

Winter 2012

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Upcoming Events:

February 15, 5-7 pm

"We Love our Businesses"

A special After Hours hosted by over 10 members.

Natasha's Market Caf 

All Members Invited

RSVP by Mon., Feb. 13

February 27, 6 pm

Chamber Board Meeting

Jacksonville Center

All members invited

March 15, 5-7 pm

Business After Hours

TBD

March 26, 12-2 pm

Chamber Lunchtime

Board Meeting

Sponsored by Thomas and Wall Real Estate

A Letter From the President

First, let me say what an honor it is to be the 2012 president of the Floyd County Chamber of Commerce. After the achievements and improvements made through the hard work of the Board of Directors, members and staff last year, this promises to be a very exciting year for all of us doing business in Floyd and the surrounding area. Our office is more organized and efficient; all of our standing committees are underway and tapping volunteers from the membership; new marketing campaigns are under development; our brochure ad sales are beginning (along with new memberships and web banner ads); and we are eagerly awaiting our first meeting with town and county officials to begin working on the Floyd Tourism Initiative pioneered by FCCOC members, Lodging Association members and other local visionaries.

As your chamber president, I hope to do my part to maintain this high level of enthusiasm and participation by ALL of our chamber members and to encourage more businesses in and around Floyd to join the chamber, as well as those a little farther away that serve our community in various ways.

Most importantly, I would like to get as much input from members, past board members, officers and especially from what have come to be called our "traditional" (non-tourism) businesses on how the Floyd County Chamber of Commerce can better serve the needs of our community. As we all know, tourism businesses benefit greatly from having the support and stability of traditional businesses and at the same time, our traditional businesses benefit from the success and subsequent patronage of the entire business community and the citizens they employ. Let's work together to make ours a fertile and productive environment in which to grow any business that supports the values and continued quality of life for which Floyd County is known.

Once again, thank you all for your confidence in me, our chamber board, officers and staff. I look forward to working side-by-side with you to make Floyd's own "economic recovery" a reality.

Rick Parrish, President

Floyd County Chamber of Commerce

Proprietor, Fancies & Follies Consignment Home Furnishings

REALTOR, McCraw Real Estate and Auction Company, Floyd

April 16, 12-2 pm
Lunch and Learn: How to Create a Facebook Page for your Business
Presented by Jason Gallimore, The Bugbook Museum

April 23, 6 pm
Chamber Board Meeting
Jacksonville Center
All members invited

May, Date TBD
New Event!
FCOC Spring Fundraiser – Details to follow

May 28, 6 pm
Chamber Board Meeting
Jacksonville Center
All members invited

New Members:

[American Legion](#)

[MOD Insurance](#)

[Griffith Construction](#)

[Friends of the Blue Ridge Parkway](#)

[Angels in the Attic](#)

[Blue Ridge Builders](#)

[Maxine Lewis](#)

[Mark Morrow Photography](#)

Mountain Top Christmas

As most of you know by now, the Chamber decided in December to introduce a new program: Mountain Top Christmas. MTC is a marketing campaign used to promote the holiday events of Chamber members and charity organizations both in the town and county of Floyd from Thanksgiving through New Year's.

As this was the kickoff year, the goals were to create a simple website, publicize the program to chamber members and local citizens; and collect as many events as possible in two months to post on the site.

The program has been more successful than we planned:

1. Rather than one simple page, the site now has six pages including a banner link for event listers to add to their website and a page for photos of the holiday events.
2. The traffic to the site from its launch in November 2011 through the end of January 2012 as been phenomenal with over 3347 unique visits. The success of the website has also increased traffic to the Chamber's website by over 35%!
3. In addition to spreading the word locally, Channel 7, WBDJ out of Roanoke picked up the story which was broadcasted on December 5th and featured on their website.
4. Mountain Top Christmas even has its own Facebook page.



Please continue to support this program by adding the banner link to your website. The holidays are 10 months away, but we will begin to add events for 2012 as soon as we get them from you. Ideally, all events will listed all year round to help encourage folks to make Floyd their choice for the holidays!

Calling all Would-Be Committee Members:

The new 2012-2013 Board of Directors has had its first board meeting and have chosen their committees. As members of the Chamber, we invite you to join a committee. If you are interested please contact the committee chair.

Membership:

John Getgood – Chair john.getgood@swva.net 745-4647
Debbie Schrader
Sarah Greene
Korene Thompson

Marketing:

Shep Nance – Chair shepnance@gmail.com 593-2567
John McEnhill
Lisal Roberts
Clay Quesenberry
Sarah Greene
Derek Wall

Member Benefits:

Business After Hours

Members sponsor four to five socials yearly. These socials offer chamber members and their guests a chance to keep up on the changing Floyd scene while developing bonds with other business owners.

Annual Dinner and Silent Auction

The Chamber holds its annual membership dinner in September. It also conducts a Silent Auction which funds a Community Enhancement Scholarship for a local Floyd County High School senior.

Web Site for Visitors and Residents

The site www.VisitFloyd.org provides a Member Directory and Visitors Page containing detailed information. The chamber also provides links to member businesses with web sites.

Members Only Section of the Website.

A special section dedicated to members requiring password entry.

“Proud Member of...Badge”

A sign of professional distinction to display on member's website

Community Development:

Joy Gardner – Chair joygardner@citizens.coop 745-9544
John Getgood
Korene Thompson

Finance:

Vickie Spangler – Chair vits@swva.net 745.2066
Cheri Baker
Amanda Lawrence

Events:

Lisal Roberts – Chair bellalavitainn@live.com 745-2541
Alita McManis-King
Margaret Cerny

Old Member Highlights

In order to help support our members who have been supporting us, we will be featuring an article on one of our current/old members in our next newsletter.



This month we want to re-introduce you to **The Pine Tavern Restaurant:**

Since 1927 the Historic Pine Tavern has been entwined with Floyd's more colorful memories. Built to accommodate the guests of the Pine Motel, the restaurant began as one small room and has grown to its present day status which includes a large private room as well as an outside, fully equipped Pavilion. "I can still remember my poppa telling me back in the 1940's, that I could go anyplace BUT the Pine Tavern!" said a long-time customer, referring to the Tavern's old 'wild' reputation.

Eight years ago, Reed and Jane Embrey took ownership of the tavern and set about creating the restaurant's latest successful persona. The Embreys are long term Virginia residents originally from Nelson County. Both attended Virginia Tech in Blacksburg, where Reed also worked in the restaurant trade. When the Embreys purchased the property which featured a stone fireplace and pine paneling, they used bits of their own history to enhance the historic mountain setting.

Using recipes from Mama Nell, his grandmother, Reed created a menu featuring Blue Ridge cooking served 'family style'. Homemade biscuits, fried chicken, dumplings and cobbler are some of the items that make for "mighty fine dining".

Jane has put her own unique stamp on the décor - literally. Relying on her art background, she hand stamped pinecones, acorns and pine trees on the window valances and made the pine-themed stained glass sconces used throughout the cozy interior. Even the paintings throughout the restaurant were completed by Reed's mother, including one: of a charming white farm house – Reed's boyhood home.

In restaurant survival terms, eight years of steady business is rare. Hard work, a tasty product, and a strong relationship with the community prove to be the key to success in the case of the Tavern. Because of their commitment to the area, the Embreys have earned the ongoing loyalty of Floyd residents and a strong 'word of mouth' reputation

Ribbon Cuttings for New Business members

Display Rack

All members have access to the display rack in the chamber office/Floyd Visitor Center for brochures, rack cards, business cards, etc.

Web Site Banner Advertising

The Floyd County Chamber of Commerce now offers affordable opportunities for members to advertise on the website with banner ads that will click through to member's site and provide traffic statistics.

And More To Come...

We are striving to offer more and more benefits for our members in the months to come

Office Hours:

In order to serve you better we have increased our office hours.

Mon., Tues., Thurs. & Fri. 10-5

Wed. noon-5

Sat. 10-noon

attracting patrons from all over Virginia. Their support of Floyd extends to the Chamber: Reed was the first to host an "After Hours" event and has offered the space for use on closed day and off season. Even their staff has remained loyal. Patrick, one of the cooks, has worked with Reed since the beginning, and Stephanie, one of the servers, is proud of the fact that it was her Great Grand Daddy who helped build the original building.

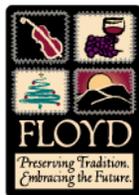
From a small stop on the road with a dubious reputation to a distinctive Floyd destination, the Historic Pine Tavern is a success story that the Chamber is proud to call one of its members!

Fun facts:

- Originally built to accommodate travelers from the "new" highway (221), the facilities ended up facing the wrong direction for ten years as the old turnpike continued to be used during construction delays.
- Reed is a relative of Walter Reed of the Veteran's Hospital.
- In the lobby, Reed has hung his uncle's button collection that includes buttons from the late 1860's with portraits of Civil War Soldiers on them.
- The secret ingredient of the tasty mashed potatoes is: real potatoes!

Our next Old Member Highlight will feature **Evergreen: The Bell-Capozzi House**, A Bed-and-Breakfast Inn located in downtown Christiansburg. Look for them in our Spring Newsletter.

A Few Reminders:



Don't forget to add the "Badge of Distinction" to your website! This sign of professional distinction is one of your many member benefits.

Proud member of the
Floyd County
Chamber of Commerce

We Still have Room for more Banner Ads – this is a very cost-effective way to advertise your business to more than 3000 people a month!

The 2012-2013 Floyd Tourism Brochure is in the works. If you plan to advertise please let us know. Discounts for early bird advertisers will be available.

News from Members:

We reserve this space for member news. This is available to all members in good standing. Send us your news and we will publish it.

Please keep in mind that the newsletter will be come out quarterly at this point and that the news you send should be of a timely nature.