Chamber Network News

August 2021
Volume 21, Issue 8

We are a For-Purpose organization that promotes profitable and vital growth for its business members through dedicated collaboration, networking, marketing, membership events, and education.
We would like to welcome our newest members to the Chamber: UniFirst Corporation, True Performance Fitness, Charles Town Presbyterian Church and Farmers and Mechanics Insurance Companies. Wishing you growth and prosperity!

~ Mark Your Calendars ~

August 10 - Mixer @ JSB—Barron Office
August 10 - Welcome New Teachers Luncheon
August 18 - Chamber Orientation
September 24-26 - Mountain Heritage Arts & Crafts Festival
October 7 - Chamber Business Seminar - Branding Your Business on a Shoe-String Budget

CLICK HERE for a complete calendar of events
Chamber Email Blasts are a great tool to get info about your business out to the membership. Here is all you need to do:

- Create a flyer (PDF, DOC, PUB, JPG, PNG) send to Kimm@JeffersonCountyWVChamber.org with the below info
- Select a subject line for your flyer
- Select the day you would like the blast to go out (If that day is not available, we will contact you)
- Let us know who to invoice (via email) for the blast
  
  $50 For Business Members
  
  $25 For Non-Profit Members
  
  50% off for each added duplicate of same email blast
- Please let us know if you need to view a test version before the blast is distributed
- Your blast will hit 1100-1400 inboxes, let us know if you would like to include members only or non-members too
- Your blast will be featured on our FaceBook homepage, Instagram and our Twitter timeline
- Review our membership code of conducts [here](#)

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LEADERSHIP
JEFFERSON
CLASS XV

WHEN
SEPTEMBER 2021-
JUNE 2022
(2nd Wed of each month) Graduation in July

WHERE
JEFFERSON COUNTY
FEATURED MODULES: AG 101 · EDUCATION · SOCIAL SERVICES · TOURISM & RECREATION · LOCAL GOV · LEADERSHIP SKILLS · HISTORY & CULTURE · STATE GOV

WHY
RECEIVE YOUR MASTER’S DEGREE IN JEFFERSON COUNTY AND LEARN WHO THE MOVERS AND SHAKERS ARE IN THE EASTERN PANHANDLE

WEB ADDRESS
WWW.JEFFERSONCOUNTYWVCHAMBER.ORG/LEADERSHIP/

RECOMMENDATIONS ENCOURAGED

GREAT VALUE
$875 FOR CHAMBER MEMBER
$1,025 FOR NON-CHAMBER MEMBER

APPLICATION
CLICK HERE DEADLINE
AUGUST 14, 2021

SPONSORS
- AMERICAN PUBLIC UNIVERSITY SYSTEM
- SKINNER LAW FIRM
- JEFFERSON COUNTY CHAMBER OF COMMERCE
- RIVER RIDERS FAMILY ADVENTURE RESORT

BENEFITING
YOUR BUSINESS/EMPLOYER & LOCAL BUSINESS MEMBERS
How to Maximize Your Investment

Chamber Member Orientation

- FREE Event to new, current and future chamber members
- Learn how the Chamber can help you and your business
- Learn about marketing opportunities the Chamber has to offer
- Learn the 4 Core Functions of the Chamber

Wednesday, August 18, 2021
11:00 A.M. - 12:00 P.M.
Grab a cup of coffee and join us on ZOOM!

Can’t make this date? We will have another session in November! If you are thinking about becoming a member or you are a member, this workshop is for
2021 NEW TEACHER WELCOME LUNCHEON
JOIN US IN WELCOMING ALL THE NEW EDUCATORS IN JEFFERSON COUNTY!

TUESDAY, AUGUST 10TH
12:00 P.M. - 1:30 P.M.
CHARLES WASHINGTON HALL
REGISTER TO ATTEND, SPONSOR TEACHERS, AND TO DONATE ITEMS FOR TEACHER GIFT BAGS!
THANK YOU TO OUR BRONZE EVENT SPONSOR - JCDA
CATERING BY CHICK-FIL-A AT RANSON
You are invited!
August Mixer
JSB - Barron Office
7994 Martinsburg Pike, Shepherdstown

Tuesday, August 10, 2021
5:00 p.m. - 6:30 p.m.

Join us to see what is happening with JSB. Light refreshments, with beer and wine! Bring your business cards for networking and meet someone new.

Rolling Cash Pot is up to $1,030!
Registration is Required
CHAMBER BUSINESS SEMINAR

Branding Your Business On A Shoe-String Budget

BUILD YOUR BRAND

In this seminar Kisner Communications will cover simple fixes for businesses that are looking to clean up and increase their brand’s presence through social media and other digital platforms. Kisner Communications will cover the basics of branding, good posts vs bad posts from a branding and engagement perspective, how best to utilize social media ads as well as email marketing!

Thursday, October 7 2020
9:00 a.m. - 11:00 a.m.
The Inn at Charles Town
$15 includes refreshments

REGISTER NOW
Jefferson County Chamber of Commerce  
(304) 725-2055  
Program Advertising & Sponsorships  
Email all ads/logos to Kimm Spencer at Kimm@JeffersonCountyWVChamber.org  
Event dates: September 24, 25 & 26, 2021

Advertising/Sponsorship Opportunities Available:

- **Gold Event Sponsor**: $2000.00 Includes your company logo with click through on front cover of electronic event program; full page ad in electronic event program; company banner on the main stage; company logo on all printed/electronic material for the year; and 12 festival passes.
- **Silver Entertainment Sponsor**: $1,000.00 Includes your company banner on the main stage; half page ad in electronic event program; company logo on all printed/electronic material for the year; and 8 festival passes.
- **Bronze Activity Sponsor**: $500.00 Includes your company banner on the main stage; quarter page ad in electronic event program; and 6 festival passes.
- **Building/Covered Pavilion Sponsor**: $250.00 Includes your company logo on signs at both entrances of one building/covered pavilion and 4 festival passes.

In absence of a company banner, the Chamber will have a yard sign made to place in front of the main stage. Quantities are limited for each advertising/sponsorship opportunity, so don’t delay! Reserve your space today! You must be a Chamber member and your Chamber Membership Fair Investment must be current. *This year’s program will be an electronic downloadable copy to be touchless for our patrons.

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**Full Page ad:**  
3.5” wide x 8” tall  
$400

**Half Page ad:**  
3.5” wide x 4” tall  
$200.00

**Quarter Page Ad:**  
3.5” wide x 2” tall  
$100

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CLICK HERE TO REGISTER FOR ANY OF THESE OPPORTUNITIES by 9-3-21
READY TO BECOME MORE VALUABLE TO AN ORGANIZATION?

Learn the tools, methods, and principles used to become a certified Lean Practitioner. Use these new skills to solve problems and help team members develop the continuous improvement skillset. Work through the tools alongside a Black Belt and Master Black Belt to prepare and repeat real-life workplace scenarios.

STUDENTS LEARN:

- To define Lean
- The 5s methodology and how to apply it
- Stream mapping
- The 8 wastes commonly found in an organization
- To define error proofing and to prevent and detect errors
- How to define visual management at work and its benefits
- The concept of workplace design and layout
- Changeover and understand the 13 steps and 10 golden rules
- Standard work and its importance to the workplace
- To define and structure a kaizen event
- A3 and the 6 steps
- Root cause analysis

FALL 2021 SCHEDULE

Course is held virtually with online course modules.
Tuition: $1895 per student

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>October 6</td>
<td>10am - 11am</td>
<td>Kick Off</td>
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<tr>
<td>October 20</td>
<td>10am - 11am</td>
<td>Virtual Coaching</td>
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<tr>
<td>October 27</td>
<td>10am - 11am</td>
<td>Virtual Coaching</td>
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<tr>
<td>November 3</td>
<td>10am - 12pm</td>
<td>Certification Exam</td>
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WVU Medicine is pleased to introduce 4 new providers who have joined our medical staffs at Berkeley Medical Center, Jefferson Medical Center and University Healthcare Physicians.

ANKIT CHALIA MD
Psychiatry
WVU Medicine Behavioral Medicine and Psychiatry – Martinsburg
304.596.5780

OMAR NADRA MD
Vascular Surgery
WVU Heart & Vascular Institute
304.350.3273

JONATHAN PARKER PA-C
Emergency Medicine
Jefferson Medical Center
304.728.1600

ILAYA RAJAGOPAL DDS
Dentistry
Berkeley Medical Center
304.264.1000
Operational Excellence

Founded as a family business more than 80 years ago, we’ve always been committed to the communities in which we operate. As the world’s leading manufacturer of stone wool, we produce products that are made from stone – one of the world’s most abundant natural resources – through a process that uses state-of-the-art technology with an emphasis on minimizing our impact on the environment.

rockwool.com/westvirginia
GOLD ADVERTISING SPOTLIGHT

Patricia Sherwood
Real Estate

MODERN

FARM HOUSE

BOLD

FRENCH COUNTRY

Whatever your style, I'll guide you home.

Patricia “Patti” Sherwood
REALTOR® Your trusted real estate advisor.
304-279-4795
patricia.sherwood@longandfoster.com

Long & Foster
976 Foxcroft Avenue
Martinsburg, WV 25401
304-263-7800
Margaret Bartles, Broker
2021
JEFFERSON COUNTY CHAMBER OF COMMERCE

BOARD OF DIRECTORS

Chris Puller, President; Sierra Pacific-Charles Town
Patti Sherwood, Vice President Long & Foster Real Estate
Jeanie Hamilton, Treasurer; Mid Atlantic Farm Credit
Heather McIntyre, Executive Director; Jefferson County Chamber of Commerce

BOARD MEMBERS

Mark Graves, ROCKWOOL
Natalie Greene, Ortega’s Taco Shop
Kim Himes, BCT-Bank of Charles Town
Judy Hockman, WVUHS Home Care
Karissa Horowicz, Pivot Physical Therapy
Josh Householder, CNB Bank
Pat Hubbard, Blue Ridge Community & Technical College
Christina Johnson, TBD
Darrell Jones, SVG Commercial Cleaning, LLC
Tyler Mayhew, Bowles Rice LLP
Tara Orndorff, Hampton Inn & Suites
Amy Panzarella, Amy Panzarella LLC
Aneesh Sompalli, Valley Health System

STAFF

Kimm Spencer, Executive Director Assistant