

BLUE PLATE BOOKS DOUBLES ITS SIZE

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The expanded Blue Plate Books location gives the shop more of a presence along Valley Avenue, according to owner Pat Saine. (Photo by Jeff Taylor/The Winchester Star)



Pat Saine, owner of Blue Plate Books at 2257 Valley Ave. in Winchester, sits among the books in his shop. (Photo by Jeff Taylor/The Winchester Star)

Blue Plate Books, located at 2257 Valley Ave. (behind Dairy Queen), moved two doors down in September and doubled its space, according to owner Pat Saine.

Here's what Saine had to say about the move:

We took the opportunity to expand because we wanted to offer a larger selection to our customers. We have more than 20,000 books to choose from in our new store - more than double our old space. We were able to enlarge our history section, double our cookbooks, and triple our children's book section.

At a time when many businesses are reducing selection to contain inventory costs, people are pleasantly surprised to see our selection expanding.

Our new location also offers better visibility from Valley Avenue. Our larger size provides more frontage so people can locate us more easily.

Many people would rather shop locally as opposed to shopping online. Our customers enjoy browsing our unique selection of

gently used books in a relaxing atmosphere.

Part of our goal here is to be a good local resource to help circulate books around the community. Shopping locally helps build the community in a positive way. Studies show that almost 60 percent of the money you spend at national chains leaves the community, while almost 75 percent of the money stays inside the community when you shop locally.

As a newer small business, we are lucky to be holding our own in this tough economy. We are just over two years old - so we are still in the "sweat" part of the "sweat equity" proposition. The expansion was a bit of a stretch business-wise, but we're hoping the investment will pay off once the economy starts rolling again.

Blue Plate Books is open from 11 a.m. to 7 p.m. seven days a week. Books are purchased Tuesday through Saturday.

Black Sheep Boutique, a family-owned business located at 15 E. Boscawen St., Winchester, opened Nov. 1. The shop is owned by Linda Dufek, but husband Paul Dufek does most of the buying at estate sale and auctions. The Dufeks' daughter, Jamie Lynne Romantic, is manager of the shop, which carries an eclectic mix of items for home decorating. Contact them at 540-662-4448. The shop is open from 10 a.m. to 5 p.m. Tuesday through Saturday.

Robert C. Boyd has joined the Bank of Clarke County as a senior vice president and senior credit officer. Boyd will be responsible for overseeing the credit function at the Bank's Old Town Center office. He was most recently a commercial

relationship manager with StellarOne Bank in Harrisonburg.

Gregory L. Jay has been hired as a senior vice president and loan officer. Jay will be located at the bank's new Round Hill branch, opening in the early spring. He was most recently a senior vice president and commercial lending unit head for Loudoun County in Leesburg.

J. Andrew Hershey has been hired as a vice president and loan officer. Hershey will operate from the bank's Old Town Center office. He was most recently an executive vice president/loan administration with First Bank in Winchester.

Jon Elliott has been hired as an assistant vice president and branch manager. Elliott will manage the bank's newest branch, located in Round Hill. He was most

recently a banking center manager for Cardinal Bank in Sterling.

J.D. Byrider is moving its used-car business and in-house financing from 1467 Front Royal Pike in Frederick County to South Loudoun Street, Winchester.

The business's new building should be completed by the middle of March and the move will take place at that time.

The finance company's mailing address will be separate from J.D. Byrider's. They'll be at 130 S. Loudoun St.; J.D. Byrider's address will be 150 S. Loudoun St.

The business phone number, 540-662-0006, will stay the same.