



# The Village Current

An e-Newsletter of the  
Blowing Rock Chamber of Commerce

The mission of the Blowing Rock Chamber of Commerce, through the efforts of our membership, shall be to contribute to the cultural, social and economic development, growth and sustainability of Blowing Rock while preserving the charm and character of the village.

## Chamber Awards Banquet February 16, 2010

Join the Blowing Rock Chamber of Commerce as we honor businesses and individuals within the community at the "Puttin' on the Ritz: A Simple, Elegant Affair" 2009 Awards Banquet on Tuesday, February 16, 2010. The Meadowbrook Inn hosts this elegant evening beginning at 5:30pm with cocktails, hors d'oeuvres, and piano. Dinner and the awards program will follow at 7:00. New this year, the evening will end with a dance in the River Room. A cash bar is available throughout the evening. Tickets are \$32 per person. Corporate tables of eight can be pur-

chased for \$250. Tickets and tables must be purchased by Friday, February 12. Awards will be presented to outstanding businesses in several categories. The Business of the Year Award is given to the business that excels in the areas of community involvement, business promotion, team work and volunteerism. The New Construction Award is given in recognition of the outstanding new building project completed in the year 2009. The Business Renovation Award is given to the outstanding renovation of a business space completed in 2009. The Award for Cultural Contribution is given to the or-

ganization that has made a significant cultural contribution to our community for the year 2009. The Award for Civic Contribution is given to the business which makes positive contributions to the Blowing Rock Community. Also recognized will be Chamber Volunteer of the Year for 2009. Nominees in each category will be recognized. For further information please call the Chamber of Commerce at 828-295-7851.



### It's Time for Winterfest! — It's On!

There's something for everyone at Blowing Rock's Winterfest 2010, a four-day celebration of everything winter in the Crown of the Blue Ridge. The mountain town's 12<sup>th</sup> annual Winterfest celebration, Thursday through Sunday, January 28 – 31, has activities and events that will appeal to day-trippers and overnight guests of all ages. Friday and Saturday activities include "shop 'till you drop" at downtown shops and the Tanger Outlet Shoppes on the Parkway, a charity wine auction & tasting, afternoon hayrides and a dusk bonfire where you can make your own toasted marshmallows or s'mores (all supplies

provided). There will also be a silent auction with items ranging from weekend stays at local hotels and inns to clothing, dinners and jewelry. The ultimate winter sport ~ cold water insanity ~ will be on display on Saturday morning when 25-30 braver-than-smart souls dress in their wackiest costumes for the Polar Plunge in Chetola Lake. "Plungers" will compete to win the coveted Golden Plunger Award while spectators marvel at their lack of good sense. Continuing the icy theme, there will be an ice carving competition at noon...and to warm up, a Chili Challenge with all the chili your heart(burn) desires, plus live music. Winterfest wraps up on

Sunday with a pancake breakfast followed by a final hayride and an ice carving demonstration. Completing Winterfest activities is the "Winter Paws" pet show at 2:00 p.m. with the cutest pets around competing. From WinterFeast to downtown hayrides and bonfires...from the icy Polar Plunge to the hot Chili Challenge, there's something for everyone at Blowing Rock's Winterfest 2010. For more information and listings of day-by-day Winterfest events or to purchase tickets on line, visit blowingrockwinterfest.com or call the Blowing Rock Visitor Center/Chamber at 828-295-7851.

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Friday,  
January 29, 2010

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#### Calendar of Events

- **Thursday, January 28-Sunday, January 31, WINTERFEST — DON'T WORRY ABOUT THE SNOW, WINTERFEST is a WINTERfest, we love the snow!**
- **Sunday, January 31, Chetola's Festival of Lights Ends**
- **Wednesday, February 3, Chamber Board Meeting, 8am, Meadowbrook Inn**
- **Tuesday, February 16, Annual Awards Banquet**





Christopher Brantley, seen here teaching a wine seminar, of Christopher's Wine & Cheese is member of the Board Directors.

Christopher Brantley of Christopher's Wine and Cheese, located at 110 Sunset Drive, is in his first term on the Chamber Board. Christopher's Wine & Cheese is a relatively new business for Blowing Rock; it will be celebrating two years in operation late this spring. A native of eastern North Carolina, Christopher has lived in Blowing Rock for the past several years and is the owner the shop on Sunset Drive. Before coming to Blowing Rock, Chris worked in Public Health for twenty seven years. In the last two years, Christopher's Wine & Cheese has become known as a wine shop with selections that aren't usually

found in the grocery store. "I try to have things that are unique or from unique places," Chris says. Christopher's has also been praised for their use of both Twitter and Facebook to keep their customers informed about shop events and educated about wines, making use of a new way to interact and grow customers. In fact, introducing new concepts and ideas is one of Christopher's goals for his time on the board. "This is one way we can uplift business in Blowing Rock," Chris says. Chris has been an active member of the committee for the Blue Ridge Wine & Food Festival, and as a Board member he is a part of the Events and Business Support Committees.

Chris has also been a key part of the development of Sunset Stroll, which takes place each Friday before an Art in the Park. Businesses on Sunset Drive have developed a fun event to entice folks to shop and dine on Sunset. "I would like to see a Sunset Stroll happen throughout the town a couple of times a year," Chris says. Sunset Stoll has become popular with both locals and visitors. This kind of activity is a part of one of Chris' other goals for his board service: to encourage locals to shop downtown, and buy from local merchants, artists and services.

### The Member to Member Discount Program for 2010

The Blowing Rock Chamber of Commerce is pleased to announce the fourth year of the Member to Member Discount Program. *This is your businesses' opportunity to get involved with this program by offering a discount to chamber members. If you haven't already spoken with Marcia, and you would like to list your business with the program, please call the Chamber at 295-7851.* The Member to Member card gives Chamber members access to special discounts at participating businesses. In the

past year, this growing list has included lodging, dining, shopping and many services. Discounts are generally from 5 – 15% for shopping and dining, but can also represent significant savings with realtors, consultants, classes and other services. Some restrictions do apply, and more information can be found at <http://www.blowingrock.com/membertomember.php>. The Member to Member Discount Program is a part of the "Buy Blowing Rock First" initiative. By making use of the wide

range of services and merchandise available in the Village of Blowing Rock, we improve the economy of our community. Reports suggest that for every \$1.00 spent locally, \$0.45 of that dollar stays in our local economy – almost three times the amount if we go "off the mountain" for goods and services. We encourage all of our members to make use of this great benefit both by participating as a business member and by patronizing our member businesses.



Shopping with member businesses helps to stimulate our local economy.





**The Blowing Rock  
Chamber of Commerce**

*The Blowing Rock Chamber of Commerce  
2010 Board of Directors*

Contact the Chamber:

7738 Valley Blvd Phone: 828-295-7851  
PO Box 406 Fax: 828-295-4643  
Blowing Rock, NC 28605 E-mail: [info@blowingrock.com](mailto:info@blowingrock.com)

**Keep Up with the Latest on Issues that Effect  
Your Business.**

**Links to help you Stay in The Know**

[US Chamber of Commerce](#)

[NC Chamber of Commerce](#)

[United States Senate](#)

[United States House of Representatives](#)

North Carolina General Assembly :

[Senate](#)

[House of Representatives](#)

**E-Mail Your Elected Officials:**

U.S. Rep. Virginia Foxx – 202-225-2071 - [Web Email](mailto:Web Email)

State Sen. Steve Goss – 919-733-5742 – [steveg@ncleg.net](mailto:steveg@ncleg.net)

State Rep. Cullie Tarleton – 919-733-7727 –  
[culliet@ncleg.net](mailto:culliet@ncleg.net)

**Officers**

**Nancy Santay, President**

*Cabin Fever*

**Margaret Holder, Vice President**

*Chetola Resort*

**Rita Davis, Past President**

*Wachovia Bank*

**Linda Gilleland, Secretary**

*Greystone Insurance*

**Deborah McDowell, Treasurer**

*Mountaineer Inn*

**Members of the Board**

**John Aldridge**

*Individual Representative*

**Tim Miller**

*Blowing Rock Frameworks & Gallery*

**Betsy Collins**

*Individual Representative*

**Joellyn Gibbons**

*Individual Representative*

**Don Hubble**

*Individual Representative*

**J. B. Lawrence**

*United Community Bank*

**Cathy Robbins**

*Tweetsie Railroad*

**Doug Pegram**

*Village Real Estate*

**Cindy Milner**

*Bistro Roca*

**Dick Goosman**

*Meadowbrook Inn*

**Christopher Brantley**

*Christopher's Wine & Cheese*

**Julie Robertson**

*The Last Straw*

**Genie Starnes**

*Individual Representative*

**Cathy Williamson**

*Kilwin's Chocolates & Ice Cream*

**Jerry Burns**

*Individual Representative*

**Missy Watson**

*Westglow Spa & Rowland's*

**This Week in Photos**



*Say Cheese. If you have photos you'd like to share, please send them to [Stephanie@blowingrock.com](mailto:Stephanie@blowingrock.com). We're especially looking for photos from our Business Members in their Businesses!*

***What on Earth is that?** It's toilet plungers ready to be blinged out for the Polar Plunge on Saturday morning! These plungers will be painted silver, and given to each person participating in the Polar Plunge. The best plunge into the lake is awarded a Golden Plunger, you gotta stop by Chetola Lake Saturday morning to see that one.*



*It's always busy in the Visitor Center! Jim Burgess stopped by to pick up a Green Park Inn ornament, he's seen here getting some help from Ken, while everyone is at work on Winterfest. Be sure to stop by soon to get yours, they are selling like Winterfest Pancakes.*