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THE VILLAGE CURRENT

AN E-NEWSLETTER FROM 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 Partners

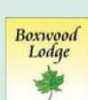
GOLD PARTNERS:

ROCK BARN GOLF & SPA
REYNOLDS BLUE RIDGE

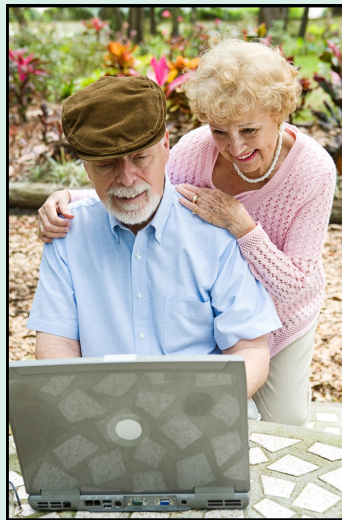


SILVER PARTNERS:

APPALACHIAN ENERGY
APPALACHIAN REGIONAL
HEALTHCARE SYSTEMS
BLOWING ROCK INN/BOXWOOD LODGE
CHETOLA RESORT AT BLOWING ROCK
FOUR FORTY FOUR
THE LAST STRAW
UNITED COMMUNITY BANK



Blowing Rock Goes Wireless!



Story reprinted with Permission from BlowingRockCommunityNews.com, read more there!

By David Rogers. June 20, 2011. **BLOWING ROCK** – Tourists have one more reason to choose Blowing Rock as their destination of choice beginning tonight: a new, free public WiFi service will be available, thanks to a joint effort by the Blowing Rock Chamber of Commerce and Reynolds Blue Ridge (RBR). Reynolds Blue Ridge (RBR) is providing more than \$17,000 in hardware and equipment to provide the service, as well its IT expertise for the installation. RBR is also donating the cost of support, which will include IT support and a monthly recurring expense. "I thought about the Chamber trying to provide WiFi-type access back as early as 2005," Blowing Rock Chamber of Commerce Executive Director Charles Hardin told *Blowing Rock News* in a Monday interview, "but the ISP we were working with went out of business. Cost was a major factor in our decision at that time not to pursue it. But on a visit to Bryson City, NC, I noted that they had free WiFi, and I just thought to myself that if a small town like Bryson City can provide this service, then there should be a way for Blowing Rock to do it, too." Meanwhile, Reynolds Blue Ridge was independently considering a public WiFi solution, RBR General Manager Jim Pitts told *Blowing Rock News* separately on Monday. "We wanted to advertise the RBR real estate project to Blowing Rock visitors," Pitts noted, "so we devised an intercept marketing plan. Actually, this was actually the original brainchild of Leah England, the wife of our Sales Manager, Chris England. It is simply great thinking at work." After further consideration, RBR concluded that the WiFi initiative was too large to solely be a self-contained campaign. "Ultimately," explained Pitts, "we concluded that with the town's

Upcoming Meetings and Chamber Produced Events

Every Thursday thru Oct 21:
The Blowing Rock Farmers Market

Jun 22: Business Support Committee, Bistro Roca, 4:00pm

June 28: Executive Committee Meeting, Chamber Office, 3:30 pm
Jul 4: Independence Day, Chamber Office Closed

Jul 6: Board Meeting, 8:00 am, The Meadowbrook Inn in The Summit Room

Jul 13: Total Resource Campaign Meeting, Chetola, 8:00am

Jul 16: Art in the Park, 10:00 am—5:00pm, American Legion Grounds

Jul 17: Concert in the Park, Memorial Park, 4:00pm, Watauga Community Band

Jul 22: Symphony by the Lake at Chetola. Gates open at 5:30pm

Jul 27: Economic Development Committee, Chamber Board Room, 4:00pm

Aug 13: Art in the Park, 10:00 am—5:00pm, American Legion Grounds

Aug 14: Concert in the Park, Memorial Park, 4:00pm Grandfather Mountain Highland Pipe Band

Aug 16: Business After Hours, 5:30—7:00pm, Blowing Rock Carpet Service

Other Meetings of Importance to Members:

Jul 12: Town Council, Town Hall, 5:00pm

Jul 27: Downtown Partnership Meeting, Blowing Rock Fire Department

More information and a complete calendar can be found at:
www.blowingrock.com or
www.blowingrockncchamber.com



Meet your Chamber Partners

Appalachian Energy

Appalachian Energy, a division of G&B Oil Company, Inc. operates throughout the high country. G&B operates other locations throughout the Piedmont and Western, NC under the G&B Energy banner. G&B Oil Company, Inc. is a NC based, family owned company founded in Elkin, NC in 1930. While Appalachian Energy is regarded as a reliable propane and heating oil delivery company, they also offer a host of products that will increase your comfort, quality of life and your homes value. Appalachian Energy's in house installation and service crews can install gas and wood fireplaces, stoves and inserts, outdoor gas lighting, gas firepits, built-in grills with storage, tankless water heaters, boilers, room heaters and "Sunsetter" retractable awnings. Appalachian Energy's loyal customers enjoy fair pricing, flexible billing options, such as Budget Billing, Online bill pay for their propane, fuel oil and kerosene needs as well as Stable Propane Pricing, lock-in price and pre-buy for propane. A warm home, hot fresh cooked meals, a hot shower, dry clothes and a cozy fire are a few of the everyday comforts brought to you by the clean and efficient propane delivered by Appalachian Energy. The propane experts at Appalachian Energy serve the High Country from a local Hearth & Grill showroom and delivery center located in Boone at 190 Poplar Grove Rd. Their showroom features working displays and is staffed by safety trained local employees with over 100 years of experience. For more information on Appalachian Energy and G&B Energy visit, www.gbenergy.com or call your local Hearth & Grill showroom at 828.262.3637.



Want to Know More about the Wireless Initiative?

Stop by the Inn at Ragged Garden today, June 22 between 4:30pm and 6:30pm. Reynolds Blue Ridge will be making a new name for themselves: Blue Ridge Mountain Club. You are welcome to stop by for refreshments, talk about the wireless, and learn about the property.

Symphony

Spend an evening under the stars by beautiful Chetola Lake with the Symphony of the Mountains at the Annual Symphony by the Lake, Friday, July 22. This annual outdoor performance of symphonic music, sponsored by the Chamber, on Chetola Resort's sweeping lawn has become the high point of Blowing Rock's summer season. Following the music, a spectacular fireworks show will cap off a fantastic evening. Returning for this year's event is the Symphony of the Mountains conducted by Maestro Corneli Laemmli Orth. Tickets are \$26.00 for adults and \$10 for children under the age of twelve. Tickets are now available at the Blowing Rock Chamber of Commerce at 132 Park Avenue or by calling the Chamber office at 828-295-7851. Purchasing a patron tent is a fun option for many. Patron tents are popular and are very limited in number, if you are interested in a patron tent, you must call in advance to be placed on a waiting list. Parking for the event available at Tanger Shoppes on the Parkway. The gates open at 5:30pm for picnicking by beautiful Chetola Lake at Chetola Resort, the performance will begin at 7:30pm, followed by fireworks. Parking is also available at the Food Lion Shopping Center. The Blowing Rock Chamber provides a free shuttle from the Food Lion Shopping Center to Chetola. The shuttle is handicapped accessible and drops concert goers off at the lawn with a minimum of walking.



Celebrate Americana

**SYMPHONY
BY THE LAKE
AT CHETOLA**

FRIDAY, JULY 22, 2011

7:30 pm
(Gates open at 5:30 pm)
The Harris Brothers (Playing 5:45 till 7:15pm)

\$26 Adults, \$10 Children (ages 11 & under)
Shuttle Service Available

Tickets:
(828) 295-7851 or www.BlowingRock.com

A Blowing Rock Chamber of Commerce Event

SPONSORED BY:

FLOW CAROLAC Our State

Blowing Rock Goes Wireless, cont.

reputation as a resort community, Blowing Rock could benefit from a goodwill gesture that comes from providing free wireless to its visitors and guests. The perfect entity to promote free public wireless is obviously the Chamber of Commerce. So we contacted Mr. Hardin about the Chamber's potential interest, and that's when we learned that the Chamber has been looking to accomplish the same goal. We concluded that working together to make this a Main Street offering would be the best course for all concerned. While RBR is providing the funding and technical support, the Chamber will provide the promotion of the service to its members and town visitors." In listing the user terms, user characteristics,

and benefits, Pitts and Hardin revealed: The WiFi coverage is expected to encompass most of Main Street, from Ruple Memorial Presbyterian Church and St. Mary's of the Hills Episcopal Church on the south end, to Knight's on Main at the north end. The service will be FREE. Users must register and in signing up must provide name, email address and zip code. To offset any liability for the Chamber and Reynolds Blue Ridge, all users must accept certain "terms and conditions" prior to gaining access. Users will be signed in for three days, which according to the Chamber is the expected average stay while visitors are in town. Because it is a line-of-sight service, bandwidth speeds will probably be outdoors, along Main Street. Hardin and Pitts both caution business owners in the Blowing Rock coverage area that the service is not intended to replace their hardline ISPs. "This is not a business solution," said Pitts. "We hope that business owners refrain from abusing the service. It is intended to help bring more customers to their retail shops and other businesses. If they use it for their businesses, they will sap the bandwidth and make the service frustratingly slow for the tourists and downtown visitors. "Ultimately, we at RBR have total control over the site," Pitts continued. "If we find that the site is being abused by a local business, then we can manually block their access. We intend to send a letter to all of the local businesses to introduce the project, and to describe how we would like for locals to behave on the system to insure visitors and guests' accessibility." "We want to thank Reynolds Blue Ridge," Hardin concluded in his remarks to Blowing Rock News, "for their creativity and their commitment to our community. We look forward to being able to provide this service for Blowing Rock visitors. The world is growing smaller because of the Internet and mobile technologies. Our hospitality customers and other town visitors value their connectivity, so this kind of service helps us compete as a vacation and resort destination.

2011 Officers

MARGARET HOLDER

President
Chetola Resort

JOHN ALDRIDGE

Vice President
Individual Representative

NANCY SANTAY

Past President
Cabin Fever

LINDA GILLELAND

Secretary
Greystone Insurance

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Treasurer
Mountaineer Inn & Log Cabins

Members of the Board

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BETSY COLLINS

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

STEVEN PRICE

Westglow

MELISSA PICKETT

Blowing Rock Inn

CHELSEA GARRETT

diSanti, Watson, Capua & Wilson

Photo Spot!

Scenes from last night's Business After Hours at Westglow



Keep Up With The Latest Issues:

[US Chamber of Commerce](#)

[NC Chamber of Commerce](#)

[United States Senate](#)

[United States House of Representatives](#)

[North Carolina Senate](#)

[North Carolina House of Representatives](#)

Contact Your Elected Officials:

U.S. Rep. Virginia Foxx

202-225-2071 - [Web Email](mailto:Web_Email)

State Sen. Dan Soucek

919-733-5742 - Dan.Soucek@ncleg.net

State Rep. Jonathan Jordan

919-733-7727 - Jonathan.Jordan@ncleg.net

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