

PROGRAMS LIST
WFTR-AM/WZRV-FM
FRONT ROYAL, VIRGINIA
The Valley Today
ALL SHOWS HOSTED BY JANET MICHAEL
Weekdays 12pm – 12:30pm
January 3, 2023 – March 31, 2023

A Shenandoah County Bucket List

January 3, 2023 / 26:55

We recorded today's Tourism Tuesday conversation with Kary Haun from Shenandoah County Tourism to create a bucket list of things to do in Shenandoah County this year. We covered things and places from the ground to the air and everything in between. We talked about hiking Big Schloss and exploring Seven Bends State Park.

Join the Community: Front Royal Chamber

January 4, 2023 / 28:26

We recorded today's conversation for The Valley Business Today with Niki Foster, President of Front Royal/Warren County Chamber of Commerce to talk about growing your business, being an active participant in your community, and being educated about facts. Niki told us about all the benefits of being a chamber member and the involvement required for success.

2022 Traffic Safety By the Numbers

January 5, 2023 / 28:45

We recorded today's Traffic Safety Thursday conversation at the Frederick County Public Safety Building with Lt. Warren Gosnell from the Frederick County Sheriff's Office to learn some traffic numbers for 2022. Lt. Gosnell gave statistics for their December checkpoint and explained the logistics of how they work. We talked about the types of infractions they saw, learned when cars must be impounded for certain issues and discussed the safety issues they addressed. He told us about the 93 traffic fatalities that occurred in our district (Staunton) between January 1 - November 30, 2022, up nearly 34% from the same time period in 2021. We talked about how some of those tragedies happened, discussed the notion of "victimless" crimes, and again he reiterated that quotas are NOT implemented within the FCSO.

Phoenix Project: A Community's Response to Domestic Violence

January 6, 2023 / 28:38

Our conversation today with Tammy Sharpe, Executive Director of the Phoenix Project gave us details about the organization and how/why it was formed as well as the services and programs they offer to victims of domestic violence and sexual assault. We talked about the services and programs they offer for survivors of domestic violence and sexual assault. Those include crisis intervention like operating a 24/7 hotline (540-635-2300), court advocacy, support groups for both adults and children, as well as many educational programs. She gave examples of various

situations that victims may find themselves in and talked about the long-term trauma that follows. We discussed the impact exposure to abuse has on children in the household and the different services they offer to support and educate families.

Winchester Farmers Market: Open Year Round

January 9, 2023 / 22:17

Today's conversation took place on Saturday at the Winchester Farmer's Market - a new Market founded in 2022 - with a goal to provide a venue for local farms, entrepreneurs, and small businesses to connect with the community and highlight their products year-round. All their vendors live within an hour's radius of the Market and all products sold at the Market are locally grown and produced. We talked to Market manager Kathy Fletcher who told us about the Market as well as several other vendors.

Upcoming Events at Barns of Rose Hill

January 10, 2023 / 23:44

Today's Tourism Tuesday conversation took place at Barns of Rose Hill with Executive Director, Sarah Ames and Martha Reynolds, Marketing & Outreach Coordinator. The pair gave all the details for their new exhibit "World of Wood" on display from January 14 through February 25, 2023. It will highlight the art of woodworking and feature fine furniture, sculpture, and unique creations by local wood craftsmen from throughout the region. Martha gave us an overview of several musical performances and talked about the types of music and unique experience you will enjoy. We also talked about documentary film showings, trivia nights, and a celebration for the Town of Berryville.

SBA's Community Navigator Program

January 11, 2023 / 26:15

Our conversation today is part of an ongoing partnership with the US Small Business Administration highlighting small businesses as well as offering advice and resources to small businesses. We talked with Martin Short, Lead Economic Development Specialist & Public Information Officer at the Virginia-Richmond District Office for the US Small Business Administration about a new program: Community Navigators. The Community Navigator Pilot Program is an American Rescue Plan initiative designed to reduce barriers that underrepresented and underserved entrepreneurs often face in accessing the programs they need to recover, grow, or start their businesses. The program will provide a total of \$100 million in funding to 51 organizations that will work with hundreds of local community groups to improve access to SBA and government resources for America's entrepreneurs.

Adult Education Programs at Laurel Ridge Community College

January 12, 2023 / 26:01

Our conversation today with Guy Curtis, Director of Marketing for Laurel Ridge Community College featured Sharon Hetland, Director of Adult Education for Northern Shenandoah Valley Adult Education which is based at the college. Sharon explained the various programs they offer through the program for people at any stage of their life or level of education. They serve the region with FREE classes that help students improve academic, English language (ESL), and

workplace skills. Classes are held at local schools, churches, and libraries throughout the region. We talked about the "Just One To Go" program for those who only have one more component to pass for their GED. She gave examples of the people they've helped and talked about all the different options to attend classes.

Strolling Strasburg: Strasburg Community Library

January 13, 2023 / 32:50

Today's Strolling Strasburg conversation with Olivia Hilton, Director of Strategic Initiatives for the Town of Strasburg took us to Strasburg Community Library for a conversation with Cheryl Metz, Operations Manager for the library. Cheryl gave us an "audio tour" of the library and talked about many of the programs they offer for people of all ages. We discussed how you can donate books, how to become a volunteer, and talked about a few upcoming events, reading programs, and their book sale area.

Shenandoah 2045: Alliance for the Shenandoah Valley

January 16, 2023 / 29:20

Our conversation today with Tyler Hinkle, Shenandoah County's Planner is part of an ongoing series following the work on Shenandoah 2045 - Shenandoah County's comprehensive plan. Kim Woodwell and Kevin Tate from Alliance for the Shenandoah Valley joined us to talk about their organization. Kim is the Alliance Program Director and Shenandoah County Coordinator. Kevin is the Project Manager for Shenandoah Valley Conservation Collaborative. Alliance for the Shenandoah Valley works to ensure the Valley's rural character, scenic beauty, clean water, and vibrant communities are protected by providing accurate and timely information to community members and decision-makers. Kim & Kevin explained many of the projects they're working on, why they're important, and who they impact. We talked about their geographic area and how citizens can get involved.

Tourism Tuesday: Luray Caverns

January 17, 2023 / 23:18

Our Tourism Tuesday - Luray/Page County - conversation today featured Edison Emmons from Luray/Page County Chamber of Commerce and his guest, Bill Huffman from Luray Caverns. Bill gave us the history of Luray Caverns and answered several questions about the experience. He also explained that the Car & Carriage Caravan Museum, Shenandoah Heritage Village, and Toy Town Junction are included with every Luray Caverns ticket. He also gave us details for The Garden Maze and Rope Adventure Park.

Winchester Book Gallery: A Community Bookstore

January 18, 2023 / 24:48

Our conversation today with Winchester Book Gallery owner Christine Patrick gave us some history of the now 51-year-old bookstore and talked about how she chooses the books you find on the shelves. We talked about local interests, special orders, and her work with local schools and organizations. We discussed her love of reading and she explained how often she reads for pleasure and so that she can answer questions for any customer who comes in the door. She

talked about the large number of local authors we have in the Shenandoah Valley and how they come to have their books in her store.

Community Health: Setting Healthy Intentions in 2023

January 19, 2023 / 29:41

As part of our community health partnership with Valley Health, our conversation this month focused on setting healthy intentions in 2023. Joining me was Tracy Mitchell, MS, CHES® Director, Wellness Services & Risk Reduction and Katherine Sellors, RD, LDN, clinical dietitian, Wellness Services. They explained their roles at Wellness Services, how they engage with VHS employees and the community. We discussed making healthy lifestyle changes and why declaring “New Year Resolutions” may not lead to success. Tracy explained the value and process for setting SMART goals and that the process begins with understanding your own experience and motivations. We also discussed the importance of knowing what hasn't worked and why. Katherine explained how food journals work and why they're an important tool to dietary changes.

NSV Master Gardener Upcoming Events

January 20, 2023 / 26:31

Our conversation today with Lynn Hoffman & Rochelle Dornatt, NSV Master Gardeners gave us details for several upcoming events hosted by the organization. The 12th Annual Seed Exchange at the State Arboretum of Virginia at Blandy Experimental Farm located in Boyce, VA. We also learned about the Indoor Plant Clinic at Bowman Library as well as upcoming events for kids as part of their Nature Surprises for Kids series.

Michelle's Main Event hosts Winchester Bridal Expo

January 23, 2023 / 29:10

Our conversation today with Michelle Myers, owner of Michelle's Main Event gave us all the details for the Winchester Bridal Expo. Michelle told us how she started her wedding & event planning business and gave us some insight into all the things that go into planning a bride's big day. She also explained the history of the Winchester Bridal Expo and told us of some changes she's made since taking the reins.

Tourism Tuesday: Sarah Gallahan, Local Muralist/Artist

January 24, 2023 / 24:41

Our conversation for Tourism Tuesday - Winchester/Frederick County edition - took place at the Winchester Visitors Center with Justin Kerns, Winchester/Frederick County Convention & Visitors Bureau and his guest, local muralist/artist Sarah Gallahan. Sarah told us how she got started creating murals and talked about several of her local projects as well as Virginia Aquarium & Marine Science Center. We discussed her inspiration, the types of projects she's done and talked about a few future things she has in the works.

Top of Virginia Regional Chamber's Community Leadership Program

January 25, 2023 / 22:17

We recorded today's conversation with a live studio audience at Handley Regional Library. Today was Media/Non-Profit Day for the Top of Virginia Regional Chamber's Community Leadership Program. This nine-month program runs on the third Friday of each month from September through May. The program begins with an orientation on the third Friday in August, followed by monthly sessions studying specific topics: Leadership/Teamwork, Non-Profits, Community Culture, Agriculture, Media, Government/Economic Development, Education, Health Care, Public Safety, Simulated Society, & Community Problem Solving. The sessions are led by a combination of community leaders, professional facilitators, and specialists in the respective fields. This program is designed to provide insight into the challenges and opportunities that exist in the City of Winchester, Clarke County, and Frederick County, Virginia.

FredCo Eats Restaurant Week

January 26, 2023 / 23:10

We recorded today's conversation about FredCo Eats Restaurant Week with Wendy May, Marketing Manager for Frederick County Economic Development Authority at Jordan Springs Market - one of the participating restaurants. FredCo Eats is an effort of the Frederick County Economic Development Authority to cultivate and elevate the full scope of the Frederick County, Virginia, food economy - from agriculture, through production and distribution, to the dining experience. We also learned about a survey that the Frederick County EDA is currently offering to county agribusinesses to learn more about each individual business and to determine if there are similar needs across businesses where the EDA, or its partners, could assist. County agribusinesses of all sizes, both food and non-food-related, are asked to complete the brief survey as the EDA works to create a baseline of information.

United Way NSV: WATTS

January 27, 2023 / 26:40

Our conversation today with Jenna DeHaven, Director of Advancement for United Way Northern Shenandoah Valley included Robyn Miller, Executive Director of the Winchester Area Temporary Thermal Shelter. Robyn gave us the history of her organization and talked about the important role it plays for the homeless in our community. She explained how the overnight shelter works with support from local churches. WATTS is a low-barrier shelter, meaning they take ANYONE who is homeless, regardless of sobriety or criminal background. In addition to the overnight shelter they provide, seasonally they operate warming/cooling centers from Market Street UMC. Robyn also told us about their Transition Out of Homelessness program which offers staff to help guests with things such as obtaining birth certificates and identification, assisting with job applications, forms for Centralized Housing Intake, and apartments, applying for Medicaid, Medicare, and SNAP benefits, information and placement in drug and alcohol detox/rehabilitation programs as a few examples.

Rooted in Wellness Campaign: Financial Wellness

January 30, 2023 / 23:11

Our conversation today kicks off a year-long partnership with Northwestern Community Services Board highlighting eight different dimensions of wellness. Their "Rooted in" campaign is in its third year with 2023's message: Rooted in Wellness. Each month they will encourage and challenge community members to get involved by either participating in a monthly challenge or attending a Lunch and Learn session. The goals of the campaign are to deliver the following messages of wellness:

- To raise awareness about how being mentally well impacts not only one part of who we are;
- To encourage community members to become mentally well;
- To foster connection and resilience in our communities by emphasizing wellness.

"Rooted in Wellness" is a collaborative project. Prevention and Wellness works closely with local coalitions to reach each community in their service area. These include Family Youth Initiative, Page Alliance for Community Action, Warren Coalition, and Northern Shenandoah Valley Substance Abuse Coalition. Each month there will be a call to action with tips, activities, and education to build up a specific dimension of wellness. Today's conversation included Karen Poff. Karen manages the Northern Shenandoah Valley Financial Education Program through Virginia Cooperative Extension. Financial Wellness is the focus for January.

Clarke County's Groundhog Day

January 31, 2023 / 31:54

We recorded our conversation today with Felicia Hart, Clarke County's Director of Tourism & Economic Development at Blue Ridge Wildlife Center to learn the details of Clarke County's Groundhog Day. The event is free and open to the pet-free public. Blue Ridge Wildlife Center and Valley Wildlife Care will be co-hosting, with wild animal Ambassadors, information about groundhogs and other wildlife's winter habits, and, of course, the winter weather prediction. Wildlife rehabilitators, Lynn Oliver & Robin Bell with Valley Wildlife Care talked about their experiences as rehabbers and explained their specialties. Jennifer Burghoffer, Education Manager and Annie Bradfield, Executive Director of Blue Ridge Wildlife Center gave us an overview of their organization and told us about their educational programs & events.

On Cue Sports Bar & Grill PLUS Arena Sports & Events Center

February 1, 2023 / 22:44

We recorded today's conversation with Niki Foster from the Front Royal Chamber at On Cue Sports Bar & Grill to chat with the owner, Danielle Haase. Danielle gave us a quick history of the business and told us about their upcoming move into a new location on Main Street in Front Royal. The expansion will give them 6000 sq ft of additional space and the ability to bring more live entertainment to the area. She explained the new space will be a restaurant on the first floor along with a stage for live music with all the pool tables located on the second floor. In the second segment, we talked about her newest venture, Arena Sports & Events Center which she & her husband purchased last year in Fort Valley. Formerly a church, the 7,800-square-foot indoor pavilion is being transformed into a turf sports and events complex that will include batting cages and space for pitching and fielding drills plus a concession area. She also plans to offer birthday parties.

Traffic Safety Thursday: Motor Vehicle Operations

February 2, 2023 / 28:55

We were live in the studio for today's Traffic Safety Thursday conversation with Lt. Warren Gosnell from the Frederick County Sheriff's Office. Today's topic was motor vehicle operations. We discussed how drivers should act/react in situations such as construction zones, crash sites, detours, road closures, and inclement weather. Lt. Gosnell gave examples, talked about best practices, and reiterated the use of safety over convenience. We also talked about how to react when an emergency vehicle is approaching or is alongside the road rendering aid.

Strolling Strasburg: Cupid's Market

February 3, 2023 / 29:42

We recorded this month's Strolling Strasburg conversation with Olivia Hilton, Director of Strategic Initiatives in the council chambers at Strasburg Town Hall. Joining us to give details for items they'll be offering at Cupid's Market were Jen Dufner (Jen's Hookin & Stitchcraft), Monica Heffner (Posh Fairy Floss), and Jade Harvey (Jadeworks Studios). We talked about all the different items each small business offers, how they got started, and how much they enjoy shows like Cupid's Market. Olivia explained why showcasing small businesses like theirs through venues like Cupid's Market, Vintage in the Valley, etc. are important to her.

Rooted in Wellness: Social Wellness

February 6, 2023 / 21:50

Our conversation today with Cori Pence, Communications Specialist with Northwestern Community Services Board Prevention & Wellness Services is part of a year-long partnership with Northwestern Community Services Board highlighting eight different dimensions of wellness. Today's conversation included Jenna Bradley, Marketing & Outreach Coordinator with Response, Inc. Social Wellness is the focus for February. We talked about all the different types of relationships and the positive/negative interactions that happen in them.

Tourism Tuesday: Flour & Water / The Buttercup

February 7, 2023 / 34:41

Our Shenandoah County Tourism conversation today took place upstairs at Flour & Water. Kary Haun joined me along with Meredith Norris from Flour & Water and Christi Coryell from The ButterCup. We talked about how their businesses have grown since opening a few short years ago during the pandemic. The pair told Kary & I about their business philosophy and how being engaged with customers and community is the foundation to their businesses being successful. We learned details for several upcoming events their businesses are hosting including First Fridays and the return of Summer Market Nights.

SaVida Health

February 8, 2023 / 29:22

Our conversation for The Valley Business Today - Luray/Page County edition - with Edison Emmons from Luray/Page County Chamber of Commerce included Phil Floyd, Regional Director of Operations from SaVida Health. Phil told us about the growth of Savida Health since they were on the show in February 2019 and we talked about the types of services they offer to help

those suffering from opioid and alcohol addiction get into recovery. We discussed the stigma and shame associated with substance misuse and encouraged listeners to view recovery as a positive step forward.

Megatronics at Laurel Ridge Community College

February 9, 2023 / 23:07

Our conversation today with Guy Curtis, Director of Marketing for Laurel Ridge Community College featured Dwayne McAlexander, a program instructor for their Megatronics Program. Dwayne walked us through a typical class and talked about his students' wide range of ages and skill sets. The Mechatronics programs at Laurel Ridge Workforce Solutions can teach the skills needed through hands-on learning in state-of-the-art labs. The program is broken into fast-track individual short-term credentials that can all be stacked into certifications. Individuals may take one certification or an entire level of certifications.

Day of Giving at Samuels Public Library

February 10, 2023 / 21:03

It's Library Lovers Month so our conversation today featured Michelle Ross, Executive Director at Samuels Public Library. The library is hosting a "Day of Giving" on February 23, 2023. Joining us for the chat was Lewis Moten, owner of Code Jamboree to talk about his matching grant of \$3500 for everyone who donates to the library in the month of February. Michelle explained the impact that Lewis's matching grant will have and talked about the improvements they plan to make when the fundraiser is over.

Working with Virginia's Division of Rehabilitative Services

February 13, 2023 / 27:34

Our conversation today with Sam Greenfield & Kim Martin from Virginia's Division of Rehabilitative Service was very insightful. Sam is a job placement counselor. She explained what that is and gave us an overview of the services her agency offers. Kim is an employment specialist with the agency. She told us about their coverage area and talked about their work with high schoolers. The pair gave us details about the different services they offer to job seekers with disabilities, the types of skills their clients possess, and the kinds of jobs they're looking for. Sam explained the vocational rehabilitation services and told us about the different training options they offer. Most of their services are offered at no fee to the individual. We also discussed their work with various employers in our area. They told us about hiring incentives (financial and otherwise) and the work DARS does to "pre-vet" potential employees. Sam explained the disability awareness/sensitivity training they offer - at no charge - to businesses of all sizes. She said they are always looking for businesses to open their doors for situational assessments and summer work experiences.

February Events in Old Town Winchester

February 14, 2023 / 26:57

Our conversation today with Alex Flanigan, Main Street Program Manager for Old Town Winchester gave us details about music performances, Black History Month events, and First Fridays.

Working for Frederick County Sheriff's Office

February 15, 2023 / 27:29

We recorded our conversation for today's show in person at the Frederick County (VA) Public Safety Building. Joining me to talk about the job openings with the Frederick County Sheriff's Office were Frederick County Sheriff Lenny Millholland, Lt. Warren Gosnell, and Lt. Tracy Kittoe. The group gave me a rundown of the different positions available within the sheriff's office and explained the process that takes place on the path to becoming a deputy. We talked about the rigorous background check, polygraph, mental health evaluations, and attendance in the police academy. Lt. Kittoe (Lt. of Administration) told us what she looks for during the interview process while Lt. Gosnell explained the various departments and duties for deputies. Sheriff Millholland told me about the challenges he faces with competition from surrounding law enforcement agencies and the pay scale that he must stay within.

Berryville Celebrates 225 Years

February 16, 2023 / 26:57

Our conversation today took place at the Barns of Rose Hill earlier this week to learn the details about Berryville's 225-year anniversary celebration. Joining me were Sarah Ames, Executive Director of the Barns of Rose Hill and committee member of Berryville Celebrates, Nathan Borger, Director of Operations & Programming for the Barns of Rose Hill, and Nathan Stalvey, Executive Director of the Clarke County Historical Association. We talked about a series of talks that the Barns of Rose Hill will host in partnership with Clarke County Historical Association to highlight the history of Berryville. The Barns of Rose Hill will also showcase a historical exhibit and are currently accepting historical pieces from the public for display in the exhibit. They will also host a juried art show showcasing the work of artists from Clarke County, Virginia, and celebrating the Town of Berryville throughout the month of April. Nathan gave us details for some upcoming events hosted by Clarke County Historical Association.

Whole Farm Planning Workshop Series

February 17, 2023 / 25:18

Our conversation today with Ag Agent Elizabeth Baldwin gave us all the details for an upcoming workshop series she's hosting: Whole Farm Planning. Elizabeth is a Unit Coordinator & Associate Extension Agent through Virginia Cooperative Extension. She's based in Page County but serves all five surrounding counties. She told us about the workshop series that will be offered over the course of four consecutive Thursday evenings at their office in Stanley, VA. The series will cover a different topic each week and help those who are thinking of starting any type or size of farm, or those who are already farming and would like to expand or change their focus. We talked about all the different scenarios and questions that will be covered during each of the sessions and the value of the information that will be provided to those who attend.

Shenandoah Rail Trail

February 20, 2023 / 21:36

Our conversation today gave lots of background and details for the Shenandoah Rail Trail. Cari Orebaugh, Asst Town Manager for the town of Broadway, and Kyle Lawrence, Executive Director for the Shenandoah Valley Bicycle Coalition joined me to explain the magnitude and

benefits of the project. Cari told us about the plans Broadway is making to incorporate the trail which includes adding parking and other amenities. We talked about the health benefits as well as the economic and community benefits the trail will bring to the communities it serves. Cari also told us about the community input meetings that will be held in each of the localities from February through April.

Blue Shepherd Spirits

February 21, 2023 / 27:23

Our conversation today for Tourism Tuesday - Luray/Page County edition - with Edison Emmons from Luray/Page Chamber of Commerce featured Alex Colby, co-owner of Blue Shepherd Spirits. Alex told us how the nano distillery got started including all the work that went into prepping the space and creating the recipes for his products. He explained the distilling process and talked about the time that's involved from concept to finished product.

Top of VA Regional Chamber: Business Leadership Program

February 22, 2023 / 26:40

We recorded our conversation for The Valley Business Today at Winchester Country Club with Kory Campbell, Director of Marketing for the Top of Virginia Regional Chamber and his guests Vanessa McAllister, Director of Programs & Events and Cary Dunston, owner of Life Leader 360. Cary facilitates the chamber's Business Leadership Program. Cary explained how the program works, gave an overview of the structure of the 4-day program, and talked about the impact it has on the personal and professional lives of those who participate. Vanessa & Kory, both graduates of the program, talked about their experiences, what they learned and how it's helped them more successfully navigate their lives.

Community Health: Get To Know Your Lipids

February 23, 2023 / 27:40

As part of our community health partnership with Valley Health, our conversation this month focused on getting to know your lipids. Joining me to talk about cholesterol was Jimmy Dingess, FNP-C. Jimmy, a self-professed lipid nerd, runs the Lipid Clinic at Winchester Cardiology and Vascular Medicine I Valley Health. Jimmy explained the difference between "good" cholesterol (HDL) and "bad" cholesterol (LDL) and the function of each. He told us how to read a lipid panel and gave an idea of what those numbers should typically be. We talked about different medications including statins and how they present opportunities for lowering cholesterol but in some cases also produce side effects. He told us about the importance of a healthy diet and the role exercise plays in lowering cholesterol. We discussed different types of diets, saturated/unsaturated fats, and healthy substitutions that can be made.

United Way NSV: Greater Shenandoah Valley Red Cross

February 24, 2023 / 28:30

Our conversation today with Kaycee Childress, CEO of United Way Northern Shenandoah Valley included Stacy McFarland, Executive Director for the Greater Shenandoah Valley Red Cross. Stacy educated us on several different programs and services offered by her organization and explained her chapter's coverage area. We discussed the overarching mission of the American

Red Cross - to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. She told us that donors come in three forms: time, blood, and money. We talked about their response efforts in disaster relief situations such as house fires and flooding and the protocols that come with their response. She told us of the value and importance of volunteers in these situations and encouraged listeners to reach out to Red Cross when faced with a disaster. We talked about their upcoming fire prevention campaign in partnership with the Winchester Fire Marshal where they will be distributing/installing free smoke alarms in homes. We also discussed their CPR certification classes as well as classes that don't require certification. She also explained how performing CPR has changed over the years and why. Of course, our conversation included the importance of giving blood. She told us of the need and explained how to sign up for blood drives happening in our area.

Shenandoah 2045: The Future of Business in Shenandoah County

February 27, 2023 / 26:16

Our conversation today with Tyler Hinkle, Shenandoah County's Planner is part of an ongoing series following the work on Shenandoah 2045 - Shenandoah County's comprehensive plan. Jenna French, Director of Tourism & Economic Development and Brenna Menefee, Zoning & Subdivision Administrator for Shenandoah County joined us to talk about the future of business in Shenandoah County. The group gave me details for their Development Review Committee which helps businesses of all sizes and age to gather the needed information to start, expand, or relocate a business in Shenandoah County. Brenna told us of all the resources available to help a business gain access to departments within the county as well as other agencies such as VDOT and the Health Department. We talked about why zoning is important and how it came to be practiced in Shenandoah County as well as the things to consider when determining where to locate your business.

A Native American History Lesson

February 28, 2023 / 44:24

Our conversation for Tourism Tuesday - Winchester/Frederick County edition - with Justin Kerns from the Winchester/Frederick County Convention & Visitors Bureau featured Rene Locklear White (Lumbee) to talk about Native American history in Frederick County. Justin told us that the Visitor's Center has received federal ARPA funds to develop & install historical Markers highlighting Black history and Native American history throughout the county. They've been working with several organizations to gather information and research Black history but are facing challenges gathering historical information and data regarding Native American history from the area. Rene gave us a history of her Native American ancestry and talked about the research she's been doing to identify objects, buildings, and lands that may have been inhabited by Native Americans in our area. The pair talked about the types of stories, histories, and artifacts that they're hoping to uncover from residents and landowners. Rene explained why this is her passion and shared several interesting stories.

Skydive Front Royal

March 1, 2023 / 27:19

Our conversation for The Valley Business Today - Front Royal/Warren County edition - with Niki Foster from Front Royal/Warren County Chamber of Commerce took place at Front Royal/Warren County Airport. Joining us were the owners of Skydive Front Royal, Albert & Julie Van Jaarsveld. The pair gave us quite an education on the process of skydiving as well as the mental benefits it provides. We talked about restrictions (weather being the biggest, but age & weight as well) for jumpers, but more importantly, Albert told us of the number of people who were nervous at first and then immediately wanted to jump again when they grounded.

Traffic Safety Thursday: Motor Vehicle Operations (part 2)

March 2, 2023 / 29:18

Our conversation today for Traffic Safety Thursday with Lt. Warren Gosnell from Frederick County (VA) Sheriff's Office was a continuation of our February show where we discussed motor vehicle operations. Lt. Gosnell explained various situations and how drivers should react when being pulled over for a traffic stop. He reiterated the importance of understanding the traffic laws within the Commonwealth of Virginia when it comes to checkpoints, compliance, and the realization that driving in this state is a privilege, not a right. We talked about the thousands of videos that can be found on the internet of people reacting in different ways based on their particular state laws that are most times, not the same as Virginia and he encouraged people to be familiar with what to do before, during and after a traffic stop.

2023 Housing Summit

March 3, 2023 / 26:00

Our conversation today gave details for the 2023 Housing Summit. Kim Herbstritt, Executive Director of Blue Ridge Habitat for Humanity, and Barbara Marmet, staff attorney for Blue Ridge Legal Services joined me. Kim gave some background for the Housing Coalition of Northern Shenandoah Valley which organizes the event. She talked about the value of partnerships and why this event is an important educational tool for anyone involved in planning, local government, and zoning. Barbara told us about the types of legal services they offer and the people they serve. We talked about the current state of availability for affordable & low-income rentals in the area and the obstacles that residents must overcome.

Rooted in Wellness: Spiritual Wellness

March 6, 2023 / 25:16

Our conversation today with Cori Pence, Communications Specialist with Northwestern Community Services Board Prevention & Wellness Services is part of a year-long partnership with Northwestern Community Services Board highlighting eight different dimensions of wellness. Today's conversation included Deb Saunders, Clinical Coordinator of Faith Community Nurses at Winchester Medical Center. She explained what a faith community nurse is, the congregations they serve, and their goal of offering medical care and a listening ear. We talked about why spiritual wellness is important and discussed various ways to find it including yoga, sound therapy, music therapy, art, and, of course, prayer.

Woodstock Cafe

March 7, 2023 / 25:46

Our conversation for Tourism Tuesday - Shenandoah County edition - with Kary Haun from Shenandoah County Tourism featured Nikki Grant, owner of Woodstock Cafe. Nikki gave us some history of Woodstock Cafe and told us how she & her husband came to be the owners five years ago. They both have successful backgrounds in the food service industry. Her husband, Jose makes the pasta from scratch as well as many of their breads. Wherever possible, they purchase and use locally sourced ingredients. We talked about their extensive wine selection & how she chooses the wine that's featured in their shop and on their menu. We talked about their dinner service and the new retail area where patrons are able to purchase many of the ingredients that are used in making the dishes (and cocktails) on the menu.

SBA: Community Navigator Pilot Program

March 8, 2023 / 27:26

Our conversation today is part of an ongoing partnership with the US Small Business Administration highlighting small businesses as well as offering advice and resources to small business owners. We talked with Martin Short, Lead Economic Development Specialist & Public Information Officer at the Virginia-Richmond District Office for the US Small Business Administration about the Community Navigator Pilot Program. This was a continuation of sorts from our conversation in January. Joining Martin was Anika Horn, Director of Ecosystem Building at Shenandoah Community Capital Fund and Gabrielle Cash from the Walker Entrepreneurship Program. Anika explained SCCF's role in the CNPP and talked about the numbers of small businesses they have helped get started, grow, and be successful. Gabrielle gave us details about her program and told us about the resources and funding that have helped black entrepreneurs start and grow a business in Lexington, VA.

Laurel Ridge Community College: Drone Programs

March 9, 2023 / 27:25

Our conversation today with Guy Curtis from Laurel Ridge Community College included Dr. Craig Santicola, Dean of Professional Programs to talk about their new drone programs. Craig explained the lengthy process for receiving formal approval for the programs and told us how the programs are structured. He told us that sUAS/Drone operators are in demand by a variety of industries with potential commercial uses in disaster response, police, fire, EMS response and investigation, search and rescue, scientific research, agriculture, farming, ranching, land, livestock, and wildlife surveys, pipeline and power line inspection, industrial and residential inspection, delivery and transport, and aerial photography. We talked about Advanced Air Mobility and the important role it will play nationally as well as on a regional level.

Strolling the Strasburg Emporium

March 10, 2023 / 18:39

Today's Strolling Strasburg conversation with Olivia Hilton, Director of Strategic Initiatives for the Town of Strasburg took us to Strasburg Emporium. We shopped our way through the building and even snagged two business owners to talk about what they offer at their booths. With more than 60 dealers across 52,000 square feet, Strasburg Emporium showcases

items for every budget and taste: vintage jewelry, rare coins, historic militaria, plus hand made items, Amish furniture, artwork, decor items and more.

An International Affair of Food & Wine

March 13, 2023 / 26:23

Today's conversation welcomed back Tootie Rinker - this time with her Winchester Rotary hat on - to talk about An International Affair of Food & Wine. The beneficiary for this year's event is Wheels for Wellness, so joining Tootie was Ann Lamanna, Chair of their board.

Tootie gave us all the details for the event and talked about the great food & wine guests will experience. Wheels for Wellness is a 501(c)(3) non-profit that provides free door-to-door transportation to medical appointments and treatment for those in the region lacking other means of transportation. They serve the City of Winchester and the counties of Frederick, Clarke, Warren, and the northern part of Shenandoah.

Armstrong Irish Dance Academy Celebrates New Location

March 14, 2023 / 27:13

Today's conversation featured Sarah Armstrong Rhodes, owner of Armstrong Irish Dance Academy. Sarah told us about the move and the myriad of options it will now offer her students for recitals and more classes. We talked about her students and the types of classes she offers for people of all ages and skill level.

Fox Urban Farms

March 15, 2023 / 24:58

Our conversation today featured John & Ann Fox, owners of Fox Urban Farms. Fox Urban Farms, LLC is a hydroponic container farming venture serving the City of Winchester, VA with hyper-local, fresh, delicious lettuces, leafy greens, micro-greens, herbs, and edible flowers year-round. John & Ann told us how they came to be urban farmers and the value they place on providing their produce to the community. They explained how their farm works and the education that went into getting it planted and growing, and the sustainability of hydroponic farming. We talked about how you can purchase their foods and they gave details about their soon-to-be-released "crop box" (Community Supported Agriculture/CSA.)

Community Health: Colon Cancer Awareness

March 16, 2023 / 23:00

As part of our community health partnership with Valley Health, our conversation this month focused on colon cancer awareness. March is Colorectal Cancer Awareness month. Joining me for the conversation was Dr. Maureen Hill, a fellowship-trained surgical oncologist and board-certified surgeon with Valley Health Surgical Oncology. We talked about the incidence of colon cancer, who is at risk, and what family history actually means. Dr. Hill explained the types of screening for colorectal cancer and walked us through the process if a test comes back showing the cancer. We discussed how to know which screening option is best for you and talked about the advances that have been made regarding the prep prior to a colonoscopy and she busted a few myths about colostomy bags. She told us about the technology that Valley Health employs for advanced surgical treatments.

Warren/Clarke County 4H Overnight Camp

March 17, 2023 / 24:49

Our "Extension Office Friday" conversation today featured Stacy Swain. Stacy is a Warren County Extension Agent and manages the Warren County 4H Program. She gave us all the details for their overnight camp that will take place at the Northern Virginia 4H Center in Front Royal. We talked about the types of activities that will be available to the campers (age 9-13) as well as the supervision they will have. She explained how registration works and why it's done so early in the year. Our conversation included information about the experience that campers have and the lifelong relationships they make while learning important leadership & life skills that also help them build confidence.

FredCo Parks & Rec Upcoming Events & Programs

March 20, 2023 / 23:32

Our conversation today with Tony Baker from Frederick County Parks & Recreation gave us all the details for several events and programs that are happening in the next few months. We also talked about the wide range of jobs that are currently available with Parks & Rec. Tony told us about: Trails for Miles, Kite Fest, Summer camps as well as the Camp basicREC summer camp, the Apple Blossom races: Valley Health 10K and Shenandoah Valley Orthodontics Kids' Bloomin' Mile, & Youth Trout Derby.

Broad Porch Coffee Luray

March 21, 2023 / 28:32

Our conversation for Tourism Tuesday - Luray/Page County edition - with Edison Emmons from Luray/Page County Chamber of Commerce included RYANNE HODSON from Broad Porch Coffee. RYANNE told us about her relationship with the owners (now partners) in Harrisonburg, VA, and how the expansion to Luray happened. We talked about her in-depth education to learn about coffees, roasting, and operating the equipment. She also walked us through how tasting and latte art competitions work. We learned about their new partnership with several Valley Health hospitals (Winchester Medical Center, Hampshire Memorial Hospital, Warren Memorial Hospital) that serves Broad Porch Coffee coffee in their cafeterias. Our conversation included information about the types of coffee they roast, why freshness is important, and we talked about their menu that changes seasonally in the coffee shop.

Top of Virginia Regional Chamber Greater Good Awards

March 22, 2023 / 20:46

Our conversation for The Valley Business Today featured Kory Campbell, Director of Marketing & Communications for the Top of Virginia Regional Chamber. Kory gave all the details for the chamber's upcoming Greater Good Awards. The event is sold out, however, it will be live-streamed from the chamber's website. We talked about the nominees for the various categories and the value of even a nomination without a win brings to a business owner or citizen in our community. Kory also told us about the Lifetime Community Impact Award which will be presented to James R. Wilkins, Jr. of Wilkins Companies and posthumously to Rosie Walsh of iHeart Media/Q102.

Vintage in the Valley

March 23, 2023 / 27:44

Our conversation today with Olivia Hilton, Director of Strategic Initiatives for the Town of Strasburg gave us all the details for Vintage in the Valley happening April 1, 2023. The 4th Annual Vintage in the Valley Festival will showcase nearly 100 vendors of vintage goods, antiques, and handmade crafts. Joining us for the chat were two vendors who are participating in the event as well as small businesses located within the Strasburg Emporium. Jamie & Jonathan Fuller (and their children) with Meliora Vintage / Meliora 3-D told us about their business, their 3D printing, and how excited they are to be part of Vintage in the Valley this year. Todd & Julie Bodnar from Bodnar Family Farm are first-time vendors at this year's event and brand new businesses in Strasburg Emporium and told us about the types of things you can find in their space and at their booth during the event.

United Way Day: Healthy Families NSV

March 24, 2023 / 27:35

Our conversation today with Kaycee Childress, CEO of United Way Northern Shenandoah Valley also included Sara Schoonover-Martin, Executive Director of Healthy Families Northern Shenandoah Valley. Sara gave us a bit of history for her agency which is celebrating 25 years of service this year. She explained the various FREE programs & services that they offer: Home visitation services, Special events throughout the year for participating families, Distributor of "New Baby Care Packages" filled with essential newborn supplies, literature, and community resources, Distributor of "Cribs for Kids" an effort to prevent Sudden Infant Death Syndrome (a project of SIDS of the Mid-Atlantic), Parenting Education Classes are held in Winchester and open to any parent in the community.

Shenandoah 2045: A Status Update

March 27, 2023 / 28:31

Our conversation today with Tyler Hinkle, Shenandoah County's Planner is part of an ongoing series following the work on Shenandoah 2045 - Shenandoah County's comprehensive plan. Tyler gave us an update on the planning process and talked about a few things they've learned along the way. We talked about the importance of location when it comes to any kind of development and he pointed out that the value per acre is higher in downtown areas than rural parts of the county. He explained how understanding the past and being able to in some way predict the future are important parts of the plan. We also discussed the next steps - back to community engagement - and how that will look.

Tourism Tuesday: Willow Moon Farm

March 28, 2023 / 23:46

For today's conversation, Justin Kerns (Winchester/Frederick County Convention & Visitors Bureau) and I traveled out to Willow Moon Farm to chat with Sara Church, owner, maker, & farmer. Sara told us about her farm and her products. She explained her journey to becoming a farmer which started with the birth of her first child and talked about the all-natural approach she takes when formulating her skincare line. We talked about what it means to be certified

naturally grown, and she told us about several upcoming events & classes she's offering in the coming months.

The Widget Cup

March 29, 2023 / 21:44

Our conversation for the Valley Business Today featured Shayla Rickard, Business Retention Manager for Frederick County Economic Development Authority, and Carolyn Perry, Human Resources Manager for ZM Sheet Metal. Shayla gave details for the upcoming Widget Cup and talked about why partnerships with businesses such as ZM Sheet Metal are an important part of growing the workforce in Frederick County. Carolyn told us a bit about ZM Sheet Metal and why participating in this event is a key part of their community involvement. The 2023 Widget Cup® Competition features participating students who must solve a real-life business problem for a local employer by using skills acquired through Career and Technical Education (CTE) and Science, Technology, Engineering and Math (STEM) courses.

Concern Hotline Celebrates 55 Years

March 30, 2023 / 43:30

Our conversation today with Rusty Holland, Executive Director of Concern Hotline was FULL of great information. He told us about the success of his recent Ping Pong Tournament and gave details for their 55th Anniversary Celebration. We discussed why fundraisers are vital to his organization and talked about several new changes that will be coming in the next several months. He explained the process they are currently undergoing to be certified in order to participate in the 988 system. Rusty also told us about a few trainings that they're offering to become a listener on the hotline as well as an Applied Suicide Intervention Skills Training (ASIST) that will take place in partnership with Laurel Ridge Community College. Concern Hotline is a free 24/7/365 anonymous information & referral, crisis intervention, and suicide prevention hotline serving the Northern Shenandoah Valley of Virginia.

Sustainability Matters: Rebranding Recycling

March 31, 2023 / 26:55

Our conversation today gave some insight into the City of Winchester's recycling program featuring guests: Sari Carp, Executive Director for Sustainability Matters, Hannah Bement, Scientific Programs Catalyst for Sustainability Matters, and Michael Neese, Recycling Manager for the City of Winchester. Michael explained how the recycling program works, who can participate, and how simple it is to register and get your (free) bin. We talked about the types of items that can be recycled and the positive impact recycling has on the environment.