



# The Swannanoa Bee



January 2010

A publication of the Swannanoa Business Association

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**SOON** in Swannanoa

## SWANNANOA BUSINESS ASSOCIATION

NEXT MEETING  
**Thursday, Jan. 14, 7 p.m.**

Bee Tree Firehouse  
510 Bee Tree Road  
Free, Open to anyone

Second Thursday of Every Month  
Location varies

### Swannanoa Community Vision

**Tues., Jan. 19, 6:30**  
Bee Tree Firehouse  
See article to right >

### 4<sup>th</sup> Annual Mill Around the Village Bluegrass Festival

PLANNING MEETING  
**Wed., Jan. 20, 6 pm**

Bee Tree Firehouse

**SAVE THE DATE** Sat., Sept. 25

### Calling all Retailers — How to Stop Shoplifters

**Wed., Jan. 20, 5:30 FREE**

White Horse Black Mountain  
105 Montreat Road, Blk. Mtn.  
Brian Sinclair-Security Expert, Author

**FREE & OPEN TO ANYONE**  
628-0062; [jody@newearth11.com](mailto:jody@newearth11.com)

### Giant Swannanoa Yard Sale

April or May. Planning Committee  
now forming. *Contact Swannanoa  
Business Association. 337-4718*

### ARTS

#### HandMade Creative Lab & Social

Slightly structured, self-organized  
group of WNC craft artists

Every 2nd Monday, Jan. – May 5:15  
125 S. Lexington Ave., Suite 102  
Asheville; \$10, \$5 Craft Members  
[handmadeinamerica.org](http://handmadeinamerica.org)

And the winners are .....

## Which Ideas Got the Most Votes at November Meeting ?

All Businesses & Residents, including teens, Urged to Attend Meeting

Anyone in the Swannanoa community is invited to participate in the (FREE !) second meeting for the Swannanoa Community Visioning Process on **Tuesday, January 19 6:30 at the BEE TREE Fire Department** at 510 Bee Tree Road! Come hear the results of the community meeting attended by over 100 people in November. Even if you missed that meeting, it's definitely not too late to participate!!

The Visioning Process unites Swannanoa people for a common cause to spur renewal and preservation of Swannanoa. Participants will have an opportunity to talk about our primary opportunities, such as preserving our historic town center; planning affordable housing, using public parks; building sidewalks, and more.

A team of architecture professionals from the North Carolina State University College of Design will again assist with the visioning process and have created conceptual drawings that residents and business owners suggested at the November meeting. Swannanoans will provide feedback to the ideas, and the plans will be further revised.

After a plan is decided upon, interested citizens and businesses will further define projects, find funding sources, and partners to assist with bringing at least some of these ideas to fruition!

This independent, community-based process is non-governmental and is not affiliated with any political or religious group. Anyone who lives, works, or owns a business or property here is invited and encouraged to be a part of the Swannanoa conversation. Costs are covered by personal and business donations including Chow Time Pizza, Okie Dokie's Smokehouse, grants, and organizations including Swannanoa Business Association, Buckeye Cove Community Club, and others. 337-4718 or [burhoej@gmail.com](mailto:burhoej@gmail.com).

### How to Stop Shoplifting at your store- see sidebar at left for particulars

The Marketing Council of the Black Mountain-Swannanoa Chamber of Commerce is pleased to present an anti-shoplifting teach-in/brainstorming session. Speaker Brian Sinclair has a 30-year career as a uniformed and undercover police officer and asset protection specialist with Target, K-mart, Sanibel Island Sonesta Resorts, Fox Security Services, Bally's Park Place, & Wild West casinos. He will share his insights into both the thought processes and the creative techniques of the modern-day shoplifter, and he will be prepared to answer whatever specific questions. Both alcoholic and non-alcoholic beverages and simple snacks will be available for purchase. Attendees are welcome to "brown bag" whatever other food they might wish to bring.

## HOME –BASED BUSINESS

There is a new business group called Appalachian Consumables. If you make soaps, lotions, candles, non-perishable food items, remedies, honey, or any other consumable product contact TAAS Gallery. No monthly membership, 35% commission on sales. Includes inclusion in E-Commerce, Store sales, and Appalachian Features Magazine. TAAS Gallery; 48 E. Main St., Old Fort, 668-1070

**FINANCING** AdvantageWest established the Blue Ridge Entrepreneurial Council to support entrepreneurs through four focus areas: education, mentoring and networking, communications, & capital formation. BREC meets monthly and provides quarterly opportunities for qualified entrepreneurial businesses to present plans before a group of local investors, the Blue Ridge Angel Investors Network (BRAIN). See AdvantageWest, BREC, and BRAIN websites or 687-7234. Grants of up to \$500,000 available from NC Green Business Fund  
Pre-proposals due Jan. 19

## SUPPORTING SWANNANOANS

**FEEDBACK: GOOD FOOD** Was there a food from a Swannanoa farm or a favorite restaurant using local food that you enjoyed? Your comment may appear in the 2010 Local Food Guide or other ASAP promotions; 236-1282; Help get us in the public's eye for free! [AppalachianGrown.org](http://AppalachianGrown.org)

**COATS** Help buy students a warm jacket. School has agriculture program with 27 students, vegetables, greenhouse and pastured broiler production. Many students won't ask for assistance and do not own an adequate winter jacket. 216-2966 or Community High School; c/o Ag Jackets; 235 Old US 70; Swannanoa or [casey.mckissick@bcsemail.org](mailto:casey.mckissick@bcsemail.org). May be tax-deductible through the B. County Schools Foundation. **Tell him you saw his request here.**

## **BUSINESS OPPORTUNITIES**

Did you know Holiday Inn has pet shows on site? WW College has groups coming for mtgs. all winter long? Are you serving them?

### **FREE ADVERTISING**

Event, music, food, historians, employees, etc. that relate to Parkway 75th Anniversary. Get free advertising on their site & literature. [blueridgeparkway75.org/events](http://blueridgeparkway75.org/events)  
210.2724

**GRANTS Green Entrepreneurs**  
687-7234 [AdvantageWest.com](http://AdvantageWest.com)

### **FOOD & FARM**

#### **Extra Farm Income?**

Like to be considered for the 2010 \*Family Farm Tour\*, June 26-27, coordinated by Appalachian Sustainable Agriculture Project? Applications **due Jan., 15**

Early application helps schedule farm visits, especially for new applicants. [asapconnections.org/thefamily](http://asapconnections.org/thefamily)  
236-1282

**The Mixing Bowl** lists products requested by chefs, distributors, etc. & products offered by growers; helps business & farm form partnership. [buyappalachian.org](http://buyappalachian.org); 236-1282

**Swannanoa Eateries:** Does your restaurant or catering business serve local food? How do you support local food & farm businesses?

### **CENSUS JOBS**

[2010censusjobs.gov](http://2010censusjobs.gov)  
or 1-866-861-2010

### **BUS ENTHUSIASTS**

Your comments were heard

Passengers will need to travel to US-70 to ride Bus Route 28. 258-0186 Bus #29 (WWCollege) stays here. [buncombcounty.org/GOVERNING](http://buncombcounty.org/GOVERNING)

**FREE INTERNET & Computers & Assistance @ Swannanoa Library**  
Grovermont 686-5516

Free WiFi @ Moments Café & Patis. across from Tolley's Insurance

## **Swannanoa Business Association**

### **Newsletter**

Welcomes your information or ad Email & paper copies monthly to hundreds of local businesses, residences

### **Membership Annual Dues**

\$25: Sole owner, individual, non-profit  
\$50: 2-14 employees  
\$100: 15 + employees

May pay in installments. Send dues & comments to our address above. We have over 30 members & *need you!*

### **Meetings**

*Second Thursday of each Month*  
Call 337-4718 for locations

## **MARKETING Buzz**

**Will you help us accomplish this to increase non-manufacturing business here ?**

**STEP 1 STOP the BLEEDING by supporting existing businesses NOW, DAILY.**

**STEP 2 STUDY MARKET NEEDS-** Take a survey of your customers and find out how to grow your business. What are you doing wrong/ right? I have learned at Avl/B. Co. Business Development mtgs. & from local Inns that people are looking for fun, inexpensive activities unique to our area. Locals and tourists want activities to do after touring the Biltmore House. This is the Blue Ridge Parkway's 75th Anniversary; they are looking for events, music, food.

**STEP 3 LOOK AT RIGHT-NOW, RIGHT HERE ATTRIBUTES-**

Spectacular scenery, chocolate factory, proximity to Avl. & Blk. Mtn. & Parkway for easy day-trips, many motorcycle enthusiasts & facilities, several camping facilities, home-based art studios via beautiful scenery, chocolate, horseback riding, restaurants, farms, unique world renowned college, good hiking & biking, swimming holes, Old farmer's Ball, Swannanoa Gathering, Chamber Music series, chocolate, Mill Around the Village Bluegrass Festival, Writer's Workshops, lovely event sites & meeting places, proximity to L.E.A.F. Festival attendees, etc... oh did I mention chocolate?

**STEP 4 TAKE ADVANTAGE OF WHAT WE ALREADY HAVE**

by joining together to match up step one with step two above- what the market wants with existing opportunities right here.

For instance- Develop Scenic Drives including stops for good food or picnics To Go? Advantages: Inexpensive drive, easy on the tired tourist feet, beautiful scenery with a few historic and/or art places as stops, good fun for any age.

Tour could include our beautiful event sites? Art studios (already done in Fall and Spring) Fly fishing sites? Historic sites? Beacon Bank Museum ? Special tours can include eco-dorms at AA College, their hiking trails, their camping classes, etc. How can we join forces with WW College, B. Community School East activities, for instance?

**STEP 5: BEGIN TO GROW OTHER DO-ABLE IDEAS**

such as combining with existing Quilt Trails? History tours, Textile Museum, etc. More on this next month.

If you are interested in developing any of these ideas further come to SWANNANOVA BUSINESS ASSOCIATION mtg. **THURS., JAN. 14, 7 pm.** BEE TREE FIRE STATION, 337-4718 Mtgs held the second Thursday of each month at various local sites. We usually have good food.

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*THANK YOU* Many thanks for several events, a fun business card swap opportunity, and delicious home-baked food in his lovely Christmassy store go to Jeff Seitz at Appalachian Creek Nursery & Landscaping, 296-7396 on Mimibis Lane; Across Hwy 70 from & slightly west of Shell station at Warren Wilson Rd. What a pleasant hidden gem Swannanoa has at this great nursery. Stop and Shop Swannanoa! Thank you to a supportive member!

## **The Buzz Heard 'Round the Hive**



### **New Biz**

**Anne's Custom Catering** 686-5679. Anne is also chef at Moments Café & Patisserie [annescustomcatering.com](http://annescustomcatering.com)

**Cool Breeze Ice Cream** [jolewellim@yahoo.com](mailto:jolewellim@yahoo.com)

**All Around Asheville Carpet Cleaning** by Mike at 865-310-9998  
(New Dad yet Mike?) [allaroundsasheville@hotmail.com](mailto:allaroundsasheville@hotmail.com)

### **New Products and Services**

**Moments Café** Now has sandwiches! Quick service = Call ahead, 686-5679

**Boyd's Tire & Service Center** Now does Tune ups! 686-5556; 2485 Hwy 70

## **COST SAVINGS Buzz**

### **Work Release Program at the Swannanoa Correctional Center for Women**

At this minimum-security prison inmates are allowed to leave each day to work, required to return to the prison when their work is finished, cannot work for family members or where alcoholic beverages are served, cannot operate their own business, and must earn at least minimum wage. The employer must receive an orientation from Division of Prison staff and have Worker's Compensation insurance.

Ex-offenders selected as part of the work release program may be eligible for the Work Opportunity Tax Credit Program. An ex-offender cannot have employment history with your company. [doleta.gov/business/incentives/optax](http://doleta.gov/business/incentives/optax) or Work Release Coordinator with SCCW at 828.686.0567.



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PLEASE patronize our **MEMBERS** . . .

**Affordable Inspections**

626 Old Lytle Cove Road 242-7687

**All Around Asheville-Cleaning**

allaroundasheville@hotmail.com

**Appalachian Creek Nursery &**

**Landscaping** Hwy 70 across from Warren  
Wilson Rd.; 296-7396 appcrk@yahoo.com

**Appalachian Land Planning & Design**

280-8903

**Bank of America**

2323 Hwy 70 686-3801

**BB&T**

1327 Tunnel Road 298-3936

**Beacon Bank Antiques**

450-2888

**Beacon Veterinary Hospital**

101 Whitson Avenue 686-3828

**P. Billodeaux**, Licensed Massage Therapist

450-2296

**Black Mountain Chocolate**

131 South Avenue 686-5511

**Black Mountain Studios**

62 Old Lytle Cove Road 686-1011

**Black Mountain-Swannanoa Chamber  
of Commerce** 669-2300

**Braun Solutions**

info@braunsolutions.com 582-3814

**Pam Braun- Coldwell Banker Kasey**

pamela.braun@coldwellbanker.com 582-1110

**Carolina Ready Mix & Builder's Supply**

606 Old Hwy 70 686-3040

**CelebrateSwannanoa.com**

CelebrateSwannanoa.com 337-3410

**Chow Time Pizza** 686-1986

2334 Hwy 70 oldbluetransport@aol.com

**Cool Breeze Ice Cream**

joelewellim@yahoo.com

**EMBA, Inc.- BusinessCard NotePad**

elliottblack@bellsouth.net 298-8406

**Faith Chiropractic**

2290 Hwy 70 686-5200

**Barbara J. Frady, LCSW**

686-5232

**Gentle Family Dentistry**

Barbara Bowman-Hensley, DDS

299-8824

**Greenvine Designs**

450-9947, shane@greenvinedesigns.com

**Heartware Computer Solutions**

2300 Hwy 70, # A; heartware@charter.net

**Jay Brown Music**

jaybrownmusic@yahoo.com 686-0444

**Moments Cafe/Anne's Custom**

**Catering** 2244 Hwy 70 686-5679

**Okie Dokie's Smokehouse**

2375 Hwy 70 775-4748

**Penland Funeral Home**

125 South Avenue 686-5447

**Progress Energy**

258-5019

**PSA Pharmacy**

2294 Hwy 70 686-3804

**Stone & Christy, P.A.**

StoneandChristy.com 669-7642

**Swannanoa Flower Shop**

2336 Hwy 70 686-3808

**Swannanoa Carpet City**

2407 Hwy 70 683-7356

**Swannanoa Pride Community Coalition**

swannanoapride.org

**Tolley's Allstate Insurance** 686-9422

2277 Hwy 70 christolley@allstate.com

**Warren Wilson College**

Warren Wilson Road 298-3325

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**Swannanoa Business Association**

**Membership Annual Dues**

\$25: Sole owner, individual, & non-profit

\$50: Business with 2-14 employees

\$100: 15 + employees. May pay in installments.

Please send dues & comments to address above. A

new organization, we need your ideas &

participation! SwannaYESa!

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