

# The Arlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce

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Photo credit: Paul Montgomery for the Rosslyn BID

## Arlington Chamber of Commerce 2014 Annual Report

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## 2014 Chair's Message



Tim Hughes

### Point of Impact

Spending a year as Chair of the Chamber offers a unique vantage to learn more about the Chamber than you ever knew before. Each of us sees the slice of the Chamber that touches our world, but being Chair exposes you to even more opportunities to engage and see our work and its impact.

I have been asked by many whether I am happy that my term is completed. The question has always struck me as odd and off the mark. There is no question the Chair position involves a lot of time and energy in a typical year. Equally, there is no question that serving during the transition of Rich Doud's retirement, establishing and managing the search process and Search Committee, and ultimately selecting Kate Roche as President & CEO added more time and energy to the role. What better time to serve than when you know your service is impactful?

Our Chamber's work is impactful as well. The County we all know and love is a wonderful place to work, shop, learn, and play. The County is also facing economic challenges, some presented by its past success, some presented by BRAC, the fiscal cuts on Capitol Hill, and regional shifts in the economy and competition. As business leaders, our service and impact is critical to the success of the region and the County. The Chamber offers a vehicle for that service and an opportunity for that impact.

We can see the impact the Chamber has had over the last several years. Our level of engagement and dialogue with the County has grown exponentially. Our partnerships with other organizations have flourished. We can see the importance of our voice in the creation of the Business Ombudsman position. We can see the thread that connects that voice to action when we see the Ombudsman role have significant impacts on our businesses and our community on a regular basis. We can hear our impact as the focus of last year's County Board conversation shifted towards the pivotal role of economic competitiveness in Arlington.

We need to maintain and nurture these trends, and it happens through impactful service and engagement. Thank you to everyone in the Chamber for the great work you have done, and the great impact you will continue to have through your Chamber service!

**Tim Hughes**  
Bean, Kinney & Korman P.C.

### 2014 By The Numbers



147 new members



500 Facebook page likes



Over 2,600 Twitter followers

## 2015 Chair's Message



Kevin Shooshan

### New Age of Engagement

While preparing to write this year's Chair's Message, I revisited what 2014 Chair Tim Hughes expressed in his message last year, focusing on "Engagement – Past, Present and Future." Therefore, I'd like to pick up where Tim left off, focusing on the present and future.

For decades Chamber members have benefited from maintaining a strong personal connection to individuals in this County by attending events on a regular basis, joining a committee, acting as sponsor, and I could go on. This sort of face-to-face interaction with the Chamber and its 700 members is invaluable, something that I can attest to as a person who has been on the Board, chaired a committee, served on the Executive Committee and now speak to you as the Chair of the Chamber.

In this day and age, our schedules are tangled by work commitments, family and other personal obligations, and various events. Hopefully in the midst of all that, you get a chance to sit down and relax. The Chamber recognizes this and has evolved the way in which we market potential opportunities for your engagement, putting the responsibility back on the Chamber to make engagement easy, not something you need to spend time tracking as a member. For the first time in our history, the Chamber now has a full time staff position focused on membership engagement, a position Kate Roche implemented as of 2015.

Every day the Chamber is hosting or involved in some kind of event, and these are all easily found by checking the Chamber's website, or by following the Chamber on various social media outlets including Twitter, Facebook and LinkedIn. And if your response is, "I don't go on social media," just ask my father John Shooshan how frustrating it is that he reads three papers by 7:00 a.m. every day, but I beat him to most breaking stories by checking my iPhone on my way out the door.

So what does this all mean for you? One thing, efficiency. This is the one word that has dominated our economy as of late, and it involves everything in your life. So how can you invest just a little bit of time each month staying involved in an organization which spans the entire County and hundreds of companies? Easy – get a Chamber membership and follow us on social media. I'll speak to more people in an hour at one of those events than I could in days of emailing from my office. I hope we can all follow these easy steps in this coming year to become more engaged.

**Kevin Shooshan**  
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*Chair-Elect*  
**Todd Yeatts**  
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*Past Chair*  
**David DeCamp**  
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*President & CEO*  
**Kate Roche**  
Arlington Chamber  
of Commerce



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**Lindsey Rheame**  
EagleBank



*Assistant Treasurer*  
**Tina Walker**  
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Government  
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Affairs*  
**Joe Prentice**  
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## 2014 Highlights



2014 was a year of important transitions for the Arlington Chamber of Commerce. We began the year with President Rich Doud announcing his retirement after 23 years of service to the Chamber. The Board of Directors established a search committee who worked with a search firm to conduct a national search for the Chamber's next President & CEO. Following Rich's retirement in May and the conclusion of the search process, Kate Roche became President & CEO in June.

The Chamber had a physical transition as well. After two and a half years in our interim space, we relocated to our new office space in Courthouse at the end of October. Chamber members and elected officials were invited to visit the new space at the Open House and ribbon cutting in December.

In 2014, the Chamber began to increase our focus in two key areas – membership engagement and government affairs.

In order to maintain our relevance to the ever changing business community, the Chamber began a deliberate effort in terms of membership engagement. This will be an increased area of focus moving forward as Chamber staff and volunteer leadership work with our members in order to ensure everyone is getting their desired results from the organization. While keeping our 100+ events and programs a year which serve a large portion of our members, we continue to develop and encourage new opportunities for members to engage in different ways such as authoring a blog post or participating in a committee. The Membership Engagement Manager staff position was created at the end of 2014 and filled at the beginning of 2015 in order to ensure the Chamber has the resources to strengthen our support of our members.

The Chamber continues to work to be the true voice of the Arlington business community. 2014 was a year of increased efforts for our Government Affairs & Economic Development Committee. In May we hosted a dialogue with the new Business Ombudsman Shannon Flanagan-Watson. This event gave our members the opportunity to hear directly from the Ombudsman about her role and what it meant for the business community. The Chamber also increased our partnership with Arlington Economic Development, working to find new ways to partner.

In 2014 we launched the Arlington Young Entrepreneurs Academy (YEA!) with the first class beginning in January 2015. The Chamber looks forward to sharing the amazing work of these students moving forward. The program is a great opportunity for our members to mentor and support middle and high school students, helping to develop future business leaders. Chamber members will serve as project mentors, Investor Panelists and as reviewers for the students' business plans.



The brand new ShopChamber initiative was officially launched in December. While the Chamber has always encouraged and supported member-to-member business and referrals, this branded program helps build the momentum for this throughout our Chamber and the Arlington Community.



The Chamber continued to grow our existing events over the course of the year and added some great new educational events. 2014 saw the first Google Hangout at a Chamber event, and we're looking forward to more exciting and innovative events moving forward.

Despite the changes and transitions of the year, our Chamber's strong foundation remains the same. We are a membership organization, and our focus continues to be working to serve our members and execute our mission: to strengthen businesses and the economic environment for those who work, live and do business in Arlington.



## 2015 Board of Directors

All pictures list Board Members from left to right.



**Greg Hamilton, Lucy Bowen McCauley, Barbara Nicastro, John Murphy, John Snedden**



**Jay Reiner, Shannon Bailey, Angela Fox, Tina Leone, Todd Ihrig**



**Renee Aldrich, Nyambo Anuhoula, David Kinney, Betsy Frantz, Tristan Wright**



**Charles Clohan, Kate Roche, Pinkie Dent Mayfield, Donna Hamaker, Mark Zetlin**



**Todd Yeatts, David DeCamp, Crystal Christmas-Watson, Linda Chandler, David Isaacson**



**Ron Novak, Michael Garcia, Kevin Shooshan, Tim Hughes**

Not pictured above or in the Executive Committee section: Jeffrey Burnham, Amanda Fischer, Michael Foster, Dennis Gaffney, Mark Hadeed, COL Michael Henderson, Sean Hosty, CFP, Deborah Johnson, Deborah Lipman, Greg Mullan, Dr. Patrick Murphy, Robb Parker, James Ryerson, Marie Schuler, Grace Shea, Karolyn Stuver, Patricia Williamson

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## 2015 Committee Chairs

### Ambassador Committee

**Donna Hamaker**, Buck & Associates  
Staff Liaison: Mike Rosenow

### Communications Council

**Karen Bate**, KB Concepts P.R. & **Maritza Lizama**, LiMón LLC  
Staff Liaison: Meredith Smith

### Community Action Committee

**Kerry Lombard**, Doorways for Women and Families & **Linda Kelleher**, Arlington Partnership for Affordable Housing  
Staff Liaison: Cassie Bate

### Education & Workforce Development Committee

**Jim Egenrieder**, Arlington Public Schools  
Staff Liaison: Alex Held

### 2015 Gala Committee

**David Isaacson**, Technology Management, Inc.  
Staff Liaison: Cassie Bate

### Green Business Committee

**John Gallagher**, CroppMetcalfe Services  
Staff Liaison: Mike Rosenow

### Government Affairs/Economic Development Committee

**Brian Gordon**, Apartment and Office Building Association & **Tad Lunger**, McGuireWoods LLP  
Staff Liaison: Kate Roche

### Hotel General Managers Committee

**Dori Familant**, DoubleTree by Hilton Washington DC-Crystal City & **Chris Raines**, Holiday Inn Rosslyn  
Staff Liaison: Kate Roche

### Membership Development Committee

**Greg Mullan**, George Mason Mortgage, LLC  
Staff Liaison: Mike Rosenow

### Opportunity Works Campaign

**Barbara Nicastro**, The Law Offices of Barbara E. Nicastro & **Joe Prentice**, State Department Federal Credit Union  
Staff Liaison: Cassie Bate

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## 2014 Award Winners

### 2014 Chair's Award Ballston Business Improvement District Sponsored by The Boeing Company

The **Ballston BID** was honored with the Chair's Award, sponsored by **The Boeing Company**, which was accepted on behalf of **the Ballston BID** by **Tina Leone**, CEO. In addition to being an Annual Corporate sponsor, **the Ballston BID** has partnered with the Chamber on a number of events in the last few years including Holiday Cheer on Tap and the Future of the Ballston Mall Panel Discussion. Increasing partnerships within Arlington was a big part of the Chamber's strategic plan, and our relationship with **the Ballston BID** is a great example of a successful partnership for both organizations.

### 2014 President's Award Lindsey Rheume Sponsored by Comcast

The prestigious President's Award, sponsored by **Comcast**, was presented to **Lindsey Rheume** of **EagleBank**. One past Chair and two term Treasurer noted that **Lindsey** was likely the best Treasurer the Chamber has ever had. He truly elevated the office, helping provide key financial oversight, partnering with staff and the Chamber's outsourced accounting firm, and bringing with him his financial expertise. He has been an asset to the Chamber outside of the finances as well, serving as an active member of the Government Affairs and Economic Development Committee and as a volunteer for the Chamber's Opportunity Works campaign. Beyond that, he has been a great sounding board for President & CEO **Kate Roche** and 2014 Chair **Tim Hughes**.

### 2014 Committee of the Year Award Government Affairs & Economic Development

The Committee of the Year Award was presented to the Government Affairs & Economic Development Committee, co-chaired by **Tad Lunger** and **Brian Gordon**. The committee increased their efforts over the year, expanding to an open meeting with a guest speaker as well as a working session each month. They have been a great resource to continue strong working partnerships with our local and state officials and continue to work to ensure that the Chamber is the voice of business in Arlington County.



Tina Leone (right) accepted the 2014 Chair's Award, presented by 2014 Chair Tim Hughes (left) on behalf of the Ballston BID.



Brian Gordon (center) and Tad Lunger (right) accepted the 2014 Committee of the Year award on behalf of the Government Affairs & Economic Development Committee from President & CEO Kate Roche.

## Thank You Donors

The Chamber would like to thank these members for their donations in 2014.

### Education & Technology Fund Donors:

John J. Wall CPA  
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The Chamber would also like to thank the following for their contributions to the Chamber's Scholarship Fund in 2014. The Chamber Scholarship, renamed in 2014 as the Rich Doud Arlington Chamber of Commerce Scholarship, provides financial assistance each year to Arlington students graduating high school and going on to pursue higher education.

### Scholarship Fund Donors:

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And the Scholar's Cup sponsors and participants.

For more information on how to donate to the Chamber's Education and Technology Funds or the Chamber's Scholarship Fund, please call the Chamber office at 703-525-2400.



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## 2014 Arlington's Best Business Awards

The Arlington Chamber of Commerce celebrated the 28th Annual Arlington's Best Business Awards on May 20, 2014. Recipients of these awards represent businesses that have consistently provided outstanding quality of service and products, achieved significant growth or stability over the lifetime of their business, and displayed industry leadership. The event also recognized new inductees to the Arlington Business Hall of Fame, honoring the accomplished Arlington business people dedicated to improving the local economy and quality of life.

### 2014 Arlington Best Business Award Recipients:

**Animal Welfare League of Arlington** - 2014 Nonprofit of the Year

**Fire Works Pizza Courthouse** - 2014 Business of the Year

**Pavé Jewelers** - 2014 Retail Small Business of the Year

**Residence Inn, Arlington Ballston** - 2014 Business of the Year

**Segue Technologies, Inc.** - 2014 Doing Good Award

**Self Storage Plus** - 2014 Service Small Business of the Year

**Simplify You, Inc** - 2014 Home-Based Business of the Year

**Technology Management, Inc.** - 2014 Green Business of the Year

**ValueDot** - 2014 Technology Small Business of the Year



The 2014 award recipients (L-R) Sean Malone (Fire Works Pizza Courthouse), C. Lee Cawley (Simplify You, Inc.), John Vernon (Self Storage Plus), Ann Isaacson (Technology Management, Inc.), Michael Golembe (Residence Inn, Arlington Ballston), Ron Novak (Segue Technologies, Inc.)



Former Chamber President Rich Doud, Marie Schuler and 2014 Chair Tim Hughes



Senator Barbara Favola, Delegate Patrick Hope, Rich Doud, Delegate Rob Krupicka

### 2014 Arlington Business Hall of Fame Inductees:



(L-R) Chris Albrittain (son of Syd Albrittain), Jonathan Kinney, James Cole

As a developer, **Sydney "Syd" Albrittain** (honored posthumously) followed the wishes of the Arlington County government to support and encourage high-density development near Metrorail stops. Under the leadership of Syd, Dittmar Company built at least 10,000 properties, including apartments and condominium units, hotels, and office buildings, many near Metrorail stops along the Rosslyn-Ballston corridor. He also developed thousands of homes in subdivisions throughout Northern Virginia.

**James "Jim" Cole** is currently the Chief Executive Officer of **Virginia Hospital Center**. During his tenure as CEO, Jim has overseen the planning and opening of **Virginia Hospital Center's** newest facility in 2004 and was also part of bringing **CyberKnife** (a pain-free non-invasive robotic radiosurgery system) to **Virginia Hospital Center** in 2007. In addition to his over 25 years of experience in Hospital administration, Jim is active in both professional and civic associations, including serving as a member of the Virginia Hospital and Healthcare Association Board, the Virginia Hospital and Healthcare Association Federal Advocacy Council, and as a Trustee of the John Leland Center for Theological Studies.

the Virginia Hospital Healthcare Association Federal Advocacy Council, and as a Trustee of the John Leland Center for Theological Studies.

A lifelong Arlington resident, **Jonathan "Jon" Kinney** of **Bean, Kinney and Korman**, is thought of by many as the top land use attorney in Arlington and one of the top in Northern Virginia. Jon completed the first use of transferable development rights between properties within Arlington County in conjunction with a major redevelopment and preservation of two historic properties in the Clarendon area. Jon is invested in the community to an unparalleled level. Since 1998, he has served faithfully as a Trustee for Arlington Community Foundation and Community Residence Foundation. He is also a trustee of Arlington County Employee Retirement System, a member of NAIOP, a Director of John Marshall Bank and a Board Member for Arlington County Community Housing Finance Corporation and the Clarendon Alliance.

## 2014 Hospitality Awards

More than 80 front-line workers within Arlington's hospitality industry were honored at the 10th Annual Hospitality Awards Ceremony. Hospitality Award winners are nominated for outstanding customer service, excellence in profession and continuously exceeding their job description. The ceremony also honors those who have served in the Arlington hospitality industry for 25 or more years through the Bob Klein Legendary Service Award.

### ARLINGTON HOSPITALITY SUPERSTAR

#### 2014 Hospitality Superstars:

Koudjo Adabunu	Grace Kwawu
Rosa Delia Aguilar	Haji Lahoucine
Osman Ali	Fiseha Lema
Sura Alrubaya	Fitsum Ligaba
Mekdes Asnake	Consuelo Linares
Mamadou Badiane	Jose Javier Perdomo Martinez
Mohammed Bah	America Martinez
Jessielyn Balicoco	Glenda Mayhew
David Barger	Sharon McVicker
Liseth Blanco	Deidee Medrano
Calvin Browne	Guadalupe Mendoza
Nikki Brust	Blanca Moreno
Gadisa Bulla	Hatim Nadji
Mabinty Camara	Peter Nguyen
Angel Canales	Sandra Parada
Adolfo Chavarria	Dellynn Pedriani
Rowshan Chowdhury	Craig Pernie
Annie Donovan	Syed Pervez
Fern Douglas	Omar Pierre
Imad Elkalibe	Lucia Robinson
Giovanni Espinoza	Hernan Rodriguez
Marvis Etienne	Hamed Sami
Daniela Fernandez	Alberto Sanchez
Ana Fuentes	Jessica Sanchez
Jorge Fuentes	To Sang
Hanna Gjerma	Daniel Simms
Benita Gonzales	Charlette Stokes Manning
Juan Gonzalez	Sampanna Subedi
Corina Gutierrez	Delci Taveras
Bealfam Habte	Askalu Tekelyohannes
Martha Hernandez	Michael Teklu
Yanet Hernandez	Helen Tesfai
Super Inchuto	M. Rose Turner
Nick Jones	Libby Vertz
Mohamad Kamal	Sabrina Virgil
James Kim	Roberto Zuniga



2014 Hospitality Superstars



Imad Elkalibe accepts his award.



Annie Donovan accepts her award.

#### 2014 Bob Klein Legendary Service Award

Of all the service stories told at the ceremony, some of the most inspiring are those for legendary service of 25 or more years. The award was renamed The Bob Klein Legendary Service Award several years ago in honor of the late General Manager of the **Holiday Inn National Airport** who was instrumental in creating the Hospitality Awards program and its success for the first five years. The following are the 2014 Legendary Service Award Winners:

*Martha Canizalez - Hyatt Regency Crystal City*  
*Aziz Jami - Crystal City Marriott*  
*Dang Le - Hyatt Regency Crystal City*  
*James Lee - Holiday Inn Rosslyn*  
*Brenda Marshall-Barnes - Crystal City Marriott*  
*Gloria Membreno - Sheraton Crystal City Hotel*  
*Daniel Osolinsky - Hyatt Regency Crystal City*  
*Muhidin Negash - Hyatt Regency Crystal City*  
*Seymour Taylor - Crystal City Marriott*  
*Pat Turner - Hyatt Regency Crystal City*



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## The Chamber

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**The mission of the Arlington Chamber of Commerce is to strengthen businesses and the economic environment for those who work, live and do business in Arlington.**

**The vision of the Arlington Chamber of Commerce is to be the essential partner for business success.**