



Working Together to Grow Our Business

FEBRUARY 2017 | PBA NEWSLETTER

Upcoming Events

February Luncheon

**THE TRUMP EFFECT:
RISKS & OPPORTUNITIES
FOR SMALL BUSINESS**



SPECIAL GUEST:
Steven L. Skancke, Ph.D

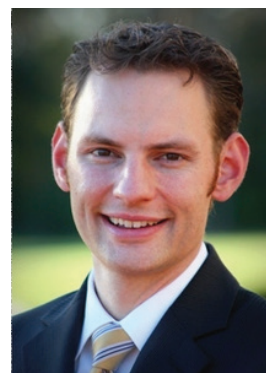
WHEN: Tuesday, February 14th
12:00 pm - 1:30 pm

WHERE: Loudoun Golf & Country
Club, Purcellville

REGISTER: purcellvillebusiness.org

Message from the President

2017 - what a whirlwind so far! But before I get ahead of myself, I want to express my thanks to all of our 2016 members who helped us have a tremendous year of growth. With a terrific leadership team in place, I am confident this year will be even better.



Our first luncheon of the year continued our longstanding tradition of having a Mayoral address, and we had a packed room as always. If you thought that was great, you do not want to miss our February luncheon this Tuesday. We are privileged to have a well-known economist who has served four U.S. Presidents, Dr. Steven Skancke, come give us his thoughts on how the Trump administration will impact small business. It promises to be an interesting and relevant topic for all of us.

Lastly, a personal note of gratitude to the businesses who stepped up to sponsor the PBA this year. In particular, I want to thank Middleburg Bank and Bank of Clarke County for investing in our top levels, but also several other businesses who became silver level sponsors. We really tried to make this a great value, and there is still time to join on as a sponsor if you are interested.

Enjoy the rest of the newsletter,

Tim

Upcoming Events

March Luncheon

**A PURCELLVILLE SUCCESS STORY:
FROM GARAGE TO GLOBAL
IN 7 YEARS**



WHEN: Tuesday, March 14th
12:00 pm - 1:30 pm

WHERE: Loudoun Golf & Country
Club, Purcellville

REGISTER: purcellvillebusiness.org

Just For Fun



PBA Headlines

■ Mayor's 2017 Business Address



Once again we had a terrific showing for our first luncheon of the year. Mayor Fraser spoke to a full audience as he presented the state of the town and gave insight on current projects and priorities. Among the topics discussed were ways to fill commercial vacancies and have better engagement with the business community. There was an opportunity for attendees to ask questions and interact with the Mayor and town staff.



■ New PBA Directory Coming Soon!

In years past, we have had a printed directory of all PBA members. Recently we have heard from several of our members that they appreciated this handy guide. Therefore we are happy to announce we will be printing a high quality, pocket-sized directory this year that will include each members information.

PLEASE NOTE:

We have recently updated our online membership directory. As a result, it would be helpful if each member could visit our website at www.purcellvillbusiness.org to make sure your information is correct, and if not email us at info@purcellvillebusiness.org.

ALSO IMPORTANT:

If you have not yet paid your 2017 dues, please do so in order to be printed in the directory!

Renew Your 2017 Membership!

■ Still a Few Sponsorship Spots Left!

For the first time as an association, we have decided to open up a win-win marketing partnership to members who would like us to promote them throughout the year. In turn, this helps us to continue growing as an association and thus provide more value to all members.

We spent a lot of time putting together packages that we think are a great value. We still have a few spots left! If interested, please click [here](http://purcellvillebusiness.org) or email sponsorships@purcellvillebusiness.org.



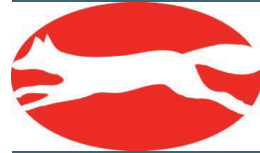
■ Help Make Our Association Better

Looking for a way to get involved? We have some terrific committees that helped grow our association last year, and this year we would love to expand that even further.

Our four committees are: **Legislative** (focused on bringing information to our members on government issues that will impact them); **Membership** (working to enhance our value to new and renewing members); **Communications** (guiding the content and design of all our various communication portals); and **Events** (puts together our amazing programs). Our committees generally meet once a month. Please let us know if you have interest in serving on any of these.

2017 SPONSORS

Train Station Sponsor



**Middleburg
Bank**

W & OD Trail Sponsor



Main Street Sponsors

Bank of Charles Town
Browning Equipment
Hudimac & Company
Keel Point
Rogan Miller Zimmerman
Sengpiehl Insurance
Zicht Engineering

News Around Town

■ Update from the Legislative Committee

Please Complete the Business Survey by February 28th

The Purcellville Economic Development Advisory Committee (EDAC) has created a survey to gauge the sentiment of town business owners. The 18 question survey can be accessed [here](#), and paper copies can be obtained at Town Hall. Local DECA students from Loudoun Valley High School have also been helping with outreach. EDAC will use the results of the survey to make recommendations to Town Council.



Purcellville Financial Data Now Accessible Through OpenGov



In an effort to increase the transparency and readability of town financial documents, Purcellville has partnered with OpenGov. The new platform gives residents the ability to view and analyze the town's entire financial data, monthly and annually. Visitors can also download the data for offline analysis.

Two New Citizen Engagement Tools Available on Town Website

The Town has launched an online polling site and community idea portal. The polling site allows the Town to create quick polls of citizens on any number of topics, such as the community's desire for additional amenities, voting on branding for the Town, and feedback on policy issues facing the Town Council. All results will be captured and shared with Town Council in both the aggregate and separated by resident/non-resident input.

The Community Voice portal is an idea generation and discussion tool, in which members of the community can create ideas, seek feedback on specific topics, and dialogue with the community on various proposals. Community Voice is meant to be a way for citizens to virtually brainstorm on topics important to them. In addition, the Town may post ideas for citizens to consider and provide feedback. Ideas include Transportation Improvements, Efficiency of Town Services, Open Space, Recreation, and more.

Community Happenings

■ Purcellville DMV Select Has Re-Opened

Good news for all Purcellville drivers! The DMV Select has reopened at the Virginia Regional Transit (VRT) location. As before, this location handles most transactions but does not



issue Driver's Licenses, Learners Permits, or ID Cards. Click [here](#) for a more complete list. Special thanks to Delegate Dave LaRock, Congresswoman Comstock, Commissioner Holcomb, Senator Black, and Mayor Fraser for their efforts to get this done!

■ Volunteers Needed for Town Wide Clean-Up

On Saturday, March 25, 2017 from 8:00 am until noon the Town of Purcellville is once again partnering with Keep Loudoun Beautiful for the annual Town Wide Clean-Up Day. Last year, nearly 200 volunteers collected 145 bags - nearly $\frac{3}{4}$ tons of trash and recycling! The Town of Purcellville invites all citizens, families, individuals, sports teams/organizations, scouts, church groups, and all other volunteers to participate. For more information and to register, please contact Adam Broshkevitch, Purcellville's area leader, via email at klb.purcellville@verizon.net, or Sheryl Hood at shood@purcellvilleva.gov. The rain date for the clean-up will be Saturday, April 1, 2017.




Join us for the 7th Annual
Loudoun Grown
EXPO
Saturday, February 25, 2017 10 am to 5 pm
Bush Tabernacle
250 S. Nursery Ave. Purcellville, VA
www.loudoungrownexpo.org

■ New Business Openings - *Welcome to the Neighborhood!*

Petite LouLou Creperie
713 E Main Street

Purcellville Pharmacy
609 E. Main Street

Mark Burgess, CPA
170 W Main Street, #201

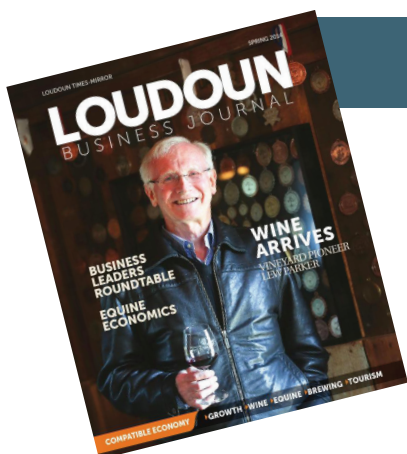
Dance Academy of Loudoun
739 E. Main Street

The Reiki Center for Wellness
102 N. 21st Street

Member Zone

■ Loudoun Business Journal 2017 Advertising Rates Published

The Loudoun Business Journal is a quarterly publication specifically to highlight business activity in Loudoun. For more details on the advertising rates and deadlines, please click [here](#). If you are interested in advertising, please contact Lynne Ast at last@virginianewsgroup.com.



Member Zone



■ Member Highlight - *Ben Weber, Integrity Home Mortgage*

After spending many years living and working abroad for an international think tank, in 2002 Ben returned to his Virginia roots to start his own small business and get involved in the community. Today, Ben is passionate about guiding homebuyers into the world of home mortgages and homeownership. "We only have one chance to make a lasting...positive... impression and it is vital that we do so in a way that helps protect the borrower's family and future," says Ben. "Working for Integrity Home Mortgage not only allows me to offer a selection of quality loan products that fit my client's specific needs, but also provides the client with a professional and rewarding experience from start to finish." In addition, Ben holds graduate degrees in economics and planned economies from George Mason University, which provides his clients with an insight into market forces that helps dictate interest rates.

Ben lives in Old Town Winchester with his wife, Kirsta who is an HR professional, their high school son Mitchell and their foster daughter Payton. They share their historic home with Annie their 21 year old cat and Astro, the wonder mut. Ben can be reached at (703) 606-5002 or bweber@ihmcloans.com.

Welcome NEW Members!

We Care Management, LLC

Amanda Babineau

phone: 703-493-0467

email:

wecaremanagement16@gmail.com

website:

www.wecaremanagement.com

Stribling Counseling Services

Henry Stribling

phone: 540-338-3332

email:

Henry@striblingcounseling.com

website:

www.striblingcounseling.com

Purcellville Cannons

Kristy Lemieux

phone: 540-974-4101

email:

cannonsfever@gmail.com

website:

www.purcellvillecannons.com

Properties on the Potomac

Jon Henkel

phone: 703-989-7454

email:

jonhenk1@gmail.com

website:

www.propertiesonthepotomac.com

Vitalita' Organics

Lisa Hall

phone: 540-338-7048

email:

lmhall54@aol.com

website:

<http://vitalitaorganics.com>

CEA Farms

Donald Virts

phone: 304-261-8596

email:

donaldvirts@frontiernet.net

website:

<http://www.ceafarms.net>

Loudoun Wildlife Conservancy

Linda Perry

phone: 703-777-2500

email:

lperry@loudounwildlife.org

website:

<http://www.loudounwildlife.org>

New York Life

Colleen Stutz

phone: 703-287-2176

email:

cscioppi@ft.newyorklife.com

website:

<https://www.newyorklife.com>

Have content for this newsletter?

Interested in being a sponsor?

We'd love to hear from you!

Email us:

newsletter@purcellvillebusiness.org