

# BEDFORD AREA CHAMBER OF COMMERCE

# FOCUS

The Bedford Area Chamber of Commerce and Business; Working Together for A Stronger Community

## Tickets on sale NOW for 2009 Beach Bash "Sip-n-Shag"



Make sure you get your tickets for a chance to soak in the last long rays of summer on the shores of Smith Mountain Lake! Presented by WSL10 and sponsored by Ace Group and Centra Medical Group, the 2009 Beach Bash will be held on August 22nd at Parkway Marina from 4-9PM.

This year's event lasts an hour longer and returns its popular wine festival feature with the following area wineries participating: Blue Ridge Vineyard, Fincastle Winery, Hickory Hill Vineyards & Winery, Peaks of Otter Winery, Tomahawk Mill Winery, Virginia Mountain Vineyards, and White Rock Vineyards & Winery. Plus, don't forget your dancing shoes as Part Time Party Time Band cranks out hours of great beach music!

Don't miss out on this event that had 1,000 fun-and-sun loving attendees last year! Tickets are available online at [www.bedfordareachamber.com](http://www.bedfordareachamber.com) or at one of the following outlet locations:

**Bedford**  
Bedford Area Chamber of Commerce  
Bedford Area Welcome Center

**Smith Mountain Lake**  
Glenwood  
Parkway Marina  
StellarOne-Moneta Branch  
White House Store  
WSLK

**Forest/Lynchburg**  
Bedford Area Chamber of Commerce- Forest  
Century 21 All-Service- Timberlake Rd  
Century 21 All-Service - Old Forest Rd

**Roanoke**  
StellarOne - Franklin Plaza Branch  
StellarOne - Tanglewood Branch

## H & R PEST CONTROL COMPANY

H & R is a new pest control company locally owned and operated by John Race and Garry Howard. You've likely seen the web covered van going through town. If you have termites, spiders or ants, H & R is the local company to call. "We saw the opportunity to provide same day service to local businesses and homeowners in Bedford City and County," said John Race. Garry Howard says, "As the only locally owned and operated Pest Control Company in the City of Bedford we can provide timely service to our friends and neighbors, and with John's experience we can provide a solution to any pest control problem." They offer Free estimates as well as certified termite inspections, septic and water testing. For help with any of your bug solutions call H & R Pest Control, your Honest and Reliable Pest Control Company on their local line at 309-1110.



## All Wireless Opens at West Lake

All Wireless One Stop located at 13345 Booker T Washington Highway, Hardy (West Lake Business Community), was the site of a very successful Grand Opening and Ribbon Cutting Ceremony on Saturday, June 13.

Fantastic promotions by nTelos and Direct TV had a number of attendees signing up for new services. Q99 Diner handed out lots of free hot dogs and beverages, and Red Sox ball players were available to sign baseballs for their fans.

Owner Frank Brudke (also owner of the White House Restaurant in Huddleston) had this to say: "After being in the restaurant business all my life, I'm thoroughly enjoying this new business." Frank would be pleased to have you stop by his new location and learn about the great deals they're offering during this start-up operation. You can reach them by phone at 540-721-3733.



## THE CHAMBER NETWORKING EXPERIENCE

Networking is one of the most valuable benefits the Chamber provides for its members. Thanks to Lisa Rice, Lisa Rice Productions, for bringing this article to our attention.

DON'T CONFUSE NETWORKING WITH SELLING - Biznik

You've probably all had the "used car salesman" experience at networking groups. You meet a new person, and during the normal protocol, you politely ask them what they do. They immediately launch into a passionate pitch about how wonderful their product is and assure you that you'll be dead next week if you don't buy it. You politely don't ask them anymore questions, hoping the conversation will end so you can move on. Or you wait for a break in their diatribe so you can blurt out that you need to find the rest room. As an after thought,, they might ask you what you do.

Ok- this probably sounds a bit judgmental. It's not meant to be. Many people are great at their service or have wonderful products but struggle to understand how to run a business. It's like learning anything. You make some mistakes at first and then try again. One of the biggest mistakes is trying to sell to people before you built a relationship and before they have shown an interest.

If you feel passionate about your offerings you want to tell everyone, but if you tell everyone too much it can feel like a sales pitch rather than relationship building. In marketing there is an order to the process and when you follow the order people don't feel pushed.

Networking happens toward the beginning and it's only about meeting people and making contact. When you do get to the sales part- which is way at the end - it's easy, because by then your potential client has made the decision and wants your information.

If you want to use networking the way it's meant to be, here are a few tips that can help even the best networker be better.

1. Don't blab on about yourself. Get to know the other person. Find out what they need. If you both do that, you will have to talk about yourself some but you will be very brief and turn the conversation back toward them. It will be more like a ping pong game without it getting stuck with one person holding on to the ball too long.
2. Move around the room. Chat with one person enough to feel like you've made a connection and then move on. A networking group is about building a network of relationships slowly over time. Think of yourself as a spider building a web and each person you meet helps the web to grow more beautiful.
3. Avoid talking too much about your products or services. If someone pointedly asks you, then request their business card and contact them later to ask if they want more information. A networking group is not the place to get deeply into it. Even if someone says they're interested they won't really be able to focus.

Networking is about building connections, making contacts and finding possible strategic partners. Once you have done that well, the selling process is half done without you focusing on it all.

## Health Corner

### TO YOUR HEALTH!

Welcome to "Health Corner" from the Bedford Area Chamber Association and Piedmont Community Health Plan (Piedmont). Chamber membership qualifies your employee group for access to Piedmont's comprehensive network of providers plus many additional value-added services.

Piedmont's "Health Corner" for July focuses on Summer Safety. Before hitting the great outdoors, please take a moment to learn how to protect yourself and others from some simple summer hazards.

#### BICYCLE SAFETY

- Do not push your child to ride a 2-wheeled bike until he or she is ready.
- Buy a bike that is the right size, not one your child has to grow into.
- You and your child need to wear a helmet on every bike ride, no matter how short.

#### BUG SAFETY

- Avoid areas where insects nest or congregate, such as stagnant pools of water, and gardens where flowers are in bloom.
- Avoid dressing in clothing with bright colors or flowery prints.
- To remove a visible stinger from skin, gently scrape it off horizontally.

#### GRILL SAFETY

- For gas grills, clean and check gas tubes that lead into the burner for any blockage prior to first use of the season.
- Check hoses for cracking, brittleness, holes, and leaks.
- Replace scratched or nicked tank connectors.
- If you detect a leak, immediately turn off the gas and don't attempt to light the grill until the leak is fixed.
- For charcoal grills, use care when applying lighter fluid or using electric starters.
- Charcoal produces carbon monoxide gas, so never burn charcoal inside of homes, vehicles, tents, or campers.
- Do not store the grill until the fire is completely out.
- Do not use the grill in a garage, breezeway, carport, porch, or under a surface that can catch fire.
- Always follow the manufacturer's instructions that accompany the grill.

#### LAWN MOWER SAFETY

- Try to use a mower that stops if the handle is let go.
- Make sure that sturdy shoes are worn while mowing.
- Prevent injuries from flying debris by picking up objects from the lawn before mowing.
- Wear hearing and eye protection.

#### PLAYGROUND SAFETY

- Check to make sure the equipment is well maintained.
- Swing seats should be made of soft materials such as rubber, plastic or canvas.
- Never allow children to attach jump ropes, leashes, or similar items to play equipment.
- Make sure metal slides are cool to prevent children's legs from getting burned.

#### POOL SAFETY

- Install pool gates that open outward and use self-closing, self-latching hardware.
- Never leave children alone in or near the pool, even for a moment.
- Keep rescue equipment and a portable telephone near the pool.

#### SKATEBOARDS, SCOOTERS, IN-LINE SKATING

- Children should never ride skateboards or scooters in or near traffic.
- All skateboarders and scooter-riders should wear a helmet and other protective gear.
- While in-line skating or wearing Heelys, be sure to wear protective equipment and only skate on designated paths and not on the street or indoors.

JEWELRY...POTTERY

**VIRGINIA HANDCRAFTS**

NOW OPEN!!

Tuesday - Saturday 10am - 6pm

SOAPS...QUILTS

Forest Square Shopping Center  
14805 Forest Road (Rt. 221)  
Forest, VA 24551

WOOD...LEATHER...METAL

Come in now through the month of July and register to win a crystalline vase set or a \$50 gift certificate!

GLASS...HAND WOVENS

**434-525-5550**

## "Echoes from the Covered Bridge"

A Book Signing and Reception for Margaret Krantz Parks  
Saturday June 27<sup>th</sup> 10-3 p.m.

The Gilded Era  
Antique Mall & Specialty Shoppes  
115 N. Bridge Street  
Downtown Bedford  
540-587-9322

SAUNDERS VOLUNTEER FIRE COMPANY Presents...  
The SMITH MOUNTAIN LAKE FIREWORKS!  
And FIRE COMPANY FUNDRAISER  
at Parkway Marina, July 4<sup>th</sup>, 2009

To help keep the annual SML Fireworks tradition alive, please donate to the SVFC at [SMLFireworks.org](http://SMLFireworks.org). Please thank our sponsors for making the fireworks possible.



Cattle Annie's Restaurant • Jeff Snyder Graphic Design  
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Bedford Moose Lodge • Virginia Defense Force

For a complete list of up-to-date sponsors, please visit [SMLFirework.org](http://SMLFirework.org).

The Fun Begins at 5:00 pm!  
No Individual Admission Fee. A Parking Fee is Applied to Each Car. Please Consider Car Pooling! Please No Pets!  
Live Music by The Worx!  
Parkway Marina 1956 Carousel Car & Bike Show  
Great Food and Beverages and Spectacular Fireworks!

[www.SMLFireworks.org](http://www.SMLFireworks.org) • [www.ParkwayMarina.com](http://www.ParkwayMarina.com)  
All proceeds to benefit the Saunders Volunteer Fire Company