



SPECIAL THANKS TO  
ARLINGTONIAN  
GRAND SPONSOR

## IN THIS ISSUE

- 2 Calendar
- 3 Chair's Message
- 4 Milestone Anniversaries
- 4-5 Welcome New Members
- 4-5 Members in the News
- 5 Opportunity Works Corner
- 6-7 Hospitality Awards
- 8 The Chamber Scene
- 9 Volunteer Arlington Day
- 9 Nonprofit Spotlight
- 10 Arlington Economic Development
- 11 Small Business Roundtable
- 12 Chamber Thank You

## SAVE THE DATE

### THE 32ND ANNUAL VALOR AWARDS

APRIL 16  
11:30 - 2:00 p.m.  
Ft. Myer Officers' Club

### VOLUNTEER ARLINGTON DAY

APRIL 22  
Kickoff 12:00 - 1:00  
Farrington Community Center  
Volunteer 1:00 - 4:00 p.m.



## ■ HOSPITALITY AWARDS REVIEW

### Recognizing Arlington's Hospitality Superstars

On March 18, the Chamber honored those in Arlington's hospitality industry at the 10th Annual Hospitality Awards held at the **Crystal Gateway Marriott**. This lively event focuses on those who make Arlington County a wonderful place to live and visit. Hospitality workers that received awards are not managers, who are often recognized at this type of awards ceremony, but rather the employees whose work directly effects the customers on a daily basis.

"These are the people who make it all work," said Arlington Chamber President Rich Doud, "and their efforts provide the guest satisfaction that keep visitors coming back to Arlington. Each individual's role is vital to the visitors' experience during their stay, and they deserve to be honored for their achievements."

**Chris Raines**, General Manager of the **Holiday Inn Rosslyn** hotel and member of the Arlington Chamber Hotel General Managers Committee opened the ceremony with welcome remarks. Doud then announced the winners, including the Bob Klein Legendary Service Award Winners who have served 25 or more years.

▶ Turn to pages 6-7 to view photos, event sponsors, and more details



(L-R) Tim Hughes, Imad Elkalibe, Chris Raines

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## ■ VALOR AWARDS PREVIEW

### Honor Arlington's Heroes

On Wednesday, April 16, the Chamber will host the 32nd Annual Valor Awards to recognize the men and women who keep Arlington safe. For their heroic efforts in the line of duty, members of Arlington County's Office of Emergency Management, Police Department, Fire Department and Office of the Sheriff will be recognized. Year after year, the Valor Awards honorees include men and women whose quick and decisive actions have saved the lives of many. Join us for the event and hear their great stories and recognize these deserving local heroes.

▶ To register, visit [www.arlingtonchamber.org/events](http://www.arlingtonchamber.org/events) or call 703-525-2400. Sponsorship opportunities are still available, call for details.



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**Mike Rosenow**, Director of Membership  
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MEMBER: U.S. Chamber of Commerce & Virginia Chamber of Commerce

## APRIL AT THE CHAMBER

COMMUNICATIONS COUNCIL MEETING	2 WEDNESDAY 8:30 - 9:30 a.m. Chamber Board Room
SMART START	3 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	4 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room
AMBASSADOR COMMITTEE MEETING	7 MONDAY 4:00 - 5:00 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	8 TUESDAY 5:00 - 6:00 p.m. Chamber Board Room
OPPORTUNITY WORKS NETWORKING RALLY <i>For OW volunteers and Board Members only</i>	8 THURSDAY 5:00 - 6:30 p.m. TBA
EXECUTIVE COMMITTEE MEETING	9 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
THE 32ND ANNUAL VALOR AWARDS	16 WEDNESDAY 11:30 a.m. - 2:00 p.m. Ft. Myer Officers' Club
BREAKFAST CONNECTION	17 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn
BOARD OF DIRECTORS MEETING	18 FRIDAY 11:45 a.m. - 1:30 p.m. Linden Resources
VOLUNTEER ARLINGTON	22 TUESDAY 12:00 - 4:00 p.m. Various Locations
OPPORTUNITY WORKS PHONE BANK <i>For OW volunteers only</i>	23 WEDNESDAY 2:00 - 5:00 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	23 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center
BUSINESS AFTER BUSINESS	24 THURSDAY 5:00 - 7:00 p.m. Ballston BID
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	25 FRIDAY 8:30 - 9:30 a.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE	30 WEDNESDAY 8:30 - 9:30 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	30 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room

## SMART START

Maximize your Chamber membership by attending this free networking seminar and information session about meeting new clients, business associates and how to utilize the benefits of Chamber membership.

3 THURSDAY  
4:00 - 5:15 p.m.  
Chamber Board Room  
4600 Fairfax Drive  
Suite 804  
Arlington, VA 22203

GRAND SPONSOR  
 Greg Mullan -  
**GEORGE MASON MORTGAGE, LLC**  
*A Subsidiary of Cardinal Bank*

PREMIER SPONSOR  
 Michael Garcia-State Farm Insurance

## BREAKFAST CONNECTION

This speed-networking event begs attendees to come prepared to mix and mingle. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people.

17 THURSDAY  
7:30 - 9:00 a.m.  
Holiday Inn Rosslyn  
1900 N. Fort Myer Dr.  
Arlington, VA 22209

GRAND SPONSOR  
  
**CARDINAL Bank**

## BUSINESS AFTER BUSINESS

End your busy work day on a high note with delicious food and drink, mixer-style networking, and the opportunity to win great door prizes, including cash from the mounting jackpot available each month.

24 THURSDAY  
5:00 - 7:00 p.m.  
Ballston BID  
ADDRESS

**Ballston**  
  
 Business Improvement District

Don't forget to check the Chamber's website calendar for upcoming events and schedule updates.

Fast and easy, the website allows you to register for events online and provides information on the location, time, and topic of a function.

## Of Loss And Gain

This month brings news in part quite sad and in part promising. First, we mark the passing and honor the service of Terry Holzheimer, director of economic development for Arlington County. Terry passed away on March 1, 2014 of a heart attack shortly six weeks after having lost his beloved wife of 34 years, Mary Benedette, to cancer.

Terry was a highly regarded public servant and well recognized regional authority on economic development. No less an authority than Jim Dinegar, president of the Greater Washington Board of Trade, described Terry as, "one of the deans in the economic development profession, not just in the region, but nationally."



Tim Hughes

Terry led an office at AED that is critical to our community's efforts at attracting and retaining businesses. He was a strong and consistent voice towards statistical and business analysis, in particular focusing on the critical role of what Richard Florida has termed the "creative class" on economic development and sustainability. The impact of our success in attracting and retaining the creative class is felt each day in the vibrant streetscapes of Arlington County. Terry's vision and implementation have played a big part in that success. Terry will be truly missed by the entire community.

This month also brings the establishment of a new business ombudsman position to Arlington County. Following from last year's listening tour by County Manager Barbara Donnellan, the County appointed Shannon Flanagan-Watson as the first business ombudsman on March 18, 2014. The business ombudsman will be charged with working with the Arlington business community to help resolve issues and identify improvements to County administrative processes.

The addition of the ombudsman role follows extensive County outreach and communication efforts throughout the past two years. County Board Chair **Jay Fisette** has followed Ms. Donnellan's speaking tour by continuing constructive outreach to the business community. Chairman Fisette in particular has forcefully and consistently spread the word to the overall community that the business community plays a pivotal role in the wellbeing and success of the County.

Both the shocking loss of Terry Holzheimer and the tremendous gain Ms. Flanagan-Watson as ombudsman highlight the core importance of our relationships with the County. Each of these relationships is one of the threads that bind to become the fabric of our community. We all need to reach out and connect, both for our own benefit and that of our community, and treasure the time and relationships we build on a daily basis.

That is what the Chamber is all about.

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

**FLUOR**



**BAE SYSTEMS**



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Members in the News article submissions must be emailed to [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org) and received by the first of the month prior to the publication month (i.e. May 1 for June *Arlingtonian*).

Articles printed in this newsletter submitted by members represent their ideas and beliefs and do not necessarily reflect the views of the Arlington Chamber of Commerce.

## WELCOME NEW MEMBERS

■ CONSTRUCTION & CONTRACTORS  
**WHITESTONE CUSTOM HOMES**

Herb L. Aman IV, Owner  
 6711 Lee Highway Suite 216  
 Arlington, VA 22205  
 Phone: (703) 244-2802  
 Email: herb@whitstonecustomhomes.com  
 Website: www.whitstonecustomhomes.com  
**SPONSOR: John Snedden, Rocklands Barbeque and Grilling Company**  
 Whitestone Custom Homes is a 3rd generation home builder in Arlington, VA, with a passion and deep appreciation for the community.

■ CONSULTING  
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Steve Meyerson, President  
 4143 25th St N.  
 Arlington, VA 22207  
 Phone: (703) 405-0750  
 Email: meyersson.steve@gmail.com  
 Website: www.meyerson-associates.com  
**SPONSOR: Sean Hosty, Morgan Stanley**  
 25+ years experience in Consulting for non-profit organizations, specializing in strategic planning, capital campaigns, major gift development, executive recruitment, and performance coaching.

■ FUNDRAISING & FOUNDATIONS  
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Allan Badovinac, Corporate Sales Manager  
 8424 Old Lee Hwy  
 Fairfax, VA 22031  
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 Email: allanb@laprimacatering.com  
 Website: www.laprimacatering.com  
**SPONSOR: Karen Bate, KB Concepts P.R.**  
 Wolcott Hill Group helps forward-focused organizations identify their strengths in order to jump-start development achievement – by rethinking an organizations strategy and identifying new

## MILESTONE ANNIVERSARIES



## CONGRATULATIONS!

■ TWENTY FIVE YEARS

**THE RITZ CARLTON, PENTAGON CITY**

■ FIFTEEN YEARS

**WILD BIRDS UNLIMITED**

■ TEN YEARS

**ALLIANCE FOR HOUSING**

**SOLUTIONS**

**WINDSOR AT SHIRLINGTON**

**VILLAGE**

■ FIVE YEARS

**C.W. FIELDS PLUMBING, INC.**

**CIAO SYSTEMS, INC**

**SEGUE TECHNOLOGIES**

**THE MELTING POT**

## MEMBERS IN THE NEWS

■ COMCAST

**Comcast Launches National Entrepreneur Competition**  
**Comcast** Business and Inc. Magazine launched “Innovations 4 Entrepreneurs,” a national competition that will award more than \$600,000 in cash and services to aspiring entrepreneurs who are leveraging technology to enhance customer and employee experiences. Individual winners will have the opportunity to win \$25,000 in cash and **Comcast** services. Entrepreneurs are encouraged to visit [www.business.comcast.com/i4E](http://www.business.comcast.com/i4E) to submit their application and essay and review the full program details. Entries are due by April 30, 2014.

■ MTF ARCHITECTURE, INC.

### MTFA Named a VA Business Best Place to Work

Chamber Member, **MTFA Architecture, Inc.**, a full-service architectural, interiors and planning firm, was recently named as one of 2014 Best Places to Work in Virginia by Virginia Business Magazine. Their designs have been featured in a variety of publications and have also received numerous awards. Their designs in the Arlington area include the Army Navy Country Club, Washington Golf and Country Club, Pentagon Center Tower, The Clean Technology Center, and Virginia Square Towers.

■ ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING

### APAH Purchases Apartments Preserving Affordable Housing

On March 21, **The Arlington Partnership for Affordable Housing (APAH)** purchased the 101-unit Arna Valley View Apartments, preserving an affordable rental housing community in close-in this South Arlington location. With the purchase of Arna Valley View, APAH now provides housing to 1,218 Arlington households at 14 properties.

■ LEADERSHIP ARLINGTON

### Leadership Arlington Hosts Annual Monte Carlo Night

More than 450 Washington metropolitan community stakeholders attended, **Leadership Arlington's** ninth annual Monte Carlo Night, March 15 at **Ronald Reagan National Airport** with proceeds from this event support **Leadership Arlington's** mission and Youth Program. Guests enjoyed the Great Gatsby theme with a 1920's art deco vibe while participating in an array of activities from a silent auction benefiting the **Leadership Arlington** Youth Program to Monte Carlo casino-style gaming tables.

■ BALLSTON BID

### Annual Taste of Arlington Returns To Ballston

The 27th Annual Taste of Arlington presented by Dittmar will be held May 18th. More than 20,000 people are expected to come to Ballston for the annual festival which will include a Beer & Wine Garden, a KidZone including carnival games, rock-climbing wall, two concert stages, a 5k run, a new World Pup Tournament and fifty Arlington restaurants. There is no admission fee to attend the Taste of Arlington.

■ SYNETIC THEATER

### Synetic Co-founders Named "Washingtonians of the Year"

**Synetic Theater** co-founders **Paata** and **Irina Tsikurishvili** were recognized on January 15 by *Washingtonian Magazine* as “Washingtonians of the Year” for their commitment to making the DC-area community a better place with their unique and boundary pushing theater. **Paata** and **Irina**, Georgian artists who moved to the United States in the 1990s, put their creative vision behind **Synetic Theater** (currently located in Crystal City) for the last 12 years. They are currently collaborating on their 10th “silent Shakespeare” adaptation – a roaring 20s version of *Twelfth Night* inspired by the silent films of the era and the comedy of Buster Keaton and Charlie Chaplin. The “silent Shakespeare” series adapts Shakespeare plays to movement-based theater incorporating dance, stage combat and clowning into the story.

## WELCOME NEW MEMBERS

### ■ CAPITAL CARING

## Arlington County Senior Resource Group

The Arlington County Senior Resource Group, presented by **Capital Caring**, is an open public forum held monthly where individuals can learn about the many resources available in the community for senior citizens and their loved ones. A wide variety of topics by guest speakers will be covered, ranging from advanced planning, assisted living options, nutrition and healthy eating, dementia/Alzheimer's support, and hospice to name a few. Each two hour session will address one to two topics with time for questions at the end of each session. This group will meet at the Arlington Central Library one Saturday a month at from 1pm to 3pm.

## OPPORTUNITY WORKS CORNER

### Build It!

The Opportunity Works 2014 Campaign has officially begun as campaign volunteers follow the campaign's theme *Build It* which incorporates our Grand sponsor, **4040 Wilson, a project of the Shooshan Company**, and also focuses on volunteers building their own businesses through building the chamber.

Volunteers celebrated the campaign kickoff at **Fire Works** on March 12, with networking, delicious food and specialty drinks. Since then, they have been working hard to reach the Chamber's ambitious goal of raising \$275,000 by June 30. **Our volunteers are off to a great start, having reached the \$58,000 mark by March 21!**

This is thanks in large part to campaign co-chairs **Barbara Nicastro** of the **Law Offices of Barbara E. Nicastro** and **Joe Prentice** of the **State Department Federal Credit Union**. Throughout their six years as co-chairs for the campaign, **Nicastro** and **Prentice** have developed a sense of fellowship with the other volunteers who have taken active roles in the campaign. With a dedicated team under their leadership, this year promises to continue with great success and many fun times along the way.



(L-R) Rich Doud, Barbara Nicastro, Joe Prentice, and Kevin Shooshan



Our very own Village People for a rendition of "YMCA" at the kickoff

## WELCOME NEW MEMBERS

benefactors that enhance the organizations image.

### ■ GOVERNMENT OFFICES DELEGATE PATRICK HOPE

The Honorable Patrick Hope  
PO Box 3148  
Arlington, VA 22203  
Phone: (703) 486-1010  
Email: patrick.hope@verizon.net  
Website: www.hopeforvirginia.org  
**SPONSOR: Tim Hughes, Bean, Kinney & Korman P.C.**

Delegate Hope is a member of the Virginia General Assembly representing the 47th District and was re-elected for his third term in 2013.

### ■ MORTGAGE SERVICES ROBERT MARTINSON - WELLS FARGO PRIVATE MORTGAGE

Robert Martinson, Private Mortgage Banker  
1753 Pinnacle Drive  
McLean, VA 22102  
Phone: (703) 474-3738  
Email: robert.martinson@wellsfargo.com  
Website: www.wfhm.com/robert-martinson

**SPONSOR: Joseph R Prentice VII, State Department Federal Credit Union**  
Having returning to his hometown, Mr. Martinson focuses on all aspects of offering quality home mortgage lending by Wells Fargo Private Bank.

### ■ ORGANIZING SERVICES SIMPLIFY YOU, INC.

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Website: www.simplifyyou.com  
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Arlington, VA 22207  
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2 Bethesda Metro Center Suite 900  
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Website: www.cresa.com/washingtondc  
**SPONSOR: Kevin Shooshan, The Shooshan Company**

## Celebrating Susperstars in Hospitality

More than 80 front-line workers within Arlington's hospitality industry were honored at the 10th Annual Hospitality Awards held at the **Crystal Gateway Marriott**. Nominees included a range of hospitality workers from all realms of the industry, from cleaning and maintenance staff to servers and front desk personnel. Because of this distinction, the Chamber's Hospitality Awards are unlike any other annual Arlington awards ceremony. The event proved so again this year with with amazing testimonies provided about the selfless acts and good deeds of Arlington's best hospitality workers.

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.

Tourism and the hospitality industry are among the most important business sectors in our community, and those being honored are key in continuing the success of the industry. The Arlington Chamber of Commerce is proud to honor the "Superstars" of our important hospitality industry.



(L-R) Tim Hughes, Annie Donovan, Chris Raines

## Hospitality Award Superstars

Hospitality Award winners are nominated for outstanding customer service, excellence in profession and continuously exceeding their job description. The Hospitality Award Superstars for 2014 are:

**Koudjo Adabunu**  
**Rosa Delia Aguilar**  
**Osman Ali**  
**Sura Alrubaya**  
**Mekdes Asnake**  
**Mamadou Badiane**  
**Mohammed Bah**  
**Jessielyn Balicoco**  
**David Barger**  
**Liseth Blanco**  
**Calvin Browne**  
**Nikki Brust**  
**Gadisa Bulla**  
**Mabinty Camara**  
**Angel Canales**  
**Martha Canizalez**  
**Adolfo Chavarria**  
**Rowshan Chowdhury**  
**Annie Donovan**  
**Fern Douglas**  
**Imad Elkalibe**

**Giovanni Espinoza**  
**Marvis Etienne**  
**Daniela Fernandez**  
**Ana Fuentes**  
**Jorge Fuentes**  
**Hanna Gjerma**  
**Benita Gonzales**  
**Juan Gonzalez**  
**Corina Gutierrez**  
**Bealfam Habte**  
**Martha Hernandez**  
**Yanet Hernandez**  
**Super Inchuto**  
**Aziz Jami**  
**Nick Jones**  
**Mohamad Kamal**  
**James Kim**  
**Grace Kwawu**  
**Haji Lahoucine**  
**Dang Le**  
**James Lee**

**Fiseha Lema**  
**Fitsum Ligaba**  
**Consuelo Linares**  
**Brenda Marshall-Barnes**  
**Jose Javier Perdomo**  
**Martinez**  
**America Martinez**  
**Glenda Mayhew**  
**Sharon McVicker**  
**Deidee Medrano**  
**Gloria Membreno**  
**Guadalupe Mendoza**  
**Blanca Moreno**  
**Hatim Nadji**  
**Muhidin Negash**  
**Peter Nguyen**  
**Daniel Osolinsky**  
**Sandra Parada**  
**Dellynn Pedriani**  
**Craig Pernie**  
**Syed Pervez**

**Omar Pierre**  
**Lucia Robinson**  
**Hernan Rodriguez**  
**Hamed Sami**  
**Alberto Sanchez**  
**Jessica Sanchez**  
**To Sang**  
**Daniel Simms**  
**Charlette Stokes Manning**  
**Sampanna Subedi**  
**Delci Taveras**  
**Seymour Taylor**  
**Askalu Tekelyohannes**  
**Michael Teklu**  
**Helen Tesfai**  
**Pat Turner**  
**M. Rose Turner**  
**Libby Vertz**  
**Sabrina Virgil**  
**Roberto Zuniga**



The 2014 Hospitality Award Superstars

## 2014 Bob Klein Legendary Service Award Winners

Of all of the awards, 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 this year's Legendary Service Award Winners:

For 25 years, **Brenda Marshall-Barnes** has provided the **Crystal City Marriott** with outstanding service. A previous Hospitality Superstar Award winner, she not only maintains her valuable traits of interacting with and helping guests, but works hard to see that all staff receives the recognition that they deserve. She spends much of her own time working on award committees.

Continually going above and beyond to provide genuine service for his guests for the past 25 years, **Aziz Jami** of the **Crystal Gateway Marriott Hotel**, is often specifically requested by name from guests. Nothing builds loyalty better than being a familiar face and a friend to the guest. And nothing says customer service better than showing up at work to take care of a last minute dinner reservation even though he's worked the morning shift that day.

**Gloria Membreno** has been one of the ultimate team players in the **Sheraton Crystal City Hotel's** housekeeping department for 25 years. Described as "the glue that keeps the housekeeping department together", she is highly regarded by her peers and manager and often goes out of her way to ensure that the department and hotel are operating smoothly.

Always wearing a smile, **Dang Le** of the **Hyatt Regency Crystal City**, previous winner of the Keys to Success – Hyatt Hotels Service Award, is a self-starter who takes ownership of all tasks even without having being asked. He goes out of his way to help his fellow associates.

The essence of leadership is leading by example. **Martha Canizalez** of the **Hyatt Regency Crystal City**, has served as a housekeeper for over two decades and has been an integral part of her department's success. Her smile and upbeat attitude have made her a go-to housekeeper often requested by guests. Her work for the hotel has granted her recognition for outstanding customer service.

Described as the "voice of the hotel", for everyone calling into the hotel and leading the PBX department, **Pat Turner** of the **Hyatt Regency Crystal City** sets expectations high when it comes to assisting guests. For the past 31 years, she is the one that her co-workers know can be depended upon.

**Daniel Osolinsky** has shown dedication to the of the **Hyatt Regency Crystal City** for the past 32 years. He regularly astonishes guests and co-workers with his keen memory and is the "go-to" guy when it comes to hotel information, history, tourist information, and more. Over the years, he has maintained the same high level of care and pride.

A frequent award winner over his 32 years of service, including Employee of the Year ten years ago, **Mr. Muhidin Negash** of the **Hyatt Regency Crystal City**, makes clients feel like they've come home when they're there.

**James Lee of the Holiday Inn – Rosslyn** has been answering the call of duty 24 hours a day year after year for the last 38 years. He has earned the respect and the gratitude of his employer and fellow colleagues for offering great service to the hotel and the community.

**Seymour Taylor** of the **Crystal Gateway Marriott** is known for always having smile and a positive attitude. With a personnel file filled with overflowing with recognition, letters, and awards for the last 40 years of service, he continuously demonstrates his dedication and commitment as an engineer to the hotel and to the community. Every Thanksgiving, he cooks and donates 10 -15 turkeys to his local church for preparing Thanksgiving dinners for needy families.



(L-R) Walter Tejada, Adanech Solomon, and David DeCamp.



(L-R) Walter Tejada, Carolyn Corley, and David DeCamp.

### Special Thanks to Our Hospitality Award Sponsors

*Grand Sponsor*

**Crowne Plaza/Holiday Inn  
National Airport  
Crystal City Marriott  
Crystal Gateway Marriott**

*Premier Sponsors*

**Holiday Inn Rosslyn  
Key Bridge Marriott  
Sheraton Crystal City Hotel**

### WELCOME NEW MEMBERS

Cresa is an international corporate real estate advisory firm that exclusively represents tenants.

### CHAMBER SCENE

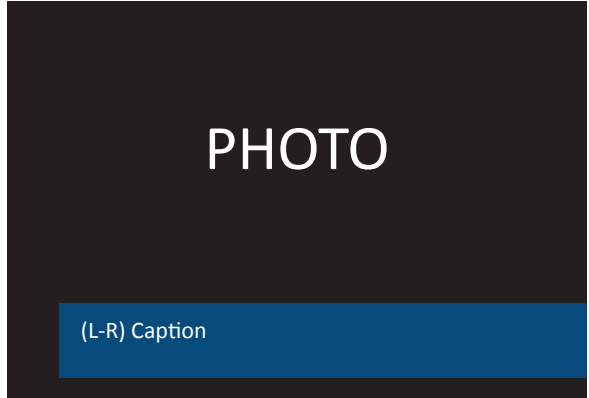
#### THE CHAMBER SCENE JANUARY - FEBRUARY

## Your Chamber in the Community

In many ways, the success of Arlington is directly tied to the success of its business community, and the success of the Arlington Chamber is directly tied to its membership base. Below are a few highlights of the events Chamber staff and Directors participated in on behalf of the Chamber.

[note: LAST DATE WAS FEBRUARY 19]

*Date - Event. Who attended on behalf of the Chamber.*



### ADVERTISE YOUR BIZ



Get noticed with color ads in *The Arlingtonian*. Advertising in the Chamber's monthly print newsletter is one of the most efficient ways to reach the business community. Received by more than 1,850 business people in the Arlington-area, you'll be able to reach your target marketing of business professionals and consumers.

With a variety of advertising options, ads are affordable for any business with any size budget. Nonprofits even receive a 30% discount!

To advertise, contact: Lisa Shapiro  
communications@arlingtonchamber.org



**Scott Miller**  
Ballston Branch Relationship Manager  
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## Thank You, Arlington Volunteers!

by Susan Stolpe, Volunteer Manager, Arlington County

Did you know that 32% of Arlington residents volunteer? They teach adults to read, collect canned goods, advocate for seniors, beautify parks, coach youth sports, counsel entrepreneurs, mentor teens, lead advisory commissions, serve as first responders and enhance our community in so many ways.

The time, expertise and compassion contributed by these caring community members are critical to Arlington's success. Each year during National Volunteer Week, April 6 – 12, Arlington County celebrates the countless ways that volunteers make a difference in our community, while encouraging others to seek out imaginative ways to get involved.

Do you, your family, faith community, friends or coworkers serve our community? If so, we want you to Picture Yourself(ie) Volunteering! Capture a photo of yourself volunteering and tag it with #pictureyourselfvolunteering. Leading up to National Volunteer Week, we'll share some of our favorites on Facebook and Twitter to create an online collage showing volunteers' collective power to make a difference.

All volunteers are invited to join us at the County's Annual Volunteer Appreciation Celebration on Tuesday, June 3. The event serves as a community thank you to our volunteers and provides an opportunity for attendees to mingle and celebrate their service. For more details visit [www.arlingtonva.us/volunteer](http://www.arlingtonva.us/volunteer). If you would like to expand your network, organize a team-building activity, learn a new skill or bolster your resume, visit the County's Online Volunteer Connection at [www.arlingtonva.us/volunteer](http://www.arlingtonva.us/volunteer) to search from among hundreds of opportunities for one that suits your interests and availability.

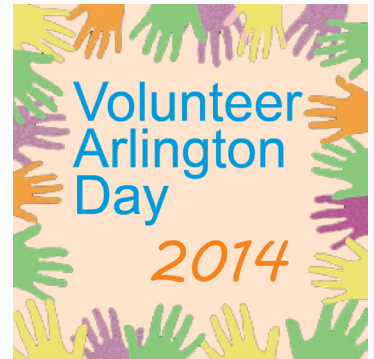
**Volunteer Arlington Day on Tuesday, April 22** is another opportunity to jump-start your involvement. Coordinated by the Chamber's Community Action Committee, Volunteer Arlington Day is a great way for businesses to participate in a hands-on project and for nonprofits to benefit from the help of enthusiastic volunteers. Contact [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org) for more details and to register your project or volunteer group. Volunteer Arlington also offers resources to strengthen local volunteer programs.

If you are a community organization that depends on volunteers and are looking for new ideas to build your organization's volunteer capacity, mark your calendar for Engaging for Impact 2014: Best Practices for Volunteer Management Professionals. At this day-long training on July 30, attendees will learn the latest trends, issues, and strategies for creating a high-impact volunteer engagement program from leaders in the field. Learn more at [www.nvava.org](http://www.nvava.org).

*Volunteer Arlington, a program of Arlington County's Department of Human Services, connects volunteers and organizations to meet community needs by promoting volunteerism, mobilizing volunteers and building volunteer capacity.*



## Do Some Good: Support Local Nonprofits



Local volunteers from various businesses will lend a helping hand to area nonprofit organizations as part of Volunteer Arlington Day 2014 on Tuesday, April 22. Produced by the Arlington Chamber of Commerce's Community Action Committee, this annual tradition matches members of the business community with rewarding half-day service projects throughout Arlington County.



Are you looking for more opportunities to "do good" and get involved in the Arlington community? This event is a great way to meet new people and learn about Arlington nonprofits while helping organizations in need. Volunteer as an individual or a business.

Are you a nonprofit with volunteer projects that need to get done? Then make sure to register your organization as a project site for Volunteer Arlington Day 2014.

Register yourself, your business or your organization for Volunteer Arlington Day online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call 703-525-2400.



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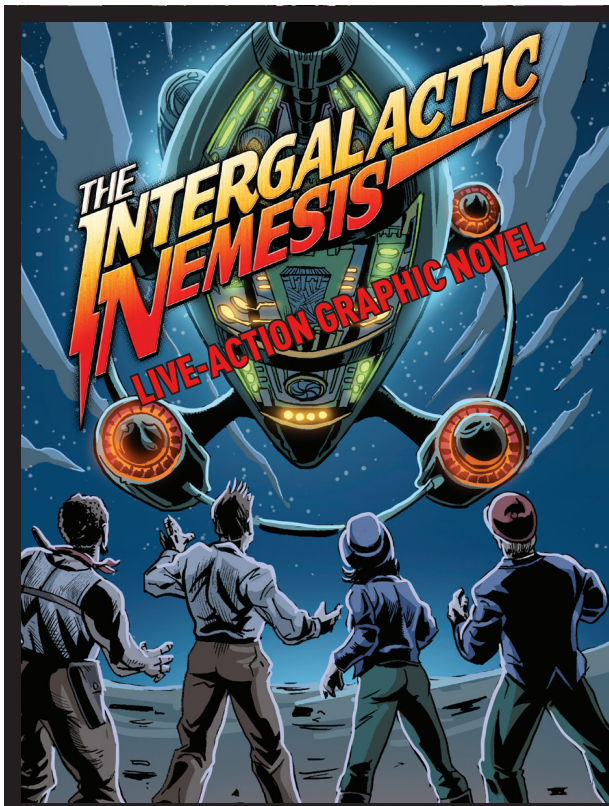
**JAY E. REINER**  
CERTIFIED PUBLIC ACCOUNTANT

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1400 14th St N • Arlington, VA 22209

# Title

by Cara O'Donnell, Public Relations Manager, Arlington Economic Development

Article



**“Something you must experience if you’re a fan of awesome!”**

*—Collider.com*

**Book One: Target Earth  
Fri Apr 25 + Sat Apr 26 / 8pm / \$20-30**

A live-action graphic novel in celebration of 1930s radio serials, comic book culture, Star Wars and every other adventure story you loved as a child (or adult!) Three actors, a Foley artist, a keyboardist and 1,250 two-story-high, hand-drawn, blow-your-mind comic-book images. Are you ready for the adventure?



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# Maxed Out: How to Get More Clients Than You Ever Thought Possible

by Jim Whelan, Proactive Smart Business Thinking, LLC

Pete Smith, SmithImpact, presented "Maxed Out" based on the widely successful book, *Book Yourself Solid*®. Many small business owners and service professionals are great at providing their unique and specific service but typically repel from the idea of marketing and selling their services. The good news is that it doesn't have to be that way. Learn a system, (not just more marketing suggestions), that not only will produce positive measurable results in your business, but will also help you learn to love marketing and selling along the way. More clients. Greater income. Bigger impact. Less Marketing.

The system, is a business building, lead generating marketing powerhouse system that provides a step-by-step framework and instructions on how to grow your client base.

### The Book Yourself Solid® system at a glance

- Module 1: Your Foundation
- Module 2: Building Trust and Credibility
- Module 3: Perfect Pricing and Simple Selling
- Module 4: The 6 Core Self-Promotion Strategies

### Closing the Gap

What can we expect from today's marketing strategies?

Three tenants of the *Book Yourself Solid*® system:

1. Marketing does not get you clients.
2. We are not meant to serve everybody.
3. This is not a get-rich-quick scheme.

### I. Your Foundation

- My ideal client is:
- My Target Market is:

### Stake Your Claim

- The #1 biggest result I provide is:

### Separate Yourself from the Others

- Who I Am and What I Do
- Why I Do What I Do
- My Tagline

### II. Trust and Credibility

- Develop an education and value-based sales cycle
- The importance of your Keep-in-Touch strategy

### III. Perfect Pricing and Simple Selling

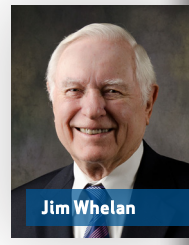
- The best thing for you is me

### IV. Promoting Your Products and Services

- Three required: Networking, Direct Outreach, and Referrals
- Three Options: Speaking, Writing, Web

Pete spent most of the time discussing the attendees business foundation, the participants became more clear on their target markets, understanding why customers buy their services, how to differentiate themselves from the competition and how to establish a sales cycle based on trust and credibility.

The Small Business Roundtable, a free member benefit of the Arlington Chamber, is an open forum discussion sponsored by **The Business Bank.**



Jim Whelan

The roundtable, facilitated by **Jim Whelan of Proactive Smart Business Thinking, LLC**, discusses topics essential to the success of small businesses. It is free for members, though registration is required, and is held the last Wednesday of each month in the Chamber Board Room.

APRIL GRAND SPONSOR

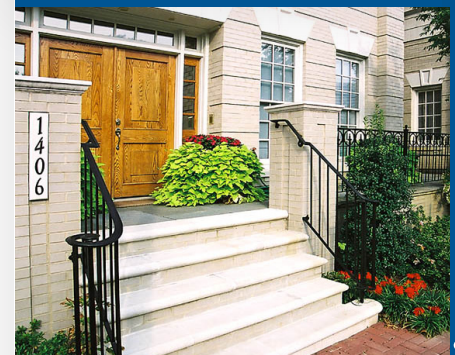


REGISTER NOW:

APRIL  
SMALL BUSINESS ROUNDTABLE

30 WEDNESDAY  
11:45 a.m. - 1:15 p.m.  
Chamber Board Room

## WELCOME THEM HOME



A "Chamber Welcome" is a relocation packet for potential Arlington County residents who request information about Arlington. We receive more than 250 requests every year, with requests from all 50 states. Take this opportunity to be among the first to introduce your company to potential new residents of our area. With a variety of opportunities to advertise, this is a great way to market your business and gain new customers/clients.

To advertise, contact:

CASSIE BATE  
✉ chamber@arlingtonchamber.org

POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 4600 Fairfax Dr., Suite 804, Arlington, VA 22203



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**The Chamber**  
Arlington Chamber of Commerce  
Opportunity. Leadership. Results.

**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.

## ***Celebrating 5 years in Arlington!***

Our team knows Arlington business and cares about its community. We are accessible, approachable and helpful. Please stop by for a visit or give us a call. We're here for you.



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703-528-1770

Paul Velasquez, *Relationship Manager*  
Chris Lipscomb, *Commercial Lending*  
Sonia Johnston, *Regional President*  
Drew Brown, *Commercial Lending*



### **THANK YOU!**

- Comfort Inn Arlington Boulevard for hosting the December Business After Business
- Ruth's Chris Steak House for hosting the January Business After Business
- Jamie Nicholas Printing & Graphics and Sharla Bachtold - J. Hilburn Men's Clothier for donating a door prizes for the January Business After Business
- George Mason for hosting the January Board of Directors meeting
- Morton's The Steakhouse and Michael Garcia - State Farm for donating door prizes for the February Breakfast Connection