

**PROGRAMS LIST**  
**WFTR-AM/WZRV-FM**  
**FRONT ROYAL, VIRGINIA**  
**The Valley Today**  
**ALL SHOWS HOSTED BY JANET MICHAEL**  
**Weekdays 12pm – 12:30pm**  
**January 1, 2022 – March 31, 2022**

**Gardening Tips from Northern Shenandoah Valley Master Gardeners**

Jan 3, 2022 | Duration: 28:30

Our conversation today with Elaine Specht, President of the Northern Shenandoah Valley Master Gardeners Association gave us several tips for getting our gardens ready - or leaving them alone - plus how to tell if old seeds are still viable. She told us how to start a garden journal and why you'll be glad you did. We talked about their upcoming Seed Exchange at Blandy as well as several other events happening in the coming months. Plus, she gave us a quick rundown of the seed libraries the organization started a few years ago. Finally, we talked about their GreenHelpLine where if you have any type of gardening question, Extension Master Gardener volunteers will research your problem and provide unbiased, research-based solutions.

**Tourism Tuesday Shenandoah County: SO Many Things To Do**

Jan 4, 2022 | Duration: 23:48

We recorded our conversation for Tourism Tuesday - Shenandoah County edition - with Kary Haun from Shenandoah County Tourism at Nancy's Coffee Bar in Strasburg. Kary filled us in on the new events brochure that will feature events across Shenandoah County throughout 2022. She gave us some insight into the Five Things Friday posts that will begin this week and highlight 250 things to do in Shenandoah County in celebration of their 250th year. Plus, we talked about a Beginner Beekeeping Class hosted by Shenandoah County Parks & Recreation.

**Front Royal/Warren County Chamber: Shopping Local Matters**

Jan 5, 2022 | Duration: 22:34

Today's conversation with Niki Foster from Front Royal/Warren County Chamber of Commerce centered around the importance of shopping local - not just during the holidays - to keep our small businesses open. Niki talked about options for purchasing gift cards, "just because" gifts, and we talked about sharing posts on social media to support local businesses.

**Safely Navigating the Winter Roadways**

Jan 6, 2022 | Duration: 30:37

We were live in the studio for our monthly chat with Lt. Warren Gosnell from the Frederick County Sheriff's Office to talk about all things traffic/public safety. Today's conversation centered around our current winter weather situation and being as safe as possible on the roads. Lt. Gosnell offered some tips and explained why staying home if at all possible is always the smartest option.

### **Looking Ahead with Wayside Inn & Larrick's Tavern**

Jan 7, 2022 | Duration: 23:16

Today's conversation with the new General Manager at Wayside Inn/Larrick's Tavern, Kristen Sluss centered around the future. We talked about the plans Wayside Inn has moving forward including new events, more weddings, and a few tweaks to the menu. She talked about her relationship with the current (not new) owners and how the staff has come together to make plans for a great 2022. Joining us in the second half of our chat was Chef Travis Ross who explained some changes on the menu and talked about his excitement for the coming year.

### **Setting SMART Goals in 2022**

Jan 10, 2022 | Duration: 30:29

Today's conversation centered around setting SMART goals for getting in shape in 2022. Joining me for the chat: Lacy Knight - Physical Therapist & Clinical Manager of Warren Memorial Hospital Rehabilitation and Wellness Services; and, Justin Strucyk, and exercise physiologist with Valley Health. The pair explained what SMART goals are and why they are the ideal way to set and reach any fitness, functional or weight loss goal you may set in 2022. Lacy also explained their "Direct Access" program and why it could be a game changer for many in our community who need physical therapy without a doctor referral. In addition to these topics, we talked about their personal & sports performance training services, fitness assessments, and why gaining functionality in your day-to-day activities is as important as setting a fitness goal.

### **Civil War Trails**

Jan 12, 2022 | Duration: 24:52

Our conversation today with Drew Gruber, Executive Director for Civil War Trails focused not just on the country's civil war history, but also how the perception of history has changed. He explained the importance of local involvement, the economic development perspective, and the impact civil war sites can have on tourism dollars.

### **COVID, Disaster Relief, StartUps and the Small Business Administration**

Jan 12, 2022 | Duration: 24:41

We chatted today with Carl Knoblock, District Director for Virginia with the Small Business Administration about the agency's disaster relief loans, the rise in startups during the pandemic and even talked a little marketing.

### **Timely MD Counseling Services Now Available at LFCC**

Jan 13, 2022 | Duration: 23:12

Mental health was the topic of our conversation today with Caroline Wood - Associate Vice President of Student Services & Academic Support and Amber Foltz - Dean of Students, both from Lord Fairfax Community College (becoming Laurel Ridge Community College.) The two explained the new free counseling services that are being offered at LFCC through Timely MD. Amber gave us a rundown of all the telehealth services now available for all students actively enrolled at the school (see below) and Caroline talked about the impact having access to these free services will have on students across all their campuses.

### **Making Trash Bloom with Sustainability Matters**

Jan 14, 2022 | Duration: 27:20

We had a fun conversation today with Sari Carp, Executive Director for Sustainability Matters about how her organization has grown since it's inception four short years ago. She told us about that growth and how they've gone all in on professionally produced virtual events as a result of the pandemic. We talked about some of their upcoming programs that they hope will be available in person. In the second segment, we talked about their "groundbreaking" project: Making Trash Bloom. Sari explained how the pilot program started at a landfill in Shenandoah County and most recently received a grant to take the program nationwide.

### **Creating a Stronger Community with Warren Coalition**

Jan 17, 2022 | Duration: 27:57

Our conversation today with Celeste Brooks - Community Outreach Coordinator, and Ryan Cabbage - Community Liaison with Northwestern Prevention Collaborative (which includes Warren Coalition) focused on their programs & trainings that help build a stronger, more resilient community. The pair explained a few of their programs, talked about some upcoming events and told us about their Recovery Ally Training that happens on January 26, 2022.

Ryan told us about the We See You, Warren County campaign including it's purpose and why it's needed. We talked about the monthly greeting and the impact it can have to create a stronger community.

### **Tourism Tuesday: Virginia Gift Shop in Luray**

Jan 18, 2022 | Duration: 26:39

We had a lively conversation for Tourism Tuesday - Luray/Page County - with Edison Emmons from Luray/Page County Chamber of Commerce and his guests: Barbie Stombach (owner of Virginia Gift Shop) and her store manager, Tyler Bogle. We talked about the history of Virginia Gift Shop that has been open in Luray for nearly 77 years. Barbie is the 5th owner and explained how it's changed with the times but stayed the same in many relevant ways. She & Tyler told us about the items they carry, the priority they place on customer service, and how changes they made to adapt to the pandemic will continue even after it's over.

### **Strolling Strasburg: Behind the Curtain with Public Works**

Jan 19, 2022 | Duration: 24:59

We didn't do any strolling for our conversation today with Olivia Hilton, Director of Community Development & Tourism for the Town of Strasburg due to our recent weather "event." But, we still managed to have a pretty enlightening conversation with Director of Public Works, Jay McKinley. He explained all the different things that his department is responsible for including managing winter storm response, street projects, park projects, water/wastewater, and more. Olivia told us the many ways she leans on Public Works for events, projects and making Strasburg a friendly, beautiful place for residents and visitors alike.

### **Making Healthy Choices With or Without Surgery**

Jan 20, 2022 | Duration: 26:01

Today's conversation with Georgeann Freimuth, MS, RD, LDN, a registered dietitian with Valley Health's Metabolic and Bariatric Program was pretty insightful. She gave us some great tips about making healthier eating choices and busted a few myths about how often you should be eating each day to lose weight. Valley Health's Metabolic & Bariatric Program offers surgical and non-surgical options. She explained the non-surgical options that include a comprehensive plan with a team approach. We talked about their medication assisted & Optifast programs. She also gave us a rundown of the surgical options available. We discussed the importance of changing your mindset and your lifestyle for long term success.

### **Money Management Tips to Get Out of Debt**

Jan 21, 2022 | Duration: 30:25

It was Extension Office Friday on the show today with Karen Poff. Karen manages the Northern Shenandoah Valley Financial Education Program for the area extension offices. We talked about getting your finances in order after the holidays and she gave us several tips and advice about how to start paying down your debt. We also talked about how to handle debt collectors and she warned us about scams that could impact how your debt is paid.

### **FredCo Eats Restaurant Week**

Jan 24, 2022 | Duration: 18:32

Today's conversation with Wendy May, Marketing Manager for Frederick County Economic Development Authority gave us all the details for the inaugural FredCo Eats Restaurant Week. Wendy told us how the idea came to fruition and about the excitement it's generated among our local restaurants. She gave us a rundown of the different food options, meal deals, and special menu items from a few of the participating restaurants. We also talked about the FredCo Eats program in general and their goal for Restaurant Week to be a single piece of an overall marketing effort to promote and highlight our local food industry.

### **City of Winchester Pipes & Drums**

Jan 25, 2022 | Duration: 23:44

Our Tourism Tuesday conversation with Justin Kerns from Winchester/Frederick County Convention & Visitors Center included Bryant Condrey, Pipe Major for City of Winchester Pipes & Drums. Bryant gave us the history of the organization and told us that anyone (at practically any age) can join the band. They offer training to learn to play the bagpipes or drums and will help with choosing the proper instrument. He also explained the significance of their kilt and told us about the sgian-dubh (skee-ən-DOO; Scottish Gaelic pronunciation: [skʲənˈt̪u]) which is part of their traditional Scottish Highland dress along with the kilt. We talked about their performances at public events such as Apple Blossom and other parades for fallen heroes.

### **Top of Virginia Regional Chamber: The Voice of Business**

Jan 26, 2022 | Duration: 23:17

Our conversation for The Valley Business Today included Cynthia Schneider, CEO of Top of Virginia Regional Chamber and her Chairman of the Board, Scott Harvard (CEO of First Bank.) We talked about the board's role in moving the chamber forward & the diverse backgrounds & institutional knowledge it provides to Cynthia. Scott explained his role as the Executive Committee Chair and talked about how important it is to our entire community to have a strong chamber of commerce. Cynthia filled us in on the new website and reminded us that nominations are still being accepted for the Greater Good Awards.

### **Contributions: African Americans in the Shenandoah Valley at The MSV**

Jan 27, 2022 | Duration: 25:37

I took a field trip to the Museum of the Shenandoah Valley last week to record today's show with Nick Powers, Curator of Collections for the MSV. He gave me a full tour while we talked about the newest exhibition at the museum: ***Contributions: African Americans in the Shenandoah Valley***. Nick explained why this exhibition is important, how they've acquired many of the pieces, and the local connections that you'll find at every turn. Nick also told me how long it typically takes from inception to final placement of an exhibition and that they're normally planning 2-3 years in advance of an opening. Julie Armel (Deputy Director, Community Relations) joined us to give the details about visiting the MSV and told us about a few of the upcoming exhibitions

### **United Way Day: Winchester CCAP**

Jan 28, 2022 | Duration: 23:33

We chatted with Elise from United Way Northern Shenandoah Valley and her guest, Andrea Cosans from Winchester CCAP about the impact her agency has had on those in need in our community. Andrea explained the role Winchester CCAP serves helping residents of Winchester/Frederick County through their food pantry, housing & financial assistance.

### **Shenandoah 2045: Natural Resources**

Jan 31, 2022 | Duration: 27:25

Our conversation with Tyler Hinkle, Shenandoah County's Planner is part of an ongoing series following the work on Shenandoah 2045 - Shenandoah County's comprehensive plan. Joining us to talk about Chapter Two: Natural Resources, was Mike Liskey. Mike is a member of the CAC (Citizen's Advisory Committee) that has been charged with working on the plan. We talked about what the chapter for natural resources includes and why it's an important part of Shenandoah County's future planning. We discussed the impact preserving natural resources will have on many other aspects of Shenandoah County's growth including housing, economic development and tourism. Finally, we discussed all the ways that residents of Shenandoah County can (and should) participate in the planning process.

### **Winter Activities at Bryce Resort**

Feb 1, 2022 | Duration: 20:57

It was Tourism Tuesday - Shenandoah County edition - with Kary Haun from Shenandoah County Tourism and her guest, Andrew Devier-Scott from Bryce Resort. Andrew filled us in on all the fun things to do at Bryce Resort during the winter season. We talked about skiing, tubing, ice skating and even golf! He explained how their lesson work and told us that all their winter sports offer the option of renting their equipment. Kary gave us details for a few Valentine's Day events happening across the county.

### **FREE Business Counseling Services**

Feb 2, 2022 | Duration: 25:30

Our conversation for The Valley Business Today with Niki Foster from Front Royal/Warren County Chamber of Commerce centered around the free business counseling services the chamber offers to startups & small businesses in the community. The services are offered regardless of chamber membership status. Joining for the chat was Herb Melrath, a business consultant, who explained what the services are and how they work. We talked about the different types of businesses he's counseled since the program's inception and the uptick in startup conversations he's had in the last 3 months. We discussed the important role of the business plan and why getting some outside advice before you make a decision to start a new business is a smart move.

### **Traffic Safety Thursday with Frederick County Sheriff Lenny Millholland & Lt. Warren Gosnell**

Feb 3, 2022 | Duration: 30:08

We were NOT live in the studio for our "Traffic Safety Thursday" conversation. Instead, we recorded in advance at the Frederick County Public Safety Building with Frederick County Sheriff Lenny Millholland and Lt. Warren Gosnell. We talked about reactionary gaps: why you should keep one and how to determine how far is far enough. Lt. Gosnell explained their particular importance when approaching construction zones when lanes may be closing as well as following bad weather events when snow might be piled up along roadways. We also discussed illegal parking in handicapped spaces (including the lines that separate them) as well as parking in fire lanes. Finally, we discussed (again) why it's illegal to have a cell phone or any other electronic device in your hand while actively operating a motor vehicle.

### **New & Returning Events to Shenandoah Apple Blossom Festival**

Feb 4, 2022 | Duration: 26:19

Brad Veach, Executive Director for Shenandoah Apple Blossom Festival joined me for a conversation about the 95th Shenandoah Apple Blossom Festival happening Friday, April 22 - Sunday, May 1, 2022. The event will return in full force this year with many of the traditional events as well as a few new ones. He gave details for a few of them. Brad also told us about the Veterans Dinner Show that has been added to this year's festivities.

### **Shenandoah Community Capital Fund StartUp Programs, Business Bootcamps, & Open Office**

Feb 7, 2022 | Duration: 26:19

Ryan Hall, an entrepreneur ecosystem builder with Shenandoah Community Capital Fund joined me for a conversation today to talk about their latest StartUp Shenandoah Valley Cohort will be focused on tech and tech-enabled businesses, but all entrepreneurs are encouraged to apply. Ryan explained the process and the value in participating in a program of this nature. We also talked about one of their longest running programs: Business Bootcamp - an 8-week class to help you launch your business.

### **Visit Harper's Ferry/Bolivar**

Feb 8, 2022 | Duration: 17:31

We took a quick trip across state lines for our tourism segment today to chat with Lynn Pechuekonis. Lynn and her husband are the owners of Rockhaven Bed & Breakfast in historic Harper's Ferry. Lynn is also the Vice Chair of Harper's Ferry/Bolivar Historic Town Foundation and serves on the Harpers Ferry – Bolivar Tourism Association board. We talked about the history of Harper's Ferry/Bolivar and she gave us a rundown on things to do while visiting the area. Lynn explained that most interpretive histories of Harpers Ferry focus on the John Brown Raid, the Federal Armory, and the Civil War. Lesser known, are the important legacies of the African American community, the Niagara Movement and Storer College. We talked about the outdoor activities available to visitors who want to enjoy the hiking, biking and the river. She also told us about a few local shops, restaurants and breweries to try in the area.

### **Meet the New President/CEO of People Inc.**

Feb 9, 2022 | Duration: 18:39

Small business loans & resources, consumer loans, affordable housing ... the list goes on for programs and services People Inc. offers to our community. Today, we had a conversation with new President/CEO Bryan Phipps about all those things and more. Bryan was Edison's guest for The Valley "Business" Today with Luray/Page County Chamber of Commerce. Bryan told us how People Inc. got their start and their strong commitment to following their mission to provide opportunities for economically disadvantaged people to reach their goals in order to enhance their lives, their families, and their communities. He explained several of their programs that help small businesses and startups secure funding and training to operate a successful business. He also told us about the different consumer loans they offer that enable people to get out of debt, make home improvements, and build a better life for their families. We also talked about Luray Meadows Apartments, a 52-unit, affordable rental housing property complex that's currently under construction in Page County and he gave us some background on how projects like that get started through local feedback and local partnerships.

### **Pivot Strategies for the Great Resignation**

Feb 10, 2022 | Duration: 23:17

Today's conversation with Guy Curtis, Director of Marketing for Lord Fairfax Community College (becoming Laurel Ridge Community College) and Carlene Hurdle, Director of Corporate Training for LFCC Workforce Solutions centered around an upcoming webinar: Pivot Strategies for the Great Resignation. We talked about how our workforce has changed on a national AND local level and the importance of recognizing and implementing change to stay relevant for today's workers. Carlene gave us some statistics and explained how the webinar will work. It will be an interactive community conversation with a panel of local business owners sharing their creative ideas for attracting and keeping new employees.

### **Strolling Strasburg's Cupid's Market**

Feb 11, 2022 | Duration: 22:24

We chatted today with Olivia Hilton, Director of Community Development & Tourism for the Town of Strasburg. Joining us were four of the 30 vendors who will be participating in Cupid's Market on Friday, February 11, 2022. Mandy Robinson from Sassy Snacks told us what she'd have available at the market. Lauren Valentine told us how and why she started Alma Apothecary. Amy Lewis from Bottom of the Bottle Candles explained how she makes her candles from the bottoms of wine & liquor bottles. Brittany Artone from The Freezeland Magnolia told us about her slow made, small batch, handmade polymer clay earring shop.

### **Women United Air Mattress Drive**

Feb 14, 2022 | Duration: 20:44

We talked today with Jennifer Hall, Senior Director of Community Investments for United Way of Northern Shenandoah Valley and Yolanda Gibson, Chair of UWNSV Women United Leadership Council & Vice President for Student Affairs at Shenandoah University. Jennifer gave us a quick refresher about Valley Assistance Network (a program of UWNSV) and the great work it does for those in need in our community. Yolanda explained the Women United Leadership Council's mission, international reach, and the local impact it will have on single moms and families in our area. We talked about the air mattress drive Women United is currently hosting. Jennifer explained the need and we discussed what types of donations are being requested, where you can drop off your donations and how they will be distributed.

### **Performing Arts Luray Returns**

Feb 15, 2022 | Duration: 17:03

For our "Tourism Tuesday" episode today, it was Luray/Page County's turn at the mic so we were joined on the screen by Edison Emmons from Luray/Page County Chamber of Commerce and his guest, Bonnie Anthony from Performing Arts Luray. Bonnie told us about all the upcoming performances that will be returning in the coming weeks for the all-volunteer non-profit. She talked about COVID's impact and how the community came together to support them throughout the pandemic.

### **The 411 on the EEOC**

Feb 16, 2022 | Duration: 30:02

Our conversation today with Monica Colunga, Outreach and Education Coordinator for the Equal Employment Opportunity Commission (EEOC) Washington Field Office was pretty informational. She explained that her job involves working and forming partnerships with employers and communities to inform them of the services the EEOC provides. She explained many of the issues that employers face: And she encouraged listeners to check out their "What You Should Know" document on their website. We discussed and Monica answered a wide range of questions such as: What is discrimination? She also provided some examples. How does the EEOC support small business and explained what type of information is found on the small business resource page. What can you/can't you ask during a job interview and/or when calling for or giving a reference? What guidance does EEOC provide regarding COVID 19?

### **Community Health: Heart Valves**

Feb 17, 2022 | Duration: 25:42

February is American Heart Month so we pulled up the mics to chat with Dr. Ernesto Jimenez as part of our community health partnership with Valley Health. Dr. Jimenez is a board certified cardiothoracic surgeon specializing in minimally invasive valve surgery, mitral valve repair and coronary artery revascularization with arterial conduits. He's part of Valley Health Cardiothoracic Surgeons and the advanced valve program team at Winchester Medical Center's Heart & Vascular Center. Our conversation centered around healthy valves and what happens when they start to break down. Dr. Jimenez explained how valves work, what happens to them over time and talked about symptoms we might experience when they begin to fail. He walked us through a few treatment options and talked about the advancements in minimally invasive surgery for valve repair/replacement since the 1950's.

### **Gardening in the Valley Symposium 2022**

Feb 18, 2022 | Duration: 26:15

Our conversation today was about one of my favorite events hosted by the Northern Shenandoah Valley Master Gardener Association: Gardening in the Valley Symposium. Joining me to share the details of the event were Master Gardeners: Bob Gail & Helen Lake, two of the event co-chairs. This year's theme is "Gardening With a Purpose." Proceeds from the symposium benefit the NSVMGA Memorial Scholarship Fund. The pair explained the fundraiser behind this event and shared that ag-related teachers in Frederick County & Loudoun County can attend at no charge thanks to each of their school systems. Helen gave us some background on each of the speakers and told us how they choose them each year.

## **NYT Best Selling Author of Dreamland & The Least of Us, Sam Quinones comes to Luray High School**

Feb 21, 2022 | Duration: 33:22

Page Alliance for Community Action and Northwestern Community Services Board are partnering to host New York Times Best Selling Author Sam Quinones on February 23rd at Luray High School from 6:30pm until 8pm, 243 Bulldog Drive, Luray, VA 22835. This event is free and open to the public and those who attend will have the opportunity to have a book signed following the presentation. Sam's book "The Least of Us" shows the hardships families who have dealt with addiction have suffered but also how we can work together and create a community of healing. Shannon Urum Coordinator of Northwestern Community Services Board Prevention and Wellness Services joined us in the first segment with Megan Gordon, Program Director for Page Alliance for Community Action (PACA) to talk about Sam's message and why it was important to bring him to Luray High School for this talk. We discussed who should attend, what people can expect and the hope for our community this talk will provide. In the second segment, we spoke with Sam Quinones about his books; the impact he saw first-hand of the opioid epidemic on families across the country; and, he explained why/how community building is part of the solution.

## **Tourism Tuesday: Vibrissa Beer**

Feb 22, 2022 | Duration: 23:40

For our Tourism Tuesday conversation today, Justin Kerns from Winchester/Frederick County Convention & Visitors Bureau joined me (from the road) with his guest, Jeff Carroll, one of the owners of Vibrissa Beer. Jeff gave us a bit of background about his brewery that currently operates (and brews) from their location at Front Royal Brewing Company on Main Street in Front Royal. He explained their plans to grow their production with the opening of a new production facility in the former Winchester Star building at 2 N. Kent Street in Old Town Winchester. The new location will house a traditional taproom offering food and outdoor dining and possibly even a rooftop deck. Jeff told us about their decision to rebrand the business and how that helps them grow their distribution to other parts of the state.

## **George Washington Wyndham Grand Hotel**

Feb 23, 2022 | Duration: 25:54

Our conversation for the Valley Business Today with Kory Campbell, Director of Marketing & Communications for the Top of Virginia Regional Chamber centered around local tourism. Joining us for the conversation was Felicia Pallett, Director of Sales for George Washington Wyndham Grand Hotel. Felicia filled us in on all the great things about GWWG from their spa to their restaurant. She told us about the renovations and the people who stay with them both locals and visitors to the area. In the second segment we talked events: weddings, receptions, and corporate events. Felicia told us about the various spaces that are available and the amenities that come with them. We wrapped up the show getting details from Kory for the chamber's Greater Good Awards.

### **Upcoming Programs & Events at Handley Regional Library**

Feb 24, 2022 | Duration: 20:10

We recorded our conversation today on location at Handley Regional Library with John Huddy, Library System Director to get details about several upcoming events. It's always a blast to chat with John and today was no exception. He gave me information about their "Spring to the Library" event happening on March 19, 2022. There will be fun things happening at all three library locations for kids and adults. We also talked about a new program "Push Your Shelf" which will kick off in March and encourages patrons to play Bingo by reading different books, magazines, etc. to fill their squares on the bingo card to win an iPad mini. John also hopes the library will return to full in-person activities in the coming weeks. He reminded us the value of a library card and told us about the wide range of books, audio books, movies, wifi, video games, and reference materials that are available through the Handley Regional Library system.

### **UWNSV: Sinclair Health Clinic**

Feb 25, 2022 | Duration: 26:09

It was quite an eye-opening conversation today with Elise from United Way of Northern Shenandoah Valley and her guest, Katrina McClure, Director at Sinclair Health Clinic. We talked about the medical, pharmaceutical & mental health services they provide for little to no cost to people in our community. Elise gave us a quick update on the air mattress drive currently underway.

### **Shenandoah 2045: Transportation**

Feb 28, 2022 | Duration: 24:40

Our conversation with Tyler Hinkle, Shenandoah County's Planner is part of an ongoing series following the work on Shenandoah 2045 - Shenandoah County's comprehensive plan. Joining us to talk about Chapter Eight: Transportation, was Jon Bennett. Jon is a member of the CAC (Citizen's Advisory Committee) in District Three that has been charged with working on this portion of the plan. We talked about what the chapter for transportation includes and why it's an important part of Shenandoah County's future planning. We discussed the what the types of issues currently exist, projects that will be starting soon to address a few of those, as well as what types of things the committee might need a technology crystal ball to forecast. As always, we discussed all the ways that residents of Shenandoah County can (and should) participate in the planning process. Feedback is vitally important and everyone involved in developing the plan is anxious for input from county citizens.

### **Shenandoah County's 250th Birthday Bash**

Mar 1, 2022 | Duration: 23:21

Our Tourism Tuesday conversation today was all about the celebration of Shenandoah County's 250th birthday. Kary Haun from Shenandoah County Tourism invited Amber Smoot, Town of New Market's Marketing & Events Coordinator to join us for the conversation. Amber & Kary along with 10-12 other community members are on the planning committee for events happening throughout the year. Amber gave us an overview of the different activities that will be happening that evening. Kary filled us in on other events happening at the museum.

### **The Valley Business Today: Penny Lane Hair Co**

Mar 2, 2022 | Duration: 19:36

It was The Valley Business Today with Niki Foster from Front Royal/Warren County Chamber of Commerce and her guest, Mallory Deinert, owner of the newly opened Penny Lane Hair Co. to learn about Mallory's journey to entrepreneurship. We talked about her salon and all the services she offers and the unique vibe she has going on that revolves around The Beatles. Niki gave us a quick rundown of chamber events like: Business After Hours at Weichert Realtors, Strike Up Some Fun bowling event, and details for Wine & Craft Festival.

### **LEO Myths & Misconceptions**

Mar 3, 2022 | Duration: 31:07

We were LIVE in the studio today for our monthly conversation with Lt. Warren Gosnell from the Frederick County Sheriffs Office. Our topic centered around a few myths, misconceptions & pet peeves surrounding law enforcement officers. We talked about: LEO's love donuts; Speeding (with or without lights/sirens); Wearing seatbelts; Wipers On = Headlights On.

### **Frederick County Parks & Rec Upcoming Programs, Races & Senior Social Clubs**

Mar 4, 2022 | Duration: 26:03

We were on the screen for a conversation with my "fun squad" from Frederick County Parks & Recreation. Joining me: Tony Baker, Marketing Manager and Andrew Keefauver, Superintendent of Recreation. The pair gave me all the details for their running events that will kick off on April 2 with Trails 4 Miles Race for Autism, followed by the Apple Blossom Festival Races, and the Sherando Sprint Tri. We also talked about summer camps, the Youth Trout Derby happening at Clear Brook Park, and the abundance of job opportunities available throughout the department. Finally, we discussed the senior social clubs and the fun activities they have throughout the year.

### **Spring Grant Season with Community Foundation of Northern Shenandoah Valley**

Mar 7, 2022 | Duration: 22:49

We were on the screen today with Larry Weiss, Executive Director for the Community Foundation of Northern Shenandoah Valley. In April, they'll be opening up a round of grant applications for four different grants; so, we talked about the focus of those grants and the virtual training the organization is offering on March 9, 2022.

### **Art During A Pandemic at Barns of Rose Hill**

Mar 8, 2022 | Duration: 25:47

We recorded today's conversation on location at Barns of Rose Hill to talk with Morgan Morrison, Programs Director & Nathan Borger, Director of Operations about the new exhibit opening in March as well as several new programs & workshops they're offering throughout the spring. We learned all the details for "Art During a Pandemic." Morgan explained who submitted art and the types of pieces you can expect to see. Nathan told us some behind-the-scenes info about how pieces are hung and what happens to get an exhibit put together and ready for opening. The pair also talked about their "Dinner & a Show" program as well as future exhibits and workshops.

### **Community Resources a Priority for SBA**

Mar 9, 2022 | Duration: 19:13

Our conversation today with John Fleming, Mid-Atlantic Regional Administrator for the US Small Business Administration is part of an ongoing partnership to talk about the agency's programs and services. John explained the Community Navigators and told us how they came out of the pandemic when it was realized that their services and website were difficult to navigate for small businesses seeking advice and information. We also discussed other "resource partners" such as Small Business Development Centers and SCORE. John also talked about the Women's Business Centers which are a part a national network of entrepreneurship centers throughout the United States and its territories, which are designed to assist women in starting and growing small businesses. WBCs seek to "level the playing field" for women entrepreneurs, who still face unique obstacles in the business world. We discussed the impact getting government contracts can have for small businesses. John recommended that all small businesses check out [sam.gov](http://sam.gov) and register their business in the database.

### **Career & Internship Fair at LFCC**

Mar 10, 2022 | Duration: 28:29

We were on the screen recording today with Sarah Pangle, Career Services Advisor at Lord Fairfax (becoming Laurel Ridge) Community College to talk about the college's upcoming Career & Internship Fair.

### **Strolling Strasburg: Vintage in the Valley**

Mar 11, 2022 | Duration: 35:36

We recorded our conversations today on location at Box Office Brewery & Nancy's Coffee Bar for our Strolling Strasburg episode with Olivia Hilton, Interim (soon to be permanent I HOPE!) Directory of Community Development & Tourism for the town of Strasburg. Vintage in the Valley happens Saturday, April 2, 2022 so we learned all the details for the 3-day event, plus talked to vendors and committee members. In the first segment, we chatted with Hannah Skedsvold from Malabella Jewels about her business and what she'll have for purchase at Vintage in the Valley. We also chatted with Sharon Mauzy from Skyview Acres about her farm and the wide range of products you'll be able to purchase from her that day. In the second segment, we were joined by Kara Mroczek from Star in the Valley Winery to get the details about their vintage wine garden that will be located in the grassy area next to town hall.

### **Backstage with Selah Theatre Project**

Mar 14, 2022 | Duration: 23:15

Our conversation with LaTasha Dozier, Artistic Director for Selah Theatre Project gave us a bit of history for how the all-volunteer non-profit got started and explained her mission/vision for the performing arts organization when she founded it. LaTasha filled us in on all the different types of performances, summer camps, and classes they offer. She also explained the various partnerships with other non-profits in the area and how they've become an important piece of the performances. We talked about upcoming productions and the importance of giving youth (and adults) in our community this creative outlet.

### **Tourism Tuesday: River's Bend Ranch**

Mar 15, 2022 | Duration: 20:46

We were on the screen recording today's conversation for Tourism Tuesday - Luray/Page County edition - with Edison from Luray/Page Chamber of Commerce and his guest, Susan Corbett from River's Bend Ranch. Susan gave us a bit of history for the ranch that her parents purchased in the mid 1970's and originally ran as a school for troubled boys. We talked about how it's evolved since then into a wedding & events venue, hemp farm, and horse boarding facility. She explained the hard work that goes on behind the scenes to keep the ranch running and praised her staff for sticking with her through the pandemic. We talked about future projects that she has planned such as adding flower gardens, vegetable gardens & adding additional land for pastures and events. She hopes to partner with local restaurants to offer produce as well as start a farmer's market. Edison gave us the details for some upcoming chamber events.

### **The Art of Irish Dancing**

Mar 16, 2022 | Duration: 28:57

We recorded today's conversation with Sarah Armstrong at Armstrong Irish Dance Academy. We talked about the art of Irish dancing and the classes she offers for those young and old. She explained how competitions work and told us about the practice, wardrobe and judging that goes into them. She also told us how the pandemic impacted classes - causing her to pivot to virtual - and the gratefulness she has for surviving the pandemic. Sarah also gave us the details for her open house.

### **Community Health: Direct Access to Physical Therapy**

Mar 17, 2022 | Duration: 24:11

Our conversation today was part of our community health partnership with Valley Health. Every month, we chat with physicians, nurses, administrators, and others within the Valley Health system to talk about topics involving the health & wellness of our community. Today, we talked with Mary Presley, Director of Rehab Services at Warren Memorial Hospital. Mary has been a frequent guest on the show. Joining Mary, was Marsha Cooper, a physical therapist based at Shenandoah Memorial Hospital. The pair explained a fairly new program offered at all the Valley Health facilities: Direct Access for physical therapy services. This program bypasses the usual primary care/urgent care visit and allows patients to go directly to one of their physical therapists for sprained ankles, aching backs, vertigo, the list goes on as Marsha explained. . Mary explained how direct access is often less expensive for patients – along with being more convenient because it reduces the cost of other copays and prior doctor visits before landing at physical therapy. The clinic will contact a patient's insurance company to obtain authorization, just like when a patient visits their doctor, and verify the copayment determined by the patient's health plan. Medicare/Medicaid options are also available.

### **The 411 on Warren County 4-H**

Mar 18, 2022 | Duration: 26:07

Our conversation today with Stacy Swain from Virginia Cooperative Extension was all about the Warren County 4-H program. Stacy gave us the details about overnight camps and explained the different groups for different ages. She told us the life lesson that 4-H teaches those involved and busted a few myths about the program.

### **Fly OKV: Winchester Regional Airport Authority**

Mar 21, 2022 | Duration: 23:04

We recorded today's conversation on location at Winchester Regional Airport Authority to chat with Executive Director, Nick Sabo. Nick told us about the airport authority's vision and future development plans that include a new terminal building and "repurposing" and existing terminal building. We talked the role our local airport plays in the larger aviation picture as well as the impact it has on economic development. Nick busted a few myths or misconceptions about the airport authority and explained how it's managed. Finally, Nick told us about an upcoming fundraiser: VALOR 5K Runway Run that will happen at the airport on April 23, 2022.

### **Tourism Tuesday: Paladin Bar & Grill**

Mar 22, 2022 | Duration: 24:23

We recorded today's conversation for Tourism Tuesday with Justin Kerns from Winchester/Frederick County Convention & Visitors Bureau on location at Paladin Bar & Grill in Stephens City. Joining us for the chat was co-owner Dan Myers and his Executive Assistant, Carol Triplett. We talked about how Dan started the Paladin Bar & Grill(s) and his plans to expand into downtown Winchester. He told us about the menu, vibe and customer input that is top priority at both the Stephens City location and Clear Brook location.

### **Top of Virginia Regional Chamber: WinLife TV**

Mar 23, 2022 | Duration: 26:20

Our conversation for The Valley Business Today with Top of Virginia Regional Chamber featured Kory Campbell, Director of Marketing & Communications for the organization. Kory gave us all the details for the chamber's latest outreach effort: WinLife TV. He explained how the partnership happened and talked about all the businesses, community events, and news items that will be featured on the channel. We also talked about several upcoming events hosted by the chamber.

### **2 for 2 Foundation**

Mar 24, 2022 | Duration: 20:22

Our conversation today with Linda Tyler from 2 for 2 Foundation focused on their new organization and it's goal of bringing an ice rink and swimming facility to the area. Linda explained why these facilities are needed and who would benefit most from having them in our community. We talked about the fundraising that will be required and the huge need for volunteers with a wide range of skill sets. Linda told us about their mission to break/set two new Guinness World Records.

### **United Way Day: Wheels 4 Wellness**

Mar 25, 2022 | Duration: 24:11

Our conversation today with Elise from United Way of Northern Shenandoah Valley gave us several updates on projects and fundraisers coming up in the next several months for the agency. Elise told us about the Sherando Sprint Tri (Adult) & Sherando Sprint Tri (Youth). The Rubbermaid Sale will be a double trucker this month since there won't be a sale in April. Joining us for the second half of the show was Traci Toth, Executive Director at Wheels 4 Wellness to talk about her organization that provides rides to those seeking medical treatment and appointments. Traci gave us the details for their upcoming fundraiser: Tablesapes.

### **Shenandoah 2045: Historic & Cultural Resources**

Mar 28, 2022 | Duration: 35:55

Our conversation with Tyler Hinkle, Shenandoah County's Planner is part of an ongoing series following the work on Shenandoah 2045 - Shenandoah County's comprehensive plan. Joining us to talk about Chapter One: Historic & Cultural Resources were Zach Hottel, the county's historian & archivist for Shenandoah County Library; Brad Swank, CAC member serving District 3; and Bill Wine, local historian. We talked about what the chapter includes and why preservation of not just buildings is important to the future of Shenandoah County. We learned how this process will work and what types of things will pose a particular challenge when crafted the updated version of this chapter for 2045. Tyler told us about a few upcoming community collaboration sessions where they'll be set up at local events happening in May across the county. As always, we discussed all the ways that residents of Shenandoah County can (and should) participate in the planning process. Feedback is vitally important and everyone involved in developing the plan is anxious for input from county citizens.

### **Tourism Tuesday EXTRA: Rustic Hare Spring Market**

Mar 29, 2022 | Duration: 25:58

We recorded today's conversation on location at the Rustic Hare Spring Market happening Friday, April 1 (12pm - 6pm), Saturday, April 2 (10am - 5pm), and Sunday, April 3 (12pm - 4pm) at 197 E. Court Street in Woodstock. Kary Haun from Shenandoah County Tourism joined me for the conversation along with Jennifer Luvaas and Tracey Martin to explain how the pop-up shop started last year and told us a bit about their background, their relationship, and future events.

### **FredCo EDA: The Widget Cup & WoW! Expo**

Mar 30, 2022 | Duration: 24:36

We recorded today's conversation on location in the conference room at Frederick County Economic Development Authority to chat with Business Retention Manager, Shayla Rickard. Shayla gave me all the details for the Widget Cup, an annual competition for high school teams. Participating students 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. In the second segment, we talked about the Worlds of Work (WOW!) Expo happening April 21 & 22, 2022 in the James R. Wilkins, Jr. Athletics & Events Center at Shenandoah University.

## **Wyatt Foundation & Literacy Volunteers Campaign for Grade Level Reading**

Mar 31, 2022 | Duration: 26:17

We recorded today's conversation at Literacy Volunteers Winchester Area with their Executive Director Andy Gail and Matt Peterson, Director at the John & Janice Wyatt Foundation. Matt told us a bit about the Wyatt Foundation and their long-term goals to support children and their families in our communities. The John & Janice Wyatt Foundation is a 501c(3) non-profit, grantmaking family foundation established in July 2018 is focused on creating equity and leveling the playing field for socially and economically disadvantaged children and youth in our geographic service area. With an emphasis on early childhood education through middle school, their goal is to help these children stay engaged and become successful, active citizens in today's rapidly evolving world. Matt explained the Campaign for Grade Level Reading that they recently kicked off in Winchester through a grant partnership with Literacy Volunteers Winchester Area. Andy gave us some staggering statistics for the number of adults in our community who struggle with reading and talked about the impact starting with younger children will have on those adult numbers. Andy also told us about their partnership with Dolly Parton's Imagination Library that will provide monthly books to all children living in zip code 22601 under the age of 5. We also talked about the local StoryWalks and Winchester Little Libraries that will be placed at over 13 pocket parks throughout the city.