

# Madison County News Bulletin

Chamber of Commerce

(828) 689-9351

www.madisoncounty-nc.com

Winter 2005-2006



## Leading Notes

Winter in Madison is fast becoming a fading memory. The flowers of spring remind us that it is time to gear up for another busy season in our wonderful county. The winter season has been filled with energy this year. Ski season has been good, tube runs have been active. The reports from many of our restaurants and lodging establishments indicate that the winter season has not been as slow as expected. Hot Springs businesses report an active winter season. A warm dip in one of the 100 degree hot tubs can take the chill out of winter for some.

Spring signals the start of many Madison county special events and festivals. Along with our established events like **Trailfest, Plow Days, the Bluff Mountain Festival,** and many others, we have a newcomer this year. The **"Hot Doggett 100"** bicycle run, planned for July 15, will bring hundreds of riders to Madison county. The route will go from Mars Hill to Marshall to Hot Springs to Shelton Laurel and end up back in Mars Hill. Practice your peddling and join in.

The growth and revitalization taking place in Marshall is very exciting. Several new grants and funding opportunities will give both new and existing merchants the means to advance and expand. Both the downtown and bypass areas are on the move in a positive direction with new and energetic renovation and development.

Spring cleaning can wait a while, why not hop in your favorite vehicle and take a tour of Madison County? Dine, dance and watch the river flow.

*O'Neal Shelton, President  
Madison County Chamber of Commerce*

## 2006 Business Directory

*The directory includes more than 200 small businesses, service people, and individuals in business for themselves, many with 3 or fewer employees.*

6,000 Madison County Chamber of Commerce Business Directories have been printed for 2006 and are available at various locations in Mars Hill, Hot Springs and Marshall. The cover of this years directory features the Hot Springs tourist information center/caboose along with signs from several businesses along Main Street.

All chamber members will be receiving a copy of the 2006 Business Directory in the mail. We make every effort to get the Directory into as many hands as we can by making them available in as many places as possible.

Directories are available at the I-26 Welcome Center and at the Visitor's Center in Mars Hill where they are included in mailings to individuals interested in relocating to Madison County. They are also available at numerous businesses and organizations throughout the county.

The directory includes more than 200 small business enterprises, service people, and individuals in business for themselves, many with 3 or fewer employees. Madison County Chamber of Commerce members are community minded folks who support Madison County. They represent the diversity and strength of our business economy across the county. We encourage everyone to



use this directory – you'll not only be supporting local businesses, you'll be joining us as friends and neighbors.

You can help distribute the directory! Call 680-9546 and let us know how many copies you would like delivered to your location. Directories are needed at area shops and offices.

The Chamber has also published the 2006 Visitors Guide, which contains accommodations, attractions, recreation, shopping, restaurants and camping information for visitors to our area. This small booklet is distributed throughout North Carolina at Welcome Centers and Tourist Information centers.



### Contact the Chamber

PHONE: 828 689-9351  
PO Box 1085, Mars Hill, NC 28754  
chamber@madison.main.nc.us

*Enhancing the Economic Vitality of Hot Springs, Mars Hill & Marshall, NC*

## Volunteers Needed

If you would like to learn more about Madison County, or if you'd enjoy greeting Madison's many visitors, please contact Lila Nikla at 689-2582.

Volunteers are needed to cover three hour shifts at the Madison County Visitor's Center on Anderson Street, Monday through Saturday mornings, 10 am to 1 pm, or afternoons, 1 to 4 pm.

## Madison County Map to be Updated

Corrections are needed for the Madison County map. Since the map was issued there have been new roads added, including I-26. Updates and revisions are also sought for the businesses listed on the map along with any incorrectly marked roads.

Lesley King, Paul Tierney and Jerry Plemmons have agreed to work out the details involved in publishing the map. Businesses wishing to advertise on the map should contact Paul at 658-8441. The chamber will be planning map update community meetings, and taking orders in advance for the map.

## Promote Madison!

You can help make important contributions to the vitality of Madison County. Meet and greet folks while you promote local businesses as a volunteer at the local farmers market and other area events. Contact us today! We have everything you need! 689-9351

### Chamber Board Meetings

Madison County Chamber of Commerce Board Meetings are held the first Tuesday of each month. Meetings begin at 8am at the Mashburn Medical Center in Marshall. All interested parties are encouraged to attend.

#### Upcoming Meetings:

Tuesday, April 4, 2006

Tuesday, May 2, 2006

Tuesday, June 6, 2006

Tuesday, July 4, 2006

### Chamber Officers 2005-2006

**O'Neal Shelton** - President

**Dr. Connie Buckner** - Vice President

**Larry Peek** - Treasurer

**Simone Bouyer** - Secretary

## Discounted Insurance Benefits for Chamber Members

On December 6th the Chamber board voted unanimously to endorse the group insurance products of CTGroup.

# CTGROUP™

America's Oldest Accident & Health Insurance Company

The Employers Trust™ product line from CTGroup offers group life and disability plans for businesses with as few as 2 employees — a strong match for the small to medium size businesses that comprise the bulk of the Madison County Chamber of Commerce.

Other key features that drove the decision to choose CTGroup include:

- Chamber members receive a 10% premium discount.
- No industry can be excluded for life, short term disability, or intermediate disability insurance plans.
- 24-hour long term disability coverage up to \$7,500 per month.
- The availability of guaranteed issue long term disability and life coverage

for qualifying businesses that have been in business two or more years — regardless of health.

- Options for the employer to pay all premiums, share premiums with the employees, or have employees pay all premiums.
- CTGroup's commitment to superior customer satisfaction with live customer service representatives answering calls during regular business hours.

"Having quality group insurance coverage with a guaranteed issue component that discounts premiums to association members makes your chamber membership even more valuable now," says Bill Chater, a disability insurance expert in Asheville, North Carolina.

Seeking out ways to help and protect your business — this is the kind of value that your chamber strives to bring to its members. For more information regarding the CTGroup Employers Trust plans contact Bob Kiggins at 689-5833 or call Claudia Reavis at 680-9546.

## Chamber Board Meeting Highlights

### - September 2005 -

- Ken Sherlin, Marketing Partner for the Benefit Design Group and past president of the NC State Insurance Providers, addressed the board to discuss a Chamber endorsed plan which would provide discounts on disability and life insurance to Chamber members. The group works jointly with insurance agencies to provide small businesses with discounted benefits.

### - October 2005 -

- Appalachian Trail license plates are for sale in Hot Springs. Trail plaques are also being installed with support from Senator Sam Queen and Ray Rapp.
- The Forest Service office located in Hot Springs will be closing. Plans are being made to build a new facility at the I-19/26 junction in Burnsville.

### - November 2005 -

- No schedule has been announced for the widening of I-19 to Burnsville. Plans are being made to widen I-26 and I-40 in Asheville.

- Simone is looking at costs for printing a cardboard holder which will display the Chamber business directory along with a Chamber membership plaque or sticker. These displays would be great for area realtors, organizations, agencies and other businesses identified as distribution points. A notice will be sent to all businesses to find out which would like to be on the distribution list.

### - December 2005 -

- Projected income for 2005 from membership support was \$15,000. Actual amount generated was \$16,616; amount over projection \$1,616. Projected income from Business Directory ads was \$9,000. Actual amount generated was \$11,999; amount over projection \$2,999. Expenses for 2005 are under budget by \$365.
- The Extension Office is working with the Arts Council to plan a Burley Festival to take place a week before the Madison Celebrates Arts Festival. There will be a Burley Queen, burley crafts and outfits, as well as information and other exhibits.

# Madison County Pedestrian Plan

## Mars Hill Pedestrian Plan - Provide Your Input!

The Town of Mars Hill is developing a Pedestrian Plan, to help improve the pedestrian infrastructure, enable more walking, and to position the Town for future funding opportunities. The Town received a planning grant of \$16,000 from NCDOT to fund this plan. The plan will study the entire Town and determine where sidewalks/walkways are needed and which locations will serve the greatest number of pedestrians. The Town has contracted with Land-of-Sky Regional Council to assist with the development of the plan.

Planning has begun and the plan should be completed by the end of 2006. A steering committee, representing various interests throughout the Town, is guiding the planning process. The committee is seeking input on sidewalk and trail/greenway needs, safety issues, opportunities and related issues. Surveys are available at Town Hall or can be obtained by calling Linda Giltz 251-6622, or emailing [lindag@landofsky.org](mailto:lindag@landofsky.org).

## Marshall - Downtown Redevelopment Initiative

Land-of-Sky Regional Council staff have been working with the Town of Marshall since last spring, as part of The Rural Center's Business Area Redevelopment (BAR) Planning and Implementation initiative. During this time we developed a strategic plan for downtown redevelopment, which includes flood mitigation projects and economic and community development projects to revitalize downtown Marshall.

We have begun implementing the high priority recommendations. One of these projects is to improve the storm water drainage system in downtown to minimize the impacts of future flooding. Another is to apply for National Historic Designation for the downtown area.

To accomplish these and other recommendations, a community leadership team

has been formed and begun to meet and organize themselves. The team includes municipal and county government officials and staff, non-profit community organizations, local property and business owners, Madison County Chamber of Commerce and interested citizens.

The past few years have been difficult for the Town, with an extraordinary natural disaster and economic losses due to jobs leaving downtown. Flooding from Hurricanes Frances and Ivan covered downtown, with up to 30 inches in places, damaging most buildings at least slightly.

Economically, the downtown has lost over 50 jobs and about ten businesses in the past couple years, due to businesses/organizations closing or moving to the 25/70 bypass. This past year, the County moved 42 jobs from downtown to a bypass location.

Meanwhile on a hopeful note, new people have been moving in and building owners have been rehabilitating and restoring historic buildings and creating attractive business and residential spaces.

## Economic Prosperity Demonstration Program

The Chamber recently supported an application for the Town to be included in a new program offered by the Rural Center - the Small Town Economic Prosperity Demonstration program. If Marshall is accepted into the program, needed economic development and leadership education will be provided to members of the community leadership team. The program also provides many opportunities for networking with other small towns and opportunities for additional grant funds. The Town appreciates the Chamber's support and their involvement in the community leadership team.

If you are interested in getting involved with Marshall's revitalization activities, please contact Linda Giltz, at Land-of-Sky Regional Council, 251-6622 or O'Neal Shelton.

## Madison County Business QuickFacts

Private non-farm establishments with paid employees (2001)	309
Private non-farm employment (2001)	3,194
Non-employer establishments (2000)	1,343
Housing units authorized by building permits (2002)	119
Federal funds and grants (2002 - \$1000)	171,055

Source: U.S. Census Bureau

## Calendar of Events



## Mars Hill College Lyceum Series

**April 4, 2006**

### Ball in the House, "5 Guys, 5 Voices" (Co-sponsored with Student Activities)

Five guys, five voices, that's it. *Ball in the House*, a Boston based group make the art of singing seem easy. It would seem it should be, for they have no instruments to tune or contend with. But try manipulating your voice into the sound of a guitar, drum, bass, or strings and then think again. The group, whose name comes from a Brady Bunch episode where Peter breaks the vase, have 550 shows in the past two years. Their latest hit album is *The Way It Has To Be*. They were most recently in our area on the Fourth of July when they opened for Aaron Tippin in Pigeon Forge. As an added feature there will be an opening act selected at a talent show in the Fall, sort of a "Mars Hill Idol".

*Held in Moore Auditorium with 7:30pm curtain. For more information call 828 689-1307 or toll free 1-866-642-4968. Tickets are also available at the door. MHC Students admitted free with valid ID.*

Check [www.mhc.edu/lyceum](http://www.mhc.edu/lyceum)  
for more information

**May 5-7**

### French Broad River Festival Hot Springs, NC

9th annual festival celebrates the river with music, outdoor events including whitewater raft and mountain bike races, food, outdoor gear and prizes, kids village and more at the Hot Springs Campground & Spa. Festival begins at 4:00 on Friday, May 5 and ends Sunday, May 7 at noon. Tickets are \$40 in advance or \$50 after April 15, 2006 and can be purchased by calling 253-1240, or online at [www.FrenchBroadRiverFestival.com](http://www.FrenchBroadRiverFestival.com), or at [www.ticketweb.com](http://www.ticketweb.com).

**May 12-13, 6pm to 8am**

### Relay for Life 2006

Held at the Madison High School football field. For more information please contact Karen Melegi (828) 649-2711 or John (828) 649-0407.

## Ongoing Events

### Friends & Neighbors Night Every Wednesday

**Bright Leaf Junction, Hotel & Restaurant**  
Buy 1 Entree, Appetizer or Dessert, Get 1 for 1/2 Price. Make a night of it and stay for just \$35! 24 South Andrews St., in the heart of Hot Springs. 622-9358.

PO Box 1085, Mars Hill, NC 28754

Chamber of Commerce

Madison County

BULK RATE  
U.S. Postage  
PAID  
Mars Hill NC 28754  
Permit #48

## Welcome New Chamber Members 2005-2006

### 1-866-USA-RAFT

Richard Dulworth  
13490 US 25/70  
Marshall, NC 28753

### 1-866-USA-RAFT

Fax: 828 649-0560  
Mail: 2 Jones Branch Road,  
Erwin, TN 37650  
[guide@mtnadventureguides.com](mailto:guide@mtnadventureguides.com)  
[www.mtnadventureguides.com](http://www.mtnadventureguides.com)  
*Whitewater rafting fun for the whole family on the French Broad and Nolichucky Rivers. Professional/value conscious outfitter with half day and full day trips.*

### Banjo Branch Hide-A-Way

Charlie & Kathy Smith  
250 Banjo Branch Rd.  
Mars Hill, NC 28754  
**1-800-770-9055**  
919 929-5553  
Fax: 919 929-5061  
[info@ashville-cabins.com](mailto:info@ashville-cabins.com)  
[www.carolinamornings.com](http://www.carolinamornings.com)  
*Mountain home, sleeps 8, on lovely wooded acreage minutes from Mars Hill College. Easy day trips to tourist sights and summer/winter recreation. Browse Banjo Branch Hide-A-Way on [carolinamornings.com](http://carolinamornings.com).*

### Bright Leaf Junction

Mary Seaman & Richard Bale  
24 South Andrews Street  
Hot Springs, NC 28743  
**828-622-9358**

Other Phone: 828-777-0878  
[bljventures@aol.com](mailto:bljventures@aol.com)  
*Located in the heart of Hot Springs, in a beautiful, newly renovated historic building, this exciting new hotel, bar and restaurant features Jacuzzis, wireless laptops, spa treatments, fireside dining, live entertainment and much more. Open year round.*

### Beverly-Hanks & Associates

Pete McHugh,  
Broker in Charge  
61 Weaver Boulevard, Suite H  
Weaverville, NC 28787  
**828 658-9500**  
Fax: 828 645-1938  
[petemg@beverly-hanks.com](mailto:petemg@beverly-hanks.com)  
[www.beverly-hanks.com](http://www.beverly-hanks.com)  
*Beverly-Hanks & Associates has been Western North Carolina's real estate leader for 29 consecutive years. We proudly serve Madison County.*

### Edward Jones

Jean S. Worrill  
PO Box 838  
Mars Hill, NC 28754  
**828 545-1336**  
**828 658-8804**

[naturaljw@msn.com](mailto:naturaljw@msn.com)  
[www.edwardjones.com](http://www.edwardjones.com)

*For 130 years, accessing needs and goals of individuals, families, and business owners to advise and deliver sound investment advice.*

### Herbs of Grace 'n Trust

Debbie Wood  
1951 Highway 63  
Hot Springs, NC 28743  
**828 622-0257**  
[herbsofgrace@aol.com](mailto:herbsofgrace@aol.com)  
[www.herbsofgracetrust.com](http://www.herbsofgracetrust.com)  
*Beautiful gardens, nursery featuring herbs and perennials, gift shop with tea served on our porch;herbalist; herb consultations and classes.*

### Madison Farms

Dewain Mackey  
258 Carolina Lane  
Marshall, NC 28753  
**828 649-2411**  
Fax: 828 649-2020  
[dewain@madisonfarms.org](mailto:dewain@madisonfarms.org)  
[www.madisonfarms.org](http://www.madisonfarms.org)  
*Agricultural value added products, farm to school program, Agritourism, Agriculture enterprise development.*

### Mars Hill One Stop (EXXON)

Judy Dean Lewis, Manager  
844 Carl Eller Road  
Mars Hill, NC 28754  
**828 689-9508**  
*Gas and Convenience Store. Open 24 hours, 7 days/week.*

### Mountainside Cabins

John & Tracy Colado  
441 Rebel Drive  
Hot Springs, NC 28743  
**828 622-7647**  
Fax: 407 331-5288

[mountainsidecabin@hotmail.com](mailto:mountainsidecabin@hotmail.com)  
[www.mountainsidecabins.com](http://www.mountainsidecabins.com)

*Charming rustic cabins in the woods to rent. Fully equipped kitchens, linens and towels included. Rates are \$70 - \$120.*

### Mountain Area Family Fitness

Jeff Brooks, Owner  
6016 Highway 25/70 Bypass  
Marshall, NC 28753  
**828 649-2777**  
Fax: 828 -689-9619  
[info@mountainareafitness.com](mailto:info@mountainareafitness.com)  
[www.mountainareafitness.com](http://www.mountainareafitness.com)  
*The mountain area's premier health, wellness and fitness facility! Women's only circuit training, free weight area, martial arts, child play room and coffee shop. Daily and weekly passes available.*

### Simbach Design Studio

Lois Simbach  
316 1/2 South Main Street  
Mail: PO Box 1060  
Marshall, NC 28753  
**828 649-9768**  
[studio@simbachdesign.com](mailto:studio@simbachdesign.com)  
*Site-specific modern design shed construction. Art, paintings, illustration, portraits, promotions, party decorating. Studio/gallery in downtown Marshall.*

### Jack Thomas

615 Biltmore Avenue, #N-5  
Asheville, NC 28803  
**828 254-5341**  
[brushysage@bellsouth.net](mailto:brushysage@bellsouth.net)  
*Individual*

Support

MADISON  
COUNTY

Buy Local Goods,  
Services & Produce

### Tranquil Massage

Linda DuVall Childress  
1685 S. Highway 213  
Hayes Run Plaza  
Marshall, NC 28753  
**828 649-3304**  
*Therapeutic massage using essential oils providing stress reduction, increased flexibility, relaxation, better immune system; improving overall well-being.*

### Water Dragon Tai Chi

Laura Martin  
35 Norton Branch Road  
Marshall, NC 28753  
Phone & Fax: **828 680-9940**  
[waterdragontai@yahoo.com](mailto:waterdragontai@yahoo.com)  
[www.waterdragontaichi.com](http://www.waterdragontaichi.com)  
*Instruction in Tai Chi, Qigong, Sword and Meditation. Cultivate Health, Fitness, Energy, Awareness. Certified by three Masters. Graduate of Beijing University Qigong Program.*

### WNC Woman

Julie Parker  
Sandi Tomlin-Sutker  
PO Box 1332  
Mars Hill, NC 28754  
**828 689-2988**  
Fax: 828 689-8804  
[julie@wnc-woman.com](mailto:julie@wnc-woman.com)  
[www.wnc-woman.com](http://www.wnc-woman.com)  
*Monthly free magazine for and about WNC women.*

"Everyone has inside of him a piece of good news.  
The good news is that you don't know how  
great you can be! How much you can love! What  
you can accomplish! And what your potential is!"

- Anne Frank

## Chamber Dues

Dues, payment for ads appearing in the 2006 Business Directory, and any other charges are now due. If you have any questions regarding your membership, please call our office at 680-9546.