



# The Catalyst

Wise County Virginia  
Chamber of Commerce

January/February 2009  
Volume 25, Number 122

## 2009 BOARD OF DIRECTORS:

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## How Your Chamber Membership Benefits You!

? The **Chamber** works to build the economic base of Wise County and the City of Norton, bringing more employment, business opportunities, private investment, and improved quality of life.

? The **Chamber** is your voice on issues of taxation, legislation, and transportation. It represents you at legislative hearings, budget sessions, and VDOT funding hearings.

? **Chamber** members are eligible to receive discounts on auto and home insurance policies from several local insurance agencies that allow discounts to Chamber of Commerce members nationwide. **These discounts result in a savings of hundreds of dollars which would far exceed your membership investment dues.**

? Your listing on the **Chamber's** web site in its *Business Directory of Members* puts your business name on the desks of other business people, new residents, and new businesses.

? The **Chamber** replies to thousands of inquiries about the surrounding area, your business, and you. Inquiries about products or services are directed to **Chamber** members.

? The **Chamber** sponsors meetings and receptions that provide valuable networking opportunities for you and your business. Members are linked by shared interests and concerns and can learn from each other.

? *The Catalyst*, published six times a year, contains news of **Chamber** and community events of interest to members.

? The **Chamber** provides economic development information to guide you and your business.

? Each year, the **Chamber** distributes thousands of brochures that help local businesses obtain maximum benefits from tourism.

? The **Chamber** is your best local source for accurate business information. Whether it's economic data, news of regulatory policies, new leg-

islation, or the latest in area demographics, the **Chamber** can help!

? The **Chamber** is the only organization through which we can all work together to develop the area as an economic, financial, educational, medical, and cultural center. Ask yourself, "If the Chamber of Commerce didn't do all these things, who would?"

? Would you like your business to be larger? The **Chamber** staff, added to your staff, will multiply your effectiveness in the community.

? Area businesses succeed, in part, due to the efforts of the **Chamber**. Your membership will help to continue development of the economy.

? Your **Chamber** membership shows your customers that you care about the future of Wise County and the City of Norton. Your customers, in turn, care about a business that cares about them!

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To take advantage of the wonderful insurance discount benefits offered to Chamber members, please contact one of the following insurance companies:

**Belcher Insurance Agency of Wise County  
Norton, VA (276-679-2200)**

**CSE Insurance Agency  
Wise, VA (276-679-7939)**

**Gladeville Insurance Agency  
Norton, VA 24273 (276-679-1673)**

**Hugh Belcher Insurance Agency  
Clintwood, VA 24228 (276-926-4623)**

**Mears & Associates, Inc.  
Kingsport, TN 37663 (423-239-3177)**

**South-West Insurance Agency  
Big Stone Gap, VA 24219 (276-523-4111)  
and Norton, VA 24273 (276-679-3511)**

**Garland Hall State Farm Insurance & Financial Services  
Coeburn, VA 24230 (276-395-3286)**

**Trustpoint Insurance, LLC  
Norton, VA 24273 (276-679-0747)**

## Chamber to Prepare Calendar of Events

The Wise County Chamber of Commerce is now preparing a 2009 Calendar of Events for Wise County and the City of Norton. Local civic and business organizations are urged to submit dates for annual meetings, concerts, festivals, and other community events planned for the upcoming year. In addition to the date, a contact name and phone number, the time, and the location of the event are needed. If you have any flyers or brochures promoting your event, the Chamber will be glad to distribute those for you. Information and materials should be submitted, as soon as possible, to the Wise County Chamber of Commerce, 765 Park Avenue, P.O. Box 226, Norton, VA 24273.

The 2009 Calendar of Events can be found on the Chamber's website located at [www.wisecountychamber.org](http://www.wisecountychamber.org). Event planners are urged to check the Calendar of Events or call the Chamber at 276-679-0961 *before* setting a date for an event. By avoiding conflicts with already scheduled activities, maximum attendance at all local events can be obtained.

## Forward Wise County Gets Underway

On March 2, a class orientation was held for the 10 participants in this year's Forward Wise County Leadership Development Program. A mandatory one-day retreat featuring the "Appalachian Wilderness Adventure Program" was held on Saturday, March 7. The eleven weekly, three-hour sessions began on Monday, March 9, with presentations from Eric Greene, LPC, CSAC, Services Coordinator of Planning District One Behavioral Health Services/ Frontier Health and Vicki Hall of Wise County Social Services.

In addition to the regular sessions, there will be one Saturday seminar and one Saturday field trip. Also, participants will be required to spend at least four hours on a community service project. Forward Wise County 2009 will conclude with a graduation ceremony/luncheon on Thursday, May 28.

Since 1990, the Wise County Chamber of Commerce has been the sole agency responsible for Forward Wise County. Under the guidance of the Leadership Development Committee, the program has grown and diversified. To date, the program has graduated more than 347 potential leaders of Wise County and the City of Norton.

## Chamber's 55th Annual Dinner & Gala Set for April 18

The Wise County Chamber of Commerce's 55th Annual Dinner & Gala/Silent Auction will be held Saturday, April 18, 2009, at The Inn at Norton. The festivities will begin at 5:30 p.m. with a reception in the Fizz Too Lounge. The items for the silent auction will also be on display at 5:30 p.m. in the main dining room and lobby. Dinner will follow at 7:00 p.m. Due to limited seating, you are urged to reserve your tickets as soon as possible. Ticket price is \$60 per individual or a reserved sponsor table which seats eight for \$700. All table sponsors will be listed on the dinner program, press releases, and also in the Chamber's newsletter *The Catalyst*.

In addition to dinner and dancing, the event will feature the presentation of the 2008 Outstanding Citizen of the Year Award and Distinguished Service Award.

The Wise County Chamber of Commerce is a non-profit organization whose goals and objectives are financed primarily by the dues of its members. The proceeds from this event will help further the work of the Wise County Chamber of Commerce.

For more information or to reserve your tickets, please contact the Chamber office at 276-679-0961.

## Quarterly Board Meeting Set for March 26

A quarterly meeting of the Wise County Chamber of Commerce Board of Directors will be held Thursday, March 26, 2009, 11:30 a.m., at the Lay's Building, Front Street, Coeburn, Virginia.

Lunch will be Dutch treat. Attendance is open to all members of the Wise County Chamber of Commerce. *If you plan to attend, please call the Chamber office at 276-679-0961 in order to reserve your seat and meal.*

## Chamber Board of Directors and Members Enjoy 2008 Annual Retreat

The 2009 Annual Retreat was held Friday and Saturday, February 6 and 7, at Hotel Roanoke in Roanoke, Virginia. The retreat, designed to produce a more committed and effective organization, featured seminars and presentations on expecting and adapting to change, developing community, productive complaining, and community leadership. The retreat also provided a valuable networking opportunity for Chamber members/guests, board members, and Chamber staff. Attending the retreat were 13 directors, two staff members, and five guests/members.

At 2:11 p.m. on Friday, February 6, Bob Spera, 2009 President, Wise County Chamber of Commerce, welcomed everyone to the retreat. At 2:15 p.m., Dr. Terry Suarez, Chairman, 2009 Annual Re-



**Dr. W. Terry Whisnant, President, Horizon Seminars**

treating Committee, introduced Dr. W. Terry Whisnant, President, Horizon Seminars. Mr. Whisnant presented three seminars on Friday entitled: Got Change, Tell Me Your Name, and Tomb of the Unknown Soldier. Dr. Terry Suarez made some announcements at 5:32 p.m., and the retreat was adjourned for the evening.

The retreat resumed at 9:02 a.m. on Saturday, February 7. Dr. W. Terry Whisnant presented four seminars on Saturday entitled: On an Average Day, Complain Like You're Supposed To, If the Earth were 100 People, and Shift Happens. After Dr. Whisnant's presentations, Bob Spera presided over a brief meeting of the Wise County Chamber of Commerce Board of Directors. After the meeting, Dr. Terry Suarez led a roundtable discussion regarding the effects of the economy on the Wise County Chamber of Commerce.

All retreat participants were asked to complete and return the 2009 Annual Retreat evaluation forms. Bob Spera provided some closing remarks and the retreat was adjourned.

## The Blossom Box Joins the Chamber and Celebrates Grand Opening

The Blossom Box celebrated its grand opening on February 20, 2009, at 11:30 a.m., with a ribbon-cutting ceremony conducted by the Wise County Chamber of Commerce. The Blossom Box is located at 6 East 5th Street, N., in Big Stone Gap, VA.

Numerous officials from the Town of Big Stone Gap, the Wise County Chamber of Commerce, and The Gap Corporation participated in the event along with The Blossom Box's staff and supporters.

This is the second floral shop opened in Wise County by owner Tim Bullock who opened Candleberry of Norton in Norton, VA, in 2007.

Contact The Blossom Box at (276) 523-1112 and/or Candleberry of Norton (276) 679-6464 for all your floral, gift, and candle needs. They also specialize in wedding décor and setups (by appointment only).



**Pictured left to right: Bob Spera, President, Wise County Chamber; Tim Bullock, Owner, The Blossom Box; and Barbara Orndorff, Mayor, Town of Big Stone Gap**

## Chamber's Newsletter, *The Catalyst*, is Now Available Electronically!

In an effort to become more technological and environmental friendly, the Wise County Chamber of Commerce is making its bi-monthly newsletter *The Catalyst* available online. You can access the newsletter on the Chamber's Web site: [www.wisecountychamber.org](http://www.wisecountychamber.org) from the home page. For your convenience, you can also access the *Catalyst* archives. If you no longer wish to receive a manual mailing of *The Catalyst*, please notify the Chamber office at 276-679-0961. Electronic newsletters will help cut the cost of postage and paper.

## Wise County Web Site Offers Commercial Property Listing

Several requests have been received by Wise County for a listing of available area commercial business properties to be added to their Web site.

The county is now able to offer this service, and they are extending an invitation to any commercial business owner in Wise County to take advantage of this opportunity.

To request that your commercial business property be placed on their Web site, please contact Mr. Martin Gilliam, Director of the Wise County Data Processing Department, at 276-328-2321.

## Stafford Communications is now Stafford Custom Graphics, LLC

Stafford Communications, Inc., a provider of outdoor advertising in the tri-state area for 30 years, has been succeeded by Stafford Custom Graphics, LLC. The new company offers the same quality and economical service.

Turn your unused wall or window space into a mural with your message or transform your vehicle into a mobile ad with a vehicle wrap. They also offer banners, partial vehicle graphics, store and trade show displays, window graphics, real estate signs, political signs, posters, and other customized large-format digital printing.

To learn more about economical solutions to promote your success and grow your business, please contact Jay Stafford at 423-753-6911 or email him at [jstafford@staffordcustomgraphics.com](mailto:jstafford@staffordcustomgraphics.com)

## Wise Cavalier Clinic Celebrates Grand Opening

On February 19, 2009, at 10:00 a.m., the Wise Cavalier Clinic celebrated the grand opening of its new clinic located at 417 West Main Street, Wise, VA. A ribbon-cutting ceremony was conducted by the Wise County Chamber of Commerce. Light hors d'oeuvres and refreshments were served.

Numerous officials from Wellmont Health System, the Town of Wise, and the Wise County Chamber of Commerce participated in the event along with Wise Cavalier Clinic's staff and patients.

Wise Cavalier Clinic is an affiliate of Wellmont Physicians Services. Office hours are 7:30 a.m. to 4:00 p.m. Monday through Friday.



Pictured above left to right: Bob Spera, President, Wise Co. Chamber; Dawn M. Short, RN, MSN, FNP, Wise Cavalier Clinic; Caynor Smith, Mayor, Town of Wise; Michael W. Wheatley, M.D., Wise Cavalier Clinic; Robbie Robbins, Wise Co. Board of Supervisors; Debbie Denton, Practice Admin., Wellmont Physician Services; and Teresa Holdway, Practice Manager, Wise Cavalier Clinic.



## Chamber's New Member Highlights for January and February

### Edward Jones Investments - Jason B. Sturgill, Financial Advisor

At Edward Jones, we strive to meet all your financial service needs while providing exceptional personalized service. Because we serve individual investors and business owners, all of our energy and resources are dedicated to helping you reach your long-term financial goals. That's why we live and work in our own community. We meet with you face to face to discuss the key steps in creating your financial strategy. You talk, we listen, and we get to know you. Estate Planning\*, Equities, Individual Retirement Accounts, Business Retirement Plans, Education Savings Strategies, Annuities, Fixed Income Investments, and Insurance. For more information or to schedule a complimentary financial review, call or stop by the Edward Jones location nearest you.

\*Estate planning services are offered through Edward Jones Trust Company. Edward Jones Trust Company and Edward Jones are separate subsidiaries of the Jones Financial Companies, LLLP.

### Holding Funeral Home, Inc.

Holding Funeral Home is located at 17 East 3rd. Street, N., Big Stone Gap, VA.

For more information, contact them at 276-523-1470 or 1471.

### Cornerstone Pharmacy

Coming April 2009, Cornerstone Pharmacy will be located at 205 Kilbourne Avenue, Appalachia, VA. L. Dwight Jessee, Pharm. D., is proud to offer the following services: drive-thru window, limited delivery, adult immunizations, and handicapped accessibility. For further information, contact Cornerstone Pharmacy at 276-565-3434.

### St. Paul Industrial Development Authority

St. Paul Industrial Development Authority has joined the Chamber. For more information, contact Bob Harrison, Chairman, at 276-762-5297.

### Coalfield Properties

Coalfield Properties is owned and operated by Adam Herron and offers quality housing at affordable prices. For further information, contact Adam at 276-328-8682.

Membership shows that these businesses care about the future of Wise County and the City of Norton.

### The Blossom Box

The Blossom Box opened their doors on February 10, 2008, on 6 E. 5th Street, N., Big Stone Gap, VA. They are a complete service florist and also carry a full selection of Candleberry candles, tarts, and tart warmers. They specialize in wedding productions and carry fresh and silk floral arrangements for every occasion.

For more information, contact them at 276-523-1112.

### US Forest Service, Clinch Ranger District

The Clinch Ranger District is one of eight districts in the George Washington and Jefferson National Forests in VA. It was the site of the dedication of the Jefferson National Forest in 1937, on High Knob.

With 92,000 acres, the Clinch Ranger District provides high quality hardwood for lumber, flooring, and furniture, recreation in its campgrounds and picnic areas, over 110 miles of hiking trails, and hunting and fishing over the entire district. It offers diverse habitat for wildlife and scenic roads for pleasure driving from spring through late winter. Their office is located on Coeburn Mtn. Rd across from UVa-Wise.

For more information, please contact them at 276-328-2931 or visit their Web site: [www.fs.fed.us/r8/gwj](http://www.fs.fed.us/r8/gwj).

### Norton Pharmacy

Norton Pharmacy is a new independent pharmacy dedicated to serving the community of Norton and surrounding areas. Locally owned and operated by Jay Hunsaker, Pharm. D. Norton Pharmacy places a focus on convenience, accuracy, and personalized service. Norton Pharmacy also offers the convenience of a drive up window and utilizes robotic automation to improve accuracy and allow time for more personal service from the pharmacist. Other services provided include: compounding, OTC/ herbal medications, immunizations, delivery, and an office for private consultation. Visit them at 460 Park Avenue, NW, Norton, VA, or contact them at 276-679-8383. You can also visit them on the web at: [www.nortonrx.com](http://www.nortonrx.com).

### Cars-R-Us Auto Sales, LLC

With over a decade of service, Cars-R-Us Auto Sales is committed to bringing quality used vehicles to their customers at an affordable price. They also offer auto or heavy equipment glass needs at discount prices and unbeatable mobile service. Cars-R-Us Auto Sales is located at 8914 Orby Cantrell Hwy., Pound, VA.

For more information, please contact them at 276-796-4444.



**Wise County Virginia  
Chamber of Commerce**

Serving the County of Wise, the City of Norton, and the Towns of Appalachia, Big Stone Gap, Coeburn, Pound, St. Paul, and

Joyce M. Payne, Executive Director  
Elisha Greear, Administrative Assistant

P.O. Box 226  
765 Park Avenue  
Norton, VA, 24273

E-mail: [wiscountycoc@verizon.net](mailto:wiscountycoc@verizon.net)  
Phone: 276-679-0961  
Fax: 276-679-2655



**We're on the Web!**  
[wiscountychamber.org](http://wiscountychamber.org)

**Standard Rate  
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Norton, VA 24273**

**To:**

## Chamber of Commerce to Award Scholarships

The Wise County Chamber of Commerce will be presenting the Cheryl Richardson Memorial Scholarship in the amount of \$500 to a 2009-2010 Wise County/City of Norton senior high school student. Any student who is applying to either MECC or UVA-Wise as a full-time student is eligible. Applicant must also be a resident of Wise County or the City of Norton. All students regardless of financial need are encouraged to apply.

The Chamber's Education & Scholarship Committee establishes the criteria and supervises the selection process for this scholarship. Judging for the scholarship is based on the student's transcript of grades and test scores; SAT and ACT scores; a student essay presenting evidence of activities contribut-

ing to school, community service and leadership; and one recommendation from a teacher or school employee who is in a position to evaluate character, service, and potential for success.

Students may obtain an application and guideline for the scholarship from their high school guidance counselor or the Wise County Chamber of Commerce located at 765 Park Avenue in Norton. All applications must be filed with the office of the Wise County Chamber of Commerce by April 1, 2009. The winners will be selected and notified by May 15, 2009.

For more information, please call the Wise County Chamber of Commerce at 276-679-0961.