



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.



Get Your Business to Concierge 101!

Have you signed up for Concierge 101 yet? To help get the word out about your business, the Blowing Rock Chamber is inviting *all* of the "purveyors of fun things to do" to set up a free booth at the Tanger Outlet Center on Tuesday, June 8, 2010 from 3 – 6pm to show off their products and services. This is great place for any attraction, arts, recreation, restaurants, publications and businesses that offer seminars or special tourism related services to introduce front line employees to your business. Our tourism related version of a business expo; we call this event CONCIERGE 101, and we want YOU to be there to educate the public and village employees about your fun things for folks to do! The more people know about your products and services, the more they will tell other people about it. "We need for those folks who work the front lines with our visitors to know who's out there when a visitor asks what there is to do in or town," said Charles Hardin, Executive Director of the Blowing Rock Chamber of Commerce. "In a sense, we're all a concierge in a town with a lot of visitors,

and we need to know how to answer the questions they often have." The event is open to the public. Attendees will meet area outfitters, fishing companies, rafting guides, shopping, arts events, restaurants and the area's major attractions. Concierge 101 is like a crash course in all the fun things in our area. Those in attendance find out quickly that the answer to the question of what there is to do is: LOTS. Attendees can also register for door prizes from many of the businesses featured at the show and pick up coupons. Restaurants will offer samples of their fare, giving attendees a taste of the many kinds of dining that can be found in Blowing Rock. Many people comment that they didn't realize there were so many things to choose from. In years past, many people were excited to be introduced and reintroduced to the many special things about our region: from why the Blowing Rock is unique to the events that are happening in town on the Fourth of July, you can learn about it at Concierge 101. Even people who are old



hands at the visitor services business found the event useful. "It is great to meet the people we work with," said Ken Cham from the Blowing Rock Visitors Center. All businesses are encouraged to send their front line employees to the event. It usually takes about an hour to see all the booths and chat with the businesses. Booths will be set up outside in the Tanger Outlet Center courtyard and parking is plentiful. For more information call or e-mail Stephanie at 295-7851 or Stephanie@blowingrock.com.

Rescheduled!
Cans and Pans Steel Drum Band will play on Sunday, May 23 at 4pm for our opening Concert in the Park. Originally scheduled for the 16th, the Steel Drum Band felt the weather was too risky to bring out the pans! See you Sunday!

Volume 5, Issue 9

Friday,
May 21, 2010

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Calendar of Events

- Sunday, May 23, Concert in the Park, Memorial Park, 4:00pm **RESCHEDULED**
- Tuesday, June 1, Chamber Annual Picnic, Davant Field 5:30 pm - 7:30pm
- Wednesday, June 2, Meeting of the Board of Directors, Meadowbrook Inn, 8:00am - 10:00am
- Thursday, June 10, How to Grow When It's Slow, Customer Service, New Fire Department Meeting Room, 8:00am - 10:00am
- Saturday, June 12, Art in the Park, American Legion Grounds, 10:00 am - 5:00pm
- Tuesday, June 15, Business After Hours, Christopher's Wine & Cheese, 5:30-7:00pm

**Member of the Month:
Appalachian Signs & Design**



Sarah Evans and Laura Shoemaker at their building on King Street in Boone.

Appalachian Signs & Design is a full service, custom sign shop specializing in Machine Carved & Dimensional Signage.

Owned and operated by Sarah F. Evans and Laura A. Shoemaker, both ASU graduates,

App Signs has been designing and fabricating signs in the high country since 2004. The company began as a single room, part-time business, and over the years has grown exponentially to incorporate a

1200 square foot production shop and an office in downtown Boone. Located at 898 West King Street, App Signs offers all types of signage, including (but not limited to) illuminated, routed / sandblasted, fabricated, large format printing, cut vinyl, banners, magnetics, window graphics, and ADA packages. Graphic design, printing, and installation services are also available. With our emphasis on customer relations, we approach each design oppor-

tunity with enthusiasm and have a genuine interest in the future success of our clients and the community. We strive to enrich the experience of our area through artistic and effective visual communication. Appalachian Signs would like to invite everyone to visit www.appalachiansigns.com to view their portfolio, or stop by the office to see product samples and learn more about how we can help you with your advertising needs.

**Shiners Arrive Next Week,
Make sure they Know about YOUR Blowing Rock Business**

The Oasis Shiners arrive for their annual ceremonial meeting the weekend after Memorial Day. Make the most of this visit by the Shiners by providing coupons, information and

goodies from your Blowing Rock business in their check in bags. Blowing Rock businesses can market directly to the Shriners at free booths at Chetola. Call Tracy Brown,

the Executive Director of the Blowing Rock TDA for more details, 295-4636.



**The North Carolina Wine & Culinary Center at Blowing Rock
One Small Step Closer to Reality**

The Steering Committee for the North Carolina Wine and Culinary Center reports that the feasibility study is complete. While the Steering Committee is not ready to make an official announcement, they are optimistic about the outcome of the study. "We still have some work to do over the summer," said Charles Hardin, the Blowing Rock Chamber of Commerce's Executive Director, "but all of the key players are looking at their areas of

experience and expertise and will be ready to add value to the final product when we are ready to make a formal announcement in the fall." Funded through a grant from the North Carolina Rural Center, the feasibility study was performed by the Consult Econ Group of Cambridge, Massachusetts. The Steering Committee is focusing the study's findings toward Blowing Rock specific issues and environs. "We each have a piece of the puzzle," said Hardin. The Steering Committee is com-

prised of representatives from across North Carolina, including Appalachian State University, Johnson & Wales University, the North Carolina Wine & Grape Council and Yadkin Valley Wine Growers Association. The Steering Committee will issue a full report in the late fall. Blowing Rock is fast becoming known as a destination for food and wine, hosting The Blue Ridge Wine And Food Festival and the Fire on the Rock Chef Challenge.



The glass is half full for the North Carolina Wine and Culinary Center at Blowing Rock

Annual Chamber Picnic is June 1

The Chamber Member Picnic will be on Tuesday, June 1 from 5:30 – 7:30pm at Davant Field, rain or shine. Franks n More will be serving up Hot Dogs and Pat's Almost World Famous Cheeseburgers will be grilling up some burgers. Members should bring a side dish or dessert to share. Please mark your dish with a

placard so we know which business to thank (if your dish is vegetarian or features something some folks may need to avoid, like nuts or seafood, you might note that as well). Restaurant members may use this opportunity to feature a signature side item or dessert. Jesse Smith will provide the entertainment for

the evening. Poppy's by Design will provide the center pieces. Two members of your company are invited, and each additional guest is requested to make a \$2 donation to help us offset the cost of the burgers and dogs.



Follow your Dream's Ben And Robin Clause arrive with yummy stuff at the 2009 Picnic.

New Members Join the Blowing Rock Chamber

Flora Ottimer Children's Boutique 179 Main Street, Blowing Rock, 828-295-9122 Five generations of discriminating shoppers have found fine gifts and apparel for boys and girls at Flora Ottimer Children's Boutique, a unique, Fort Lauderdale-based specialty shop known for its personal service. Come enjoy our newest location in Blowing Rock.

The Saddle Club at Yonahlossee 223 Pine Hill Road, Boone, 828-387-0390 Horseback riding-Lessons (English and Western), Training, Boarding. Equestrian Facility offering year round services - Indoor Arena, Club Room, Trails, Cross Country Field.

Hickory Daily Record Hickory, 828-304-6945 Daily Newspaper for Hickory, NC.

The Blowing Rock Woman's Club, Blowing Rock, 828-295-7637 Raises funds for scholarships for Blowing Rock students.

USA Raft, 2 Jones Branch Road, Erwin, TN, 37605, 423-743-7111 USA Raft offers whitewater rafting on the Watauga Nolichucky, French Broad and Nantahala Rivers. With over 30 years of experience taking guests rafting, we are a great choice for your family or group. Also offering caving, climbing, campgrounds and group river-side lodging.

Paolucci's Italian Bar & Grill, 783 King Street, Boone, NC, 828-298-7524 Come taste our Italian comfort cuisine featuring fresh ingredients prepared in modern combinations.

Blowing Rock Park View Apartments Blowing Rock, NC, 28605, 828-295-4202 Charming village vacation apartments, in the heart of Blowing Rock, overlooking the park and shops on Main Street. Furnished one bedroom, living room, kitchen, w/d. Walk to everything! No smoking; no pets. Season-month-bi-weekly.

Blowing Rock Lodge 197 Old Hwy 321, Blowing Rock 828-295-6000 Located on Old US Hwy 321, Just 1/4 mile north of the Blue Ridge Parkway at Milepost 291. Open year round, just a stone's throw to the ski slopes, and a short drive to town. Beautiful rooms with rustic furniture. Each with it's own balcony overlooking a scenic pond. Cable TV, A/C, heat, VCR/DVD, morning coffee. Lodge with fireplace. No pets. New owners.

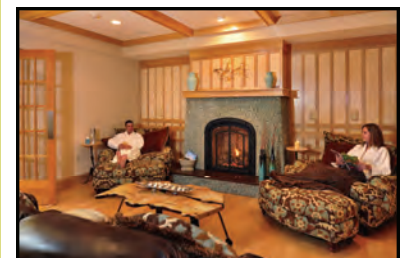
1 Call Home & Property Enhancements, Blowing Rock, 828-963-0237 Whether your objective is to repair a small list of items around the house or grounds, have your home remodeled, build an addition, give your bath or kitchen a makeover, pressure wash and /

or paint your home, add a deck, or anything else, 1 Call Home and Property Enhancements is the answer! Please visit our website for a more complete list of services.

The Spa at Chetola Resort, Blowing Rock 828-295-5500 Newly opened in Fall, 2009, The Spa at Chetola Resort offers massages, facials, cosmetic applications, nail treatments and teeth whitening procedures. Try the Spa Sampler package, a Couples Massage, Makeup Application, Peel Infusion or Swan Body Wrap. Relax in the Swan Juice Bar or Relaxation Room. The Spa is open to the public and features the Osmosis Skin Care Line and Jane Iredale Mineral Makeup. Open daily year round.

Mountain Heritage Systems 577-5 George Wilson Road, Boone, 828-264-4348 Entertainment, home theatre and security networking for your home.

A-1 Termite and Pest Control, Lenoir, NC, 828-4656, 800-532-7378, Our underlying drive comes from the satisfaction of constructing relationships and producing a service that is needed and synergistic to all parties involved. Commercial / Residential Termite and Pest Control, Radon Testing / Mitigation, Crawl Space Care, Since 1966.



Chetola's Spa is a new member of our Chamber.



**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, In Memory

Individual Representative

This Week in Photos



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 Members in their Businesses!



Scenes from Bistro Roca's Business After Hours and How to Grow When it's Slow: Employee Manuals. (Kent, just so you know, we all have an emergency meeting place now.)

