



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.

“Night at the Oscars” Awards Banquet February 17

Join the Blowing Rock Chamber of Commerce as we honor businesses and individuals within the community at its “Night at the Oscars” 2008 Awards Banquet on Tuesday, February 17, 2009. The Meadowbrook Inn hosts this elegant evening beginning at 6:00 with cocktails followed at 7:00 by dinner. Tickets are \$32 per person. You may also choose to purchase a Reserved Cooperate Table of eight for \$250. Tickets and tables must be purchased by Friday, February 12. Awards will be presented to outstanding businesses in several categories. **Business of the Year Award** is given to the business that excels in the areas of community involvement, business promotion, team work and



Join the Chamber as we celebrate Business in Blowing Rock with a Night at the Oscars.

volunteerism. **New Business of the Year**, given to the Outstanding Business opened in Blowing Rock in the year 2008. **New Construction Award**, given in recognition of the outstanding new building project completed in the year 2008. **Business Renovation Award**, given to the outstanding renovation of a business space completed in 2008. **Cul-**

tural Contribution, this award is given to the organization that has made a significant cultural contribution to our community for the year 2008. **Civic Contribution**, this award is given to the business which makes positive contributions to the Blowing Rock Community. **Exterior Enhancement Award**, given to the business which made outstanding improvements to their exterior space in 2008. Also recognized will be **Volunteer of the Year for 2008**. Nominees in each category will also be recognized this year. For further information please call the Chamber of Commerce at 828-295-7851.

Blowing Rock Once Again Named One of America’s Great Towns!

Blowing Rock is acclaimed as one of the 100 top vacation towns in the country in a new guidebook. **The Great Towns of America** by David and Joan Vokac was written with both travelers and urban escapists in mind. It is packed with detailed information about fun-filled getaway communities. One hundred locales from coast to coast like Bar Harbor, Maine and Cambria, California are identified

where the comforts and artistry of civilization blend easily with nearby natural grandeur. **The Great Towns of America**, subtitled the “All New Guide to the 100 Best Getaways for a Vacation or a Lifetime,” is a completely revised follow-up to the original book, first released in 1998. Twelve of the original 100 from the first book have been replaced by new communities that more thoroughly enhanced

their desirability as travel destinations and relocation sites in the intervening decade. Blowing Rock was described by the authors as “a refined mountain village for all seasons...tucked away in a verdant hardwood forest atop one of the most spectacular rims in the Blue Ridge Mountains.” You can see a copy of the book at the Visitor Center on Valley Blvd. — From David Vokac

Volume 5, Issue 3

Friday,
February 6, 2009

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Calendar of Events

- Monday, February 16, Application Due for Leadership Challenge
- Tuesday, February 17, 6 p.m. Annual Awards Banquet, Meadowbrook Inn
- Thursday, February 19, 3 p.m. Events Committee Meeting, Chamber
- Wednesday, March 4, 8 a.m. Board of Directors Meeting, Community Club
- Friday, March 6, Leadership Challenge Begins



Nancy Santay of Cabin Fever is the Board of Director's Vice President for 2009.

Nancy Santay of Cabin Fever is the Blowing Rock Chamber's Vice-President for 2009. Nancy and her husband Tim have operated Cabin Fever, located at 915 Main Street, for over ten years. Born and raised in Chicago, Nancy honed her retail skills at a major department store in Chicago. She took a break from the retail world, however, and spent some time as a hair stylist. "A lot of people don't know that," she laughs. Even though Nancy still HAS great

hair, Blowing Rockers know her for her great shop. Cabin Fever opened in 1998, after the Santays had left Charlotte after four years in that city. Cabin Fever is a direct outgrowth of a business they had there. "We had a space at the Black Lion. We noticed that customers would often remark that they were going to take the things they had bought from us to their house in the mountains... to Blowing Rock. So we came here just to start the business." As Nancy begins her second

term on the Board of Directors, she currently chairs the Business Support Committee (*see more about what Business Support is up to on page 3*). One of her major goals for this year is to work with Blowing Rock PD to get the CodeRed system operating for the benefit our Central Business District. Nancy is also leading the charge for a Members Only section of the Chamber's web-site to improve communications for business in Blowing Rock.

New Members Join the Chamber

Welcome to the Blowing Rock Chamber's new business members! Joining the Chamber in January is [Kevin Walker Construction, Inc.](#) Kevin relocated to the High Country from Maine and specializes in re-

molding and addition projects. Our second new member in January is [Boone Brewing, LLC](#), makers of Blowing Rock High Country Ale. Boone Brewing, LLC is owned by Todd Rice and Jeff Walker.

The Last Straw Celebrating TWENTY YEARS! We're Looking Forward to Twenty More!

Twenty years ago, Roger Robertson was a teacher at Hardin Park Elementary, his wife, Julie, was a dental hygienist. In order to earn a little extra cash, he made and sold dried flower arrangements at Art in the Park and a few other art shows, developing a loyal customer base along the way. From these humble beginnings, Roger started

what has become a Blowing Rock icon, The Last Straw, located at 978 North Main Street. For the first two years, the store was located in Valle Crucis, they moved to Blowing Rock in 1990 and have had two locations on Main Street. The Last Straw landed in its great new location about five years ago. Roger and Julie have added to the store, expanding into patio and deck

furnishings and other gifts. Roger and Julie work with many of the interior decorators in the area. They also decorate businesses and homes for Christmas! The Last Straw may have come a long way from a booth in the Park, but Roger and Julie have no plans for slowing down.



Roger and Julie Robertson at their beautiful Main Street store, The Last Straw.

Blowing Rock Leadership Challenge Invites Applications for 2009

Applications for the 2009 Class of Blowing Rock Leadership Challenge are being accepted now. The program provides a comprehensive overview of the community and introduces participants to leaders in the fields of government, education, health care and business. Robbie Sharrett, 2009 Chair of Blowing Rock Leadership, said, "This is a fantastic educational and professional development experience. It's locally held and run, efficiently scheduled and packed with information about all the systems which contribute to our town's operation and infrastructure." Over the course of eight weeks beginning on March 6. The leadership series kicks off with an opening retreat held in Blowing Rock, followed each week by a one-half day session each week until graduation on April 29. Charles Hardin, Executive Director of the Blowing Rock Chamber of Commerce said, "Participants will gain a real-

istic understanding of how our community works. We have scheduled highly skilled resource people in each specific area of community life to be our presenters during the course." Ms. Sharrett noted, "As a REALTOR with 26 years experience, I thought there was not much more to know about our community—that I knew almost everything about how it ran. I found there was so much more to know. When I accepted the 2007 Blowing Rock Leadership Challenge, I learned just how much work is done by our local and area governments, our retail and tourist sectors, our volunteer and service organizations, our medical community and many more groups and individuals committed to contribute to the quality of life of Blowing Rock." She said one of the most enjoyable aspects of Blowing Rock Leadership is the opportunity to join with other community-minded people and make new friends while working together on community awareness or

specific focus projects. Sharrett added, "This is the third class of Blowing Rock Leadership and I have been pleased to see people of all ages participating—we run the gamut from young professionals to seasoned citizens. We thrive on the variety of viewpoints from our alumni, yet all our discussion and planning for our annual project has its foundation in the amount of benefit to the community of Blowing Rock." Leadership Challenge programs, like Blowing Rock Leadership, are sponsored by the local Chamber of Commerce. The 2009 class is limited to 15 participants with preference given to Blowing Rock residents. Tuition is \$150.00 which includes program materials, refreshments and a graduation dinner and award certificate. For information or to receive an application for enrollment, contact the Blowing Rock Chamber of Commerce at 828-295-7851. Deadline to apply is 5pm February 16, 2009. — From the Blowing Rock

Leadership Challenge, Robbie Sharrett



Robbie Sharrett leads the Blowing Rock Leadership Challenge Alumni Group.

Business Support Working with CodeRed

The Business Support Committee has communicated with Chief Eric Brown of the Blowing Rock Police Department regarding the Reverse 911/CodeRed program and Lost and Found. According to Chief Brown, businesses need to officially sign up for the system online, but he would also like the data

sheets that the Business Support Committee collected so that they can be separated geographically for business purposes. Presently, the Reverse 911/CodeRed system is set up with both businesses and residences. A way to contact businesses only is particularly in the case of shoplifter and counterfeit money alerts.

There is a link to the official form for CODE RED enrollment at the bottom of the main page of the [town web-site](#). Chief Brown also let the Committee know that the official lost and found is the Police Department. If a customer should come in or call, they can then be directed to the Police Department.



Sign Up for the CodeRed reverse 911 system at the town's web-site.



**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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**Keep Up with 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](#)

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

This Week in Photos



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

*A Streak of Green
About It....*

At already looks like spring for these Customers at The Last Straw!



A bit of green peaks through the snow along Valley Blvd.

