

# Madison County News Bulletin

## Chamber of Commerce

(828) 689-9351

www.madisoncounty-nc.com

Fall 2006



### Leading Notes

The chill in the air and Madison High Football in full swing and with a very positive start indicates that "Fall" is here. Time for Madison County to come alive with festivals and special events many of our civic groups sponsor each year.

The reports from Chamber members indicate the summer season has been active and prosperous for Madison County. The river rafting, farm tours, hikers, festivals, SART plays and summer sports of all kind have kept us busy. Marshall's revitalization project will bring a needed boost to the town. Several of the buildings in the downtown area are now remodeled or in the process of being transformed into great business locations. Congratulations to all involved!

Spring Creek continues to make progress with their community center project. Their summer festival was a lot of fun and well attended. Hot Springs had another great summer season with the town busy with continued business growth. Growth in Mars Hill and the I-26 corridor area continues with new construction and housing ventures.

Thanks to the staff of Wolf Ridge Lodge for hosting the Madison County Chamber of Commerce dinner. Thanks also for a great turnout of members, local and regional officials. Madison County is a great place to live, work and play. Let's all enjoy the Fall.

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

### Chamber Board Meeting Highlights

#### - February 2006 -

- Linda Giltz from the Land of the Sky Regional Council spoke to the board about the many projects taking place in Madison. The Council is working with the town of Marshall on several plans, including distributing flood recovery funds, and accessing the economic needs of the area. Doug Mackenzie and Betty Hurst are working with the Council.

#### - March 2006 -

- The budget looks good, membership fees are beginning to come in. Last year's income was \$1,000 over projected income, mostly from membership dues.
- Lesley King, Jerry Plemmons, and Paul Tierney make plans to update the current Madison County map.

#### - April 2006 -

- The Madison County Partnership has funded a web portal, searchmadisoncounty.com. It's a great way to find information about Madison County. It includes links to other websites, and an events calendar. Any Madison County site can link to the portal and submit events.
- Jennifer Hott is managing updates and listings for the visitmadisoncounty.com website. She can be reached at 689-4257, or email madisonchamber@main.nc.us.

#### - May 2006 -

- The annual Scholars Banquet was held on May 16 at Mars Hill College. Kevin Boone was the guest speaker, with a welcome and introduction by O'Neal Shelton. Loretta Shelton presented the Chamber's \$500 scholarship to Audrey Michelle Franklin of Madison County.

- The Chamber Business Directories are ready for distribution. Cases of the directories can be picked up from the Visitor's Center in Mars Hill. If you can help, please contact Claudia Reavis at 680-9546.

#### - June 2006 -

- Several Chamber businesses have been featured in the Asheville Citizen Times. Marshall continues to expand with new businesses opening on Main street. The asphalt plant has moved on and will not be built in Marshall.
- About 60% of the Chamber's membership have paid dues for 2006. Advertising in the business directory is about 2/3 of our annual budget.

#### - July 2006 -

- Madison's first cycling event, the Hot Doggett 100 has 100 riders pre-registered, with more expected on the day of the event. Bikers will ride all the way to Sam's Gap and back to Mars Hill.
- Board nominates Maxine Brown to help manage the Chamber's books

#### - August 2006 -

- Jennifer Hampton volunteers to manage the details for the Chamber's annual meeting, including possible locations and costs involved. Last year's meeting, held at the Lodge was very popular with over 60 guests in attendance.

#### 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*

## NEW Madison County Map

Orders are now being taken for the 2006 Madison County map. As a Chamber member, you can purchase bulk quantities of the new Madison County maps for \$2.50 each. The maps retail for \$4.95 plus tax.

Demand for this official, accurate map has remained strong. A number of Chamber businesses were able to recover the cost of purchasing the maps and make a profit on their sale. Because the map has space on the front cover for a stamp or label, it can be used as a wonderful tool to help promote your Madison County business. It is also a great thing to give to clients and customers.

Don't miss this opportunity to participate! Place your order today by calling the Madison County Chamber of Commerce at (828) 689-9351 or visit [www.madisoncounty-nc.com/info/chamber.html](http://www.madisoncounty-nc.com/info/chamber.html) and click the "Order Maps" button.

## 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, October 3, 2006
- Tuesday, November 7, 2006
- Tuesday, December 5, 2006
- Tuesday, January 9, 2007

### Chamber Officers 2006-2007

**O'Neal Shelton** - President  
**Larry Peek** - Vice President  
**Maxine Brown** - Treasurer  
**Simone Bouyer** - Secretary

## Gas Prices Worry Small Business

by Mark H. Bloom

Gas station convenience stores are not reaping windfall profits with the surge in gasoline prices. In fact, many are struggling, and not just because people are buying less gas.

Rick Perkins, of Biltmore Oil, summed it up best. "When costs double, it's hard to keep the same [profit] margin, especially when the sales volume doesn't rise as well." Biltmore Oil owns eight gas station convenience stores, called Short Stops, all located in Buncombe County. They employ 85 people. According to Perkins, "Fuel companies have been forced into retail as part of an overall business strategy. Outlets are the very end of the business chain."

Red Roberts of United Energy, the owner of 16 UE3-branded fueling stations and convenience stores, said, "Credit card companies charge three percent per transaction. As the price of fuel rises, more people use credit cards. The transaction fees are cutting into profits." Todd Blevins of Peak Energy agreed: "Already, we're seeing some stations offer a discount for cash transactions."

Roberts offered another solution. "Gas-branded credit cards don't charge the store a transaction fee. We're trying to encourage our customers to use our cards at our stations." The effort is an uphill battle, since consumers have little incentive to change their charging habits.

There's more bad news. "When gas is more expensive," Blevins said, "it eats up more of the consumer's budget, leaving less to spend in the store. The new state lottery also takes a bite" out of store sales. Peak Energy owns six convenience

store gas stations (called Time Out Markets) and one truck stop, which employ about 80 people.

If gas sales produce a leaner profit margin and consumers spend less on other store items, the store owners have to do more with less or change their business model. Perkins noted that "big box operators like Ingles and Sam's Club are now selling gasoline. But they are using a different formula. That's how they can sell for less."

Perkins didn't know whether these stores subsidized the gas prices or chose to lose money on gas sales for other reasons — attracting customers for other purposes, having a presence in the industry, and boosting stock prices are all valid guesses — but he did worry about the long-term impact of these retail gas operations. "Will we all end up buying gas from the big box retailers in the future?"

While many people shop for the lowest prices, Perkins said his stations are community businesses, and "our regular customers know the difference. Cheap gas comes at a price." That price can be as mundane as a dirty toilet or as influential as living wages for its employees and sponsorship of community events. "At some point," Perkins concluded, "the lower prices will make clean stations obsolete."

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Visit the website: [www.wcbj.biz](http://www.wcbj.biz)

## Sampler Features Madison Wares

A wooden giftbox branded Madison Farms, which contains handcrafted jams, jellies and pottery from Madison County is being marketed through the Madison County Cooperative Extension Service.

Price is \$50 plus shipping and handling. Ross Young, agricultural extension agent, said the venture generated sales during last year's Christmas season and expects to continue to provide ongoing revenues to local crafts persons. For more information please call 649-2411, or visit [www.madisonfarms.org](http://www.madisonfarms.org).

### Every Friday, 7pm

Traditional Music at the Depot  
Main Street in Marshall.  
Free, donations accepted.

## W.A.R. Needs You!

I am a teacher at Madison Middle School. We have declared "W.A.R.", "We All Read".

We need reading material for our students to have in classrooms. We would like to ask the community to help.

Research has shown that students who read silently for at least 20 minutes a day, can increase reading levels. "W.A.R." will help our students increase their abilities in reading and help them to become excited about reading.

Please contact Jennifer Lewis, 95 Upper Brush Crk. Rd., Marshall, NC 28753, or phone 828-649-2269 if you are interested in helping. Thank you!

# Green Transit is Coming!


Imagine riding to work five days a week in a vehicle whose exhaust smells like french fries, relaxing or chatting with fellow passengers, and the satisfaction of knowing that you have prevented CO<sub>2</sub>, carbon monoxide, smog, particulates, and other pollutants from entering the atmosphere, while supporting a local biofuels industry instead of relying on foreign oil. How about the security of leaving a club or party at 2 am and having an earth-friendly vehicle with a friendly driver take you and your inebriated friends home?

Now, see yourself having a shared ride to the airport at 6 or 7 am, saving money because you don't have to pay \$9 a day for parking your car there.

Biodiesel reduces vehicle emissions by 75% and does not add carbon dioxide (it's "carbon neutral"). Blue Ridge Biofuels is a local, West Asheville business which makes biodiesel from waste oils of restaurants. Sharing the ride decreases the impact even further. It decreases the need for parking spaces, cuts down on traffic, and clears the air.

Green Transit is a fledgling worker-owned cooperative which needs YOUR input to determine what the need and potential market are for transportation alternatives to the single passenger car and the infrequently running buses.

Please help by filling out the survey on this page and returning it to: Robert Eidus, 300 Indigo Bunting Lane, Marshall, NC 28753. You can contact Green Transit NC by email at: Eidus@madison.main.nc.us.



**Business planning classes, loans, and business counseling for business owners and people with self-employment ideas.**

**Jane Renfro, Program Coordinator**  
 Phone: **828 253-2834**  
 Toll Free: **888-389-3089**

**You're Invited!**

**Saturday, October 28**

**Wolf Ridge Fall Festival, 10am-4pm**

Crafters, food, kids fun, and more. For more information contact Wolf Ridge Resort at 828-689-4111 or 828-689-9400.

# Transportation Survey

A new company, **Green Transit**, would like to launch a subscription service providing more regional transportation options using earth-friendly vehicles (biodiesel). We need your feedback to assess the demand for and feasibility of this project.

Name: \_\_\_\_\_

Email: \_\_\_\_\_ Zip code: \_\_\_\_\_

I would be interested in membership.

## WOULD YOU BE INTERESTED IN:

### A. Airport shuttle

1) Would you take a shared airport shuttle that would take you to/from your home to the Asheville Airport, with stops to pick up other passengers? (You would save the cost of parking at the airport, or inconvenience of having a friend/family member drive you there and pick you up.) Y\_\_ N\_\_

Amount you'd be willing to spend per 1-way trip in an Earth-friendly, biodiesel vehicle: \_\_\$10 \_\_\$15 \_\_\$20 \_\_\$25 \_\_\$30

2) Would you take a shared airport shuttle to/from Greenville Spartanburg Airport? Y\_\_ N\_\_

Amount you'd be willing to spend per 1-way trip in an Earth friendly vehicle: \_\_\$20 \_\_\$25 \_\_\$30 \_\_\$35

3) Would you take a shared airport shuttle to/from Charlotte Airport? Y\_\_ N\_\_

Amount you'd spend per 1-way trip in an Earth friendly vehicle: \_\_\$25 \_\_\$30 \_\_\$35 \_\_\$40

### B. Commuting to work

A pick-up service to take you from your home to the nearest bus stop, shared with several other people along the way, and take you home from the bus stop after work. Y\_\_ N\_\_

A pick-up service to take you from the destination bus stop to your job, and back after work. Y\_\_ N\_\_

A pick-up service to take you straight from home (or a parking area) directly to your workplace, and back. Y\_\_ N\_\_

Zipcode destination of your workplace: \_\_\_\_\_

What would you be willing to pay for transportation in an Earth friendly vehicle? \$\_\_\_\_\_ per roundtrip, \$\_\_\_\_\_ per trip

### C. Other trips (Outside commute hours)

Multiple-rider trips to town for entertainment on weekends. Y\_\_ N\_\_

Shopping trips or group trips. Y\_\_ N\_\_

Group trips to swimming holes, waterfalls, etc! Y\_\_ N\_\_

Other: \_\_\_\_\_

Amount you'd be willing to spend per 1-way trip for an Earth-friendly vehicle: \$\_\_\_\_\_ to shopping, \$\_\_\_\_\_ to entertainment

### D. Comments & suggestions:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please complete and return to:  
 Robert Eidus, 300 Indigo Bunting Lane, Marshall, NC 28753.

**THANK YOU!**

PO Box 1085, Mars Hill, NC 28754

# Madison County Chamber of Commerce

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

## Welcome New 2006 Chamber Members

### 1867 Confederation Log Homes of WNC

Bill Sites  
156 Red Oak Lane  
Marshall, NC 28753  
**828 649-0009**  
FAX: 866-566-3834  
[email: bsites@1867loghomes.com](mailto:bsites@1867loghomes.com)  
[www.confederationloghomes.com](http://www.confederationloghomes.com)  
*Custom design and build log homes.*

### A Wee Bit O' Heaven: Bed & Breakfast

Billie Anne (Anna) Walker  
173 South Main Street  
Mars Hill, NC 28754  
**828-689-4658**  
[email: alohaanna13@yahoo.com](mailto:alohaanna13@yahoo.com)  
*A heavenly bed and breakfast for up to six: "green", Scot-Irish treats, and so beautiful at the historic Baird house.*

### Angel Ridge Homecare

Marian G. Smartt, RN  
117 Thistle Tree Lane, Mars Hill  
Mail: 117 Thistle Tree Lane  
Weaverville, NC 28787  
**828-689-5441 (office)**  
828-231-2731 (mobile)  
Fax: 828-689-5441  
[email: marian.smartt@angelridgehomecare.com](mailto:marian.smartt@angelridgehomecare.com)  
[www.angelridgehomecare.com](http://www.angelridgehomecare.com)  
*Our affordable homecare includes skilled nursing, elder care, healing touch, private duty nursing. Helping people to stay in their homes. Free consultation!*

### Appalachian Realty Associates North

Sandy McCall  
139 South Main Street  
Mail: PO Box 1509  
Mars Hill, NC 28754  
**828-689-0089**  
Fax: 828-689-4644  
Cell: 828-273-9755  
[email: sandy@appalachianrealty.com](mailto:sandy@appalachianrealty.com)  
[www.appalachianrealty.com](http://www.appalachianrealty.com)  
*Because experience matters. Land \* Residential \* Commercial. Putting the 'Real' in Real Estate since 1979.*

### Appalachian Wood Creations

Sibbald & Shirley Lambert  
264 Hazel Book Road  
Marshall, NC 28753  
**828-689-7205**  
Cell: 828-380-9457  
[email: sibbald@earthlink.net](mailto:sibbald@earthlink.net)  
*Woodturning - Bowls, Plates, Oil and Electric Lamps.*

### Bull Creek Vacation Rentals

Sibbald & Shirley Lambert  
264 Hazel Brook Road  
Marshall, NC 28753  
**828-689-7205**  
Cell: 828-380-9457  
[email: sibbald@earthlink.net](mailto:sibbald@earthlink.net)  
[www.marshillrentals.com](http://www.marshillrentals.com)  
*Two bedroom farmhouse, 3 miles from Mars Hill College, on working farm, air conditioning, sleeps 6, direct TV, hardwood floors.*

### Chartwells at Mars Hill College

Ken Barefoot  
124 Cascade Street  
Mars Hill, NC 28754  
**828-689-1221**  
Fax: 828-689-1476  
[email: kbarefoot@mhc.edu](mailto:kbarefoot@mhc.edu)  
[www.mhc.edu/studentlife/dining/index.asp](http://www.mhc.edu/studentlife/dining/index.asp)  
*College dining hall with full service buffet: Breakfast, Lunch, Dinner. Specialties include pizza, complete salad bar, and dessert bar.*

### Etchanting Designs

Jacqueline Lucas  
PO Box 878  
Mail: 11 Valley Drive  
Mars Hill, NC 28754  
**828-301-1558**  
Fax: 828-689-8558  
Other Phone: 828-689-8555  
[email: etchantingdesigns@verizon.net](mailto:etchantingdesigns@verizon.net)  
*Custom sand-etched glass, granite, stone creations. Bridal items and pet memorials.*

### Gelette Custom Promotional Printing

Grant Gelette II  
PO Box 1909  
Weaverville, NC 28787  
**828 645-5300**  
Fax: 828 484-9255  
[email: ggelette@charter.net](mailto:ggelette@charter.net)  
[www.gelettecustproprint.com](http://www.gelettecustproprint.com)  
*Helping businesses and individuals promote a quality image through imprinted promotional items — get noticed and stay noticed!*

### Betty L. Hurst

PO Box 282  
Marshall, NC 28753  
**828-649-1331**  
[email: bettyhurst@handmadeinamerica.org](mailto:bettyhurst@handmadeinamerica.org)

### Mountain Breeze Resort

Keith Ruehl, Owner  
656 North Fork Road  
Barnardsville, NC 28709  
**828-626-4049**  
[email: betsey@mountainbreezeresort.com](mailto:betsey@mountainbreezeresort.com)  
[www.mountainbreezeresort.com](http://www.mountainbreezeresort.com)  
*3 vacation rentals, home away from home, fully furnished, pool, hot tub, trout stream, mountain views, perfect reunion location.*

### Mountain Getaway Guide Perspective Publishing

Bridgette Cannon  
2000 Riverside Drive, Asheville, 28804  
Mail: PO Box 1113,  
Asheville, NC 28802  
**828-350-9970**  
Fax: 828-350-9971  
[email: publisher@mountaingetawayguide.com](mailto:publisher@mountaingetawayguide.com)  
[mountaingetawayguide.com](http://mountaingetawayguide.com)  
*The Mountain Getaway Guide offers travelers a host of unique vacation opportunities, with maps, coupons, kid's stuff and much more!*

### Rock 'N' Water

Joshua T. Davis  
424 Wolf Laurel Road, Mars Hill  
Mail: 60 Susanna Cove Road,  
Mars Hill, NC 28754  
**828-689-3354**  
Cell: 828-712-6926  
[email: skiwolfridge@yahoo.com](mailto:skiwolfridge@yahoo.com)  
[www.yearroundadventures.com](http://www.yearroundadventures.com)  
*Rock 'n' Water Adventure Outpost provides guided whitewater rafting, fly fishing, oar rig fishing, biking, mountain biking and horseback riding for individuals, families and groups.*

### Singing Frog Farm

Tony Mele  
465 Oscar Young Road,  
(behind P&E Grocery/Parker's)  
Mars Hill, NC 28754  
**828-206-3764**  
[email: singingfrogfarm@verizon.net](mailto:singingfrogfarm@verizon.net)  
*Singing Frog Farm is a small family farm specializing in organic culinary, medicinal, and ornamental herbs, and select Japanese Maples.*

### Three Sisters Inn

Winfred & Linda Ramsey  
PO Box 848, Marshall, NC 28753  
**828-649-9068**  
Fax: 828-649-0275  
[www.threesister-inn.com](http://www.threesister-inn.com)  
*The inn without an inn keeper. Sleeps 8. Full kitchen with additional cottage that sleeps 3. Close to town. Covered front porch, screened back porch.*

### Wolf Creek Market

Scenic Wolf Development LLC  
Tim Bryant  
11120 US Highway 23 (Exit 3 on I-26)  
Mars Hill, NC 28754  
Mail: PO Box 684, Weaverville, NC 28787  
**828-689-5943 or 828-645-1031**  
Fax: 828-689-5942  
[email: tim.scenicwolf@verizon.net](mailto:tim.scenicwolf@verizon.net)  
*Old style market with Exxon gas and diesel, convenience store, produce and restaurant with drive thru.*