

**Staff:**

**Gina Hilliard**, President  
**Clancey Arnold**, Membership Development & Investment Administrator  
**Danae Alger**, Administrative & Events Assistant  
**Edie Emmons**, Social Media & Marketing Assistant  
**Joanne Kane**, Communications & Marketing Assistant

**Board of Directors:**

*Executive Officers:*

**Mark Leach**, Chairman of the Board – Delaware North  
**Mark Dofflemyer**, Vice-Chairman of the Board – Pioneer Bank  
**Stephanie Lillard**, Secretary of the Board – Patron  
**John Shaffer**, Chairman of the Tourism Division – Luray Caverns  
**Miranda Cave**, Treasurer – Blue Ridge Bank

*Board Members:*

**Steve Synnott** – Syntelligent Analytic Solutions, LLC  
**Romeo Pugliese** – Mamma Mia’s Italian Restaurant  
**Kim Blosser** – Lord Fairfax Community College  
**DezaRae Beers** – Yogi Bear’s Jellystone Park  
**Chris Jenkins** – The Valley Cork  
**Mitch Lovinger** – Appexnetwork Physical Therapy

**Volunteers:**

**Vaunice Conway**  
**Mary Lee Bryant**  
**Jerry Griffin**

**Ambassadors:**

**Clancey Arnold**, Chair – Luray-Page County Chamber of Commerce  
**Leslie Currle**, Co-Chair – ALCOVA Mortgage  
**Sable Ponn** – Sable Ponn, Funkhouser Real Estate Group  
**Helen Phillips-Cockrell** – Certified Health and Wellness Coach, Optimal Health Solutions  
**Zory Glaser** – Cardinal Cottage Vacation Cabin Rental  
**Garnett Brockman** – Page County Farm Bureau Federation/Insurance  
**Mike Uram** – Stanley Town Council & Patron  
**Nancy Boyer** – Page County Public Forum  
**Dave Bull** – Patron

**Tourism Council:**

*Restaurants:*

**CeCe Castle**, Secretary – Brookside Restaurant  
**Jim Sims** – The Mimslyn Inn

*Lodging:*

**Nancy Sottosanti**, Treasurer – Shenandoah River Outfitters  
**John Shaffer**, Chairman – Luray Caverns Motels  
**Zory Glaser** – Cardinal Cottage

*Attractions:*

**Bill Schumacher**, Vice-Chairman – Fort Valley Ranch  
**Sue Ishak** – Wisteria Farm and Vineyard

*Services:*

**Darrell Hulver** – Page Co-Op Farm Bureau  
**Helen Morton** – Delaware North

**Liz Lewis** – County of Page  
**Sally Hurlbert** – Shenandoah National Park



**Luray-Page County Chamber of Commerce & Visitor Center**

18 Campbell Street, Luray, VA 22835  
Phone: (540) 743-3915 • Fax: (540) 743-3944  
[www.visitluraypage.com](http://www.visitluraypage.com) [www.cabincapital.com](http://www.cabincapital.com)

**January 2020 Newsletter**

The Luray-Page County Chamber of Commerce’s mission is to serve our members by promoting and supporting business and tourism throughout Page County. The Luray-Page County Chamber of Commerce’s vision is to be the organization where our business community turns for leadership and resources.

**Chamber Events**

**Tuesday, January 7<sup>th</sup> & 21<sup>st</sup>, 8:00-9:30 AM**

**LeadShare.** This is an active, structured program for providing and receiving business referrals through personal advertising and networking. Clancey Arnold will be in the Chamber/Visitor Center boardroom every other Tuesday, offering Chamber members the opportunity to receive direct leads from other businesspeople in our community.

**Wednesday, January 15<sup>th</sup>, 7:30-9:00 AM**

**Business Networking Breakfast-Elected Officials Meet & Greet.** This annual event brings together returning and newly elected state and local officials for breakfast and conversation. Meet and mingle at the Mimslyn Inn as thoughts are shared on Page County’s role as a dynamic place to live, work and play. Breakfast is \$12.00 for Chamber members and \$15.00 for nonmembers. RSVP to [events@luraypage.com](mailto:events@luraypage.com) or (540)743-3915 by Monday, January 13<sup>th</sup> to reserve your place.

**Thursday, January 16<sup>th</sup>, 5:30-7:00 PM**

**Business After Hours.** Hawksbill Brewing Company is hosting January’s Business After Hours, along with cohost Main Street Bakery. Sip amazing beers grown and brewed in the valley and enjoy delicious food as you socialize and hear all about these wonderful Page County businesses. Bring your business cards to be entered in door prize raffles and for networking.

**Tuesday, January 21<sup>st</sup>, 12:00-12:30 PM**

**Tourism Tuesday.** Kenny Hess, Snow Sport Director with Massanutten Resort, is joining Edie Emmons to share information on Massanutten Resort’s snow activities and events. Listen in to the River 95.3 to hear about the fun planned for the 2020 winter season. To be a future guest on the Tourism Tuesday Radio Show, contact Edie Emmons at [edie.emmons@luraypage.com](mailto:edie.emmons@luraypage.com)

**Tuesday, January 21<sup>st</sup>, 1:30-3:30 PM, Luray High School**

**Non-Profit Seminar-Volunteer & Community Services Opportunities.** This is an expo for students, along with any Page County residents looking for community services hours. Come learn about all the volunteer opportunities available at Page County’s non-profit businesses. Guests will receive ideas on how to fulfill community services hours or how to best give back to our wonder community.

**Wednesday, January 22<sup>nd</sup>, 1:30-3:30 PM, Page County High School**

**Non-Profit Seminar-Volunteer & Community Services Opportunities.** This is an expo for students, along with any Page County residents looking for community services hours. Come learn about all the volunteer opportunities available at Page County’s non-profit businesses. Guests will receive ideas on how to fulfill community services hours or how to best give back to our wonder community.

**Thursday, January 23<sup>rd</sup>, 5:30-7:00 PM**

**Women in Business-Ladies Night Out.** Join our Women in Business at The Valley Cork for a casual social. Come unwind and enjoy the company of other Page County women as we chat and connect over a tasting on the house. We look forward to seeing you, as we get ready to close out another hectic workweek! RSVP to [events@luraypage.com](mailto:events@luraypage.com) by Tuesday, January 21<sup>st</sup>.

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## New Member Highlights

### Gordmans



Gordmans, 14 East Luray Shopping Center, Luray, is an everyday value priced store concept, offering name-brand merchandise for less than traditional department stores. Shoppers will enjoy a home department featuring furnishings and home décor and a beauty department with cosmetics and designer scents, all within budget. They will discover the latest trends for women and men, along with great finds for children and infants from clothing to toys. Gordmans receives two to three truckloads of fresh merchandise every week, bought from manufacturers who produce too much and department stores that over buy. Deals are negotiated and the savings of up to 60% off department and specialty store prices are passed on to customers. Style Circle Rewards is a free club for people who love to save money. Members earn one point for every dollar spent. After earning 100 points, a \$5 reward is issued to use towards almost anything in the store. Members also receive a \$10 birthday gift on their special day. Each week there are clearance markdowns on specific categories of merchandise with the price of markdowns based on inventory levels. For more information, visit <http://www.gordmans.com> or <https://www.facebook.com/gordmans/> or contact (540) 743-1110.

## Member Spotlight

### Certified Health and Wellness Coach, Optimal Health Solutions



**OPTAVIA**<sup>®</sup> Helen Phillips-Cockrell is an independent Certified Health and Wellness Coach, with Optimal Health Solutions. Her no cost Health Coach services guide and support clients on their journey towards optimal health and wellbeing. Whether the goal is to get healthy and feel better by achieving a healthy weight, or to stay healthy after reaching an optimal weight, Helen is accessible for guidance at every step along the way. She will cheer you on as you achieve “Lifelong Transformation-One Healthy habit at a Time!” She will also help you choose the best scientifically developed products and plans that are right for you. A cross-disciplinary Scientific Advisory Board comprised of physicians and scientists guides the portfolio of offerings. Scientifically proven plans and products developed by physicians, dietitians and scientists has been recommended by health care providers. Nutritious, delicious and effective products are nutrient dense, and portion controlled, providing the correct nutrition at every stage of your journey to optimal health. Fueling choices include bars, shakes and smoothies, drinks, crunchers, poppers and sticks, hearty choices, soups, breakfast style and dessert style are full of delicious, nutrient dense and scientifically designed options to help you reach and maintain your goals. For more information [contact \(540\) 244-4379](tel:5402444379) or [helenphillipscockrell@gmail.com](mailto:helenphillipscockrell@gmail.com) or visit <https://helenphillipscockrell.optavia.com/helenphillipscockrell>.

## Member Benefits

**Refer a New Member** – Get \$50.00 off your next membership renewal fee when you refer someone for their Chamber membership. The new member must identify you as their referral when filling out their member application. New members must not have held a Chamber membership with us within the last three years. (A current member can refer more than one new member and get additional \$50.00 discounts. A current member cannot take credit for the same new member more than once.)

**Member to Member Discount Program** – This program is strictly between Chamber members. We encourage members to do business with other Chamber members. As an incentive, many local businesses offer discounts to Chamber members. Take advantage of these great opportunities and say “thank you” for supporting the Luray-Page County Chamber of Commerce. To view a complete list of these offers, visit [luraypage.chambermaster.com/membertomember](http://luraypage.chambermaster.com/membertomember). If you are interested in updating your discount or offering a new discount, contact Edie at the Chamber, (540) 743-3915.

**Chamber Hot Deals** – By using Hot Deals through ChamberMaster, you are able to take advantage of the over 50,000 annual Chamber website visits. Hot Deals’ participants have a special listing on the Hot Deals’ webpage of the website. Chamber members, the community, and visitors have the ability, 24/7, to click on your Hot Deals, print them, or email them to a friend to expand your potential reach. Your Hot Deals can be shared on Facebook and Twitter too! This is free, interactive advertising. Hot Deals can help you generate business by encouraging people to visit your place of business to redeem the offer! For a complete list of Hot Deals offered today, visit [luraypage.chambermaster.com/hotdeals](http://luraypage.chambermaster.com/hotdeals). If you would like to offer your own Hot Deals, please send your information to Edie at [edie.emmons@luraypage.com](mailto:edie.emmons@luraypage.com); include a description of the deal and the dates the deal is valid.

**Job Postings** – Do you struggle to get your “Help Wanted” needs out to the public? We can help! Our benefits include the ability for you to advertise your job availabilities for free on our website. Find the “Job Opportunity” section of the site under the “About Luray & Page County” heading. We want to help you find employees, so contact Edie at [edie.emmons@lurayage.com](mailto:edie.emmons@lurayage.com) to add your job opportunities online.