



# The Swannanoa Bee



**October 2010**

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**MEET**

**SWANNANOA BUSINESS  
ASSOCIATION**

NEXT MEETING

**Thursday, Oct. 14, 7 p.m.**

Bee Tee Firehouse  
510 Bee Tree Road

**Agenda:** The Cliffs, Website, Holiday plans

*Meetings are free & open to non-members until seating runs out for this mtg.  
2<sup>nd</sup> Thurs. of each month  
Various business locations*

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**Economic Summit**

**Monday evening, Nov. 15**

Diana Wortham Theatre  
UNC-TV host D.G. Martin moderates a panel of distinguished high-profile business and political leaders, including NC Lieutenant Governor and Rutherford County native Walter Dalton; Austin Adams, former Executive Vice President and Corporate CIO of JPMorgan Chase; and Anita Brown-Graham, Director of NC's Institute for Emerging Issues, a public policy, think-and-do tank.

**Online Registration starts Oct 11**  
[AdvantageWest.com](http://AdvantageWest.com)

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**Save the date**  
**Carolina Connect**  
May 5, 2011

Social media, PR, & marketing guru Peter Shankman is keynote speaker Pam Lewis, AdvantageWest Economic Development Group 687.7234, [www.advantagewest.com](http://www.advantagewest.com)

*A publication of the Swannanoa Business Association*

## E.A.S.T. Art Studio Tour Oct 9 & 10 !

American Craft Week is a celebration of not only the aesthetic, but the economic value of hand made American crafts. Swannanoans should be very proud of its many talented artisans! Swannanoa began its celebration of local crafts with the 4<sup>th</sup> Annual Mill Around the Village Bluegrass Festival (a great success!), and we end it Oct. 9 & 10 with a FREE self-guided tour of the home studios of artists of the Black Mountain, Swannanoa, and East Asheville area at the **East of Asheville Studio Tour**. Everyone is welcome to visit any or all of the studios whether they are serious art patrons or just browsers of beautiful and interesting works. Map and Brochure available in several Swannanoa locations or online. [EastStudiotor.com](http://EastStudiotor.com) [AmericanCraftWeek.Com](http://AmericanCraftWeek.Com).

## Swannanoa Country Market

The *Swannanoa Country Market* is opening soon inside Stephanie's Roadhouse Bistro, at 2077 U.S. Hwy 70! Stephanie is currently looking for arts and crafts, clothing, baked goods, jams, jellies, honey, garden produce and accessories, books, music, DVDs, and more, that represent Western North Carolina. All items must be in resell condition, and all prepared food items must come from a certified commercial kitchen, packaged, include ingredients, and dated. (Home food processors: There are several commercial kitchens in Swannanoa.)

Showcase your merchandise in Swannanoa's newest enterprise! Hurry, don't miss this opportunity to earn extra bucks during the holiday season! 367-2761, [stephanie7585@gmail.com](mailto:stephanie7585@gmail.com).

The next Swannanoa Business Association meeting is Thursday, October 14 at 7 p.m. at the Bee Tree Firehouse, 510 Bee Tree Road. We'll meet with a representative from one of our members, **The Cliffs Developments**, to discuss how to work together with them to improve Swannanoa's business community. All members are encouraged to attend, ask questions, exchange business cards, and especially bring a potential new member.

## NEW 2011 BUSINESS DIRECTORY

*Your Swannanoa micro-business is included for free if we are aware of it... babysitting, lawnmowing, farm products, sewing, Mr. Fix It, crafts, internet...?*

*We still have a few spaces for advertisements in this annual publication soon out! 337-4718*

# ENJOY

## Fall Festival

Sat., Oct. 9

11- 3 FREE

Food, Music, Dancers, Games,  
Dunk Tank, Inflatable rides, Bake  
Sale, Pumpkin painting

W.D. Willams Elementary School

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## Hike

Wed. Oct. 13, 1 p.m.

to the ruins of Alexander Farm,  
once an expansive holding of one of  
the earliest families in the Swannanoa  
Valley. Much original farmland is now  
owned by Warren Wilson College and  
is still used for farming. Easy 2-hour  
hike with descendant, Bill Alexander.

Leave from Ingles parking lot on side  
near U.S. Hwy 70; \$ 20

\$10 for Swannanoa Valley History  
Museum members. Reservations  
appreciated. 669-9566 or  
[swannanoavalley@bellsouth.net](mailto:swannanoavalley@bellsouth.net)

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## East of Asheville Studio Tour

### E.A.S.T.

October 9 & 10  
FREE

The perfect way to participate and  
savor the arts and crafts of this  
region's diverse artists in their  
Swannanoa & Blk. Mtn. studios  
See article above.

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## Old Farmer's Ball Contra Dancing & Lessons



7:30 Every Thursday  
Bryson Gym

Warren Wilson College 298-3434  
[Oldfarmersball.com](http://Oldfarmersball.com)

# MEMBER BUZZ



## BINGO & Ice Cream !!!!

Swannanoa Babe Ruth Baseball & Softball (686-0493) has Bingo as a fund raiser for their youth league every Monday night from 7 – 10 at the Eye Scream Parlour (301-3582) 2064 Hwy 70, across from Stephanie's Roadhouse Bistro, near Davidson Homes. Try their Hershey's chocolate !!

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♪ Clearwater Connections (686-8722) plays "Where Memory Lane Meets Nostalgia Boulevard"- Songs from 40s, 50s, 60, sing-a-longs. FRIDAY, OCT.8, 8 pm, Masonic Temple, 80 Broadway, A'ville.

♪ They also co-host Sweet Adeline, Song O' Sky Show Chorus' big event, Harmony Celebration 2010, "A Mountain Home Companion." With comical dialogue in the "live radio show fashion". SAT., OCT. 16, 7:30 pm A'ville Community Theater, 35 E. Walnut St., 254-2316

♪ FRIDAY, NOV.5, 7:30 pm, Feed and Seed Building, 3715 Hendersonville, Rd., Fletcher 216-3492 [www.feedandseednc.com](http://www.feedandseednc.com)

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♪ Jay Brown is playing at Stephanie's Roadhouse Bistro, 2077 U.S. Hwy 70, on Friday Oct 15 7:30 pm. BE THERE to enjoy his original one-man-band with guitar, harmonica, & percussion; 299-4127

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Davidson Homes is searching for good families to provide a home setting for individuals with developmental disabilities, similar to foster care except we place mainly adults. They are also looking for people to provide respite care for those individuals, to give families some relief. 2084 Highway 70, 299-1720 Ext 254; [davidsonhomes.org](http://davidsonhomes.org)

## Swannanoa gifts FINALLY Available HERE!

A fascinating book, "Another Time, Another Place: Growing Up In Swannanoa 1929-1950" by Gene Mills, about life in Swannanoa's Beacon Village is for sale at Beacon Antiques, 300 Whitson Ave. Open Tue.- Sun. 10-6.! ... Great memorabilia in there!

Stephanie's Roadhouse Bistro, 2077 U.S. Hwy 70, is also the exclusive vendor of Swannanoa T-Shirts, mugs, bumper stickers, & more great gifts for houseguests, and family & friends away from home. Gifts also available online at CelebrateSwannanoa.com.

## **OUR NEWEST MEMBERS !!!**

Grove Stone & Sand Company	686-3844
Hillbilly Hill Cabins Rentals	712-2086
The Watkins Group Insurance	686-0077

# . LEARN .

## SEMINARS

**Accounting for Non-Accountants**  
Oct. 6, Wed. 6 - 9

**Business Law Basics**  
Oct. 16, Sat., 8:30 - noon

**Advanced Internet**  
Oct. 20, Wed. 6 - 9

271-4786  
[ashevillescore.org/registration.htm](http://ashevillescore.org/registration.htm)

## SURVIVAL MARKETING

*Advertising results less than expected ?*

**November 13 - Saturday**  
8 - noon  
\$30, 25 if pre-register

Without ongoing sales your business has no future. Why networking is critical to your success; how to network the right way; the most successful marketing strategy; the referral-based business; how to develop one; Over 70 low-cost & no-cost marketing ideas presented; If you have been relying on advertising to build your business, learn better ways.

S.C.O.R.E.  
AB Tech Enka Campus  
254.1921, ext. 5849  
Small Business Center, Room 2046  
[info@ashevillescore.org](mailto:info@ashevillescore.org)

## "Starting a Business in the Swannanoa Valley"

*Free brochure*

Call 337-4718 or Black Mountain Swannanoa Valley Chamber of Commerce 669-2300

# Thanks

To the  
Mill Around the  
Village Bluegrass  
Festival Association  
For a GREAT day !

## AGRICULTURE BIZ BUZZ

Farm businesses that are diversifying or expanding their operations are eligible for grants to offset the risk of trying new ventures. WNC Agricultural Options will award grants ranging from \$3,000 to \$9,000 for farm diversification projects. [wncagoptions.org](http://wncagoptions.org) 586-4009 or 488-3848



## MARKETING BUZZ

Is your product for sale in Swannanoa stores ?

Have you traded business cards & product /service information with other businesses here to make referrals to each other ?

What are you doing to help other Swannanoa businesses and what are they doing to help you??

Have you asked them for feedback on your service or product?

## Retail Businesses Customer Satisfaction Cards

will be soon available for us to leave at your business if you desire. Your customers can fill them out and mail them directly to the Swannanoa Business Association for us to confidentially analyze to provide helpful & anonymous feedback to you.

## Hospitality, retail, or food business Out-of-Town Visitor Survey

As part of the Marketing Council for the Blk Mtn-Swannanoa Valley Chamber, we surveyed out-of-town visitors at the Mill Around the Village Festival & at Warren Wilson's Plow Day to find out what would encourage them to stay here longer, what they would want to do, etc. We'd appreciate additional data from your visitors and customers. We'll email or mail you copies of the survey to be returned to us before Nov. 26. The more data Swannanoa can collect, the more we can target Valley marketing where it makes the most sense, both as part of the Chamber and as individual businesses and organizations.

## Any business New product, service, or promotion?

If so, send your business news to us & **The Black Mountain News**, a member of the Swannanoa Business Association, for their monthly business column. [gretchen@ghpr.net](mailto:gretchen@ghpr.net) AND purchase a very well priced ad on their Swannanoa Share Page. 669-8727

## SWANNANOA SHINDIGS

We have been asked to continue the Shindigs throughout the winter, but need help. Call 337-4718 if you can play traditional mountain music one night a month, sell food & drinks, provide a public location, or help organize.

### Please THANK & patronize these SHINDIG SPONSORS:

*BlackMountainMusicScene.com*, Black Bottom Greenhouse, Black Mountain News, Boyd's Tire and Service Center, Can-Do Graphics and Signs, Chow Time Pizza, *CelebrateSwannanoa.com*, Clearwater Connection, Duke's Hotdogs, Firefly, Flat Creek Boys, Laurie Fisher, Penland's Funeral Home, R & R Performance, Stone and Christy LLC, Swannanoa Babe Ruth Baseball and Softball, Swannanoa First Baptist Church, Swannanoa Flower Shop, Swannanoa Pride Community Coalition, Swannanoa Volunteer Fire Department, T-A- D-S Renewable Resource Recovery, Tolley's Allstate Insurance, WMY-40 TV, and many individuals.

## Gravestone Conservation

Sat., Nov. 6, 9:30 - 4

Jonathan Appell, one of the premier cemetery conservation specialists in the United States with over 20 years of experience in gravestone conservation techniques; cleaning, repairing, & reducing damage to cemetery markers, monuments, & structures; basic geology; raising, re-leveling and re-setting gravestones; creating mortars, color matching.

Dress for interactive, outdoor activities; Rain- indoors.

\$40 Registration required.

Piney Grove Cemetery  
First Presbyterian Church,  
founded in 1794.

Jeff Futch, 274-6789 ext. 22  
[jeff.futch@ncdcr.gov](mailto:jeff.futch@ncdcr.gov)  
[gravestonepreservation.info](http://gravestonepreservation.info)

## .CLASSIFIED.

2800 sq.ft. Business building available for lease + basement storage, downtown Swannanoa  
778-0222

### FREE Internet access

Library in Grovemont 686-5516  
Moments Café 686-5679  
Stephanie's Roadhouse  
Bistro 299-4127

**SHOP**  
**Swannanoa**  
**SUPPORT YOUR**  
**NEIGHBOR**  
**Look Local First**

### Swannanoa Business Association MEMBERSHIP

\$25 1 owner/ individual/  
not-for-profit  
\$50 2-14 employees  
\$100 15+ employees

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## HISTORY BUZZ



Beacon people, textile museum enthusiasts, traditional mountain music ♪ enthusiasts, Grovemont residents,:

### Local History & Preservation Roundtable

**Thurs., Oct 28, 4-5 Tour, 5-7** Masonic Temple, 80 Broadway St., A'ville. Storytellers, history buffs, preservationists, groups interested in history & cultural preservation. They will collect materials for a web-based clearing-house for storytellers, information sharing, historic preservation. Sponsored by The Historic Resources Commission of Asheville & Buncombe County, and others.



## GOVERNMENT BUZZ

New law provides tax cuts for small businesses and up to \$14 billion in federally funded loans aimed at stimulating job creation, [tinyurl.com/38z95ly](http://tinyurl.com/38z95ly)

BizBoost, a new program helps small businesses in the AdvantageWest (WNC) region as part of Gov. Perdue's JobsNOW initiative and provides effective business assistance to firms identified through AdvantageWest in partnership with the UNC system's Small Business & Technology Development Center. ProfitCents is a powerful financial analysis tool offered at no cost to businesses with three years of financial data & provides an easy-to-read evaluation of trends across time, as well as an industry comparison. Having a clear but comprehensive review of costs, receivables, assets, revenue, and other measures helps you make better adjustments in the current economic climate. [www.sbtcd.org/bizboost](http://www.sbtcd.org/bizboost)

### Entrepreneurism as part of Swannanoa's economic strategy?

The Certified Entrepreneurial Community Program (CEC) continues to receive attention on many levels from within North Carolina to across the country, as community leaders recognize the important role entrepreneurship can play as a strategy for economic development. The CEC program was also featured at a gathering of leaders from across the state working in collaboration to create "homegrown" jobs. If you are ready to make a commitment to encourage and support entrepreneurship, now is the time to act; call the Swannanoa Business Association, 337-4718 through Oct 22: Schedule an AdvantageWest CEC presentation to get your questions answered about the process. This would be easier for Swannanoa to get than most communities, as some of us have gone through the training and have completed some of the requirements.

Bicyclists, walkers, & joggers have been seen on Swannanoa's roads at dusk, in shadows, in dark clothes. **THINK, please!**