

Business

The fabric of Bertie County since 1832

GRAND OPENING



THADD WHITE / Bertie Ledger-Advance

My Little Garden Market held its official ribbon cutting and opening Monday morning. The market features fresh produce and is open from 8 a.m. until 6 p.m. Monday through Saturday. The ribbon was cut by owner John Sherron. Joining him were (from left) Windsor/Bertie County Chamber

of Commerce Executive Director Lewis Hoggard, Gilliam L. Parker Jr., Roder Doughtie, Coty Langdale, Pat Demofonte and Wes Gray. The market is located on Water Street in Windsor in the location of the former Windsor Farmer's Market.

Many thanks for success

Chamber Chatter



Lewis Hoggard

Riding, boating and walking around Bertie County, one is blown away by the natural beauty that has been bestowed upon us.

Surrounded by water on three of four sides, and having a river run through the middle of the county, we are blessed with natural wonders.

Not only nature provides the beauty, but farmers provide it, especially with clary sage. With thousands of acres of clary sage in the county, our roadside vistas are second to none.

The reason that clary sage is in the county is because over 40 years ago RJ Reynolds at their research facility in Merry Hill sought to see if they could grow it. Clary Sage at that time was basically just grown around the eastern Mediterranean Sea area.

Just a few acres in the beginning to hundreds and then thousands, clary sage has become a cash crop for our farmers and area.

Avoca, Inc. is the descendant corporation that operates the plant. With over one hundred employees on site and over one hundred farmers growing close to thirty thousand acres they have a major economic impact on our community and region.

We highlight clary sage and Avoca, Inc. with the Sage Festival. Avoca, Inc. has been the primary sponsor since the festival's inception. We also receive sponsorships from Southern Bank, Vidant Bertie, East Coast Equipment. The town and county provide support to the chamber and others serve as T-shirt sponsors. These sponsorships provide about half the cost of the Sage Festival. The chamber pays for the remaining costs out of its coffers. Our budget for this event has remained around \$10,000 for all five years. We view this event as a promotion of Clary Sage and our community and something worth doing.

The weekend of the fifth annual Sage Festival faced great competition from our surrounding counties as Washington County had the Bear

Festival and expected over 10,000 attendees over three days. Hertford County hosted the 99.3 the Bull's birthday bash with reportedly over 3,000 sold tickets. Edenton had their water festival /agricultural event. Despite the competition the event was the second largest attended event of the five Sage festivals held.

The overriding prominent quality of the festival was the musical talent that performed.

Friday night the JGrubb Band from Nashville, Tenn. kicked off the event with an impressive opening set of covers and their own songs. They were followed by Moonshine who rocked the night with a country and rock mix. I am always impressed by the crowd that Moonshine brings to any event or location.

Saturday night, the crowd was much lighter but the music was just as good. The Breeze Band, who have been entertaining folks in eastern North Carolina for 30 years showed that they still have it. Local musicians performed as "Mr. Tunes" and showed what local talent that we have in the area.

Our event did not have the budget of our rivals this past weekend, but we can say that there wasn't better music heard at any event. We hope that you enjoyed and would love to hear suggestions about how to improve the event at the chamber. Stop by or call (252) 794 4277.

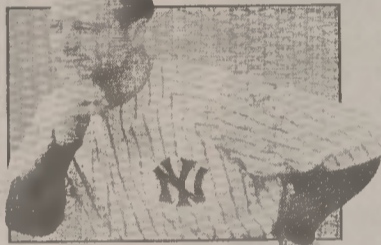
Lewis Hoggard is Executive Director of the Windsor/Bertie Chamber of Commerce. He can be reached via email at windorbortie@gmail.com.

SERVICE ADVISOR



Bill Clough Ford recently welcomed new service advisor, Megan Whitaker. She comes from Martin County, and is excited to be a part of the team.

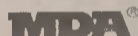
TOUGH ISN'T ENOUGH



Lou Gehrig

Big, strong, seemingly indestructible. Then ALS sapped his strength and stole his life. Tough isn't enough to win this fight.

MDA is working to find treatments and a cure for ALS. Be part of our team.



Muscular Dystrophy Association
1-800-572-1717 • www.mdausa.org

People Help MDA... Because MDA Helps People



Building your way to better heart health

Men's Health Social and Dinner

Thursday, June 8 | 6:00 pm | Hosted by Vidant Chowan Hospital
Edenton United Methodist Church | 225 Virginia Road, Edenton

Tuesday, June 13 | 6:00 pm | Hosted by Vidant Bertie Hospital
Greater Wynns Grove Baptist Church | 221 Wynns Grove Church Road, Colerain

Take a break from your projects, and make plans to join us to learn about building a better you. Meet local health experts who will share tips on keeping your heart healthy. Bring a spouse, neighbor or friend, and enjoy a delicious, healthy dinner. Take home health information and a special gift.

Reserve your seats by calling toll free 855-MYVIDANT (855-698-4326). Or online at VidantHealth.com/MensHealth.



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