

Goals

- **Enhance existing events and support other community events**
 - Enhanced and supported: Movies on the Mall, Chili Cook-off, Agri Day, Old Court House Civil War Museum events, UK Dancers, Shenandoah Arts Council, Holly Jolly Celebration
 - The events generated over 20,000 consumers & attendees (FNL 9,000, RIE 4,000, DTT 3,000, Sunday Jazz 300, October Fest over 5,000), excluding other community events
 - Safety was a high priority and we are happy to report zero incidents for 2013 & 2014.
 - Events generated repeat consumers, attendees often came out to multiple events throughout the year
 - Media campaign on MIX 107.7 FM (Washington DC region) part of a \$25,000 Weekend Getaway to Winchester
 - Media campaign for OTW and oldtownwinchesterva.com being mentioned in radio/print/TV over **2,000 times**
 - The pledged support currently is over \$110,000.00 in cash sponsorship for Old Town events
 - Tickets sales continually and steadily increased throughout the series of events
 - Through a partnership with Big Brothers & Big Sisters, generated over \$12,500 in revenue and enhanced their public perception, secured new BIG's into their program, as well as increased volunteers involvement.
 - Parking revenue increased as a result of over 1,259 cars for specific Downtown events hosted by OTDB & FCM
 - Market surveys showed 30 % of the consumers coming to OT specifically for events who hadn't visited in months, visitors from local area as well as Clarke, Warren, Page, WV, MD, Loudoun/Prince William Counties
 - Market surveys showed media campaign was successful, pulling consumers from 60 mile radius
 - FCM paid over \$1,200.00 in admissions tax to City of Winchester
 - Worked with local businesses, city officials to ensure events complied with all regulations
 - Businesses have reached out to FCM wanting to participate and engage with the 2015 event series
 - Jennifer Bell will report on 2014 meals tax revenue for the City. Previously the City saw an increase by \$75,683 over 2012 and over \$1.5 million 2013 was spent on meals, 2014 numbers pending.
- **Assist with branding and marketing of Old Town Winchester**
 - Branding: managed BTF group meetings, once company was selected, work with A&M to finalize the new brand and incorporated it into media campaign and Old Town events, developed stories, distributed t-shirts/hats with brand promotionally, assisted in developing merchandise opportunities for merchants
 - Developed marketing/media campaign promoting OTW & events: Media Trade value over \$150,000 from; Google ads, Facebook, Twitter, Winchester Star, Clear Channel Radio, Centennial Media Radio, Frederick County Report, Prettyman Radio 97.5 FM.
 - Developed twenty-five plus stories and interviews with TV, radio, newspapers and other publications.
 - Website hits up dramatically, 2012 visits ~65,000. 2013 visits ~170,000. 2014 visits up to October. ~194,000
 - Consistent media partners and support for OTW, reinforcing the Brand and consumers to visit Old Town.
 - Social Media (Facebook & Twitter) more than doubled likes from about 3,000 in November 2012 to over 8,400 October 2014 and growing
- **Encourage other organizations to host their events in Old Town**
 - Assisted organizations hosting events in Old Town (Exchange Club/Chili Cook-off, WATTS, Ag Day) with operational plans & marketing.
- **Create & host six (6) one day events (created nine (9))**
 - Produced Nine (9) one day events: Kidz Fest, Three (3) Friday Night Live, Rockin Independence Eve, and three (3) Sunday Jazz, Holly Jolly Celebration
- **Create & host two (2) - two day events**
 - Produced two – two day events: Downtown Tailgate and OctoBeer Fest

EST. 1752

Old Town

Greatness Begins Here.

= WINCHESTER =

The following is a list of businesses that sponsored or partnered with the Old Town events. The pledged support currently is over \$110,000.00 in cash sponsorship, \$150,000 in media and over \$10,000 in trade support.

Businesses

Jim Stutzman Chevy Cadillac
Gateway Funding Mortgage
Winchester Community FC
Edward Jones Investment
Virginia National Bank
AireServ
Big Brothers Big Sisters
Shenandoah University
Interstate Batteries
Kee Construction
Partlow Insurance
BEI Deliveries
Nationwide-Chad Lewis
United Bank
Cajun Experience
Integrity Staffing Service
Jordon Springs Market
Scylla Group
Total Image-Working Man S.
Piccadilly Printing
Signet Screen Printing
Grand Rental Station
James T. Riley CPA
Navy Federal credit Union
Incredible Flying Objects
Kysela Wines
Virginia Eagle
Taylor Construction
Virginia Deck Works
Sprint-Touchtel & Adcomm
Union First Market Bank
Cummins Atlantic
Union Jacks

MEDIA

Clear Channel Media/Radio
Centennial Radio
Frederick Warren Report
The Winchester Star
NV Daily
Royal Broadcasting 95.3 FM
Cost Cutter Coupon Book

Partners

City of Winchester (multiple Dept.'s)
Winchester Parks & Rec Department
Winchester Parking Authority
Old Town Winchester Business Association
Old Court House Civil War Museum
BB&T Bank
Eugene B Smith Gallery
Espresso Bar & Café
General Store
Discovery Museum
Snow White Grill
Bright Box Theater
Cork Street Tavern
Violino Restaurant Italiano
Italian Touch
Aroma Deli
VIA Satellite
Village Market & Bistro
147 North
Tailgate Giant
Palmer Media

Winchester Storm
Press Start Video
US Navy
US Army
US Marine Corp
Ridge Runner
Johnny Blue
Aaron Rentals
Patton Furniture
Once Upon a Find
Shenandoah Arts Council
Winchester Art Market
Costco
Aiekins Group
Sunbelt Rentals
Go Blue Ridge Travel
J Scott Entertainment
Haines Security
Americorps Volunteers
Kinder Music Children
Pollys Cab
22 different bands
45 different civic/churches/large corporations
150 plus local volunteers
• Many Old Town Businesses supported the events with displays or allowed us to use space in front of their business



Proposed - Calendar of Events for 2015

KidzFest.....May 16th, 2015

Friday Night Live.....June 19th, 2015

Rockin' Independence Eve.....Friday July 3rd, 2015

Friday Night Live.....July 17th, 2015

Friday Night Live.....August 21st, 2015

**Jim Stutzman Chevrolet Cadillac
Downtown Tailgate.....Sept. 4th & 5th, 2015**

OctoBeer Fest.....October 16th & 17th, 2015

Holly Jolly Celebration.....Dec. 12, 2015

Sunday Concerts June, July, August, September



Calendar of Events for 2014

Kidz Fest.....May 17th, 2014

Friday Night Live.....June 20th, 2014

Movies on the Mall...Eight Thursdays, June/August

Rockin' Independence Eve.....July 3rd, 2014

Friday Night Live.....July 18th, 2014

Friday Night Live.....August 15th, 2014

Jim Stutzman Chevrolet Cadillac

Downtown Tailgate.....Sept. 5th & 6th, 2014

Sunday Jazz ...September 12th & 28th, October 12th

GateWay Funding Diversified Mortgage

OctoBeer Fest.....October 17th & 18th, 2014

Holly Jolly Celebration.....Dec. 13, 2014

January Update

USA Sports & Marketing Services:	Dario Savarese	540-722-8700, Dario@fullcirclem.com
meeting & attendees		discussion points & action steps
Attended OTDB meeting		Attend monthly meeting and update Board members about 2013 events and enhancements for 2014. Also updated them about the pending branding meetings. Provided invitations to attend meetings
Attend Old Town Business Association meeting		Attend monthly meetings and update merchants on successes and enhancements for 2014. Also discussed the new event Kidz Fest and how businesses can use these events to benefit their businesses.
Visited other Old Town Merchants not part of OTWBA		Visited other merchants to communicate about the events and 2014. The merchants were pleased with the events and media exposure. I have communicated to them in regards to setting up displays for them to reach out to consumers attending the events.
Met with OTDB Promotions committee		Met with committee and assisted with ideas about promotions for February Chocolate Fest and March
Met with City events team		Review 2013 events and discuss enhancements for 2014
Met with Jennifer Bell, weekly meeting		Review budgets, task orders for 2014, reviewed 2013 and enhancements for 2014. Continue to discuss events, branding, and communication with merchants.

Worked with Branding Task Force & Arnett Muldrow on schedule for branding meetings	Set agenda and discussed groups we needed to attend and provide well rounded overview for A&M. Groups include but not limited to: OTWBA, elected leaders, Old Town merchants, SU, civic groups, City administration, Churches, Historic groups, non-profits, Chamber, media, businesses
Developed a summary report for 2013 events	Written reports on each event
Developed a financial report for 2013 events	Ongoing report and finalizing all payments
Meetings with sponsors	<p>We have verbal agreements and contracts being sent to: Gateway Funding, Piccadilly Printing, FastSigns, Signet Screen Printing and others. We have also been meeting with other businesses (over a dozen) and discussing participation.</p> <p>We have had additional appointments with other businesses and more in the upcoming weeks. (pending sponsorship revenue, agreements being sent totaling \$17,000)</p>
Met with ongoing radio partners	<p>Centennial Broadcasting Radio, Prettyman Broadcasting.</p> <p>Discussions with MIX 107.7 Trips on a Tank Full in the Washington DC market</p>
Bands for events secured and more pending	<p>Secured various bands for events;</p> <p>Kidz Fest (2 separate performers) May 17th</p> <p>Robbie Limon, July 18th</p> <p>Cross Wings/Souled Out September 5th & 6th</p>
Working on other operational details	<p>Grand Rental, tickets, sound lighting, use of facilities/parking lots and other aspects.</p>

February Update

USA Sports &
Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

Attended OTDB Retreat

Attend monthly meeting and update Board members about 2013 events and enhancements for 2014. Shared an outline of goals & accomplishment and listing of over 50 companies who supported our Old Town events.

Also updated them about the pending branding meetings, extended additional invitations to the meetings.

Attend Old Town Business Association meeting

Invited merchants at the meeting to the branding meeting. Focused discussion on the new event Kidz Fest. I have communicated regarding the Kidz Fest and how they can set up displays for sales, create kids' activities or allow us to use the space for other Kidz Fest activities.

Visited other Old Town Merchants not part of OTWBA

Emailed details to the other merchants about the events and 2014. I have communicated regarding the Kidz Fest and how they can set up displays for sales, create kids' activities or allow us to use the space for other Kidz Fest activities.

Met with OTDB Promotions committee

Met with committee and assisted with ideas about promotions. Provide assistance on Old Town guide lines

Met with City events team

Review 2013 events and discuss enhancements for 2014

Met with Jennifer Bell, weekly meeting	Discussions included branding meetings, groups attending, press release sent to media inviting public. We continue to review budgets, task orders for 2014, reviewed 2013 and enhancements for 2014. Continue to discuss events enhancements, and communication with merchants.
Worked with Branding Task Force & Arnett Muldrow on schedule for branding meetings	Set agenda for three days of meetings. Sent press release out in hopes of garnering a story inviting public and different groups to attend to provide feedback to A&M. Sent email invitations and called various groups about attending the meetings. We had over 60 different persons attend meetings from a wide range of groups. Groups include but not limited to; OTWBA, elected leaders, Old Town merchants, SU, civic groups, City administration, Churches, Historic groups, non-profits, Chamber, media, businesses and more. A&M expressed attendance to be very strong and provided what they needed to give them a well-rounded overview.
Meetings with sponsors	<p>We have verbal agreements and contracts being sent to; Jim Stutzman Chevrolet, Winchester Community Federal Credit Union, Partlow Insurance, Erie Insurance Edward Jones Investment and others. Two of the sponsors have pledged over \$10,000 in media to support the events.</p> <p>(Pending sponsorship revenue, agreements being sent totaling \$37,500). Combining January and February agreements sent we are currently projecting \$54,500.</p> <p>We have had additional appointments with other businesses and more in the upcoming weeks.</p>

Met with and ongoing radio partners	Clear Channel Entertainment and Media, Prettyman Broadcasting. Discussions continue with MIX 107.7 Trips on a Tank Full in the Washington DC market
Bands for events secured and more pending	Secured various bands for events; Kidz Fest (2 additional performers) May 17th Parrot Beach for June 20 th Crosswinds/Souled Out September 5 th & 6 th Street performer – accordionist to support the Edelweiss Band October 17 & 18
Working on other operational details	Ongoing plans and discussions with Grand Rental, tickets, sound lighting, use of facilities/parking lots
Old Court House Civil War Museum	Assisted with a local event they hosted on March 1st

March Update

USA Sports &
Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

OTDB

Provided Downtown manager update to report to the OTDB regarding activities; new events and branding meetings.

Attend Old Town Business Association meeting

Attend monthly meeting and update merchants on new event 'Kidz Fest' and update to other events.

Visited other Old Town Merchants not part of OTWBA

Visited other merchants to communicate about the events and 2014. The merchants were pleased with the events and media exposure

Met with OTDB Promotions committee

Provided update in regards to Kidz Fest and Friday Night Live

Met with City events team

Discuss enhancements for 2014

Met with Jennifer Bell, weekly meeting

Review budgets, task orders, enhancements for 2014, discussed options for incorporating new brand into summer media campaign

Worked with Branding Task Force & Arnett Muldrow on schedule for branding meetings

Follow up contact with A&M to receive various elements and edits

Taylor Pavilion meeting

Met with site supervisor to discuss needs for the power and sound needs for the future events

Kidz Fest

Actions in setting up the event; musical performers, entertainers, exhibits, media, sponsors, businesses etc.

Meetings with sponsors

Presented sponsorships to existing and new sponsors.

April Update

USA Sports &
Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

Update for OTDB

Provide update to Downtown manager to share with the OTDB. Regarding the OTW new brand, incorporating it into marketing efforts, sponsor updates, Kidz Fest, and potential Sunday Jazz events.

Old Town Business Association and other businesses

Forwarded information to OTBA regarding upcoming events, personally dropped off information to OT business regarding Kidz Fest and invite many to participate. Also distributed entire summers/fall schedule of events.

Kidz Fest

Action tasks in setting up the event; musical performers, entertainers, 35 projected exhibits, media, marketing, ordering equipment, sponsors, meeting with businesses

Met with OTDB Promotions committee

Updated Kidz Fest and discussed new Sunday Jazz series

Sunday Jazz

Discussed with Downtown Manger possibility of developing new series of musical performers at the Taylor Pavilion, meeting with sponsors and performers

Met with Jennifer Bell, weekly meeting

Review budgets, task orders, enhancements for Friday Night Live- art exhibits on North and South parts of Loudoun Street

Worked with Arnett Muldrow and Downtown Manager

Receiving various elements , logos, mockup of ad's, making edits

<p>Meetings with sponsors</p>	<p>Keeping Downtown Manager updated regarding projections of sponsorship support. Currently we anticipate sponsorship and vendor revenue to be over \$80,000</p>
<p>Coordinating event details</p>	<p>Working on event elements & approval; City Police approval, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum, Grand Rental, Sound, etc.</p>

May Update

USA Sports &
Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

Update for OTDB

Provide update to Downtown manager to share with the OTDB. Regarding the OTW new brand receiving approval, incorporating it into marketing efforts, sponsor updates, Kidz Fest, enhancements for Friday Night Live- art exhibits & Kidz Zone, RIE and potential Sunday Jazz events and sponsor support.

Old Town Business Association and Downtown businesses

Forwarded information to OTBA regarding upcoming events, personally dropped off information to OT business regarding Kidz Fest and invite many to participate. Discussed with shop owners regarding use of space for exhibitors.

Met with OTDB Promotions committee

Update regarding success of Kidz Fest and other pending events

Met with City events team

Review 2013 events and discuss enhancements for 2014

Conference call with Arnett Muldrow and meeting with branding task force

Reviewed details and action items with Ben Muldrow. Also had a meeting with branding tasks force to discuss use of brand with downtown merchants and how to implement it through signage and media campaign supporting summer events.

Meetings with sponsors	Keeping Downtown Manager up to date regarding projections of sponsorship support. Currently we anticipated/pledged sponsorship revenue to be over \$83,500 and increase from last month by \$7,500.
Sunday Jazz	Shared with Downtown Manger, that we have two companies pledging support (Cajun Experience and United Bank) of the new second Sunday Jazz series & musical performers at the Taylor Pavilion, currently working on securing performers. Anticipated first event July
Coordinating event details	Working on event elements & approvals; City Police, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum.
Kidz Fest	<p>Huge success, anticipated between 3,500 to 4,000 persons in Old Town through the course of the day, 11 to 5pm. Performance stage had 6 different acts. Over 50 different exhibitors, additional kid's activities. Key to success was having interactive activities. Executed multiple survey; marketing research, participant satisfaction surveys, and post vendor survey. Vendors and downtown businesses gave strong reviews.</p> <p>Executed a strong media, marketing campaign with a video that received over 5,000 full views and 15,000 partial views, radio, print, Facebook, Twitter, posters, fliers, emails to churches, schools, 30 large employers, city, etc... All media included the new brand either using the logos or mentions 'family events begin here'.</p>

JUNE Update

USA Sports & Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

Update for OTDB

Provide update to Downtown Manager to share with the OTDB. Regarding the OTW new brand receiving approval, incorporating it into marketing efforts, sponsor updates, FNL, RIE and discussed Sunday Jazz events, dates and sponsor support.
Review final details for FNL and RIE, review budget for the events (potential increase in expenses), branding campaign, enhancements for Friday Night Live- art exhibits & Kidz Zone

Old Town Business Association and Downtown businesses

Forwarded information to OTBA regarding upcoming events, personally dropped off information to OT business regarding FNL, RIE and invite many to participate. Emailed Old Town Merchants. Discussed with shop owners use of their space for exhibitors. Encourage shop owners to use space in front of stores to display wares

Met with OTDB Promotions committee

Update regarding success of Kidz Fest, FNL, Sunday Jazz Series, RIE and branding efforts.

Sponsorship Fulfillment

Keeping Downtown Manager update date regarding projections of sponsorship support. Currently we anticipate sponsorship revenue to be over \$88,000. Sponsorship fulfillment requiring a number of

	tasks to ensure sponsors are getting what was promised.
Sunday Jazz	Two companies pledging support (Cajun Experience and United Bank) of the new second Sunday Jazz series discussion are location of event with pending Taylor Pavilion and rain location and secured performers Sharp four. Anticipated first event July
Coordinating event details	Working on event elements & approvals; City Police, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum.
Friday Night LIVE	<p>Huge success, anticipated between 3,000 + persons in Old Town through the course of the evening, 5-11pm. Performance stage had 2 different acts; Reggae Band and Parrot Beach who were both very well received. Many different exhibitors, additional kids activities, street performers. Key to success was having interactive activities. Executed multiple survey; marketing research, participant satisfaction surveys, and post vendor survey. Vendors and downtown businesses gave strong reviews.</p> <p>Executed a strong media, marketing campaign with a video that received over 3,500 full views and 10,000 partial views, radio, print, Facebook, Twitter, posters, fliers, emails to 30 large employers, city, etc...All media included the new brand either using the logos and mentions 'great events begins here' and family friendly</p>

JULY Update

USA Sports &
Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

Update for OTDB

Provide update to Downtown Manager to share with the OTDB in regards to marketing efforts, sponsor updates, FNL, RIE, Downtown Tailgate and discussed Sunday Jazz events, dates, sponsor support and branding efforts.

Old Town Business Association and Downtown businesses

Forwarded information to OTWBA regarding upcoming events, emailed, personally dropped off information to OT business regarding FNL, RIE and invited many to participate. Discussed use of space by exhibitors with shop owners. Encouraged shop owners to use space in front of stores to display wares. Posted on OTW merchants Facebook page.

Met with OTDB Promotions committee

Update regarding success of FNL, Sunday Jazz Series and updated new enhancements for RIE

Sponsorship Fulfillment

Keeping Downtown Manager update date regarding projections of sponsorship support. Currently we anticipated/pledged sponsorship revenue to be over \$97,000. Sponsorship fulfillment requiring a number of tasks to ensure sponsors are getting what was promised to ensure they are satisfied and willing to renew for 2015 (logo placement, signage, tickets, radio mentions, website and email promos)

<p>Sunday Jazz</p>	<p>Pending Taylor Pavilion opening, Two companies pledging support (Cajun Experience and United Bank) of the new second Sunday Jazz series. Anticipated first event September.</p>
<p>Coordinating event details</p>	<p>Working on event elements & approvals; City Police, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum.</p>
<p>Friday Night LIVE July</p>	<p>Huge success, anticipated between 4,000 + persons in Old Town through the course of the evening, 5-11pm. We project over 800 persons in music venue. Performance stage had 2 different acts: Robbie Limon Band and Push to Start. Many different exhibitors, additional kid's activities. The event had multiple street performers which continued to be well received. Executed multiple survey; marketing research, participant satisfaction surveys, and post vendor survey. Vendors and downtown businesses gave strong reviews.</p> <p>Executed a strong media, marketing campaign with a video that received over 4,000 full views and 15,000 partial views, radio, print, Facebook, Twitter, posters, fliers, emails to 30 large employers, city, etc... All media included the new brand either using the logos and mentions 'great events begins here' and family friendly</p>

AUGUST Update

USA Sports & Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

Update for OTDB

Provide update to Downtown Manager to share with the OTDB regarding marketing efforts, sponsorship updates, August FNL, Downtown Tailgate and October Fest and discussed Sunday Jazz events, dates, sponsor support, OTW App, posters and branding efforts.

Old Town Business Association and Downtown businesses

Forwarded information to OTWBA regarding upcoming events, emailed, posted on OTW Facebook page, personally dropped off information to OT business regarding FNL, DTT and OCT and invited many to participate. Discussed with shop owners regarding use of space for exhibitors. Encourage shop owners to use space in front of stores to display wares and share Facebook post about Old Town events and cross promote.

Met with OTDB Promotions committee

Update regarding success of FNL, Sunday Jazz series and updated new enhancements for Downtown Tailgate, October Fest.

Sponsorship Fulfillment

Keeping Downtown Manager up to date regarding projections of sponsorship support. Currently we anticipate sponsorship revenue to be over \$100,000 based on pledged support. Sponsorship fulfillment requiring a number of tasks to

	<p>ensure sponsors are getting what was promised to ensure they are satisfied and willing to renew for 2015 (logo placement, signage, tickets, radio mentions, website and email promos)</p>
<p>Sunday Jazz</p>	<p>Three dates secured and location set for the Taylor Pavilion. Two companies pledging support (Cajun Experience and United Bank) of the new Jazz series located at the Taylor Pavilion and rain location and secured performers. Posters have been distributed and street signs posted. The social media campaign has been active.</p>
<p>Coordinating event details</p>	<p>Working on event elements & approvals; City Police, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum, City Health Dept., City Zoning..</p>
<p>Friday Night LIVE August</p>	<p>Huge success, anticipated between 3,000 + persons in Old Town through the course of the evening, 5-11pm. We project over 800 people in music venue. Performance stage had 2 different acts: Colton Pack and Route 64. We had four various street performers, including the first ever Stilt Walker. Many different exhibitors, additional kids' activities. Executed multiple survey; marketing research, participant satisfaction surveys, and post vendor survey. Exhibitors/Vendors and downtown businesses gave strong reviews. Executed strong media campaign with a video that received over 4,700 full views and 12,000 partial views, radio, print, Facebook, Twitter, posters, fliers, emails to 30 large employers, city, etc... All media included the new brand either using the logos and mentions 'great events begins here'</p>

Publicity of OTW

Valley Homes and Style -
Developed and submitted a story
with photos for a four page spread
with full page ad.

Dine, Wine, and Stein -
Developed and submitted a story
with photos for a 3 page spread and
a ¾ page ad.

FCM also submitted press releases
to the Washington Post Weekender.
Continues web-site updates and
posting on FaceBook and Twitter

SEPTEMBER Update

USA Sports &
Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

Update for OTDB

Provide update to Downtown Manager to share with the OTDB;
Stories pitched to regional publications, regarding marketing efforts, sponsor updates, Downtown Tailgate and review Oktober Fest updates and discussed Sunday Jazz events, dates, sponsor support, OTW App, posters and efforts regarding opportunistic media stories and interviews for branding efforts through the events and apparel for volunteers.

Old Town Business Association and Downtown businesses

Forwarded information to OTWBA regarding upcoming events, personally dropped off information to OT business regarding Oktober Fest and invite many to participate. Discussed with shop owners regarding use of space for exhibitors. Encourage shop owners to use space in front of stores to display wares. Posted on OTW Merchants Facebook page, also encouraged merchants to share various posts/videos to cross promote.

Met with OTDB Promotions committee

Update regarding success of Downtown Tailgate, Sunday Jazz Series and updated enhancements for DT, OCT

<p>Sunday Jazz</p>	<p>The two events we have hosted so far have been very successful for all parties. They have experienced crowds over 80 for each event with increased activity on the mall making the Old Town businesses pleased as well. Two companies pledging support (Cajun Experience and United Bank) of the Jazz series located at the Taylor Pavilion and rain location and secured performers. Social media played a strong outlet to inform the general public, along with newsletters and emails to large groups, Churches, civic groups, large local companies. Posters for the event are produced and distributed.</p>
<p>Sponsorship Fulfillment</p>	<p>Keeping Downtown Manager update date regarding projections of sponsorship support. Currently we anticipate sponsorship revenue to be over \$105,000. Sponsorship fulfillment requiring a number of tasks to ensure sponsors are getting what was promised to ensure they are satisfied and willing to renew for 2015 (logo placement, signage, tickets, radio mentions, website and email promos)</p>
<p>Coordinating event details</p>	<p>Working on event elements & approvals; City Police, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum, City Health Dept. and City Zoning.</p>
<p>Downtown Tailgate</p>	<p>A successful event with over 2,500 + persons in Old Town through the course of the evening, Friday 5-11pm and Saturday 12-8pm. Recorded an attendance of over 1,000 persons in the event area. Performance stage had 2 different acts each day: Buggy Cline and the Blue Devils, Alex Hilton Band, Souled Out and Crosswinds. Some</p>

	<p>exhibitors, additional kids' activities. Executed multiple survey; marketing research, participant satisfaction surveys, and post vendor survey. Vendors and downtown businesses gave strong reviews. The event did not have the expected attendance due to poor weather conditions (projected thunderstorms, rained multiple times and 93 degree heat with humidity over 83%) which deterred the crowds.</p> <p>Executed a strong media, marketing campaign with a video that received over 9,700 full views and 21,000 partial views, radio, print, Facebook, twitter, posters, fliers, emails to 30 large employers, city etc all media included the new brand either using the logos and mentions 'great events begins here' and family friendly</p>
<p>Publicity of OTW</p>	<p>Continue web-site updates and posting on Facebook (8,188 likes) and Twitter-1558 follower. Since nurturing stories in Valley Homes and Style and Dine, Wine and Stein, we have been working on the Washington Post, Old Town Crier, Around the Panhandle and other publications as well as WHAG TV25.</p>

OCTOBER Update

USA Sports & Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

Meeting & Attendees

Discussion points & action steps

Update for OTDB

Provide update to Downtown Manager to share with the OTDB regarding marketing efforts, sponsor updates, review Downtown Tailgate and October Fest. Discussed Sunday Jazz events, dates, sponsor support, OTW App, posters, Holly Jolly Celebration and branding efforts.

Old Town Business Association and Downtown businesses

Forwarded information to OTWBA regarding upcoming events, personally dropped off information/emailed to OT business regarding October Fest. Discussed with various shop owners regarding use of space for exhibitors. Encourage shop owners to use space in front of stores to display wares. Posted on OTW merchants Facebook page, requested merchants to share posts.

Met with OTDB Promotions committee

Update regarding success of Downtown Tailgate and updated enhancements October Fest, discussed marketing objectives, social media impact and stats

Sponsorship Fulfillment

Keeping Downtown Manager update date regarding projections of sponsorship support. Currently we anticipate sponsorship revenue to be over \$108,000 based upon pledged support. Sponsorship fulfillment requires a number of tasks to ensure sponsors are getting what was promised to ensure they

	<p>are satisfied and willing to renew for 2015 (logo placement, signage, tickets, radio mentions, website, videos and email promos)</p>
<p>Sunday Jazz</p>	<p>Discussed with DT manager about renaming Sunday Jazz to Sunday Concerts and widening the style of music beyond Jazz. This year's events were a great success with all three averaging over 80 persons per event. This year two companies pledged support (Cajun Experience and United Bank) of the Jazz series, located at the Taylor Pavilion and rain location and secured performers. Posters for the event were produced and distributed. We focused on the street signs to create awareness and social media.</p>
<p>Coordinating event details</p>	<p>Working on event elements & approvals; City Police, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum, City Health Dept., City Zoning.</p>
<p>October Fest</p>	<p>Huge success, anticipated between 4,500 + persons in Old Town through the course of the evening, Friday 5-11pm and Saturday 12-8pm. There was a attendance of over 2,500 persons in the event pavilion. Performance stage had the Edelweiss Band for both days and a DJ placed on the Court House lawn area playing contemporary music. Executed multiple surveys; marketing research, participant satisfaction surveys, and post exhibitor survey.</p> <p>Executed a strong media, marketing campaign with a video that received over 8,700 full views and 19,000 partial views, radio, print, Facebook, Twitter, posters, fliers, e-mails to 30 large employers, hotel GM's, city newsletter, etc. - all media included</p>

	<p>the new brand between the logos and mentions of the slogan: 'Great events begin here'</p>
<p>Publicity of OTW</p>	<p>Submitted a story with photos for a two page spread in the Valley Homes and Style (October issue), which has a circulation of 12,500. FCM also submitted press releases to 10 newspapers (including the Washington Post Weekender) and publications leading to a few including the Octobeer Fest in their 'upcoming events' sections</p> <p>Ongoing web-site updates and posting on FaceBook (8,323 likes) and Twitter-1658 follower.</p>

Publicity & Marketing Update

Full Circle Marketing continues to market Old Town Winchester and the new brand as a whole by making it a destination to visit, shop, dine, work and live.

USA Sports & Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

Aspects and Projects

Mediums

Publicity and Marketing Efforts Beyond Frederick County: FCM has been cultivating news stories, interviews, purchasing and trading for ad space in local and regional media promoting Old Town; Shopping, Dining, and more as a great destination to live, work and play. Through community partnerships we have confirmed working with other organizations to advertise Old Town Winchester and other various businesses and landmarks using the theme of “Greatness begins here” and/or “getaways begin here” in order to raise awareness of the area.

- Dine, Wine & Stein Magazine – 1 story 2 pages
- Valley Homes & Style – 2 stories 6 pages
- Cost Cutter Publication
- The Winchester Star, Northern Virginia Daily, Journal
- Frederick County Report – 8 event stories
- WHAG TV 25, interviews
- Radio Interviews (Q102, 92.5 WINC, 95.3 FM) – 8 interviews May - October
- Simply Local Cable, interview (8 counties)
- WRQX 107.3 (Washington DMA)

Branding: FCM, after full coordination with Brand Task Force and A&M has been assisting in brand development. FCM has been working on promoting the new brand for OTW including the new logo and header. In event promotional items, we work to cross promote to new logo to increase the brand recognition regionally.

The logo and header have been included in the following:

- Promotional videos
- Posters/Fliers
- Google Ads
- Email Blasts
- Magazine/Newspaper Ads
- Social Media Postings
- Hats/Polos

Incorporated into nine (9) events

Support of Community Events: Full Circle Marketing has been cross promoting other community events and providing help with maps, logistics, advertising, vendor contacts, bands, etc.

- Movies on the Mall,
- WATTS
- Agri Day
- Chili Cook-Off – October 4th

<p>Taylor Pavilion: FCM has been providing assistance with the Taylor Pavilion in the following manner:</p>	<ul style="list-style-type: none"> • Programming – 3 Sunday Jazz Events • Logistics – regarding sound • Power – for sound • Lighting – for events • Canopy – ideas for stage
<p>Social Media: Full Circle Marketing has been updating the Old Town Winchester Facebook and Twitter pages to promote Old Town Winchester, special events and shop, dine & stroll</p>	<p>Facebook/Twitter</p> <ul style="list-style-type: none"> • 8,700+ fans <ul style="list-style-type: none"> ○ Increased by 25% since April ○ Reaching fans from Virginia to West Virginia, Pennsylvania, North Carolina and New York • Update profile picture and photo albums • Posts reach over 100,000 people • More statistics to come
<p>Video: FCM has been providing short videos about the events and cross promoting Old Town Winchester featuring the new brand and slogan (Greatness begins here...)</p> <p>Created specific video promoting “Great getaways begin here in Old Town Winchester” featuring shops, dining options, overnight accommodations.</p>	<p>Over 60,000 full views and 100,000 + partial views which all persons have viewed the new Old Town Winchester brand logo.</p>
<p>Photography: FCM captured photos and video footage of Old Town events. We have been documenting Old Town Winchester and especially the events that we produce for marketing and promotional purposes. These photos are shared with Downtown Manager for their own internal use for promotional measures as part of the FCM service.</p>	<ul style="list-style-type: none"> • Crowd Shots • Activity Shots • Band Shots • Shots of local businesses (i.e. patio dining during events)

Performance Review

USA Sports & Marketing Services
Dario Savarese
540-722-8700
dario@fullcirclem.com

Kidz Fest
May 17th, 2014

Activities and Actions

Outcomes

Intangible Value

- Attendance on the Kidz Fest (KF) was over well over 4,500 + persons/consumers throughout the day.
- One way to measure success will be the sales tax from the businesses (retail & restaurants) for KF. These numbers will be reported by Jennifer Bell and we anticipate them to be positive.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014
- Merchants on the walking mall agreed the KF was a huge success, with crowds that filled the mall from 11:00 to 6:00 exceeding over 4,000 consumers.
- The media impact from our campaign, over \$15,000, promoted Old Town Winchester and the KF. In our surveying of the public there have been many consumers who expressed, "This was a great addition to Old Town events".

Media Campaign:

The Winchester Star -

COST:\$500.00

VALUE \$2,500

- KF had a featured post story and photos within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. valued of feature \$750.00
- KF received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,250.
- We also developed a paid advertising schedule leveraging our budget between print. We studied The Stars' discount program and turned our \$500.00 paid budget into a schedule worth over \$1,500 in standard advertising rates.

- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

Clear Channel: Q102, FOX 99.3, KISS 98.3, MIX 97

COST \$500

VALUE \$5,500

- Each of the four stations ran a 5 day campaign for KF. The stations ran a combination of produced:30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the KF event. The value KF received was well over \$3,000 value.
- Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$2,500.
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Centennial Media Radio 3 stations 92.5 WINC, Big Country 105, 1400 AM

COST \$500

VALUE \$6,000

- Each of the three stations ran a 5 day campaign for KF. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the KF events. The value KF received was well over \$3,000.
- Also developed was a paid advertising schedule of \$500 where they provided additional liners and web-site ads on the home page, Comcast slide. Package was valued at over \$3,000.
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assisted with onsite MC and live announcements.
- 92.5 WINC FM – Barry's Community Corner, provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The combined value is over \$125
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

Video Promo (Google Ad's and Social Media)

COST \$300

VALUE \$5,000

- We created a :30 advertisement for Google ad's which ran a 10 day campaign for KF, between produced promotional announcements for KF received a media campaign value of over \$5,000
- Also developed a paid advertising schedule of \$300 where they provided web-site ad's- on their home page. There were a total of 5,109 full views of the Google Ad. 4,003 of the views came from Google and 1,106 views were organic (meaning FCM sent out the video through multiple outlets). Impressions made by the video were 24,880. There were many unique impressions made by audiences who did not fully watch the Google Ad. These were ads that we did not have to pay for, but were still able to make an impression: 46% watched for 7.5 seconds, 27% watched for 15 seconds and 22% watched for 22.5 seconds. Package valued at over \$3,000.

Facebook campaign – OTW likes over 6,000

- We have updated and posted on OTW Facebook kept a live constant campaign to promote KF and showed the video which had over 1,100 full views
- Valued at \$XXXX

Twitter campaign – Twitter fans over 1,294 followers

- We have tweeted and kept constant campaign going to promote KF. Valued \$XXXX

EMAIL Blasts

COST \$00.00

VALUE \$1,000.00

- Developed an Old Town business list with names, companies, phone, and email addresses of over 275 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,800 regional businesses and personal contacts.

Posters and Signage

COST \$00.00

VALUE \$1,000.00

- We developed posters for the events and distributed 100+ to local businesses
- Developed events signs that were placed around the downtown area to attract people in the area

	<p>Churches, School, Civic Groups and Human Resource Directors</p> <ul style="list-style-type: none"> • Sent fliers and information about KF to a list of the 100+ groups throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their groups.
<p>Attendance</p>	<p>Walking Mall</p> <ul style="list-style-type: none"> • 4,500 plus in attendance on the Old Town Mall for the KF was in excess persons/consumers, strolling, shopping and eating at the restaurants. • This event was a non-ticketed event. • Retail business have also expressed that they are seeing consumers come back following special events.
<p>Music - Kids Activities – Cornhole Tournament</p>	<p>Kid’s Activities</p> <ul style="list-style-type: none"> • These events were interactive and experiential • This event featured a variety of kid’s activities which were free to families. We had over 50 exhibitors and activities. • We also had performers on the Mall, including; magicians, acoustical musicians, balloonist, jugglers, inflatables and more. • These activities have proved to be very well received. • Guest performers were overly impressed with the set up and event atmosphere. The hospitality of Old Town was well received by our visitors and sponsors.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • For KF we had sponsorship commitments of over \$7,500 cash and vendors of over \$2,750 cash total of over \$10,000.00 (final number subject to change) • We have received strong media sponsorship/partnerships/trade value totaling in media towards KF
<p>Operations</p>	<ul style="list-style-type: none"> • All the events had a very sharp look and created a fun atmosphere. It provided completely new event for Old Town. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end including where restrooms were

<p>Food Vendors</p>	<ul style="list-style-type: none"> • In keeping with the other events we decide to not focus on food vendors on the mall and drive consumers to the restaurants on the mall, we did have one food vendor providing snacks, carnival food that the families would look for for a fun event of this nature. • We communicated with restaurants suggesting them to offer kid friendly meals if that was not standard for them
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The new KF was a huge success. • In surveying the downtown businesses everyone had increased traffic and sales during the event. • Many of the businesses cross promoted the event, and understand the importance of the cross promoting. • We also requested businesses to cross promote the event via their own social media which they did.
<p>Survey Results</p>	<ul style="list-style-type: none"> • Rate the event Excellent – 58 Very Good – 33 Fairly Good – 4 Mildly Good – 0 Not Good – 0 • Likely to Recommend Event? Extremely –56 Very–35 Moderately–4 Slightly – 0 Not At All – 0 • Where are you from? Frederick County-30 Winchester-13 Clarke/Warren/Page/Shenandoah County-5 West Virginia-4 Maryland-4 Loudoun County-1
<p>Winchester Police Department/Fires/Rescue</p>	<p>Chief of Police and Fire reported the crowd was great, and there were no incidents on record.</p>

Performance Review

**USA Sports & Marketing
Services**
Dario Savarese
540-722-8700
dario@fullcirclem.com

Friday Night Live
June 20th

Activities and Actions

Outcomes

Intangible Value

- Attendance on the Old Town Mall for the first Friday Night Live was in excess 2,750-3,500 persons/consumers.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2013. These numbers will be reported by Jennifer Bell when she receives them.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014
- Merchants on the walking mall have agreed the events have brought large number of consumers to Old Town, with crowds that filled the mall from 5:30 to 11:00.
- Some of the businesses have reported strong sales when the Friday Night Live events have taken place. Some moderate and some not at all despite a much larger crowd than an average day.
- The media impact from our campaign has promoted Old Town Winchester and the Old Town Events. The intangible effect on the community is immeasurable. The community continues to talk about the activities even if they have not made it down.
- Another immeasurable is the value of the crowd and awesome atmosphere that was on the walking mall for Friday Night Live. This translates to attending upcoming events and spreading the word with friends. "Fun events begin in Old Town".
- One consistent comment shared by consumers with our staff was " a great continuation of what happened last year"

Media Campaign:

The Winchester Star -

COST:\$1,000

VALUE\$ 5,050

- FNL had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature \$1,750.00
- FNL had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$300.00
- FNL received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates.
- We also strategically bought web-site advertising reaching over 25,000 impressions and over 125 click's directly to the FNL web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97

COST \$1,000

VALUE \$23,000

- Each station ran a 10 day campaign for each event. The value is \$4,500 per station between produced promotional announcements and ticket promotions FNL received a campaign value of over \$18,000.
- Also developed was a paid advertising schedule of \$1,000 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$5,000
- Clear Channel also attended the event providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Centennial Media Radio 3 stations 92.5 WINC, Big Country 105, 1400 AM

COST \$1,000

VALUE \$20,000

- The three stations ran a 10 day campaign for the event. Each station campaign is valued at \$4,500 per event. Between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$13,500
- Also developed was a paid advertising schedule of \$1,000 where they provided additional liners and web-site ads- on the home page. Package was valued at over \$5,500
- Centennial Media also attended the event providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry’s Community Corner provided separate interviews. One and half minutes long at 7:50 am, prime time radio. The combined value is over \$1,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

Video/Google Ads/Facebook Boost

COST \$500

VALUE \$5,000

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,818 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

Frederick Report – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

COST \$200.00

VALUE \$750.00

- Report featured FNL story, photos and inside featured stories, valued at \$750
- Our total \$2f00 cash budget gets us featured stories and 6 separate ¾ color ads promoting each event.

Facebook campaign –7,500 likes on OTW Official Page

- We have updated and posted on OTW Facebook, including the new brand, kept a live constant campaign to promote FNL and increase the likes by over 16% since April.
- Boosted a Facebook post for the event to reach a larger audience

Twitter campaign – Twitter fans over 1,300 followers

- We have tweeted and kept constant campaign going to promote FNL and increase the followers by over 95% increase since last year.

Video's for Old Town Winchester

COST \$00.00

VALUE \$1,500

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Friday Night Live has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

EMAIL Blasts

COST \$00.00

VALUE \$1,000

- Developed an Old Town business list with names, companies, phone and email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,250 regional businesses and personal contacts.

Human Resource Directors

- Developed a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.

Attendance

Walking Mall

Attendance on the Old Town Mall for the first Friday Night

	<p>Live was in excess 2,500-3,000 persons/consumers, strolling, shopping and eating at the restaurants.</p> <p>Ticketed areas - Music venues</p> <ul style="list-style-type: none"> • The first Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets. • June 20th , Advance ticket sales 292, Day of ticket sales 261, Total tickets sold 553, Total ticket income \$3,599.99, sponsor/media promotional tickets distributed approximately 200, total tickets collected 800 approximate
<p>Art Markets, Music & Street Performers</p>	<p>Art Markets</p> <ul style="list-style-type: none"> • FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events. • Shenandoah Arts Council set up a display with 4-6 artisans on the south side of the Splash Pad and • Winchester Art Market set up on the north side with 3-5 artisans. These markets have been very well received by consumers and artisans. <p>Street Performers</p> <ul style="list-style-type: none"> • Performers on the Mall included; mime, magicians, acoustical musicians, dance team, balloonist, jugglers, caricature, kid's activities, and other entertainers <p>Music Venues</p> <ul style="list-style-type: none"> • Consumers liked having multiple bands performing following the beachy theme. • Having one music venue was well received and welcomed.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • We have sponsorship commitments for the three Friday Night Live events • For FNL we had sponsorship commitments of over \$10,000.00 cash and vendors of over \$1,000.00 cash total of over \$11,000.00 (final number subject to change) • Contracts and invoices have been sent to businesses and monies are still being collected

<p>Operations</p>	<ul style="list-style-type: none"> • The event had a very sharp look and created a fun beach atmosphere. It provided completely new VIBE to Old Town. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end • Social games, water pong, cornhole, couches, TV's, foosball, soccer, basketball hoops and hockey shots provided a fun atmosphere
<p>Food Vendors (benefitting Big Brothers Big Sisters & Edge Hill Recovery)</p>	<ul style="list-style-type: none"> • Big Brothers & Big Sisters worked with local restaurants to sell food inside the venue along with nonalcoholic beverages. BBBS changed their food choices from pizza to barbeque, hot dogs and burgers and it was successful for them. • In 2014 we will be working more with local restaurants to provide additional options possibly on site.
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The new VIBE and Old Town entertainment continues to be well received. • In surveying the downtown businesses many had increased traffic and sales during FNL events • Many businesses who stayed open later did well • Many of them cross promoted the event, but we need more business to engage in cross promoting the events and host client entertainment opportunities. • We also requested businesses to cross promote the events via their own media campaign. • Personally visited almost every business owner sharing the goal of the events, encouraged them to stay open later, use the events to cross promote old town/their business, and field questions.
<p>Survey Results</p>	<p>Participant survey of - 40 consumers</p> <ol style="list-style-type: none"> 1. How would you rate Friday Night LIVE? Excellent - 20; Very Good - 17; Fairly Good - 2; Mildly Good - 0; Not Good - 0 2. How likely would you recommend event to a friend? Extremely Likely - 24; Very likely - 12; Moderately Likely - 3; Slightly Likely - 0; Not at all - 0 3. Which Downtown shops/restaurants did you visit? (31 of the participants visited stores) El Centro - 5; Brewbakers - 1; Scarpa Alta - 3; Make a

	<p>Nest - 1; Patsy - 1; Wilkins - 1; Cajun - 3; Abija Blue - 1; John B Hayes - 1; EM - 1; Snow White Grill - 3; Union Jack - 1; Village Bistro - 1; Ice Cream Shop - 1; Sushi Bar - 1; Village Square - 1; Murphy Beverage - 2; Roma - 1; Potomac Bead - 1; Purple Fern - 1</p> <p>4. What did you like about the event? Music - 20; Games - 3; Food/Drinks - 5; Different - 2; Activities - 4; Vendors - 1; Outdoors - 2; Weather - 1; Family Fun - 7; Cost - 1; Decorations - 1</p> <p>5. What did you dislike about the event? Pitbulls, smokers, bugs, lacked activities, started too early, not enough seating, boys</p>
<p>Winchester Police Department</p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

Performance Review

**USA Sports & Marketing
Services**
Dario Savarese
540-722-8700
dario@fullcirclem.com

Friday Night Live
July 18th

Activities and Actions

Outcomes

Intangible Value

- Attendance on the Old Town Mall for the second Friday Night Live was in excess 3,500-4,250 persons/consumers. The event featured The Robbie Limon Band and Street performers up an down the Walking Mall and the Shenandoah Arts Council/Winchester Art Market.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2013. These numbers will be reported by Jennifer Bell when she receives them.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014. Initially numbers seem to be increasing marginally.
- Merchants on the walking mall have agreed the events have brought large number of consumers to Old Town, with crowds that filled the mall from 5:30 to 11:00.
- Some of the businesses have reported strong sales when the Friday Night Live events have taken place. Some moderate and some not at all despite a much larger crowd than an average day.
- The media impact from our campaign has promoted Old Town Winchester and the Old Town Events. The intangible effect on the community is immeasurable. The community continues to talk about the activities even if they have not made it down.
- Another immeasurable is the value of the crowd and positive vibe that was on the walking mall for Friday Night Live. This translates to attending upcoming events and spreading the word with friends. "Fun events begin in Old Town".
- One consistent comment shared by consumers with

our staff was " a great continuation of what happened last year" or "old town is alive"

The Winchester Star -

COST:\$1,000

VALUE\$ 5,050

- FNL had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature \$1,750.00
- FNL had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$300.00
- FNL received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates.
- We also strategically bought web-site advertising reaching over 25,000 impressions and over 125 click's directly to the FNL web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

Media Campaign:

Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97

COST \$1,000

VALUE \$23,000

- Each station ran a 10 day campaign for each event. The value is \$4,500 per station between produced promotional announcements and ticket promotions FNL received a campaign value of over \$18,000.
- Also developed was a paid advertising schedule of \$1,000 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$5,000
- Clear Channel also attended the event providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Centennial Media Radio 3 stations 92.5 WINC, Big Country 105, 1400 AM

COST \$1,000

VALUE \$20,000

- The three stations ran a 10 day campaign for the event. Each station campaign is valued at \$4,500 per event. Between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$13,500
- Also developed was a paid advertising schedule of \$1,000 where they provided additional liners and website ads- on the home page. Package was valued at over \$5,500
- Centennial Media also attended the event providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry’s Community Corner provided separate interviews. One and half minutes long at 7:50 am, prime time radio. The combined value is over \$1,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

Video/Google Ads/Facebook Boost

COST \$500

VALUE \$5,000

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,818 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

Frederick Report – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

COST \$200.00

VALUE \$750.00

- Report featured FNL story, photos and inside featured stories, valued at \$750
- Our total \$200 cash budget gets us featured stories and 6 separate ¾ color ads promoting each event.

Facebook campaign – OTW likes over 7,500

- We have updated and posted on OTW Facebook, including the new brand, kept a live constant campaign to promote FNL and increase the likes by over 16% since April.
- Boosted a Facebook post for the event to reach a larger audience

Twitter campaign – Twitter fans over 1,300 followers

- We have tweeted and kept constant campaign going to promote FNL and increase the followers by over 95% increase since last year.

Video's for Old Town Winchester

COST \$00.00

VALUE \$1,500

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Friday Night Live has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

EMAIL Blasts

COST \$00.00

VALUE \$1,000

- Developed an Old Town business list with names, companies, phone, email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,250 regional businesses and personal contacts.

Human Resource Directors

- Developed a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.

Attendance

Walking Mall

Attendance on the Old Town Mall for the second Friday Night Live was in excess 3,000-4,000 persons/consumers, strolling

	<p>shopping and eating at the restaurants.</p> <p>Ticketed areas - Music venues</p> <ul style="list-style-type: none"> • The second Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets. • July 18th , Advance ticket sales 309, Day of ticket sales 230, Total tickets sold 539, Total ticket income \$3,684.75, sponsor/media promotional tickets distributed approximately 200, total tickets collected 870 approximate
<p>Art Markets, Music & Street Performers</p>	<p>Art Markets</p> <ul style="list-style-type: none"> • FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events. • Shenandoah Arts Council set up a display with 4-6 artisans on the south side of the Splash Pad and • Winchester Art Market set up on the north side with 3-5 artisans. These markets have been very well received by consumers and artisans. <p>Street Performers</p> <ul style="list-style-type: none"> • Performers on the Mall included; mime, magicians, acoustical musicians, dance team, balloonist, jugglers, caricature, kid's activities, and other entertainers <p>Music Venues</p> <ul style="list-style-type: none"> • Consumers liked having multiple bands performing following the rock n roll theme. • Having one music venue was well received and welcomed.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • We have sponsorship commitments for the three Friday Night Live events • For FNL we had sponsorship commitments of over \$10,500.00 cash and vendors of over \$250.00 cash total of over \$10,750.00 (final number subject to change) • • Contracts and invoices have been sent to businesses and monies are still being collected

<p>Operations</p>	<ul style="list-style-type: none"> • The event had a very sharp look and created a fun rock n roll atmosphere. It provided completely new VIBE to Old Town. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end • Social games, water pong, cornhole, couches, TV's, foosball, soccer, basketball hoops and hockey shots provided a fun atmosphere
<p>Food Vendors (benefitting Big Brothers Big Sisters & Edge Hill Recovery)</p>	<ul style="list-style-type: none"> • Big Brothers & Big Sisters worked with local restaurants to sell food inside the venue along with nonalcoholic beverages. BBBS changed their food choices from pizza to barbeque, hot dogs and burgers and it was successful for them. • In 2014 we will be working more with local restaurants to provide additional options possibly on site.
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The new VIBE and Old Town entertainment continues to be well received. • In surveying the downtown businesses many had increased traffic and sales during FNL events • Many businesses who stayed open later did well • Many of them cross promoted the event, but we need more business to engage in cross promoting the events and host client entertainment opportunities. • We also requested businesses to cross promote the events via their own media campaign. • Personally visited almost every business owner sharing the goal of the events, encouraged them to stay open later, use the events to cross promote old town/their business, and field questions.
<p>Survey Results</p>	<p>Participant Marketing survey of - 93 consumers</p> <ol style="list-style-type: none"> 1. How would you rate Friday Night LIVE? Excellent - 55; Very Good - 32; Fairly Good - 5; Mildly Good - 1; Not Good - 0 2. How likely would you recommend event to a friend? Extremely Likely - 55; Very likely - 34; Moderately Likely - 4; Slightly Likely - 1; Not at all - 0 3. Which Downtown shops/restaurants did you visit? (31 of the participants visited stores) Scarpa Alta - 2; Village Sqaure - 1; Once Upon a Find -

	<p>1; Romas - 1; Brewbakers - 1; Winchester Thai - 1; Eugene B Smith - 1; Union Jacks - 1; Sucilee - 1; Village Bistro - 1; Snow White Grill - 1; Italian Touch - 1; EM - 1; Purple Fern - 1; Bright Box - 1; Cajun Experience - 1; Tin Top - 1; Awabi - 1; Cork Street Tavern - 1; El Centro - 1; Joes Steakhouse - 1</p> <p>4. What did you like about the event? Bands - 2; Set Up - 1; Lots of Activities - 1; Drinks - 1; Friendly Staff - 1; Community - 1; WINC 92.5 - 1; Focus not on alcohol - 1; Kid Friendly - 1; Animal Friendly - 1</p> <p>5. What did you dislike about the event? Not enough seating - 2; Not enough food - 2; not enough bathrooms - 2; Missed Bluemont - 1; Parking - 1; Bands were late - 1; Parking Lot Venue - 1; Not enough wine - 1; Allowed kids - 1; Not enough space - 1; Cover charge - 1; Dogs - 1</p>
<p>Winchester Police Department</p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

Performance Review

**USA Sports & Marketing
Services**
Dario Savarese
540-722-8700
dario@fullcirclem.com

Friday Night Live
August 15th

Activities and Actions

Outcomes

Intangible Value

- Attendance on the Old Town Mall for the third and final Friday Night Live was in **excess 3,500-4,000** persons/consumers. The event featured Colton Pack & RT 64 Band, Street performers along the walking mall and the Shenandoah Arts Council/Winchester Art Market.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2013. These numbers will be reported by Jennifer Bell when she receives them.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014
- Merchants on the walking mall have agreed the events have brought large number of consumers to Old Town, with crowds that filled the mall from 5:30 to 11:00.
- Some of the businesses have reported strong sales when the Friday Night Live events have taken place. Some moderate and some not at all despite a much larger crowd than an average day.
- The media impact from our campaign has promoted Old Town Winchester and the Old Town Events. The intangible effect on the community is immeasurable. The community continues to talk about the activities even if they have not made it down.
- Another immeasurable is the value of the crowd and awesome atmosphere that was on the walking mall for Friday Night Live. This translates to attending upcoming events and spreading the word with friends. "Fun events begin in Old Town".
- One consistent comment shared by consumers with our staff was " a great continuation of what happened last year"

<p>Media Campaign:</p>	<p>The Winchester Star -</p> <p>COST:\$1,000 VALUE\$ 5,000</p> <ul style="list-style-type: none"> • FNL had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature \$1,750.00 • FNL had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$500.00 • FNL received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000. • We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates. • We also strategically bought web-site advertising reaching over 25,000 impressions and over 138 click's directly to the FNL web-page • The Winchester Star reaches over 20,000 households and over 7,500 persons reading online. <p>Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97</p> <p>COST \$1,000 VALUE \$23,000</p> <ul style="list-style-type: none"> • Each station ran a 10 day campaign for each event. The value is \$4,500 per station between produced promotional announcements and ticket promotions FNL received a campaign value of over \$18,000. • Also developed was a paid advertising schedule of \$1,000 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$5,000 • Clear Channel also attended the event providing additional entertainment on the walking mall with their tents, prizes and games • Clear Channel Radio group reaches over a 40 mile

radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Centennial Media Radio 3 stations 92.5 WINC, Big Country 105, 1400 AM

COST \$1,000

VALUE \$20,000

- The three stations ran a 10 day campaign for the event. Each station campaign is valued at \$4,500 per event. Between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$13,500
- Also developed was a paid advertising schedule of \$1,000 where they provided additional liners and web-site ads- on the home page. Package was valued at over \$5,500
- Centennial Media also attended the event providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry’s Community Corner provided separate interviews. One and half minutes long at 7:50 am, prime time radio. The combined value is over \$1,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

Video/Google Ads/Facebook Boost

COST \$500

VALUE \$5,000

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,818 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

Frederick Report – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

COST \$200.00

VALUE \$750.00

- Report featured FNL story, photos and inside featured stories, valued at \$750

- Our total \$2f00 cash budget gets us featured stories and 6 separate ¾ color ads promoting each event.

Facebook campaign – OTW likes over 7,500

- We have updated and posted on OTW Facebook, including the new brand, kept a live constant campaign to promote FNL and increase the likes by over 16% since April.
- Boosted a Facebook post for the event to reach a larger audience

Twitter campaign – Twitter fans over 1,300 followers

- We have tweeted and kept constant campaign going to promote FNL and increase the followers by over 95% increase since last year.

Video’s for Old Town Winchester

COST \$00.00

VALUE \$1,500

- We currently have last year’s one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Friday Night Live has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

EMAIL Blasts

COST \$00.00

VALUE \$1,000

- Developed an Old Town business list with names, companies, phone, email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing’s in house business list to cross promote the events reaching out to over 1,250 regional businesses and personal contacts.

Human Resource Directors

- Developed a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.

Attendance

Walking Mall

	<p>Attendance on the Old Town Mall for the third Friday Night Live was in excess 3,500-4,500 persons/consumers, strolling, shopping and eating at the restaurants.</p> <p>Ticketed areas - Music venues</p> <ul style="list-style-type: none"> • The third Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets. • August 15th , Advance ticket sales 202, Day of ticket sales 85, Total tickets sold 287, Total ticket income \$1,855.00, sponsor/media promotional tickets distributed approximately 200, total tickets collected 500 approximate
<p>Art Markets, Music & Street Performers</p>	<p>Art Markets</p> <ul style="list-style-type: none"> • FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events. • Shenandoah Arts Council set up a display with 4-6 artisans on the south side of the Splash Pad and • Winchester Art Market set up on the north side with 3-5 artisans. These markets have been very well received by consumers and artisans. <p>Street Performers</p> <ul style="list-style-type: none"> • Performers on the Mall included; mime, magicians, acoustical musicians, dance team, balloonist, jugglers, caricature, kid's activities, and other entertainers such as a stilt walker <p>Music Venues</p> <ul style="list-style-type: none"> • Consumers liked having multiple bands performing following the rock n roll theme. • Having one music venue was well received and welcomed.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • We have sponsorship commitments for the three Friday Night Live events • For FNL we had sponsorship commitments of over \$12,000.00 cash and vendors of over \$150.00 cash total of over \$12,000.00 (final number subject to change) • Contracts and invoices have been sent to businesses and monies are still being collected

<p>Operations</p>	<ul style="list-style-type: none"> • The event had a very sharp look and created a fun rock n roll atmosphere. It provided completely new VIBE to Old Town. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end • Social games, water pong, cornhole, couches, TV's, foosball, soccer, basketball hoops and hockey shots provided a fun atmosphere
<p>Food Vendors (benefitting Big Brothers Big Sisters & Edge Hill Recovery)</p>	<ul style="list-style-type: none"> • Big Brothers & Big Sisters worked with local restaurants to sell food inside the venue along with nonalcoholic beverages. BBBS changed their food choices from pizza to barbeque, hot dogs and burgers and it was successful for them. • In 2014 and 2015 we will be working more with local restaurants to provide additional options possibly on site.
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The new VIBE and Old Town entertainment continues to be well received. • In surveying the downtown businesses many had increased traffic and sales during FNL events • Many businesses who stayed open later did well • Many of them cross promoted the event, but we need more business to engage in cross promoting the events and host client entertainment opportunities. • We also requested businesses to cross promote the events via their own media campaign. • Personally visited almost every business owner sharing the goal of the events, encouraged them to stay open later, use the events to cross promote old town/their business, and field questions.
<p>Survey Results</p>	<p>Participant survey of - 51 consumers</p> <ol style="list-style-type: none"> 1. How would you rate Friday Night LIVE? Excellent - 26; Very Good - 24; Fairly Good - 1; Mildly Good - 0; Not Good - 0 2. How likely would you recommend event to a friend? Extremely Likely - 31; Very likely - 21; Moderately Likely - 1; Slightly Likely - 0; Not at all - 0 3. Which Downtown shops/restaurants did you visit? (22 of the participants visited stores) Village Sqaure - 1; Once Upon a Find - 1; Romas - 1;

	<p>Brewbakers - 1; Union Jacks - 1; Sucilee - 1; Snow White Grill - 1; EM - 1; Cajun Experience - 1; Tin Top - 1; Cork Street Tavern - 1; El Centro - 1; Red Fox - 1; Wilkins - 1; Ajai Blue - 1; Blue Bells - 1; Piccadilly's - 1; 147 North - 1; Potomac Bead - 1</p> <p>4. What did you like about the event? Bands - 1; Set Up - 1; Drinks - 1; Friendly Staff - 1; Kid Friendly - 1; Line Dancing - 1; Dames - 1; Location - 1; Price - 1; Crowd - 1</p> <p>5. What did you dislike about the event? Not enough food choices - 2; Limited Parking - 1; Bands were late - 1; Wine is Too Sweet - 1; Beer Price - 1; Parking Garage Closed - 1; Stores Closed at 6 - 1; Line Dancers - 1</p>
<p>Winchester Police Department</p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

Performance Review

**USA Sports & Marketing
Services**
Dario Savarese
540-722-8700
dario@fullcirclem.com

Rockin Independence Eve
July 3rd

Activities and Actions

Outcomes

Intangible Value

- Attendance on the Old Town Mall for Rockin Independence Eve (RIE) was over well over 3,500 + persons/consumers after the rain stopped. The event featured The Christian Lopez Band and Street performers along the Walking Mall and Kidz Zone Fireworks.
- One way to measure success will be the sales tax from the businesses (retail & restaurants) for REI and other events in July compared to 2013. These numbers will be reported by Jennifer Bell and we anticipate them to be impressively higher
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2012 and 2013
- Merchants on the walking mall agreed the Rockin Independence Eve was a success, with crowds that filled the mall
- Many of the businesses have reported that Rockin Independence Eve was very strong. Businesses also reported that the carry over post event was positive, persons coming back down to purchase items within the next few days.
- The media impact from our campaign, over \$25,000, promoted Old Town Winchester. The media campaign for the event is extremely important because people who heard about RIE but were not able to attend for whatever reason they know that there are new fun events on the Walking Mall and are more apt to attend the next major event. In our surveying of the public there have been many consumers who expressed that very statement, "I was unable to make it down for FNL so I wanted to come down this this event and see what was going on".
- Another immeasurable is the value of the crowd and awesome VIBE that was on the walking mall for Rockin Independence Eve. This translates to attending

upcoming events and spreading the word with friends.
THE place to come.

Media Campaign:

The Winchester Star -

COST:\$500.00

VALUE \$5,000

- RIE had a featured story and photos within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. valued of feature \$1,750.00
- RIE had a featured story and photos one full page spread promoting our July events in Old Town, valued at \$750.00
- Rockin Independence Eve received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,500.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$500.00 paid budget into a schedule worth over \$1,000 in standard advertising rates.
- We also strategically bought web-site advertising reaching over 25,000 impressions and over 118 click's directly to the RIE web-page, valued \$500
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97

COST \$500

VALUE \$13,000

- Each of the four stations ran a 5 day campaign for RIE. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to July 4th events. The value RIE received was well over \$10,000 promotional package.
- Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$3,000
- Clear Channel also attended each of the Rockin Independence Eve providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in

the 7 counties surrounding Winchester.

Centennial Media Radio 4 stations 92.5 WINC, Big Country 105, Z104, 1400 AM

COST \$500

VALUE \$17,000

- Each of the three stations ran a 10 day campaign for RIE. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to July 4th events. The value RIE received was well over \$12,000.
- We also developed a whole separate promotion with 92.5 WINC FM, where they gave away a tailgate/VIP reserved seating for the concert. This separate promotion on the station received a \$2,000 promotional campaign alone.
- Also developed was a paid advertising schedule of \$500 where they provided additional liners and web-site ad's- on the home page, Comcast slide. Package was valued at over \$3,000
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assisted with onsite MC.
- 92.5 WINC FM – Barry's Community Corner, provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The combined value is over \$200
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

Video/Google Ads/Facebook Boost

COST \$500

VALUE \$5,000

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,818 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

Frederick Report – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

COST \$200.00

VALUE \$1,000

- ¾ page, color ad and featured story valued at \$1,000

Facebook campaign – OTW likes over 7,500

- We have updated and posted on OTW Facebook kept a live constant campaign to promote RIE and increase the likes by over 30% since November.
- Boosted a Facebook post to reach a larger audience
- Valued at \$XXXX

Twitter campaign – Twitter fans over 702 followers

- We have tweeted and kept constant campaign going to promote RIE and increase the followers by over 30% increase. Valued \$XXXX

Video's for RIE

COST \$00.00

VALUE \$1,000

- Full Circle Marketing produced a one minute video last year for RIE which is still being played and getting value for the event. They visually illustrate to the community what Rockin Independence Eve was about. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 75 Facebook fans share the video. This type of video provides the foundation for future promotions for 2014 and sponsorship presentations. Valued at \$1,000

EMAIL Blasts

COST \$00.00

VALUE \$1,000.00

- Developed an Old Town business list with names, companies, phone, and email addresses of over 275 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,000 regional businesses and personal contacts.

Human Resource Directors

- Sent fliers and information about RIE to a list of the 12 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.

<p>Attendance</p>	<p>Walking Mall</p> <ul style="list-style-type: none"> • Attendance on the Old Town Mall for the Rockin Independence Eve was in excess 3,500 persons/consumers, strolling, shopping and eating at the restaurants. • This event was a non-ticketed event. • Retail business have also expressed that they are seeing consumers come back following special events, picking up items they saw at the special events but did not wish to carry them around, hence coming back the with the next few days to get items.
<p>Music - Kids Activities – Corn Tournament</p>	<p>Kids Activities</p> <ul style="list-style-type: none"> • This event we featured a variety of kid’s activities which were free to families. We gathered these near the splash pad. • We also had performers on the Mall included; magicians, acoustical musicians, balloonist, jugglers, caricature. • These activities have proved to be very well received and important to the new ‘VIBE’. <p>Music Venues</p> <ul style="list-style-type: none"> • Consumers liked having local and regional bands perform. The bands that performed for RIE were well received and also brought a fan base with them. • Guest performers were overly impressed with the set up and event atmosphere. Along with the VIP food provided by local restaurants throughout the evening. The hospitality of Old Town was well received by our visitors and sponsors. <p>Corn Hole Tournament</p> <ul style="list-style-type: none"> • For this event we hosted a Corn Hole Tournament and it was an added value and brought new folks to old town that had not been down traditionally.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • For Rockin Independence Eve we had sponsorship commitments of \$12,250.00 cash dollars and vendors over \$1,000.00 (final number subject to change) • We have received strong media sponsorship/partnerships/trade value totaling \$42,225 in media towards RIE

<p>Operations</p>	<ul style="list-style-type: none"> • All the events had a very sharp look and created a fun atmosphere. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end • Social games, water pong, cornhole, couches, provided a fun atmosphere
<p>Food Vendors</p>	<ul style="list-style-type: none"> • In keeping with the other events we decide to not focus on food vendors on the mall and rival consumers to the restaurants on the mall. • In 2014 we will be working more with local restaurants to provide additional options possibly on site. • Big Brothers & Big Sisters worked with local restaurants to sell food inside the music venue along with nonalcoholic beverages.
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The new Rockin Independence Eve and Old Town entertainment was a success. • In surveying downtown businesses most had increased traffic and sales during the event. • Many businesses who stayed open later did well • We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing. • Many of the businesses cross promoted the event, and understand the importance of the cross promoting.
<p>Survey Results</p>	<p>Participant Satisfaction Survey - of 82 persons</p> <ol style="list-style-type: none"> 1. Rate the Event: Excellent – 39; Very Good – 31; Fairly Good – 10; Mildly Good – 1; Not Good At All - 1 2. Likely to Recommend Event to a Friend: Extremely Likely – 42; Very Likely – 30; Moderately Likely- 8; Slightly Likely – 1; Not Likely At All - 1 3. Which Downtown Shops or Restaurants Did You Visit? El Centro – 5; Espresso Bar – 5; Romas – 5; 147 North – 4; Simply Charming – 3; Red Fox Creamery – 3; IFO – 3; Union Jacks – 3; Potomac Bead – 2; Runners Retreat – 2; Thai Winchester – 2; Cajun Experience – 2; Once Upon a Find – 2; Brewbakers – 2; Tin Top – 2; Snow White Grill – 2; Bells – 2; Patsy Cline – 1; Joes Steakhouse – 1; Dollar General – 1; Scarpa Alta – 1; Eugene B Smith – 1; Purple

	<p>Fern - 1; Posh Pets - 1; Wilkins - 1</p> <p>4. What did you like about the event? Music - 30; Drinks - 15; Family Friendly - 8; Fireworks - 5; Kid Friendly - 3; Food - 2; Street Performers - 2; Tents - 1; Pets - 1; Free - 1; Shops - 1; Social Games - 1</p> <p>5. What did you dislike about the event? Rain - 15; Beer Prices - 3; Not Enough Seating - 1; Children - 1; Closed stores - 1; Not enough food - 1; Music - 1</p>
<p>Winchester Police Department</p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

Performance Review

**USA Sports & Marketing
Services**
Dario Savarese
540-722-8700
dario@fullcirclem.com

Downtown Tailgate September 5th & 6th

Activities and Actions

Outcomes

Intangible Value

- Attendance on the Old Town Mall for Downtown Tailgate (DTT) was effected by weather this year but we still had over well over 3,000 + persons/consumers between the two days. The event featured 4 great bands, two being local popular bands, four trucks airing football games and Kids Sports Fun Zone
- The merchants on the walking mall agreed the DTT was a success, with crowds that filled the mall from 5:00 to 11:00 on Friday and 12 noon to 8pm Saturday. Having events in the big picture have been positive.
- This event brought a strong group of young persons to Old Town, which was one of the key goals from City Council and OTDB
- Some businesses also reported that the carry over post event was positive, persons coming back down to purchase items within the next few days.
- The media impact from our campaign, over \$40,000, promoted Old Town Winchester and the Old Town Events. The media campaign for the event is extremely important because for all the people who did not attend other events many have attended this event for the first time and really enjoyed the DTT.
- Another immeasurable is the value of the uniquely themed event in Old Town 'Kicking off the Football season'. This has people talking about the variety of events and can translate to people attending upcoming events and spreading the word with friends that there are different activities going on in Old Town.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2013. These numbers will be reported by Jennifer Bell when she receives them.

- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014

The Winchester Star -

COST:\$1,000.00 **VALUE \$5,050**

- DTT had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature \$1,750.00
- DTT had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$300.00
- DTT received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates.
- We also strategically bought web-site advertising reaching over 25,000 impressions and over 225 click's directly to the DDT web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97.3

COST \$1,000 **VALUE \$17,000**

- Each of the four stations ran a 10 day campaign for DTT. The stations ran a combination of produced:30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to September event. The value DTT received was well over \$12,000.
- We also developed a whole separate promotion with Q102, where they gave away family four packs of tickets for the tailgate/VIP reserved seating. This separate promotion on the station received a \$2,500 promotional campaign alone.
- Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$2,500

**Media Campaign:
Value exceed
\$48,875**

- Clear Channel also attended each of the DTT providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Video/Google Ads/Facebook Boost

COST \$500

VALUE \$5,000

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,095 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and the surrounding counties and targeted users with specific meta-tag words.

Centennial Media Radio 3 stations 92.5 WINC, Big Country 105, 1400 AM

COST \$1,000

VALUE \$15,125

- Each of the four stations ran a 10 day campaign for DTT. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to DTT event. The value DTT received was well over \$12,000.
- We also developed a whole separate promotion with 92.5 WINC FM, where they gave away a tailgate/VIP reserved seating for the concert. This separate promotion on the station received a \$2,000 promotional campaign alone.
- Also developed was a paid advertising schedule of \$500 where they provided additional liners and web-site ad's- on the home page, Comcast slide. Package was valued at over \$3,000
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry's Community Corner, provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The combined value is over \$500

- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

Frederick Report – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

COST \$200.00

VALUE \$1,000

- ¾ page, color ad and featured story valued at \$1,000

Facebook campaign – OTW likes over 7,500

- We have updated and posted on OTW Facebook kept a live constant campaign to promote DTT and increase the likes by over 30% since November.
- Boosted a Facebook post to reach a larger audience
- Valued at \$XXXX

Twitter campaign – Twitter fans over 802 followers

- We have tweeted and kept constant campaign going to promote DTT and increase the followers by over 15% increase. Valued \$XXXX

Video's for Old Town Winchester

COST \$00.00

VALUE \$1,500

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Downtown Tailgate has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

EMAIL Blasts

COST \$00.00

VALUE \$1,000.00

- Developed an Old Town business list with names, companies, phone, and email addresses of over 300 businesses which were used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,000 regional businesses and personal contacts.

	<p>Human Resource Directors</p> <ul style="list-style-type: none"> • Sent fliers and information about DTT to a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.
<p>Attendance</p>	<p>Walking Mall</p> <ul style="list-style-type: none"> • Attendance on the Old Town Mall for the DTT was in excess 3,000 persons/consumers, strolling, shopping and eating at the restaurants. <p>Ticketed Area</p> <ul style="list-style-type: none"> • The Downtown Tailgate saw promising ticket sales for advanced tickets and day of tickets. • Downtown Tailgate , Total tickets sold 990, Total ticket income \$4950.00, sponsor/media promotional tickets distributed ~325
<p>Families Welcomed</p>	<ul style="list-style-type: none"> • This event was adult oriented event but we also provided an open family atmosphere with games and provided four wide screens TV's airing college football games. • We had dozens of families attend and participate through both days and enjoyed the atmosphere. • The DDT activities were very well received. • The DTT also had youth activities spread around the Splash pad.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • For DTT we had sponsorship commitments of \$24,000.00 cash dollars and vendors with over \$600.00 (final number subject to change) • We have received strong media sponsorship/partnerships/trade value totaling \$58,225 in media towards DTT
<p>Operations</p>	<ul style="list-style-type: none"> • The DDT had a new look and layout compared to the other events. • It was the first event of its kind featuring wide screen TV's displayed on the back of new Trucks. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end • The event featured 20 craft beers and 15 unique wines

	<ul style="list-style-type: none"> • The DTT also had youth activities spread around the Splash pad. As well as Social games, Ultimate Pong, cornhole, couches to watch the games, provided a fun atmosphere
<p>Food Vendors</p>	<ul style="list-style-type: none"> • With this event we invited local restaurants to serve food with in the event area (we had three downtown restaurants participate) • In 2014 we will be working more with local restaurants to provide additional options possibly on site. • Big Brothers & Big Sisters worked with local restaurants to sell food inside the music venue along with nonalcoholic beverages.
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The new DTT and Old Town entertainment was a huge success. • In surveying the downtown restaurants they all had a very successful two days business. Also most of the other businesses had increased traffic and sales during the event. • Many businesses who stayed open later did well • We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing. • Many of the businesses cross promoted the event, and understand the importance of the cross promoting. • We also requested businesses to cross promote the events via their own media campaign. • Attended Old Town Business Association meetings and one on one meeting the OTWBA president (Dorian Brown) to keep businesses aware of events

Survey Results

Participant survey - 94 consumers

1. How would you rate Downtown Tailgate?
Excellent – 55; Very Good – 32; Fairly Good – 5; Mildly Good – 1; Not Good - 0
2. How likely would you recommend event to a friend?
Extremely Likely – 55; Very likely – 34; Moderately Likely – 4; Slightly Likely – 1; Not at all - 0
3. Which Downtown shops/restaurants did you visit? (31 of the participants visited stores)
Scarpa Alta – 2; Village Sqaure – 1; Once Upon a Find – 1; Romas – 1; Brewbakers – 1; Winchester Thai – 1; Eugene B Smith – 1; Union Jacks – 1; Sucilee – 1; Village Bistro – 1; Snow White Grill – 1; Italian Touch – 1; EM – 1; Purple Fern – 1; Bright Box – 1; Cajun Experience – 1; Tin Top – 1; Awabi – 1; Cork Street Tavern – 1; El Centro – 1; Joes Steakhouse – 1
4. What did you like about the event?
Bands – 2; Set Up – 1; Lots of Activities – 1; Drinks – 1; Friendly Staff – 1; Community – 1; Winc 92.5 – 1; Focus not on alcohol – 1; Kid Friendly – 1; Animal Friendly - 1
5. What did you dislike about the event?
Not enough seating – 2; Not enough food – 2; not enough bathrooms – 2; Missed Bluemont – 1; Parking – 1; Bands were late – 1; Parking Lot Venue – 1; Not enough wine – 1; Allowed kids – 1; Not enough space – 1; Cover charge – 1; Dogs – 1

Winchester Police Department

Chief of Police reported the crowd was in good order, and there were no incidents on record.

Performance Review

**USA Sports & Marketing
Services**
Dario Savarese
540-722-8700
dario@fullcirclem.com

OctoBeer Fest October 17th & 18th

Activities and Actions

Outcomes

Intangible Value

- Attendance on the Old Town Mall for OctoBeer Fest (OF) was over well over 5,000 + persons/consumers between the two days. The event featured two great days of music, strolling accordionist, dancers, beer and wine tasting.
- The majority of the merchants on the walking mall agreed the OF was a great success, with crowds that filled the mall from 5:00 to 11:00 on Friday and 12 noon to 8pm Saturday.
- Businesses have also reported that the carry over post event was positive, persons coming back down to purchase items within the next few days.
- The media impact from our campaign, over \$40,000, promoted Old Town Winchester and the Old Town Events. The media campaign for the event is extremely important because for all the people who not attend other events many had attended this event for the first time and really enjoyed the OF.
- Another aspect that is difficult to measure is the good reception in Old Town of the OctoBeer Fest theme translating to attending upcoming events and spreading the word among friends.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to previous years. These numbers will be reported by Jennifer Bell when she receives them.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014, and the early trend has been positive

Media Campaign:

The Winchester Star –

COST:\$1,000.00

VALUE \$4,050

- OF had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature: \$1,750.00
- October Fest had a featured story and photos within a one full page spread promoting our events in Old Town. Value of story: \$300.00
- October Fest received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates.
- We also strategically bought web-site advertising reaching 31,686 impressions and 114 click's directly to the OF web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

iHeartMedia:Q102, FOX 99.3, KISS 98.3, MIX 97.3

COST \$1,000

VALUE \$18,000

- Each of the four stations ran a 10 day campaign for October Fest. The stations ran a combination of produced :30 second promotional spots and liners beyond the disc jockeys talking about what was going on in Old Town prior to October event. The value OF received was well over \$12,000.
- We also developed a whole separate promotion with Q102, where they gave away family four packs of tickets for the October Fest. This separate promotion on the station received a \$2,500 promotional campaign alone.
- Also developed was a paid advertising schedule of \$1,000 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$3,500
- iHeartMedia also attended each of the October Fest providing additional entertainment on the walking mall with their tents, prizes and games

- iHeartMedia group of local stations reach over a 40 mile radius and 40% of the radio listening audience in the 7 counties surrounding Winchester.

Centennial Media Radio 4 stations 92.5 WINC, Big Country 105/104, 1400 AM

COST \$1,000 VALUE \$15,125

- Each of the four stations ran a 10 day campaign for October Fest. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to OF event. The value October Fest received was well over \$12,000.
- We also developed a whole separate promotion with 92.5 WINC FM, where they gave away packs of tickets for the event. This separate promotion on the station received a \$2,000 promotional campaign alone.
- We also developed a paid advertising schedule of \$500 where they provided additional liners and web-site ads on the home page, Comcast slide. Package was valued at over \$3,000
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry’s Community Corner provided an interview the Friday prior to the event: one and a half minute long at 7:50 am, prime time radio. Combined value: over \$250
- Centennial Media group reaches over a 75 mile radius and 30% of the radio listening audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

Video/Google Ads/Facebook Boost

COST \$500 VALUE \$5,000

- Full Circle Marketing produced a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers on the promotion: reached 4,295 full views and over 11,000 partial views (Working on final numbers)
- Google Ad reaches over a 40 mile radius and the surrounding counties and targeted users with specific meta-tag words.

Frederick Report – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

COST \$200.00

VALUE \$1,000

- ¾ page, color ad and featured story valued at \$1,000

Facebook campaign – OTW likes over 8,400

- We have updated and posted on OTW Facebook kept a live constant campaign to promote October Fest and increase the likes by over 14% since Sept.
- We ran a number of FB promotions which increased additional friends on FB for Old Town Facebook page.
- Boosted a Facebook post for the event to reach over 30,000 FB users
- Valued at \$XXXX

Twitter campaign – Twitter fans over 1,300 followers

- We have tweeted and kept constant campaign going to promote FNL and increase the followers by over 95% increase. Valued \$XXXX

Video's for events

COST \$00.00

VALUE \$1,000

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what October Fest has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

EMAIL Blasts

COST \$00.00

VALUE \$1,000.00

- Developed an Old Town business list with names, companies, phone, and email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,800 regional businesses and personal contacts.

	<p>Human Resource Directors</p> <ul style="list-style-type: none"> • Sent fliers and information about Octoberer Fest to a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, we work with them to ensure that they share our events internally with their employees. <p>Hotel managers</p> <ul style="list-style-type: none"> • Sent emails with the poster and invitation for the hotels to send to past guests inviting customers back to enjoy the event and fall season in the Valley.
<p>Attendance</p>	<p>Walking Mall</p> <ul style="list-style-type: none"> • Attendance on the Old Town Mall for the Octoberer Fest was in excess 5,000 persons/consumers, strolling, shopping and eating at the restaurants. <p>Ticketed area</p> <ul style="list-style-type: none"> • The Octoberer Fest saw promising ticket sales for advanced tickets and day of tickets. • Octoberer Fest, Total tickets sold 2466, Total ticket income \$12,330.00, sponsor/media promotional tickets distributed ~400 • This was an increase of over 750 tickets from previous year's event
<p>Families and Older demographic Welcomed</p>	<ul style="list-style-type: none"> • This event was adult oriented event but we also provided an open family atmosphere with traditional Bavarian Music and encourage attendees to dress in costumes. We also had sporting events on two wide screens TV's. • We had dozens of families attend and participate through both days and enjoyed the atmosphere. • The Octoberer Fest activities were very well received.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • For Octoberer Fest we had sponsorship commitments over 28,750.00 cash dollars and vendors with over \$400.00 (final number subject to change) • We have received strong media sponsorship/partnerships/trade value totaling >\$50,000 in media towards Octoberer Fest

<p>Operations</p>	<ul style="list-style-type: none"> • The OF had a new look and layout compared to the other events and last year • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end • The event featured 30 beers, both craft and nationally recognized brands, and 15 unique wines • Social games such as Ultimate Pong and cornhole helped to provide a fun atmosphere
<p>Food Vendors</p>	<ul style="list-style-type: none"> • With this event we invited local restaurants to serve food with in the event area (we had three establishments participate) • Will work with local restaurants to provide additional options possibly on site. • Big Brothers & Big Sisters worked with local restaurants to sell food inside the music venue along with nonalcoholic beverages.
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The October Fest and Old Town entertainment was a huge success. • In surveying the downtown restaurants they all had a very successful two days business. Also most of the other businesses had increased traffic and sales during the event. • Many businesses who stayed open later did well • We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing. • Many of the businesses cross promoted the event, and understand the importance of the cross promoting. • We also requested businesses to cross promote the events via their own media campaign. • Attended Old Town Business Association meetings and one on one meeting the OTWBA president (Dorian Brown) to keep businesses aware of events

<p>Survey Results</p>	<p><i>Participant survey of - 66 consumers</i></p> <ol style="list-style-type: none"> 1. How would you rate October Fest? Excellent – 22; Very Good – 26; Fairly Good – 16; Mildly Good – 2; Not Good - 0 2. Which Downtown shops/restaurants did you visit? (22 of the participants visited stores) Village Bistro; Posh Pet; Village Square; V2; Roma; Brewbakers ; Union Jacks; Cajun Experience; Tin Top; El Centro; Wilkins; Piccadilly Public House; Potomac Bead; General Store; Espresso Bar; Purple Fern; Eugene Smith; Tobacco Store; Dollar General; Stock Exchange; Bight Box; Kimberlys 3. What did you like about the event? German influence; Alcohol - Beer tasting, wine; Music, food, vendors, the people; entertainment, atmosphere; socializing, being downtown, good variety, German band, beautiful, charming, friendly 4. What did you dislike about the event? The weather, more food tents; cost and system to pay; Entrance setup, more beer description signs; not enough vendors, cigar smoke, more beer; more wine; the price was confusing; More autumn décor
<p>Winchester Police Department</p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

Performance Review

**USA Sports & Marketing
Services**

Dario Savarese

540-722-8700

dario@fullcirclem.com

Sunday Jazz

Activities and Actions

Outcomes

Intangible Value

- Attendance for the three Sunday Jazz was over 300 persons, people were stay for an hour and then strolling the walking mall. There were on average 60 plus persons who stayed the entire time the Jazz music performed.
- The merchants on the walking mall that were opened agreed the Sunday Jazz was a nice addition to the event series.
- Another immeasurable is the value of the totally different event in Old Town; the Jazz theme was very well received. This translates to attending upcoming events and spreading the word with friends about the new 'Vibe' in Old Town.

Media Campaign:

The Winchester Star -

COST:\$00.00

VALUE \$2,000

- Sunday Jazz had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. valued of feature \$1,750.00
- Sunday Jazz received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.

Clear Channel:Q102,FOX 99.3, KISS 98.3, MIX 97.3

COST \$00.00

VALUE \$2,000

- Each of the four stations made multiple mentioned/liners the new Sunday Jazz series in Old Town. The value received was well over \$2,000.

	<ul style="list-style-type: none"> • Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester. <p>Centennial Media Radio 4 stations 92.5 WINC, Big Country 105/104, 1400 AM</p> <p>COST \$00.00 VALUE \$2,000</p> <ul style="list-style-type: none"> • Each of the four stations made multiple mentioned/liners the new Sunday Jazz series in Old Town. The value received was well over \$2,000. • Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County <p>Frederick Report – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester</p> <p>COST \$00.00 VALUE \$1,000</p> <ul style="list-style-type: none"> • The Publication used a story FCM provided as a featured story valued at \$1,000 <p>Facebook campaign – OTW likes over 8,400</p> <ul style="list-style-type: none"> • We have updated and posted on OTW Facebook kept a live constant campaign to promote Sunday Jazz and inviting consumers to enjoy the free event. <p>Twitter campaign – Twitter fans over 752 followers</p> <ul style="list-style-type: none"> • We have tweeted and kept constant campaign going to promote Sunday Jazz <p>EMAIL Blasts</p> <p>COST \$00.00 VALUE \$1,000.00</p> <ul style="list-style-type: none"> • Sent fliers and information about Sunday Jazz to a list of; Churches, Civic Groups, Charitable groups, Hotels, Retirement facilities, Old Town Merchants, City Employees and over 20 HR Directors of the largest employers throughout the Frederick/City area. Sent emails out to over 3,000 persons about the Sunday Jazz
<p>Attendance</p>	<p>Walking Mall</p> <ul style="list-style-type: none"> • Attendance on the Old Town Mall for the Sunday Jazz seemed to be a bit higher than a general Sunday, persons/consumers, strolling, shopping and eating at the restaurants.

	<p>Taylor Pavilion</p> <ul style="list-style-type: none"> • The event had over 300 in attendance over the three events.
Sponsorships	<ul style="list-style-type: none"> • For Sunday Jazz we had sponsorship commitments of approximately \$3,500.00 cash dollars • We have received strong media sponsorship/partnerships/trade value totaling \$7,500 in media towards Sunday Jazz
Impact on Downtown Business	<ul style="list-style-type: none"> • The new Sunday Jazz and Old Town entertainment was a success as we added three (3) new events bringing another variety of music
Winchester Police Department	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

OldTown Winchester: KidzFest '14

:30 sec Video Report

May 5th – May 16th 2014

Persons who viewed :30 second video

- Total: 5,109 Views of the full length of video
 - Ads Views: 4,003 Views
 - Organic Views: 1,106 Views
- 330 Average Views Per Day

Impressions

- 24,885: 12,026 Thumbnails – 22,855 Video
 - Percentage Viewed and People Impressed
 - 25% (7.5 seconds) of video viewed by 46% of viewers = 11,447 people
 - 50% (15 seconds) of video viewed by 27% of viewers = 6,718 people
 - 75% (22.5 seconds) of video viewed by 22% of viewers = 5,474 people
- Estimated partial views and OTW branding = 20,000+ unique unpaid impressions.

Clicks

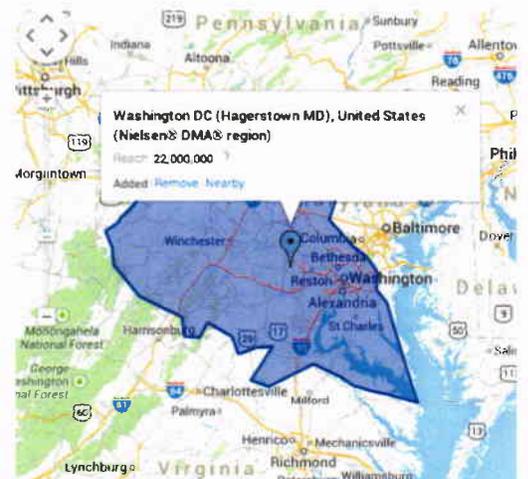
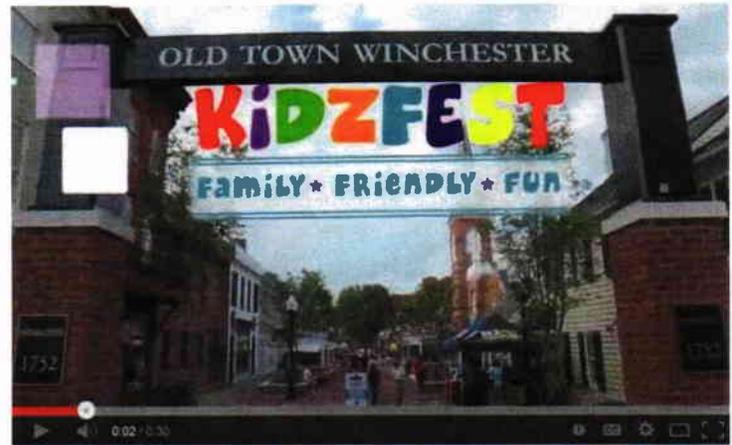
- 133 – Destination: Event pages at oldtownwinchesterva.com

Delivery Area

- Washington DC (Hagerstown MD) Nielsen Data Region
 - Reach: 22,000,000

Cost

- 12 Day Campaign
 - \$25 Per Day
 - \$300.01 Total
- \$.07 Average Cost Per View



OldTown Winchester: Friday Night Live June '14 :30 Video Report

June 11th – June 20th 2014

Persons who viewed :30 second video

- Total: 3,868 Views
 - Ads Views: 3,153 Views
 - Organic Views: 533 Views
- 386 Average Views Per Day



Impressions

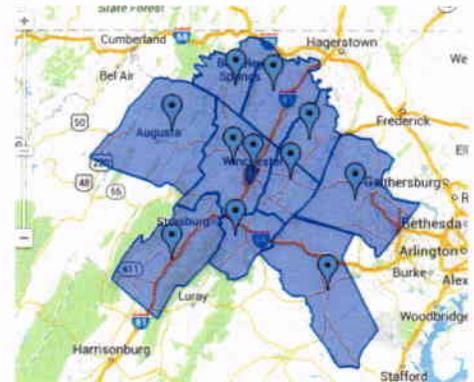
- 19,206 - Video impressions are counted only for in-stream ads. In-stream is a format where your video ad begins playing without a user clicking to watch the ad)
 - Percentage Viewed and People Impressed
 - 25% (7.5 seconds) of video viewed by 37% = 7,106.2 people
 - 50% (15 seconds) of video viewed by 24% = 4,609.4 people
 - 75% (22.5 seconds) of video viewed by 18% = 3,457 people
- Estimated partial views and OTW branding = 14,000+ unique unpaid impressions.

Clicks

- 139 – Destination: Event page at oldtownwinchesterva.com

Delivery Area

- Surrounding Counties
 - Reach: 5,500,000 +



Cost

- 10 Day Campaign
 - \$25 Per Day
 - \$287.53 Total
- \$.09 Average Cost Per View

OldTown Winchester: Rocking Independence Eve '14 :30 Video Report

June 26th – July 3rd 2014

Persons who viewed :30 second video

- Total: 4,097 Views
 - Ads Views: 3,111 Views
 - Organic Views: 986 Views
- 512 Average Views Per Day



Impressions

- 22591 - Video impressions are counted only for in-stream ads. In-stream is a format where your video ad begins playing without a user clicking to watch the ad)
 - Percentage Viewed and People Impressed
 - 25% (7.5 seconds) of video viewed by 31% = 7,003.21 people
 - 50% (15 seconds) of video viewed by 19% = 4,292.29 people
 - 75% (22.5 seconds) of video viewed by 14% = 3,162.74 people
- Estimated partial views and OTW branding = 14,000+ unique unpaid impressions.

Clicks

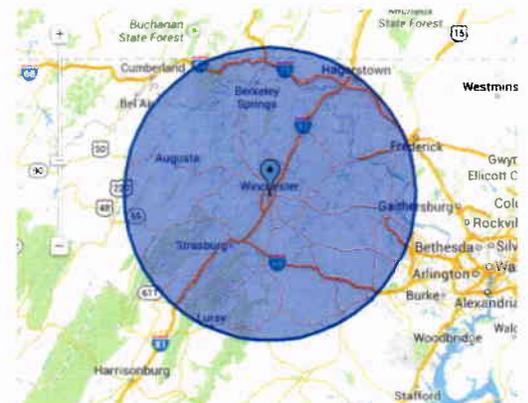
- 133 – Destination: Event page at oldtownwinchesterva.com

Delivery Area

- 40 Mile Radius from Winchester, VA
 - Reach: 3,000,000 + Users

Cost

- 8 Day Campaign
 - \$35 Per Day 5 days
 - \$30 Per Day 3 days
- \$269.24 Total
- \$.09 Average Cost Per View



OldTown Winchester: Friday Night Live July '14 :30 Video Report

July 10th – July 17th 2014

Persons who viewed :30 second video

- Total: 3,095 Views
 - Ads Views: 2,264 Views
 - Organic Views: 831 Views
- 386 Average Views Per Day



Impressions

- 13,736 - Video impressions are counted only for in-stream ads. In-stream is a format where your video ad begins playing without a user clicking to watch the ad)
 - Percentage Viewed and People Impressed
 - 25% (7.5 seconds) of video viewed by 36% = 4,945 people
 - 50% (15 seconds) of video viewed by 23% = 3,159 people
 - 75% (22.5 seconds) of video viewed by 18% = 2,473 people
- Estimated partial views and OTW branding = 10,000+ unique unpaid impressions.

Clicks

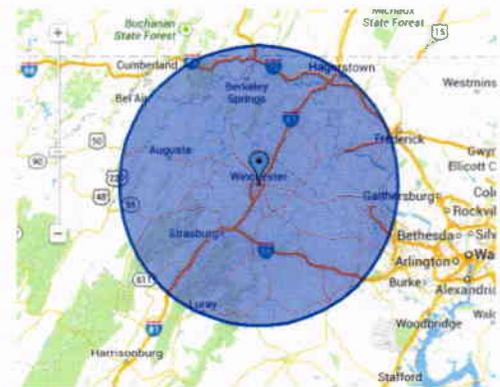
- 113 – Destination: Event page at oldtownwinchesterva.com

Delivery Area

- 40 Mile Radius from Winchester, VA
 - Reach: 3,000,000 +

Cost

- 8 Day Campaign
 - \$20 Per Day
- \$149.38 Total
- \$.07 Average Cost Per View

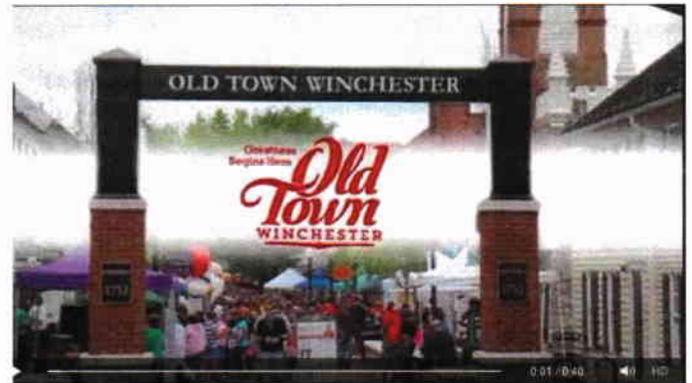


OldTown Winchester: Friday Night Live August '14 :30 Video Report

August 11th – August 15th 2014

Persons who viewed :30 second video

- Total: 1,745 Views
 - Ads Views: 1,344 Views
 - Organic Views: 401 Views
- 349 Average Views Per Day



Impressions

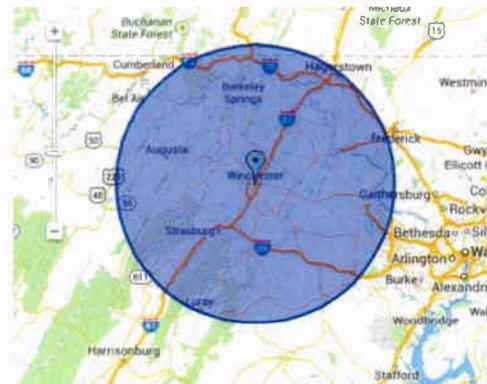
- 11,002 - Video impressions are counted only for in-stream ads. In-stream is a format where your video ad begins playing without a user clicking to watch the ad)
 - Percentage Viewed and People Impressed
 - 25% (7.5 seconds) of video viewed by 30% = 3,300 people
 - 50% (15 seconds) of video viewed by 18% = 1,980 people
 - 75% (22.5 seconds) of video viewed by 13% = 1,430 people
- Estimated partial views and OTW branding = 5,000+ unique unpaid impressions.

Clicks

- 51 – Destination: Event page on oldtownwinchesterva.com

Delivery Area

- 40 Mile Radius from Winchester, VA
 - Reach: 3,000,000 +



Cost

- 5 Day Campaign
 - \$20 Per Day
- \$99.98 Total
- \$.07 Average Cost Per View

OldTown Winchester: Downtown Tailgate '14 :30 Video Report

August 21st, – August 26th – August

30th 2014



Persons who viewed :30 second video

- Total: 2,360 Views
 - Ads Views: 1,559 Views
 - Organic Views: 801 Views
- 393 Average Views Per Day

Impressions

- 11,232 – Video impressions are counted only for in-stream ads. In-stream is a format where your video ad begins playing without a user clicking to watch the ad)
 - Percentage Viewed and People Impressed
 - 25% (7.5 seconds) of video viewed by 30% = 3,369 people
 - 50% (15 seconds) of video viewed by 19% = 2,134 people
 - 75% (22.5 seconds) of video viewed by 15% = 1,685 people
- Estimated partial views and OTW branding = 6,000+ unique unpaid impressions.

Clicks

- 54 – Destination: Event page at oldtownwinchesterva.com

Delivery Area

- 40 Mile Radius from Winchester, VA
 - Reach: 3,000,000 + Users

Cost

- 6 Day Campaign
 - \$20 Per Day 6 days
- \$120.43 Total
- \$.08 Average Cost Per View



OldTown Winchester: October Fest '14 :30 Video Report

September 15th, – October 20th, 2014

Persons who viewed :30 second video

- Total: 5,120 Views
 - Ads Views: 5,120 Views
 - Unique Views: 4,982 Views
- 146 Average Views Per Day

Impressions

- 25,151 – Video impressions are counted only for in-stream ads. In-stream is a format where your video ad begins playing without a user clicking to watch the ad)
 - Percentage Viewed and People Impressed
 - 25% (7.5 seconds) of video viewed by 30% = 7,545 people
 - 50% (15 seconds) of video viewed by 19% = 4,778 people
 - 75% (22.5 seconds) of video viewed by 14% = 3,521 people
- Estimated partial views and OTW branding = 15,000+ unique unpaid impressions.

Clicks

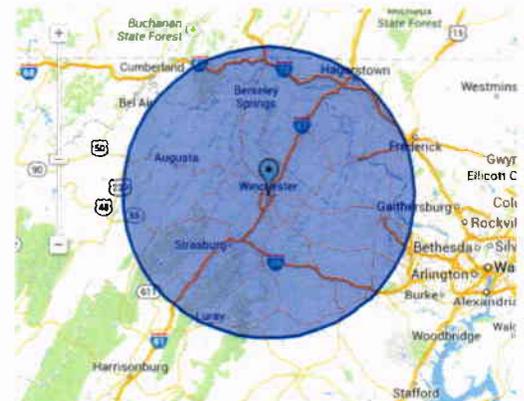
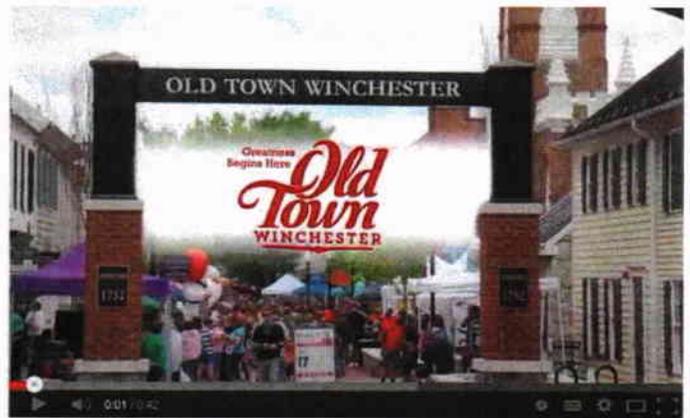
- 219 – Destination: Event page at oldtownwinchesterva.com

Delivery Area

- 40 Mile Radius from Winchester, VA
 - Reach: 3,000,000 + Users

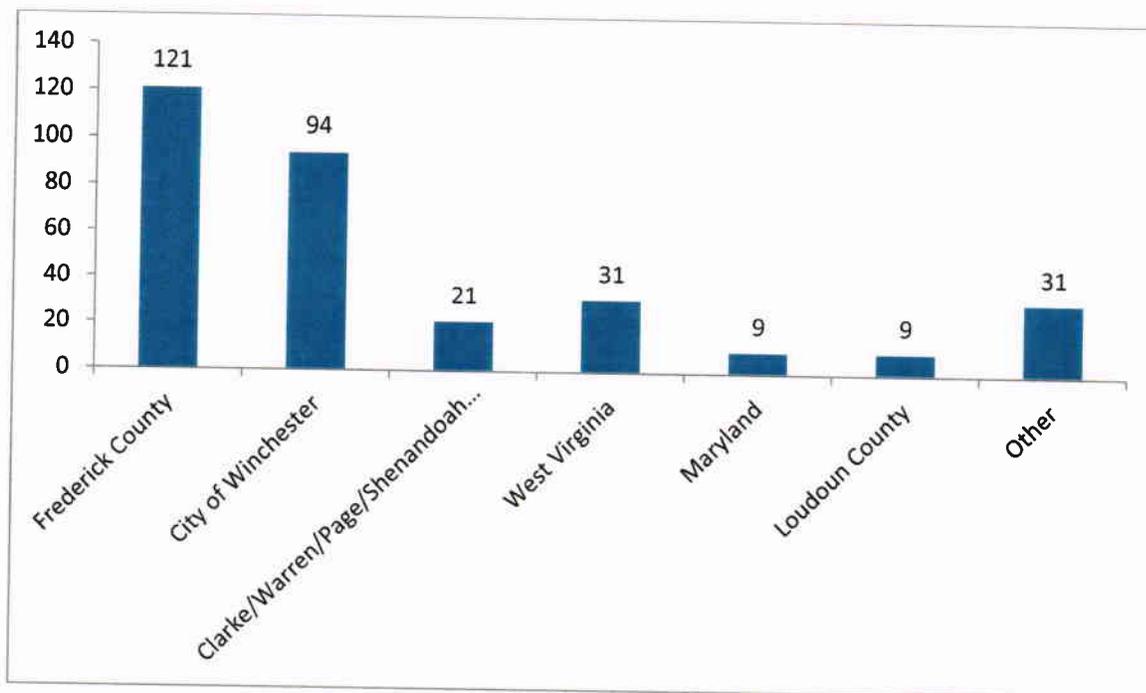
Cost

- 35 Day Campaign
 - \$15 Per Day
- \$300.59 Total
- \$.06 Average Cost Per View





Where are visitors to Old Town Winchester Coming From During Seven (7) Events?



Estimated Margin of Error +/- 5%

Sample Size: 316

Major Findings

38% came from Frederick County

29% came from Winchester

32% came from outside Winchester/Frederick County

Participant Sr
n=95

Rate the Event	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All
Answer #	58	33	4	0	0
Likely to Recommend Event to a Friend	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely
Answer #	56	35	4	0	0
Visit Downtown Shops or Restaurants	No	Not Yet	Yes	If yes, where	
Answer #	28	20	37		

Winchester Book Gallery, Book Store, Incredible Flying Objects x 4, Espresso, Potomac Beads, All of them, Dollar General, General Store, Dancing Dog, Dog Steps, Restaurants x2, Union Jacks x3, Brewbaker's x4, Bistro x2, Murphy's x2, El Centro x3, Roma x6, Patsy's x2, lots of shops, Bluebells, music store, polka dot pot, Wilkins, Cork St Tavern, Picadilly Pub, Bells, Vr(?), Mawry(?), Suchi Lei, Sushi, Hobby Shop, Stores, Froggys Closet, Posh Pets, Pottery Shop

What did you like about the event?

Kids Events x4; Singing; Music; Many good activities x14; Still walking around; walked up; Interacting with the kids x2; Cheap/free x12; Variety x5; Lots of take homes; Lots to do for all kids x2; Kid friendly x13; Private school booths; Local family resources; Fun x2; Gymnastics/Competitive Edge x5; Everything x8; Spread out x2; Live animals; Lots of vendors x2; Child could see other kids doing various activities to spark unique interest; Family oriented x6; Meeting cool kids; Mister Chandler singing; Interactive; Discovering activities for kids/families in the area x6; Outside x2; Easy for adults; Environment x2; Friendly people handling booths; Not too crowded; Stages of dancing; Kids loved it; For kids of all ages; Exercising; Well thought out x2; Lots of Children; Fun Demonstrations; Opportunity; Bounce Houses

What did you dislike about the event?

Nothing x40, More for younger and 2 yrs x3, A little crowded x3, Would have like a little more for older kids also (12-15), Some stuff costs, Don't know (Haven't walked entire event yet), Info on web was not accessible, Need food vendors, Not enough trash cans, Loud, Did not know it was here until we came into town (Marketing)

Marketing Survey - Yidz Fest
n=55

How did you hear about event?

Answer	Word of Mouth	Social Media	Print
#	10	22	15
Answer	Radio	TV-Promo	Other
#	2	4	7

What do you like about the event?

Answer	Music Venues	Kids Area	Street Performers
#	3	40	6
Answer	Just Visiting Old Town	Other	
#	10	9	

How long has it been since you have been downtown?

Answer	1 Week	4 Weeks	3 Months
#	35	13	2
Answer	6 months or more		
#	5		

Where are you from?

Answer	Frederick County	City of Winchester	Clarke/Warren/Page/Shenandoah Counties	West Virginia
#	30	13	5	4
Answer	West Virginia	Loudoun County	Other	
#	4	1	1	

Knowledge of 4 parking garages & 4 lots in Old Town Area?

Answer	Yes	No
#	46	8

Scale of 1-10, Rate this event

Answer	5	7	8	9	10
#	1	4	17	9	24

	Answer #	Extremely	Very	Somewhat	Slightly	Not at all
How organized and clean was the event?			41	47	5	0
How friendly was the staff?	Answer #	Extremely	Very	Somewhat	Slightly	Not at all
			67	28	0	0
How safe did you feel at the event?	Answer #	Extremely	Very	Somewhat	Slightly	Not at all
			73	22	0	0
Anything else to share?	Answer					
<p>Thanks for organizing. Have more. Great time had by all. Very Nice. I really enjoyed seeing how happy all kids were, not only the ones attending but the ones showing their skills! It was great. Thank you. Loved it. Great event, love to see more in the future! Our daughter had a wonderful time. This will be a great yearly event. The event was amazing for our autistic son. They should do this every year. Thank you. Did a great job. I think it's a great idea. Had a great time.</p>						

Participant Survey June FNL

n=39

Rate the Event

Answer	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All
#	20	17	2	0	0

Answer	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely
#	24	12	3	0	0

Answer	No	Not Yet	Yes	If yes, where	Might
#	4	6	23		

Visit Downtown Shops or Restaurants

El Centro; Brewbakers; Scarpa Alta, Nest, Patsy; Shoe Store; Cajun, Abija Blue, Cigars; EM; Snow White Grill; Union Jack; Snow White Grill; Village Bistro; Cajun Experience, Cajun experience; EL Centro; Ice cream shop; Ice Cream Shop; Sushi Bar; Village Square; El centro; Scarpa Alta; Snow White Grill; Murphy Beverage - Tin Top; Roma's; Bead store; Purple fern; Scarpa Alta; El Centro; El Centro, Murphy bar;

What did you like about the event?

Music, Games, and Food; Something different to do; Fun Activities, band, booze; Differnet Venders; Music, Outdoors; Music; Music; Weather; Music; Family fun; Music, Friendly people; Old + New, Fun things; Music, Food, entertainment; Atmosphere; Games + Drinks; Lot's to do + See; Atmosphere; Everything; Street events, Music, Fountain; The energy; Family environment; Live music; Reggae, games, hard cider; Music, activities for kids; Music, People; Good music, Not too expensive; Friends, Music, Wine; Music, decorations, people, food, drinks; Music, Friends; Music, Street entertainers; Girls; Bands were actually good!!; Friendly environment, Music; Street performers; Lots of locals/tourists all enjoying downtown; People coming downtown; Music choices

What did you dislike about the event?

Pitbulls; Smokers, Bugs; Lacked activities on the walking mall; Could be more scenic; Music started too early; Not enough seating; Boys

How organized and clean was the event?

Answer	Extremely	Very	Somewhat	Slightly	Not at all
#	21	17	1	0	0

	Extremely	Very	Somewhat	Slightly	Not at all
How friendly was the staff?	25	13	1	0	0
Answer #					
How safe did you feel at the event?	35	3	1	0	0
Answer #					
Anything else to share?	<p>Answer</p> <p>More music; Fun for tourist; Do it Again!; Y'all are awesome!!; Fun; Had fun!!; Awesome; It has been great; it's a perfect evening; Love the bands; Love all of these events. We come to everything; These functions are great, always a fun time; Well run, very fun; Loved the music. Set-up stage was right. Keep just one lot!!!; Very well rounded event; Downtown is poppin';</p>				



Marketing Survey June FNL									
n=32									
How did you hear about event?		Answer	Word of Mouth	Social Media	Print				
	#		11	12	7				
What do you like about the event?		Answer	Radio	TV-Promo	Other				
	#		4	0	3				
How long has it been since you have been downtown?		Answer	Music Venues	Kids Area	Street Performers				
	#		23	1	5				
Where are you from?		Answer	Just Visiting Old Town	Other					
	#		9	2					
Knowledge of 4 parking garages & 4 lots in Old Town Area?		Answer	1 Week	4 Weeks	3 Months				
	#		24	4	3				
Scale of 1-10, Rate this event		Answer	6 months or more						
	#		2						
Where are you from?		Answer	Frederick County	City of Winchester	Clarke/Warren/Page/Shenandoah Counties	West Virginia			
	#		7	21	2	1			
Knowledge of 4 parking garages & 4 lots in Old Town Area?		Answer	West Virginia	Loudoun County	Other				
	#		0	1	0				
Scale of 1-10, Rate this event		Answer	Yes	No					
	#		26	5					
Scale of 1-10, Rate this event		Answer							
	#		7	8	9	10			
	#		3	10	5	13			

Participant Survey
n=82

Rate the Event	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All
Answer #	39	31	10	1	1
Likely to Recommend Event to a Friend	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely
Answer #	42	30	8	1	1
Visit Downtown Shops or Restaurants	No	Not Yet	Yes	If yes, where	Comments
Answer #	13	6	48		They were great
					Patsy Cline Exhibit; Joes Shenk House, Simply Charming; El Centro; All of em; So many; Bead company, ebar, Red Fox; Runners Retreat; ebar; Thai Winchester; Dollar General; All; Cajun Experience, Fox creamery; Pizza place; 147 north; Once upon a find, IFO; Thai Winchester; IFO; Brewbakers; IFO; Cajun experience, Tin Top; El Centro; Roma; EBar, Union Jacks; 147 north, El Centro, Simply Charming; Romas, Museum; Snow white grill, Scarpa alta; 147 North; Union Station; 147 N; Eugene Smith Gallery; Ebar, Bead; EJ Tent; Brewbakers; Bells, Roma; Union Jacks, Runner retreat; Expresson bar; Bells; Simply Charming, El Centro; Snow White, Once upon a find, Purple fern; Roma, Fox; Tin Top, El Centro; Posh Pets; Wilkins; Abija Blue, Bead store; El Centro; El Centro; Red Fox; Cajun Experience; Red fox;
What did you like about the event?	Answer				
		All the excitement; Music & tents; Beer garden, pet friendly; Music, people; Good music; Drinks; Fireworks, Kid's activities; Kid's stuff; Family & Adult Stuff, Free, Outside; Everything, Family oriented; Atmosphere; Music, Music; Christian [Lopez] quality music, Family friendly, shops open, beer controlled; Music; Music, fireworks; Everything; Festive atmosphere, V2; Bands & fireworks; Brings out people, good for community; Live music, beer; Beer tent; People & music; Sunshine; Good music, good coverage from weather, good food; Music; Everything. We came here last year & were looking forward to it this year. Excellent events; Christian Lopez, Edward Jones; Music; I like it; Beer; Music; Christian Lopez; Family oriented; Ultimate pong; Weather; Fireworks; Time of day; Fireworks; Great family atmosphere; Family friendly; Street performers, Bumping into friends, Great family oriented event; Big beers, beer garden/tents; Music; Music, Drinks, 'Merica; Music was good; Music, fun; Music, Christian Lopez; Everything; Everything; Street vendors; Family oriented; Music; Music; Activities & Things to do; Bands; Atmosphere; Music; Music & activities on the mall; Band; Meeting people; Fun seeing people participate in activities; Just got here; Atmosphere; Environment; People;			

	<p>Atmosphere; Being able to talk to friends; Kid friendly; Good music, Cold beer; Music, 'Merica, People; Music; Music, beer garden, safe environment, chance to meet new people; Christian Lopez; Christian Lopez; Contests; Live music; Shop; Free for kids; Atmosphere, games, music</p>												
<p>What did you dislike about the event?</p>	<p>Answer</p> <p>Rain; Rain; Rain; Rain, maybe postpone, more to do on far ends; Beer prices; Rain; Need more seating & tables; Rain; Nothing for older children to do; Rain; Not too much to do, Did vendors back out due to weather?; Children; Rain; Rain; Stores not open; Cheap booths; More food vendors; Rain; Price at beer garden; Weather (not your fault); Boys and Girls club beer? Rock band that sucks?; Expensive beer; Rain; Rain; Rain; Rain; Rain;</p>												
<p>How organized and clean was the event?</p>	<table border="1"> <tr> <td>Answer #</td> <td>Extremely</td> <td>Very</td> <td>Somewhat</td> <td>Slightly</td> <td>Not at all</td> </tr> <tr> <td></td> <td>34</td> <td>44</td> <td>4</td> <td>0</td> <td>0</td> </tr> </table>	Answer #	Extremely	Very	Somewhat	Slightly	Not at all		34	44	4	0	0
Answer #	Extremely	Very	Somewhat	Slightly	Not at all								
	34	44	4	0	0								
<p>How friendly was the staff?</p>	<table border="1"> <tr> <td>Answer #</td> <td>Extremely</td> <td>Very</td> <td>Somewhat</td> <td>Slightly</td> <td>Not at all</td> </tr> <tr> <td></td> <td>61</td> <td>20</td> <td>0</td> <td>0</td> <td>0</td> </tr> </table>	Answer #	Extremely	Very	Somewhat	Slightly	Not at all		61	20	0	0	0
Answer #	Extremely	Very	Somewhat	Slightly	Not at all								
	61	20	0	0	0								
<p>How safe did you feel at the event?</p>	<table border="1"> <tr> <td>Answer #</td> <td>Extremely</td> <td>Very</td> <td>Somewhat</td> <td>Slightly</td> <td>Not at all</td> </tr> <tr> <td></td> <td>58</td> <td>23</td> <td>0</td> <td>1</td> <td>0</td> </tr> </table>	Answer #	Extremely	Very	Somewhat	Slightly	Not at all		58	23	0	1	0
Answer #	Extremely	Very	Somewhat	Slightly	Not at all								
	58	23	0	1	0								
<p>Anything else to share?</p>	<p>Answer</p> <p>Hope to come back soon; More tables & chairs; Go beer garden to hear band; Great time with family; Better than last year; Nice to see police and sheriffs, Good party for Winchester, Respectful, Safe; Keep them coming; Very broad diverse group of folks; Have more of them; It was great!; Keep up events, Need an interpreter; More advertising, Maybe more bands; Keep trying; 1st band played too long, but they were good!; I'll be returning next year; Need more cultural events that draw a more diverse clientele; It was great; More bands (Rock); Koozies; It was great; Awesome!; Thank you; More things;</p>												



How did you hear about event?

Answer	Word of Mouth	Social Media	Print
#	14	10	10
Answer	Radio	TV-Promo	Other
#	4	2	10

What do you like about the event?

Answer	Music Venues	Kids Area	Street Performers
#	20	11	6
Answer	Just Visiting Old Town	Other	
#	27	11	

How long has it been since you have been downtown?

Answer	1 Week	4 Weeks	3 Months
#	21	17	2
Answer	6 months or more		
#	7		

Where are you from?

Answer	Frederick County	City of Winchester	Clarke/Warren/Page/Shenandoah Counties	West Virginia
#	16	18	3	7
Answer	West Virginia	Loudoun County	Other	
#	0	0	4	

Knowledge of 4 parking garages & 4 lots in Old Town Area?

Answer	Yes	No
#	42	6

Scale of 1-10, Rate this event

Answer	6	7	8	9	10
#	2	6	16	6	15

Rate the Event	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All
Answer #	55	32	5	1	
Likely to Recommend Event to a Friend	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely
Answer #	55	34	4	1	
Visit Downtown Shops or Restaurants	No	Not Yet	Yes	If yes, where	
Answer #	12	5	67	Village Square; Once Upon a Find, Roma's, Brewbakers; Winchester Thai; Scarpa; Eugene Smith; Union Jack; Italian Touch; M's; Purple Fern; Bright Box; Cajun Experience, Tin Top; Awabi; Cork st tavern; Sucillee; El Centro; Village Bistro; Joe's art store's; Scarpa alta; Snow White Grill;	
What did you like about the event?	Good band; Well organized set up; Need more events like this; Lot's to do, drink; Social; Robbie Limon x30; Friendly people; The community getting out; Winc 92.5; Good thing alcohol is not a main attraction; Kid & animal friendly; Photo booth; Weather;				
What did you dislike about the event?	Missed Bluemont concert; Parking; Robbie started 1/2 hour late; Could find nicer venue than a parking lot; Had to bring chair; More wine selection; Not Adults only; More food options; Space was tight, but a large crowd; Not enough seating; Not enough Johnnie Blues; Cover price; Not enough food vendors-Like boy scouts, non-profits, like apple blossom, maybe a movie screen w/ old TV & movies; Lack of bathrooms; Dogs; Coordinate with Bluemont;				
How organized and clean was the event?	Extremely	Very	Somewhat	Slightly	Not at all
Answer #	41	50	3		
How friendly was the staff?	Extremely	Very	Somewhat	Slightly	Not at all
Answer #	63	28	2		
How safe did you feel at the event?	Extremely	Very	Somewhat	Slightly	Not at all
Answer #	65	25	4		
Anything else to share?	More chairs, maybe a Thursday or Saturday; Twice a month; Tell people to bring own chairs and do away with tables; Sell cocktails; Love wine! Wish I didn't have to wear 2 bracelets; Liked the magician; Consider an online survey; Saw old friends, met new; Can it be full length of the mall, band at both ends?; More local beer; Thank Hables; Great for winchester; Jazz would be nice, Brass/Steel drums;				

Marketing Survey July FNL

n=48

How did you hear about event?

Answer #

Word of Mouth 19 Social Media 18 Print 11

Answer #

Radio 3 TV-Promo 1 Other 23

What do you like about the event?

Answer #

Music Venues 45 Kids Area 14 Street Performers 20

Answer #

Just Visiting Old Town 29 Other 8

How long has it been since you have been downtown?

Answer #

1 Week 45 4 Weeks 16 3 Months 2

Answer #

6 months or more 2

Where are you from?

Answer #

Frederick County 31 City of Winchester 18 Clarke/Warren/Page/Shenandoah Counties 4 West Virginia 8

Answer #

Maryland 1 Loudoun County 7 Other 7

Knowledge of 4 parking garages & 4 lots in Old Town Area?

Answer #

Yes 51 No 18

Scale of 1-10, Rate this event

Answer #

4 5 6 7 8 9 10
1 2 4 22 16 23

Participant Survey August FNL
n=52

Rate the Event	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All
Answer #	26	24	1		
Likely to Recommend Event to a Friend	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely
Answer #	31	21	1		
Visit Downtown Shops or Restaurants	No	Not Yet	Yes	If yes, where	
Answer #	8	2	22	Union Jack. Red Fox. Wilken's. Tin top. Ajai Blue. Blue Bells. El Centro. Brewbakers. Roma. Village Market. Em, Sucilee, Snow White. Cajun. Piccadilly. 147 North. Once Upon a Find. Cork Street Tavern. Potomac Bead.	
What did you like about the event?	Bands. Well Organized. Line dancing. Family friendly atmosphere. Games. Friendly folks. Beer. Location on the walking mall. Price point. Being out in the open w/ lots of people.				
What did you dislike about the event?	Beer price. Stores that closed at 6. Line dancers in front of the band. Limited parking. Lack of diverse food. Wait for second band to start. Wine is too sweet. Parking garage closed.				
How organized and clean was the event?	Extremely	Very	Somewhat	Slightly	Not at all
Answer #	24	27	1		
How friendly was the staff?	Extremely	Very	Somewhat	Slightly	Not at all
Answer #	37	14	1		
How safe did you feel at the event?	Extremely	Very	Somewhat	Slightly	Not at all
Answer #	41	11			
Anything else to share?	Wish my community did this. Need more of them. Our first FNL - Will definitely attend in the future. More line dancing. Maybe include 1st drink is included in ticket price. Didn't know to bring chair.				

Participant Survey		Downtown Tailgate		n=79							
Rate the Event	Answer #	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All					
		33	34	10	2						
Likely to Recommend Event to a Friend	Answer #	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely					
		37	32	7	1						
Visit Downtown Shops or Restaurants	Answer #	No	Not Yet	Yes	If yes, where						
		18	18	37							
							Village Bistro, Cajun Experience, Brewbakers, Posh Pet, Wilkins Shoe Center, El Centro, 147 North, Union Jack, Roma, Village Square, V2, Piccadilly, Bead Store, Tin Top, Runners Retreat, Gneral Store, Snow White Grill, Espresso Bar, Murphy Beverage, Vinegar & Olive Oil, Book Store, Artisan Shop, Gun Shop				
What did you like about the event?	Answer	Alcohol - Beer tasting, wine; Music, food, outside, dog friendly, vendors, the people; entertainment, cornhole, atmosphere, won prizes; socializing, being downtown, good variety, football, marching band, friendly.									
What did you dislike about the event?	Answer	12x weather, more food tents; cost, entrance setup, buying a ticket for every drink, bigger TVs; rules, no wine by bottle, tournament price, not enough seating.									
How organized and clean was the event?	Answer #	Extremely	Very	Somewhat	Slightly	Not at all					
		40	33	3							
How friendly was the staff?	Answer #	Extremely	Very	Somewhat	Slightly	Not at all					
		45	18								
How safe did you feel at the event?	Answer #	Extremely	Very	Somewhat	Slightly	Not at all					
		40	15								
Anything else to share?	Answer	More wine, more vendors, more crafts, different types of tickets, darts, do it again									

Marketing Survey October Fest

n=20

How did you hear about event?

Answer #	Word of Mouth	Social Media	Print
	6	5	4
Answer #	Radio	TV-Promo	Other
	2	8	3

What do you like about the event?

Answer #	Music Venues	Kids Area	Street Performers
	8		3
Answer #	Just Visiting Old Town		
	5	10	

How long has it been since you have been downtown?

Answer #	1 Week	4 Weeks	3 Months
	10	5	1
Answer #	6 months or more		
	1		

Where are you from?

Answer #	Frederick County	City of Winchester	Clarke/Warren/Pe W. Virginia
	6	5	5
Answer #	Maryland	Loudoun County	Other
	3	3	4

Knowledge of 4 parking garages & 4 lots in Old Town Area?

Answer #	Yes	No
	14	5

Scale of 1-10, Rate this event

Answer #	3	5	6	7	8	9	10
	1	2	2	4	4	3	3



Website Stats

The following is a brief overview of stats for the oldtownwinchesterva.com site since Full Circle Marketing started. Attached are several PDFs of the Google Analytics Data with comparisons between periods/years.

Sep 1 - Dec 31, 2012:

Sessions: 34,299 (+16.47% from previous period)
Page Views: 123,907 (+3.58% from previous period)
Users: 27,331 (+14% from previous period)

2013 (January – December):

Sessions: 170,821 (+98.58% from previous year)
Users: 122,160 (+82.25% from previous year)
Page Views: 529,647 (+61.98% from previous year)

2014 (Jan 1- Oct 1):

Sessions (to date): 144,937 (+17.02% from previous year)
Users (to date): 104,327 (+15.70% from previous year)
Page Views (to date): 422,722 (+6.43% from previous year)

2014 (Oct 1 – November 3)

Sessions: 25,417 (+9.98% from previous year)
Users: 19,593 (+11.54% from previous year)
Page Views: 70,884 (+8.38% from previous year)

Top 10 Sources:

1. Google
2. Direct (means visitors come straight to our site, as in type in the address into their browser)
3. Bing
4. Facebook (Mobile)
5. Yahoo
6. WinchesterVA.Gov
7. Facebook.com (desktop)
8. VisitWinchesterVA.com
9. Feedburner

Top 4 Highest Traffic Day:

1. July 3, 2014 (Rockin' Independence Eve)
2. October 18, 2013 (October Fest)
3. September 6, 2013 (Downtown Tailgate)
4. June 20, 2014 (Friday Night Live)

Audience Overview

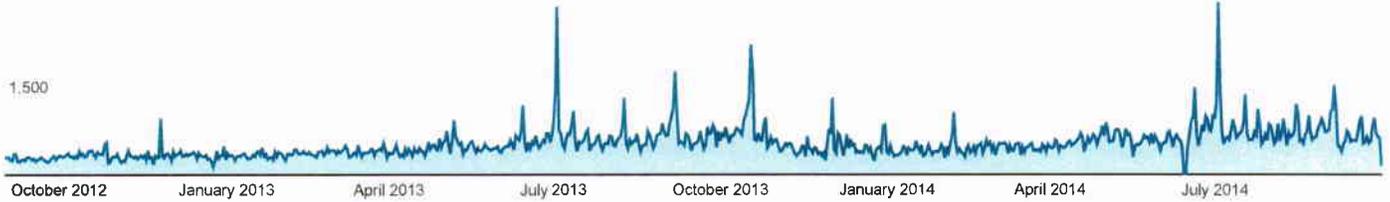
Sep 1, 2012 - Oct 1, 2014

All Sessions
100.00%

+ Add Segment

Overview

Sessions
3,000



Sessions
350,069



Users
246,812



Pageviews
1,076,325



Pages / Session
3.07



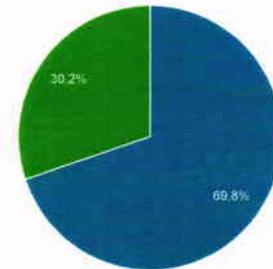
Avg. Session Duration
00:02:01



Bounce Rate
53.48%



New Visitor Returning Visitor



% New Sessions
69.75%



Language	Sessions	% Sessions
1. en-us	334,611	95.58%
2. en	9,542	2.73%
3. en-gb	1,386	0.40%
4. c	515	0.15%
5. en_us	348	0.10%
6. es-es	322	0.09%
7. de-de	309	0.09%
8. pt-br	301	0.09%
9. fr	264	0.08%
10. es	214	0.06%

Audience Overview

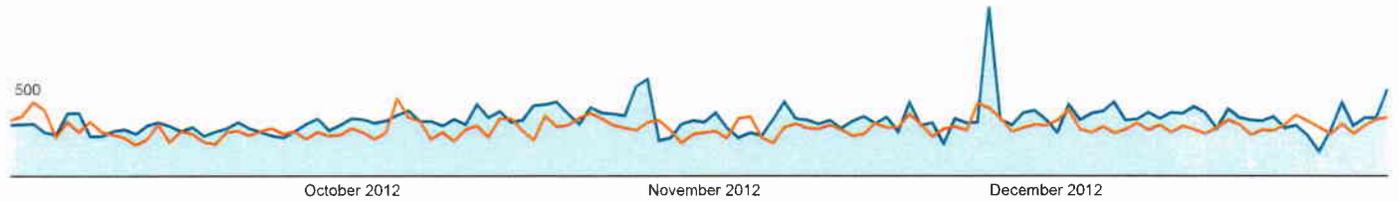
Sep 1, 2012 - Dec 31, 2012
Compare to: May 2, 2012 - Aug 31, 2012

All Sessions
+0.00%

+ Add Segment

Overview

Sep 1, 2012 - Dec 31, 2012: ● Sessions
May 2, 2012 - Aug 31, 2012: ● Sessions
1,000



Sessions

16.47%

16.47% vs 19.40%



Users

14.87%

14.87% vs 22.79%



Pageviews

3.58%

3.58% vs 18.67%



Pages / Session

-11.06%

1.0 vs 1.1



Avg. Session Duration

-12.37%

00:11:28 vs 00:02:17



Bounce Rate

5.62%

51.1% vs 48.21%



% New Sessions

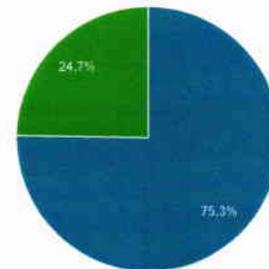
-1.50%

15.27% vs 16.41%

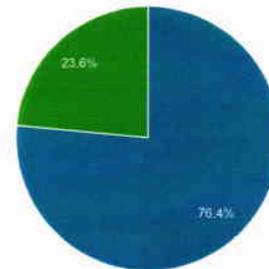


■ New Visitor ■ Returning Visitor

Sep 1, 2012 - Dec 31, 2012



May 2, 2012 - Aug 31, 2012



Language

Sessions % Sessions

1. en-us

Sep 1, 2012 - Dec 31, 2012

31,218 91.02%

May 2, 2012 - Aug 31, 2012

26,477 89.90%

% Change

17.91% 1.24%

2. en

Sep 1, 2012 - Dec 31, 2012

2,430 7.08%

May 2, 2012 - Aug 31, 2012

2,489 8.45%

% Change

-2.37% -16.17%

3. en-gb

Sep 1, 2012 - Dec 31, 2012

135 0.39%

May 2, 2012 - Aug 31, 2012

104 0.35%

% Change

29.81% 11.46%

Audience Overview

Sep 1, 2012 - Dec 31, 2012

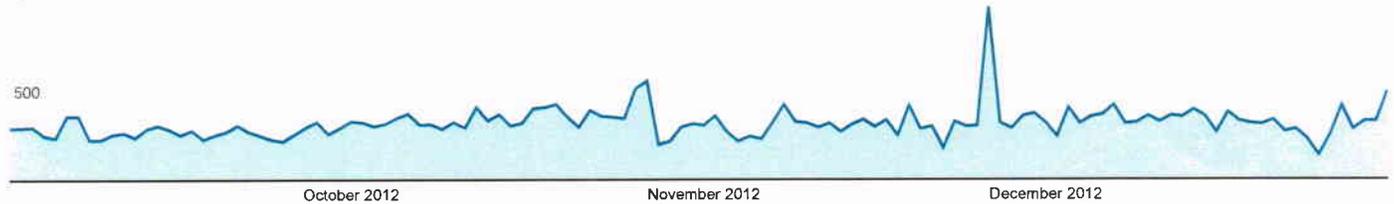
All Sessions
100.00%

+ Add Segment

Overview

Sessions

1,000



Sessions

34,299



Users

27,331



Pageviews

123,907



Pages / Session

3.61



Avg. Session Duration

00:01:55

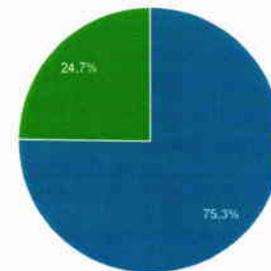


Bounce Rate

51.97%



New Visitor Returning Visitor



% New Sessions

75.27%



Language	Sessions	% Sessions
1. en-us	31,218	91.02%
2. en	2,430	7.08%
3. en-gb	135	0.39%
4. en_us	64	0.19%
5. fr	47	0.14%
6. es	45	0.13%
7. ja	43	0.13%
8. de-de	26	0.08%
9. es-es	24	0.07%
10. pt-br	21	0.06%

Audience Overview

Jan 1, 2013 - Dec 31, 2013

Compare to: Jan 1, 2012 - Dec 31, 2012

All Sessions +0.00%

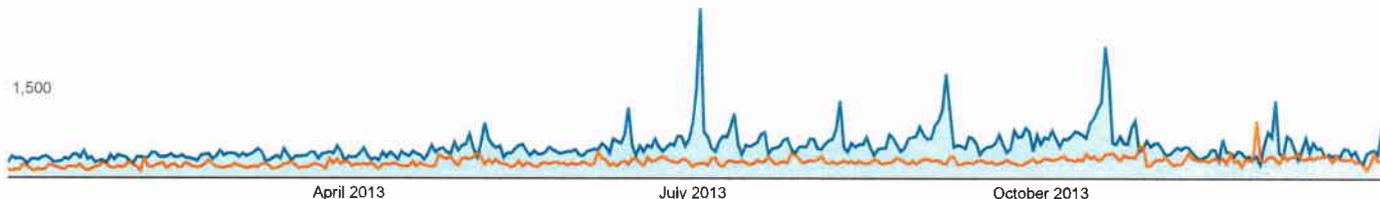
+ Add Segment

Overview

Jan 1, 2013 - Dec 31, 2013: Sessions

Jan 1, 2012 - Dec 31, 2012: Sessions

3,000



Sessions

98.58%

100% vs 100%



Users

82.25%

100% vs 97.50%



Pageviews

61.98%

100% vs 100.00%



Pages / Session

-18.43%

1.0 vs 1.2



Avg. Session Duration

-0.02%

00:01:15 vs 00:02:11



Bounce Rate

3.12%

5% vs 16.50%



% New Sessions

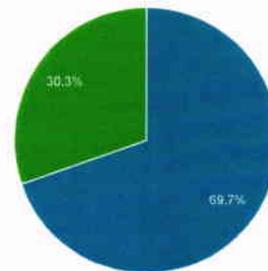
-8.45%

44.7% vs 53.1%

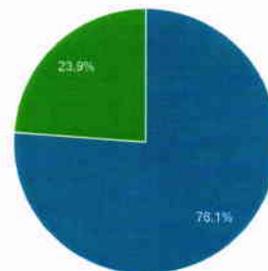


New Visitor Returning Visitor

Jan 1, 2013 - Dec 31, 2013



Jan 1, 2012 - Dec 31, 2012



Language

Sessions % Sessions

1. en-us

Jan 1, 2013 - Dec 31, 2013

162,739 95.27%

Jan 1, 2012 - Dec 31, 2012

77,629 90.24%

% Change

109.64% 5.57%

2. en

Jan 1, 2013 - Dec 31, 2013

5,373 3.15%

Jan 1, 2012 - Dec 31, 2012

6,832 7.94%

% Change

-21.36% -60.40%

3. en-gb

Jan 1, 2013 - Dec 31, 2013

574 0.34%

Jan 1, 2012 - Dec 31, 2012

313 0.36%

% Change

83.39% -7.65%

Acquisition Overview

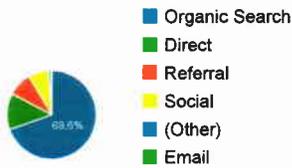
Jan 1, 2014 - Oct 1, 2014

All Sessions
100.00%

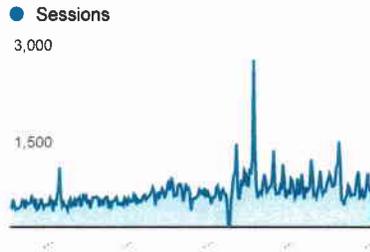
+ Add Segment

Primary Dimension: Top Channels
Goal Option: All Goals
Edit Channel Grouping

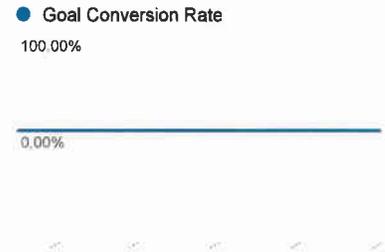
Top Channels



Sessions



Conversions



Acquisition

Behavior

Conversions

	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1 Organic Search	144,939	68.55%	99,353	54.16%	2.92	00:02:03
2 Direct	18,980			62.96%		
3 Referral	12,673			41.99%		
4 Social	10,751			78.93%		
5 (Other)	1,370			76.57%		
6 Email	268			64.18%		



Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

To see all 6 Channels click [here](#).

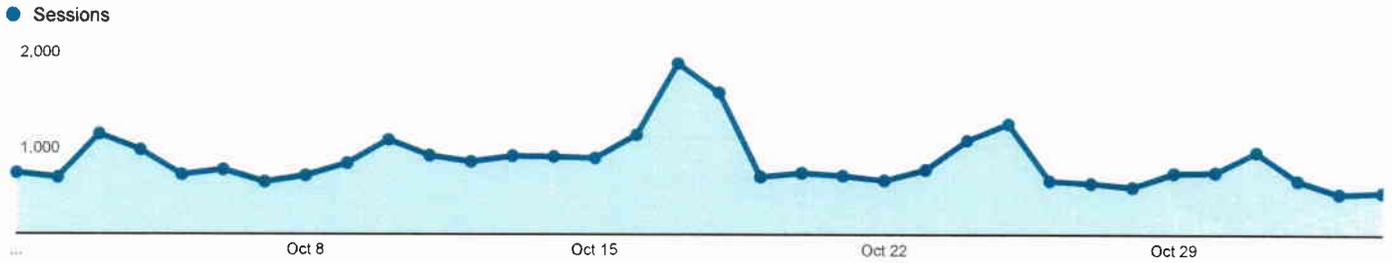
Audience Overview

Oct 1, 2014 - Nov 3, 2014

All Sessions
100.00%

+ Add Segment

Overview



Sessions
25,417

Users
19,593

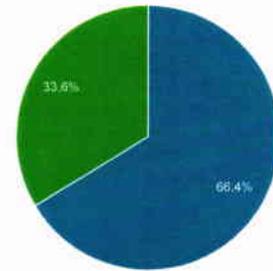
Pageviews
70,884

Pages / Session
2.79

Avg. Session Duration
00:02:01

Bounce Rate
53.48%

■ New Visitor ■ Returning Visitor



% New Sessions
66.35%

Language	Sessions	% Sessions
1. en-us	24,727	97.29%
2. en	232	0.91%
3. en-gb	128	0.50%
4. pt-br	26	0.10%
5. es-es	23	0.09%
6. es-419	18	0.07%
7. de	17	0.07%
8. de-de	16	0.06%
9. fr	16	0.06%
10. en-ca	15	0.06%



FACEBOOK Stats

The following is a brief overview of over fifty (50) plus FaceBook posts and boosting that FCM posted/boosted while promoting Old Town shopping/dining and seven events. The stats illustrate the outreach to consumers not only in our region but beyond.

Attached are several PDFs of Facebook posts that reached thousands of users through likes and shares.

Post Details Reported stats may be delayed from what appears on posts X

Details Video

 **Old Town Winchester, VA**
August 20

It's Win It Wednesday! **SHARE** and **LIKE** this video for a chance to win two tickets to this year's Jim Stutzman Chevrolet-Cadillac Downtown Tailgate! The winner will be announced tomorrow at 12 noon!

For more information on Downtown Tailgate visit, <http://oldtownwinchesterva.com/event/downtown-tailgate-2/>



00:40

26,496 People Reached

8,883 Video Views

1,030 Likes Comments & Shares

562 Likes	221 On Post	341 On Shares
97 Comments	40 On Post	67 On Shares
371 Shares	345 On Post	26 On Shares

1,379 Post Clicks

319 Clicks to Play	77 Link Clicks	983 Other Clicks
------------------------------	--------------------------	----------------------------

NEGATIVE FEEDBACK

28 Hide Post	8 Hide All Posts
0 Report as Spam	1 Unlike Page

26,496 people reached **Boost Post**

Like · Comment · Share · 221 40 345

Post Details

Reported stats may be delayed from what appears on posts X

Details Video



Old Town Winchester, VA

August 1

Have you planned your getaway to Winchester this weekend yet?



00:48

13,456 people reached

Boost Post

Like Comment Share 71 2 118

13,456 People Reached

1,998 Video Views

529 Likes, Comments & Shares

334 Likes

60 Comments

135 Shares

1,646 Post Clicks

677 Clicks to Play

1 Link Clicks

NEGATIVE FEEDBACK

15 Hide Post

0 Report as Spam

71 On Post

2 On Post

118 On Post

1 Link Clicks

968 Other Clicks

263 On Shares

58 On Shares

17 On Shares

968 Other Clicks

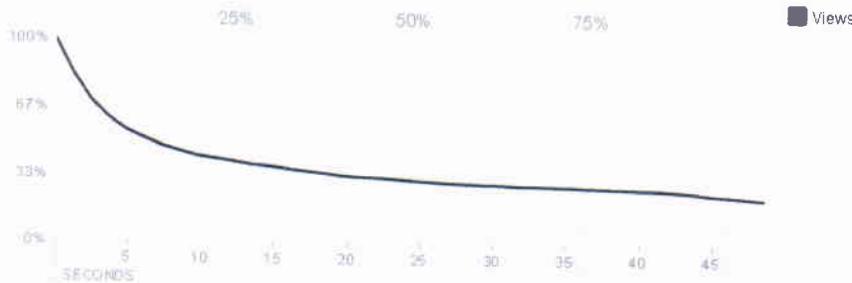
Post Details

Reported stats may be delayed from what appears on posts X

Details Video

Audience Retention

Views of your video at each moment as a percentage of all views, including views shorter than 3 seconds



0:28

Average Duration of Video Viewed (57.98%)

Video Views

The number of times your video was viewed for 3 seconds or more.

1,998 Total

1,998 Organic

1,765 Unique

1,765 Organic

Video Views to 95%

The number of times your video was viewed to 95% of its length

744 Total

744 Organic

681 Unique

681 Organic



0:42 / 0:48

Boost Post

Desktop News Feed

Mobile News Feed



Old Town Winchester, VA

Sponsored

October Fest is only 2 weeks away! We hope you are getting excited for this craft beer and wine festival with a German twist in Old Town. Check out our video to get more information and make sure to get your tickets today!



2 437 Views

Like Comment Share 124 4 57

Terms & Conditions

Close

How effective was the boost?

★★★★★

7,384 Paid Reach

469 Actions

\$25.00 Budget Spent

Actions People Countries

199 Video Plays

41 Page Likes

84 Post Likes

2 Comments

20 Shares

Hide details

Audience and Payment

Boost Post

Desktop News Feed

Mobile News Feed



Old Town Winchester, VA

Sponsored

Take advantage and get an extra tasting ticket by purchasing the \$10 Special Advance Tasting Ticket!

Tickets can be purchased online here, <http://www.showclix.com/event/OldTownDowntownTailgate>, or in person at Jim Stutzman Chevrolet-Cadillac Co., Total Image & Workingman's Store, Jordan Springs Market, Old Town General Store and Espresso Bar and Cafe!

Here's the selection of beers and wines that will be available!



BEER AND WINE LIST

COURTHOUSE SIDE	PARKING LOT SIDE
BEER (ABV%)	BEER
DEVIL'S BACK BONE Striped Bass Pale Ale (5.2%) Golden Leaf Lager (4.5%) Vienna Lager (4.9%) Schwarzbier (5.1%)	GOOSE ISLAND 312 Urban Wheat (4.2%) 312 Urban Pale (4.5%) Homburg's Ale (4.3%) Harvest Ale (5.7%)
3 BROTHERS Hopfenkaiser IPA (7.1%) Virginia Dark Ale (7.5%)	HEAVY SEAS Loose Cannon Hop3 (7.2%) Peg Leg Imperial Stout (8%) Custard Amber Lager (5.4%) Gold Ale (4.5%)
SWEET WATER 420 Extra Pale Ale (5.4%) 420 IPA (6.5%)	SAUCONY CREEK North Ramp Stout (5.5%)
TROEGS Perpetual IPA (7.5%) Dream Weaver Wheat (4.8%)	SELKIRK ABBEY BREWING Infidel Belgian IPA (6.2%)
LAUGHING DOG Dogzilla Black IPA (6.4%)	WIDMER BROTHERS Olive Festival Ale (5.2%)
OLD DOMINION Oak Barrel Stout (6%)	SHOCK TOP Pumpkin Wheat (5.2%)

Terms & Conditions

Close

How effective was the boost?

★★★★★

1,980 Paid Reach

191 Actions

\$6.26 Budget Spent

Actions People Countries

102 Photo Clicks

28 Link Clicks

21 Page Likes

22 Post Likes

7 Comments

11 Shares

Hide details

Audience and Payment

Boost Post

Desktop News Feed

Mobile News Feed



Old Town Winchester, VA

Sponsored

It's Win It Wednesday! SHARE and LIKE this video for a chance to win two tickets to this year's Jim Stutzman Chevrolet-Cadillac Co. Downtown Tailgate! The winner will be announced tomorrow at 1 pm!

For more information on the event visit, <http://oldtownwinchesterva.com/event/downtown-tailgate-2/>



Like Comment Share 263 27 306

Terms & Conditions

How effective was the boost?

★★★★★

7,584 Paid Reach

516 Actions

\$25.00 Budget Spent

Actions People Countries

141 Video Plays

21 Link Clicks

The number of comments on your Page posts.

10 Comments

67 Shares

Hide details

Audience and Payment

Close

Boost Post

Desktop News Feed

Mobile News Feed



Old Town Winchester, VA

Sponsored

Be sure to join us August 15 for the final Winchester Community Federal Credit Union Friday Night Live!

More information can be found here, <http://oldtownwinchesterva.com/event/friday-night-live-3/>



Like Comment Share 42 30

Terms & Conditions

How effective was the boost?

★★★★★

5,580 Paid Reach

203 Actions

\$25.00 Budget Spent

Actions People Countries

136 Video Plays

30 Link Clicks

19 Page Likes

27 Post Likes

2 Shares

Hide details

Audience and Payment

Close

Boost Post

Desktop News Feed

Mobile News Feed

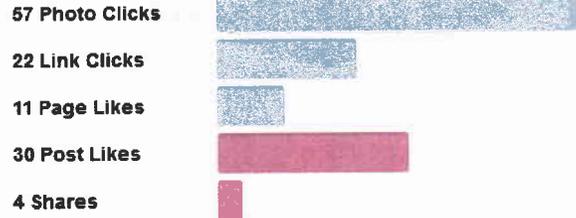
How effective was the boost? ★★★★★

2,726
Paid Reach (?)

124
Actions (?)

\$15.00
Budget Spent

Actions | People | Countries



Hide details

Audience and Payment

Close



Old Town Winchester, VA

Sponsored - Edited

Win a Fireworks Tailgate Party with Your Friends!

For more information on Edward Jones Rockin' Independence Eve visit <http://oldtownwinchesterva.com/eve.../rockin-independence-eve/>

WIN A TAILGATE PARTY TO VIEW FIREWORKS WITH...



UNLIMITED 4G LTE

Sprint Store

At the Apple Blossom Mall Store Only



Terms & Conditions

Boost Post

Desktop News Feed

Mobile News Feed

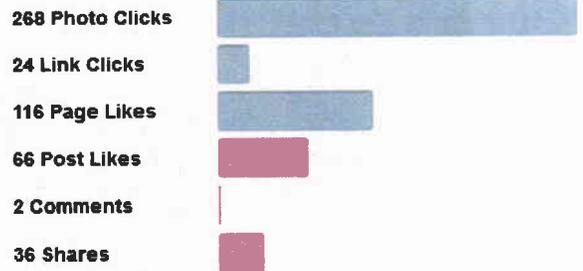
How effective was the boost? ★★★★★

10,184
Paid Reach (?)

512
Actions (?)

\$60.00
Budget Spent

Actions | People | Countries



Hide details

Audience and Payment

Close



Old Town Winchester, VA added 3 new photos.

Sponsored

GET YOUR TICKETS TODAY for the Winchester Community Federal Credit Union Friday Night LIVE on June 20th. Tickets are only \$5 and are available at Winchester Community Federal Credit Union, Jim Stutzman Chevrolet and in Old Town at Espresso Bar & Cafe and Old Town General Store. Tickets are also available online at <http://www.showclix.com/event/Event38176631155>

EAT EVENTS BEGIN HERE



LIVE BANDS & WINE GARDEN SOCIAL GAMES | ART MARKETS STREET PERFORMANCE KIDS ZONE

WINTERTOWN BLUES PARTY

JUNE 20 LIVE MUSIC BY: REGGAE TUNES



Terms & Conditions

Post Details

Reported stats may be delayed from what appears on posts



Old Town Winchester, VA

July 16

It's time for another Win it Wednesday! Share and Like this post for a chance to win two tickets to Friday Night LIVE this Friday July 18th! Winner will be announced tomorrow at noon!

GREAT EVENTS BEGIN HERE

EST. 1923 Old Town Winchester Virginia
 Winchester Community FEDERAL CREDIT UNION
 FRIDAY NIGHT LIVE - 7:00 - 9:00 PM
 LIVE BANDS BEER & WINE GARDEN SOCIAL GAMES
 ART MARKETS STREET PERFORMERS KIDS ZONE
 DOWNTOWN BLOCK PARTY 2014
 2014 JULY 18 5PM - 11PM
 LIVE MUSIC BY: -The Robbie Limon Band- -Push to Start-
 ILLUSIONIST: Mario Orsini
 ADVANCE \$5 DAY OF \$10
 BEER & WINE AVAILABLE
 WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

6,640 People Reached

304 Likes, Comments & Shares

164 Likes On Post 99 On Post 65 On Shares

29 Comments On Post 16 On Post 13 On Shares

111 Shares On Post 99 On Post 12 On Shares

166 Post Clicks

143 Photo Views 1 Link Clicks 22 Other Clicks

NEGATIVE FEEDBACK

7 Hide Post 2 Hide All Posts

0 Report as Spam 0 Unlike Page

6,640 people reached

Boost Post

Like Comment Share 99 16 99

Post Details

Reported stats may be delayed from what appears on posts



Old Town Winchester, VA added 37 new photos to the album

2014 Rockin' Independence Eve

July 7



3,644 People Reached

107 Likes, Comments & Shares

98 Likes On Post 98 On Post 0 On Shares

3 Comments On Post 3 On Post 0 On Shares

6 Shares On Post 6 On Post 0 On Shares

9,762 Post Clicks

6,120 Photo Views 0 Link Clicks 3,642 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Boost Post

Like Comment Share 98 6 6

Video **Post**



Old Town Winchester, VA

October 1

October has finally arrived and the Gateway Funding October Fest is just over two weeks away so how about a Win it Wednesday!

SHARE and LIKE this video for a chance to win two tickets to the day of your choice during October Fest! The winner will be announced tomorrow at 1 pm!

For more information on the event visit, <http://oldtownwinchesterva.com/event/october-fest-2/>



12,404 people reached

Boost Post

Like Comment Share 97 9 117

12,404 People Reached

3,435 Video Views

350 Likes Comments & Shares

193 Likes

97 On Post

96 On Shares

30 Comments

9 On Post

21 On Shares

127 Shares

117 On Post

10 On Shares

424 Post Clicks

108 Clicks to Play

40 Link Clicks

276 Other Clicks

NEGATIVE FEEDBACK

12 Hide Post

1 Hide All Posts

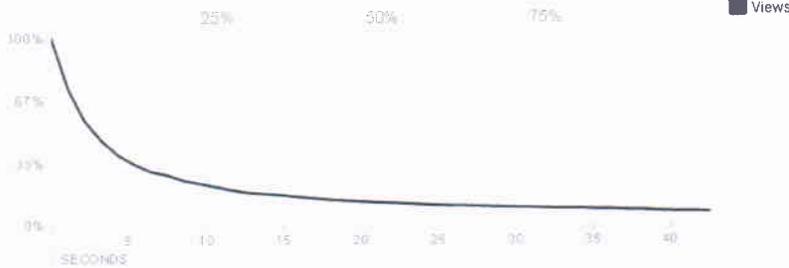
0 Report as Spam

0 Unlike Page

Video **Post**

Audience Retention

Views of your video at each moment as a percentage of all views, including views shorter than 3 seconds



Average View Duration

0:14

People Reached

12,404

SHOW METRICS FOR:

Unique vs Repeat

Video Views

3,435

2,715 (79%)
720 (21%)

30-Second Views

637

601 (94%)
36 (6%)

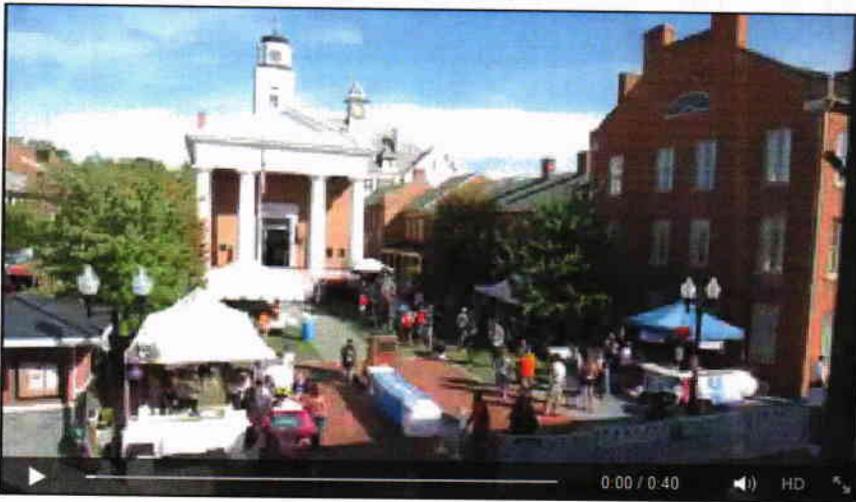
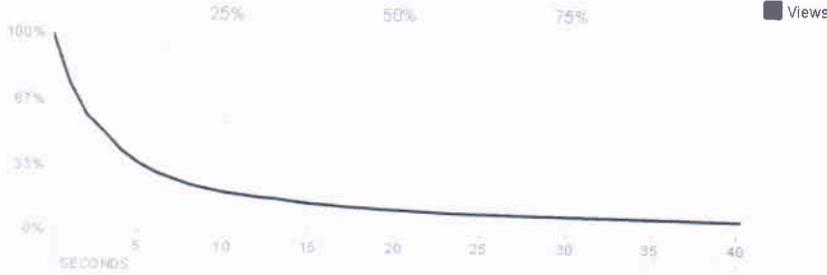
Post Details

Reported stats may be delayed from what appears on posts

Video Post

Audience Retention

Views of your video at each moment as a percentage of all views, including views shorter than 3 seconds.



Average View Duration

0:14

People Reached

12,244

SHOW METRICS FOR:

Unique vs Repeat

Video Views

3,689

3,173 (86%)
516 (14%)

30-Second Views

624

564 (90%)
60 (10%)

Post Details

Reported stats may be delayed from what appears on posts

Video Post



Old Town Winchester, VA

September 3 · 🌐

It's the final Win It Wednesday for the Jim Stutzman Chevrolet-Cadillac Co. Downtown Tailgate presented by Virginia National Bank!

SHARE and LIKE this video for a chance to win two tickets to this weekend's Downtown Tailgate! The winner will be announced tomorrow at 1 pm!

For more information on the event visit, <http://oldtownwinchesterva.com/event/downtown-tailgate-2/>



12,244 people reached

Boost Post

Like Comment Share 107 17 103

12,244 People Reached

3,689 Video Views

371 Likes, Comments & Shares

208

Likes

107

On Post

101

On Shares

32

Comments

17

On Post

15

On Shares

131

Shares

103

On Post

28

On Shares

676 Post Clicks

189

Clicks to Play

15

Link Clicks

472

Other Clicks

NEGATIVE FEEDBACK

13 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

Boost Post

Desktop News Feed

Mobile News Feed



Old Town Winchester, VA

Sponsored Edited [?]

Get your tickets today for the Gateway Funding Octobeer Fest on October 17th & 18th presented by AireServ of the Shenandoah Valley. \$10 advance tasting packages are available at Old Town General Store, Jim Stutzman Chevrolet-Cadillac, Espresso Bar & Cafe, Total Image & Workingman's Store and Sprint Stores at Apple Blossom Mall & Kernstown Commons.

Tickets are also available online at <http://www.showclix.com/event/3822819>



Terms & Conditions

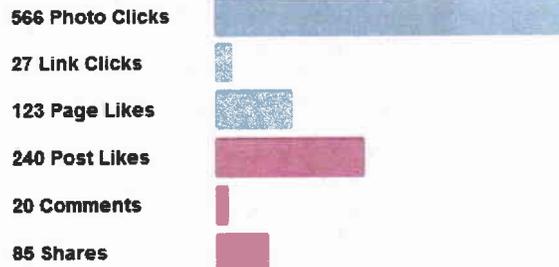
How effective was the boost? ★★★★★

19,913 Paid Reach [?]

1,061 Actions [?]

\$75.00 Budget Spent

Actions People Countries



Hide details

Audience and Payment

Close

Boost Post

Desktop News Feed

Mobile News Feed



Old Town Winchester, VA

Sponsored Edited [?]

Gateway Funding Octobeer Fest presented by AireServ is one day away so make sure to get your tickets today at Old Town General Store, Jim Stutzman Chevrolet-Cadillac, Espresso Bar & Cafe, Total Image & Workingman's Store and Sprint Stores at Apple Blossom Mall & Kernstown Commons.

Tickets are also available online at <http://www.showclix.com/event/3822819>



Like - Comment - Share 35 1 11

Terms & Conditions

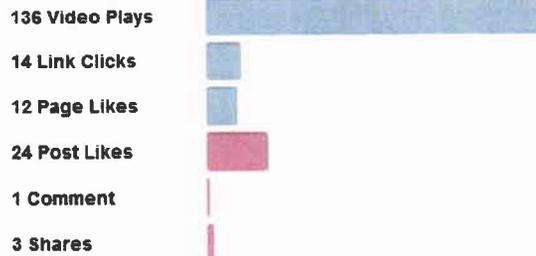
How effective was the boost? ★★★★★

4,852 Paid Reach [?]

196 Actions [?]

\$25.00 Budget Spent

Actions People Countries



Hide details

Audience and Payment

Close



Old Town Winchester, VA

June 9

Grab a chair and join us on the lawn of the Old Courthouse this Thursday as we kick off the Outdoor Movie Series! This week the film will be Monsters University. All movies in the Outdoor Movie Series are FREE and open to the public!



20,792 People Reached

1,528 Likes, Comments & Shares

891 Likes On Post, 669 On Shares

323 Comments On Post, 311 On Shares

614 Shares On Post, 27 On Shares

651 Post Clicks

651 Photo Views, 0 Link Clicks, 0 Other Clicks

NEGATIVE FEEDBACK

3 Hide Post, 0 Hide All Posts, 0 Report as Spam, 0 Unlike Page

20,792 people reached

Boost Post

Like Comment Share 122 12 487

Overview Likes Reach Visits Posts **People**

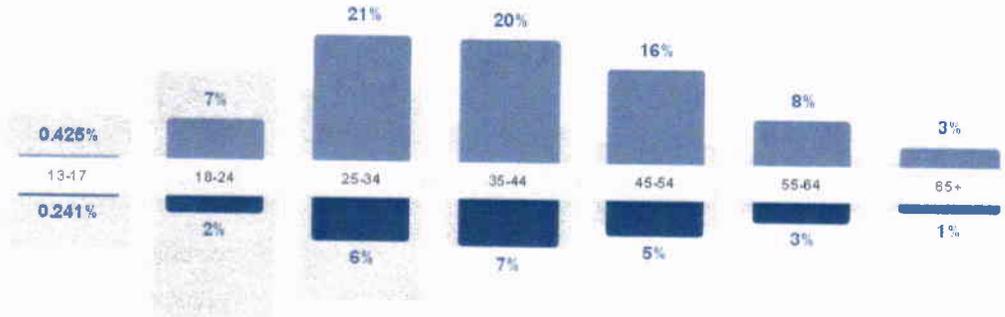
The people who like your Page

Women

74% Your Fans, 46% All Facebook

Men

25% Your Fans, 54% All Facebook

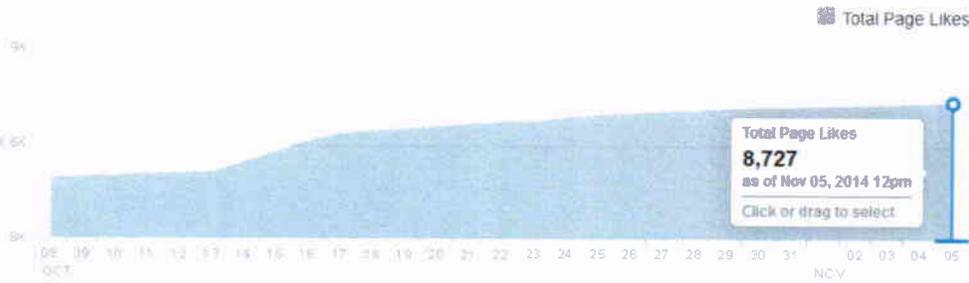


Country

Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	8,600	Winchester, VA	3,775	English (US)	8,466
United Kingdom	12	Stephens City, VA	487	English (UK)	153
Canada	10	Martinsburg, WV	279	Spanish	62
Puerto Rico	10	Front Royal, VA	242	Spanish (Spain)	9
Brazil	6	Washington, District of C...	197	Portuguese (Brazil)	6
Mexico	5	Strasburg, VA	157	German	5
South Korea	5	Berryville, VA	144	English (Pirate)	5
Philippines	4	Inwood, WV	115	Japanese	4
Germany	4	Bunker Hill, WV	83	French (France)	2
Costa Rica	4	Stephenson, VA	70	Italian	2

Overview Likes Reach Visits Posts People

Total Page Likes as of Today: 8,727

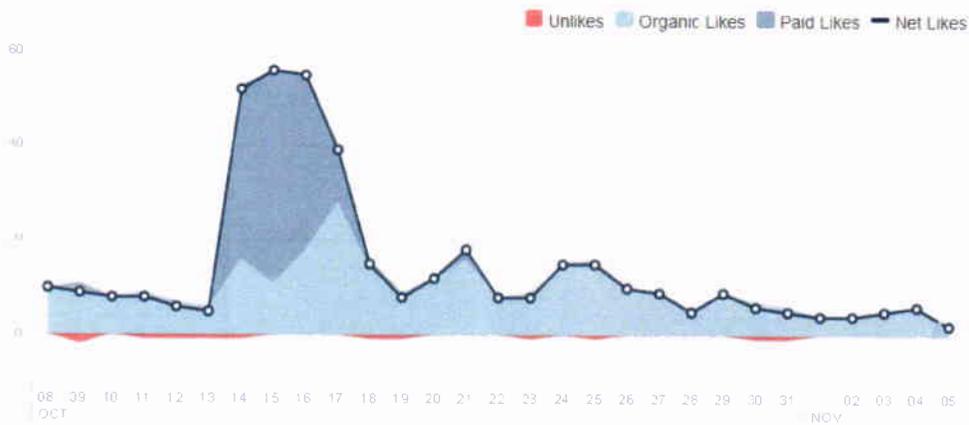


BENCHMARK
Compare your average performance over time

Total Page Likes

Net Likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK
Compare your average performance over time

Unlikes

Organic Likes

Paid Likes

Net Likes

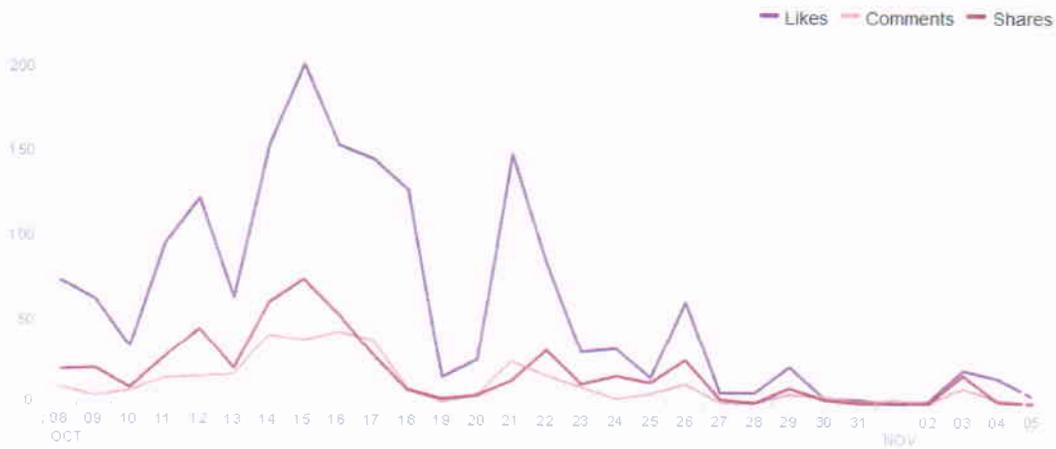
WANT MORE LIKES?

Create an ad to get more people to like your Page

[Promote Page](#)

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK
Compare your average performance over time

Likes

Comments

Shares

EST. 1752

Old Town

Greatness Begins Here.

= WINCHESTER =

Winchester Star Website Header Ads


FRIDAY NIGHT LIVE



Live Music and Art
 Street Performers

[Click Here for Details!](#)

June 20
 5-11 pm


ROCKIN' Independence EVE



FREE! FAMILY! FUN!
FIREWORKS!
 CORNHOLE TOURNAMENT

July 3, 5-11 pm


DOWNTOWN TAILGATE




Craft Beer & Wine Festival
 with a FOOTBALL Twist!

[Click Here for Details!](#)

Sept 5, 5-11pm
 Sept 6, 12-8 pm


OCTOBEER FEST



Click Here for Details!

Presented By:



Oct. 17, 5-11 pm
 Oct. 18 12-8 pm

W...chester Star Online Header

Friday Night Live - June 20 Event

Start Date 2014-06-09

End Date 2014-06-20

Campaign History

Day	Impr.	Clicks	CTR
20-06-2014	2525	13	0.51%
19-06-2014	3056	10	0.33%
18-06-2014	2311	11	0.48%
17-06-2014	2619	9	0.34%
16-06-2014	2312	21	0.91%
15-06-2014	620	5	0.81%
14-06-2014	1563	7	0.45%
13-06-2014	1540	4	0.26%
12-06-2014	1509	6	0.40%
11-06-2014	1771	4	0.23%
10-06-2014	1588	10	0.63%
09-06-2014	284	2	0.70%
	21698	102	0.47%

Number of People Reached

Number of People who Clicked Ad to Reach OTW Website

Winchester Star Online Header

Rockin Independence Eve

2014-06-27

2014-07-03

Campaign History

Day	Impr.	Clicks	CTR
03-07-2014	3432	25	0.73%
02-07-2014	4231	18	0.43%
01-07-2014	5959	15	0.25%
30-06-2014	22078	12	0.05%
29-06-2014	1909	8	0.42%
28-06-2014	3274	9	0.27%
27-06-2014	1697	7	0.41%
	42580	94	0.22%

Number of People Reached

Number of People who Clicked Ad to

Reach OTW Website

W... Chester Star Online Header

Downtown Tailgate

Start Date
2014-08-25

End Date
2014-09-06

Campaign History

Day	Impr.	Clicks	CTR
06-09-2014	2160	12	0.56%
05-09-2014	2900	11	0.38%
04-09-2014	2532	6	0.24%
03-09-2014	3079	22	0.71%
02-09-2014	3320	17	0.51%
01-09-2014	1212	8	0.66%
31-08-2014	975	9	0.92%
30-08-2014	2389	9	0.38%
29-08-2014	2947	5	0.17%
28-08-2014	3243	13	0.40%
27-08-2014	3863	11	0.28%
26-08-2014	3357	9	0.27%
25-08-2014	2865	11	0.38%
	34842	143	0.41%

Number of People Reached

Number of people who clicked ad to reach OTW Website

Winchester Star Online Header

Octoberfest

Start Date
2014-10-03

End Date
2014-10-17

Advertiser History

Day	Impr.	Clicks	CTR
17-10-2014	2804	11	0.39%
16-10-2014	2454	12	0.49%
15-10-2014	2489	9	0.36%
14-10-2014	2276	4	0.18%
13-10-2014	2200	8	0.36%
12-10-2014	851	6	0.71%
11-10-2014	1971	11	0.56%
10-10-2014	2435	9	0.37%
09-10-2014	2477	6	0.24%
08-10-2014	2443	3	0.12%
07-10-2014	2905	5	0.17%
06-10-2014	2247	8	0.36%
05-10-2014	674	5	0.74%
04-10-2014	1679	8	0.48%
03-10-2014	1781	9	0.51%
	31686	114	0.36%

Number of People Reached

Number of People who Clicked Ad
To Reach OTW Website



Old Town Winchester Development Board 2014 Promotional Media Sponsorship Added Value Recap

Get Heard. Be Loved.

*Presented to Dario Savarese
Full Circle Marketing
Presented by Linda Fletcher
iHeartMedia, Winchester*

All content is intellectual property of iHeartMedia, Inc.



Old Town Winchester Development Board 2014 Promotional Media Sponsorship Added Value Recap

Created awareness and excitement leading up to the below Old Town Winchester Development Board's Events in 2014!

Friday Night Live , June 20th, July 18th, and August 15th, 2014

Rockin' Independence Eve, July 3rd, 2014

Downtown Tailgate, September 5th and 6th, 2014

OctoBeerfest, October 17th and 18th, 2014

Each event received the following on-air promotion one week in advance of Event in addition to day of Event:

Q102 combination of 63 recorded and live promos

Q102 iHeartRadio combination of 63 recorded and live promos

KISS 98.3 combination of 72 recorded and live promos

KISS 98.3 iHeartRadio combination of 72 recorded and live promos

99.3 The FOX combination of 63 recorded and live promos

99.3 The FOX iHeartRadio combination of 63 recorded and live promos

Digital Dynamic lead on each station website, plus custom landing page and contest page for registering to win tickets

Social Media ~ Facebook posts made on Station Facebook page from DJ's while attending event

Station Remote Presence at five of the six Events

Total Combined weekly promos: 396

Total Promotional Added Value per event: \$13,000

Total Combined Added Value for Six events: \$73,600





Station Contacts

Thank you for your business. Please let us know how anyone of us can continue to help you enhance your business further. We only succeed, when you succeed.

Linda Fletcher	Account Executive, (540) 662-5101, lindafletcher@iheartmedia.com
Daniel Martin	General Sales Manager, (540) 662-5101, danielmartin@iheartmedia.com
Chuck Peterson	Regional Market Manager/Vice President, (540) 662-5101, chuckpeterson@iheartmedia.com

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Old Town Winchester ReDevelopment Board 2014 - Added Value Recap

**92.5 WINC FM, New Country B105 and
Comcast Channel 15 radio
Promotional Details.**

**180 + recorded and live promotional announcements. per event
Streaming and Comcast Ch15**

**1080- Total for all 6 events
Value = \$34,560**

**6-Station On air/ FB Giveaways
Value = \$2,800**

**Banner on all websites-Value = \$3,600
Social Media-Value = \$1800**

Centennial Broadcasting II Radio Total Promotion Value: \$42,760

**Friday Night Live-6/20/2014, 7/18/2014 and 8/15/2014
Rockin Independence Eve-7/3/2014
Downtown Tailgate 9/5-9/6/2014
OctoBeerfest-10/18-18/2014**

WINC 92.5
FM



**Old Town Winchester Redevelopment Board 2014-
Added Value Recap**

Comcast Channel 15

1440 impressions per event
8640 impressions over 6 events.

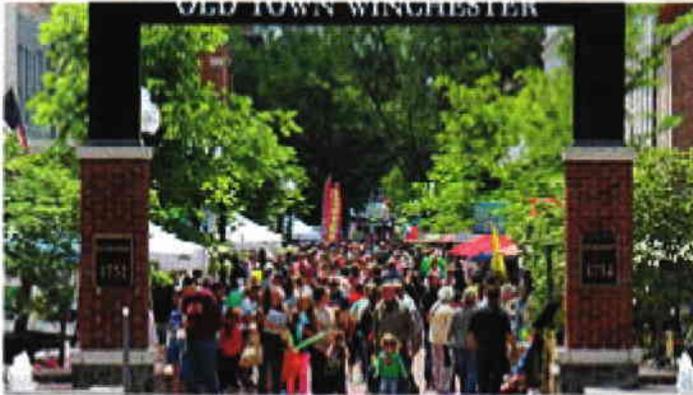
Comcast Channel 15

Value = \$3000

Friday Night Live-6/20/2014, 7/18/2014 and 8/15/2014
Rockin Independence Eve-7/3/2014
Downtown Tailgate 9/5-9/6/2014
OctoBeerfest-10/18-18/2014

EST. 1752 *Old Town* *Greatness Begins Here.*
= WINCHESTER =

Kidz Fest



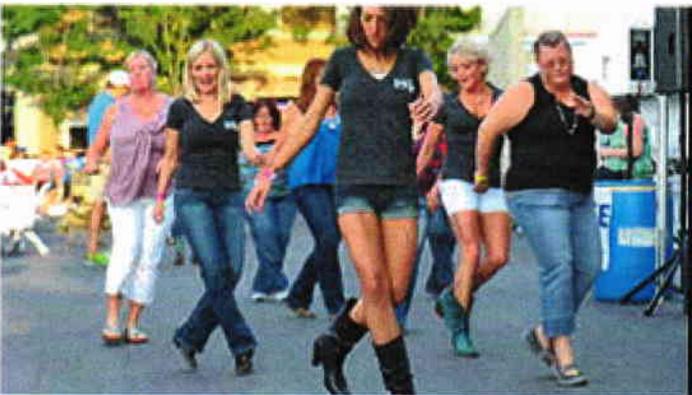
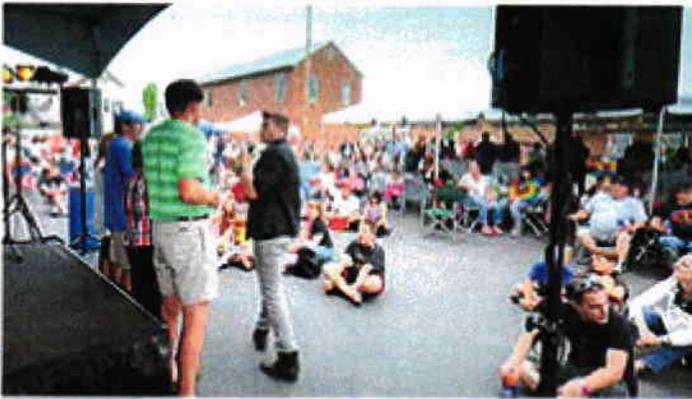
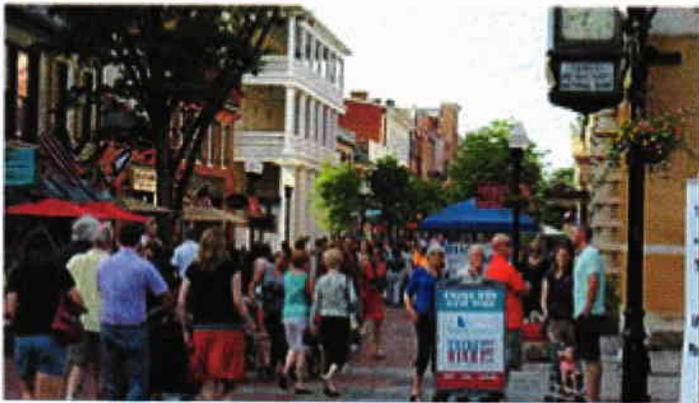
EST. 1752

Old Town

Greatness Begins Here.

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Friday Night Live



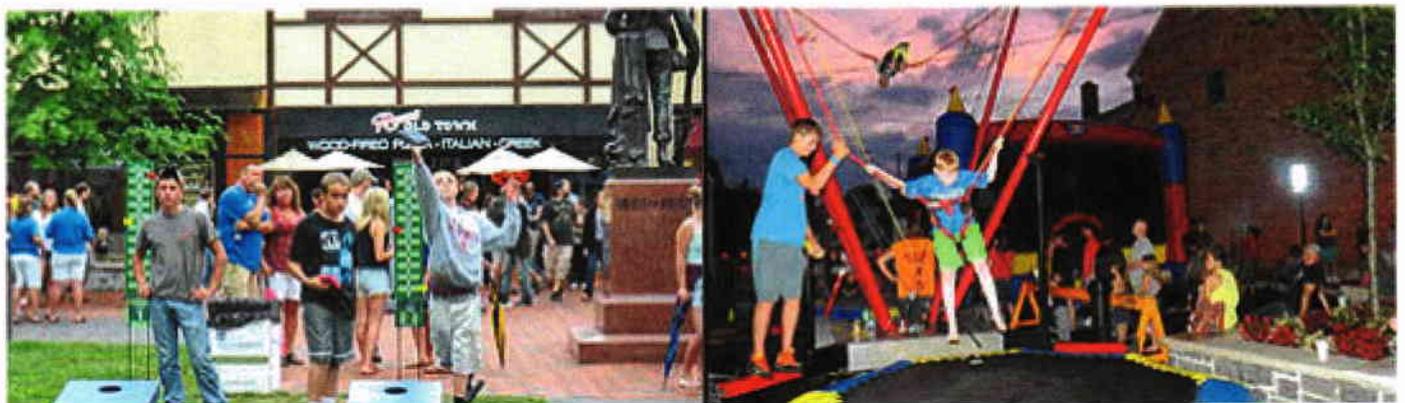
EST. 1752

Old Town

Greatness Begins Here.

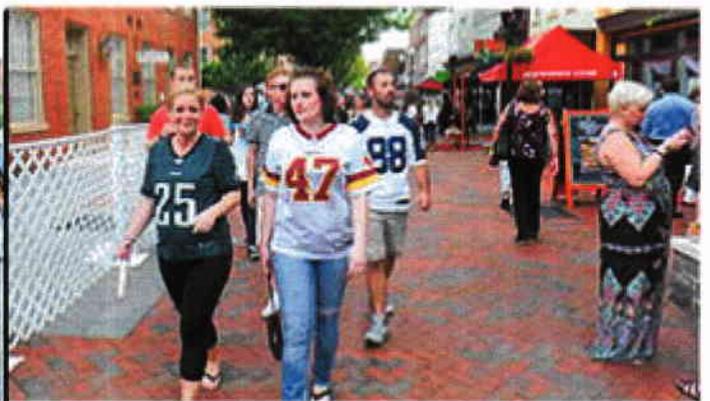
= WINCHESTER =

Rockin Independence Eve



EST. 1752 *Old Town* Greatness Begins Here.
= WINCHESTER =

Downtown Tailgate



EST. 1752 *Old Town* Greatness Begins Here.
= WINCHESTER =

Octoberfest



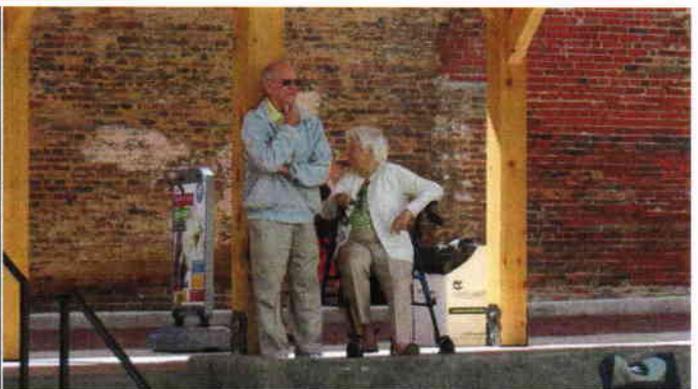
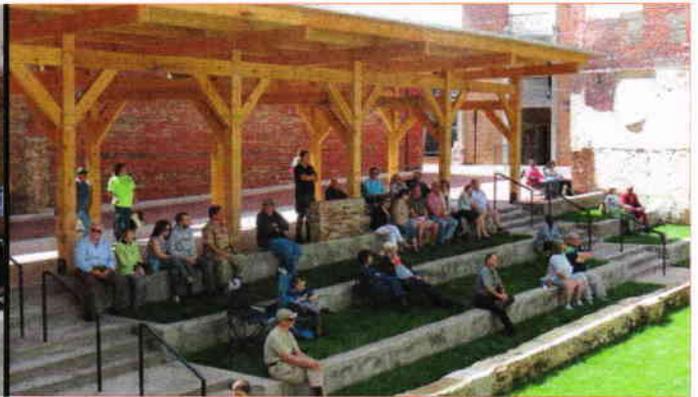
EST. 1752

Old Town

Greatness Begins Here.

= WINCHESTER =

Sunday Jazz



OLD TOWN WINCHESTER

KIDZFEST

FAMILY ★ FRIENDLY ★ FUN



FREE FAMILY FUN EVENTS
BEGIN IN OLD TOWN WINCHESTER

SATURDAY

MAY

17

11am - 5pm

- ★ FREE INTERACTIVE ACTIVITIES
- ★ EDUCATIONAL EXHIBITS
- ★ SPORTS ACTIVITIES
- ★ ART & CRAFTS: HANDS ON ACTIVITIES
- ★ MUSICAL EDUCATION
- ★ STAGE PERFORMANCES:
VARIETY OF KID ENTERTAINERS
- ★ INFLATABLE, SLIDES & MOON BOUNCE
- ★ ANIMAL CARE & PET ADOPTION
- ★ FACE PAINTING, GAMES & MORE FUN

★★ OLD TOWN WALKING MALL ★★



WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

GREAT EVENTS BEGIN HERE



LIVE BANDS
BEER & WINE GARDEN
SOCIAL GAMES

ART MARKETS
STREET PERFORMERS
KIDS ZONE



JUNE
20
5PM - 11PM

LIVE MUSIC BY:

REGGAE TUNES



BUFFETT TUNES

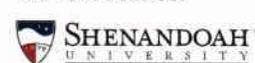


VISIT OLDTOWNWINCHESTERVA.COM

ADVANCE \$5 DAY OF \$10



The Winchester Star



WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

GREAT EVENTS BEGIN HERE



LIVE BANDS
BEER & WINE GARDEN
SOCIAL GAMES

ART MARKETS
STREET PERFORMERS
KIDS ZONE

DOWNTOWN BLOCK PARTY SOUTH END TO NORTH END OF LOUDOUN STREET

JULY
18
5PM - 11PM

LIVE MUSIC BY:
-The Robbie Limon Band-
-Push to Start-

ILLUSIONIST: Mario Orsini

ADVANCE \$5 DAY OF \$10

(Tickets Available at: Winchester Community Federal Credit Union, Old Town General Store, Jim Stutzman Chevrolet-Cadillac Co., Espresso Bar & Cafe, & Online)

BEER & WINE AVAILABLE BENEFITTING BIG BROTHERS BIG SISTERS



WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

GREAT EVENTS BEGIN HERE



LIVE COUNTRY MUSIC
BEER & WINE GARDEN
SOCIAL GAMES

ART MARKETS
STREET PERFORMERS
KIDS ZONE

DOWNTOWN BLOCK PARTY
SOUTH END TO NORTH END OF LOUDOUN STREET

AUGUST
15
5PM - 11PM



PERFORMING A SELECTION OF
PATSY CLINE SONGS!

X FACTOR SEMI-FINALIST

ADVANCE \$5 DAY OF \$10

(Tickets Available at: Winchester Community Federal Credit Union, Old Town General Store, Total Image & Workingman's Store, Jim Stutzman Chevrolet-Cadillac Co., Espresso Bar & Cafe, & Online)

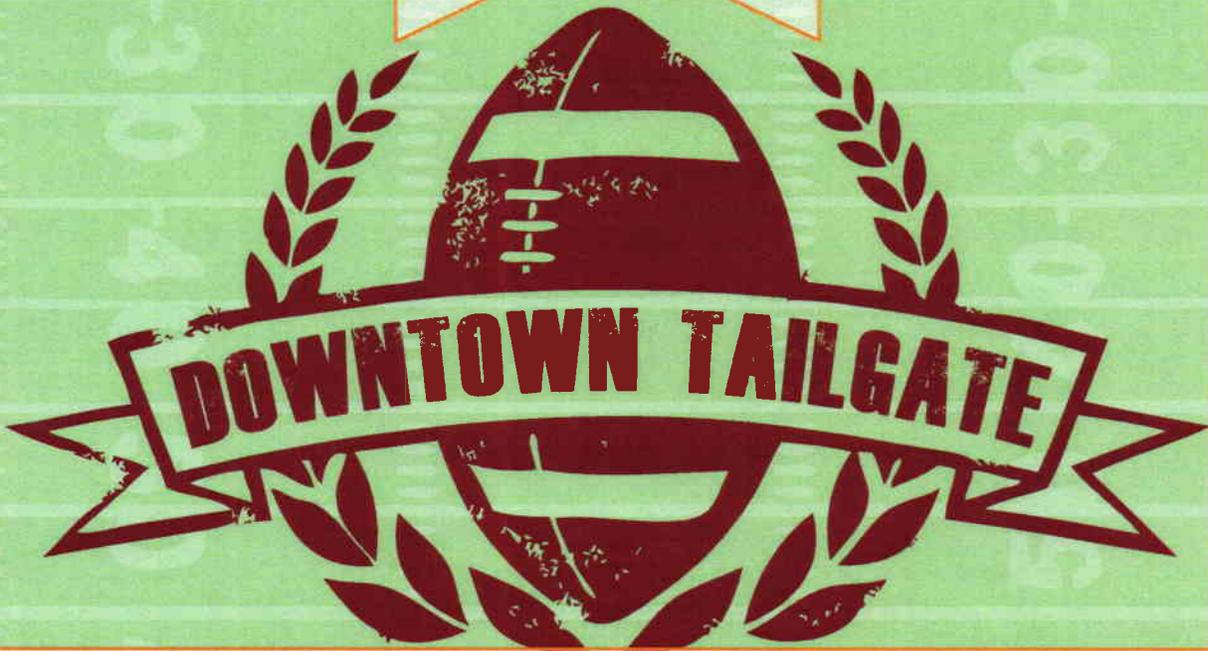
BEER & WINE AVAILABLE
BENEFITTING BIG BROTHERS BIG SISTERS



WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

**20 UNIQUE CRAFT BEERS
15 INTERNATIONAL & DOMESTIC WINES**

SEPT. 5, 5-11PM SEPT. 6, 12-8 PM



**4 TAILGATE ZONES AIRING GAMES
CORNHOLE TOURNAMENT & SATURDAY KID'S ZONE**

FRIDAY

**5:30-7:00 BUGSY CLINE & BLUE DEVILS
7:30-10:30 ALEX HILTON BAND**

SATURDAY

**12:30 -3:30 CROSSWINDS
4:00 -7:30 SOULED OUT**

ENTRANCE IN FRONT OF OLD COURT HOUSE CIVIL WAR MUSEUM

PRESENTED BY:



Chad M. Lewis Insurance Agency

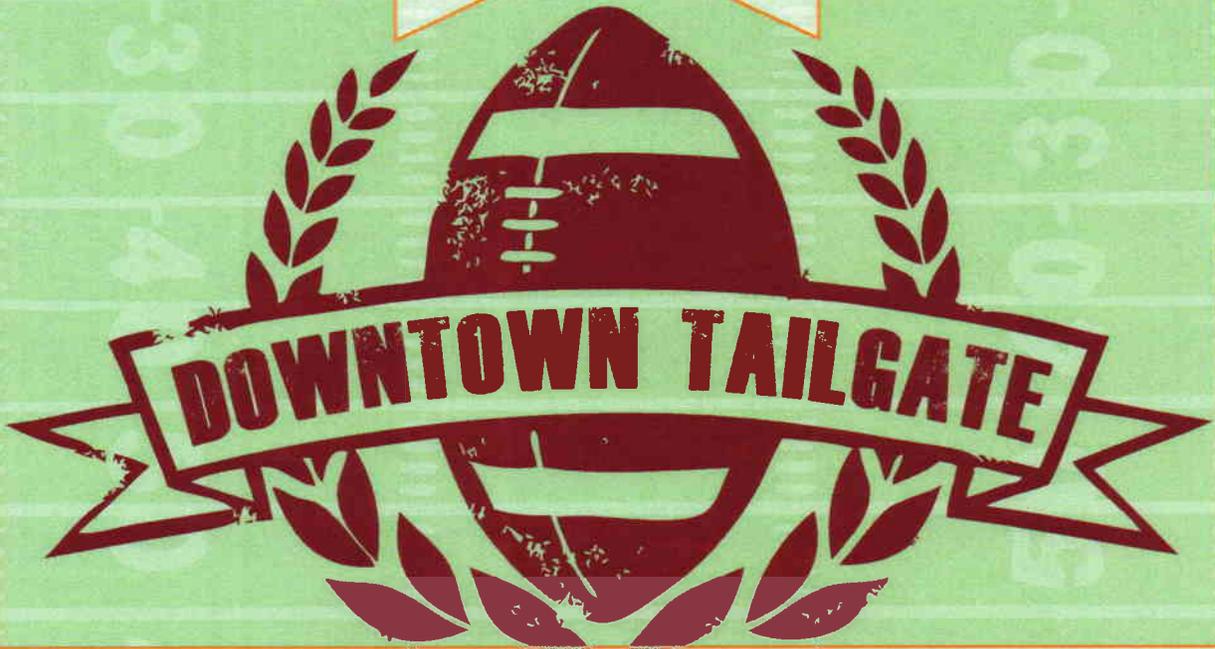
SPECIAL ADVANCED TASTING PACKAGE: \$10 (ADMISSION, 4 TASTINGS & GLASS)

**TICKETS AVAILABLE AT: ESPRESSO BAR & CAFE | JIM STUTZMAN CHEVROLET-CADILLAC CO.
| OLD TOWN GENERAL STORE | JORDAN SPRINGS MARKET BBQ | ID REQUIRED!**

WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700  

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| OLD TOWN GENERAL STORE | JORDAN SPRINGS MARKET BBQ | ID REQUIRED!**

WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700





GATEWAY FUNDING

DIVERSIFIED MORTGAGE SERVICES, L.P.

MUSIC *Old Town* FOOD **OCTOBEER** = FEST =

FRIDAY
OCT 17
5PM-11PM

SATURDAY
OCT 18
12PM-8PM



ADVANCE PACKAGE
\$10
ADMISSION
& 4 tastings

GENERAL ADMISSION
\$5
TICKETS
ID REQUIRED

Bavarian and Oktoberfest Inspired

BEERS ☘ EUROPEAN WINES ☘ FOOD
DANCERS ☘ STREET PERFORMERS ☘ MUSIC

ENTRANCE IN FRONT OF THE OLD COURT HOUSE CIVIL WAR MUSEUM

PRESENTED BY:



Tickets Available at: Espresso Bar & Café | Jim Stutzman Chevrolet
Old Town General Store | Total Image & Workingman's Store

WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700



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MUSIC *Old Town* FOOD **OCTOBEER** =FEST=

FRIDAY
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ADVANCE PACKAGE
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ADMISSION
& 4 tastings

GENERAL ADMISSION
\$5
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ID REQUIRED

Bavarian and Oktoberfest Inspired

BEERS ☺ EUROPEAN WINES ☺ FOOD
DANCERS ☺ STREET PERFORMERS ☺ MUSIC

ENTRANCE IN FRONT OF THE OLD COURT HOUSE CIVIL WAR MUSEUM

PRESENTED BY:



Tickets Available at: Espresso Bar & Café | Jim Stutzman Chevrolet
Old Town General Store | Total Image & Workman's Store

WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700



SUNDAY JAZZ

1-3:30pm

FREE EVENT!

TAYLOR PAVILION

ALTERNATIVE LOCATION:
Basin Bar at The Cajun Experience

Jazz

OLD TOWN =
SUNDAY
CELEBRATE!

SEPTEMBER 14

*Tribute to Miles Davis
& Thelonius Monk
"Great Gatsby Style"
Classic Jazz Standards*

SEPTEMBER 28

*Tribute to Great Saxophonists
Charlie Parker, John Coltrane,
Sonny Rollins, Dexter Gordon
Latin Standards*

BAND
SV Jazz

PRESENTING SPONSORS



OCTOBER 12

*Music of Duke Ellington
& Count Basie
Bebop & Beyond
Dixieland Review*



GATEWAY FUNDING

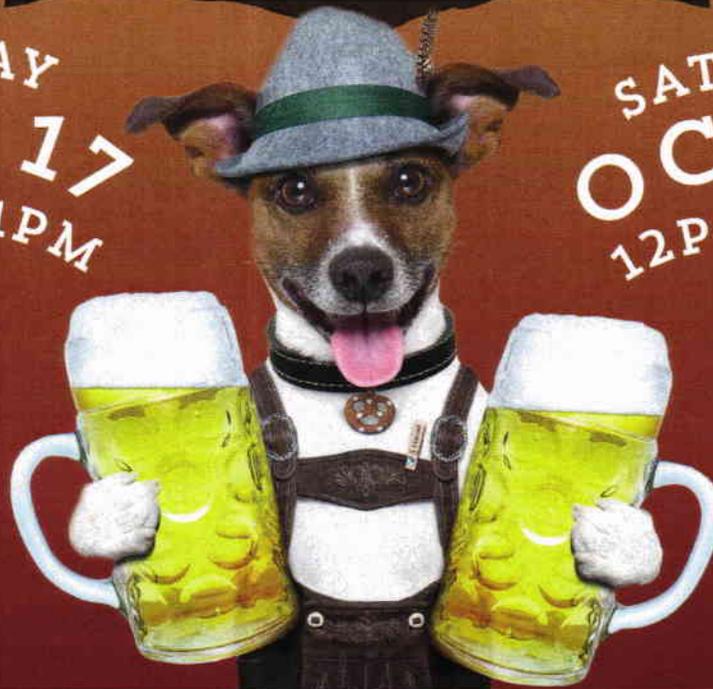
DIVERSIFIED MORTGAGE SERVICES, L.P.

MUSIC *Old Town* FOOD **OCTOBEER** =FEST=

FRIDAY
OCT 17
5PM-11PM

SATURDAY
OCT 18
12PM-8PM

ADVANCE PACKAGE
\$10
ADMISSION
& 4 tastings



GENERAL ADMISSION
\$5
TICKETS
ID REQUIRED

Bavarian and Oktoberfest Inspired

BEERS ☘ EUROPEAN WINES ☘ FOOD
DANCERS ☘ STREET PERFORMERS ☘ MUSIC

ENTRANCE IN FRONT OF THE OLD COURT HOUSE CIVIL WAR MUSEUM

PRESENTED BY:



Tickets Available at: Espresso Bar & Café | Jim Stutzman Chevrolet
Old Town General Store | Total Image & Workingman's Store

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OCT • NOV 2014

Valley HOMES & Style

FALL FESTIVALS
Find your favorite!

PROPER PRUNING
Creatively enhancing
the beauty of your trees

PLUS
Fine Arts • Fine Food
and Stylish Finery

DECORATING • FASHION • ART • FINE FOOD • TRAVEL

Season Change Marks Return of Oktoberfest to Old Town Winchester

by Michael Bradford



MUSIC *Old Town* FOOD
OCTOBEER
=FEST=

It's that time of year when the hills around Shenandoah Valley are painted in Autumn's colors, the last apples are picked from the orchards, and the air in Old Town Winchester is crisp and the atmosphere warm. Residents and visitors savor this beautiful season by dining al fresco in one of Old Town's many restaurants, or finding that one-of-a-kind treasure in one of the many boutiques.

On October 17 and 18, the streets of Old Town Winchester will reverberate with "Gutan tag" and "Ein prosit" as visitors are welcomed to another Gateway Funding Oktoberfest. This two-day event is a great foundation for a weekend trip to Winchester. Oktoberfest merges a wine and beer festival with

a spirited revelry that has lasted generations.

Oktoberfest is a German tradition that began on the fields of Bavaria roughly two centuries ago. The 19th century had barely begun when Prince Ludwig invited the citizens to celebrate his marriage to Princess Therese. The following year it was decided that such a great time was had by all, the prudent action would be to repeat the celebration, and thus Oktoberfest commenced.

More than 25 different craft beers — several of them seasonal brews — and 15 wines from around the globe will surely satisfy wine enthusiasts and craft beer buffs alike. Beers like Löwenbräu Original and Krombacher Dark, and Erbacher and Matheus wineries have added a German

flavor in the past, and should offer delicious choices again this year. Oktoberfest staples kielbasa and pretzels, courtesy of Village Market Bistro and Jordan Springs Market BBQ, will be on hand to complement the spirits on tap.

Throughout the event live entertainment will accentuate the ambiance of the mall with traditional Biergarten oompah music echoing down Loudoun Street courtesy of the Edelweiss Band. Hailing from the Washington, D.C. area, current and previous members of The Edelweiss Band have been entertaining crowds in the region since 1969. After the success of last year's Oktoberfest, they are returning to Old Town Winchester to bring a blend of woodwind, brass horns, and percussion that will have attendees wanting to dance along with their take on traditional themes.

If the spirit of the music, and maybe

of the drink, moves you to the dance floor but you are an einsteiger (beginner), don't worry because there will be, on hand, a troupe of Bavarian dancers spinning, gliding and instructing onlookers. So don't be shy, and come prepared to dance!

Entertainment won't be limited to the established event area. Amid other attractions, an accordion player will be waltzing up and down the walking mall delighting the public.

A weekend stay at the Four Diamond Award winning Bavarian Inn nestled in historic Shepherdstown, W.Va., will be up for grabs to the lucky attendee who wants it the most. This means, herren and frauen, come dressed in your absolute best lederhosen, finest dirndls, and biggest smiles for the Best Bavarian Costume contest Friday night.

Old Town Winchester features over 60 eclectic shops and over 30 different dining options with several of these downtown establishments open for business and incorporating the Bavarian motif during this event.

Children are welcome with adult supervision, and not only do children 12 years old and younger receive free admission, there will be plenty of activities along the walking mall to delight and entertain the youngsters in your life.

October Fest is rain or shine, and will offer seating in several large tents decorated in the same vein as a German Brat Haus, so make sure to bring an umbrella or rain coat if inclement weather is predicted, and do not let Mother Nature keep you at home.

Visit OldTownWinchesterVA.com for updates, event times, tickets, contact details, and any additional information. Single day admission tickets are available right now for purchase via a link on the website. Make sure to acquire the Advance Tasting Package which ensures that you will receive the souvenir 4 oz. tasting glass, as supplies will be limited.

A great source of information about October Fest and other goings on in Old Town Winchester is the Old Town Winchester app. This is free and available on iOS and Android devices, with many useful features including an upcoming event calendar, map of dining options, shopping hot spots, special deals, GPS guided tours, and other features to check out!

"Great events begin here" in Old Town Winchester and we sincerely hope that you will join us this autumn. Whether it's a one-day escapade or a weekend getaway, Old Town Winchester would be delighted to host you during October Fest or another one of our fine events. Then after you have checked out all that Old Town Winchester has to offer, we will see you off with a friendly "Auf wiedersehen" — until next time!

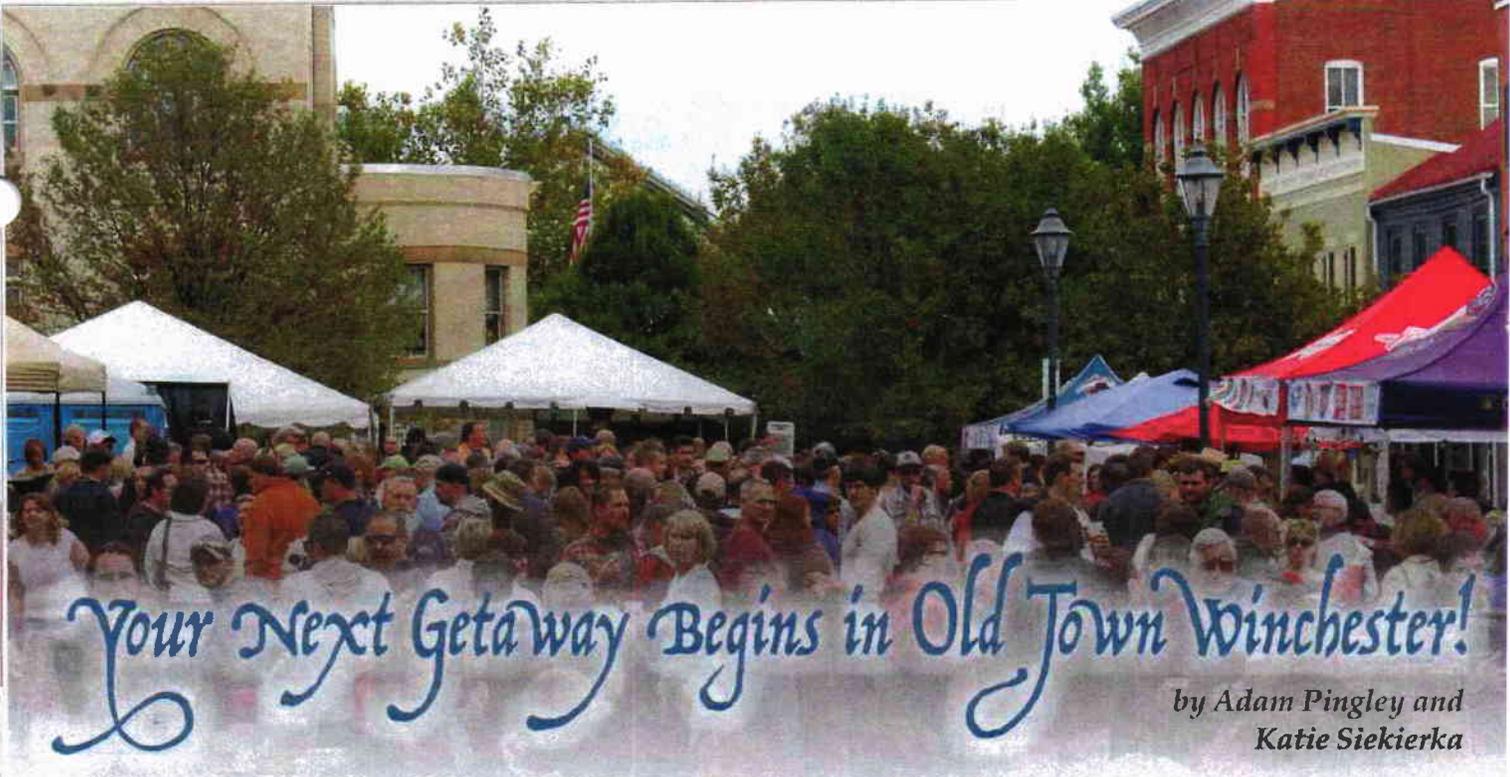


Summer Issue - FREE

Dine Wine & Stein



Restaurants * Vineyards * Gourmet Food & Wines * Craft Beers



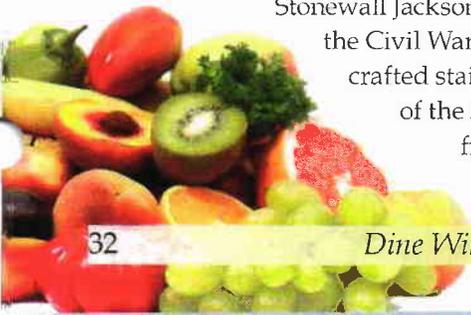
Your Next Getaway Begins in Old Town Winchester!

by Adam Pingley and
Katie Siekierka

Old Town Winchester has welcomed visitors with warm hospitality for over 250 years and continues to be the hot spot for dining, shopping and social events in the region. Since the recent renovations to the Loudon Street walking mall, life downtown has been flourishing, making Old Town the ideal weekend getaway!

With over 30 different, delicious dining options, Old Town Winchester has emerged as a very unique dining destination. With diversity in both dining experience and types of cuisine served, it is safe to say every pallet can be satisfied. From burgers at a 50's diner frequented by Patsy Cline to mouth-watering steaks, world class dining opportunities abound in Old Town Winchester. The wide range of foods served includes French, German, British, Cajun, Mexican, Italian, Mediterranean, Thai, Americana and more! Along with delicious food, many of the restaurants have incredible selections of domestic and international wine and craft brews that are sure to complement any meal. Whether you are looking for a casual night out with friends or fine dining with your loved one, Old Town Winchester has the perfect restaurant for you!

In addition to the phenomenal selection of restaurants, Old Town has over 50 different shops and boutiques that you cannot find anywhere else. Shop the streets where George Washington once walked and where Stonewall Jackson rode his horse during the Civil War. Pewter mugs and hand crafted stained glass are just some of the specialty items you will find. From antiques and art galleries, to jewelry,

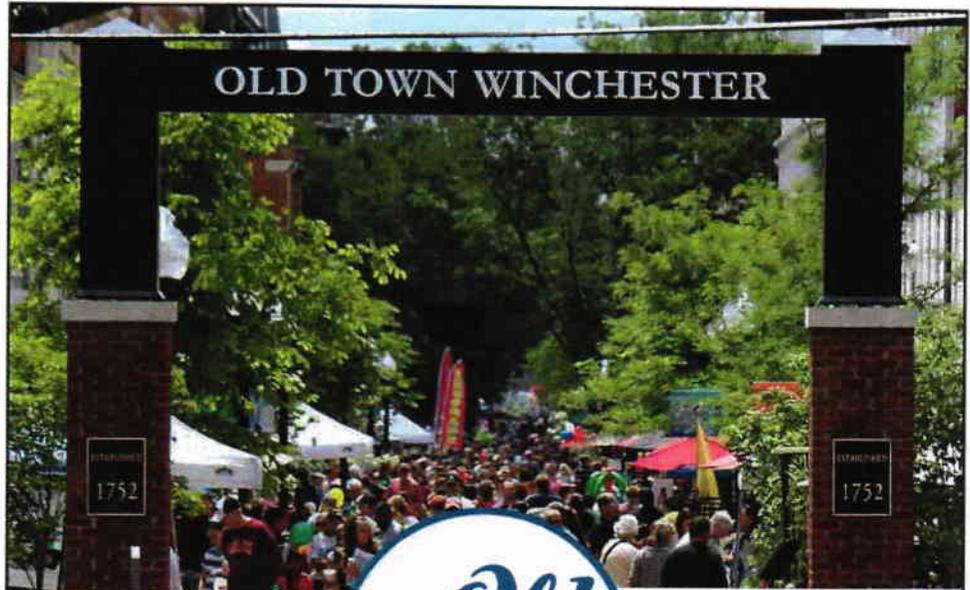


music, clothing, museums and more, Old Town Winchester is a one stop shop for that unique item or gift.

This summer, an exciting series of events will be unfolding in Old Town Winchester. **The Winchester Community Federal Credit Union Friday Night Live** is the perfect event to come and explore all Old Town Winchester has to offer. Happening on the third Friday of June, July and August, Friday Night Live will fuse live music, artisans and street performers to create a block party atmosphere that will be fun for all ages. **The Edward Jones Rockin' Independence Eve** on July 3rd is the perfect patriotic event! With a fireworks show, live music, kid's activities, street performers and more, Rockin' Independence Eve is a free family event that will boast fun for everyone.

The events continue into the fall with two great craft beer and wine festivals. **The Jim Stutzman Chevrolet Downtown Tailgate**, taking place on September 5 and 6, blends the high-energy atmosphere of a football game with the sophistication of a traditional craft beer and wine festival. Finally, the **Gateway Funding OctoBeer Fest**, on October 17 and 18, brings a taste of Germany to Winchester with German inspired craft beer and European wines. ■

Whether you are interested in one of the delicious restaurants, charming shops or great events, Old Town Winchester has something for you. Visit OldTownWinchesterVA.com for more information.



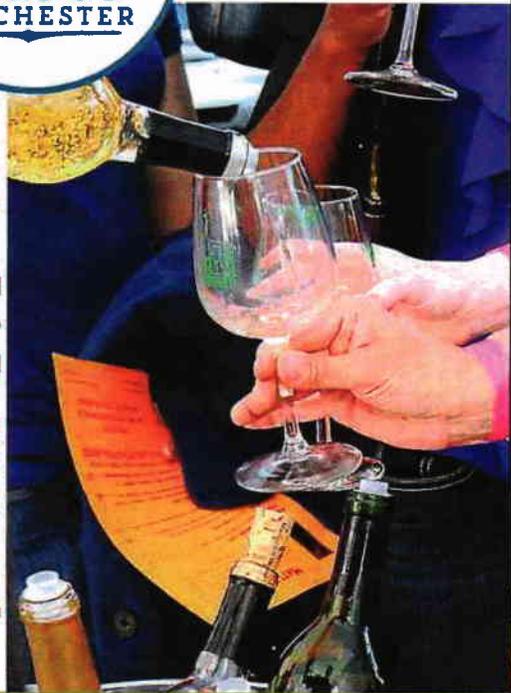
Great Events Begin Here.

Winchester Community FEDERAL CREDIT UNION
 June 20,
 July 18,
 August 15
FRIDAY NIGHT LIVE

Edward Jones INVESTMENTS
 July 3
ROCKIN' INDEPENDENCE EVE

Jim Stutzman CHEVROLET CADILLAC CO.
 Sept. 5 & 6
DOWNTOWN TAILGATE

GATEWAY FUNDING
 Oct. 17 & 18
OCTOBEER FEST



For more information go to OldTownWinchesterVA.com

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A youthful, inexperienced George Washington, barely removed from the physical growing pains of adolescence at the age of 16, surveys Fredericktown (soon to be renamed Winchester) in the midst of the 18th century, and prepares for the metaphorical growing pains that would soon engulf his own life and the spirit of the region as a whole. As the largest city west of the Blue Ridge Mountains, Winchester has played a key part in the formation and course of our nation's history.

Old Town Winchester has welcomed visitors with warm hospitality for over 250 years and continues to be the hot spot for dining, shopping and social events in the region. Since the recent renovations to the Loudoun Street walking mall, life downtown has been flourishing, making Old Town the ideal weekend getaway.

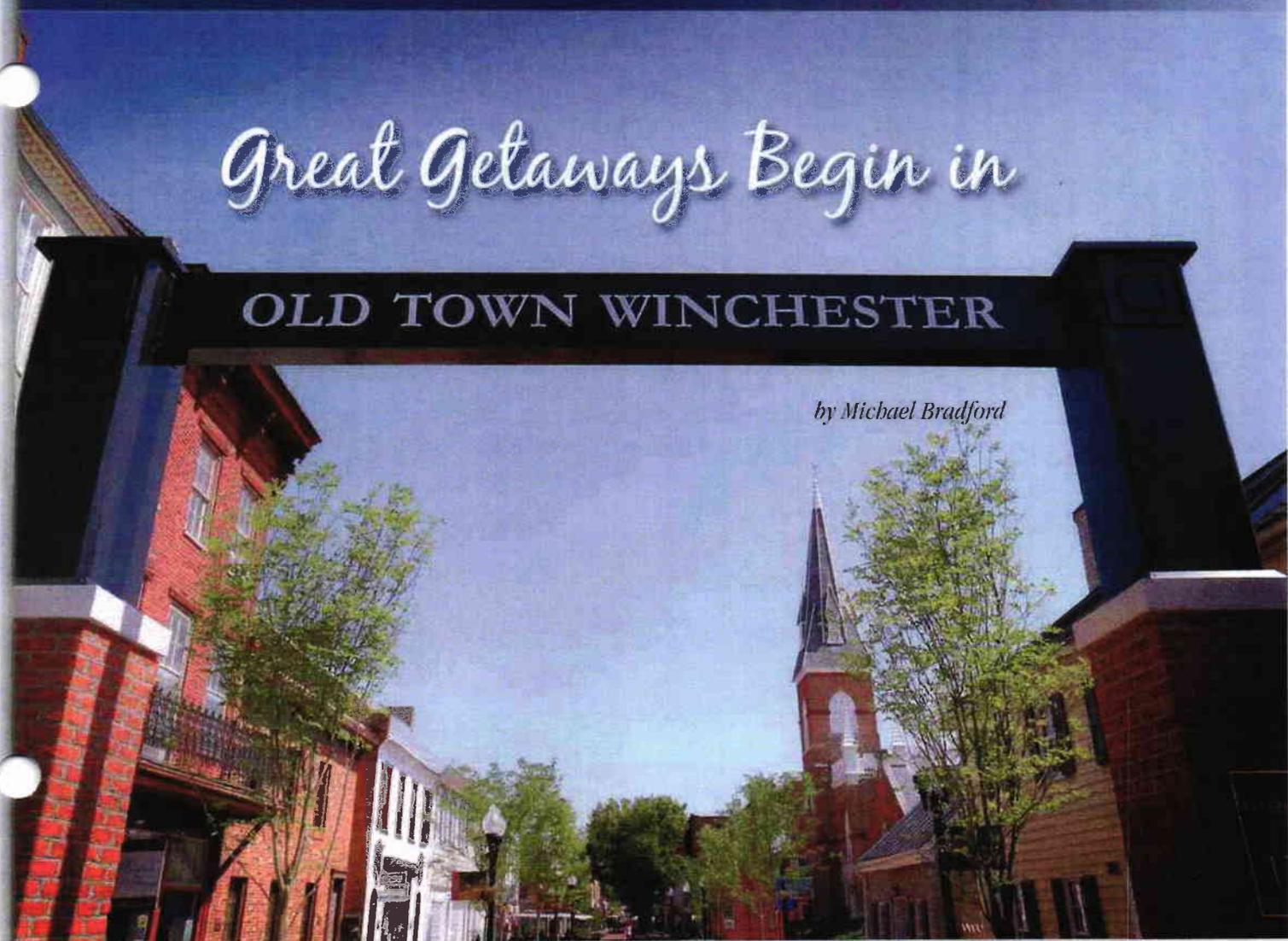
Winchester is the perfect place to learn about Washington's formative years before he became the "Father of our Country" by going on the Walking Washington's Winchester Tour. Beginning at the longest standing building in downtown Winchester, Washington's Office Museum, Winchester features destinations like Mount Hebron Cemetery (final resting place of General Daniel Morgan), Washington's Well that signifies the former location of Fort Loudoun, and the Glen Burnie Estate (home at one time to Col. James Wood, founder of Winchester). George Washington was first elected to political office from Winchester and served 10 years as the official representative for the House of Burgess.

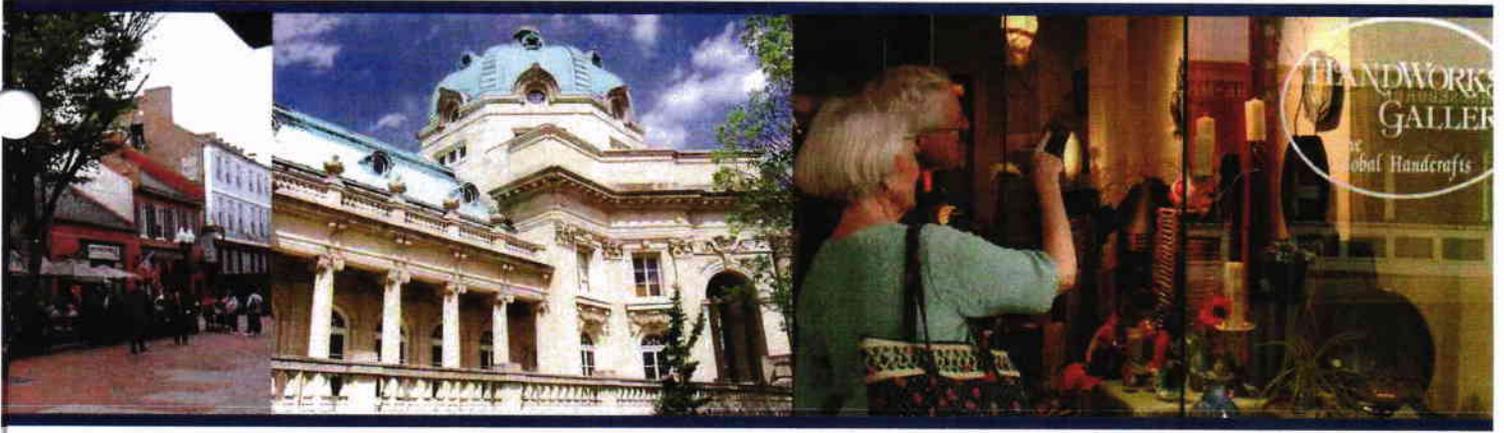
Fast forward roughly one century and another legendary American military leader set foot in

Great Getaways Begin in

OLD TOWN WINCHESTER

by Michael Bradford





Old Town has over 60 different shops and boutiques that you cannot find anywhere else. Pewter mugs and hand crafted stained glass are just some of the specialty items you will find. From antiques, art galleries, to jewelry, music, clothing, and more, Old Town Winchester is a one-stop shop for that unique item or gift.

In conjunction with the recent renovations to the Loudoun Street walking mall, the City of Winchester utilizes the retail and restaurant revitalization to host several events throughout the year. Many are coming up this fall and are great events to build a trip to Winchester around.

Brand new this year is a series of afternoon Sunday Jazz sessions. Located in the brand new Taylor Pavilion in Old Town, Sunday Jazz offers light entertainment to compliment the shopping and dining options. On August 10 and September 14, SV Jazz will entertain those in attendance with the music of saxophone greats Charlie Parker and John Coltrane, big band leaders Duke Ellington and Count Basie,

New Orleans Dixieland and more.

Several events are returning for their sophomore seasons. One such event is Winchester Community Federal Credit Union Friday Night Live and it is the perfect event to come and explore all Old Town Winchester has to offer. On Friday, August 15, Route 64 and Colton Pack will help

craft beer and wine festival. Large screen televisions will show all the biggest sporting events. Tailgate favorite "cornhole" will be provided to enhance the laid-back atmosphere of this event. Live music will be provided by bands Souled Out, Cross Winds, Alex Hilton Band and more.

The Gateway Funding OctoBeer

Fest, on October 17 and 18, brings a taste of old-world Germany, and Oktoberfest, to Winchester with a celebration of the colorful fall season and German heritage. Traditional Biergarten oompah music will be performed by the Edelweiss Band and add to the atmosphere on both days of this event. On hand will be over 20 different craft

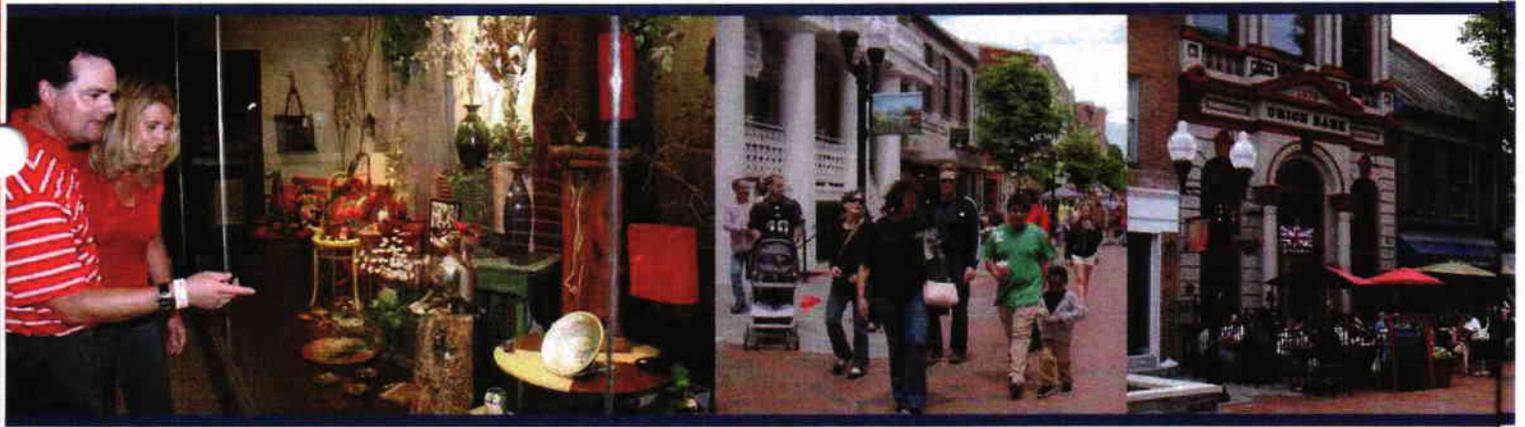
beers and 15 European wines.

On December 31, autumn has passed and while we prepare to turn our calendars over to 2015, countdowns to singing Auld Lang Syne and kisses at midnight, Old Town Winchester is a charming place for holiday shopping and seasonal events. Don't miss First Night, a community event with open shops and restaurants, where local



to fuse music, artisans and street performers to create a block party atmosphere that will be fun for all ages.

Two great craft beer and wine festivals are also coming up this fall. The Jim Stutzman Chevrolet-Cadillac Downtown Tailgate, taking place on September 5 and 6, kicks off the beginning of football season with the sophistication of a traditional



Winchester as part of the Civil War. General Thomas "Stonewall" Jackson led Confederate troops against the armies of the Union in several battles throughout the region. The two day guided tour, entitled "The Battle for Winchester: A Civil War Tour," offers another opportunity to see significant historical landmarks and add to the enriching experience. Visit the building that Stonewall utilized as his headquarters while based in the area. The Old Courthouse Civil Museum is also featured on the tour and houses thousands of Civil War artifacts, and one can also see oddities like the

graffiti left on the walls of the Courthouse by captured prisoners of war.

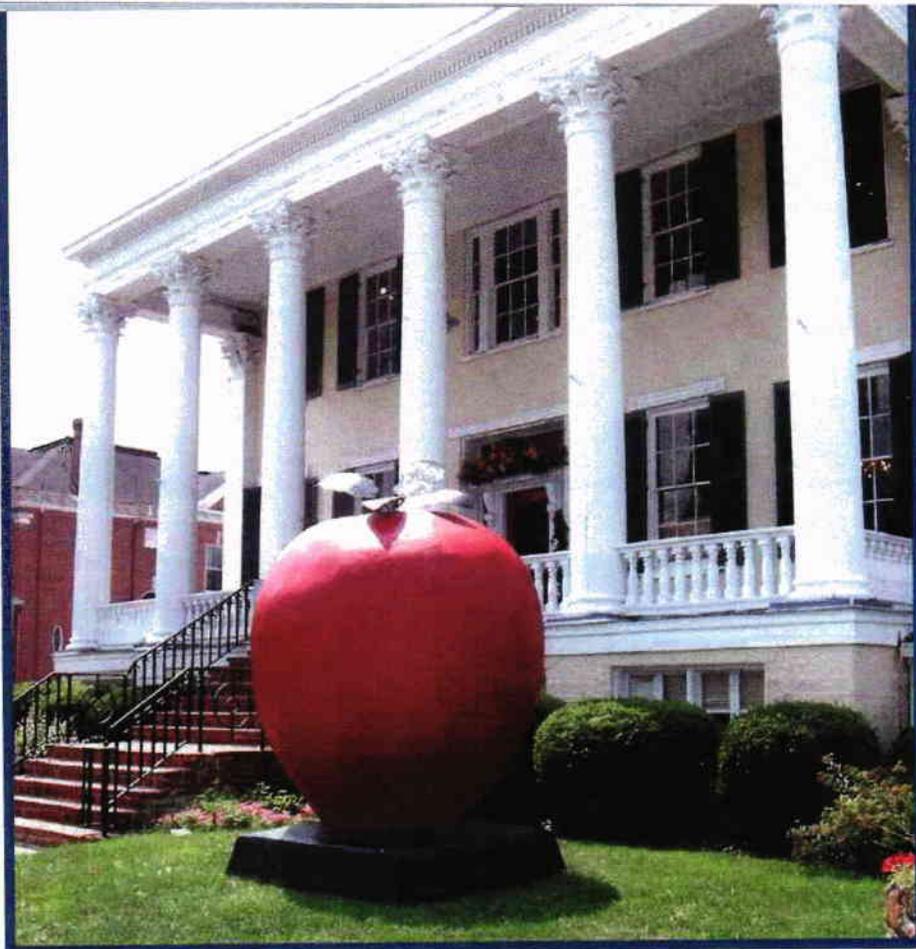
In addition to the historical aspects of Winchester, if you are looking for a casual night out with friends, a family meal, or fine dining on your date night with a significant other, Old Town has the perfect restaurant for you. With over 30 different, delicious dining options, Old Town Winchester has become unique dining haven for locals and visitors alike. Diversity in both experience and style of cuisine served is sure to satisfy every palate. From burgers at

a 50s diner frequented by Patsy Cline, mouth-watering steaks, world class dining, fresh sushi, and more; opportunities abound in Old Town Winchester. The available selection of food styles served includes French, German, British, Cajun, Mexican, Italian, Mediterranean, Chinese, Thai, Americana and more. Those who enjoy a glass of wine or a nice tall beer along with dinner can also take advantage of the incredible selections of domestic and international wine and craft brews that many of the dining establishments have on hand and are sure to compliment any meal.



churches and other venues open their doors to revelers looking to celebrate the New Year in a fun, safe and communal manner.

For a one-day trip or a weekend getaway, Old Town Winchester is open to your consideration and would be happy to host you and your family. Whether it's the delicious restaurants, charming shops or great events, Old Town Winchester has something for everyone. Visit OldTownWinchesterVA.com for more information.



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August 15

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LIVE**



Sept. 5 & 6

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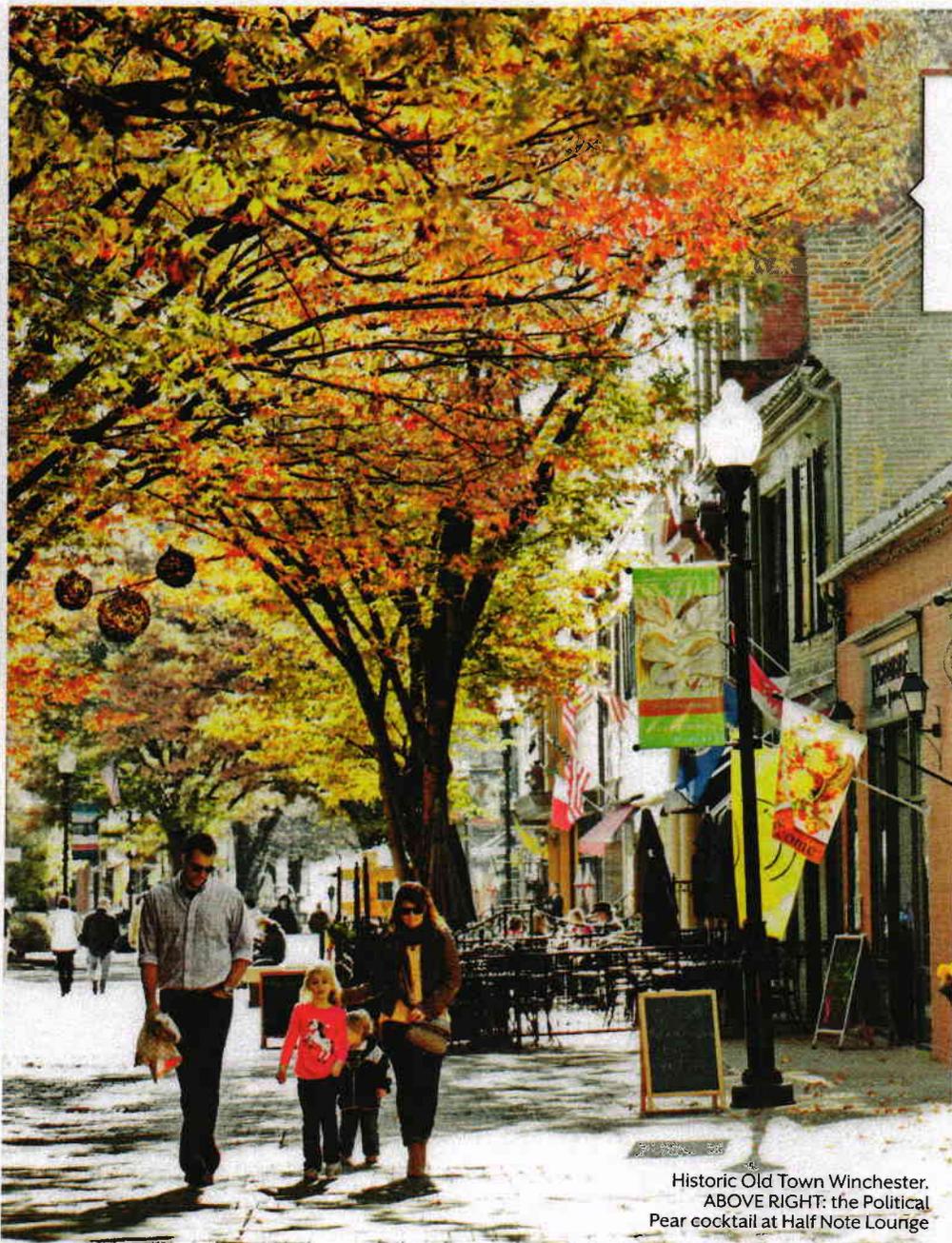


Oct. 17 & 18

**OCTOBEER
FEST**



For more information go to OldTownWinchesterVA.com



Historic Old Town Winchester.
ABOVE RIGHT: the Political
Pear cocktail at Half Note Lounge

Main Street

Explore independent shops and boutiques by foot in historic **Old Town Winchester** (oldtownwinchesterva.com). The **Winchest Book Gallery** (winchesterbookgallery.com) is a literary heaven for hardback-book lover

POPULATION 27,216

STOPLIGHT COUNT 57

NAMESAKE In 1744, Colonel James V of Winchester, England, founded the town by staking out 26 plots of land. On one of the plots he built his own residence, Glen Burnie, which still stands today as part of the **Marker 1 Orchards Farm Market and Bakery** (millerorchards.com), lure visitors with

such as scrumptious Apple Cider Doughnuts. **CHARM FACTOR** Having been the site of six major Civil War battles, Winchester is steeped in some of America's earliest and richest chronicles. But history is only part of the story—Winchester is known as the "Apple Capital" and offers beautiful expanses of rolling hills. On-farm eateries, such as the **Marker 1 Orchards Farm Market and Bakery** (millerorchards.com), lure visitors with

such as scrumptious Apple Cider Doughnuts. **CLAIM TO FAME** A team of dedicated Winchester residents restored the **Patsy Historic House** (celebratingpatsycline.com). It was when Patsy lived there. Locals would know it well enough to remember love to tell stories about how they'd see her on the front porch in the 1930s smoking a cigarette.

BEST-KEPT SECRET During World War II, a concrete vault beneath John Handley School hid more than 50 important weapons. Now they're in the Corcoran Gallery of Art in Washington, D.C.

MUST-TRY DELICACY Chef Ed Miller's **One Block West** (oneblockwest.com) serves his Jumbo Lump Crab Cakes with what he calls "farmer's market slaw." A daily trip to the market dictates that day's selection, and each menu item rotates with the seasons.

WATERING HOLE On weekends, unwind with the locals at the **Half Note Lounge** downtown George Washington Hotel (halfnote.com). The Ike Washington martini and the Political Pear cocktail are favorites. ☺

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Winchester

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Oktoberfest comes to Old Town Winchester this Fall



History of the fall with traditional Germanic origins... Oktoberfest is a celebration of Germanic origins... Winchester is excited to celebrate the return of Oktoberfest... The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music... The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music...

160 Town Winchester is excited to celebrate the return of Oktoberfest... The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music... The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music...

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Special deal, 20% gilded wine, and other better-to-be part... The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music... The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music...

Special deal, 20% gilded wine, and other better-to-be part... The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music... The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music...

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Winchester

Winchester



This event is hosted by Old Town Winchester and the City of Winchester, and the event is presented by F&W Life Marketing. This event benefits the historic Old Town Winchester area with the proceeds from the event going to the Old Town Winchester Foundation.

For more information, visit the website, www.oktoberfestwinchester.com or call 540-683-1847. The event is held in Old Town Winchester... The festival features traditional Germanic food, drink, and music...

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Celebrate Rockin Independence Eve July 3 in Old Town Winchester



Old Town Winchester is excited to announce the return of the Edward Jones Rockin' Independence Eve on Thursday, July 3rd, in the Old Town Walking Mall from 5-11 pm! This patriotic event features an evening full of first-quality family-friendly entertainment and fireworks!

Enjoy live music at the Shenandoah University Federal Parking Lot on the corner of N. Loudoun and E. Rosecrans Streets, in Winchester's own Historic Myers at 5:00 pm. The former state champion Handley High School makes star line transitions seamlessly from the main to the stage. According to Myers herself, the two venues share aspects. "In music, you only have one performance to show people all of the work you put into it, just like with writing." Dishing off the town hall at 7:00 pm will be two-time American Idol Hollywood tribute Christina Lopez Band (XLB), hailing from Martinsburg, West Vir-

ginia. CLB features a folk-country rock style that has been described as "Dave Matthews and Foiee and the Howlin' have dinner at Marshall 20's house." Recently they have won several awards such as the Blue Ridge Music Festival, Bank of the Banks.

Rockin' Independence Eve will also feature a beer and wine garden, Snow White Grill hamburger eating contest, a cook-off tournament by Tailgate Giant, activities for children of all ages, and an Independence Day celebration would be complete without an outstanding fireworks show which begins at 8:15 pm. Adding to the atmosphere on Loudoun Street there will be lots of free entertainment including acoustic performances, balloon art, a caricature artist, magician and more. Come dressed in red, white, and blue for the Show Your Stars and Stripes costume contest with a prize of tickets to a future



event. There will be plenty of fun activities and entertainment for the whole family to enjoy! At the conclusion of the fireworks the music will pick back up and CLB will perform at 10:30.

Keep a look out for pre-organization for the cook-off tournament happening on the lawn of the Old Courthouse Civil War Museum. The cost will \$10 per team of two.

"We are really excited for families to enjoy this free event downtown," said Dana Aronson, President of Full Circle Marketing. "Rockin' Independence Eve features entertainment and activities for everyone in the family from kids to adults and we hope that the Loudoun Street Mall and this event become a part of everyone's Independence Day traditions if it isn't already. Make sure to come downtown and take in all that Old Town has to offer." Adult beverages



will be available to those 21 and older with the sales benefiting Big Brothers and Big Sisters.

The fireworks can best be seen from the OakCrest Commons and the Winchester Star on Kerr Street which will be blocked for the occasion. Parking garage fees will be closed by order of the Parking Authority but all other levels of the garage will be available for parking for a flat rate of \$5 starting at 5 pm. For those wanting nearby viewing the Shenandoah Valley Discovery Museum is currently selling tickets for \$10 per person including light refreshments for viewing on their beautiful rooftop deck on Clark Street. Tickets must be purchased in advance.

This event will not be postponed to the event of rain.

This Old Town Event is sponsored by: Edward Jones Investment, Jim Sauerman, Chevrolet-Cadillac, Big Brothers and Big Sisters, KEE Construction Services Inc., Navy Federal Credit Union, Sprint, Sprint Senior Pricing & Endorsed by Grand Retail of Station, Shenandoah University, The Winchester Star, Paoli Property Group & Marketing, 923 WINC, FM, FM WINC, AM, Big Country Bill, J Scott Entertainment, Tailgate Giant, Palmer Media, 8155 983, Q102, The Fox 343, RidgeRunner Contracting Service, Landmark Lager and Stock Top. The Adults Group is our local sponsor. For information regarding their future bond, the Hubba Garden and visit <http://thisgroup.com/age/141934.html>

People interested in participating, sponsoring, or volunteering should contact Dana Aronson at 540-722-8000 and daronson@fullcircle.com. For questions about Old Town Winchester and other upcoming events, contact Jennifer Bell, Downtown Manager at 540-535-5660 and jfbell@winchester.gov. For more information, visit the website, www.OldTownWinchesterVA.com, and like us on Facebook. Visit Old Town Winchester's channel on YouTube and watch our Rockin Independence Eve video.



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Route 64 and Colton Pack coming to Old Town Winchester

Old Town Winchester is excited to announce the final 2014 Winchester Community Federal Credit Union Friday Night LIVE on Friday, August 15th from 5-11pm on the Old Town Walking Mall. The live music performed at the Hable Street parking lot will start at 5:30pm.

From Buffet to Betty, Reggie to the Banks, 2014's Friday Night LIVE season has featured a broad range of music for a wide audience, now it is country music's turn. In order to help provide quality country music acts, Total Trugs-Working Man's Store has

graciously agreed to to present our last Friday on Route 64 and 8-Pactor stars Colton Pack. Based in Richmond, Virginia, Beets & will entertain the crowd to attendance with a set list comprising country and rock hits, both classic and contemporary. They will also feature a collection of songs from local legend Peter Dinklage. Colton Pack, a newcomer to the Old Town Winchester will hit the stage at 5:30 to begin the evening's festivities. He is coming to Old Town by way of Danvers, WV. Colton jumped into the spotlight to show off a top 4 single, as a member

of the group Restless Road, and has since branched out as an exciting up-and-coming solo country music talent who is sure to get the evening off to a fast start.

Again the Shenandoah Arts Council and Winchester Art Market will be setting up locally crafted art and crafts for sale on both the north and south end. Thrilling street performers such as acrobats and magicians will provide free family-friendly entertainment suitable for all ages. Also in the Hable Parking lot will be a basketball hoop, handball table, and portable boards available for use.

Last month's Friday Night LIVE was amazing. Bobbie Urson Band packed the house and we anticipate our last FNL of 2014 to do the same! We are really excited to bring the 2014 season to a close in a big way!" said Daria Sawarski, President of Full Circle Marketing.

Tickets are \$6 in advance or \$10 at the door. A greater variety of wine and beer will be offered for those 21 and over including Landmark and Shack Top Sponsoring Big Brothers Big Sisters. Buy tickets in advance online at OldTownWinchesterVA.com or stop by Winchester Community Federal Credit Union at 1780 S. Landmark St., Ben Nettleson Chevrolet Cadillac at 2700 Valley Avenue, or the Express Bar and Cafe and Old Town General Store in Old Town. Save the date for September 5th and 6th for Downtown Dalgas in Old Town.

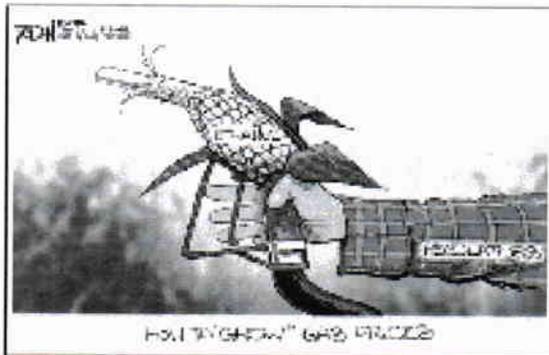
The Albemarle Group is our local sponsor. For information regarding their feature hotel, the Hilton Garden Inn, visit <http://hiltongardens.com/guestlistings.html>.

People interested in participating, sponsoring, or volunteering should contact Daria Sawarski at (540) 732-8700 and daria@fullcircle.com. For questions about Old Town Winchester

and other upcoming events, contact Jennifer Bell, Downtown Manager at (540) 625-3660 and jenniferbell@winchester.org. For more information, visit the website, www.OldTownWinchesterVA.com, like us on Facebook. Visit Old Town Winchester's channel on YouTube and watch the videos promoting our events.

This event is hosted by the Old Town Winchester Development Board and Full Circle Marketing. Sponsors and community partners include: Winchester Community Federal Credit

Union, Ben Nettleson Chevrolet Cadillac Co., Big Brothers Big Sisters, KEE Construction Services Inc., Landmark, Shack Top, Signet Screen Printing & Embroidery, Precision Printing & Marketing, Grand Rural Station, Shenandoah University, the Albemarle Group/Hilton Garden Inn, The Winchester Star, 92 S WINC FM, Big Country 8108, 4400 WINC AVE., Tulligan Giant, Palmyra Media, R205 483, Q102, The Fox 48.3, J Scott Entertainment, Ridgecrest Credit Union Service, and Winchester-Live.



"OLD TOWN" GARDEN BRIDGE

Barbour tabbed Linden Rotarian of Year



Brian Barbour

The Rotary Club of Linden announced that Brian Barbour is the recipient of the 2014 Rotarian of the Year award. Barbour is the club's President Elect for 2014-2015 as well as Chair of the 2015 Annual Gala Committee. He has served as club Vice President, Treasurer and Assistant Treasurer. He chaired the 2014 Gala Committee and was also the club's Program Chair for two years. He was also a member of the 2014 Rotary International District 7570 Conference Committee.

Barbour is related to Warren

County educators, including Hills J. Barbour and Patricia Grant, and has made education his career as well. The Front Royal native chairs the Social Studies Department at Randolph-Mason Academy, is the senior class advisor and serves as the coordinator for R-M's British Cultural Exchange program with the Queen Elizabeth Grammar School in Ashbourne, Derbyshire, England. A graduate of Lynchburg College, Barbour earned Master's degrees from the University of Mary Washington (secondary education) and Shenandoah University (education administration). In 2013 he was named an Educator of Distinction by the National Society of High School Scholars.

Barbour was presented the Rotarian of the Year award by 2013-2014 Club President, Constance Tolson at the Linden Rotary's annual awards ceremony on June 25.

Originally sponsored by the Rotary Club of Front Royal, the Rotary Club of Linden was chartered in April 2005 and has 25 active members. The club meets each Wednesday at 7 a.m. at Mom's Country Kitchen in Front Royal.

BRAC's German connection



At the opening of Blue Ridge Arts Council's summer exhibit, "Garden Treasures," on June 14, two local artists, both born in Germany, got together for this photo in front of their respective exhibits. Jessie Tilton (left) of Lake Frederick, stands before one of her paintings, "Sunflowers" while Helga Hehn-Heiberg of Blue Mountain shows off her exhibit, aptly called "Garden Treasures." Tilton escaped East Germany with her family in 1955, eventually finding her way to America. Photo/Susan O'Kelly



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July's Friday Night LIVE brings live music and illusion to the stage

Old Town Winchester is excited to announce the second Winchester Community Federal Credit Union Friday Night LIVE event of the year on Friday, July 18th from 5-11pm on the Old Town Walking Mall. Live music will be performed at the Hable Street parking lot starting at 5:30 pm.

The bands performing this event will take their audience on a journey throughout the decades with set-lists comprising classic and contemporary fare. Seating will be first to seat. Based in Winchester they feature a set-list comprised of a variety of hits from the past few decades. Headlining act, Robbie Lincoln Band hails from Middleburg, Virginia. An award-winning entertainer, Robbie Lincoln is known for being able to match the moods of his audience. Other performers include Mark Williams Sr. and Buddy Bully.

Performing on the stage between the two bands will be an exciting addition to the Friday Night LIVE family, Alexandria Marie Orsini will impress those in attendance. The Rocker Hill, WV native has been making a name for himself up and down the East Coast captivating audiences with his stage act.

Again the Shenandoah Arts Council and Winchester Art Market will be setting up locally crafted and made for sale on both the north and south end. A variety of vendors, street performers, and more provide the family friendly entertainment while walking along the mall. Also in the Hable Parking lot will be an arcade-style festival hoop, basketball table, and crocheted boards available for use.

This event will continue to offer a variety of wine and beer for those 21 and over including Landbank and Shock Top benefiting Big Brothers Big Sisters. Buy tickets in advance online at OldTownWinchesterVA.com or stop by Winchester Community Federal Credit Union at 1700 S. Loudoun St., Jim Statman Chevrolet-Cadillac at 2906 Valley Avenue, or the Espresso Bar and Cafe and Old Town General Store in Old Town.

A reminder to those who plan on attending to wear the many businesses in the Old Town Winchester area, many which will be open during this event.

Save the date August 15 for the final Friday Night LIVE of the 2014 summer season.

The Albion Group is our head sponsor. For information regarding their festive hotel, the Mill on Garden Inn, visit <http://albakgroup.com/gift/lettings/hotels/>.

People interested in participating, sponsoring, or volunteering should contact Dana Severson at (540) 793-5700 and daseverson@albak.com. For questions about Old Town Winchester and other upcoming events, contact Jennifer Bell, Downtown Manager at (540) 536-3660 and jenniferbell@winchester.org.

For more information, visit the website www.OldTownWinchesterVA.com, and like us on Facebook/Visit Old Town Winchester's channel on YouTube and watch the videos profiling our events.

This event is funded by the Old Town Winchester Development Board and produced by Full Circle Marketing. Sponsors and community partners include Winchester

Community Federal Credit Union, Jim Statman Chevrolet-Cadillac Co., Big Brothers Big Sisters, KEE Construction Services, Inc., Landbank, Shock Top, Signet Screen Printing

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 Saturday	<p>July 19 8 pm - Gates open at 6 pm.</p> <p>Rosanne Cash with John Lerventall ADVANCE ONLINE TICKETS: Preferred Pavilion, \$25; Regular Pavilion, \$45; General Admission Main Level, \$20; <18, \$10. DAY OF THE PERFORMANCE: PP \$24; RP \$34; N, \$20; <18 \$10.</p>
 Friday	<p>July 25 8 pm - Gates open at 6 pm.</p> <p>I'll Be Seeing You by the Barbra Streisand Orchestra with Pops Contractor, Luke Bracey ADVANCE ONLINE TICKETS: Preferred Pavilion, \$25; Regular Pavilion, \$35; General Admission Main Level, \$20; <18, \$10. DAY OF THE PERFORMANCE: PP \$12; RP \$20; N, \$20; <18 \$10.</p>
 Saturday	<p>July 26 8 pm - Gates open at 6 pm.</p> <p>Civil War Portraits by the Barbra Streisand Orchestra with Pops Contractor Luke Bracey ADVANCE ONLINE TICKETS: Preferred Pavilion, \$25; Regular Pavilion, \$35; General Admission Main Level, \$20; <18, \$10. DAY OF THE PERFORMANCE: PP \$12; RP \$20; N, \$20; <18 \$10.</p>
 Friday	<p>August 1 8 pm - Gates open at 8 pm.</p> <p>The Arrival from Sweden: The Music of ABBA ADVANCE ONLINE TICKETS: General Pavilion, \$20; Regular Pavilion, \$30; General Admission Main Level, \$10; <18, \$5. DAY OF THE PERFORMANCE: RP \$10; N, \$20; <18 \$10.</p>
 Saturday	<p>August 2 6 pm - Gates open at 6 pm.</p> <p>The Hot Strings & Cool Beams Bluegrass Minifest featuring Rhonda Vincent and The Range with Chris Blue, Katie Collette, Mary Abble and High Culture ADVANCE ONLINE TICKETS: Preferred Pavilion, \$25; General Admission Main Level, \$10; <18, \$5. DAY OF THE PERFORMANCE: RP \$10; N, \$20; <18 \$10.</p>
 Saturday	<p>August 30 7 pm - Gates open at 6 pm.</p> <p>The Oak Ridge Boys ADVANCE ONLINE TICKETS: Preferred Pavilion, \$25; General Admission Main Level, \$10; <18, \$5. DAY OF THE PERFORMANCE: RP \$10; N, \$20; <18 \$10.</p>
 Sunday	<p>August 31 7 pm - Gates open at 6 pm.</p> <p>Robbie from Ohio ADVANCE ONLINE TICKETS: Preferred Pavilion, \$25; General Admission Main Level, \$10; <18, \$5. DAY OF THE PERFORMANCE: RP \$10; N, \$20; <18 \$10.</p>

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BOBBS, from 32

men. Classes will begin on September 15th at Wesley United Methodist Church 1527 Van France Street, Winchester from 5:30-6:30 p.m. The class will meet twice weekly for the first 4 weeks, and then once a week for the second 4 weeks.

The Strong Women, Strong Bodies program is based on research that shows low strength training and proper nutrition improve the health of women and men of all ages. The program was developed by Kate Liberman, researcher at the University of North Carolina. "Strength is a critical factor in living healthier, more active lives. Our research shows that a program of strength training not only improves bone density but reduces falls, improves arthritis symptoms, and increases flexibility and strength," according to Dr. Nelson.

The program is designed for middle women and men, sedentary or active, who are interested in improving their strength, balance and flexibility; however, it is appropriate for all adults. The exercises work all of the major muscle groups using a combination of dumbbells, adjustable ankle weights and body weight. Research shows that while strength training improves muscle mass and bone density, it also decreases risk for chronic diseases such as diabetes, heart disease, osteoporosis, and arthritis.

The cost for the 8-week program is \$25. You must pre-register by September 15th. Participants must supply their own set of beginning dumbbells and ankle weights. Contact Rebecca for reservations.

For more information on the program, email info@strongwomenandbodies.com or visit <http://www.strongwomenandbodies.com> for registration information. Pre-registration is required and health forms must be completed at least one week prior to the first class.

If you are a person with a disability and desire any necessary devices,

services, or other accommodations to participate in this activity, please notify Rebecca Davis, Virginia Cooperative Extension - Frederick County Office, at (540) 683-3670/TDD during business hours of Monday through Friday 8:00 a.m. - 5:00 p.m. to discuss accommodations 5 days prior to the event. TDD number is (800) 828-1120.

New Principal Named for Greenwood Mill Elementary School

Janet Malsowney has been named the new principal at Greenwood Mill Elementary School. Malsowney has spent the past two years working as the assistant principal at Arnet Elementary School. She succeeds Kineth Waldrop who was recently named the principal at Peter Muhlenberg Middle School in Shenandoah County. Waldrop had served as the principal of Greenwood Mill Elementary since the school opened in August 2009.

Old Town Winchester Kicks Off Football Season with Beer and Wine Festival

This fall Old Town Winchester is excited to announce the return of the Shenandoah Chevrolet Cadillac Downtown Tailgate presented by Virginia National Bank in its second year on the Loudoun Street walking mall.

The combination of a beer and wine festival with the urban atmosphere of a football season tailgate makes this a one-of-a-kind event. Featuring a selection of over 30 different craft and domestic beers and more than 15 wines, Downtown Tailgate provides many options for beer and wine lovers alike who enjoy a drink while socializing and enjoying a football game.

Live music will be set up in the Shenandoah University Fellowship parking lot on both days of the event. On Friday, the lineup is the Alex Hillon Band and Biggy Clive and the Blue

Devils presented by Jordan Springs Market BBQ. The Alex Hillon Band has been entertaining the Shenandoah Valley since 2012 with their mixture of up-tempo country rock and emotional ballads. Making their final appearance together, Biggy Clive and the Blue Devils are rock, blues, and a little bit of punk music that has been entertaining crowds for over a decade.

Saturday the main stage will feature Greenwood and Soledad (not presented by Nationwide Insurance - Chad M. Lewis, Greenwood will be up first and feature a set of "Today's country hits...the classics that count" that will delight crowds of all ages. Soledad Clive will close out Downtown Tailgate by treating some soul and funk into the festivities with a contemporary soul set list to pull from.

To coincide with the live music, our college viewing area will be set up in the back of Chevrolet pickup trucks, and these large screen television units will be showing college football contests throughout Downtown Tailgate. A full afternoon of college football on Saturday will be highlighted by #15 USC Trojans vs #11 Stanford Cardinal and #8 Michigan State Spartans vs. #3 Oregon Ducks.

As part of the festivities, the head coach of the Shenandoah University (SU) Hornets football team, and player captain, will be introduced. There will also be an appearance by SU's pep band, The Brittan Drum.

Several contests will be held during Downtown Tailgate with various prizes available to winners. For \$40 per pairing, there will be a cornhole tournament held on both days. The cornhole tournament requires purchasing admission into the event in order to participate. At 11 AM on

Saturday, a Madden NFL Football tournament will be held on the third floor of Union Jack Pub & Restaurant for \$40 per entry, maximum 16 entries. Also on Saturday, the person who comes dressed in the best "vintage 60s" get-up, as determined by the crowd in attendance, will win the "TV's Fun Back in Fashion" costume contest.

Make sure to bring the kids along on Saturday so that they can enjoy the kid's zone presented by Body Review Fitness and Family Sports Center. Featuring sport related inflatable, hockey wheel, soccer wheel, and obstacle course, kids can be active and have some outdoor fun!

Make the Spirit square in the Apple Blossom Mall in Winchester for a chance to win a VIP experience on Saturday of the event. This includes a VIP area for you and 19 guests to enjoy all the Downtown Tailgate has to offer. 20 advance tasting packages will be provided for the winner's party.

In an effort to support another community organization, Winchester Area Temporary Thermal Shelter (WATTS) will be having a fundraiser on front of First Presbyterian Church featuring a live reveal band and prize raffle on Friday. 10% of proceeds at select downtown establishments will be donated to WATTS.

Advance tasting packages are available leading up to Downtown Tailgate for \$10. This package gets you admission, a souvenir glass (while supplies last), and 4 tastings. On the day of the event general admission is \$5, with 25 packages of 3 tastings available for purchase. A selection of beer and wine will also be available by the glass for \$5 dollars a serving. Beer and wine are available while

supplies last.

The advance packages are available immediately for purchase online at <http://www.wattdirect.com/event/2013/09> and in person at Espresso Bar & Cafe and Old Town General Store on the Loudoun Street walking mall, Inn Stationer's Chevrolet Cadillac, at 2700 Valley Avenue, and Jordan Springs Market BBQ at 741 Jordan Springs Road in Stephens, VA.

Make sure to check out the Old Town restaurants and shops, as many of them will be open for business during both days of the event.

This event is hosted by Old Town Development Board and the City of Winchester, and event production by Full Circle Marketing.

Visit our website, www.OldTownWinchesterVA.com for a full lineup of beer and wine that will be on hand, Madden tournament registration form, and other pertinent information. Like us on Facebook and follow us on Twitter. Visit Old Town Winchester's channel on YouTube and check out the virtual tour video on events.

People interested in volunteering should contact Dana Savarino at (540) 722-8710 and davig@oldtownwinchester.com. For questions about Old Town Winchester and other upcoming events, contact Jennifer Bell, Downtown Manager at (540) 520-3660 and Jennifer Bell@oldtownwinchester.gov.

Commonwealth of Virginia,
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Following a comprehensive investigation conducted by the Frederick County Sheriff's Office, the Office of the Commonwealth's Attorney for Frederick County, Virginia has deter-

Weekly SUDOKU

by Jack Threlk

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Published weekly on Wednesdays

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-Push to Start-
ILLUSTRATIONIST: Mario Orsini
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AUGUST 15
5PM - 11PM
LIVE MUSIC BY:
-The Robbie Limon Band-
-Push to Start-
ILLUSTRATIONIST: Mario Orsini
ADVANCE \$5 DAY OF \$10
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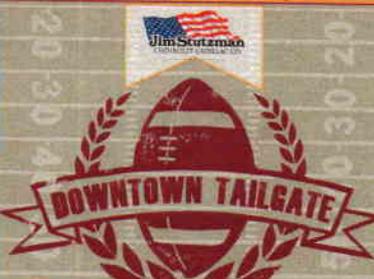
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Downtown events program to feature new look in 2014

DATE: April 18, 2014

Vic Bradshaw

vbradshaw@winchesterstar.com The Winchester Star

PUBLICATION: Winchester Star, The (VA)

Page: 8

SECTION: Area

The Winchester Star

WINCHESTER — The slate of city-sponsored downtown special events this year will have a more artistic feel and a new hub for its music-centered events.

Dario Savarese of Full Circle Marketing, the city company hired in 2012 to help create, promote and operate a new slate of events beginning last year, said at a press event Thursday that the Shenandoah Arts Council and Winchester Arts Market will be prominently featured at many of this year's events.

Also, the pavilion under construction on the Taylor Hotel property at 119-129 N. Loudoun St. will become the site for musical performances during the Friday Night Live events scheduled for June 20, July 18 and Aug. 15.

"The next linchpin to Old Town and this increased vibe we have here is the Taylor pavilion," Savarese said before a small crowd at the Bright Box Theater.

Seven events were created or relocated last year to bring local residents and visitors back downtown following the Loudoun Street Mall renovation project. Six will return this year, with a new event — Kidz Fest — kicking off the season on May 17.

While the main music will be on the north end of the mall for the Friday Night Live events, the south end will have an arts and crafts sale in the parking lot by the splash pad. The Shenandoah Arts Council and Winchester Art Market will provide the merchandise at those events.

The groups also will have a sale in conjunction with the **Rockin' Independence** Eve event on July 3.

The Sept. 5-6 Downtown Tailgate will feature a Madden NFL video game tournament, while a brats and beer hall will be created with tents and tables for the OctoBeer Fest on Oct. 17-18. More German- and Bavarian-themed performers will be part of the latter event.

Other changes also are planned, Savarese said.

While the city and its Old Town Development Board are sponsoring this slate of events, other activities are being organized by other groups. New events with private sponsors scheduled for this year include the Boundless Bazaar Craft Show July 12-13 and the Inside & Out Home and Design Expo on July 26.

"We're seeing holding these events in downtown is becoming a catalyst," Downtown Manager Jennifer Bell said. "Other groups want to hold events downtown, such as arts and crafts or home and garden events." — Contact Vic Bradshaw at

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New Kidz Fest goes downtown

DATE: May 15, 2014

Laura McFarland

lmcfarland@winchesterstar.com, The Winchester Star

PUBLICATION: Winchester Star, The (VA)

Page: 5

SECTION: Life

The Winchester Star

Winchester — Children will rule downtown Winchester Saturday.

Kidz Fest is a new, family-friendly event aimed at bringing a day of fun and educational activities for children to downtown, said Dario Savarese, one of the event coordinators.

The event is a project put on by the City of Winchester and Old Town Development Board with Winchester Academy as the presenting sponsor, he said.

"I am hoping this brings another segment of the region's population here that hasn't been downtown to continue to explore," said Savarese, owner of Full Circle Marketing.

Kidz Fest will be held from 11 a.m. to 5 p.m. Saturday on and around the Loudoun Street Mall and feature games, activities, entertainment and information. It is free and open to the public.

Almost 50 exhibitors will set up downtown offering activities and information centered on four key areas in relation to children — art, sports, education and music, Savarese said.

Winchester Academy will have four stations set up for children in each of the focus areas, said Jacki Howett, student services director. The activities will be an obstacle course, an "Are You Smarter than a Grade Schooler?" booth to test their smarts, and an art station with sand art or bead bracelets.

"We are also looking at a photo booth and maybe some karaoke to get the kids goofing around," said Howett of Strasburg.

Winchester Academy became involved because it is an event that is free for the public, encourages family interaction, and can help raise awareness of what the school offers, she said. "We believe in finding the specific talents that are God given to the kids and honing those along with educating them and creating lifelong learners."

Several downtown businesses are getting involved in the day. Posh Pets Boutique invited Dakota's Dream animal rescue to set up a booth with small animals available for adoption, including rats, gerbils and mice, said Rebecca Miller, co-owner. It is focusing on small animals with a first pet emphasis.

"They will talk about having a first pet and talk about the importance of feeding, bathing and taking care of them," she said.

The National Humane Education Society will also set up and talk about pet care for dogs and cats, she said.

Other participants include storytelling by Handley Regional Library, animal education by 4-H groups, gymnastics demonstrations by Competitive Edge, a pitching and hitting clinic by Handley High School softball and baseball, face painting by Mountain Laurel Montessori School, a basketball clinic by Winchester Storm, fire safety by Winchester Fire and Rescue, the Bubble Van by Winchester Parks and Rec, and inflatable slides and games by Monkey Joe's, Savarese said.

While the different vendors offer hands-on experiences for the children, the event also brings awareness for what they do or offer to the community, he said.

Some of the exhibitors are nonprofits that will offer information about their services, including the Youth Development Center, Child Advocacy Center, Children of America, Families Reaching Out Group, The Laurel Center and NAACP Youth.

A full schedule of performers will entertain people from 11 a.m. to 4:15 p.m. on a stage on Rouss Avenue near the Old Court House Civil War Museum, Savarese said. Entertainment for the day will include Peter McCorry the One Man Band, Gary the Frisbee Guy, Selah Theater Project, Winchester Academy Dancers, and Jerry the Jester.

A variety of street performers will also entertain crowds throughout the day.

Kidz Fest will be held rain or shine, Savarese said. "Even if it rains a little bit, it never dampens the spirit of kids. They love puddles."

Information

Kidz Fest will be held from 11 a.m. to 5 p.m. Saturday in downtown Winchester and feature games, entertainment, activities and information. It is free and open to the public.

For more information, go to oldtownwinchesterva.com. — Contact Laura McFarland at

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Kidz Fest draws crowd to the downtown mall

DATE: May 19, 2014

Val Van Meter

vvanmeter@winchesterstar.com, The Winchester Star

PUBLICATION: Winchester Star, The (VA)

Page: 1

SECTION: Area

The Winchester Star
WINCHESTER

When Heather Shepherd brought her two children, Kaelyn and Adyn Linahan, to the Loudoun Street Mall Saturday, she didn't expect to stay too long.

"I never expected there to be so much to do," she said of the **Kidz Fest** event, which began at 11 a.m.

While the two children — ages 9 and 7, respectively — created bracelets, Shepherd was organizing their "loot" into bags for easier carrying.

They started at the north end of the mall, sampling the things for children to see and do at the inaugural event — conceived by the city of Winchester and the Old Town Development Board, with Winchester Academy as the presenting sponsor.

By late Saturday afternoon, before the closing hour of 5 p.m., they still hadn't quite reached the south end of the mall.

Mardesky Blowe, vice president of the Winchester Storm — the area's semipro basketball team — judged the success of the day by the number of mini-basketballs she didn't have.

"We brought 250 (as giveaways)," she said. "They were all gone by early afternoon.

"I thought I'd have to take some home."

The Storm had a basketball game set up by the team's booth, called "1on1 Hoops." Two contestants could stand side by side and toss balls at the hoops above them. The balls dropped back into a nylon sling and slid back to the children for another shot.

If one of the young contestants didn't have a friend or family member to challenge them, Blowe stepped up.

"I get beat every time," she admitted.

The team wanted to take part in the child-centered event because doing things with youth is a big part of its mission, she said.

In addition to the semipro team, which plays its games at Handley High School, Blowe said there is a Junior Storm basketball program geared to boys and girls ages 7 to 15, and a Stormette Dance Team.

Blowe said the youth programs stress the importance of education and get the kids out in the community, doing activities.

Ken Dodson was helping two of his four grandchildren at the hoops game.

He was pleased he'd outscored the two boys, 6-year-old Luckas and 4-year-old Jameson, on a flexibility test.

"They need more of these things," Dodson said, to bring more people downtown.

They stopped to admire the chickens and rabbits that members of the Eggs and Ears 4-H Club had on display.

Susan Lewis held a rabbit for petting and dispensed hand sanitizer to the children after they ruffled either fur or feathers.

Lewis said the 15 members of the club don't all have a chicken or rabbit, but they want to learn more about them. She also invited everyone to the next Agriculture Day on the Mall, planned for Sept. 20.

There was plenty of action at the Tiger Den martial arts booth.

Children lined up to kick and punch padded paddles held by the instructors and each broke boards with a kick. They got to take their timbers home, too.

Kids lined up at the NAACP booth to get their faces painted.

Shelby Willetts of Winchester, 4, was getting a cat face, even though she said having her nose painted tickled.

Her older sister, Josie, was going for bigger game — a lion.

Virginia Burns said the NAACP was participating to give its young people a way to give back to the community, as teen members like Destiny Burns wielded paint brushes.

"I tried it," Burns said, adding that she had to use stencils to achieve the right looks.

The NAACP was also passing out fliers for the United Way of Northern Shenandoah Valley.

At the Shenandoah Valley Discovery Museum booth, Lia Mendel was showing children how to build things with "foam."

Mendel, a visitor services specialist who manages educational programming at the museum, explained to parents that the substance — which looks like tiny beads of plastic — will stick together and can be molded like clay, but with no resulting sticky residue on hands and clothing.

"Look, we've got Stonehenge coming along there," she said of one little girl's work."

Mendel took the opportunity to tell parents about all the things their children can see and do at the museum, which just opened its new location at 19 West Cork St.

Shepherd summed up the event for her family.

"It's been absolutely wonderful. I never expected there to be so much to do." — Contact Val Van Meter at

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Everything's beachy Friday night along Loudoun Street Mall

DATE: June 19, 2014

Corey Tierney

ctierney@winchesterstar.com The Winchester Star

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Page: 5

SECTION: Life

The Winchester Star

WINCHESTER — The weather might already feel like summer, but the real party begins this weekend.

Old Town Winchester is kicking off summer for the second year in a row with its **Friday Night Live** festivities starting **Friday** evening on the Loudoun Street Mall.

The event will also be held on July 18 and Aug. 15.

Admission to this beach-themed event is \$5 in advance or \$10 at the gate. The program, which will be held this year at the Taylor Pavilion at the recently renovated Taylor Hotel, will run from 5 to 11 p.m. and will feature an array of events, including **live** music, street performances, arts and crafts, and a costume contest.

The Old Town Winchester Development Board and Full Circle Marketing are hosting the event.

"Last year was very successful," said Jennifer Bell, Old Town Winchester's downtown manager. "We were very pleased by the community support and how much energy was on the walking mall."

Musical groups will perform in the parking lot near the splash pad.

The lineup includes Waynesboro Reggae band Stable Roots and the appropriately named Jimmy Buffett tribute group, Parrot Beach.

"I think these groups will give you that Caribbean feel we're looking for," said Dario Savarese, president of Full Circle Marketing. "And you can't get more beachy than Jimmy Buffett."

A contest will also be judged by the crowd for best beach outfit. The guest with the best attire will receive an Old Town T-shirt and four tickets to the next **Friday Night Live** on July 18.

Arts and crafts are a new addition this year and will be sold by the Shenandoah Arts Council and the Winchester Art Market.

"We're adding some new elements to make it that much better, and art is always well received in this community," Savarese said.

In the midst of all the fun will be street performances by Gary Auerbach, "The Frisbee Guy," along with psychics, magicians, acoustic artists, jugglers and mimes.

Also in the splash pad parking lot will be a Foosball table, a basketball hoop and cornhole boards available for free use.

Alcoholic beverages will be sold to those 21 and over, and the proceeds will benefit Big Brothers Big Sisters.

"There will be a greater variety of drinks this year," Bell said. "People asked us for more, and we delivered."

Food and other refreshments will be sold to benefit both Big Brothers Big Sisters and the Edgehill Recovery Retreat Center.

"There's more going on than ever before," Bell said.

Information

Tickets can be purchased online at OldTownWinchesterVA.com or in person at Winchester Community Federal Credit Union at 1700 S. Loudoun St., Jim Stutzman Chevrolet-Cadillac at 2700 Valley Ave., the Espresso Bar and Cafe at 165 N. Loudoun St. and Old Town General Store at 106 S. Loudoun St. — Contact Corey Tierney at

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Fireworks, festivities on tap to celebrate the Fourth

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Star staff report

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SECTION: Area

Star staff report

winchester — America will celebrate its **independence** on Friday, and those looking to mark the Fourth of July festivities locally will have no shortage of opportunities to join in the fun.

Old Town **Rockin' Independence Eve**

Winchester has traditionally celebrated **Independence Day** on July 3. For years, the fireworks were set off at Jim Barnett Park after the Winchester Royals baseball game.

Last year, the city moved its celebration to the newly renovated Loudoun Street Mall and renamed the event Old Town **Rockin' Independence Eve**.

This year's event will again be held downtown and begins at 5 p.m. Thursday. This event is free and open to the public.

Sponsored by Edward Jones, the city's party will include live music, a corn hole tournament, a wine/beer garden and a Snow White Grill burger eating contest. There also will be a red, white and blue costume contest, as well and entertainers on the mall.

Fireworks go off at 9:15 p.m. The view is best from North Kent Street between Boscawen and Piccadilly.

Visit oldtownwinchesterva.com for more information or contact Jennifer Bell, downtown manager, at 540-535-3660.

The Winchester Parking Authority will open its four downtown garages at 5 p.m. Charge is \$5 per vehicle. To avoid additional charges, vehicles must be removed by 7 a.m. Saturday.

On Friday, the Liberty 5K and Kids Mile will take place in Jim Barnett Park. The race begins at 8 a.m. followed by the Kids Mile for 6 to 12 year olds and a 100-yard dash for children ages 2 to 5. Register is at the Kiwanis shelter.

Civil War Walking Tour

A Civil War Walking tour of Old Town Winchester will be offered at 6 p.m. Friday. Meet the guide at 2 N. Cameron St. to learn about the citizens and the events that took place in Winchester during that stirring period of time.

Make reservations by calling the Winchester-Frederick County Visitors Center at 540-542-1326. Fee is \$5 per person, payable to the guide.

Sherando Park

Frederick County Parks and Recreation Department will celebrate **Independence Day** with a free celebration at Sherando Park, off Fairfax Pike (Va. 277) near Stephens City.

No alcohol or personal fireworks are allowed. Pets are also not allowed.

The park will be open all day Friday and the outdoor pool will stay open until 8 p.m.

Food will be available for purchase beginning at 5 p.m. A deejay will play music beginning at 6 p.m.

The main park gate will close at 5:30 p.m., but the entrance to Sherando High School will stay open later. The high school entrance has a traffic light making it easier to make a left-hand turn onto Fairfax Pike. Parking is free.

Fireworks will be set off at nightfall.

Middletown

Middletown's Fourth of July festivities will start at 8 a.m. Friday when the all-day baseball tournament kicks off in the town park.

At noon, family fun begins with kids' games, water inflatable, face painting, cartoon characters and a corn hole tournament.

A craft show starts at 2 p.m. and a parade begins at 5 p.m. State Sen. Jill H. Vogel, R-Upperville, will serve as the grand marshal.

Live entertainment begins at 6 p.m. with Robbie Limon and his band.

The celebration concludes with fireworks at nightfall.

Clarke County

In Clarke County, the July 4 celebration takes place Friday at the Clarke Ruritan Fairgrounds on West Main Street in Berryville.

Festivities begin with traditional games such as an egg toss, balloon toss and sack races, hosted by the Clarke County Parks and Recreation Department from 5:30 to 7:30 p.m.

The Clarke County Community Band will perform a patriotic concert starting at 8 p.m., and the fireworks are scheduled at approximately 9:30 p.m. The fireworks are sponsored by the Bank of Clarke County.

The Ruritan Food Booth will open at 6 p.m.

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Fireworks, events mark Fourth of July

DATE: July 5, 2014

Melissa Boughton

mboughton@winchesterstar.com The Winchester Star

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SECTION: Area

The Winchester Star

WINCHESTER — The rain couldn't stop a Fourth of July celebration downtown Thursday, and better weather arrived Friday as other festivities commenced.

Mid-afternoon Thursday looked ominous for the second Old Town **Rockin' Independence** Eve event on the Loudoun Street Mall.

Rains drenched the region as thunder and lightning threatened the planned festivities, but the weather cleared and the fireworks went off as scheduled.

"Rain is going to come and go, but I knew once it subsided, people would flock to us — people are itching to be downtown," said Dario Savarese, president of Full Circle Marketing, which was hired by the city to produce the event.

He said he fully anticipated some rain, but that he tried to be an optimist and deal with the situation as it came.

"Twenty minutes ago it was raining, and now look at the mall," he said at about 7:40 p.m., pointing at crowds of people at the celebration. "We've got great things out here, great events, they're family oriented — and despite the rain, I think looking at it right now, I think this is awesome."

To help with the passing rains, Savarese said ponchos were distributed.

Ellen Cunningham, of Winchester, said the rain hampered her July 4 eve "a little bit," but that she was glad to make it downtown with her family.

"It's great to see so many people downtown," she said. "Rain can't ruin the Fourth of July."

The Duvall family, from Strasburg, also didn't let the rain ruin their fun.

"We've been here since 4:30, we got here early because we didn't want to miss anything," Desiree Duvall, 25, said just before 8 p.m.

She brought her husband Michael, 32, and two children — Caleb, 5, and Logan, 7.

She said they played in the splashpad, watched magic tricks and enjoyed "spending time together as a family and just getting out."

"We can't wait to see the fireworks," she added.

Michael Duvall said that July 4 is his favorite holiday.

"I thank God we live in a country where we can have an event like this," he said. "Celebrating freedom and **independence**, I think it's important."

The event ended with a 20-minute fireworks display.

Adam Cook, 9, who was visiting family from Pennsylvania, said fireworks are his favorite part of July 4 celebrations.

"I like seeing all the different colors," he said.

His mother, Laura Cook, said she "heard there was a good fireworks display" in Winchester.

On Friday, temperatures were in the mid- to high 70s with sunny skies.

Celebrations taking place on the actual holiday included a free event at Sherando Park, off Fairfax Pike (Va. 277) near Stephens City; festivities at the Clarke County Ruritan Fairgrounds on West Main Street in Berryville; and an all-day cluster of events at different areas in Middletown.

A large crowd lined the road in Middletown in anticipation of the town's Fourth of July parade.

The 45-minute parade displayed colonial men, horses with riders carrying American flags, antique firetrucks, old time military vehicles and war veterans.

Red, white and blue clothes, decorations and candy were in abundance as people showed off their American pride.

Andrew Sayen, 6, of Middletown, said he has been to the event three or four times and that this year his brother was in the parade.

"[My favorite was] the beginning because of my brother," he said. "The parade is good."

He added that he was most looking forward to fireworks.

"I like their boom, Andrew said. "And I really like the grand finale because it's nonstop."

Alayna Valvano, 15, of Middletown, said she thought the parade was "nice."

"I came from New York, so we don't get to see this stuff much," she said.

She said her favorite part of the holiday, though, is fireworks.

"I really like colors and they're bright and it's just a good time to get together with the family," she said.

Nathan Thomas, 10, of Middletown, said he attended the parade with his family because his sister was in it.

"It's awesome," he said, adding that he liked "all the cars and tractors."

"[My favorite part] was seeing the race car [in the parade]," he said. "[Because] it's loud and fast."

The celebration ended with fireworks in Middletown Town Park. — Contact Melissa Boughton at

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Friday Night Live getting its country on

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Stephen Nielsen

snielsen@winchesterstar.com The Winchester Star

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SECTION: Life

The Winchester Star

WINCHESTER — Like singer Marie Osmond, Old Town is going to be a little bit country this **Friday**.

The third Winchester Community Federal Credit Union **Friday Night Live** will kick off at 5 p.m. and run until 11 p.m. on the Loudoun Street Mall.

The event will showcase a country music theme and will feature performances by Richmond-based country/rock group Route 64 and up-and-coming country singer Colton Pack, from Danese, W.Va., who was recently on the television show "The X-Factor."

"Country music is a big draw to this marketplace," said Dario Savarese of Full Circle Marketing, the company producing the event.

Pack, who will hit the stage at 5:30 p.m., was a member of the group Restless Road, which was named a top four finalist on "The X-Factor." According to Savarese, the 19-year-old will be a show worth seeing as a new young artist.

"He brings that fresh country music to the stage," Savarese said.

Route 64, the headliners, will play a set list comprising country and rock hits, both classic and contemporary. They also have a special tribute planned.

"Because they're coming to Winchester and recognizing Patsy Cline's house, [the band] will be doing a few of her songs," Savarese said.

Live music will be performed at the Hable's Real Estate parking lot at 49 S. Loudoun St. starting at 5:30 p.m.

Savarese added that in keeping with the plan to bring in new and different entertainment to each **Friday Night Live**, a new street performer will be at the walking mall for the evening.

Michael Horne, better known for his stage name Mr. Z, will be seen walking around the mall on stilts throughout the evening.

Savarese said this would be the first stilt walker he's seen performing in the area.

"I can see a lot of difficult selfies happening with him," he said.

A variety of street performers, acoustic performers, a caricaturist, balloon animal maker and more will provide free entertainment as well.

Shenandoah Arts Council and Winchester Art Market will also be setting up local arts and crafts for sale on both North and South Loudoun Street.

Wine and beer will be available for purchase by anyone 21 years or older. Proceeds will benefit Big Brothers Big Sisters of Winchester and Frederick and Clarke counties.

Tickets are \$5 in advance or \$10 at the door.

Advance tickets are available for purchase at Winchester Community Federal Credit Union at 1700 S. Loudoun St.; Jim Stutzman Chevrolet-Cadillac at 2700 Valley Ave.; Total Image & Workingman's Store at 325 W. Boscawen St.; or the Espresso Bar and Café and Old Town General Store in Old Town.

Tickets are also available for purchase online at showclix.com/event/FridayNightLIVE3752834.

"I think having a country music vibe downtown will be fun," Savarese said.— Contact Stephen Nielsen at

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Downtown Tailgate has football theme

Author(s): Stephen Nielsen

snielsen@winchesterstar.com The Winchester Star **Date:** September 4, 2014 **Section:** Life

The Winchester Star

WINCHESTER — Old Town is welcoming back the football season in style with the **Downtown Tailgate** this weekend.

The **tailgate** will be held from 5 to 11 p.m. Friday and noon to 8 p.m. Saturday on the Loudoun Street Mall.

"The kickoff of the high school, college and [pro] football season is always an exciting time," said Dario Savarese, president of Full Circle Marketing, the company producing the event.

Participants will have the opportunity to sample game-day inspired food, music, beer and wine.

The **tailgate** will feature craft beers and wine, but this year nearly 30 beers will be available along with 15 wines.

Downtown Tailgate will feature four TV areas, or tailgating zones, set up in the beds of pickup trucks. The large-screen televisions will show college football throughout the weekend. Games that will be shown include No. 15 University of Southern California vs. No. 11 Stanford and No. 8 Michigan State vs. No. 3 University of Oregon.

As part of the festivities, the head coach of the Shenandoah University Hornets football team, along with its captains, will be introduced. There will also be an appearance by SU's pep band, The Buzzin' Dozen.

Tailgate Giant will be hosting a \$10-per-team cornhole tournament on both days of the event. A football toss and trashcan volley will also be available.

A Madden NFL Football tournament will be held at 11 a.m. Saturday on the third floor of Union Jack Pub & Restaurant for \$10 per entry. There is a maximum of 16 entrants.

On Saturday, participants will compete to see who can fly their team colors in the most outrageous way in the "Put the Fan Back in Fanatic" costume contest.

For kids there will be a sports zone from noon to 5 p.m. Saturday. The zone will feature sports-related inflatables, a hockey shoot, soccer shoot and obstacle course.

Live music will be set up in the Shenandoah University Feltner parking lot on both days of the event. On Friday, the Alex Hilton Band, known for its upbeat country rock and emotional ballads, will play from 7:30 to 10:30 p.m.

In their last appearance as a group, the punk band Buggy Cline and the Blue Devils will play from 5:30 to 7:30 p.m.

On Saturday, the main stage will feature Crosswinds and Souled Out. Crosswinds will be up first and will feature country hits, both contemporary and classic. Souled Out will close out **Downtown Tailgate** with some soul and funk.

"We've got four great bands coming," Savarese said.

General admission tickets are \$5, and a special advance tasting package is available for \$10. The tasting package will get you entry into the venue, four beer or wine tastings and a tasting cup. Extra tasting tickets are available on site, three tastings for \$5. Most wines and beers will be available to purchase by the glass for \$4.

Tickets can be purchased online at showclix.com/event/OldTownDowntownTailgate.

The advance packages are available immediately for purchase online at showclix.com/event/3817667 and in person at Espresso Bar & Café and Old Town General Store on the Loudoun Street Mall, Jim Stutzman Chevrolet Cadillac at 2700 Valley Ave., Total Image & Working Man's Store at 325 W. Boscawen St., and Jordan Springs Market BBQ at 741 Jordan Springs Road in Stephenson.

Visit OldTownWinchesterVA.com for a full listing of beer and wines that will be on hand, a Madden tournament registration form, and other information.— Contact Stephen Nielsen at

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Downtown Tailgate scores big on fun

DATE: September 8, 2014

Sally Voth

svoth@winchesterstar.com The Winchester Star

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Page: 8

SECTION: Area

The Winchester Star

WINCHESTER — Although numerous adult beverages were on tap, plenty of young families were enjoying the **Downtown Tailgate** Saturday on the Loudoun Street Mall.

"Today we're celebrating the kick off to the high school and college and NFL season, and we have a beer and wine festival tasting," said Dario Savarese, president of Full Circle Marketing, which organized the event. "We have about 30 different craft beers."

There were also at least 18 wines to sample, he said.

This was the second year for the event. It was held Friday evening and all day Saturday.

Sporadic rain showers didn't dampen the fun.

Festivities included several bands, a cornhole tournament, a Madden NFL Football video game tournament, various TVs showing college football, and a sports zone on the pedestrian mall with inflatable targets to throw or kick balls through. Several vendors were set up along the mall as well.

Greeley Myers, who just moved to Winchester from San Antonio, Texas, to take a job at Shenandoah University, brought his wife, three children and mother-in-law to the Loudoun Street Mall on Saturday afternoon.

"I think it's great," he said as his kids played in the sports zone. "Old Town Winchester is so unique. It's a great thing for families. I was here last night, and I think what they're doing is fantastic."

Winchester resident Thomas Gardner was enjoying the festival with his 3-year-old son, William, and mother-in-law, Judy Moody, who was visiting from Mississippi.

"I wish we could do this down where I'm from," Moody said.

Gardner said he came down to "try some different beer that you don't necessarily see all the time, [and get William] out of the house, let him run around and listen to music."

These sorts of festivals are necessary for **downtown** Winchester's survival, according to city resident Brian Jenkins.

"If they want to keep the businesses **downtown**, they've got to have events like this to bring people," he said.

That's one of the reasons the **tailgate** included activities on the Loudoun Street Mall, according to Savarese.

"We're trying to have people visit the shops," he said. "We've got a great thing going on."— Contact Sally Voth at

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Officials: Pavilion open to public

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Derek Gomes

dgomes@winchesterstar.com The Winchester Star

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Page: 8

SECTION: Area

The Winchester Star

WINCHESTER — The Taylor pavilion was christened by city staff and the project's private developers more than a month ago. Since that ribbon-cutting ceremony, Old Town Winchester has put the space to use with two **Sunday Jazz** Series showcases, and a third is scheduled for Oct. 12.

The site doubled as a private venue for the first time when the Preservation of Historic Winchester advocacy group held its 50th anniversary celebration there on Sept. 19.

While the special events have gone smoothly, Downtown Manager Jennifer Bell said too many passers-by still aren't aware that the site is open to the public.

"When I'm there, I'll see people pointing at it or say, 'Wow, that's such a beautiful space,'" Bell said during an interview on Monday. "What we're not seeing, and we want to, is people engaging with the space."

A public-private partnership between the city, Economic Development Authority and Taylor Plaza LLC reclaimed the historic former Taylor Hotel site — which had been condemned as a blight in 2010 — with commercial, residential and public space as elements. The project cost \$4.8 million.

The building fronting the Loudoun Street Mall includes The Cajun Experience restaurant and five apartments upstairs.

The midsection of the building, where the outdoor pavilion now sits, partially collapsed in October 2007.

At the back of the site, a second building — known as the flytower — has a devoted future commercial space on the ground floor and two apartments above.

As Bell and Old Town Winchester staff head to the drawing board for the 2015 event schedule, she said they will incorporate the Taylor pavilion in the plans as much as possible.

In the interim, Bell hopes that vendors express interest in selling holiday fare — evergreen trees and ornaments, for example — at the site this winter.

By mid-May, she tentatively plans for weekly farmers markets to be hosted under the wood-covered pavilion.

Bell said the space could also be a natural fit for the Movies on the Mall summer series, barring any logistical problems such as setting up the inflatable screen on the performance stage.

Private events can be held at the pavilion for \$100 per hour with a minimum of two hours. The host must provide a certificate of insurance and an endorsement page from an insurance company, along with a completed application.

The host is tasked with providing tents, tables, chairs and portable restrooms, according to the application.

Bell hopes that, in the not-so-distant future, she will walk by the site and see families with picnic lunches and blankets enjoying the green space.

"We welcome feedback about the Taylor pavilion and believe it's a great opportunity to expand our events, as well as give the public a space of their own," she said.— Contact Derek Gomes at

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Stephen Nielsen

sn Nielsen@winchesterstar.com The Winchester Star

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SECTION: Life

The Winchester Star

WINCHESTER — Break out the lederhosen and schnitzel because the second **October** Fest is in Old Town this weekend. This Friday from 5 to 11 p.m. and Saturday from noon to 8 p.m. a little slice of German culture will be on the Loudoun Street Mall.

"We've worked to add additional flavor and make it more of an authentic Oktoberfest," said Dario Savarese, founder and president of Full Circle Marketing, organizer for the event.

The first-ever festival was in 2013 and had about 2,000 attendees. There were so many people that at one point the taps ran dry for half an hour while more kegs were rushed in.

"We've got that covered this year," Savarese said.

This year's **October** Fest will have a number of additions, including an accordionist who will be performing Bavarian music along the mall.

Throughout the event, live traditional Biergarten oompah music will be performed by the Edelweiss Band. From the Washington, D.C., area, current and former members of the Edelweiss Band have been performing in the region since 1969.

The event will also feature additional stations offering a wider variety of beers and wines than last year. More than 25 different craft beers, several of them seasonal brews, and 15 wines, many European vintages, will be available for tasting.

A number of the beers will also be German, including beer from Paulaner in Munich. Because of its location, Paulaner is one of the six official breweries of **October** Fest.

Savarese said officials aim to provide drinks that aren't locally available, as well as drinks that reflect some of the best beverages that can be found on the walking mall.

Food will be provided by Village Bistro, Jordan Springs Market and 147 North, including a number of traditional German foods like kielbasa and pretzels.

Seating in the banquet-style tables has been expanded since 2013 due to overwhelming demand, Savarese said.

"Way more than we had last year," he said. "We had some seating last year but not nearly as much as we needed."

Friday night will include the Best Bavarian Costume Contest, the winner of which will receive a weekend stay at the Four Diamond award-winning Bavarian Inn in Shepherdstown, W.Va.

Saturday will feature a troupe of traditional Bavarian dancers.

There will also be free face painting, marionettes and puppet shows for the kids.

October Fest is rain or shine. In the event of rain, seating in several large tents decorated in the same vein as a German Brat Haus will be provided. Also, plastic ponchos have been donated by Sprint and Shenandoah University.

Advance tasting packages are available leading up to **October** Fest for \$10. This package gets you admission, a 4 oz. souvenir glass and four tastings.

Admission the day of the event is \$5, with \$5 packages of three tastings available for purchase. A selection of beer and wines will also be available by the glass for \$5 a serving.

The advance packages are available for purchase in-person at Espresso Bar and Café and Old Town General Store on the Loudoun Street Mall, along with Jim Stutzman Chevrolet Cadillac at 2700 Valley Ave. or online at showclix.com/event/3822819.— Contact Stephen Nielsen at

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Glow

from Page C5

This year to fully capitalize on the glowing aspect of it, she said. The first race started early enough that the faster runners were finishing at dusk while the slower ones came in after dark had set in.

"We felt if we are going to do a glow run, we really need to have the glowing effect," she said.

Participants are encouraged to dress up in "glow attire" and come ready to add a little more pizzazz when they arrive, said Tara Nelson, a CLEAN counselor. Participants will have the opportunity to have body paint put on or add "hair glue" in either glitter or glow varieties.

"It is kind of like old school science for your hair. It is not and something different," said Nelson, of Woodstock.

This year's race will feature glow zones that incorporate dome lights, lasers, and black lights, she said. Luminaries will also be sold for \$5 and can be decorated in honor or memory of someone or used as another focus of the event.

With the luminaria purchase comes a pledge card to live a healthy, drug-free



Photo provided by CLEAN

The second Ready Set Glow 5K Run/Walk will be held at 9 p.m. Saturday at Chet Hobert Park. This is a change in timing. The first race started early enough last year that the faster runners were finishing at dusk while the slower ones came in after dark.

life, which is the goal of the organization, Stewart said.

It is dedicated to educating students and parents, raising awareness to take the fear out of the prevention message, Nelson said.

"Some parents don't want to talk about prevention because they are afraid it will put ideas in their child's head. Truly, the more knowledge your child has, the better choices they are going to make," she said.

Because families are the focus of the event, organizers are trying to make it easy for everyone who wants to participate, Stewart said.

The track is stroller friendly, but if people have children who don't want to participate, free child care will be provided by Clarke County Parks and Recreation staff. They must be potty trained.

The festive atmosphere will include Amy Fugh acting as a DJ for music before and after the race, Stewart said. There will also be a "selfie station" where participants may take pictures of themselves with camera phones. Valley Health will be on site with its Health Coach and a massage therapist.

No pets are allowed. The race will be held even if it rains.

rains.

Information

The second annual Ready Set Glow 5K Run/Walk will be held at 9 p.m. Saturday at Chet Hobert Park, 225 Smith Circle, Berryville. Registration is \$35 through today (Thursday) and \$40 on race day. For more information, contact 540-722-3589. Register at cleanhcr.org or ctm.com.

Contact Laura McFarland at lmcfarland@winchesterstar.com

Glass

from Page C5

The Laurel Center, Lacey Volunteers - Winchester Area, and a children's advocacy group.

About 15 vendors will sell different kinds of glass, with most of them specializing in a particular area - "kitchen glass, kitchenware, certain manufacturers," said Jim Coverton, co-coordinator. Everyone has their own niche.

Almost all of the vendors have been coming for the last decade, he said. Twenty years ago, there were probably six or seven glass shows in Virginia, but now, "this is the only one left."

"I don't know if we just outlasted them by being stubborn or if we have something people look for, but we have a good club," said Jim, of Front Royal.

In addition to the sale tables, the Valley Glasshoppers, the American Inland Cut Glass Club, and the West Virginia Glass Museum will all have displays of glass items that aren't for sale, Chip said. The theme for the Glasshoppers' table

this year is "decenters."

If people own glass they don't know anything about, they can bring it to the show to be looked at by the club members, who become their "experts in almost every type of American glass," he said.

The show is always a lively event for glass lovers because it is "like being a kid in a candy store," Guylaine said, adding that there are usually people who come in as soon as the doors open to get first crack at the merchandise.

She and her husband collect several things, but her favorite is polychrome cake plates in all colors and patterns. "I have way too many - probably 200 of them."

Most collectors come looking for either certain manufacturers, styles, or colors, Chip said.

He likes jadeite glass, which is an opaque, green-colored glass used by different manufacturers. "Once one glass company made something and it was successful, other glass companies were right behind

them."

The focus of the show as with the club, is on American glass, most of it made between 1900 and 1940, Jim said. The biggest glass-making period during that time was the Great Depression in the 1930s, "when times were hard and people needed a bright spot."

"With the Depression glass, a lot of it was giveaways. You bought something at the grocery or hardware store and they gave you a piece of glass," he said. "People started sets because of that."

Even movie theaters had "brash nights" where people would receive a glass item for coming to the movies, he said. "During the Depression, they had to give it away."

The companies were actually manufacturing the glass to create jobs for the workers.

Mount Carmel church

members will have concessions for sale.

The Valley Glasshoppers meet at noon the second Tuesday of every month at Greenwood Methodist Church, 726 Greenwood Road. The meeting always features a special program about American glass.

Information

The Valley Glasshoppers will hold its 25th annual Glass Show and Sale from 9 to 3 p.m. Friday and 10 a.m. to 4 p.m. Saturday at Mount Carmel Baptist Church's Family Life Center, 1309 Copeoun St. Admission is \$5.

For more information, call Chip Pullen at 540-974-9001 or Jim Coverton at 540-622-4321 or go to facebook.com/pages/Valley-Glasshoppers/11551215917.

Contact Laura McFarland at lmcfarland@winchesterstar.com

Dulcimer

from Page C5

was natural for him.

"The mountain dulcimer is such a wonderful instrument for expression," he said. "We are going to play a variety of waltzes and talk about how you make it pretty and you want to dance to it."

By popular request, Marshall will teach an all-day workshop Saturday on the hammered dulcimer, which is the first time the instrument has been featured during the event, Miller said. "A lot of people wanted to learn how to play it. It has a different sound and is a different instrument, but is just as beautiful."

Zanetti was a participant of festivals the university has held in the past and went on to record albums and become the 2008 National Mountain Dulcimer Champion. She will offer classes on American folk lyrics, the softer side of playing, incorporating skills, the music of the Shakers, playing harmonics, and classical music. "We are proud to have her

back teaching for us."

MacNeil's classes are for dulcimer beginners. Christmas music, performing for others, songs of Scotland and Wales, and rounds and rousables.

Smith will teach classes on English folk songs, "The Old Crooked Timbers," the Old-timey Loran Mode, dressing up songs with optional chords songs with secret histories, and the music of Joan Ritchie.

Information

The Mountain Dulcimer Festival will be from Friday to Sunday at Shenandoah University. The cost of the weekend activity is \$129. People can register until noon Friday. There will be a dulcimer concert by the workshop instructors at 7 p.m. Friday in the Gordon Chapel that is open to the public. Tickets are \$12.

For more information, contact Miller at 540-665-8442 or go to www.mountaindulcimer.org.

Contact Laura McFarland at lmcfarland@winchesterstar.com

Guitar and oboe at Bistro concert

Star staff report

WINCHESTER — Classical guitarist William Feasley and oboist Dr. Yoon-Jae Sohn will perform at 7:30 p.m. Friday at the Bistro at Westminster-Canterbury.

Feasley's guitar playing has been acclaimed worldwide. He was lauded by the famous Spanish classical guitar master, Andres Segovia. Feasley played at his funeral, an indication of his high-level musicianship.

He was awarded the Peabody Conservatory's coveted Artist Diploma, a prize normally given to violinists or pianists.

Feasley's oboe playing has also been widely acclaimed. He is a founding member of the Georgetown Woodwind Quintet. She holds degrees in oboe performance from Seoul National University, the Peabody Conservatory and the University of Maryland. They perform together as the D'Amore Duo, which the Washington Post tagged a "perfect partnership of sound." The duo landed a performance of theirs as

"one of the most uniquely satisfying concerts" of the season. Their program tomorrow evening will feature pieces composed expressly for them, as well as selected gems from the literature for guitar and oboe.

Admission is free as part of the celebration of groundbreaking for expansion of Westminster-Canterbury, a literary environment community in northwest Winchester. Call 540-665-0116. Parking is free.

On the Internet... www.org/NetConcerts

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★ Fri. & Sat., May 16 & 17 - 8-12 ★
★ in Social Quarters ★

★ Karaoke by Tony Senlock ★
★ Sunday, May 18 - 2-6 p.m. ★
★ at the Pavilion - weather permitting ★
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Pools

from Page B8

ground right next door so it's a good time to bring a picnic and come cool off," she said.

The pool schedule is noon to 6 p.m. Saturday through Monday, May 31, June 1, and June 7 to 15. From June 16 to Aug. 10, the hours are noon to 8 p.m. Monday to Thursday and noon to 9 p.m. Friday to Sunday. The exception is Aug. 2, when the hours are 3 to 6 p.m.

The pool is open from noon to 6 p.m. Aug. 11 to 17, 23, 24, 30, 31, and Sept. 1.

There was an increase in daily admission pool fees this year. They vary for county residents and non-residents — child (2 or younger with young adult), fee; child (3-5), \$3.50 for non-residents, \$2.50 for residents; youth (6-15), \$4 for non-residents, \$3 for residents; adult (16-54), \$5 for non-residents, \$4 for residents; senior (55 years or older), \$3.50 for non-residents, \$2.50 for residents.

Last-hour discount fees for swimmers 3 to 15 and 55 and older are \$1 and \$2 for those 16 to 54.

The department is once again offering a season pass option for Clarke County



UNDER PEARL/The Winchester Star

Brandon Ware, aquatics coordinator with Winchester Parks and Recreation, stretches a divider across the outdoor pool in Jim Barnett Park. Area outdoor pools are slated to open this weekend.

users. It will also still offer a discount pass for 20 admissions for both residents and non-residents.

For more information about the pool, rentals or passes, call 540-955-6140 or

visit clarkecountygov.gov/parks-and-recreation.html.

Contact Laura McFarland at lmcfarland@winchesterstar.com.

Needlework exhibit opens at Westminster-Canterbury

Star staff report

WINCHESTER — Shenandoah Valley Westminster-Canterbury will host an opening reception of a new exhibit from 5 to 9:30 p.m. Friday in the Lawrence Gallery.

The walls and display cases will highlight needlework designs. Elizabeth Hays and Jean Rider, both residents of the retirement community, will be honored at the reception.

The exhibitors are all members of the Embroiderers Guild of America's Winchester Chapter.

The chapter includes members from Frederick, Warren, Fauquier, Clarke, and other counties in Northern Virginia.

The Winchester Chapter of 21 members holds monthly meetings at SVWC, followed by a work period.

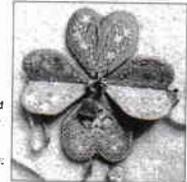
Sixteen of the 21 members will have their work in the exhibit.

The work will be on display through July 19. The reception and exhibit are free and open to the public. Contact Kitty Zuckerman at 540-965-9915.



Needlework exhibit at Westminster-Canterbury will include 'Grapes & Ivy' (above) by Jean Rider and 'Pauline's Heart' (right) by Betsy Morgan. A reception will be held from 5 to 9:30 p.m. Friday in the Lawrence Gallery.

Photos provided by SVWC.



Festival

from Page B8

Along the way, Arnold said she learned something about herself as well as her town's history. "It is cool because my ancestry is tied to this area. I know nothing before I started this."

She plans to attend George Mason University in the fall to major in film and minor in history.

Saturday begins with the second 5K Fun Run at 9 a.m., which will again raise money for Stephens City's Veterans Memorial Fund, said Hilary Greene, event coordinator. Registration begins at 7 a.m. at the ballfield on Locust Street and is \$20, which includes a T-shirt. Ages 5 and under are free.

The walk/run, which is not a timed event, went well in its first year, drawing almost 50 participants, and she is hoping for more this year. "It is just a good fun time. The organizers first place woman and man have the opportunity to ride in the parade if they want to."

Several events start at 10 a.m. in different locations. New to the festival is a double elimination bracket cornhole

tournament also at the ballfield, she said. Entry is \$30 and registration is due by today.

"We are hoping to bring some of the dads out with the cornhole tournament and make it more of a family event in the hopes they will stick around and do some of the other activities for the day," she said.

The tournament features cash prizes for first and second places, also.

At least 30 craft vendors will sell items from 10 a.m. to 5 p.m. at the commons, O'Connor said, and food vendors will be there throughout the day with traditional festival foods from 10 a.m. to dusk.

Returning for a second year are a transportation exhibit and a quilt show featuring contemporary and historical quilts from 10 a.m. to 1 p.m. at the old Stephens City School.

Several local museums also will be open from 10 a.m. to 5 p.m. in honor of the festival: Newtown History Center, Stone House Museum, Stevie and Brothers Store, and the Pittman House.

A parade at 2 p.m. through town will include 50 floats, bands, digni-

ties, and local civic groups.

The festival has an excellent lineup of entertainment on the commons, culminating with headline and nationally known bluegrass band Blue Moon Rising from 7 to 9 p.m. and fireworks right afterward, O'Connor said.

People may sit under a shade tent or enjoy the sunshine as they watch a variety of performances. Sherando High School Jazz Band, 10:30 to 11:30 a.m.; Honky Tonk Blues, noon to 2 p.m.; Robbie Limon Band, 1:30 to 5:30 p.m.; and Happy Feet Cloggers, 5:45 to 6:45 p.m.

"The entertainment for a festival of our size is the best of its kind, and we have an excellent fireworks show," O'Connor said.

Information

The 22nd annual Newtown Heritage Festival begins today and runs through Saturday in different locations around Stephens City. For more information, call 540-869-3087 or go to stephenscityva.org.

Contact Laura McFarland at lmcfarland@winchesterstar.com.



Photos provided by Manager Arnold

"Is Newtown Burning?" premieres at 7 p.m. Friday at Stephens City United Methodist Church, 5291 Main St. It is free and open to the public. William Andrews, 8, is one of the actors in the film.

Robot

from Page B9

all the different paths their conversation could take," said Sam French, a senior directing major in the drama school, who directed the play.

Carnegie Mellon acting major Olivia Brown played opposite HERB.

HERB played a man who approaches a young woman in a coffee shop and tries to strike up an acquaintance. When his character delivers a line and the conversation gets awkward, a bell rings and the actors go back to the beginning of the scene, starting over and coming up with new conversational openings until they get it right and can move forward in the relationship — much like the film Murray character in "Groundhog Day."

"The play is about trial and error and all these side paths happening and not working, until he finally finds one that works," French said.

The script "mimics how

we often program robots," said Robotics Institute project scientist Garth Zeglin.

The goal isn't to launch HERB's acting career, but rather to study how a robot's movements can be made more familiar and less intimidating to people who someday will be living with them.

The aim of the theater project is to "adapt traditions of theater, storytelling and human narration" to help reduce the robot's movements, Zeglin said. Ultimately, HERB's stage movements are part of a larger exploration of developing robots that will interact seamlessly with humans.

"The robot worked well and the audience seemed to enjoy it," Zeglin said. "We satisfied our basic goal of creating a rudimentary system to allow the robot team to work with a director and actor in rehearsal. And I think we learned a lot about what kind of gestural, conversational movements can work on our robot in different contexts."

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Newtown Heritage Festival

"Is Newtown Burning?"
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A film by videographer (and Sherando High Senior) Moagan Arnold

Apple pie a la mode dessert to follow Friday, May 23, 7 p.m. Stephens City UMC Parish Hall
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- Continuous streaming of "Is Newtown Burning?" at the Newtown History Center
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GOREN ON BRIDGE

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East-West vulnerable, South deals.

Bridge score table with columns for NORTH, WEST, EAST, SOUTH and various card suits.

The bidding: SOUTH WEST NORTH EAST

Opening lead: Jack of ♠

South had no real choice other than to bid as he did, showing 25-27 points in a balanced hand, but not how few tricks he had on his own.

March

from Page C5

The 2013 Frederick County event drew about 200 participants, but organizers are hoping for at least 350 this year because of the expanded coverage area and more interest in the March of Dimes, Downs said.

Participants may register in advance or on the day of the walk and raise funds through donations or by

holding fundraisers, said Yvonne Shoemaker, chairman of the event.

The walk offers fundraising incentives, starting with a T-shirt if a participant raises \$200, and increasing from there.

People who take part in the event have the option of walking or running three or six-mile courses, the longer one traveling into downtown Winchester, said Shoemaker, of Stephens City. "It's not a timed com-

petition, but runners are welcome." Breakfast and lunch will be provided at no charge to participants because of donations from local businesses, said Linda Garman, a member of the committee.

"We want to give back to what the community has done and celebrate what the March of Dimes has done," said Garman, of Frederick County. Several vendors will also be on

Readers respond to financial help

DEAR ABBY

DEAR ABBY: "Holding" should seek help from the school counselor. He/she can recommend mental health support within the family's financial means, and connect them with additional community resources to lessen some of the stresses of daily life.

DEAR ABBY: "Holding" should contact her bank about refinancing her mortgage. If she can't pay her electric bill, she should see if she qualifies for a reduced rate for her income level.

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Avalon Motorcoach Tours advertisement listing various tours and contact information.

Adventures-A-Travel advertisement listing various travel packages and contact information.

Eukarya Christian Academy advertisement for Joseph and the Amazing Technicolor Dreamcoat.

Agape Christian Church advertisement for Joseph and the Amazing Technicolor Dreamcoat.

Dollar Days of Summer advertisement for Bowl For Just A Dollar.

Anniversary Sale! Floor Model Special - The Baby Lock Unity! advertisement.

START YOUR SUMMER IN Old Town advertisement for Friday Night.

The Trustees of the Clermont Foundation and the Virginia Department of Historic Resources advertisement.

THE BUTCHER STATION advertisement for Taste Your Community Eat Local.

Flint Hill Public House BACKYARD TASTING & MUSIC FESTIVAL advertisement.

Interpreting Clermont's History Through Art advertisement for Saturday, May 31.

ALAMO DRIVE-IN THEATRE advertisement for various movies.

GOREN ON BRIDGE

WITH BOB JONES
GOOD TECHNIQUE
East-West vulnerable. South deals.

Table with 4 columns: NORTH, WEST, EAST, SOUTH. Contains card symbols and numbers.

The bidding: SOUTH WEST NORTH EAST
3NT Pass 2 Pass Pass

March

from Page C5
gma.

The 2013 Frederick County event drew about 200 participants, but organizers are hoping for at least 350 this year because of the expanded coverage area and more interest in the March of Dimes, Downs said.

Participants may register in advance on the day of the walk and raise funds through donations or by

by be enough, but the same holding in any other suit might be useful. South was scolded at the night of the ace of spades in dummy. Not only was that his eighth trick, the entry it provided gave him excellent chances for a ninth — a 3-3 split in either major or the king of spades with East. South won the opening heart lead in hand and made the excellent technical play of a low spade from both his hand and the dummy, allowing the defense to win the trick. He won the heart continuation and cashed his third high heart. Had that suit split 3-3, the ace of spades would provide an entry to the good heart in dummy. When the hearts failed to split evenly, he went after his ninth trick in spades. Declarer's plan was to cash the ace of spades and lead another one toward his queen, succeeding wherever that suit split 3-3 or when East held the king. The king falling from West was an extra chance that declarer wasn't counting on, but he was happy to see it — nine tricks and his contract! Well played.

Readers respond to financial help

DEAR ABBY: "Holding" on in Arkansas" (Feb. 27) asked where to go for free counseling. You suggested she call her local mental health department for counseling options for her marriage and money issues. Another resource would be her local church. Pastors often offer counseling to couples. Many churches also have support groups for parents to connect with each other. I have seen churches save marriages and get couples back on the right track emotionally and financially. PASSING IT ON IN TENNESSEE DEAR ABBY: One of the largest contributors to our national charitable network

United Way — offers many helpful services. The Consumer Credit Counseling Service may also be a resource. If credit cards are part of the problem. If there is a choice between paying a bill or buying groceries, the bill should come first. There are many food pantries. The family can also apply for food stamps. Asking for help can be difficult or embarrassing, but knowing your kids won't be hungry makes it worth it. BEEN THERE, DONE THAT TOO DEAR ABBY: "Holding" should contact her bank about refinancing her mortgage. If she can't pay her electric bill, she should see if she qualifies for a reduced rate for her income level. As for the kids, if they're in school, they probably meet the criteria for the reduced-cost lunch program. FULL OF IDEAS IN WASHINGTON

DEAR ABBY: "Holding" should seek help from the school counselor. He/she can recommend mental health support within the family's financial means and connect them with additional community resources to lessen some of the stresses of daily life. With many families struggling in many ways, encouraging this woman to seek out available help is crucial. SCHOOL COUNSELOR-IN-TRAINING DEAR ABBY: Does her employer or her husband's have an Employee Assistance Program? These services offer a wide range of help, including dealing with mental health and financial issues, and may be paid for as part of the employer's contract with the EAP organization. JUST MY TWO CENTS DEAR ABBY: If the woman's county doesn't have a mental health department, her region should have a department of public health.

Or she could be guided by the school nurse at her children's school. School nurses are often the first responders to families in crisis or in need of counseling. NEW ENGLAND NURSE DEAR ABBY: It is human nature to want the best for one's family, but a lot of the couples suffering this kind of stress have brought it on themselves. There won't be enough money for food and monthly bills if they are paying for new cars, a house they can't afford, ordering takeout instead of cooking, subscribing to the deluxe cable TV package, going on expensive vacations and paying for activities the kids "have to do" just because their friends are. Couples' financial problems could be greatly improved if they would only make better choices. LIVING WITHIN MY MEANS DOWN SOUTH

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A variety of food will be offered. Spend the day listening to live music!
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Pools

from Page B8

ground right next door so it's a good time to bring a picnic and come cool off," she said.

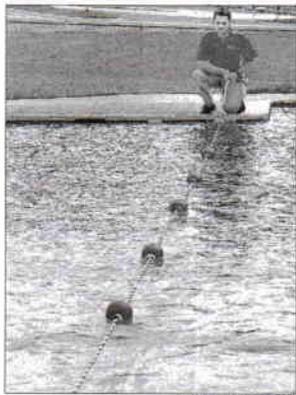
The pool schedule is noon to 6 p.m. Saturday through Monday, May 31, June 1, and June 7 to 15. From June 16 to Aug. 10, the hours are noon to 8 p.m. Monday to Thursday and noon to 5 p.m. Friday to Sunday. The exception is Aug. 2, when the hours are 8 to 6 p.m.

The pool is open from noon to 6 p.m. Aug. 11 to 17, 23, 24, 30, 31, and Sept. 1.

There was an increase in daily admission pool fees this year. They vary for county residents and non-residents — child (2 or younger with paying adult), free; child (3-5), \$3.50 for non-residents, \$2.50 for residents, youth (6-15), \$4 for non-residents, \$3 for residents, adult (16-54) \$5 for non-residents, \$4 for residents, senior (55 years or older), \$3.50 for non-residents, \$2.50 for residents.

Last-hour discount fees for swimmers 3 to 15 and 65 and older are \$1 and \$2 for those 16 to 64.

The department is once again offering a season pass option for Clarke County



Brandon Ware, aquatics coordinator with Winchester Parks and Recreation, stretches a diver across the outdoor pool in Jim Barnett Park. Area outdoor pools are slated to open this weekend.

users. It will also still offer a discount pass for 20 admissions for both residents and nonresidents.

For more information about the pool, rentals or passes, call 540-955-5140 or visit clarkecountygov.org/parks-and-recreation.html

Contact Laura McFarland at lmcfarland@winchesterstar.com

Needlework exhibit opens at Westminster-Canterbury

Star staff report

WINCHESTER — Shenandoah Valley Westminster-Canterbury will host an opening reception of a new exhibit from 5 to 6:30 p.m. Friday in the Lawrence Gallery.

The walls and display cases will highlight needlework designs.

Elizabeth Hays and Jean Rider, both residents of the retirement community, will be honored at the reception.

The embroiderers are all members of the Embroiderers Guild of America's Winchester Chapter.

The chapter includes members from Frederick, Warren, Fauquier, Clarke, and other counties in Northern Virginia.

The Winchester Chapter of 21 members holds monthly meetings at SWWC, followed by a work period.

Seven of the 21 members will have their work in the exhibit.

The work will be on display through July 19. The reception and exhibit are free and open to the public. Contact Kitty Zuckerman at 540-865-5915.



Needlework exhibit at Westminster-Canterbury will include 'Grapes & Ivy' (above) by Jean Rider and 'Pauline's Heart' (right) by Betsy Morgan. A reception will be held from 5 to 6:30 p.m. Friday in the Lawrence Gallery. Photos provided by SWWC.

Festival

from Page B8

Along the way, Arnold said she learned something about herself as well as her town's history. "It is cool because my ancestry is tied to this area. I know nothing before I started this."

She plans to attend George Mason University in the fall to major in film and minor in history.

Saturday begins with the second 5K Fun Run at 9 a.m., which will again raise money for Stephens City's Veterans Memorial Fund, said Hillary Greene, event coordinator. Registration begins at 7 a.m. at the ballfield on Locust Street and is \$20, which includes a T-shirt. Ages 5 and under are free.

The walk/run, which is out a timed event, went well in its first year, drawing almost 70 participants, and she is hoping for more this year. "It is just a good fun time. The all-around first place woman and man have the opportunity to ride in the parade if they want to."

Several events start at 10 a.m. in different locations. New to the festival is a double elimination bracket cornhole

tournament also at the ballfield, she said. Entry is \$30 and registration is due by today.

"We are hoping to bring some of the dads out with the cornhole tournament and make it more of a family event so the hopes they will stick around and do some of the other activities for the day," she said.

The tournament features cash prizes for first and second places, she said.

At least 30 craft vendors will sell items from 10 a.m. to 5 p.m. at the commons, O'Connor said, and food vendors will be there throughout the day with traditional festival foods from 10 a.m. to dusk.

Returning for a second year are a transportation exhibit and a quilt show featuring contemporary and historical quilts from 10 a.m. to 1 p.m. at the old Stephens City School, he said.

Several local museums also will be open from 10 a.m. to 5 p.m. in honor of the festival: Newtown History Center, Stone House Museum, Steele and Brothers Store, and the Pitman House.

A parade at 2 p.m. through town will include 50 floats, bands, digni-

ties, and local civic groups.

The festival has an excellent lineup of entertainment on the commons, culminating with headliner and nationally known bluegrass band Blue Moon Rising from 7 to 9 p.m. and fireworks right afterward, O'Connor said.

People may sit under a shade tent or enjoy the sunshine as they watch a variety of performances. Sherando High School Jazz Band, 10:30 to 11:30 a.m.; Henky Tunk Blues, noon to 2 p.m.; Robbie Linn Band, 3:30 to 5:30 p.m.; and Happy Feet Cloggers, 5:45 to 6:45 p.m.

"The entertainment for a festival of our size is the best of its kind, and we have an excellent fireworks show," O'Connor said.

Information

The 22nd annual Newtown Heritage Festival begins today and runs through Saturday in different locations around Stephens City. For more information, call 540-869-3087 or go to stephenscityva.org/fest.

Contact Laura McFarland at lmcfarland@winchesterstar.com

Robot

from Page B9

all the different paths their conversation could take," said Sam French, a senior directing major in the drama school who directed the play.

Carnegie Mellon acting major Alexis Brown played opposite HERB.

HERB played a man who approaches a young woman in a coffee shop and tries to strike up an acquaintance.

When his character delivers a line and the conversation gets awkward, a bell rings and the actors go back to the beginning of the scene, starting over and coming up with new conversational openings until they get it right and can move forward in the relationship — much like the Bill Murray character in "Groundhog Day."

"The play is about trial and error and all these side paths happening and not working, until he finally finds one that works," French said.

The script "mimics how

we often program robots," said Robotics Institute project scientist Garth Zeglin.

The goal isn't to launch HERB's acting career, but rather to study how a robot's movements can be made more familiar and less intimidating to people who someday will be living with them. The aim of the theater project is to "adapt traditions of theater, storytelling and human narration" to help refine the robot's movements, Zeglin said. Ultimately, HERB's stage movements are part of a larger exploration of developing robots that will interact seamlessly with humans.

"The robot worked well and the audience seemed to enjoy it," Zeglin said. "We satisfied our basic goal of creating a rudimentary system to allow the robot team to work with a director and actor in rehearsal. And I think we learned a lot about what kind of gestural, conversational movements can work on our robot in different contexts."

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A film by videographer (and Sherando High Senior) **Morgan Arnold**.

Apple pie a la mode dessert to follow **Friday, May 23, 7 p.m.**
Stephens City UMC Parish Hall
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Saturday, May 24, historical events:
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- Continuous streaming of "Is Newtown Burning?" at the Newtown History Center
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Herbs

from Page C5

all while bringing back the more popular vendors," Clifton said.

"Like any other festival, there's always something for the 'foodies,'" Kelly Stragole, chef and owner of Blue Wine, Frox Pines and Brew, and Tony Hows, sous chef at Old Black West, will be giving live demonstrations.

Both chefs will go through the herbs at Sunflower Cottage and incorporate them into food for guests to taste.

"Tony blew us away last year and I am sure he will again," Clifton said. "What's great too is that chefs are creative. They get inspired by things like our herbs and together it creates a masterpiece."

Other live demonstrations and tours will be done throughout the festival starting at 11 a.m. Saturday and 10 a.m. Sunday.

Sandra Johnson, owner of Nature's Common Scents, will be

showing how she uses herbs medicinally and in products like soaps and salves.

"I don't swear by them," Clifton said.

Live music will be provided by jazz pianist Larry Hunt.

The last showcase is new venture for both the festival and Sunflower Cottage — hops and beer. "There is a movement in Virginia right now to grow hops in-state," said Clifton. Thomas Jefferson and George Washington grow hops, then the trend was stopped by prohibition. If taken a while, but hops and micro-brewing are making a big comeback.

Backroom Brewery will have a large presence at the festival with tours, demonstrations and samples.

"It's called Backroom because that's exactly where we started making our beer before we had an official spot," Clifton said.

Andy Cummings, Backroom's

head brewer, and other staff members will present and answer questions. They have also been "working like madmen" in order to make enough for tasting samples.

Clifton said she is expecting anywhere from 2,000 to 3,000 attendees at the festival with help from what looks to be a "good weather weekend."

Apart from retail, Clifton said she is happy just to have fostered this type of space for those interested.

"It's an agricultural environment where you can talk to people and know where your food comes from and what's in it," she said.

The Sunflower Cottage is located at 150 Ridgmont Road near Residence, off U.S. 322 and near The Blue Ridge Shadows Golf Club.

For a full list of vendors and programs, visit virginiaherbfestival.com.

Contact Corey Tierney at ctierney@winchesterstar.com



Photo submitted by the Virginia Herb Festival

The Sunflower Cottage and Garden Center will host the sixth annual Virginia Herb Festival this weekend.

Mara! Kalbian will discuss some of what was discovered during the recent renovation of the Glen Burnie House in her talk Saturday.

Photo provided by the Museum of the Shenandoah Valley

Pottery

from Page C5

Deirdre Morgan of Winchester is a relative newcomer who makes functional stoneware (pottery).

Both Nease of Gore (who gets inspiration from nature for her pottery)

Admission to the museum is not required to attend the show and ask or to meet the potters and view their work.

The show is from 10 a.m. to 4 p.m. on Saturday and Sunday.

Architectural historian Mara! Kalbian will also tell a story of the past through recent work when she presents

"New Discoveries at Glen Burnie" at noon in the drawing room.

Her findings came during the renovations to Glen Burnie House. The grand reopening was Tuesday.

Kalbian will discuss tests that were done during the renovation to determine a physical timeline of when certain parts of the house were built, the year that trees were harvested, original color schemes and other facts about the house's history.

The first educational program in the newly renovated house is sold out.

The museum will also host Gardens at Night on Friday with music from the band

Shaq. Gates open at 6 p.m. and the music starts at 7.

Gardens at Night is free to MSV members and children 12 and under and \$10 for others.

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Review

from Page C5

though Hiccup joins forces with a masked dragon rider whose identity won't be revealed here, excited to say that she's voiced by Cate Blanchett and has a real dream job. She's the zokeeper of a massive dragon sanctuary.

"How to Train Your Dragon 2" is brimming with action while remaining carefully straightforward. The undoing of many a sequel lies in its insistence on introducing multiple enemies to up the ante. There's more of that here. Meanwhile, the movie

manages to tackle themes of growing up and finding independence, coming to terms with one's heritage, forgiveness, and how to properly

care for a pet.

The movie is also funny.

There and a half stars

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FEATURING IRWIN BERLING
His style can be described as a mix of David Brenner and George Carlin, with a touch of Don Rickles. He has performed at venues such as The Laugh Factory NY, Wisniewski's Comedy Clubs, Magooby's Jake House and more. He has been seen on Comcast On Demand and Local Post TV as a natural comedian.
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Day

from Page B4

Tours and is writing a book on the role of Mosby and his rangers in the Lincoln assassination conspiracy.

"I think Confederate Memorial Day is important because we want to remember our own, our ancestors," Goetz said. "Just because the South lost doesn't mean they were wrong, it doesn't mean they were bad guys."

"They fought and suffered and died for passionate reasons, and we want to honor their memory, honor their sacrifice."

Joanne Happ, manager of Stonewall Jackson's Headquarters, agreed June 6 is important.

"It's to recognize and honor the men who gave their all to the South," she said. "It's a special day for the South. It's a very, very special day."

The museum will serve cookies and lemonade to visitors. "All of us here will be in period clothing, and we will conduct the tours through the downstairs," she said. "We fit right in with the surroundings."

"We feel it's very important to do this. It just takes the people who are visiting right back in time."



Chase Fletcher, 5, helps his dad, Andy Fletcher, plant flags by the graves of Confederate soldiers Tuesday evening in Stonewall Cemetery in Mount Hebron Cemetery in preparation for Confederate Memorial Day. Andy Fletcher is a member of the Turner Ashby Camp of the Sons of Confederate Veterans.

Speaker

from Page B4

"That's something you'll never see. I think a lot of people know slavery was not right but didn't know what to do about it."

"People served whether they were for it or against it and we have to acknowledge that those people did what they thought was the right thing. We honor them and we honor the service and the sacrifice of those men and those women."

There was one match that helped light the fuse leading to battle. "There were men with guns coming into peoples' homes," Goetz said. "That's what made them mad."

Descended from the family of James M. Graves, who served with Gen. Joe Johnston and Thomas "Stonewall" Jackson in the Army of Virginia, Goetz is former commander of the Black Horse Camp No. 780, Sons of Confederate Veterans in Warrenton. He is a U.S. Army veteran.

He earned a bachelor's in English from Bellarmine University in Louisville, Ky., and a master's in community development from the University of Louisville. He worked in public relations, sales and marketing, mainly for nonprofit groups.

For the last 10 years, Goetz has owned and operated Mosby's Confederacy Tours, leading tours through parts of Fauquier, Warren, Clarke, Loudoun and Fairfax counties — the area he said some call Mosby's Confederacy.

eracy

John Singleton Mosby was a soldier permitted to raise a battalion of soldiers who gathered intelligence and intercepted and disrupted Union supply lines. They were the first Battalion Virginia Cavalry, known as Mosby's Rangers.

"They made Union soldiers have bad days, and he did a good job," Goetz said.

Between January 1863 and April 1865, Mosby led more than 2,000 troops. The most at one time was around 800, he said.

"They were as young as 14," Goetz said. "The great majority of men were in their late teens and early 20s. These men were not afraid of the song of the bullet. They were not afraid to die."

Mosby taught them to shoot with both left and right hands, and although they provided their own mounts and weapons, they "preyed on the Federal largesse" and were allowed to keep any spoils they wanted and could use, "and the rest, Richmond bought," he said.

"So Mosby's men became the best armed, best equipped, best soldiers in the Confederate Army," Goetz said.

He is a "step-on guide" for the all-day tours through Mosby Ranger sites. "I love it," Goetz said.

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Music

from Page B4

The Tuckahoe Travelers are a musical foursome who recreate the sounds and lively spirit of American music in the period from 1830 to 1870.

Dressed in period garb, they sing the songs of the era with vibrant vocal harmonies while accompanying themselves on instruments of the period including five-string banjo, fiddle, guitar, bones and tambourine.

Among the native-born songwriters celebrated by the Travelers are Stephen Foster ("Old Folks at Home," "Oh Susannah," "Gwine to Run All Night") and Dan Emmett ("Old Dan Tucker," "Dixie").

The Tuckahoe Travelers intersperse poetry, mini-skits, and period-appropriate jokes to weave a performance that leaves listeners with an appreciation not only of the music, but of the times in which they were performed.

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Folk

from Page B5

family of White, who serves as the festival venue and planning director.

One stage will be strictly for acoustic acts, which is also where artists will set up.

The planning for this festival has been in the works for only a few months.

"It's a lot of work, but also something that we have always wanted to do for Winchester," Johnston said.

They have had some help, however, specifically from Mover Dudes and Alamo Drafthouse Cinema, which played music and a promotional video by Stanton bo-

fore movie showings.

"We had the vision, but we couldn't have done it without their help," Johnston said.

One of the biggest hurdles for the group was booking. Over 40 bands applied for the six, but the list was eventually whittled down to 26.

"We had to make some tough decisions, but it also allowed us to make the best festival possible," Johnston said.

Festival officials are also striving to help the community, with proceeds going to The Laurel Center.

With each of the organizers also holding a day job, the

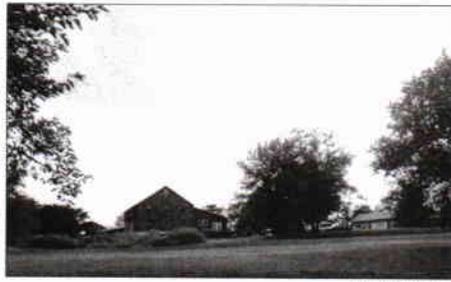
extra workload has been stressful, but they feel it's worth it.

"It has been beyond crazy getting everything together, but we have already gotten a lot of great response from all over town and are definitely looking forward to it," Johnston said.

Information

Tickets can be purchased online at eventbrite.com. More information and a complete list of bands is available at winchester.com.

—Contact Corey Tierney at ctierney@winchesternstar.com



The 60-acre Willow Grove Farm will host the first Sundown music festival on Saturday.

GOREN ON BRIDGE

WITH BOB JONES
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WHAT TO DO?

North-South vulnerable, South deals

NORTH		EAST	
♠ Q 8 6	♠ K J 3 2	♠ 10	♠ 9 7 4 3 2
♥ K Q 10 6 5	♥ 8	♥ A J 10 7 5 4	♥ 3
♦ 8	♦ Q 5 2	♦ A J 8 3	♦ 10
♣ A K 10 7 5 4	♣ J 3 2	♣ 10	♣ 8 3
♦ 9 7 6 4	♦ 10		
SOUTH		WEST	
♠ Void	♠ 10	♠ 10	♠ 2
♥ Void	♥ A J 10 7 5 4	♥ 3	♥ 3
♦ A J 8 3	♦ 10	♦ 10	♦ 10
♣ Void	♣ 10	♣ 10	♣ 10

The bidding:
West 1♠ 2♣ 3♦ 3♠
East 1♠ 2♣ 3♦ 3♠
Pass
West, four trumps, 4-7 points

Opening lead Ace of ♠

The exact opening bid with a massive nine-card suit has been a subject of discussion among experts for most of the last century. The debate rages every 10 years or so when someone actually holds such a suit. This hand was dealt during an important tournament earlier this year.

At one table, South opened

one diamond. A highly competitive auction ensued, leaving South with a difficult high-level decision at the end. Partner's double of five spades was a clear warning that a nine-diamond bid might not be successful, but South's decision to bid on was reasonable. A little luck and an easy 12 tricks might be available. The only lack available for South today was bad luck, and he had to guess extremely well to go only one down.

At the other table, the South player decided that he was always going to compete to the steeple with this hand, so why not put maximum pressure on the opponents. He opened the bidding with six diamonds! West, under immense pressure, made the reasonable decision to bid six spades. South doubled when the auction came back around to him and six spades was defeated by two tricks. This carried a very useful gain for his team.

We can't wait for this issue to come up again in another 10 years or so.

Expecting mother may not be alone in wanting a girl

DEAR ABBY: When I read the letter from "Unlucky King" (March 6), the pregnant woman who was saddened because she's expecting a baby boy instead of the girl she had hoped for, my heart went out to her. I was reminded of something I had read about a condition called gender depression or gender disappointment.

In the cursory search I did, it was described as what this mother seems to be feeling — disappointment, sadness, guilt, etc. Unfortunately, this condition isn't widely discussed, in much the same way that postpartum depression isn't talked about. However, from what I've discovered, the wife is far from the only woman to experience this.

Many women describe their feelings about gender disappointment as paralyzing wishes. This may be a good start; opening a discussion for the woman on what she is feeling. She should also consider talking to her doctor.

CONCERNED IN NEW

MEXICO
DEAR CONCERNED: Thank you for the suggestion. Many women sympathized with "Unlucky King." Read on for more responses.

DEAR ABBY: I have a son, and when I was carrying him, I felt the same way. I didn't think I could love him like I could love a daughter. I didn't tell anyone about my feelings and I, too, felt like a monster.

But this all changed once I held my son for the first time. I can't imagine now living without my little guy, and I wouldn't change him for the world.

"Unlucky King" is not alone. Many women feel this way about having a son. Like Abby said, don't rush into signing any papers, because you may find that when you hold him for the first time, you will fall in love.

UNDERSTANDING MOM

DEAR ABBY: "Unlucky King Mommy," you are so lucky to be the mother of a prince. Every princess

dreams of marrying a prince. You need to reread the fairy tales and get some counseling.

GRANDMOTHER OF PRINCESSES AND PRINCE CLEARING

DEAR ABBY: You should have also advised that woman that before she has four children — princess or princesses — she should get an education, a job and a husband so society won't have to support her little "kingdom." Too many children have no father figure to help raise them. I spent my working life striving to educate my children, and achieve

that goal is much more difficult when there aren't two loving parents.

FEED IN THE MIDWEST

DEAR ABBY: Even if that child was another girl, there is no guarantee that she would be a girlie-girl, who would easily be a tomboy, gay or prefer sports to tea parties.

Abby, you were right to advise counseling. This turned mother shows disturbing signs of living in a fantasy world.

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JEFF TRULAN/The Winchester Star

Actor Silas Bell, 14, of Winchester, points to his cast photo in the lobby of Winchester Little Theatre where he will play Sir Tristan in "Chaos in Camelot."

'Camelot'

from Page B5
king, queen... we have it all," she said. "Jokers, jesters, danger and sword-play. It is what it says. It's chaos in Camelot."

In the play, an evil witch wants to take over, while an ogre tries to solve his own personal problem of what women want.

"Between the two of them, they create a lot of chaos," Ryles said.

The play was written by Christy Frederickson and Donna Rice. The theater is located at 315 W. Boswell St.

To get ready for the shows, students rehearsed four to six hours a day for three weeks. They learned all aspects of theater, including props, makeup, scene changes, and light and sound.

Connor Baruskas, 15, will play Lancelot. His favorite part is the sword fighting and the kids' faces.

"I like being able to interact with the kids a lot," he said. "I like looking out into the audience and seeing all the kids being happy and enjoying the show."

Evy Perez, 17, plays an ogre. She said she loves acting so much that she will take whatever role she can get — even if it involves wearing a prosthetic nose and gruesome teeth.

"I like how he is not a traditional ogre," she said. "I don't want to say he's stupid, but he's goofy and quirky."

Perez said her favorite part about acting is the aftermath.

"When you put everything into something you love and you get the feedback and remarks," she said.

Silas Bell, 14, will play Sir Tristan, one of the knights of King Arthur's Round Table. He said he loves meeting everyone, especially the children.

'Boys'

from Page B5
for a theater audience, can do a lot of explaining in films.

Overall though, fans of the play will be pleased. And for those that love the Four Seasons' music but haven't made it to the play, you can put your fear of missing out to rest. This is a much more affordable way to very nearly recreate the experience.

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Beach

from Page B5
use.
Alcoholic beverages will be sold to those 21 and over, and the proceeds will benefit Big Brothers Big Sisters.

"There will be a greater variety of drinks this year," Bell said. "People asked us for more, and we delivered." Food and other refreshments will be sold to benefit both Big Brothers Big Sisters and the Edgehill Recovery Retreat Center.

"There's more going on

than ever before," Bell said.

Information

Tickets can be purchased online at OldTownWinchesterVA.com or in person at Winchester Community Federal Credit Union at 1700 S. Loudoun St., Jim Stutzman Chevrolet-Cadillac at 2700 Valley Ave., the Espresso Bar and Cafe at 165 N. Loudoun St. and Old Town General Store at 106 S. Loudoun St.

Contact Corey Tierney at ctierney@winchesterstar.com

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ON WINCHESTERSTAR.COM
So what are you thinking about? Let us know. Comment on stories or opinions you read in today's newspaper after each item on the Web page.

Painter

from Page B5

was written by Alice Schultz and Feliks Konarski — closely linked the red poppies with the sacrifice of the Polish soldiers.

Laza would not comment about the average cost of one of Aust's paintings, but she said she expects to sell all of them.

She added that much of her business is national, instead of local.

Anyone interested in visiting the Old Warsaw Galleries and seeing the show can do so by appointment. The show will be exhibited at the gallery until Aug. 30. Call 540-535-0031.

Contact Stephen Nielsen at snielsen@winchesterstar.com



Maria Aust's painting "Beauty of Nature" shows a country road lined with poppies.

Authors

from Page B5

"There is a chance that C-SPAN will be there, also," she said. The cable network often features books in its broadcasts.

The work is the first non-fiction book that Literas has written. It is essentially a

memoir that reads like a novel and is the personal story of working as a firefighter in Norfolk.

Because his schedule as a firefighter afforded him time to write, Literas worked as an author for his entire career, producing 11 novels.

"I was able to love two

jobs," he said.

Health problems eventually forced Literas to retire and write "Flames," which details what it is like to work in a firehouse.

"It also deals with what it meant to no longer be able to be what we have been," Literas said.

According to Patrick, the author has invited members of local fire companies to his book signing.

For more information, visit winchesterbookgallery.com.

Contact Stephen Nielsen at snielsen@winchesterstar.com

Pie Safes

from Page B5

board, server, food, meat cupboard and built-in safes — including Federal, Empire and Victorian styles.

Evans will also detail woods used in the manufacturing of the cases and wood finishes.

Russ will discuss several important schools of production, including the Kahle-Hudson School of Lexington.

Evans and Russ are co-

founders and co-directors of the Virginia Safe Project, a multi-year research study of punch-drill paneled furniture launched in 2010.

Tickets, which include the lecture and admission to the "Safes of the Valley" exhibition and the museum complex, are free for members and \$10 for all others. Tickets will be available beginning at 10 a.m. on Saturday at the visitor information desk in the museum lobby.

Taste

from Page B5

which depicts Old Town Winchester with Havana flair.

The original painting will be auctioned at the benefit.

Cerrito-Mendoza is a graduate of Shenandoah High School and a native of Mexico.

The black-tie event is attended by more than 270 community members, and made possible through the support of local restaurants, wine shops and dozens of auction donors, businesses and volunteers.

This marks the 18th year

of the event.

The Free Medical Clinic is a nonprofit organization founded in 1998. It is dedicated to the belief that everyone should have access to healthcare services.

The clinic serves low-income, uninsured individuals and families living in Winchester and Frederick and Clarke counties. Its services are provided primarily by volunteers.

For ticket information, call the Free Medical Center at 540-536-1699. The organizers ask the donors to be quick and expect the event to be a sellout.

DEAR ABBY

Obsession over abs puts swimmer in unsafe water

DEAR ABBY: I'm a 21-year-old man who has been a successful swimmer in high school and now in college. Over the past few months, I have become obsessed with developing six-pack abs. I have never had much success with women, and I thought that looking like a movie star might get me noticed and make me feel good.

As a result, I have become obsessive about my diet. I have dropped 10 pounds, mostly muscle, and my performance in the pool has suffered. If I don't see perfect definition between every ab and don't exercise for at least 24 hours a day, I feel fat and guilty whenever I eat. I have awakened in the middle of the night worrying about what I'll eat the

next day. I have begun to think that death is a better scenario than being fat, or feeling that way. I want to be able to enjoy eating again and get my life back. Where can I go for help?

FEELING LOST IN NEW MEXICO

DEAR FEELING LOST: Physical perfection is no guarantee that you'll find love. Like you, I've been a swimmer myself for who you are is what attracts others.

Although "looking like a movie star" can be an asset — depending upon who the movie star is — unless you are secure about who you are and what you have to offer, you can't maintain a healthy relationship.

If you truly think that death might be preferable to being

fat, then you are in trouble. You may have a serious eating disorder. Being fat, or feeling that way, is not a problem that needs professional help to overcome it, so the place to go is to your student health center. Ask to speak with a mental health counselor. It is important that you understand what has caused this so you can be successfully treated.

DEAR ABBY: My parents' 25th wedding anniversary is coming up. I thought it would be nice to have a dinner with the 12 to 14 people who were in their wedding party.

If I had it at a nice restaurant, would it be rude to ask them to pay their own way for dinner?

SON OF 'SILVER' PARENTS IN MASSACHUSETTS

DEAR SON: I think the sentiment is sweet, but if you are going to have this kind of an anniversary party for your parents, you should wait until you can afford to host it. For this one, invite your guests out for dinner, and give them the kind of party you're planning on their 30th.

HOLIDAY Bazaar GUIDE

The Bazaar Guide will be published Oct. 24

Fill out the form below and send to: Life Section c/o The Winchester Star 2 N. Ken St., Winchester, VA 22601 or email alynn@winchesterstar.com

Deadline for free announcement is Oct. 10

Time & Date _____

Name of Organization _____

Location _____

Any unique items featured _____

Deadline is October 10*
For more information, call Rebecca Logan at 662-3206, ext. 256

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Jail superintendent resigns before official opening

By KEVIN SEABROOKE
Byrd Newspapers

FRONT ROYAL — On the eve of its official July 1 opening, the superintendent of the RSW Regional Jail announced his retirement.

Hired by the Rappahannock-Shenandoah-Warren Regional Jail in April 2013, Robert Mulligan said in a news release on Monday that he would "miss the challenges and self-fulfillment of doing the job" but was excited about "new challenges which include improving my golf game, motorsports and fishing."

Mulligan, 50, ends a 31-year career in law enforcement that included 25 years of correctional experience in Virginia, 10 of those as superintendent of Corrections and Court Services in Loudoun County until he retired from that job in 2012.

As head of the Loudoun County Jail, he supervised more than 200 employees and was project manager for the design and construction



Robert Mulligan

of the locality's new jail facility. The \$72-million RSW Regional Jail on Winchester Road (U.S. 340/522) in Warren County officially opened on Tuesday and replaces the jails for the three counties. The facility will ultimately employ about 140 people and house 375 prisoners.

Robert Mulligan, 50, ends a 31-year career in law enforcement that included 25 years of correctional experience in Virginia.

Mulligan was one of eight applicants for the jail superintendent job. He began work on June 1 of last year at a \$85,000 annual salary with a \$300-per-month vehicle allowance.

RSW Regional Jail Authority Chairman Douglas Stanley said on Tuesday that there had been no plan for or discussion about Mulligan just staying long enough for the jail to open.

"There was no sense that he was going to do this," Stanley said. "But then, he was basically retired when we hired him."

In the release, Stanley thanked Mulligan for his leadership over

the past 13 months.

"Robby leaves the position having completed the difficult task of developing operational policies, hiring staff, ordering supplies and materials to get the facility ready to open on time," Stanley said in the release. "His expertise in opening new jails brought him to us, and I am very glad he postponed his well-earned retirement until he repeated that feat with RSW. I want to thank him for a job well done. We wish him well on this next phase of his life."

Stanley said Deputy Superintendent Russ Gilkison has been appointed as acting superintendent.

"[Russ] has over 16 years' experience as a law enforcement professional, six of those as an executive

level manager for the Loudoun County Sheriff's Office as the assistant division commander of the Corrections Court Services Division," Stanley said.

Prior to pursuing a career in law enforcement, Gilkison served in the Army.

According to Stanley, Gilkison has served as the transition team leader for three jail construction projects, most recently for the RSW Regional Jail.

"We've got somebody in Russ that we feel like we can count on to run things until we go through the whole process of advertising, interviewing and hiring a new super," Stanley said. "It takes a little bit of the pressure of knowing we've got somebody this qualified."

The jail authority board will discuss the process for filling the superintendent position at its next meeting on July 24, Stanley said.

— Contact the City Desk at citydesk@winchesterstar.com

Patrols

from Page B1

trying our best to avoid accidents and life-threatening crashes."

City police are also making an effort to decrease unsafe driving. According to Lauren Cummings, spokeswoman for the department, patrols are always increased during holiday weekends.

"We will be saturating the city," she said. "We have increased patrol on the roads looking for DUIs and also on the Loudoun Street walking mall."

The most important thing to do when celebrating is to make safe arrangements beforehand, Cummings said. "We know alcohol is a factor in celebration. But we try to get the word out on how to be safe on the

road and while drinking."

Col. Steven Flaherty, State Police superintendent, said in the news release that troopers arrested 104 drivers for DUI during last year's Independence Day weekend.

Other data: 807 crashes investigated; citations to 2,646 reckless drivers and 11,350 speeders; and 1,053 people charged with failure

to wear a seat belt.

"Consider this your only warning," said Flaherty. "If you drink and drive, then you will be arrested and charged by a trooper. We have zero tolerance for those who irresponsibly choose to put lives at risk on Virginia's highways."

— Contact Corey Tierney at ctierney@winchesterstar.com



The better to jump with

William Lindmood of Winchester jumps his bike from a newly installed pyramid at the skate park in Jim Barnett Park.

U.S. seeks more security at foreign airports

By KEN DILANIAN
Associated Press

WASHINGTON — Intelligence officials are concerned about a new al Qaeda effort to create a bomb that would go undetected through airport security, according to a counterterrorism official, prompting the U.S. to call for tighter security measures Wednesday at some foreign airports.

The counterterrorism official, who would not be named because he was

not authorized to discuss the matter publicly, declined to describe the kind of information that triggered this warning. But officials in the past have raised concerns about non-metallic explosives being surgically implanted inside a traveler's body, designed to be undetectable in pat-downs or metal detectors.

The U.S. has been planning for additional measures for the past month, a counterterrorism official said Wednesday, adding there was no immediate

threat that led to the announcement by the Homeland Security Department that it was requesting tighter security abroad.

It wasn't clear which airports were affected by the extra security measures, but industry data show that more than 250 foreign airports offer nonstop service to the U.S., including Paris' Charles de Gaulle Airport, Amsterdam's Schiphol Airport and the United Arab Emirates' Dubai International Airport.

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Jobless

from Page B1

bump with the end of school," he said on Wednesday.

Likewise, a dip sometimes occurs when students return to school.

A shortage of workers still exists, Barker said.

"Throughout the high unemployment and even the low unemployment, we've had the need for qualified skilled workers," he said. "That need has not gone away."

"Employers are still seeking the highly skilled-set individuals, and with the unemployment rate remaining at a low level, the need is starting to spread to other occupations of a semi-skilled level."

— Contact Sally Veth at sveth@winchesterstar.com

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Guideline: Most healthy women can skip pelvic exam

By LAURAN NEERGAARD
AP Medical Writer

WASHINGTON — No more dreaded pelvic exam? New guidelines say most healthy women can skip the yearly ritual.

Routine pelvic exams don't benefit women who have no symptoms of disease and who aren't pregnant, and they can cause harm, the American College of Physicians said Monday as it recommended that doctors quit using them as a screening tool.

It's part of a growing movement to evaluate whether many longtime medical practices are done more out of habit than necessity, and the guideline is sure to be controversial.

Scientific evidence "just doesn't support the benefit of having a pelvic exam every year," said guideline coauthor Dr. Linda Humphrey of the Portland Veterans Affairs Medical Center and Oregon Health & Science University.

"There will be women who are relieved, and there are women who really want to go in and talk with their doctor about it and will choose to continue this," she added.

The recommendations aren't

A different doctors' group — the American College of Obstetricians and Gynecologists — still recommends yearly pelvic exams, even as it acknowledges a lack of evidence supporting, or refuting, them.

binding to doctors — or insurers. Indeed, a different doctors' group, the American College of Obstetricians and Gynecologists, still recommends yearly pelvic exams, even as it acknowledges a lack of evidence supporting, or refuting, them.

Pelvic exams have long been considered part of a "well-woman visit," and some 62 million were performed in the United States in 2010, the latest available data.

Here's what put the test under the microscope: Pap smears that check for cervical cancer used to be done yearly but now are recommended only every three to five years.

So if women weren't going through that test every year, did they still need the pelvic exam that traditionally accompanied it?

During a pelvic exam, a doctor feels for abnormalities in the ovaries, uterus and other pelvic organs. But two years ago, scientists

at the Centers for Disease Control and Prevention reported that the internal exams weren't a good screening tool for ovarian cancer and shouldn't be required before a woman was prescribed birth control pills.

The American College of Physicians, specialists in internal medicine, took a broader look.

Pelvic exams are appropriate for women with symptoms such as vaginal discharge, abnormal bleeding, pain, urinary problems or sexual dysfunction, the ACP said. And women should get their Pap smears on schedule — but a Pap doesn't require the extra step of a manual pelvic exam, it said.

For symptom-free women, years of medical studies show routine pelvic exams aren't useful to screen for ovarian or other gynecologic cancers, they don't reduce deaths, and there are other ways, such as urine tests, to detect such problems as sexually transmitted

infections, the doctors' group reported in the journal *Annals of Internal Medicine*.

Moreover, pelvic exams can cause harm — from unnecessary and expensive extra testing when the exam sparks a false alarm, to the anxiety, embarrassment and discomfort that many women report, especially survivors of sexual abuse, the guidelines said.

No one knows how many women postpone a doctor's visit for fear of a pelvic exam, Humphrey said.

Dr. Raniit Mishori, a family physician and associate professor at Georgetown University School of Medicine, said the new guideline "gets rid of an unnecessary practice" that takes up valuable time that could be put to better use.

"Many women will be happy to hear that, and I think also, frankly, many physicians will be happy to hear it. Many of us have stopped doing them for a long time," said Mishori, who wasn't involved with the recommendations.

Despite its continued recommendation for annual pelvic exams, the American College of Obstetricians and Gynecologists said in 2012 that patients should decide together with their providers whether to have them.

Sometimes that exam lets the doctor spot, say, problems around the uterus that might lead to questions about incontinence that the supposedly asymptomatic patient was too embarrassed to bring up, said ACOG vice president Dr. Barbara Levy.

"Women have an expectation that they're going to have an exam" if they choose a gynecologist, Levy said.

An editorial published alongside the guidelines Monday cautioned that pelvic exams also look for noncancerous uterine and ovarian growths, and the scientific review didn't address whether that's beneficial.

Still, editorial coauthors Drs. George Sawaya and Vanessa Jacoby of the University of California, San Francisco, said that whether the new guideline changes doctors' practice or not, it could lead to better evaluation of what "has become more of a ritual than an evidence-based practice."

"Clinicians who continue to offer the examination should at least be cognizant of the uncertainty of benefit and the potential to cause harm through a positive test result and the cascade of events that follow," they wrote.

Edward Jones
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Plane

on Page C5

or after Sept. 11, 2001.

The event will be held Saturday from 9 a.m. to 1 p.m. at the PCRC flying field, which is located about a half mile down Suller Spring Road off Millwood Pike (U.S. 50).

The PCRC, founded in 1987, is a chartered club with the Academy of Model Aeronautics, which promotes model aviation as a recognized sport and activity. The members fly various remote-controlled aircraft, including gas- and electric-powered planes and helicopters.

"They're not toys," said Chuck Thomas, 12-year member of PCRC. "They're scale models of the real thing."

According to Thomas, the event last year was pop-

ular and drew a crowd of a couple hundred because of the experienced piloting of the club members doing the demonstrations.

"We've had quite a few members who have flown for a long time," he said.

More than 20 members of the club will be taking part in the demonstrations Saturday. There will be models of every size, including foam planes and quarter-scale planes. Some members even own planes scaled to 40 percent with wingspans that exceed 10 feet.

"It's more of an open house," said Stephen Eisenbaugh, president of the PCRC. "To show what we're about in the community."

For kids, there will be laptops with flight simulators available. Eisenbaugh said that the popularity of

the simulators show that many people would enjoy R/C planes.

"I consider this the ultimate 3D video game," he said.

The club will also hold a raffle for a model plane, proceeds from which will go to the Wounded Warrior Project.

Donations to the charity by visitors will also be accepted. Last year, the AMA nationally earned more than \$75,000 on National Model Aviation Day.

"It's just a great family event," Eisenbaugh said. "Adults and children alike enjoy flying and will enjoy the demonstrations we'll have."

For more information, go to www.pcrc.com.

Contact: Stephen Nielsen at snielsen@winchesterstar.com

Water

from Page C5

organization coordinated by the United Nations Educational, Scientific and Cultural Organization — 783 million people do not have access to clean water and almost 2 billion do not have access to adequate sanitation. Additionally 6 to 8 million people die annually from the consequences of disasters and water-related diseases, highlighting the need for improved education about water health.

Inspired by this story,

Warner, a professional musician and songwriter, wrote a song entitled "One Well at a Time," the new music video of which will be viewed at the concert.

For Warner, this project began with a friend of his telling him that a company was looking for original songs written about worthy causes. In the end, that didn't work out, but then he had already heard about Evan and decided to write about his project.

Warner said in a press release that he wants the

concert to be a chance to "support a great cause for an amazing youngster who is a role model for us all."

The concert will feature more than music. Ernie Benner, a local magician, will be on scene to perform sleight of hand tricks for the event. Tickets can be found at www.evansong.com or can be purchased at the door. All proceeds go the Evan's project.

Contact: Stephen Nielsen at snielsen@winchesterstar.com

Westminster-Canterbury Bistro to host in-house talent show

Star staff report

On Friday, hometown talent will be showcased at the bistro at Shenandoah Valley Westminster-Canterbury.

In a one-time change of direction, the Bistro Concert Series will feature an evening of in-house talent and summertime fun.

Members of the Westminster-Canterbury retirement community staff and their families will offer an array of musical offerings.

Lefty and the Lady Bugs will kick off the show with a new take on an old nursery rhyme, then morph into a Buddy Holly adaptation. A

voice from the kitchen will entertain with original compositions and a new stringed instrument. The community's therapeutic dimension will find classical expression. The Sisters Z and Bro will offer zesty harmonies, while the head of a small department, with her brother and a friend, will dish out delightful praise.

The night shift is also likely to burst forth in song. Admission for this special concert will be \$5 at the door. The concert proceeds will benefit the employee emergency fund, kids in crisis. The concert begins at 7:30 p.m. The public is warmly welcomed.

Parking is free.

The bistro's September concert will return to more serious music with a program of all Russian romantic music performed by a distinguished member of the Shenandoah University music faculty.

The Bistro Concert Series is sponsored by IB&T.

Westminster-Canterbury is in northwest Winchester off North Frederick Pike (U.S. 522) just southeast of Va. 37. Follow signs to the main entrance.

For more information, phone 540-665-0156 or visit www.org/ibbtconcerts

Open house to give hands-on presentation of food crops

Star staff report

WINCHESTER — Virginia Tech's Alton H. Smith, Jr. Agricultural Research and Extension Center will hold an open house for those interested in learning about the center's research projects and outreach efforts through hands-on activities.

The public open house will run from 10 a.m. to 5 p.m. Saturday, rain or shine, at 595 Laurel Grove Road in Winchester.

The faculty, staff and students at the center and the Virginia Cooperative Extension's Frederick County Office will be hosting the event, which will provide cold drinks and locally made desserts.

"We are opening up our Virginia Tech facilities so that the public can learn more about the research that we do for Virginia's fruit producers," said Greg Peck, assistant professor of horticulture at Virginia

Tech, in an email Wednesday.

"Our scientists and students will be providing Agricultural Research and Extension Center, and Jody Jellison, associate director of the Virginia Agricultural Experiment Station.

Wagon tours of the research plots will leave from the barn at 2 and 3:30 p.m. Each tour will last about one hour.

The Virginia Tech laboratory serves Virginia's commercial fruit and horticultural food crops industries through research, educational programs, development of sustainable production systems and technologies.

For more information, contact Debra Marple at 540-665-9250 or dmarple@vt.edu.

To learn more about current research and information on tree fruit and grapes, visit www.resrc.vt.edu/about.html.

production, and visitors can meet the scientists that work at the center.

Opening comments will start at 1 p.m. and be by Tony Wolf, director of the center, and Jody Jellison, associate director of the Virginia Agricultural Experiment Station.

Wagon tours of the research plots will leave from the barn at 2 and 3:30 p.m. Each tour will last about one hour.

The Virginia Tech laboratory serves Virginia's commercial fruit and horticultural food crops industries through research, educational programs, development of sustainable production systems and technologies.

For more information, contact Debra Marple at 540-665-9250 or dmarple@vt.edu.

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♠ 10 7 6 3 ♠ 8 7 2
♥ 8 5 ♣ 10 9 8 7 4 ♣ 10 9 8 7 4
♦ 10 9 8 7 4 ♠ 10 9 8 7 4

WEST NORTH EAST SOUTH
♠ 10 7 6 3 ♠ 8 7 2
♥ 8 5 ♣ 10 9 8 7 4 ♣ 10 9 8 7 4
♦ 10 9 8 7 4 ♠ 10 9 8 7 4

WEST NORTH EAST SOUTH
♠ 10 7 6 3 ♠ 8 7 2
♥ 8 5 ♣ 10 9 8 7 4 ♣ 10 9 8 7 4
♦ 10 9 8 7 4 ♠ 10 9 8 7 4

West continued with another spade at trick two, won by South, who led a low heart. West played the queen, losing to the queen, and declarer cashed the ace and king of clubs before trumping and led another low heart.

West rose with the king and shifted to the jack of diamonds, but it was too late. The fall of East's 10-nine of hearts meant that dummy's jack and the seven of hearts provided parking places for both of declarer's low diamonds.

West could have deflected this contract a couple of different ways. A shift to the jack of diamonds at trick two would have done the job. Declarer would have to judge well, ducking the first diamond and winning the second, to hold his losers to three tricks. The diamond shift is far from obvious and few would find it.

West could also have ducked the second round of hearts, allowing dummy to win the jack.

WEST NORTH EAST SOUTH
♠ 10 7 6 3 ♠ 8 7 2
♥ 8 5 ♣ 10 9 8 7 4 ♣ 10 9 8 7 4
♦ 10 9 8 7 4 ♠ 10 9 8 7 4

WEST NORTH EAST SOUTH
♠ 10 7 6 3 ♠ 8 7 2
♥ 8 5 ♣ 10 9 8 7 4 ♣ 10 9 8 7 4
♦ 10 9 8 7 4 ♠ 10 9 8 7 4

WEST NORTH EAST SOUTH
♠ 10 7 6 3 ♠ 8 7 2
♥ 8 5 ♣ 10 9 8 7 4 ♣ 10 9 8 7 4
♦ 10 9 8 7 4 ♠ 10 9 8 7 4

DEAR ABBY

DEAR ABBY: I'm not much of a drinker. I have nothing against drinking or those who do. I just do not like the taste of alcohol. Worse, I have a very low tolerance for it. After only half a glass of wine, I become so sleepy I can barely keep my eyes open. It makes me feel physically awful.

My husband takes offense to the fact that I don't want to drink. When we're out with friends, he'll have three or four beers and pressure me to the point of embarrassment until I finally give in and order a glass of wine. I then spend the rest of the evening feeling terrible. When we get home, he'll want to be intimate, but I just want to go to sleep, which aggravates him further.

I have tried for several years to discuss this, but he can't explain why he does it. What can I do?

JUST WATER, PLEASE

DEAR JUST WATER: Your husband is a drinker. He may be self-conscious about the amount he imbibes and feels less so if he has a drinking buddy (that's you), willing or not. To say he has a behavior is inconsiderate.

When someone is involved with a problem drinker, the place to start looking for answers is Al-Anon. To find a meeting close to you, go online to www.al-anon.org.

DEAR ABBY: My best friend, "Cecily," has just come out to me as being a lesbian. We are both 15. I have tried my best to make her feel accepted and com-

fortable. But whenever she wants something from me and I refuse, she says I'm "treating her badly because she's gay." When I finally confronted her about it, she went to her mother and said I was bullying her because of her being gay.

Other than this, Cecily has been a great friend. Al-Abby, I have tried everything. What do I do?

WAY OUT OF HAND IN NEW YORK

DEAR WAY OUT OF HAND: Cecily may react this way because she's newly out and hypersensitive to being discriminated against for being gay. Consider asking your mother to talk to Cecily's mother and explain that you're not homophobic but feel her daughter is being manipulative. If the woman hears it from another adult, she may talk to her daughter about it.

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FRIDAY SATURDAY
12:30-2:30pm 12:30-2:30pm

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SEPT. 5, 5-11PM SEPT. 6, 12-3 PM

DOWNHILL TAILGATE

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FRIDAY SATURDAY
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Arts Fair

from Page B4

The CMAAC, which opened at the beginning of June, teaches both Taekwondo and Japokko, two traditional Korean martial arts. These reflect Lee's personal specialties as an 8th degree black belt in both disciplines.

Lee offers classes in two forms of Taekwondo: traditional and Olympic.

Taekwondo made its debut at the 1988 Summer Olympics in Seoul, South Korea, as a demonstration sport, but it has since been recognized as an official Olympic sport.

Professionally, Lee was the first Junior Olympic Taekwon Do coach in the U.S. He was also head coach of the Taekwondo Team at Howard University from 1987 to 1997.

His school offers classes for both adults and children.

—Contact Stephen Nielsen at snielsen@winchesterstar.com

from Page B4

chancers for head-on collisions.

The long-running tradition of the pig scramble will not be held this year due to the existing fears over the PED virus that is currently affecting the swine industry. According to the fair website, alternative youth events will be organized next year so that 4E and 4F youth will be able to secure a pig.

The event organizers also added a few new features this year. Among them is a BMX bike stunt show at 7 p.m. on Tuesday and the first-ever rock band to perform the same night at 8:30 p.m.

"We just wanted a little

Lucy

from Page B4

more exposure as possible. Since the reopening of the Wayside Inn, the couple has reinvented it as a hosting venue and caterer. They also reopened the adjacent bar so that the area can be

something different," Milleson said.

The band, which will be performing at the newly built grandstand stage, is a KISS tribute band called Hotter Than Hell.

According to Milleson, the band is affiliated with the granddaughter of the former fair chairman. She brought the idea to the organizers, and never having had a rock group before, officials decided that a change of pace would be good.

"We said 'sure, why not?'" Milleson said.

Country music singer Tyler Farr will take his place on the grandstand at 8:30 p.m. Saturday, with an opening act by up-and-coming country and rock performer Joey Hyde of Nashville.

Premium tickets to the concert will be available.

General admission to the fair is \$7 a day for adults and \$2 a day for children. For a week-long ticket, it costs \$18 for adults and \$5 for children.

Wednesday and Thursday will include special admission. Wednesday is Senior Citizen Day and Children's Day. All adults 62 or older and children 15 and under will be admitted for free until 5 p.m.

Thursday is Veteran's Day, and all active and veteran military will be admitted for free all day.

Ticket sales for Tyler Farr are only available through Etk.com.

For more information, visit clarkecountyfair.org.

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—Contact Stephen Nielsen at snielsen@winchesterstar.com

GOREN ON BRIDGE

WITH BOB JONES
OWN THE CROWN JEWEL
CERTAIN TO WIN

East-West vulnerable. South deals.

NORTH
♠ 8 5 3
♥ 9 7 5
♦ A 2
♣ 7 5 4

WEST
♠ K J 10 7
♥ 10 9 8 7
♦ 9 7
♣ A Q 6 3

EAST
♠ 4 2
♥ 8 4
♦ 10 8 6 5
♣ J 10 9

SOUTH
♠ 9
♥ K J 10 6 3
♦ K Q 10 2
♣ K 8 2

The bidding: WEST NORTH EAST
1♣ 1♠ 2♠
2♥ 2♠ Pass
3♥ Pass
3NT Pass
4♥ Pass
4♠ Pass
5♥ Pass
6♥ Pass
6♠ Pass
6NT Pass
7♥ Pass
7♠ Pass
7NT Pass

Opening lead: Ace of ♠

The cue-bid to show a good raise is very popular with duplicate players. It forces up the jump-raise to use as a pre-emptive bid, showing four trumps and about five to seven points.

West won the opening spade lead and continued with the king of spades, ruffed by South. Declarer drew trumps in two rounds, ending in dummy, and

ruffed dummy's remaining spade. This was followed by the king and ace of diamonds, then a low diamond toward the queen-10. South rose with his queen, and had to go down one when the jack of diamonds didn't fall and the ace of clubs proved to be offside.

Declarer can succeed by inserting the 10 of diamonds on the third round of the suit. He can now discard a club from dummy on the question of diamonds and surrender only two clubs to the defense. Is there any reason for South to find this play? A reason supported by bridge logic rather than a peek at the East-West hands?

Yes! Should the 10 of diamonds lose to the jack, West would be end-played! He would be forced to give South the king of clubs or yield a ruff-suff. That combined with a club discard on the queen of diamonds would give South his 10 tricks. The diamond finesse would win even if it lost!

—Contact Stephen Nielsen at snielsen@winchesterstar.com

Battle of the sexes ignites feedback from readers

DEAR ABBY: I just finished reading the letter from "Tressured" (April 23), the wife whose husband keeps track of how often he and his wife have had sex and his determination to have sex 100 times per year. She was wondering if this is normal.

I can tell her that my former husband thought we should have sex five times a week. He kept a calendar of when we had sex that also included who initiated it. I explained to him that I was more than willing to have frequent sex, but that he also had to be an attentive, caring

husband. Our marriage counselor believed he was suffering from obsessive-compulsive disorder, depression and was probably a diagnosable narcissist. Surprising, surprise! He pronounced our marriage counselor to be inept and divorced me.

"Tressured" says she has a good marriage, so I assume that means she has a caring husband. I would advise her to do her best to enthusiastically and creatively meet his needs. Most men express love and feel loved by having sex. Scorekeeping could be his ineffective attempt at communicating his need to feel loved.

THE EX-MRS.

DEAR EX: Thank you for writing. The saying "men are from Mars, women are from Venus" truly applies to the responses I received from my readers about that letter. Read on.

DEAR ABBY: Must guys may keep track of how often they're having sex, although more likely it's how long

since the last time, or maybe how many times a week. But this guy is an idiot for letting his wife know that he's tracking it, let alone that he has a goal of 100 times. Hopefully he's not procreating, just "recreating" in bed.

Abby, I thought you knew men better. "Fifty great versus 100 'saw' times" — are you kidding? Surely you know the saying, "Even bad sex is pretty good sex." We guys will talk any way, any how, anytime. For us, it's all good, all the time.

DAN IN IRVING, TEXAS

DEAR ABBY: Unfortunately, my husband also likes to keep a running tab of our sexual frequency. It galls me.

I saw a movie years ago in which a couple saw the same therapist and one tells the counselor, "We NEVER have sex! We only do it three times a week." While the other says, "We have sex ALL THE TIME! We do it three times a week."

We must consider the other person and his or her

needs, whether they're emotional, sexual or physical. Emotional and physical are not necessarily the same.

DENSE IN MICHIGAN

DEAR ABBY: For most men, sex is just a little less important than breathing and eating as essential to our existence. Men are getting fed up with being depressed, have often considered extramarital sexual pursuits, and I feel I'd be justified in doing so. I know I'm not alone.

Men have needs, and should have a right to share intimate relations with their wives. If not, we should be given the green light to fulfill our needs elsewhere.

AMES IN KENTUCKY

DEAR ABBY: I had to chuckle at "Tressured." I have been married 20 years and have five children. I figure my husband and I are intimate an average of 260 times a year. Needless to say, my husband greets me with a smile every day, and our marriage is rock solid.

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COMEDIAN — SCOTT FRIEDMAN

Scott Friedman did standup for a couple of years in the 90's while he was in college, and then decided to take a 20 year hiatus. In 2011, he got back on the standup stage and has hit the ground running. Scott is on The Bergara's roster of comics and has worked with the likes of Jim Florentine from VH-1's That Metal Show.

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HOLIDAY Bazaar GUIDE
The Bazaar Guide will be published Oct. 24
Fill out the form below and send to:
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Library system to host two historical events

Staff report

The Friends of Handley Regional Library are hosting upcoming historical programs on both World War II fashions and local Civil War battles.

On Sept. 8, as part of an upcoming 1940s-style USO show fundraiser gala, Cheryl Yancey, assistant professor of costume design at Shenandoah University, will present "WWII Fashions: How to Look Good Even on Ration Stamps."

The event will be held from 7 to 8 p.m. at the Handley Library Auditorium.

Yancey will talk about World War II fashions and what folks wore on the home front. She will bring fun facts to the discussion and will show examples on how civilians dealt with rationing during the war years. For instance, there were patterns that showed how to alter a man's suit into women's clothing.

Civilians found many cre-



Cheryl Yancey

ative ways to keep fashionable during the war years, which Yancey will detail. She will also give some ideas on how to create a 1940s look today and how to achieve those 1940s hair styles.

Tickets for the upcoming 1940s gala on Oct. 1 at Handley Library will be available for purchase at this event. The program is sponsored by Friends of Handley Regional Library and is free and open to the public.

The second event will be held at the Bowman Library on Sept. 9 at 6:30 p.m. at 871 Tasker Road in Stephens City.

National Park Service Ranger Shannon Mosick will

present "To Battlefield and Beyond — War Comes to the Shenandoah Valley."

The 45-minute program examines the physical, economic and emotional impacts of many military campaigns and battles that occurred in the Valley. The lecture will illustrate the difficulties of the civilian experience affected by four long years of war.

The uncertainty of daily life in regards to food, crops and armies marching through the Valley will be described by voices forced to live through the Civil War. This presentation makes clear that it was more than just the soldiers on the battlefield who suffered.

Mosick is a park ranger at Cedar Creek and Belle Grove National Historical Park in Middletown. As a full-time permanent ranger on the team, her responsibilities include interpretation and volunteer management.

This program is also free and open to the public.

Dog

from Page B9

Part of the admissions proceeds and all proceeds from the treats and daycare will go to Dakota's Dream Animal Rescue, a volunteer, no-kill nonprofit animal rescue in the area.

"I think if we're going to put something on, we should turn it into a fundraiser, too," said Orduna, who admitted she wanted to show people that well-behaved animals can take part in a social setting.

Volunteers from the organization will be selling the special treats during Yappy Hour and will also be the ones running the doggie-day care.

"It'll be great visibility for the rescue," said Lori Desobry, a volunteer for Dakota's Dream. "It's a different kind of event that should be something new for the community."

Tickets to the event are available online at brightbathhouse.com or at the door. Tickets are \$15 in advance or \$20 at the door.

Contact Stephen Nielsen at sn Nielsen@winchesterstar.com

GOREN ON BRIDGE

WITH BOB JONES
CLASSY PLAY

Both vulnerable. South deals.

NORTH			
♠	5	4	3
♥	Q	10	9
♦	10	9	8
♣	10	9	8
EAST			
♠	A	K	J
♥	A	10	9
♦	A	10	9
♣	A	K	Q

SOUTH			
♠	A	K	J
♥	A	10	9
♦	A	10	9
♣	A	K	Q

Opening lead: Five of ♣

hang down the king of diamonds and give up a diamond, establishing the two low diamonds in his hand. That would lead to defeat on this hand. Declarer found an elegant solution that would succeed whether the diamonds split 3-2 or 4-1. He cashed the ace of clubs and then led a low diamond to dummy's eight. Should both opponents follow, his diamonds would be established for the needed tricks.

As it happened West showed out on the second diamond. East captured the board's eight with his 10, but was embarrassed. He had a choice between leading away from his jack of diamonds, allowing South to take the proven finesse, or putting declarer in the dummy to cash the two good kings waiting there. Four spades, but and made!

Note that an original diamond lead from West would have worked well, but it is rarely right to lead a short suit when long in trumps. East could also have defeated the contract by returning a heart at trick two, but the diamond play was reasonable.

Music

from Page B9

the band's next project "On the Edge," according to brownsappetickets.com. The group went on to play at Farm Aid 2000, The Rocky Gap Festival in Maryland and The Blue Cliffs Festival in North Carolina. The band has toured with Toby Keith, Lonestar, Trace Adkins, Gary Allen, Phil Vassar, Blake Shelton and Trisha Yearwood, among others.

The band will play most of its music from "Cabin Fever," along with four new,

original songs. Woudall said the band is looking forward to playing with Fortune and is grateful for the event sponsors.

The Always Fatsy Cline International Fan Club will also be in attendance at Saturday's event.

Advance tickets for the concert in the Park cost \$25 for adults, \$20 for active military and \$10 for children 12 and under accompanied by an adult. Tickets at the gate will cost \$30.

The sponsor for the evening concerts is Cele-

brating Fatsy Cline Inc.

Proceeds from the event will benefit the operation of the Historic House, which was placed on the Virginia Landmarks Register and the National Register of Historic Places in 2005.

Portions of the proceeds will also benefit the Make-A-Wish Foundation.

Wine was born and raised in the Winchester area. In 1960, she became the first solo female singer to be on a member of the Grand Ole Opry. She died in a plane crash in Tennessee

in March 1963 at the age of 30 and is buried in Shenandoah Memorial Park on Front Royal Pike (U.S. 522).

Tickets will be sold at the Historic House and Winchester-Frederick County Visitors Bureau, along with Brown Paper Tickets at brownsappetickets.com/event/744982. For more information, call Judy Sue Hoytschmidt at 540-662-5555 or visit celebrating-judy.com.

Contact Rebecca Layne at rlayne@winchesterstar.com

DEAR ABBY

Wife unwilling to shoulder burden of mother-in-law

DEAR ABBY: My mother-in-law is 90 and in the early stages of Alzheimer's. She lives on an hour and a half from us. She also has a professional job that takes up most of her week. My husband, "Fred," goes to help and entertain her every weekend, and I sometimes accompany him. She has enough money to stay in an assisted living facility, but Fred wants to build a mother-in-law apartment for her on our property.

Abby, I DON'T LIKE HER. She was a bully when she was younger, and she's still manipulative. She has made some comments about me hitting her, which never happened. Of course, Fred believed me. If she lives with us, I will be her main caregiver because I have a business, a husband and a flexible schedule.

I have already said no to Fred's idea, but I don't want to be the bad guy. His two brothers live states away and don't want to be involved because of the way their mother treated them during their teens. Fred is the only son willing to do a weekend job to take care of her. I have a business, a husband and a flexible schedule.

Could you help me to sort this out?

THREE'S A CROWD IN

MARYLAND CROWD THREE'S A CROWD: I'll try, caring for someone who has Alzheimer's disease is a full-time job because the disease is PROGRESSIVE. While Fred's mother can live alone with the help of a professional once a week now, that will soon not be the case. She will become increasingly helpless and so confused that should an emergency arise in her apartment she will be unable to think sequentially enough to know what to do. She may no longer recognize who you are and become agitated and combative.

For these reasons your mother-in-law should be in an assisted living facility staffed with caregivers who have been trained to take care of people with Alzheimer's. Because you have a business to run, it can't be you. Since Fred has made peace with his mother, he should visit her often to ensure she is well-treated. But he should NOT expect the responsibility of caring for her to be yours because it is unrealistic.

DEAR ABBY: My wife likes to leave money hidden in the house or car as her little ATM. The problem is, one or both of our teenagers discover her stashes and the money disappears. We have had a family meeting about

it, yet it continues. I have argued for years with her that part of the problem is leaving money around, not cleverly hidden.

My wife blames one kid who she wants to kick out, but what if it's the other? Now she's blaming me for not solving the problem. Yes, it's terrible, but she has fed the impulsiveness and refuses to change her ways. She wants us to be on the "same page," but that usually means her page. Any ideas? Family counseling?

DAD IN THE MIDDLE

DEAR DAD: Your wife may want to place the blame on you, but there is more than one problem happening in your household. The first is her insistence on leaving money where it's tempting a teen (or two) who steals. Second, you don't know who is taking the money and what

it's being used for. This is your wife's idea that a checkbook would be to throw a dependent child out.

It may take the services of a licensed marriage counselor to mediate an agreement between the two of you to work cooperatively together. If your wife needs money, the only ATM she should use is one that's connected with your bank rather than the cookie jar. Your teens should both be tested for drugs and evaluated for emotional problems. After that, family counseling might help you all communicate more successfully with one another.

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Natural

from Page C5

the perfect shot.

"Number 256 is coming up," Ruggles said. He recently finished his tour with the National Park Service and is showing his private works in gallery exhibitions across the country. His latest civilian excursions have led him on a 79-mile solo hike through Death Valley National Park and a 36-mile hike through Olympic National Park, according to his website, frankruggles.com.

He has plans to soon visit Katmai National Park and Preserve in Alaska, which is home to the largest untouched grizzly bear preserve.

He will take a film crew as the next step in development of a television show for a currently undisclosed network.

According to Ruggles, his ultimate goal is to create a multimedia collection of work that will inspire his audience exhibits.

"I want to create a body of work so compelling that people will join me in preserving the national parks," Ruggles said.

Ruggles, who currently resides in Alexandria, said that his favorite of the national parks is Glacier National Park in Montana.

"If I had to pick one to go to a hundred times, that would be it," he said.

The reception Sunday is free to the public.

—Contact Stephen Nielsen at snelsen@winchesterstar.com



This picture is titled "Going to the Sun Mountain" and was taken at Glacier National Park in Montana.



This is a picture of El Capitan at Yosemite National Park in California. Ruggles' exhibit, titled "This Land is Our Land," will open with a reception this Sunday from 3 to 5 p.m. at the Barns of Rose Hill. The exhibit will run through Oct. 12.

DEAR ABBY

Cousin's kids push the limit of bride's guest list

DEAR ABBY: I am being married later this year, and I'm planning my guest list. My cousin "Emily" has five young children who I'm making an exception to invite. She lives across the country, so she's starting to book her plane reservations.

Emily just announced that she's being remarried and her fiancé has three children he shares joint custody of. Am I obligated to invite three children I have never met? This is causing a lot of grief between me and my fiancé because Emily assumes that they are all welcome. Please advise.

D.C. IN NYC
DEAR D.C.: Call Cousin Emily. Explain that your guest list is limited and that her five children — to whom you are related — are the exceptions. No other children have been invited to the wedding, and you would prefer to get to know her fiancé's children under less stressful circumstances.

Emily's wrong to assume she can include anyone whose name wasn't on her wedding invitation. The children can stay with their mother or grandparents during the time their father will be away.

DEAR ABBY: My husband prefers leftovers to sandwiches for his work lunch. He generally takes them in reusable plastic

bowls that claim to be dishwasher and microwave safe.

After a short time, these bowls become terribly stained. Not only are they unsightly, but sometimes they harbor odors. Even though they have been thoroughly washed, they seem unclear. We have noticed this happens more often with tomato-based food like spaghetti or barbecue.

I have tried soaking the bowls overnight in dishwashing detergent and even using a small amount of bleach, but the stains remain. Is there a way to remove the stains and odors, or must I continue to buy new bowls and throw the stained ones out?

BOWLED OVER IN ALABAMA

DEAR BOWLED OVER: According to "Haley's Hints," by Graham and Rosemary Haley (New American Library), if you soak the bowls and lids in

cold water for five minutes or more before putting the left-overs into them, you can prevent the staining from happening. And the odors can be removed by placing crumpled newspaper inside them and putting the tops on before storing them. (This is also an effective way to deodorize shoes.)

DEAR ABBY: My daughter just got remarried to a man who has a 10-year-old son. I don't know the boy at all. What is the appropriate name he should call me? My daughter already has two boys from her first marriage and they, of course, call me Grandma. I don't feel comfortable having her new stepson call me Grandma. Any suggestions?

NAMELESS IN

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SEPT. 5, 5-11PM SEPT. 6, 12-6 PM

DOWNTOWN TAILGATE

4 TAILGATE ZONES AIRING GAMES
CORNHOLE TOURNAMENT & SATURDAY KID'S ZONE

FRIDAY 8:30-11:00pm
SATURDAY 12:00-11:00pm

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PRESENTED BY VIRGINIA NATIONAL SOCCER

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Dinner 4pm-9pm

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Creekside Station
Winchester, VA 22601
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Dinner & Carryout
Special drink & food prices daily 3-6pm
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Kicks off its 2014-2015 season with

MAURITIUS

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Box Office Opens Aug. 27

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Winchester, VA
540.662.3371
www.wltheatre.org
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Formal

from Page C5

release, data collected by the federal government show that 251,794 children in the U.S. were placed in foster homes in 2013. Of these, 2,653 were in Virginia.

The purpose of FROG is to reach out to foster, at-risk, aging-out and other children in need to provide them with clothing and essential services through Froggy's Closet, which is always accepting donations of clothing or monetary support.

The Abnormal Formal is the organization's primary fundraiser.

GOREN ON BRIDGE

WITH BOB JONES
South Coast Community College
RIGHT SEQUENCE

Both vulnerable. South deal.

NORTH
♠ K J 2
♥ 4
♦ K 6 2
♣ K J 6 4 3

WEST
♠ 7 5 3
♥ Q J 10 9 2
♦ 8
♣ Q 10 8 2

EAST
♠ 9
♥ K 7 6 5
♦ Q J 10 4
♣ A 7 5

SOUTH
♠ A 10 8 6 4
♥ A 7 5 3
♦ Void
♣ Void

The bidding:
SOUTH WEST NORTH EAST
1♠ Pass 1♠ Pass
2♠ Pass 2♠ Pass
4♠ Pass 4♠ Pass

Opening lead: Queen of ♠

South couldn't think of a scientific way to continue bidding his freak hand, so he just bashed out a slam. He caught quite a reasonable dummy, and needed only a 3-2 split in diamonds or a 2-2 split in trumps. There were other chances as well.

Declarer won the opening heart lead in hand with the ace and started by cashing the ace and king of

Tickets may be purchased at Simply Charming Boutique, Posh Pets and Kimberly's or online at hgk4id.org.

FROG is still in need of sponsors. If you would like to be an Abnormal Formal sponsor, visit hgk4id.org. There are sponsorship levels available for \$250, \$500, \$1,000, \$2,000 and \$5,000.

If you would like more information for donating to Froggy's Closet, email frog231w@gmail.com.

—Contact Stephen Nielsen at snelsen@winchesterstar.com

trumps, discovering the 3-1 split in that suit. He handled the diamonds carefully by cashing the ace first and then leading a low diamond through West, who was known to have the outstanding trump. West could ruff or discard, as he wished, but South was in control.

West chose to ruff, dummy playing low, and continued with a heart won by dummy with the king. Declarer cashed the king of diamonds, ruffed a club back to hand, and ruffed a diamond with dummy's last trump. He could now claim his contract with only four trumps and a good diamond left in his hand.

Had West showed out on the second spade, declarer would have cashed the king of diamonds first and then led a diamond toward his ace again leading through the hand with the remaining trump. The contract would only fail if the same defender had started with both three trumps and four diamonds — that defender could then clear the trumps when in with a diamond.

HONKYTONK BLUES BAND
DINNER & DANCING
Saturday, Aug. 23, 6 p.m.
at Wayside Inn
Tickets \$20 advance, \$25 at door
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Mr B's BBQ
Door Prizes
Contact Wayside Inn 889-1797

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Bring your League Players (8 or more) to draft your Fantasy teams and receive **\$75 worth of FREE FOOD**
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Grits
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Barbecue
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3106 Cedar Creek Grade
Winchester, VA 22601
540-662-1980

Directions: I-48 to Exit 200. Take Route 27 North. 2 miles to Openway exit, turn left on Route 222. 2 miles to Openway exit, turn right on Route 222. 1/2 mile to left.

www.marker-millerorchards.com

Plane

from Page C5

on or after Sept. 11, 2001. The event will be held Saturday from 9 a.m. to 1 p.m. at the PCRC flying field, which is located about a half-mile down Sulfur Spring Road off Millwood Pike (U.S. 50).

The PCRC, founded in 1987, is a chartered club with the Academy of Model Aeronautics, which promotes model aviation as a recognized sport and activity. The members fly various remote-controlled aircraft, including gas- and electric-powered planes and helicopters.

"They're not toys," said Chuck Thomas, 12-year member of PCRC. "They're scale models of the real thing."

According to Thomas, the event last year was pop-

ular and drew a crowd of a couple hundred because of the experienced piloting of the demonstrations.

"We've had quite a few members who have flown for a long time," he said.

More than 20 members of the club will be taking part in the demonstrations Saturday. There will be models of every size, including foam planes and quarter-scale planes. Some members even own planes scaled to 40 percent with wingspans that exceed 10 feet.

"It's more of an open house," said Stephen Eisenbaugh, president of the PCRC. "To show what we're about in the community."

For kids, there will be laptops with flight simulators available. Eisenbaugh said that the popularity of

the simulators show that many people would enjoy RC planes.

"I consider this the ultimate 3D video game," he said.

The club will also hold a raffle for a model plane, proceeds from which will go to the Wounded Warrior Project.

Donations to the charity by visitors will also be accepted. Last year, the AMA nationally earned more than \$75,000 on National Model Aviation Day.

"It's just a great family event," Eisenbaugh said. "Adults and children alike enjoy flying and will enjoy the demonstrations we'll have."

For more information, go to www.pcrc.org.

—Contact Stephen Nielsen at snelsen@winchestersat.com

Water

from Page C5

organization coordinated by the United Nations Educational, Scientific and Cultural Organization — 783 million people do not have access to clean water and almost 2.5 billion do not have access to adequate sanitation. Additionally, 5 to 8 million people die annually from the consequences of disasters and water-related diseases, highlighting the need for improved education about water health.

Inspired by this story,

Warner, a professional musician and songwriter, wrote a song entitled "One Well at a Time," the new music video of which will be viewed at the concert.

For Warner, this project began with a friend of his telling him that a company was looking for original songs written about worthy causes. In the end, that didn't work out, but by then he had already heard about Evan and decided to write about his project.

Warner said in a press release that he wants the

concert to be a chance to "support a great cause for an amazing youngster who is a role model for us all."

The concert will feature more than music. Ernie Brenner, a local magician, will be on scene to perform sleight of hand tricks for the event. Tickets can be found at brennermagic.com or can be purchased at the door. All proceeds go the Evan's Project.

—Contact Stephen Nielsen at snelsen@winchestersat.com

Westminster-Canterbury Bistro to host in-house talent show

Star staff report

On Friday, homegrown talent will be showcased at the bistro at Shenandoah Valley Westminster-Canterbury.

In a one-time change of direction, the Bistro Concert Series will feature an evening of in-house talent and summertime fun.

Members of the Westminster-Canterbury resident community staff and their families will offer an array of musical offerings.

Lady and the Lady Bugs will kick off the show with a new take on an old nursery rhyme, then morph into a Buddy Holly adaptation. A

voice from the kitchen will entertain with original compositions and a new stringed instrument. The community's therapeutic dimension will find classical expression. The Sisters Z and Bro will offer astringent harmonies, while the head of a small department, with her brother and a friend, will dish out delightful tunes.

The night shift is also likely to burst forth in song.

Admission for this special concert will be \$5 at the door. The entire concert proceeds will benefit the employee's emergency fund.

Kids get in free. The concert begins at 7:30 p.m. The public is warmly welcomed.

Parking is free.

The bistro's September concert will return to more serious music with a program of all Russian romantic music performed by distinguished member of the Shenandoah University music faculty.

The Bistro Concert Series is sponsored by BB&T.

Westminster-Canterbury is in northwest Winchester off North Frederick Pike (U.S. 522) just southeast of Va. 37. Follow signs to the main entrance.

For more information, phone 540-665-0156 or visit www.org/mbtrconcerts

Open house to give hands-on presentation of food crops

Star staff report

WINCHESTER — Virginia Tech's Alton H. Smith, Jr., Agricultural Research and Extension Center will hold an open house for those interested in learning about the center's research projects and outreach efforts through hands-on activities.

The public open house will run from 11:55 p.m. Saturday, rain or shine, at 595 Laurel Grove Road in Winchester.

The faculty, staff and students at the center and the Virginia Cooperative Extension's Frederick County Office will be hosting the event, which will provide cold drinks and locally made desserts.

"We are opening up our Virginia Tech facilities so that the public can learn more about the research that we do for Virginia's fruit producers," said Greg Pecica, assistant professor of horticulture at Virginia

Tech, in an email Wednesday.

"Our scientists and students will be providing demonstrations of our work, as well as be available to answer questions about apples, peaches, cherries, and grapes. We want people to learn about the importance of agricultural research, as well as to learn something about how food is grown."

The event will feature indoor hands-on demonstrations, including:

- DNA extraction made easy: How to extract plant DNA using household items.
- Apple harvest maturity: when are the apples ready to pick?
- Hands-on microscopy: who is causing damage to my grapevines?
- Show-and-tell displays of apple disease and insect damage.

There will also be 16 posters highlighting the research programs in fruit

production, and visitors can meet the scientists that work at the center.

Opening comments will start at 1 p.m. and be by Tory Wolf, director of the center and Andy Jefferson, associate director of the Virginia Agricultural Experiment Station.

Wagon tours of the research plots will leave from the barn at 2 and 3:30 p.m. Each tour will last about one hour.

The Virginia Tech laboratory serves Virginia's commercial fruit and horticultural food crops industries through research, educational programs, development of sustainable production systems and technologies.

For more information, contact Debra Marble at 540-869-2560 or dmarble@vt.edu.

To learn more about current research and information on tree fruit and grapes, visit arec.research.vt.edu/ahs-hb.html.

GOREN ON BRIDGE

WITH BOB JONES
East-West vulnerable. West dual.
UNLIKELY DUCK

NORTH
♠ 04
♥ A7T3
♦ 1074
♣ 1074

WEST EAST
♠ 10763 ♠ 10763
♥ 10763 ♥ 10763
♦ 10763 ♦ 10763
♣ 10763 ♣ 10763

SOUTH
♠ K5
♥ 86
♦ A75
♣ AK9855

The bidding:
WEST NORTH EAST SOUTH
1♠ Pass 2♠ 3♠
3♦ Pass 4♦ Pass
Opening lead: Ace of ♠

West continued with another spade at trick two, won by South, who led a low heart. West played the queen, losing to the board's ace. Declarer cashed the ace and king of clubs, drawing trumps, and led another low heart.

West rose with the king and shifted to the jack of diamonds, but it was too late. The fall of East's 10-nine of hearts meant that dummy's jack and the seven of hearts provided parking places for both of declarer's low diamonds.

West could have ducked this contract a couple of different ways. A shift to the jack of diamonds at trick two would have done the job. Declarer would have to judge well, ducking the first diamond and winning the second, to hold his losers to three tricks. The diamond shift is far from obvious and few would find it.

West could also have ducked the second round of hearts, allowing dummy to win the jack.

DEAR ABBY: I'm not much of a drinker. I have nothing against drinking or those who do. I just do not like the taste of alcohol. Worse, I have a very low tolerance for it. After only half a glass of wine, I become so sleepy I can barely keep my eyes open. It makes me feel physically awful.

My husband takes offense to the fact that I don't want to drink. When we're out with friends, he'll have four or five beers and pressure me to the point of embarrassment until I finally give in and order a glass of wine. I then spend the rest of the evening feeling terrible. When we get home, he'll want to be intimate, but I just want to go to sleep, which aggravates him further.

I have tried for several years to discuss this, but he can't explain why he does it. What can I do?

JUST WATER, PLEASE

DEAR JUST WATER: Your husband is a drinker. He may be self-conscious about the amount he imbibes and feels less so if he has a drinking buddy (that's you), willing or not. To say the least, his behavior is inconsiderate.

When someone is involved with a problem drinker, the place to start looking for answers is Al-Anon. To find a meeting close to you, go online to al-anon.org.

DEAR ABBY: My best friend, "Cecily," has just come out to me as being a lesbian. We are both 15. I have tried my best to make her feel accepted and con-

fortable. But whenever she wants something from me and I refuse, she says I'm "treating her badly because she's gay." When I finally confronted her about it, she went to her mother and said I was bullying her because of her being gay.

Other than this, Cecily has been a great friend. Al-Anon, I have tried everything. What do I do?

WAT OUT OF HAND IN

NEW YORK
DEAR WAY OUT OF HAND: Cecily may react this way because she's newly out and hypersensitive to being discriminated against for being gay. Consider asking your mother to talk to Cecily's mother and explain that you're not homophobic but feel her daughter is being manipulative. If the woman hears it from another adult, she may talk to her daughter about it.

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September 30, 2014, Tuesday
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FRIDAY, AUGUST 15th - 5 P.M.
7 p.m. Bluegrass music by "Lonesome Highway"
Games, Sandwiches, Soup & Ice Cream
SATURDAY, AUGUST 16th
Diners Beginning at 3:30 p.m.
Country Ham Or Chicken
Games, Sandwiches, Soup & Ice Cream
Auction
Saturday - 6:00 p.m.
Ad Compliments of Budget Upholstery

20 UNIQUE CRAFT BEERS
15 INTERNATIONAL & DOMESTIC WINES
SEPT. 5, 5-11PM SEPT. 6, 12-8 PM

DOWNTOWN TAILGATE

4 TAILGATE ZONES AIRING GAMES & CORNHOLE TOURNAMENT

FRIDAY SATURDAY
5:00-11:00 PM 12:00-8:00 PM

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Local Peaches, Sweet Corn, Ginger Gold Apples, Plums, Tomatoes, & other Fresh Produce.
Fresh-Made Fudge, Hand-Dipped Ice Cream, Fresh-Baked Pies, Cakes, Breads and Our Famous Apple Cider Donuts
Assorted Jams and Jellies & Pieces of Other Fruit Wines
Pick your own Peaches, Ginger Gold Apples, Red Raspberries & Blackberries
Food by Blue Ridge Bar-B-Q-Co.

Wine Tasting Saturday, Aug. 16, 9-4

3035 Cedar Creek Grade
Winchester, VA
540-662-1980

Directions: 2-41 on Rt. 220. Take Route 220 to 3035, 1 mile on Operation north, turn left on Route 220, 1/2 mile to Operation. Left across bridge, 1/2 mile on left.

THE BUTCHER STATION

Taste Your Community Eat Local

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Creekside Station
Winchester, VA 22601
thebutcherstation.com

540.662.2433

COLORADO



Students protest against a Jefferson County School Board proposal to emphasize patriotism and downplay civil unrest in the teaching of U.S. history, on Monday in front of Jefferson High School in Edgewater, Colo.

Protests roil swing-state politics

By NICHOLAS RICCARDI The Associated Press

DENVER — The protests over a Colorado school district's proposal to promote patriotism and deemphasize civil disobedience in American history classes have found their way into the state's marquee midterm election races, injecting a volatile issue two weeks before early voting ballots land in mailboxes across the state.

Statewide contests in Colorado are won and lost in the vast Denver suburbs, and partisans on each side bipe the heightening passions rebound to help their team in November. Colorado is the site of a top-tier gubernatorial contest and a neck-and-neck Senate race that could help determine which party controls that chamber.

The demonstrations broke out more than a week ago. A conservative bloc of three new members was elected to the school board last year, and they instantly became the majority, pushing out the district's veteran superintendent and clashing with its teachers union and parent-teacher association.

Trial in killing over loud music coming to close

By DEREK KINNER The Associated Press

JACKSONVILLE, Fla. — Michael Dunn was shouting to kill, not decapitating himself, when he fired at 17-year-old Jordan Davis after the two had an argument over loud music outside a Jacksonville convenience store, prosecutors said during closing arguments on Tuesday in the second trial in the case.

from the judge Wednesday morning, and then will begin deliberations. Prosecutors say Dunn killed Davis, of Marietta, Georgia, when he fired 10 times into an SUV carrying four teenagers. Dunn was convicted of three counts of attempted second-degree murder in February and already faces at least 60 years in prison. The jury in the first trial deadlocked on the first-degree murder count. Dunn's attorney, Wafia Hanania, told jurors that Dunn felt threatened, whether it was a real threat or not. She said he broke no laws, and acted in self-defense. She said the law is specific, and Dunn thought Davis had a shotgun. Jurors will hear instructions

Boston bombing suspects' sister faces New York judge

By COLLEEN LONG The Associated Press

NEW YORK — A sister of the Boston Marathon bombing suspects was led away in handcuffs Tuesday after a brief court appearance on allegations she threatened to "put a bomb" on a perceived romantic rival. Ailina Tsarnaeva, 24, of North Bergen, N.J., was held on aggravated harassment charges. She is accused of threatening a woman who previously had a romantic relationship with her husband. "Leave my man alone," she said in a phone call on Aug. 25,

according to the criminal complaint. "Stop looking for him. I have people. I know people that can put a bomb where you live." Manhattan Assistant District Attorney Jennifer Abreu said Tsarnaeva was apparently referencing her brothers, Dzhokhar and Tamerlan Tsarnaev, who had been the subjects of an intense manhunt in the Boston area in the days after the deadly April 2013 marathon bombing. Tamerlan Tsarnaev died following a gunbattle with police, and Dzhokhar Tsarnaev was captured.

Advertisement for Old Town Winchester Oktoberfest. Features Gateway Funding, Old Town Winchester Oktoberfest logo, and text: "October 17 (5-11) & 18 (12-8) Bavarian & Oktoberfest Inspired. Beers, European Wines, Food, Dance, Street Performers, Music. NEW THIS YEAR! Additional Beer & Wine Stations! Brat Haus inspired Tents and Seating! FOR TICKETS VISIT WWW.OLDTOWNWINCHESTERVA.COM"

Advertisement for Incredible Flying Objects. Text: "111 N Loudoun Street Winchester, VA 22601. DISC GOLF, KITES, TOYS, GAMES, DARTS, MAGIC, NOVELTIES. WE'RE ALL ABOUT FUN! 540-678-9993"

Advertisement for Violino Ristorante Italiano. Text: "181 N. Loudoun Street Winchester, VA 22601. CREATIVE CONTEMPORARY CUISINE. Presents to you the tradition and culture of the Italian Cuisine artistically prepared by Chef Franco, Riccardo, Marcello and Raffaella Stocco."

Advertisement for Murphy Beverage Co. Text: "187 N. Loudoun St. Old Town Winchester 540-723-9719. Since 1997 www.murphybeverage.com. Oct 3rd 1st Friday Wine Tasting with Virginia Imports from 5p-9p. Oct 10th 2nd Friday Beer Tasting with Hop & Wine from 5p-9p. Friday, Oct. 24th An Uber Tasting @ Dandelions, 15 wines and light fare. So many wines it's scary! BOO! It's a great time to stock up for the holidays. Mark your calendar! All tastings are free and you receive 10% off wines sampled."

Advertisement for Murphy Beverage Co. celebrating 10 years in business. Text: "CELEBRATING 10 YEARS IN BUSINESS. CUSTOMER APPRECIATION Sale. Receive 20% OFF Entire Purchase Wednesday, Oct. 1 - Sunday, Oct. 5. New Arrivals from Palau Handbags, Vera Bradley, Jap Jeans, Gornelli Jewelry & So Much More. Thank you for your continued support! 28 W. Piccadilly St. Winchester 540-722-2669 www.simplyclarming.com. HOURS: Mon-Fri 10-6pm, Sat 10-5pm, Sun 12 noon - 4pm, Open until 8 for First Friday."

Advertisement for Stylish Seconds. Text: "17 E. Gerrard St., Winchester 540-662-6270. Tues - Fri 10-6, Sat 10-4 www.StylishSecondsWinchester.com. SECRET SALE Friday - Saturday October 17 - 18. Look Better, Feel Better, Be Better."

Advertisement for Violino Ristorante Italiano. Text: "181 N. Loudoun Street Winchester, VA 22601. Gift Cards Available. Reservations Recommended. 540-667-8006."

Advertisement for Hair Connections. Text: "Looking Good Coming and Going. Appointments Available for '20 wash and sets. Shop - 540-773-3381. 109 S. Kent St., Winchester, VA 22601 540-247-6873 - www.hairconnections.net"

Advertisement for The Winchester Star. Text: "If your business is located Downtown Winchester, this could be your advertising position. Call your Winchester Star Sales Representative for more information. Next Old Town Deadline is Wednesday, October 22. The Winchester Star 2 N. Kent Street, Winchester, VA 22601 540-667-3200"

Advertisement for Piccadilly's Public House & Restaurant. Text: "Hook a Great Dinner Deal! Every Wednesday Crab Leg Special 1/2 lb. or 1 lb. For more information call 540-535-1899 picadillyspubhouse.com"

STAGE SCHEDULE

- 11-11:45→Peter McCory One Man
Band
- 12-12:45→Gary the Frisbee Guy
- 1:00-1:30→Selah Theater Project
- 1:30-2:00→Mister Chandler
- 2:00-2:30→Jerry the Jester
- 2:30-3:00→Winchester Academy
Dancers
- 3:00-3:15→Shenandoah Conservatory
Arts Academy
- 3:15-3:45→Rhythm Studios
- 3:45-4:15→Mister Chandler

ADDITIONAL ACTIVITIES

- Fort Loudoun Day (10:00-1:00)
- ½ Price to Discovery Museum
- Winchester Book Gallery-Book Readings (10 am, 2 pm, 4 pm)
- Preservation of Historic Winchester Church Tours

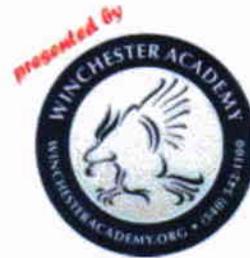
PUBLIC RESTROOMS

- Shenandoah University
Feltner Parking Lot
(Center of Old Town)
- Splash Pad Parking Lot
- Old Courthouse/Rouss Ave
- Welcome Center
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Non-Emergency Police

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For more information visit,
OldTownWinchesterVA.com



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ORGANIZATIONS AND ACTIVITIES

Cork Street

- Independent School of Winchester (Interactive educational activity)
- Shenandoah Discovery Museum (Various educational activities)
- NAACP Youth (Educational activities)
- Big Brother Big Sister (Sport/football activities)
- Tiger Den (Martial Arts Demo)
- Museum of Shenandoah Valley (Art and Kids activities)
- East Coast Gymnastics (Gymnastic demo)
- Child Advocacy Center (Create Birdfeeders)
- Children of America (Educational activity)
- 4H Farm Bureau (Animal education)
- 97.5 WLTF Radio (Prize wheel and giveaway)
- Youth Development Center (Sport and educational activity)
- Winchester Academy (Face painting)
- Unique Hoops (Fundraiser)
- Worldwide Cruise (Disney Destination)
- Handley Softball and Baseball (Pitching and Hitting Clinic)
- Fellowship Bible Church (Kids activities)
- Winchester Storm (Basketball experience)
- Menchie's (Kids prizes, giveaways)
- Winchester Academy (Photo booth)
- Home depot (Wood Working Craft)
- DeNails (Finger nail painting)
- Posh Pets (Pet educational, adoption)
- Super Splashers (Swim education)



South Loudoun Street (The Walking Mall)

Boscawen Street

Piccadilly Street

- Winchester Book Gallery
- French and Indian War (Historical Education Booth)
- Virginia National Bank & Stutzman (Balloon artist)
- Handley Regional Library (Storytelling and reading)
- Mountain Laurel Montessori School (Face painting)
- Winchester Montessori School (Educational activity)
- The Laurel Center (Face Painting)
- Pre- K Learn and Play (Art and craft activities)
- Shenandoah Conservatory Arts Academy (Dance and music lessons)
- Go Blue Ridge Travel (Travel safety and interactive activity)
- Kids First Swim Schools (Swim Education)
- Winchester City Police (finger printing, safety exhibit, coloring activity)
- FCMS destination imagination (Fundraiser)
- Press Start Video Games (video educational and characters)
- Sprint Touchtel (Photo booth)
- Sacred Heart Elementary (Kids Karaoke and craft activities)
- Winchester Parks and Rec (Bubble van and obstacle course)
- Competitive Edge (Gymnastic demo)
- My Son's Kettle Corn (Kettle corn and food)
- Winchester academy (Fun trivia questions)
- Polka Dot Pot (Painting pots and crafts)
- Winchester academy (Obstacle course)
- Monkey Joes (Inflatable slide and games)



North Loudoun Street (The Walking Mall)

Boscawen Street

WHAT IS FRIDAY NIGHT LIVE?

Friday Night Live is the perfect opportunity to come down and explore all Old Town Winchester has to offer! Grab a bite to eat at one of the 30 different dining options or check out a great shop that you haven't been to before. Listen to live music, play games, and grab a drink at the Splash Pad Parking Lot. Drink proceeds benefit Big Brothers Big Sisters! Enjoy FREE entertainment up and down the walking mall with acoustic musicians, street performers, interactive exhibits and more! Support local artisans by checking out two different art markets, Shenandoah Arts Council and Winchester Art Market.

Friday Night Live is Winchester's BLOCK PARTY!
Join us again for FNL on July 18th & August 15th!

STAGE SCHEDULE

- 5:00 SPLASH PAD LOT OPENS
- 5:30 STABLE ROOTS
- 7:15 BEST BEACH OUTFIT CONTEST
- 7:30 PARROT BEACH
- 11:00 SPLASH PAD LOT CLOSES

PUBLIC RESTROOMS

SPLASH PAD PARKING LOT &
ROUSS AVENUE

NON-EMERGENCY POLICE #
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SAVE THE DATE!

JULY 3

Edward Jones
MAKING SENSE OF INVESTING



EVENT PRODUCTION



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MUSIC • FOOD • DRINK

BROUGHT TO YOU BY:



LIVE MUSIC BY:



(7:30)



(5:30)

JUNE 20, 2014
5PM - 11PM

FOR MORE INFORMATION:

WWW.OLDTOWNWINCHESTERVA.COM

FRIDAY NIGHT LIVE

Cork Street

Abundant Life Creative
(acoustic musicians)

Body Renew Fitness
(games/activities)



Little Italy
(Italian ice)

Big Brothers Big Sisters
(football toss)

Old Town General Store
(AmazEngraved-engravings)

Friday Night Live Booth
(tickets/information)

John B. Hayes Tobacconist
(cigars)

92.5 WINC FM
(prizes)

Jim Stutzman
Chevrolet-Cadillac Co.
(Chevy experience/prizes)

Photo Booth
(free photos)

Posh Pets
(pet adoption/Dakota's Dream)



South Loudoun Street (The Walking Mall)



Shenandoah Arts Council
(art market)



LIVE MUSIC VENUE



Winchester Community
Federal Credit Union
(games/prizes)

Q102-Clear Channel
(prizes)



Boscawen Street



Derby Dog
(hot dog vendor)

Jonathan Ford
(magician)



Tailgate Giant
(games/activities)

Blues House
(tickets for blues festival)

Jess the Psychic
(street entertainer)

Winchester Art Market
(art market)

Mike Long
(acoustic musician)

Joe Spivey
(live art)

North Loudoun Street (The Walking Mall)



Bright Box Theater
(live music:
Holy Ghost Tent Revival)



IFO
(Gary Auerbach-Frisbee Guy)



Wayne Snow
(acoustic musician)



Sunrise Project
(street performer)

Boscawen Street

Piccadilly Street



Big Brothers Big Sisters
of Winchester, Frederick
& Clarke Counties



CONSTRUCTION SERVICES, INC.



WHILE YOU'RE HERE...

While you are in Old Town remember to visit our local businesses! Happening today and tomorrow is **Winchester Days**, a unique sidewalk sale that is a tradition in Old Town! Browse unique shops and find that one of kind item you've been looking for!

Businesses participating in Winchester Days are labeled in **red font** on the inside map.

WHAT IS FRIDAY NIGHT LIVE?

Friday Night Live is the perfect opportunity to come down and explore all Old Town Winchester has to offer! Grab a bite to eat at one of the 30 different dining options or check out a great shop that you haven't been to before. Listen to live music, play games, and grab a drink at the Splash Pad Parking Lot. Drink proceeds benefit Big Brothers Big Sisters! Enjoy **FREE** entertainment up and down the walking mall!

Friday Night Live is Winchester's **BLOCK PARTY!** Join us again for FNL on August 15th!

PUBLIC INFORMATION

**RESTROOMS:
SPLASH PAD PARKING LOT**

**NON-EMERGENCY POLICE #
540-662-4131**

SAVE THE DATE!

JULY 27

PRESENTED BY

OLD TOWN
SUNDAY
CELEBRATE!

Jazz



UNITED BANK

EVENT PRODUCTION

Full Circle Marketing



**Winchester Community
FEDERAL CREDIT UNION**

FRIDAY NIGHT LIVE

MUSIC • FOOD • DRINK

BROUGHT TO YOU BY:

EST. 1752

Old Town

Greatness Begins Here.

=WINCHESTER=

LIVE ENTERTAINMENT BY:

**THE ROBBIE
LIMON BAND**

(7:30)

MARIO ORSINI
ILLUSIONIST

(7:00)

**PUSH TO
START**

(5:30)

**JULY 18, 2014
5PM - 11PM**

FOR MORE INFORMATION:

WWW.OLDTOWNWINCHESTERVA.COM

FRIDAY NIGHT LIVE

KEY: ■ Friday Night LIVE ■ Winchester Days ■ Street Entertainment ■ Art Market

Cork Street

- Colonial Wig Shop**
(Loudoun St.)
- Abundant Life Creative**
(acoustic musicians)
- Shenandoah Arts Council**
- Mawuya Drummers**
(kids activity)
- Big Brothers Big Sisters**
(football toss)
- Old Town General Store**
- Q102 - Clear Channel**
(prizes)
- Once Upon a Find**
- Jim Stutzman Chevrolet-Cadillac Co.**
(Chevy experience)
- Photo Booth**
(free photos)
- Posh Pets**

S. Loudoun St. Walking Mall

- Body Renew Fitness**
(games/activities)
- Tailgate Giant**
(games/activities)



MAIN STAGE

5:30 - Push to Start
7:00 - Mario Orsini
7:30 - The Robbie Limon Band

(beer & wine garden)
(social games)

Winchester Community Federal Credit Union
(games/prizes)

92.5 WINC FM
(prizes)

Boscawen Street

Boscawen Street

- Chris Campbell**
(chess activity)
- Harrison's Fresh Fruit**
(fruit stand)
- Old Court House Civil War Museum**
- Bluemont Summer Concert Series**
(\$ music: Circa Blue)
- Abija Blue**
- Richard's Jewelers**
- Tin Top**
- Susie the Clown**
(balloonist)
- Winchester Art Market**
- Handworks Gallery**
- Phil**
(acoustic musician)
- Joe Spivey & Jenna Graves**
(artisans)

N. Loudoun St. Walking Mall

Knit 1 Purl 2 Valley Flag
(Boscawen St.)

Polka Dot Pot

4 of Hearts Illusions
(magician)

Bright Box Theater
(\$ music: Intimate Evening Series)

Eugene B. Smith Gallery & Custom Framing Studio



Wayne Snow
(acoustic musician)

Old Town Stained Glass Studio

Espresso Bar & Cafe

Murphy Beverage Company

Sunrise Project
(street performers)

Winchester Book Gallery

Piccadilly Street

ALL THE HITS
KISS
98.3

WHILE YOU'RE HERE...

BE SURE TO VISIT OUR LOCAL BUSINESSES! MANY WILL BE OPEN DURING THE EVENT.

DOWNLOAD THE APP!

OLD TOWN WINCHESTER IS EXCITED TO HAVE THEIR OWN APP! VISIT THE GOOGLE PLAY STORE OR THE APP STORE TO DOWNLOAD IT NOW!



PUBLIC INFORMATION

RESTROOMS:

SPLASH PAD PARKING LOT

NON-EMERGENCY POLICE #
540-662-4131

PLEASE NOTE BRADDOCK STREET GARAGE IS CLOSED

SAVE THE DATE!

SEPTEMBER 5 & 6



PRESENTED BY



Winchester Community
FEDERAL CREDIT UNION

FRIDAY NIGHT

MUSIC • FOOD • DRINK

BROUGHT TO YOU BY:



LIVE ENTERTAINMENT BY:



(7:30)



(5:30)

AUGUST 15, 2014
5PM - 11PM

FOR MORE INFORMATION:

WWW.OLDTOWNWINCHESTERVA.COM

FRIDAY NIGHT LIVE

KEY: ■ Friday Night LIVE ■ Street Entertainment

■ Art Market

Cork Street

Abundant Life Creative
(acoustic musicians)

Shenandoah Arts Council

Stir Krazy
(kettle corn)

Big Brothers Big Sisters
(football toss)

Old Town General Store
(engravings)

Q102 - Clear Channel
(prizes)

Once Upon a Find

92.5 WINC FM
(prizes)

Jim Stutzman Chevrolet-Cadillac Co.
(Chevy experience)

Photo Booth
(free photos)

Posh Pets
(Dakota's Dream)

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Tailgate Giant
(games/activities)



MAIN STAGE

5:30 - Colton Pack
7:30 - Route 64

(beer & wine garden)
(social games)

F.R.O.G.
(fundraiser)

Winchester Community Federal Credit Union
(games/prizes)

Total Image & Workingman's Store
(prize wheel/display)

V.F.W.
(balloon art)

Boscawen Street

Boscawen Street

Phil Tinsman
(acoustic musician)

Cliff Campbell
(chess activity)

Harrison's Fresh Fruit
(fruit stand)

Bluemoon Summer Concert Series
(\$ blues music:
Hard Swimmin' Fish)

Main Street Ag Day
(Information Booth)

Little Italy
(Italian ice)

Winchester Art Market

Mr. Z
(stilt walker)

Joe Spivey
(artisans)

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4 of Hearts Illusions
(magician)

Bright Box Theater
(7:00 p.m., free music:
Blueheart Revival & Lauren Calve,
+ Legend Brewing Tap Takeover)

Patrick Farris
(guided walking tours
happening 6:00 & 7:15)

The Potomac Bead Company
(jewelry making:
wine and bead night)

Wayne Snow
(acoustic musician)

Mikey J.
(caricature artist)

Dancing Dog
(product display)

Mike Long
(acoustic musician)



Piccadilly Street



Big Brothers Big Sisters
of Winchester, Frederick
& Clarke Counties



Total Image & Workingman's Store





EST. 1752

Old Town

Greatness Begins Here.
=WINCHESTER=

PUBLIC INFORMATION

PRICING:

\$5 FOR 3 ADDITIONAL TASTING TICKETS
\$5 FOR GLASS OF BEER/WINE

NO ID=NO DRINKING

LAST CALL: (FRI)-10:30 (SAT)-7:30

RESTROOMS:

ROUSS AVE & NEAR THE STAGE

NON-EMERGENCY POLICE # 540-662-4131

WHILE YOU'RE HERE...

BE SURE TO VISIT OUR LOCAL
BUSINESSES! MANY WILL BE OPEN DURING
THE EVENT.

DOWNLOAD THE APP!



OLD TOWN WINCHESTER APP!

PROCEEDS BENEFIT



Big Brothers Big Sisters
of Winchester, Frederick,
& Cornea Counties

Big Brothers Big Sisters
actively matches adult
volunteers with children facing
adversity.

Children in these mentoring relationships report
having higher aspirations, greater confidence and
better relationships. They're better equipped to avoid
risky behaviors and do better in school!

LEARN HOW TO BE A BIG
540-662-1043

BEER AND WINE LIST

COURTHOUSE SIDE

BEER

DEVIL'S BACK BONE
Striped Bass Pale Ale (5.2%)
Golden Leaf Lager (4.5%)
Vienna Lager (4.9%)
Schwartz Bier (5.1%)

3 BROTHERS

Hoptimization IPA (7.1%)
Virginia Dark Ale (7.9%)

SWEET WATER

420 Extra Pale Ale (5.4%)
420 IPA (6.9%)

TROEGS

Perpetual IPA (7.5%)
DreamWeaver Wheat (4.8%)

LAUGHING DOG

Doggzilla Black IPA (6.4%)

OLD DOMINION

Oak Barrel Stout (6%)
Octoberfest (5.8%)

FORDHAM BREWING

Spiced Harvest Ale (6.6%)
Gypsy Lager (5%)

WINE

CHILEAN

San Elias Chardonnay (13.5%)
Crucero Sauvignon Blanc (13%)
Siegel Special Cabernet (14%)
Siegel 1234 Red Blend (14%)

AMERICAN

St. James Velvet Red (10%)
Bucatini Zinfandel Blend (13.5%)
Ca' Momi Bianco di Napa (13.5%)
Ca' Momi Rosso di Napa (13.5%)

PARKING LOT SIDE

BEER

GOOSE ISLAND
312 Urban Wheat (4.2%)
312 Urban Pale (4.5%)
Honker's Ale (4.3%)
Harvest Ale (5.7%)

HEAVY SEAS

Loose Cannon Hop3 (7.2%)
Peg Leg Imperial Stout (8%)
Cutlass Amber Lager (5.4%)
Gold Ale (4.5%)

SAUCONY CREEK

North Ramp Stout (5.5%)

SELKIRK ABBEY

Infidel Belgian IPA (8.2%)

WIDMER BROTHERS

Okto Festival Ale (5.2%)

SHOCK TOP

Pumpkin Wheat (5.2%)

ANHEUSER-BUSCH

Bud Light (4.2%)
*Johnny Appleseed Hard
Apple Cider (5.5%)*

WINE

AUSTRALIAN

Milton Park Shiraz (14.5%)
Thorn Clark Brut Reserve (12.5%)
Mt. Crawford Pinot Grigio (13.5%)
Rubus Shiraz Barossa (14.9%)

SOUTH AFRICAN

The Royal Chenin Blanc (13%)
Riebeck Pinotage (14%)
Riebeck Cape Rose (13%)
Riebeck Cape Ruby (19.5%)

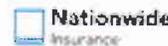
MUSIC SCHEDULE

Friday

5:30-7:30 Buggy Cline & the
Blue Devils
7:30-10:30 Alex Hilton Band

Saturday

12:30-3:30 Crosswinds
4:00-7:30 Souled Out



Chad H. Lewis Insurance Agency

KIDS SPORTS ZONE

Happening on Saturday!

Featuring inflatables, sports related
activities & an obstacle course!

Located on the
Splash Pad Parking Lot.

CORNHOLE TOURNAMENT



\$10 - Per Team
Friday - 6:30
Saturday - 2:00 & 5:00

MUSIC **Old Town** FOOD
OCTOBEER



=FEST=



PUBLIC INFORMATION

NO ID=NO DRINKING

LAST CALL: (FRI)-10:30 (SAT)-7:30

RESTROOMS:

ROUSS AVE & NEAR THE STAGE

NON-EMERGENCY POLICE # 540-662-4131

WHILE YOU'RE HERE...

Be sure to visit our local businesses! Many will be open during the event.

PROCEEDS BENEFIT



Big Brothers Big Sisters
of Winchester, Frederick
& Clarke Counties

Big Brothers Big Sisters actively matches adult volunteers with children facing adversity.

Children in these mentoring relationships report having higher aspirations, greater confidence and better relationships. They're better equipped to avoid risky behaviors and do better in school!

LEARN HOW TO BE A BIG
540-662-1043

EDELWEISS BAND

Friday & Saturday
Bavarian biergarten
oompah music courtesy
of:



Integrity Staffing Services

VIP EXPERIENCE

Winner of our VIP experience, along with 11 family & friends will enjoy a luxury limo ride courtesy of:



Apple Blossom Mall
&
Kernstown Commons



BEER AND WINE LIST

COURTHOUSE SIDE

Hard Cider Tent

BOLD ROCK CIDERY

Virginia Apple (4.7%)
Virginia Draft (4.7%)

STELLA ARTOIS

Cidre (4.5%)

ANHEUSER-BUSCH

Johnny Apple Seed Hard
Apple Cider (5.5%)

Beer Tent 1

DEVIL'S BACK BONE

Vienna Lager (4.9%)
Schwartz Bier (5.1%)

STAR HILL

Whiter Shade of Pale (7%)
Monticello Reserve Ale (5.5%)

Beer Tent 2

DOMINION

Oak Barrel Stout (6.1%)
Cherry Blossom Lager (5.2%)

FORDHAM

Spiced Harvest (6.6%)
Gypsy Lager (5%)

Beer Tent 3

LAUGHING DOG

Peach De Achtste Hond (7.2%)

RJ ROCKER

Gruntled Pumpkin Ale (7%)

SAUCONY CREEK

Hexerei White Magic Witbier
(5%)

Wine Tent 1

AUSTRIA/GERMANY

Hugl Gruner (13.5%)
Matheu Piesport Riesling (9%)
Hugl Zweigelt (13%)
Bastgen Kabinett Riesling
(8.5%)

Wine Tent 2

ITALY

Bug Juice Moscato d'Asti (7%)
Velleite Orviet Amabile (12.5%)
Resonata Nero d'Avola (13%)
Busi Chianti (13.5%)

PARKING LOT SIDE

Beer Tent 4

PAULANER

Hefe-Weissbier (5.5%)
Oktoberfest Märzen (5.8%)
Munich Lager (4.9%)

Beer Tent 5

FORT COLLINS

Chocolate Stout (5.3%)
Rocky Mountain IPA (6.2%)

LANCASTER

Kölsch (4.8%)
Milk Stout (5.3%)

Beer Tent 6

KONA

Castaway IPA (6%)

REDHOOK

Pumpkin Porter (5.8%)

WIDMER

Okto Festival Ale (5.3%)
Upheaval (7%)

Beer Tent 7

SHOCK TOP

Spiced Banana Wheat (5.5%)

ANHEUSER-BUSCH

Bud Light (4.2%)
Michelob Ultra (4.2%)

GOOSE ISLAND

312 Urban Wheat (4.2%)

Wine Tent 3

FRANCE

Carod Clairette de Die Muscato
(7.5%)
Le Jade Chardonnay-Viognier
(12.5%)
Cols des Vents Corrbiers
(13.5%)
Segries Cotes du Rhone (14%)

Wine Tent 4

SPAIN

Bornos Verdejo (13.5%)
Patricia Cream Sherry (16%)
Burgo Viejo Crianza (13.5%)
Torre Castillo Jumilla (13.5%)

BAVARIAN DANCERS

Saturday

Group of Bavarian dancers
courtesy of:



ACCORDIONIST

Friday & Saturday

Strolling accordionist
courtesy of :



Greatness
Begins Here

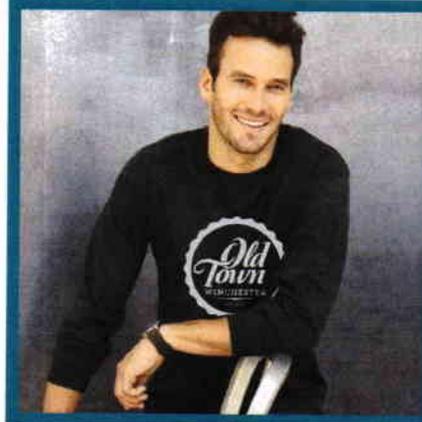
*Old
Town*
WINCHESTER

QUALITY
APPAREL WITH SCREEN PRINT DETAIL



5.3-ounce, 100% cotton
Seamless double-needle 7/8" collar
Double-needle sleeves and hem
Taped neck and shoulders
Adult/Unisex style and sizes

**GILDAN® - HEAVY COTTON™
100% COTTON T-SHIRT**



**GILDAN® - ULTRA COTTON®
100% COTTON LONG SLEEVE T-SHIRT**

6-ounce, 100% cotton
Double-needle neck and hem
Taped neck and shoulders
Rib knit cuffs
Adult/Unisex style and sizes

CONTACT SIGNET SCREEN PRINTING & EMBROIDERY TO ORDER.
540-665-9651 - SALES@SIGNETSCREEN.COM



Greatness
Begins Here

**Old
Town**
WINCHESTER

QUALITY

APPAREL WITH EMBROIDERY DETAIL



7.5-ounce, 100% polyester microfleece
100% polyester tricot pockets
Non-zippered front pockets
Open cuffs and hem
Ladies style and sizes available

PORT AUTHORITY® MICROFLEECE JACKET



PORT AUTHORITY® SILK TOUCH™ POLO

5-ounce, 65/35 poly/cotton pique
Flat knit collar and cuffs
Metal buttons with dyed-to-match plastic rims
Double-needle armhole seams and hem
Side vents
Ladies style and sizes available.

CONTACT SIGNET SCREEN PRINTING & EMBROIDERY TO ORDER.
540-665-9651 - SALES@SIGNETSCREEN.COM



Greatness
Begins Here

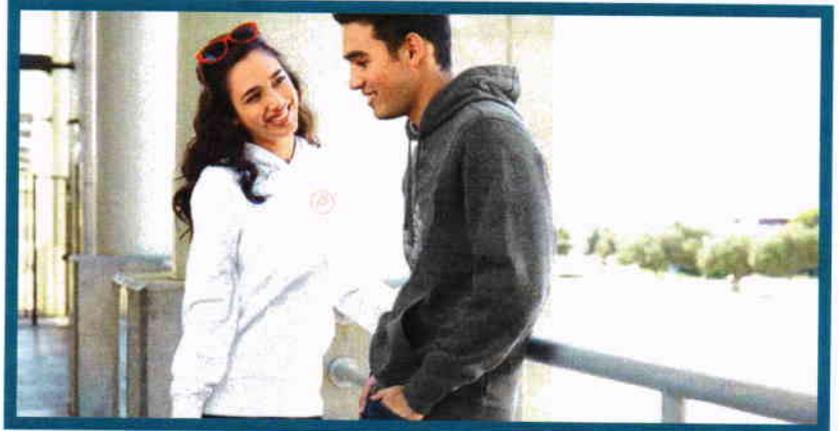
**Old
Town**
WINCHESTER

QUALITY
APPAREL WITH EMBROIDERY DETAIL



100% garment-washed cotton twill
6-panel, unstructured, low-profile
Tuck-away leather back strap
Cool-Crown™ mesh lining
Four rows of stitching on bill

**ADAMS 6-PANEL LOW-PROFILE
WASHED PIGMENT-DYED CAP**



**SPORT-TEK® LADIES PULLOVER
HOODED SWEATSHIRT**

9-ounce, 65/35 ring spun combed cotton/poly fleece
Twill-taped neck
Dyed-to-match drawcord
2x2 rib knit cuffs and hem
Fully coverseamed
Set-in sleeves
Front pouch pocket
Mens style and sizes available.

CONTACT SIGNET SCREEN PRINTING & EMBROIDERY TO ORDER.
540-665-9651 - SALES@SIGNETSCREEN.COM



Old Town Winchester Apparel

					Your	Suggested	Order
	<u>Item Num.</u>	<u>Description</u>	<u>Color</u>	<u>Quantity</u>	<u>Unit Price</u>	<u>Retail Price</u>	<u>Quantity</u>
1	F223	Port Microfleece Mens Jacket - <u>E</u>		1--48	25.75	39.95	
2	F223-2X	Port Microfleece Mens Jacket - <u>E</u>		1--48	27.15	39.95	
3	F223	Port Microfleece Mens Jacket - <u>E</u>		49--72	24.45	36.95	
4	F223-2X	Port Microfleece Mens Jacket - <u>E</u>		49--72	25.85	36.95	
5	L223	Port Microfleece Ladies Jacket - <u>E</u>		1--48	25.75	39.95	
6	L223-2X	Port Microfleece Ladies Jacket - <u>E</u>		1--48	27.15	39.95	
7	L223	Port Microfleece Ladies Jacket - <u>E</u>		49--72	24.45	36.95	
8	L223-2X	Port Microfleece Ladies Jacket - <u>E</u>		49--72	25.85	36.95	
9	ST254	S/T Pullover Hooded Mens Sweatshirt - <u>E</u>		1--48	29.25	45.95	
10	ST254-2X	S/T Pullover Hooded Mens Sweatshirt - <u>E</u>		1--48	30.65	45.95	
11	ST254	S/T Pullover Hooded Mens Sweatshirt - <u>E</u>		49--72	27.95	39.95	
12	ST254-2X	S/T Pullover Hooded Mens Sweatshirt - <u>E</u>		49--72	29.35	39.95	
13	LST254	S/T Pullover Hooded Ladies Sweatshirt - <u>E</u>		1--48	27.95	45.95	
14	LST254-2X	S/T Pullover Hooded Ladies Sweatshirt - <u>E</u>		1--48	30.65	45.95	
15	LST254	S/T Pullover Hooded Ladies Sweatshirt - <u>E</u>		49--72	27.95	39.95	
16	LST254-2X	S/T Pullover Hooded Ladies Sweatshirt - <u>E</u>		49--72	29.35	39.95	
17	LP101	Adams Pig'nt Dyed Low Profile Cap - <u>E</u>	Tangerine	1--24	12.45	18.95	
18	LP101	Adams Pig'nt Dyed Low Profile Cap - <u>E</u>	Poppy	25--48	12.05	17.95	
19	LP101	Adams Pig'nt Dyed Low Profile Cap - <u>E</u>	White	49--72	11.85	16.95	
20	K500	P/A Silk Touch Mens Polo - <u>E</u>		1--48	19.50	29.95	
21	K500-2X	P/A Silk Touch Mens Polo - <u>E</u>		1--48	20.90	29.95	
22	K500	P/A Silk Touch Mens Polo - <u>E</u>		49--72	18.20	27.95	
23	K500-2X	P/A Silk Touch Mens Polo - <u>E</u>		49--72	19.60	27.95	
24	L500	P/A Silk Touch Ladies Polo - <u>E</u>		1--48	19.50	29.95	
25	L500-2X	P/A Silk Touch Ladies Polo - <u>E</u>		1--48	20.90	29.95	
26	L500	P/A Silk Touch Ladies Polo - <u>E</u>		49--72	18.20	27.95	
27	L500-2X	P/A Silk Touch Ladies Polo - <u>E</u>		49--72	19.60	27.95	
28	5000	Gildan Heavy 100% Cotton T-Shirt - <u>S/P</u>		12--35	9.05	13.95	
29	5000-2X	Gildan Heavy 100% Cotton T-Shirt - <u>S/P</u>		12--35	12.05	17.95	
30	5000	Gildan Heavy 100% Cotton T-Shirt - <u>S/P</u>		36--72	8.20	12.95	
31	5000-2X	Gildan Heavy 100% Cotton T-Shirt - <u>S/P</u>		36--72	11.05	16.95	
32	2400	Gildan 100% Cotton L/S T-Shirt - <u>S/P</u>		12--35	12.85	19.95	
33	2400-2X	Gildan 100% Cotton L/S T-Shirt - <u>S/P</u>		12--35	16.95	25.95	
34	2400	Gildan 100% Cotton L/S T-Shirt - <u>S/P</u>		36--72	11.85	17.95	
35	2400-X	Gildan 100% Cotton L/S T-Shirt - <u>S/P</u>		36--72	15.75	23.95	
		NOTES:					
		<u>E</u>Indicates apparel is <u>E</u> mbroidered using the Old Town badge logo, no fill, one color, one location.					
		<u>S/P</u>Indicates apparel is <u>S</u> creen <u>P</u> rinted using the Old Town badge, one color, one location.					
		Free delievery: minium order of 12 items.					
		Turn around time: 8 - 10 business days					