



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.



Promote Your Business Through Sponsorships

The Blowing Rock Chamber of Commerce is introducing a new sponsorship program for our members. Sponsorships are a marketing tool that your business can use to get your name and logo in front of many people in association with a one of Blowing Rock's festive events. For example, thousands attend the Art in the Park series every summer. One way to get your business name in front of all the people who are enjoying the show is to purchase a trolley banner. Throughout the day, the trolley takes visitors from downtown to Shoppes on the Parkway and Food

Lion, and back again. You can sponsor a banner on the trolley for only \$250 per show! (You must provide your own banner.) That's an ad that is guaranteed to be seen by thousands for only \$250. Sponsorships are also available for the Symphony by the Lake at Chetola and the Blue Ridge Wine

and Food Festival (see the following story for more details on those opportunities. Call the Chamber for details.

YOUR NAME HERE!

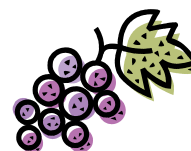


Wine Festival Sponsorships are Available!

The Blue Ridge Wine and Food Festival is swiftly approaching! The Village of Blowing Rock will be packed with wine and food lovers for four days of fun and festivities April 15-18. Make the most of the Wine Festival by promoting your business DIRECTLY to festival goers through a sponsorship. The Blue Ridge Wine and Food Festival offers a wide range of sponsorship levels to meet any business budget. Like Art in the Park and Symphony, the Wine Festival makes use of the trolley which runs throughout the

day. You can purchase a Trolley Banner Sponsorship for \$250 (again, you must provide your own banner). In addition to the famous Grand Tasting in downtown, the Wine Festival features some great seminars about wines and food. Consider sponsoring one of the seminars for \$250 each. We will place a sign at your seminar letting attendees know that your business is our sponsor for that event. You are also welcome to a small informational area and are encouraged to volunteer at the seminar. If you'd like to make more of a sponsorship investment,

there are many levels to choose from. Sponsorships range from the \$1000 Uncork the Festival Sponsor to the Presenting Sponsor level. All of the Sponsors at the one thousand dollar or higher level receive appropriate event tickets and other benefits in addition to logo and banner placement. For more information and complete details, [Click Here](#).



Volume 5, Issue 5

Friday,
March 19, 2010

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Calendar of Events

- **Wednesday, April 7, 8:00am-10:00am, Meeting of the Board of Directors, Meadowbrook Inn**
- **Thursday, April 15-Sunday April 18, Blue Ridge Wine & Food Festival**
- **Tuesday, April 20, 5:30pm-7:00pm, Business After Hours, SweetGrass**
- **Thursday, April 29, 8:00am-10:00am, How to Grow When It's Slow: Writing the Dreaded Manual, Emergency Preparedness, BRFD Meeting Room**
- **Wednesday, May 5, 8:00am-10am, Meeting of the Board of Directors, Meadowbrook Inn**



Cathy Williamson of Kilwin's Chocolates is a member of the Board of Directors.

Meet Your Board:

Cathy Williamson of Kilwin's Chocolates

(.. in her own words! We couldn't make this stuff up!)

Upon graduating from UNC-Chapel Hill with a degree in radio and television, I went to work for WSOC-TV in Charlotte. My first job was working in the Production Department running studio cameras and creating electronic graphics for news shows. Eventually, I became a reporter for WSOC-FM and wrote and produced radio and TV news. I loved the work, hated the hours and the pay even more. In the end the best thing I got out of working at WSOC was my husband, Bill! He was the Chief News Photographer when we married in 1987. Ten months later, we shocked friends and family when we quit our jobs, sold our cars and rented out our house. We bought a 30' sailboat and moved on-board to spend a year cruising the East Coast from the Chesapeake Bay to the Dry Tortugas

and into the Bahamas. With no indoor shower or refrigeration, we heated bathing water from the sun, dove for lobster, cooked meals on a camp stove and loved every minute of it! Our year ended in September 1989 with the arrival of Hurricane Hugo. Back on dry land, we bought Kilwin's in 1990 and moved to Blowing Rock. We now have a total of five stores with shops in Wilmington, Gatlinburg and Pigeon Forge. Buying into a franchise concept is entrepreneurship for dummies; a perfect fit for us! In 20 years of working our stores and living in Blowing Rock, we have witnessed many changes in town. For most of the early years, our world only existed in the block between Sonny's Grill and First Citizens Bank! With incredible Managers in

place and another driver in the family, I felt like the time was perfect for getting more involved with the community. We have two sons, Jordan (17) and Patrick (14). I have volunteered at Blowing Rock School since 1997, been a Cub Scout leader, mentored with the Girl Scouts, served on the board of the Stage Company, worked on the Business Support Committee and most recently, joined the Chamber Board. My goal for serving on the board is to strengthen the customer experience and service industry relationship that is crucial for maintaining loyalty from visitors who lodge, shop and dine with us. Our town has received many accolades for its beauty and variety of things to do. I would like to see praise for being home to the "best customer service" among small towns.



In addition to the great sponsorship opportunities featured on the front page, there are other ways to expose festival goers to your business.

First, we encourage you to **ADVER-**

TISE in the Wine Festival digest which is an insert

to the Blowing Rocket. In order to take advantage of this unique opportunity, call The Blowing Rocket office at 828-295-7522 and let them know that you would like to advertise in the digest. Secondly, merchants in the downtown area are invited to participate in the Barrels of Fun Hunt (details in the March 5 issue). If you haven't signed up, do it soon!

Thirdly, there are many, many volunteer opportunities with the

Wine Festival. We really appreciate businesses who encourage their staff to help us out with some of the work. It's a great way for you to meet the folks at the festival and pass them a business card. Call the Chamber office if you'd like to volunteer, 295-7851. The festival will be here before you know it, so make sure you're ready for it!

Blue Ridge Wine & Food Festival Volunteer and Special Opportunities for Business

Governor Perdue Delivers Address to High Country Business Leaders

Reprinted with Permission from the March 11, 2010 issue of The Blowing Rocket

By Jeff Eason

“Cautious optimism” was the unspoken phrase that radiated from the podium earlier this week when North Carolina Governor Beverly Perdue spoke in Boone to business leaders and representatives from the Blowing Rock, Boone Area and Ashe County chambers of commerce. Perdue spoke to a crowd of about 100 at the Watauga County Administration Building in Boone on Monday, along with N.C. Rep. Cullie Tarleton, N.C. Sen. Steve Goss, Blowing Rock Chamber president Nancy Santay, Boone Area Chamber of Commerce chairman George Brudzinski, and Ashe County Chamber of Commerce executive director Cabot Hamilton. “We’ve come along way in this state since I’ve become governor,” said Perdue. “When I was elected I realized that North Carolina was facing around a \$4.6 billion shortfall. That’s more than it’s ever been and our state and our country was facing the worst economic situation since the Great Depression.”

Perdue noted that, with help from the General Assembly, the state government has cut out \$2.4 billion in spending in her first year as governor. “That’s why some people are concerned with poor services,” said Perdue. “But we really did

reduce the size of government and are doing more with less.” Perdue stated during the address that her four priorities as governor are jobs, education, ethics in government, and fighting crime. “To create jobs, we must help small businesses that are the lifeline of our economy,” said Perdue. “Sixty percent of applications for small business loans are currently being turned down. We need to streamline the procedures and make it easier for qualified small businesses to secure the money they need to grow and operate.” Perdue stated that she is embarrassed by the fact that 30% of high school freshmen do not eventually graduate. “If we have a talented workforce, it will help us recovery economically much quicker than other states,” said Perdue. “Every child must graduate from high school with the skill set necessary to go on to work, community college or to a university. We need to expect more out of our students.” Perdue stated that her administration is utilizing new technology to create a greater transparency in government. She also stated that she believes that violent offenders such as murderers and rapists should do a larger percentage of their sentence before being eligible for release. “We have three things going for us,” said Perdue. “Our university system, our workforce and our geography. Our people believe in keeping on. They believe in North Carolina.” After

Gov. Perdue’s address, she briefly took questions from the audience. Watauga County School Board chairman Lowell Younce invited the governor to cut the ribbon when the new Watauga High School opens August. She accepted the offer. When asked about her task force looking into the possible privatization of liquor sales, she stated that in order to get the state out of its economic situation, everything was on the table. “We don’t have to do it all, but we have to look at everything,” said Perdue. “We are shredding services that aren’t core to running North Carolina properly. The ABC system that we now have is being evaluated. But we want to be careful, because that system now provides \$174 million to municipalities and local governments.” Perdue insisted that she and her economic team are doing everything they can to relieve the state’s economic woes while also promoting businesses large and small in North Carolina. “This recovery that we’re experiencing, I don’t believe it will end for six or seven years in terms of us being where we were in 2006 or 2008,” said Perdue. “We’re starting to sell houses along the coast and here in the mountains, but it’s not at the same price and it’s not the same volume as before when you couldn’t build them fast enough.”



Chamber Board President Nancy Santay and Governor Bev Perdue.



Governor Bev Perdue.



Chamber Board Member Dick Goosman questions the Governor.



**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

**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

State Sen. Steve Goss – 919-733-5742 – steveg@ncleg.net

State Rep. Cullie Tarleton – 919-733-7727 –
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

*Scenes from our wonderful Business After
Hours at First Citizens Bank.*



*Say Cheese. If you have photos
you'd like to share, please send
them to
Stephanie@blowingrock.com.
We're especially looking for
photos from our Business Mem-
bers in their Businesses!*

