



# Doorways

July 2010

Volume 10, Issue 7

The Chamber of Commerce serving Lexington, Buena Vista & Rockbridge County

## 13<sup>th</sup> Annual Golf Classic Thanks

Our many thanks to all sponsors and golfers who helped make our "Thirteenth Annual Golf Classic" a success, especially to our Corporate Event Sponsor **HDT Expeditionary Systems, Inc.** We also thank our Event Sponsors for coming on board this year to help secure the success of the event; **Bank of Botetourt, Dominion Virginia Power** and **Spencer Home Center.** Congratulations to all the winners from each flight. The weather turned out to be wonderful for golf and by all reports everyone had a great time.

We also extend our thanks to all of our hole sponsors: **3 WZ 96.7FM/WREL, Adams Construction Company, Alex Macheras, Amedisys Home Health Care, Bank of Botetourt, BARC Electric Cooperative, BB&T Bank, BB&T Barger Insurance, Benjamin Borden Health Center/Kendal at Lexington, Carilion Stonewall Jackson Hospital, Century Link, Chamber Group Health Cooperative/Bankers Insurance, Charles W. Barger & Son Construction, Commonwealth Environmental Associates, Inc., Commonwealth Mortgage Group Inc., Community Bank, CornerStone Bank, Derrick Enterprises, Dixie Gas & Oil Corporation, Dominion Lodging, Dominion Virginia Power, Domino's Pizza, Edward Jones Investments, Essex Bank, Eye One, Fashion Floors & Cabinets, First Catch Fish Market, Furr Insurance Agency, Goad's Body Shop, Inc.,**



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CONT.

**Committee Dates****Board of Directors**

Tues., July 13, Office 4:00pm

**Executive**

Thurs., July 8, Office 8:30am

**Government Relations**

Tues., July 13, Office 8:30am

**Strategic Planning**

Tues., July 20, Office 8:30am

**Membership**

Wed., July 7, Office 4:15pm

**Hospitality**

TBA

**Retail Promotions**

Tues., July 27, Office 5:30pm

**Lex. Business Development**

Tues., July 6, Office 8:30am

**BV Retail Development**

Wed., July 21, TBA 8:30am

**13th Annual Golf Classic Cont.**

**Robert C. Hull, DDS, PC, ,Robert Loughhead, Rockbridge Area YMCA, Rockbridge Auto Parts, Inc., Rockbridge Farmer's Co-op, Inc., Rockbridge Interiors, Inc., RtownCoupons.com, Sears Hometown Store, Shaner's Greenhouses, Inc., Simar Enterprises, Southern Inn Restaurant, Southern Virginia University, Spencer Home Center, State Farm Mutual Insurance Co., Stellar One Corporation, Steven Grist, Stonewood, Inc., Swisher & Davis, CPAs, PLC, T-Bones Grille and Riders Trough, The Carpet Outlet Inc., The First Tee of the Maury River Basin, The Jefferson Florist & Garden, The News-Gazette, The Palms, University Cleaners, Virginia Horse Center, VMI Foundation, Washington & Lee University, Welsh Construction and Your Own Bin, Inc.**

We would also like to thank and recognize those who gave door prizes: **Alvin-Dennis, Inc., Ashley Plantation, Auburn Hills Golf Club, Bryce Resort, Carilion Stonewall Jackson Hospital, Castle Rock Park, CenturyLink, Domino's Pizza, Draper Valley Golf Club, Edward Jones Investments, Essex Bank, Hanging Rock Golf Course,**

**Lexington Golf & Country Club, Mariner's Landing Golf & Country Club, Massanutten Resort, Natural Bridge of Virginia, Pizza Hut of Lexington, L.C., Rockbridge Area YMCA, Sayre Enterprises, Shenvalee Golf, Southern Inn Restaurant, The Patisserie, The Rivanna Golf Club, Washington & Lee University, Waterfront Country Club and Westlake Golf & Country Club.**

In closing, we would like to extend our sincere appreciation to Neal Lineberry and the Chamber staff for the outstanding job they did organizing the event and securing sponsors, especially in this challenging economic year. This is our largest fundraiser of the year and very important for the Chamber to reach its financial goals and obligations. We would also like to thank Steve, Scott and staff of the **Lexington Golf and Country Club** for the wonderful job they did for the day; from having the course in almost perfect condition to the fine dinner that was prepared for all participants after the event. Again our many thanks to all for their support and we look forward to seeing you again next June.

**“Business After Hours” - Hull’s Drive-In - July 29th**

For our July “BAH” we will be visiting another area attraction, Hull’s Drive-In on Thursday, July 29th from 5:30 p.m. to 7:30 p.m. The last time we went to Hull’s we had a great turn-out to see what the “drive-in” is all about and were treated to “drive-in” food. It was a fun evening with great fellowship. We know this year will be equally so. See you on the 29th!



## News & Upcoming Area Events

On July 3rd, Downtown Lexington will hold its annual **Children's Bike Parade**, which has become a Fourth of July favorite. Children are invited to come downtown to decorate their bikes, trikes, scooters, and wagons in patriotic colors then ride down Main Street. Decorating begins at 10:00 a.m. at the Rockbridge Regional Library, where each child will be given a bag of decorations. Then, at 11:00 a.m., Uncle Sam will lead the parade down the streets of Lexington. The parade will end at the Washington and Lee Parking Corral where hot dogs, watermelon, ice cream and beverages will be served. As always, this event will provide fun and entertainment for children and their parents. Mayor Mimi Elrod and a group of local citizens will read the Declaration of Independence from Courthouse Square beginning at 9:30am.



The new, updated "**Live the Lex-Perience Downtown Shopping Guide**" will be available July 15th.

The "**LIL**" (Local in Lexington) campaign will begin in July with an advertising blitz, a "design a logo" and bumper sticker contest, and "Buy something and get something" monthly drawing – which will be held weekly during the first four weeks of kick-off.

Buena Vista July activities center on Glen Maury Park with **Evening with Nothin' Fancy and Special Guest Glen Shelton** on July 2<sup>nd</sup> at 7PM, **Pence Family Independence Day Celebration Concert** starting at 7PM on July 3rd, **Fridays in the Park** on July 16<sup>th</sup> will feature music by The Worx from 6 – 8:30pm. The **12<sup>th</sup> Annual Beach Music Festival** will take place at Glen Maury Park on July 31<sup>st</sup> from 10AM – 4 PM featuring **Band of OZ, Craig Woodward Band** and more including a **Classic Car Show**.

Franks for the Memories will we having a "**Corn Hole Game**" on Saturday, July 17th from 2:00pm-4:00pm. Come learn to play this game in preparation for the new Mountain Day Corn Hole Tournament.

## Rockbridge Livestock Show & Sale at the Rockbridge Regional Fair

Come out and join the Rockbridge Livestock Show & Sale on July 23, 2009 at 6:00 p.m. for the annual livestock auction. Please visit the website at [www.rockbridgelivestock.org](http://www.rockbridgelivestock.org) or contact Margaret Ann Smith 540.460.4899 or [masmith@rockbridge.net](mailto:masmith@rockbridge.net) for more information or if you are interested in purchasing an animal or being a donor.

### Renewals

Anzar Services, Inc.  
 Auto-Recyclers, LLC  
 Balanced Accounting, LLC  
 Beckmill Research, LLC  
 Berky's Restaurant  
 C.C.'s Stop & Go LLC  
 Charlie O'Baugh Pontiac/  
 Buick/GMC  
 Comcast Communications—  
 Business Services  
 Crossings Carwash  
 Dominion Virginia Power  
 Donald's Electric &  
 Refrigeration Service, Inc.  
 Franks for the Memories  
 Frank's Pizza  
 H&J Tire Company  
 Dick Halseth

## Renewals Cont.

HDT Expeditionary Systems, Inc.  
 Heartstone Lodge & Country  
 Retreat  
 Historic Country Inns  
 Historic Lexington Foundation  
 Kappa Alpha Order  
 Kendal at Lexington  
 Natural Bridge Hospital for  
 Animals  
 Jerry & Ann Nay  
 Peoplelink Staffing Solutions  
 Perkins & Orrison, Inc.  
 R.L. Hinnant Design &  
 Construction LLC  
 Rockbridge County  
 Administrators  
 Rockbridge Regional Library  
 Sears Hometown Store  
 Simar Enterprises  
 Stonewall Jackson House  
 Studio Eleven  
 Tailored Insurance Choices, LC  
 The Cutting Edge  
 The Potting Shed  
 Virginia Natural Beef, Inc.

## Chamber Updates

We want to follow up with some of the marketing programs we have talked about recently and want to be sure you, the membership, are aware of them and let us know of other services you would like to see offered. One of our most important roles as a business organization, other than getting your business name out to as many people as possible through internet, referrals, etc., is to help you market your business. The Chamber Benefits Card was designed to give benefits back to your employees through discounted products and services, to show that other community businesses appreciate their patronage and to stress the “shop local” theme of keeping your dollars here. It benefits us all (through employment, lower taxes, etc.) The “benefits card” was intended to further educate the community about the importance of buying “local”. We have just kicked off the second phase of this program by articles and through the radio. We have a new brochure of new services and products and will soon be emailing it to each of you. In turn we hope you will make copies or find another format to make it available for your employees.

As talked about last month, we are still looking into the feasibility of continuing the kiosk program to see if they are needed or how successfully they worked. The Chamber still feels they are a useful, inexpensive form of advertising/marketing your business but more support will be needed for this program to continue. We also talked about our map/directory program that will be looked into this summer with a fall sales point, yet another opportunity to get the word out to another

segment of the population. Don't forget about our “Chamber Mail” program, a great way to sell a product or service quickly or to advertise an event. Last year we expanded the publicity program to include Facebook and Twitter. Very few have taken advantage of this added feature. We highly encourage you to look into this program. Contact Sherrie or Sharon to learn more.

One program, which we are very disappointed did not succeed was the health insurance program that was being marketed through the Chamber. NHealth notified their agent in early June that the program was being discontinued. We had hoped that this program would succeed based on the hundreds of people who had inquired about it and the over 200 that had already signed up. The Chamber knew it was a service that many would benefit from who either were “uninsurable” with other plans or just did not have affordable health insurance. Again we are disappointed but being even more aware of the need we will search for a way to help the membership with this major concern.

In closing, we are continually looking for ways to grow, promote, market, advertise your business and also this wonderful community we call home. We know how blessed we are to live and do business here. We are blessed with doing business with one another. We are equally so by tourists and visitors that come to see this place we call home or who visit the Natural Bridge or the Virginia

## Chamber Updates Cont.

Horse Center. We have three universities that support us through the students, faculty and staff. We have felt some “pain” the past eighteen months that is for sure, but not as much as many other communities, even those that are touching our borders. We are successful collectively as a community. Each and every business, each and every employee help make “us” special, not only to one another, but to the entire world. Take pride in who you are and what you do. Let it show to your customers and we will all prosper even more.

## Thanks to Both of our June BAH

In June we were guests of two different types of area businesses that helped demonstrate the diversity of our membership. On June 10th we were the guests of Heidi Schweizer-Hall and her husband Brian at their home on Taylor Street. Hall Design Collaborative showed us the “new” approach of housing, from structure, to design and appliances. Our many thanks for having us “in your home”. All who attended were greatly impressed at what they saw and learned.



On the 22nd, we visited one of our “oldest” members, Natural Bridge of Virginia. Debbie Land and staff did an incredible job being our hosts at the Summerhouse Café down by the “bridge”. It was a warm and beautiful evening. All in attendance were treated to some exceptional culinary treats provided by the staff at Natural Bridge and had an opportunity to see “the bridge”. Our many thanks to both of these members for having us as their guests and we wish continued success to both.



## Thanks to our 2010 Corporate Sponsors



Lexington, Virginia 24450-0303

