



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.

Virtual Village Hits the Web

The Blowing Rock Chamber of Commerce and the Blowing Rock Tourism Development Authority have teamed up with Codelt Design, Inc. to develop a virtual tour of Blowing Rock which will allow users of the BlowingRock.com website to tour the Village at street level. The Virtual Village has now been linked to the web site. You'll see the icon under the changing pictures on the right. Click on the Virtual Village tab. As a user clicks through the panoramic photographs of the village, by following the BR icon, they are able to move up and down streets, and even enter participating shops and businesses. This will make Blowing Rock one of the few small towns in the nation that offer this feature to



The Link to the Virtual Village on the BlowingRock.com website.

their visitors. Earlier in the development of the Virtual Village, Charles Hardin and Tracy Brown talked about the Virtual Village Tour. "It's really an interesting process," said Chamber Executive Director, Charles Hardin. "Helicopters will fly low over town, photographing Blowing Rock for the project." The images will then be put to-

gether in a street scene of high quality images that will allow potential customers to "stroll" the streets of Blowing Rock with the help of the latest photographic technology. "We think this will market not only to the younger, tech savvy crowd," said TDA Director Tracy Brown, "but it's so easy to use, any visitor to our website will be able to see everything Blowing Rock has to offer." If your business would like to be featured as part of the Virtual Village, it's not too late. However, outside photography or businesses with views to the outside can not be taken until the autumn so that the photography will match the rest of the town.

The 2009 Awards Banquet

Get your Nominations for
2008 Business Awards in by Monday!

The Chamber is requesting nominations for our annual awards. Each year the Blowing Rock business community honors those who have made a significant contribution to the community. Awards are given to the outstanding businesses and individuals in the following

categories: Business of the Year, New Business of the Year, New Construction, Business Renovation, Exterior Enhancement, Cultural Contribution, and Civic Contribution. In addition, to these awards, the Christmas Decoration awards are also given. You can make your

nominations by printing out [this form](#) and returning it to the Chamber by January 12, 2009. The Annual Awards Banquet will be held on Tuesday, February 17th 2009 at the Meadowbrook Inn.

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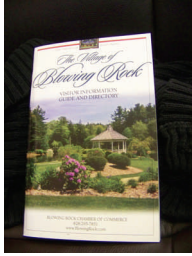
Friday,
January 9, 2009

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Calendar of Events

- January 12, Monday, Awards Nominations Due
- January 15, Thursday, Events Committee Meeting, 3pm, Chamber
- January 16, Friday, Directory Ad Reservations Due
- January 20, Tuesday, Executive Committee Meeting, Chamber
- January 21, Wednesday, Ribbon Cutting at Glidewell's, 4:30pm
- January 22-25, Winterfest



The 2008 Blowing Rock Visitor Information Guide and Directory.

Glidewell's is located at 1128 South Main Street.



Winterfest is on its way. Look at that Frosty go!

Chamber Directory Ads are a Great Marketing Tool!

It's that time of year again when we plan our Visitors Guide and Directory for 2009. This "#1" requested piece, of course, provides a free listing for all of our Chamber business members. Display ad space is available to any of our business members who wish to promote their business to the visitors and potential visitors to Blowing Rock. The piece is a direct mail

piece to all those planning a visit and requesting information to be sent to them. It is displayed prominently in all of the Official North Carolina Welcome Centers on the major interstates entering the state, as well as other private visitor centers throughout the state. It is also part of the packet mailed to those requesting relocation information. The total distribution is 15,000.

For details on advertising in this piece, please click on the link below. To be an advertiser, you must download, print complete, and sign the application and fax to 828.295.4643 or mail to PO Box 406. [To download Advertising information click here.](#) [To download the Advertising Contract click here.](#)

Reservations should be made by January 16, 2009.

Glidewell's Ribbon Cutting Jan. 21

A ribbon cutting for Blowing Rock's newest restaurant, Glidewell's, located at 1128 South Main Street at 4:30pm on Wednesday January 21. Owners P.W. and Mary Kelly Glidewell and Chef Will Burrell will be serving hors d'

oeuvres which feature items on the restaurant's internationally themed menu. Chamber members are encouraged to come out and support Glidewell's as it brings new flavors and excellent food to Main Street.



Get Ready for Winterfest!

The 11th Annual Winterfest will take place in the Village January 22—25. You can find out everything you need to know about Blowing Rock's annual Ode to Cold at the [Winterfest web-site](#). There, you'll find everything you need to sign up for Polar Plunge (you know you want to) and the Chili Cook-Off. You can also purchase your tickets for the events at the

site if you don't want to stop by the Visitor's Center and purchase them. Winterfest brings visitors to Blowing Rock from all over — we've even taken calls about it from New York and California! The fun starts on Thursday, January 22nd with Winterfeast featuring signature dishes from many Blowing Rock Restaurants. Friday night sees the Blues Concert at the Hayes Center.

The famous Polar Plunge into Chetola Lake will take place on Saturday Morning at 10am. Following, you can warm up with some hot chili for lunch at the Chili Challenge and then attend the Wine Auction and Tasting at 4pm. Sunday features the Delicious Pancake Breakfast benefiting the Blowing Rock Fire Department, served up by Knight's on Main.

New Board Seated at January 7 Meeting

Board Meeting Review

The first meeting of the 2009 Board of Directors of the Blowing Rock Chamber of Commerce took place January 7. This meeting included new board members Cathy Robbins, Doug Pegram, Cindy Milner, Dick Goosman, Debroah McDowell and Jim Steele. In addition, the election of officers was held. Rita Davis of Wachovia Bank

was elected President, Nancy Santay of Cabin Fever as Vice-President, Linda Gilleland of Greystone Insurance as Secretary and Margaret Holder of Chetola Resort as Treasurer by acclamation. Additionally, Babette McAuliffe was elected as Business at Large Member of the Executive Board. Other Business of the Board included review and acceptance

of the proposed 2009 budget and several committee reports. Chamber committees are working on a range of issues from developing a steering committee for a proposed Wine & Culinary Institute to the development of new events and other economic development for Blowing Rock.



Members of the Board of Directors are elected to two year terms.

Three New Business Members Join the Chamber in December

December added three new members to the Blowing Rock Chamber of Commerce. These members include Finley House Antiques, featuring quality pieces from France and England, located at 1121

Main Street. The Turchin Center for Visual Arts in Boone has also joined the Chamber. The [Turchin Center](#) is located at 423 King Street in Boone. Admission is free to the museum. [ASU's Performing Arts Series](#) has

also become a member. This series brings the performing arts to Appalachian State's campus throughout the Fall and Spring Semesters. More information about our newest members can be found at [Blowingrock.com](#).

Appalachian Enterprise Center to Hold Small Business Financing Form

From the AEC

The Appalachian Enterprise Center will hold a Small Business Financing Forum at its facility in Boone on [Wednesday, January 21](#). Representatives from various lenders serving western North Carolina will form a discussion panel and field questions from the audience. Persons interested in obtaining financing to start new businesses or expand existing small businesses are encouraged to attend

and participate. Expected to comprise the discussion panel are Mike Arriola, Senior Area Manager for the U.S. Small Business Administration based in Asheville; Jane Hatley and Patricia Costello, loan officers for Self-Help Credit Union also based in Asheville; and Catherine Bare of WAMY Community Action. Representatives of local banks have also been invited to participate in the forum. The forum will take place on January 21 from 10

a.m. until 11:30 a.m. The Appalachian Enterprise Center is located at 130 Poplar Grove Connector, next to the Watauga County Public Health Center. The event is free of charge, but due to space constraints, interested persons are requested to contact the AEC at 828-264-2732 or by emailing dwood@appalachianenterprisecenter.com for advance signup.

**APPALACHIAN
ENTERPRISE
CENTER** 
Helping Businesses Reach New Heights

The AEC is a network of support services for early stage businesses in the High Country.



**The Blowing Rock
Chamber of Commerce**

*The Blowing Rock Chamber of Commerce
2009 Board of Directors*

Blowing Rock Chamber of Commerce

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Officers

- Rita Davis, President**
Wachovia Bank
- Nancy Santay, Vice President**
Cabin Fever
- Bill Hall, Past President**
Blowing Rock Realty
- Linda Gilleland, Secretary**
Greystone Insurance
- Margaret Holder, Treasurer**
Chetola Resort

Members of the Board

- Babette McAuliffe**
Carolina Mountain Life Magazine
- John Aldridge,**
Individual Representative
- Greg Clark**
Gregory Alan's
- Dan Phillips**
Individual Representative

Tim Miller

Blowing Rock Frameworks & Gallery

Betsy Collins

Individual Representative

Joeyllen Gibbons

Individual Representative

J. B. Lawrence

United Community Bank

Heidi Ellis

Tanger Shoppes on the Parkway

Cathy Robbins

Tweetsie Railroad

Doug Pegram

Village Real Estate

Cindy Milner

Bistro Roca

Dick Goosman

Meadowbrook Inn

Debroah McDowell

Mountianaire Inn

Jim Steele

Individual Representative



Say Cheese. If you have photos you'd like to share, please send them to Stephanie@blowingrock.com.

This Week in Photos

Snowy scenes at the Cone Manor during this week's snowfall. Photos taken by the TDA's Amanda Fife Lugenbell.

