

The Bridge

Lancaster County Chamber of Commerce Newsletter

November 2005

Tel: 435-6092 Fax: 435-3092 Email: info@lancasterva.com

Message from the President...

Last month one of our members, Michael McAdoo, *M & P Enterprise*, came by my office and asked if he could pay his Chamber dues to me. He said that he knew he could have mailed his check but he wanted to tell me about a recent request he had gotten to quote for a large job. The request came from Northern Virginia for work to be done here locally. When asked how the customer knew about M & P Enterprise the response was, "I found you on the Lancaster County Chamber of Commerce web site." Mr. McAdoo said he wanted to share this with everyone because it points up the benefits of both being a Lancaster Chamber member and of having a professionally done web site.

As you may know, we are just completing some significant upgrades to make our site more user friendly and functional for your benefit. Some of the features that make finding your business easier are:

- Automatic web link to your web site. The prospect merely clicks on your business name and is taken directly to your web site.
- Map site button on your listing brings up a street map identifying your physical location.

- The "Send Email" button allows visitors to email you directly from your Chamber listing.

These are a few of the features that can bring customers to you from almost anywhere. There are other advertising opportunities on the Chamber site that can highlight your business to those who visit the Chamber site looking for other information about our County. The Community calendar also gets a lot of activity that can attract visitors to our County as does the membership directory.

Please take the opportunity to visit the Chamber web site and verify that all of the information regarding your business is correct. If your information needs to be updated or changed in anyway please call the Chamber office at 804-435-6092 or email: info@lancasterva.com

Sincerely – John Bowditch, President

Put Your Money Where Your Home Is!

Prime Media President and CEO Walter Staniszewski announced a new marketing campaign designed to drive local businesses to local businesses. The campaign will feature a series of

custom cable commercials with the message, "Spending your retail dollars locally, keeps dollars in your community to build roads, schools and community facilities, it's just good business."

Walter further stated, "Our typical clients are small business people in smaller communities that are experiencing ever growing challenges. We understand their challenges and want to demonstrate that we are willing to commit the resources of our marketing and production personnel as well as that of our sales force to help find solutions to some of those problems."

By reminding the local consumer that money spent in the community goes to insure the vitality of the community in which they live, we hope to drive business locally.

We want to remind local consumers that the small businessman is, above all else, a valuable local employer, a local taxpayer as well as a good neighbor." The campaign ads can be seen on local cable network in Lancaster and Middlesex counties through December 31st.

If you would like more information about Prime Media, please contact Chuck Bertrand, Project Manager, at 804-366-4308 or email: chuckbertrand@hotmail.com

Happy Anniversary!

Adventure Travel in Chesapeake Commons celebrated their 7th anniversary with a gala reception in their office recently. Gifts and prizes were awarded each half hour with a \$200 cruise certificate and American Tourister luggage as grand prizes. Adventure Travel has arranged a special 11 day Holland America cruise leaving from Norfolk on March 14, 2006. Call for details at 436-9200.

Chamber After Hours...

November 10th – Chem-Dry of the Northern Neck and Advantage Window & Door Co. See page 4 for details.

December 15th –**NEW DATE!** Chesapeake Bank will be our host for the Christmas holiday.

If you would like to sponsor a business "After Hours" in 2006 please call the Chamber office at 435-6092 or email: info@lancasterva.com

Calendar of Events....

This is a new addition to the newsletter that we hope will keep our Chamber members informed and up to date of the "going-ons" in our neck of the woods. If you have an event that you would like to see publicized please forward it to the Chamber office via email, fax or call the Chamber office.

November....

4th & 5th Urbanna Oyster Festival

12th 16th Annual Reedville Oyster Roast 2 – 5 pm at Reedville Fishermen's Museum

22 – 30th Holiday Shop – annual sale of original art and crafts by local artists for under \$100. Tues – Sat 10am to 5pm at the Rappahannock Art League Studio Gallery, Kilmarnock (436-9309)

24th Irvington Turkey Trot. Walk or run through historic Irvington. Tot Trot for kids at 9am. Call 438-6230.

30th Winter Closing at Historic Christ Church, Irvington.

December...

1 -30th Holiday Shop at the Rappahannock Art League Studio Gallery. Annual sale of original art and crafts by local artists for under \$100. Kilmarnock – Tues – Sat 10am to 4pm.

3rd Heathsville Golden Christmas Celebration. All day community festival.

3rd – Irvington Farmer’s Market 8am to noon.

9th Kilmarnock annual Christmas parade on Main Street. Theme will be celebrating Kilmarnock’s 75th anniversary.

10th – Irvington’s Christmas Crawl

10th – 11th Annual Christmas on Cockrell’s Creek.

Friday at 7pm Santa arrives aboard the Elva C.

House tours on Saturday 10am to 4pm; Sunday 1pm to 5pm.

11th Second Sunday Film Series – Movies with artistic themes. 1:30pm at the RAL Studio Gallery, Kilmarnock.

13th 4th Annual Carters Creek Boat Parade starting at 6:30pm.

Monthly Renewals ***

Once again we thank the following businesses that continue to renew their membership and support of the Chamber. Many thanks to the following members:

***Bay Etching & Imprinting
M.A. Robertson, General Contractor
Rappahannock Hang-Ups
SISCO – Jack Hoffman
The Haven Shelter & Services, Inc.
The Inn at Levelfields
Town of Kilmarnock
Jim Padgett Dental, Inc.
Robert S. Westbrook, DDS
Berry O. Waddy Funeral Home
Bruce King Associates
Essex Square, LLC
So. States Farm & Home Supply
IsaBell K. Horsley Real Estate
Jim & Pat Carter Real Estate, Inc.
Kaballero.com
Kilmarnock Christmas House
Kilmarnock Toy Store***

***M & P Enterprise
NORCOM Consulting, Inc.
Tidewater Real Estate
The Inn at Woodstock***

After Hours....

The Lancaster County Chamber of Commerce October After Hour’s was hosted by ***Bay Aging*** on Thursday October 6th at their new senior housing complex—*Tartan Village* located on Tartan Village Drive in Kilmarnock. Tartan Village was completed in January 2005 in response to a need for affordable quality built independent living homes for Lancaster County’s growing older adult population. By March 2005 all 22 apartments were filled and a lengthy waiting list was established.

Over 40 guests in addition to six Bay Aging senior management personnel gathered at the complex activity center. A wonderful buffet was served by Four Seasons, (Robert Davis owner) that included beef, chicken, steamed vegetables, salad, rolls, several dessert options and your favorite chilled beverages. Joshua Gemerek, Senior Vice President, Property Management/Development gave a brief introduction about Bay Aging’s senior housing program throughout the Northern Neck and Middle Peninsula. Guests were invited to take a tour of a typical apartment at Tartan Village. Thanks go to Jean Duggan, Development Director for organizing this month’s *After Hours*.

If you are interested in more information about Bay Aging’s senior housing program and locations of current facilities and plans for future construction, please call Joshua Gemerek at 804-758-2386 or visit their web site at: www.bayaging.org

Lancaster County Chamber of Commerce
PO Box 1868
Kilmarnock, Virginia 22482

After Hours

November 10th

From 5:00 to 7:00 pm

Hosted by

*Chem-Dry of the Northern Neck
Advantage Window & Door Co.
Ultimate Interiors by Fran, Inc.*

*Location: Chem-Dry of the Northern Neck
805 Kamps Mill Road, Kilmarnock*

Please RSVP at 435-3377 by Nov 4, 2005