

# STRASBURG CHAMBER NEWS

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February 2012  
SOS...  
Shop Our Strasburg

Chamber Office Hours:  
10AM-3PM  
Monday-Friday

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## FEBRUARY 2012

### Dates To Remember:

- 2 ~ Hometown Strasburg meets, 7 p.m., Town Hall
- 7 ~ Chamber Board meets, 5:30 p.m., Chamber office
- 12 ~ Lincoln's Birthday
- 14 ~ Valentine's Day
- 14 ~ Town Council meets, 7:30 p.m., Town Hall
- 20 ~ President's Day  
Washington's Birthday
- 20 ~ Town Office closed
- 21 ~ Shrove Tuesday
- 22 ~ Ash Wednesday

## DIRECTORY DISTRIBUTION

When you receive your 2012 Chamber Directory please pay special attention to the packet of benefits that will be included.

There will be information included to explain how to take advantage of such benefits as savings with OfficeMax and FedEx.

You will also find information about a life insurance program, discount prescriptions and free conference calls.

We hope you will take advantage of these Chamber benefits.

## CROSSROAD OF HISTORY & NATURE



After a successful photo shoot and many ideas and months of revisions, the Strasburg Tourism Committee has created a new brochure for Strasburg. The brochure is now in circulation and has been distributed to numerous visitor centers throughout Virginia. The Strasburg Passport is also being updated and will soon be available locally. Thank you to all those who worked so hard on this project.

## TOYING AROUND WITH CUSTOMER SERVICE

By Charles Marshall

Have you ever noticed that some people seem to enjoy saying "no," even when doing so is to their own detriment?

My little 6-year-old boy had wanted a toy gun for a while so we finally made the trip over to the toy store. As you know, I don't use my position as a public figure to bad-mouth companies that have given me poor customer service, so let's just say the name of the national toy store that I'm referring to is We"B"Toys.

After I wandered around We"B"Toys for five or ten minutes not finding what I

wanted, I finally walked up to a customer service sales associate and asked, "Could you please tell me where you keep your toy guns?"

"Oh, we don't carry toy guns," the sales associate sniffed. "It is We'B'Toys' policy to not sell *any* guns."

Wow. I came in to buy my son a toy and now it feels like I'm being sermonized by a sales associate with a cause, not to mention an attitude.

"Oh, okay," I said, somewhat taken aback.

See **CUSTOMER SERVICE** on Page 5

## The Strasburg Chamber of Commerce

*Caring About Your Business*

Member:

Virginia Chamber of Commerce  
Virginia Association of Chamber of  
Commerce Executives (VACCE)  
Shenandoah Valley Travel Association

### EXECUTIVE COMMITTEE

**Rich Orndorff, Jr.**, *President*  
*Fairfield Inn & Suites ~ 465-1600*

**Jay Winkfield**, *Vice President*  
*Virginia Savings Bank ~ 465-9292*

**Dan Kitzmiller**, *Treasurer*  
*Individual Member ~ 465-8958*

**Jackie Thompson**, *Secretary*  
*Chamber Office ~ 465-3187*

### DIRECTORS

**Bill Foster**  
*Individual Member ~ 465-9501*

**Stanley Morehead**  
*Stover Funeral Home ~ 465-5101*

**Steven Schetrom**  
*Legacy Financial ~ 333-1784*

**Clay Arthur**  
*DCA Financial Group ~ 465-6191*

**Taralyn Nicholson**  
*Individual Member ~ 465-9688*

**Rhonda Sager**  
*Arthur & Brown ~ 465-3762*

**Lorie Crabill**  
*Sager Real Estate ~ 465-3771*

**Donna Crossman**  
*Individual Member ~ 465-1468*

**Mari-Ane Fowler**  
*Wicked Stitches ~ 325-1256*

Submissions to the Strasburg Chamber News are due by the 20th of the month prior to publication, unless otherwise noted. Please email news releases and camera ready ads to [schamber@shentel.net](mailto:schamber@shentel.net). Call the Chamber office for ad rates and sizes.

## WELCOME TO OUR NEWEST MEMBER

Please welcome the newest member to the Strasburg Chamber of Commerce. Please make an effort to contact our new members and encourage them to participate in member events.

### Uncle D's Pools & Spas, LLC

Darris & Tammy Ritenour, Mangers

411 East King Street, Strasburg, VA 22657

Mailing Address: 2 West Main Street, Luray, VA 22835

Phone: (540) 465-1777 Fax: (540) 465-1778

Others: (540) 481-0239 (540) 481-0715

Email: [uncleds@shentel.net](mailto:uncleds@shentel.net) [uncleds@embarqmail.com](mailto:uncleds@embarqmail.com)

Website: [www.uncledspools.com](http://www.uncledspools.com)

Hours: M-F, 9 a.m.-5 p.m.

Sat, 9 a.m.-12 p.m. (winter), 9 a.m.-2 p.m. (summer)

\* Pool & spa retail and builder

## 2012 B2B SCHEDULE

B2Bs are held quarterly on the third Thursday of April, June, September & December. If you are interested in hosting or being a co-sponsor for the upcoming 2012 B2Bs, please contact the Chamber office at 465-3187 or [schamber@shentel.net](mailto:schamber@shentel.net) for more details.

~ Thursday, April 19 at Natural Art Garden Center, 27358 Old Valley Pike, Toms Brook. The 2012 Mayfest Print will be unveiled at this B2B. Anyone interested in co-sponsoring should contact the Chamber office.

~ Thursday, June 21 - Contact the Chamber office to host or co-sponsor this date.

~ Thursday, September 20 at Homewood at the Shenandoah Valley, 96 Signal Knob Cottage Drive, Strasburg.

~ Thursday, December 20 at Fairfield Inn & Suites by Marriot Strasburg, 33760 Old Valley Pike, Strasburg.

All B2B's are held from 5-7 p.m.

## YOUR CHAMBER AT WORK

We would like to share some ways the Chamber has promoted your business during December 2011:

Visitor/Special Events/Information Calls ~ 34

Office Visitors ~ 53

Visitor/Special Event Emails ~ 52

Website Activity (Dec 15 through Jan 24)~ 9,078 visits with 11,144 page views and 33,330 hits

# CHAMBER MEMBER NEWS & EVENTS

■ **Homewood at the Shenandoah Valley** is pleased to announce they now have 14 residents living on the Homewood campus.

Homewood will be holding a meeting and luncheon on Thursday, February 2 at 11 a.m. to update the community on the progress at the campus and on how the Homewood retirement concept works. The meeting will be held at the Model Cottage at 96 Signal Knob Cottage Drive, Strasburg. Seating is limited so please RSVP to (540) 465-5500 or (866) 781-7333 or RSVP by email to [jhbane@hmwd.org](mailto:jhbane@hmwd.org), [dfmartin@hmwd.org](mailto:dfmartin@hmwd.org) or [d martin@hmwd.org](mailto:d martin@hmwd.org).

■ **Hometown Strasburg** will meet on Thursday, February 2 at 7 p.m. at the Town Hall. The Public is invited. Also during February an open house will be held to view the final plans of the Strasburg Streetscape Project. Date, time and place to be announced. Questions should be directed to Hometown President Kate Sowers at (540) 233-2250.

■ **The Kiwanis Club of Strasburg** has the following activities planned:

~ Friday, February 3, 9-11 p.m. - Youth Night Battle of the Bands featuring the Band "Random Holiday". Come after the SHS basketball game to enjoy FREE food, music, volleyball, basketball and much more. To sign up your band email [radyn@nwcsb.com](mailto:radyn@nwcsb.com) or [lcrabill@shentel.net](mailto:lcrabill@shentel.net). Youth Night will be held at the Mennonite Church at 239 High Street in Strasburg.

~ Saturday, February 18, 7-11 a.m. - Semi-annual Pancake Breakfast at Sandy Hook Elementary School. Tickets are \$5 pre-sale or \$6 at the door.

■ **Buggy B's** will offer the following workshops for the curious beginner, the advanced intermediate, or anyone wishing to expand their creative promise:

~ Saturday, February 25, 10 a.m.-1p.m. - Loose Abstract Floral and Landscape Paintings in acrylic. Fee is \$49 with supplies provided. In one day you will get the instruction you need to begin painting those loose floral and landscapes that will allow for endless possibilities.

~ Tuesday, March 27, 5:30-7:30 p.m. -

Anyone Can Paint Party. Fee is \$35 with supplies provided. Think you can't paint? We'll guide you through step by step as you create your very own masterpiece. No experience required. Painters will pick up new tips on color mixing, composition and technique.

For more information, call (540) 465-2707.

■ **Lord Fairfax Community College Workforce Solutions** is offering the following trade classes in February:

~ Starting Monday, February 6 - OSHA 10 CFR 1910 General Industry.

~ Tuesdays & Thursdays, February 7-16, 5-8 p.m. - Plumbing Journeyman Exam Prep; \$329.

~ Starting Wednesday, February 8 - Mechanical Schematics Drawing and Reading.

~ Starting Tuesday, February 14 - Electrical Basics.

~ Starting Monday, February 27 - HVAC Basics.

~ Mondays & Tuesdays, April 2-24, 6-10 p.m. - Basic Welding; \$549.

For more information or to register visit [www.LFCCworkforce.com](http://www.LFCCworkforce.com) or call (540) 868-7021.

■ Marquette Mitchell, financial advisor for the Strasburg **Edward Jones** office, will host a brief presentation on current events in the market and economy, followed by an informal discus-

sion on Wednesday February 15 at 9 a.m. at Cristina's Café, 219 West King Street, Strasburg. Please RSVP by February 13 to Rebecca Hart at (540) 465-2605.

■ **The Strasburg Heritage Association** will hold it's 2012 Annual Meeting on Sunday, February 26, 3-5 p.m. at St. Paul Lutheran Church. Local photographer Andrew Thayer will give a presentation on his trip *The Shenandoah River Journey, From Brock's Gap to Harper's Ferry*, on the North Fork of the Shenandoah River from it's headwaters to its confluence with the Potomac River. He will share the story of the river, it's wildlife, friendly folks along the way, and the friends and family who helped make the trip a success. Andy is a photographer for the Northern Virginia Daily and resides in Strasburg.

■ **Jennifer Roszelle** will host a meeting of the Heart Link Network® on Thursday, February 16 at 6:30 p.m. at the Hotel Strasburg, 213 South Holliday Street, Strasburg. The Heart Link Network® is a fun and relaxed gathering created by women for women. This unique experience enables you to net-

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111 East King Street  
 Strasburg, VA  
 540-465-3771  
[www.SagerRealEstate.com](http://www.SagerRealEstate.com)

LEADING REAL ESTATE COMPANIES IN THE WORLD

Sager Real Estate is Proud to announce that

**ED PALMER**

has joined their professional team of Realtors®.

Ed is a former resident of the Shenandoah Valley of 35 years and has returned to the area after learning how to sell real estate in Maryland for 8 years. Some of his accomplishments while in Maryland include RE/MAX Platinum club, RE/MAX 100% club and the consecutive Multi-Million Dollar Producer Award. He is a former Marine and has worked at all levels of corporate sales and marketing through his 22 years in sales. Ed lives in Stephens City with his 3 children - Madison (14), Grant (6), Gavin (3). When he's not working or chasing his kids, Ed enjoys running, swimming, and biking. He looks forward working with the community and brings a strong and professional work ethic to Sager Real Estate.

**Cell phone number is 540-771-2578**  
**Email: [ed@sagerrealestate.com](mailto:ed@sagerrealestate.com)**

## CHAMBER MEMBER NEWS & EVENTS

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work in a causal and fun atmosphere to grow your business and strengthen our community. Every woman gets 3 minutes to “showcase” her business. Only \$25 to register. No membership required. A light meal and roster is provided. For more information or to register online, visit [www.womens-networking.com](http://www.womens-networking.com) and click on Locations > VA > Strasburg. This event is industry exclusive and your payment is your reservation. Contact Jennifer at (540) 974-3417 or [Roszelle@shentel.net](mailto:Roszelle@shentel.net) for more information.

■ We at **Sager Real Estate** are proud to announce that Tana Hoffman was the Top Seller for December, selling over 1.1 million. Tana specializes in new constructions, foreclosures, short sales and residential homes. Also, Karen Fried was the Top Lister for December, listing over 594,000 during the month. Karen is an Accredited Land Consultant and specializes in new construction, land and residential homes. Karen also has her West Virginia license. When buying or selling a home ... why go with anyone else? Leave it to the best!! Call (540) 465-3771 or (800) 570-5674 and visit our website, [www.SagerRealEstate.com](http://www.SagerRealEstate.com).

■ **Belle Grove Plantation** will host a Valentine’s Dessert Party for prospective volunteers on Tuesday, February 14, 1-3 p.m. Learn about volunteer opportunities and sample delectable desserts in the historic 1797 Manor House. Current Belle Grove volunteers will share their stories. For more information or to RSVP, contact Chelesa Kashani, administrative assistant, at (540) 869-2028 or [info@bellegrove.org](mailto:info@bellegrove.org).

Belle Grove recently elected five new members to their Board of Directors. The new members are Debbie Ritenour (Buggy B’s) of Strasburg, Deborah Donehey of Flint Hill, James Gable of Upperville, Beverly Bowman Shoemaker of Stephens City and Dorothy Page Sullenberg of Orange. The directors will serve three year terms.

■ **Marcy McCann** will host “Women Celebrating Women”, on Sunday, February 5 at 6 p.m. at 234 West King Street, #1, Strasburg. The Woman of the Evening will be Diane Smith, an active and entertaining woman who has become a

well known community member since moving to the Shenandoah Valley in the early 2000’s. Her sense of style shows in the high appointed homes she has been party to renovating. Her travels to such places as Egypt are on many a Bucket List. All females 18 and older are welcome. Bring a dish to share, along with an open heart and mind. You will be amazed at the stories shared, the strides made and the challenges we hope to undertake. For more information, contact Marcy at (540) 465-3878. This is not a “club” or “business networking group” but an ever changing group of women who come together once a month to celebrate each other.

■ **North Mountain Vineyard** has the following February events scheduled:

~ Saturday, February 4, 6:30-9 p.m. - The Annual Valentine’s Winemakers Dinner. Bring your Valentine for this special 5-course dinner prepared by a local chef. Each course is matched with the perfect North Mountain wine and served in the Great Room. Reservations required by February 3; \$65 per person.

~ Sunday, February 12, 2-5 p.m. - Live music by Robbie Limon. Celebrate your Valentine with fine wine, scrumptious chocolates, fabulous gourmet specials and grand views.

~ Saturday, February 18, 2-5 p.m. - Live music by Chatham Street. Begin your celebration of President’s Day with this melodious sound by the fireside in the Great Room.

To purchase North Mountain wines, at your convenience, visit The Valley Wine Cellar in New Market at Exit 264 off I-81.

For more information or reservations, call (540) 436-9463 or visit [www.northmountainvineyard.com](http://www.northmountainvineyard.com).

■ 3rd Friday at **King Street Art Works**, Friday, February 17, 7-10 p.m. Come by and meet the artists.

Local artists Bobbie Walker and Rachel Canada will be exhibiting at the Dolores Sekel Art Atrium located at Lord Fairfax Community College January 17 through February 24.

■ **Blue Ridge Hospice** has the following programs available:

~ Life After Loss Workshop - 2nd

Wednesday of the month, 5:30-6:30 p.m. at the BRH Bereavement Department, 312 West Cork Street, Winchester. This workshop will help you to discover what to expect after loss, how to help someone who is grieving and the supportive services available through the Blue Ridge Hospice Bereavement Department (BRHBD). No pre-registration required.

~ Circle of Support - 3rd Saturday of the month, 10:45 a.m.-12 p.m. at the BRHBD, 312 West Cork Street, Winchester. A monthly drop-in education and support program for those who are grieving the loss of a loved one. No pre-registration required.

~ Forever Mine Valentine Workshop - Saturday, February 11, 1:30-3 p.m. at the BRHBD, 312 West Cork Street, Winchester. Create a special valentine project and discuss how to deal with special days throughout the year. Please bring a picture of your loved one to share. Pre-registration required; call (540) 536-5210.

~ Jammin’ Away the Blues - Tuesdays, March 6-April 3, 5-7 p.m. at the BRHBD, 312 West Cork Street, Winchester. This music-based grief support group is designed for children ages 6-16 who have experienced a loss. Through the use of music and other activities, participants will have the opportunity to identify and work through feelings associated with loss. Optional parents support session will be offered. Diner provided. Pre-registration required; call (540) 536-5210.

~ Safe Passage Greif Support Series - Mondays, March 12-April 30, 3-4:30 p.m. at BRH, 113 Main Street, Front Royal. Pre-registration required; call (540) 536-5210.

~ Planning a Memorial Garden - Saturday, March 31, 10 am.-12 p.m. at the State Arboretum of Virginia Library. Learn how a memorial garden can be used to honor the memories of loved ones and help us deal with grief. Bring basic information about your garden - size, soil type, and sun exposure- and leave with a plan to being your garden. Pre-registration required; call (540) 536-5210.

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## CHAMBER MEMBER NEWS & EVENTS

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For more information on these or other programs, call (540) 536-5210 or visit [www.blueridgehospice.org](http://www.blueridgehospice.org).

■ **VECCA Art Show** ~ VECCA Winter Water Works continues through March 16 at the Shenandoah County Government Building, 600 North Main Street in Woodstock and can be viewed Monday through Friday, 8 a.m. -5 p.m.

For sales, contact VECCA at (540) 459-7595 and leave a message.

### Events & Classes :

\* New location for VECCA classes is 123 South Main Street, Woodstock in the rear of 7East Art Gallery.

~ Tuesdays starting February 7, 10-11:30 a.m. or 1-2:30 p.m. - Discover Cartooning with Dan Voss. Cost is \$15 per class. To register and for a materials list, contact Dan at (540) 459-5043 or [dandvoss19@yahoo.com](mailto:dandvoss19@yahoo.com).

~ Saturday, February 20, 9:30 a.m.-4 p.m. - Capturing the Beauty of Winter watercolors with Peg Sheridan. Cost is \$45 for VECCA members, \$55 for non-members. Beginner and intermediate levels welcome. To register or for more information contact Barbara Randel by February 20 at [searand3@yahoo.com](mailto:searand3@yahoo.com).

~ Register now for Peg Sheridan's Silk Scarf Painting class March 24.

~ Guitar lessons with Larry Sasscer on Wednesday and Thursday evenings, 6-9 p.m. at 7East Art Gallery, 123 South Main Street, Woodstock. Cost ~ \$15 for a private half hour lesson. All levels welcome. Call Larry at (540) 933-6496 to schedule a lesson.

~ Music lessons with Daniel Smith on Wednesdays, 4:30-8 p.m. in Room 105 at the Old Edinburg School. Saxophone, clarinet, flute and trumpet for all ages and levels. Cost is \$15 for a private half hour lesson or \$25 for a full hour. Call Daniel at (540) 325-0497 to schedule a lesson.

~ Open Studio, 10 a.m.-3 p.m. Free. For information, contact Donna Patton at (540) 459-4226 or Doris Miller at (540) 856-2687.

~ 7East Art Gallery, a VECCA partner, will host an opening reception on Sunday, February 5, 2-4 p.m. for February

Artist Lynne Crumpacker and her show "New Works: Portraits and Still Life". Lite hors d'oeuvre and wine will be served. The Gallery is located at 123 South Main Street in Woodstock.

■ **The American Red Cross** has the following local blood drives scheduled for February:

~ Friday, February 10, 3-7 p.m. at Signal Knob Middle School, 687 Sandy Hook Road, Strasburg.

~ Saturday, February 11, 9 a.m.-1 p.m. at the Toms Brook Volunteer Fire Department, 3342 South Main Street, Toms

## CUSTOMER SERVICE

*Continued from Page 1*

I walked to the end of the aisle and saw a display of Nerf guns.

That's right. I said "Nerf GUNS."

I picked up one and took it back over to the sales associate, pointed at it and said, "I thought you don't carry any guns."

"Oh, well, that's a Nerf gun," he said, not seeing any contradiction in his reply. "We carry those."

"Do you carry any other guns besides these?" I asked.

"No, sir. We sure don't. I've worked here for over 12 years now and if there were any guns in this store, I would know it. In fact, if you can find another gun here, I'll buy it for you."

Well, now I'm on a mission. I walked around the aisle and straight into a display for Star Wars blasters. I picked one up, carried it back to the sales associate, and asked him about it.

"No, sir," he replied with a smirk. He was obviously enjoying his role in this silly drama we were acting out. "That's a blaster, not a gun."

It turns out that We"B"Toys has no end of blasters, phasers, shoot 'em ups, bang-bangs, and ker-pows, but just no guns.

I wound up buying my son a toy gun phaser that he's been perfectly happy with, but my question is, why couldn't the sales associate have just told me what they did have instead of effusing exultantly about what they didn't have?

As a business owner myself, I can

Brook.

~ Saturday, February 18, 9 a.m.-2 p.m. at the Fort Valley Fire Department, 7088 Fort Valley Road, Fort Valley. Sponsored by the Fort Valley 4-H Fire and Rescue.

~ Tuesday, February 21, 12-6 p.m. at the Woodstock American Legion, 411 South Muhlenberg Street, Woodstock.

Sign up online to give blood at [www.redcrossblood.org](http://www.redcrossblood.org) or call 1-800-RED-CROSS (733-2767). Most locations also accept walk-in donors.

promise you, if We"B"Toys Guy had been on commission or had owned the store, he would've put the customer first, rather than the store's favorite cause du jour.

Real sales people and customer service agents always find a way around problems. Instead of dismissively saying "no," how about saying, "Let me show you what I've got!" Since my little boy was standing right beside me, with a world of expectation and longing in his eyes, why not turn to him and say, "I've got a few things I think you're really going to like, buddy!"

It takes no more effort to turn a negative into a positive and it feels so much better to give a customer good news instead of bad.

And here's the thing that I think a lot of people miss. The power to be a customer service hero or villain is in your own hands. You decide if people are going to walk away from you blessing or cursing your name. You decide whether people talk about you praising you or regretting their interaction with you. Ultimately, it is you that decides how successful you are going to be in your career.

© 2011 Charles Marshall. Charles Marshall is a nationally known humorous motivational speaker and author. Visit his Web site at <http://www.charlesmarshall.net> or contact him via e-mail at [charles@charlesmarshall.net](mailto:charles@charlesmarshall.net).