

Madison County News Bulletin

Chamber of Commerce

(828) 689-9351

www.madisoncounty-nc.com

Fall 2004



Leading Notes

The Chamber will once again be nominating businesses for *Business of the Month*, and I am looking forward to reviving the Chamber's *Business After Hours* gatherings.

Some local B&B's, along with the new owners of Home Electric, have offered to host Chamber events to which Chamber Members will be encouraged to bring guests.

Please contact me with any ideas or suggestions you may have to support our local businesses.

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

Student Member

The Chamber has a new student member, Daniel Osborne, a native of Madison County and a senior at Madison High School. Active in school and community, Daniel spends most of his free time with clubs and activities.

A state officer for North Carolina DECA and a marketing association student, Daniel represents the Blue Ridge Region which includes counties from Winston-Salem to Cherokee. Other activities in which Daniel participates are the Fellowship of Christian Athletes, Interact Club, and the theater program.

When not in school Daniel loves to spend time with friends, family and going to church. Daniel's goals include majoring in Marketing and Theater, receiving an education degree in both, and one day being a teacher or a marketing consultant.

Madison County Chamber of Commerce 2004 Annual Meeting Big Hit!

by Dr. Deborah Louis

This year, the Chamber's Annual Meeting and summer get-together was held on Tuesday, June 22 at the Bed and Breakfast at Ponder's Cove, owned and operated by Martha Abraham and Gary Van Rawlins at 1067 Ponder Creek Road in Mars Hill – a stunning venue with tiers of indoor and outdoor space and plenty of large tables for food, beverages, and sitting around chatting.

Some 45 Chamber members attended in the course of the perfect summer evening, and were treated to live jazz and traditional mountain tunes by local musician Steve Davidowski, one of the original members of the Dixie Dregs who has since toured with the likes of Vassar Clements and other notables.

The menu included Ponder's Cove specialties Chicken Satay with Peanut Sauce, Salmon with Raspberry Horseradish Glaze, Tomato Bruschetta drizzled in infused olive oil, and home-made lemonade. Joel and Leslie at Zuma provided cookies; Bill at the Main Street Deli contributed crab-stuffed mushrooms and marinated veggies; the breads were from Gail & Steve at Wake Robin Farm; and the jams were from Sandy at Sunset Valley Farm. The biggest hit, however, was provided by Roslyn Carter via Susan Sewell: a cheddar dip with strawberry jam.

While difficult to entice attendees away from the food and conversation, business was actually conducted, too! Board of



Jennifer Hott, O'Neal Shelton and Phyllis Stiles (member of the year)

Directors members elected to 3-year terms were incumbents Frank Fisher of Frank Fisher Ford, Jerry Plemmons formerly of French Broad Electric, Tammy Williams of Mars Hill Hardware, and Dinah Carver of Wolf Laurel Realty, and new to the Board, Betty Hurst of Handmade in America, and Loretta Shelton of Mars Hill College. Officers for 2004-2005 are O'Neal Shelton, President; Tammy Williams, Vice-President; Jennifer Hott, Treasurer; and Simone Bouyer, Secretary.

By far the biggest giggle occurred immediately preceding the award presentations, when O'Neal observed that Reese Steen always comes to attention when he hears the word plaque! 2004 award recipients were RadioShack for *Business of the Year* and Phyllis Stiles for *Member of the Year* for her outstanding work with the Education Committee and Chamber scholarship. Both were approved unanimously at the Chamber's June meeting.



Betty Hurst



Loretta Shelton

Dr. Deborah Louis is an independent consultant in public interest planning and development, and teaches politics, sociology, public administration, and business at the college level.

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- WRP has been operating for 10 years
- WRP is one of only a handful of Retired Engineers Programs in the country
- WRP works in partnership with the N.C. Division of Pollution Prevention, a non-regulatory agency
- WRP is funded through a number of federal, state, and local programs and private business contributions
- WRP has 45 volunteers serving programs for WNC businesses and public facilities west of Interstate 77
- WRP has conducted more than 600 assessments for WNC businesses with a focus on solid waste reduction, water efficiency, energy efficiency and/or pollution prevention

WRP ANNOUNCES NEW ENERGY EFFICIENCY PROGRAM

Waste Reduction Partners (WRP), a non-profit technical assistance group, announces the "Challenge to Top Management" Energy Efficiency Program that will assist businesses and public organizations west of I-77 to reduce energy costs and support Western North Carolina (WNC) clean air goals. This WRP program, sponsored by the State Energy Office, will provide free, confidential, non-regulatory on-site assessments and technical assistance to improve energy management.

The program utilizes volunteer and retired engineers who have over 1000 years of cumulative technical expertise. "Organizations need to take advantage of the many new energy efficiency options, especially in their facility lighting," states Fred Dickey, WRP lighting expert, who also independently consults for major league baseball on stadium lighting. "WRP will provide a confidential report of energy efficiency recommenda-

tions and include a self-critiquing checklist for top management," notes Terry Albrecht, WRP Program Director.

All private, public, and non-profit organizations are encouraged to participate in this Energy Efficiency Program. Become a WNC champion in this organization-by-organization effort to use energy efficiently, improve financial performance, pursue cleaner air, and reduce dependency on foreign energy.

To request an energy assessment, contact Terry Albrecht, WRP, Land-of-Sky Regional Council, at 828-251-6622 or e-mail wrp@landofsky.org

A program of Land-of-Sky Regional Council
25 Heritage Drive, Asheville, NC 28806-1998
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www.landofsky.org/wrp; wrp@landofsky.org

*The best things in life
aren't things.*

Volunteers Needed

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, October 5, 2004
- Tuesday, November 2, 2004
- Tuesday, December 7, 2004
- Tuesday, January 4, 2005

Chamber Officers 2004-2005

O'Neal Shelton - President
Tammy Williams - Vice President
Jennifer Hott - Treasurer
Simone Bouyer - Secretary

Chamber Board Meeting Highlights

- August 2004 -

- Guest Speakers from A-B Tech Corporate & Economic Development: Mike McCarthy, Executive Director & Russ Yelton, Small Business Center Director. Russ Yelton will be in the A-B Tech Madison campus office at least bi-weekly to provide support for local small businesses. They provide free one-to-one counseling, a resource library, workshops and seminars along with courses on managing a small business. The center also serves as a link to the US Department of Commerce, the Service Corps of Retired Executives (SCORE), the Small Business Advocacy Council, financial institutions, trade associations and other agencies. Both Russ and Mike are eager to partner with you to grow your business, and to help you reach your objectives. For more information, please call Mike at 254-1921, x5821, or schedule a meeting with Russ by calling 254-1921, x5851.

- Phyllis Stiles encourages all members to donate to the Chamber scholarship fund in an effort to grow the endow-

ment fund to \$10,000. Please make checks payable to the Madison County Chamber Scholarship fund, and send to PO Box 1085, Mars Hill, NC 28754.

- July 2004 -

- Sandy Smith reported that turnout at the farmers market has been great and music has been featured every week. The farmers market is seeking activities and programs such as cooking or dancing. If your church group or organization would like to participate, please contact Sandy Smith.

- Relocation of the Visitors Center - County commissioners voted to purchase the Chandler property, next to the Jarvis House. The Visitor's Center has been given an extension to remain at the Jarvis House -- they were due to move in August of this year. Claudia Reavis will remain in the Jarvis House and together with Jane Morgan will continue to handle Chamber business. The Chamber will support the decisions of the county commissioners and continue to help fund the Visitors Center.



Old Barn at Davis Cove Farms

Madison County Farm Tours Foster Agri-Tourism

The **Madison County Partnership**, an umbrella organization which includes the Madison County Arts Council, Handmade in America, the Madison County Extension Service, Mars Hill College, and the Hot Springs Health Program among others, organized two farm tours in July as part of their vision to create new and expanded sources of income for local farmers and craftspeople.

Madison County already has the largest percentage of alternative crops in the state. Because of our location, we are also hosts to thousands of tourists who visit our area each year. These tours were a great way for local farms, craftspeople and businesses to understand how we can creatively build a sustainable economy around our rural heritage.

Tour #1 - July 6, 2004

Our first visit was to **Wake Robin Farm**, located in Marshall. The farm, which has been in the family since 1840, is home to a Roman designed firebrick oven, built by Andy Bennet, and laid with hearth tiles from France. This giant reaches 650° and allows owners Steve and Gail Lunsford to produce about 300 loaves of bread per week, or, for special events, pizza or roasted turkeys. Call 683-2902 for more information, or to sign up for Steve's 4 a.m. wood chopping shift.

Briar Rose Farm, located in Hot Springs and owned and operated by Judie Hansen and Tom Hare, offers a variety of skills, ideas and produce. Purchased 10 years ago, this 98 acre farm is home to cattle, chickens, cashmere goats, and lots of boulders which are exported for landscaping. A comfortable cabin is available for vacation rental, and Judie also shows visitors how to make soaps, felt and other traditional crafts. Phone 622-7329 for more information.

The **Davis Cove Farm**, created with a land grant in 1856 in Hot Springs, has grown tobacco for more than 75 years. Owned by Leyton and Veda Davis, the 380

acre farm also raises cattle, wheat and rye. The farm is easily accessible by bus, and can host parties or other group events in their newly constructed outbuilding. Find out more about the farms' tractor rides, black smith shop, museum, and nature trail by calling 622-3486. Tour packages are available.

Madison County is home to plenty of big game, and the **Fowler Farm and Game Preserve**, owned and operated by Cline and Mary Ruth Fowler of Hot Springs, is preserving the heritage of the hunt. You can shoot biodegradable clay pigeons from 10 different stations, or call the farm at 622-7380 to request pheasants or other wild game. Instruction is provided, the course is designed with safety in mind, and game wardens are on the premises year round.



Berry picking at Zimmerman's

Now in its 5th year, **Zimmerman's Berry Farm**, located in Marshall and owned and operated by Pam and Billy Zimmerman, made the transition from tobacco to growing red and black raspberries, blueberries, and blackberries. Pick your own or browse through the sweet little store which carries homemade goods and preserves. Phone 656-2056 for more information.

Ben Ripley and Aaron Grier, graduates of Warren Wilson College, manage the 300 acre **Mulberry Gap Farm** in Marshall. The farm raises hormone and antibiotic free meats and pastures hogs, goats, sheep, cattle, and grain fed chicken. These high quality meats are then processed and sold to individuals, local restaurants and markets. Call 649-2194 to place an order or for more information about the farm's sustainable agriculture project.

More on agri-tourism and local farms in the next issue from Simone Bouyer, tour participant.

Calendar of Events

Saturday, October 2

9:30 am to 4:00 pm

B.L. Lunsford (Folk) Festival, Madison Co. Heritage Day Ballad & Story Swap

Over 50 local craft & food booths. Traditional mountain music, authentic craft demonstrations, wood carving, quilts, pottery, food, lunches & baked goods, mountain crafts and gifts, and an animal petting area.

At the Gazebo, music singing, dancing & jamming.



Mars Hill College Lyceum Series

October 9

Blue Ridge Civic Orchestra

Featuring Soprano Soloist Patti Edwards.

October 26

Ballet Gran Folklorico de Mexico

Entertainment from South of the Border.

December 3

Handel's Messiah

Featuring the Mars Hill college Choir, the Southern Appalachian Chamber Singers and Orchestra.

December 14

Tribute to Elvis

Eddie Miles presents his Christmas Show in a benefit concert for Helpmate of Madison County.

January 24

Ball in the House

5 Guys, 5 Voices. Co-sponsored with Student Activities.

March 23

Peking Acrobats

Pushing the envelope of human possibility.

April 13

Cotton Patch Gospel

The Greatest Story Ever Retold.

.....
All events held in Moore Auditorium with 7:30 curtain. (Handel's Messiah at 8:00). MHC Students admitted free to all events* with valid ID. Tickets available at Mars Hill College Bookstore, or phone 689-1209.

*Tribute to Elvis benefit concert \$5.

**Check www.mhc.edu/lyceum
for more information!**

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Madison County
Chamber of Commerce

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Come join us for Sunday School at 10 am and Morning Worship at 11 am!

Madison County
Chamber of Commerce

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for FREE inclusion on our web site.

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SEND US YOUR ADS
For the 2004-2005 Business Directory

We are currently compiling listings and advertisements. If you would like to have an ad or listing in the directory, please submit it to us before September 30, 2004.