



IN THIS ISSUE

BRAHM to Open.....	pg. 1	Partner Focus.....	pg. 3
Upcoming Events.....	pg. 2	The Inner Circle (Membership)	pg. 3
Director's Cut (Exec. Director)	pg. 2	The Turn of Events (Events)	pg. 3
BRAHM to Open, con't.....	pg. 2	Customer Service Star Award.....	pg. 4
What can the Chamber do for you?	pg. 2	Freeze Frame (Photo Spot)	pg. 4



THE VILLAGE Current

AN E-PUBLICATION 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.

BRAHM To Open on October 1



The Blowing Rock Art & History Museum (BRAHM) will celebrate the culmination of more than ten years of planning with its Grand Opening on Saturday, October 1, 2011. The Museum is located in the heart of downtown Blowing Rock, where it will host exhibits, educational programs and classes that promote the visual arts, history and

heritage of the mountains of western North Carolina. The Grand Opening festivities will begin with a ribbon cutting at 10am and will include guided tours, special speakers, a book signing, children's art activities, entertainment, refreshments and raffles. Admission to the Museum will be free for the day.

The theme of the Grand Opening is "What Drew You Here?" which reflects on the various forces that have been drawing people to the mountains of western North Carolina for hundreds of years, including beauty, recreation, adventure, good health and the temperate mountain climate. These have remained constant since the mid-1800s, when the tourism industry began to thrive in the region. The main exhibit will be devoted to turn-of-the-century American painter Elliott Daingerfield, who spent nearly 50 summers in Blowing Rock. Other exhibits will include *The Blowing Rock: A Natural Draw* and *The Historic Hotels of Blowing Rock*. **cont. pg. 2**



Left: The Blowing Rock Chamber of Commerce held an all day Open House on September 27 to show off our new location on Park Avenue in the historic Robbins' home built in 1903. Everyone who came by for a tour was treated to lemonade and freshly-baked cookies. Following the Open House, the Chamber hosted a Volunteer Appreciation dinner catered by Outback Steakhouse for all of our wonderful volunteers who have helped make Chamber events so successful over the past year. The weather was autumn-crisp; and after a very brief downpour, our guests gathered at tables on the Chamber lawn to enjoy a delicious menu that included both Prime Rib and Salmon.





Upcoming Meetings & Chamber Events

Every Thursday thru Oct 21
The Blowing Rock Farmers Market
Wallingford Street, 4:00pm-7:00pm

October 1
Art in the Park
American Legion Grounds, 10:00am-5:00pm

October 2
Concert in the Park, The Die Rheinlanders
Memorial Park, 4:00pm

October 18
Business After Hours
Yonahlossee Inn, 5:30-7:00pm

November 15
Business After Hours
Canyons, 5:30-7:00pm

Other Meetings of Importance to Members:

October 3
Events Committee Meeting
Chamber of Commerce, 9:00-10:30am

October 11
Economic Development Committee
Chamber of Commerce, 1:00-3:00pm

October 11
Town Council Meeting
Town Hall, 5:00-7:00pm

October 12
Meeting of the Board of Directors
To Be Announced, 9:30-10:30am

October 12
Total Resource
Chetola, 8:00-10:00am

October 27
Business Support Committee
Bistro Roca, 1:00-2:00pm

For more information and calendar:
www.blowingrock.com
www.blowingrockncchamber.com



THE DIRECTOR'S CUT

Charles Hardin, Executive Director



Blowing Rock's Future Leaders

In 2007 the Blowing Rock Chamber of Commerce recognized the need for developing future community leadership. The Blowing Rock Leadership Challenge was developed to answer this need. Since then the Chamber has produced over 50 bright new leaders in four classes to answer the call to community service in Blowing Rock. Most all have taken their inherent skills and applied the knowledge gained in the program to leadership roles here and for some in other places. Each class is required to create a class project to address a need in our community. The charter class created the Candidates' Forum held bi-annually to allow the voters to meet the candidates for town council. This was later adopted as an ongoing project where all alumni participate.

The second class produced a regional leadership summit and hosted it here in Blowing Rock. This brought together the leadership programs from Blowing Rock, Boone and Ashe County to discuss and address ways the three areas could collaborate to solve regional issues such as water. The third year class created a project based on the summit's recommendations concerning water resources. This class started a regional effort called "Pass it Down". This class partnered with Mountain Alliance, a leadership program for Watauga High School to clean up the headwaters of the New River inside

Blowing Rock. They planted trees, cleaned and restored stream banks and cleaned debris out of the river.

The class of 2011 has chosen a very ambitious project. After hearing from the various helping agencies in our area, the class determined four organizations to support with fundraising efforts. Based on the popular TV show, Dancing with the Stars, the class is producing "Dancing with the High Country Stars". The event will be held at Hayes Center on Thursday, September 29th at 7:00 pm. Similar fundraisers have been held in other communities and raising significant money for their charities. The class needs you to support them and their efforts. Please visit their website at <http://dancingwiththehighcountrystars.com/index.php> for more information. Even if you cannot attend, you should visit this website and make a contribution to the dance team of your favorite charity.

Blowing Rock Leadership Challenge will be offered again in March 2013. The chamber takes nominations from members and citizens. Nominations may be submitted to the chamber by calling 828.295.7851.



BRAHM cont. BRAHM Grand Opening Activities

10:00amRibbon cutting

10:30amBuilding Tour

11:30amTalk with Curator Richard Gruber with Joe and Elliott Dulaney, Community Meeting Room

12:15pmBook signing, Gift Shop

2:30pmSuper-Scenic Motorway: The Blue Ridge Parkway Nobody Knows w/Anne Whisnant, Community Meeting Room

3:30pmBuilding Tour

5:00pmMuseum Closed

*Ongoing children's art activities in the Education Center

*Entertainment by Sunday's Well, the Blowing Rock Community Band, and Bill and Jewel Magee

Free admission on October 1. After October 1, regular rates apply (\$8 adults, \$5 children, students and active military). For more information, call (828) 295-9099 or visit www.blowingrockmuseum.org.

What Can the Chamber Do For Me?

The answer is "LOTS!". The Blowing Rock Chamber is a source of great advertising, just for being a member. Every member gets listed on BlowingRock.com and in our *Blowing Rock Visitor Information Guide & Members' Directory*.

Both of these are popular, the website gets hundreds of thousands of unique visits per year and we often hear that it is the number one referral source for web traffic for our member businesses.

This year, we printed 20,000 copies of the Membership Guide and it is distributed at visitor centers all over the state. Every chamber member is entitled to a rack card space in our busy visitor center, and we give referrals to visitors who call in on the phone. And if you are interested in becoming part of the Chamber Partners Program or sponsoring one of our many tourism related events, your advertising dollars can go even further.

For small businesses, it is important to know that you are not alone. Networking events like *Business After Hours* and educational programs such as our *How to Grow When It's Slow* series can help you keep in touch with other business leaders and give you the knowledge you need to succeed. We offer other opportunities like *Blowing Rock Leadership Challenge*, *Concierge 101*, and other events to keep you informed about what's happening in the High Country with other businesses, leadership and government. Oh, and there's a great newsletter once a month, plus our weekly Village Ripple and reminders about upcoming events. Today's newsletter features a fantastic Partner Focus, a way for you to save on your membership dues investment if you help us identify new members and introduces you to all the new members who've joined us in the last few weeks. Thanks for being a part of the Blowing Rock Chamber – 2012 promises to be an exciting year!

PARTNER FOCUS

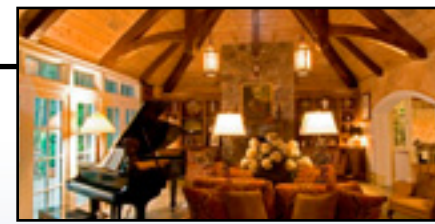


4 Forty Four is a residential and light commercial construction company located at 452 Sunset Drive in Blowing Rock. They have an

innovative, team-based approach to construction and strong ties to the community. "It is all about the clients experience and how to meet and/or exceed their expectations through open communication and creative solutions," says Kevin Troyer, owner and President. "We believe that building or renovating your home and/or business can be an enjoyable experience when the proper expectations and management facilities are in place."

This month, 4 Forty Four celebrates its 10th anniversary. "We have been members of the Blowing Rock Chamber 8 of the 10 years and we value the relationship. Lillie and I dreamed about having a family and a business in western North Carolina and we are living that dream every day – we are fortunate in so many ways."

Staying current and educated in emerging building technology is an important aspect of the



business. Kevin recently completed a Building Performance Institute (BPI) – Professional Building Analyst and Building Envelope Certification. BPI is an independent organization that sets national standards for residential energy efficiency and retrofit work. www.bpi.org.

When asked about the current housing market Troyer responds, "A lot has changed in the past three of four years and we have needed to adapt. We have been and are currently busy and we are grateful. Our team is in place and we have not had to lay anyone off – in fact we recently added to the team. We attribute the continued success to being innovative, helping realtors market and sell homes, having environmentally friendly building techniques and, most importantly, referrals from past and current clients."

To learn more, visit the website at www.4fortyfour.com or call (828) 295-8929.

The Inner Circle

Terri Bailey
Membership Services Director



It has been a very busy month! Some of our recent member activity has included:

Business After Hours at Green Park Inn

Business After Hours was held on September 20 at Green Park Inn, giving owner Steve Irace and manager Lorry Mulhern the opportunity to show off all of their hard work in restoring the famous Blowing Rock landmark. Almost ninety Chamber members showed up to admire the gorgeous, refurbished rooms including the stately Divide Tavern, where the gathering was held. Heavy hors d'oeuvres were prepared by James Beard-nominated Chef James Welch and two dinner entrees were given away as door prizes.



NEW MEMBERS:

Linde Mullis (Individual Member) Resident of Blowing Rock, NC and Charlotte, NC

Critcher's Wildlife Control (Isaac Critcher) is a wildlife damage control company providing safe, humane removal/relocation of unwanted wildlife on properties throughout the High Country. They also provide animal exclusion and repair work to homes, businesses, and properties. Telephone: (828) 963-3550

Edward Jones Investments (Terry Eskind) offers numerous investments and services to help you reach your financial goals, including smart spending and borrowing options, retirement, paying for education, estate considerations and protecting your assets. Telephone: (828) 296-6176

Lucy's Lunches (Howard Hughes) offers lunches made using the freshest ingredients and delivered right to your desk at no extra charge! Why settle for the same old fast food when you can have healthy food fast? You buy, they'll fly. Telephone: (828) 773-8687

Studio M Salon (Maria Hall) provides excellent and affordable hair care services and products for women, men & children. Conveniently located in downtown Blowing Rock on Main Street Telephone: (828) 414-9333

Spivey Construction (Ed Spivey) is a True Custom Builder and remodeler who limits the number of projects underway to maintain the level of Quality that clients expect. Telephone: (828) 757-3861

Billie Rogers
Events Director



THE TURN OF EVENTS

With the Volunteer Appreciation Dinner right around the corner and all the Chamber event meetings beginning to start back up, Volunteerism is right on the top of my list. I have known for quite a while that our village is exceptional in its volunteer efforts. We have a volunteer database of over 100 people, both business owners and caring residents, to help with efforts to enhance the visitor's experience in Blowing Rock. For a town with a full time population of just 1400, this is phenomenal.

This month the High Country has a visitor from the United Kingdom who is at ASU doing a study on volunteerism in our area. His name is Richard Griffiths of Aberystwyth University in Wales. I have had the pleasure of his company at three recent meetings where he observed the volunteers on different committees. We discussed the interactions among the committee members at the completion of the meetings and he was in awe of our caring spirits in Blowing Rock and the High Country. He compared our town to his own, Aberystwyth and a smaller neighboring village which is more in line with our demographics. According to his findings, we feel a stronger obligation to help others, especially those less fortunate than ourselves. We have been trained to do this since early childhood and are in turn raising our children to do the same. He described it as not just an obligation but more like a part of our DNA. We feel deep pride in our local environment, too. Griffiths stated an attempt was made to have a farmers market in his area but it was not successful because the produce was slightly higher in price than that which could be purchased in the local grocers. Here, we recognize the benefit of helping our farming neighbors and possibly paying a slightly higher price but we are getting fresher, better products. The money we spend stays in our local economy and helps keep our unemployment numbers low. Here at the Chamber, we have had many requests for the BUY LOCAL stickers, and one of my favorite new companies in the area, GoN-CHighCountry.com boasts a slogan of LIVE LOCAL, SAVE LOCAL.

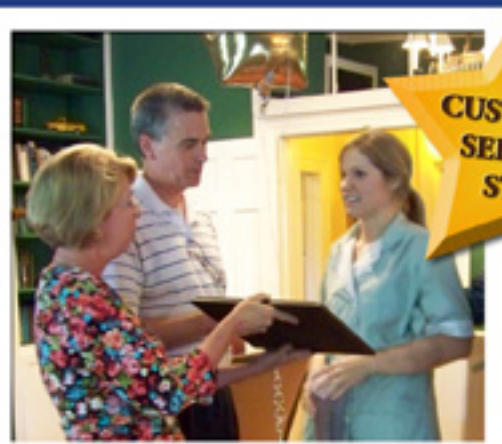
In a nutshell, volunteerism in Blowing Rock is equal to pride in community. And all of you who help the Chamber so much, certainly give us much to be proud of!

wanna make \$50?

Want to earn \$50 toward your Chamber Dues Investment?

Help us recruit a new regular business member and we'll take \$50 off your dues. [Click here for more details.](#)

FREEZE FRAME!

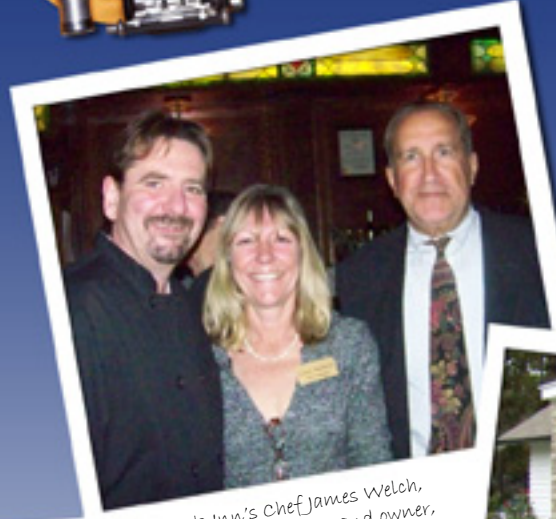
CUSTOMER SERVICE STAR

Lauren Stutts
Green Park Inn

Blowing Rock Chamber of Commerce and Blue Ridge Electric's September Customer Service Star

No request is too big or too small for LAUREN STUTTS of Green Park Inn. She receives the Customer Service Star for her willingness to go above and beyond, such as when she searched the entire hotel for the perfect chair to please a guest. Keep up the great work, Lauren!

Do you know someone who deserves recognition for outstanding customer service? Go to our website to nominate them at www.blowingrockchamber.com.



Green Park Inn's Chef James Welch, manager, Lorry Mulhern and owner, Steve Trace pose in the Divide Tavern during Business After Hours.



Several of our wonderful volunteers enjoy a delicious dinner on September 27th at the Volunteer Appreciation catered by Outback Steakhouse. Billie Rogers of the Chamber checks to make sure all of our guests are happy.



Jean Yao of Ft. Lauderdale was presented The Award of Excellence at September's Art in the Park for basket art. The Award of Distinction went to Pui-Lan Cockeman of Asheboro & honorable mentions to Anna Kutz of Mebane & Courtney Fall Tomchik of Clemmons.



Marcia Vaughan of the Blowing Rock Chamber says hello to the infamous "Green Bean" in front of Green Park Inn before welcoming all of our guests to this month's Business After Hours.

FREE Vendor Space at Fall Festival

Fall Festival at Blowing Rock School is October 18 from 11:00am-3:00pm
If you would like a FREE vendor space for your business to sell merchandise, please contact Mary Kelly Glidewell at 295-9683.



BOARD OF DIRECTORS

2011 OFFICERS

MARGARET HOLDER
President
Chetola Resort

JOHN ALDRIDGE
Vice President
Individual Representative

LINDA GILLELAND
Secretary
Greystone Insurance

DEBORAH MCDOWELL
Treasurer
Mountaineer Inn & Log Cabins

MEMBERS OF THE BOARD

TIM MILLER
Blowing Rock Frameworks & Gallery
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



CHAMBER STAFF

CHARLES HARDIN
Executive Director
hardince@blowingrock.com

TERRI BAILEY
Membership Services Director
Art in the Park Coordinator
terri@blowingrock.com

BILLIE ROGERS
Events Director
billie@blowingrock.com

MARCIA VAUGHAN
Travel Counselor
marcia@blowingrock.com