



# THE FACES

## *of Main Street*

The Luray Downtown Initiative was formed to facilitate rehabbing the town through the Virginia Main Street program. This feature is an introduction to some of the folks that form the fabric of Luray's Downtown ...

**WHO:** Jim and Gerri Printz, owners and agents; Valerie Sutherland, agent; and Heather Banton, customer service representatives

**WHAT:** Printz Insurance Agency — exclusive Allstate agency specializing in auto, home, life, business and health

**WHERE:** 23 W. Main St., Suite B

**HOW LONG:** Marked 15th year in June 2005

**DID YOU KNOW?:** Jim inherited his entrepreneurial spirit from his father and grandfather. His father, Jim Printz Sr., owned and operated the Page Grocery, which was located where the Art Warehouse is today. Grandfather Startus Printz owned and operated Printz Planing Mill off of Virginia Avenue. Jim Jr. was recruited him to join Schewel Furniture in 1974, and worked his way up to manager. He later received an offer to help establish the Rockingham Causality Insurance office in Harrisonburg. After three years with People's Life, the Allstate opportunity came along, and he settled his business downtown, like his father and grandfather.

### WHAT'S SPECIAL ABOUT DOWNTOWN LURAY?

*I've always enjoyed working downtown. Gerri and I love the people. We have lots of townspeople and tourists walking along Main Street and talking to the local merchants. They tell us they enjoy the beauty of Luray. We're impressed that Luray is more focused on rejuvenating the downtown because it is the heart of business activity. When my dad was on the Luray Town Council in the 1960s, there were more merchants open in the evening. A more revitalized downtown will hopefully bring Luray back to its previous night time vitality.*

This feature is produced in cooperation with the Luray Downtown Initiative.  
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