

ValleyNewsInBrief

Harrisonburg Surveys Residents On Image Rebranding Effort

HARRISONBURG — The city’s tourism and economic development offices and Harrisonburg Downtown Renaissance are asking for community input as they work together to rebrand and market the city.

The rebranding effort serves to create a consistent image of the city among all three departments, in an effort to build local pride, recruit investment and market the city to businesses and tourists, according to a city press release on Friday.

Residents are encouraged to take a survey about ideas on the character and identity of Harrisonburg. The survey is open until Sept. 13, and can be found at www.surveymonkey.com/r/brandharrisonburg.

Residents also can attend a second public input meeting to discuss their ideas with a marketing consultant, Arnett Muldrow & Associates, a community branding firm based in Greenville, S.C. The three departments hired the firm to create marketing materials and a strategy for the city.

The consultant will present the branding recommendations at 6 p.m. on Sept. 14 at the Ice House complex on South Liberty Street. The first meeting was held Monday at the Massanutten Regional Library’s Central Library.

— **Ellie Potter**

Goodlatte Staff Will Hold Open-Door Meetings Sept. 14

HARRISONBURG — Members of U.S. Rep. Bob Goodlatte’s staff have scheduled two open-door meetings with constituents on Sept. 14. The first will be at Broadway Town Hall, 116 Broadway Ave., from **9 to 10:30** a.m.

The second is scheduled for Mount Jackson Town Hall, 5901

Main St., from 11:30 a.m. to 12:30 p.m.

A member of the Roanoke Republican’s staff will be available to meet with constituents to assist with problems they might have with a federal agency and hear their views on issues before Congress.

— **Nolan Stout**

Bridgewater College To Host Historical Frontier Novelist

HARRISONBURG — Historical novelist James Alexander Thom will speak at **Bridgewater College** Thursday about how to teach history to students or those who think they’re not interested in history.

His talk, “Once Upon a Time, It Was Now,” will take place at 7 p.m. in Cole Hall.

Thom has written fictional accounts on historical figures, including Tecumseh, a Shawnee warrior and chief, and George Rogers Clark, a Revolutionary War commander, which have sold more than 2 million copies, according to a **Bridgewater College** press release.

He also wrote “Follow the River,” a novel about Mary Ingles, who was captured near present-day Blacksburg by Shawnees in 1755 during the French and Indian War. Ingles, taken to a Shawnee village in the Ohio country, eventually escaped and trekked hundreds of miles back to her Virginia settlement.

“Follow the River” continues to sell between 30,000 and 40,000 copies a year, according to the press release.

Over his career, Thom reported and wrote columns for the Indianapolis Star. He also worked as a freelance magazine editor and journalism professor at the Indiana University School of Journalism before writing about frontier and Indian wars full time, according to the press release.

— **Ellie Potter**

