

the Arlingtonian

THE OFFICIAL VOICE OF THE ARLINGTON CHAMBER OF COMMERCE

VOL. LXIX, NO. 8 AUGUST 2017

FEATURED PHOTO: Pinkie Dent Mayfield of Graham Holdings Company joins ARLnow's Scott Brodbeck at the Chamber's first Secrets to Success live podcast

SPECIAL THANKS TO ARLINGTONIAN GRAND SPONSOR



IN THIS ISSUE

- 2 Calendar
- 3 Chair's Message
- 4 Milestone Anniversaries
- 4-5 Members in the News
- 4-7 Welcome New Members
- 6 Chamber Scene
- 6 Business Advocacy
- 7 Cards & Clubs
- 7 Breakfast Connection
- 8 Northern Virginia Regional Elected Leaders Forum
- 8 Annual Meeting
- 8 ShopChamber
- 9 State of the County & Public Safety Awards
- 10 Nonprofit Spotlight
- 10 Arlington Economic Development
- 11 Small Business Roundtable
- 12 Chamber Thank You

FEATURED EVENTS

BREAKFAST CONNECTION

Featuring Arlington County Business Ombudsman Shannon Flanagan-Watson
AUGUST 17
7:30 a.m. - 9:00 a.m.
Holiday Inn Rosslyn

BUSINESS AFTER BUSINESS

AUGUST 24
5:00 p.m. - 7:00 p.m.
Courtyard by Marriott - Arlington Rosslyn

▶ COMPLETE CHAMBER CALENDAR: PAGE 2

■ STATE OF THE COUNTY & PUBLIC SAFETY AWARDS REVIEW

Chamber Holds First State of the County & Public Safety Awards

On Wednesday, June 28, the Arlington Chamber of Commerce held its first ever combined State of the County & Public Safety Awards, which celebrated Arlington's economic achievements, the community's future, and all who make the area an excellent place to live and work.

This new event included an address by Arlington County Board Chair Jay Fisetto, who highlighted the economic and development status of Arlington. The Chamber also honored heroes of Arlington County's public safety personnel from the **Office of Emergency Management, Office of the Sheriff, Police Department, and Fire Department**, for their courageous – and often lifesaving – actions performed in the line of duty.

▶ Turn to page 9 for photos, event sponsors, and more details.



SPECIAL THANKS TO

GRAND SPONSOR



■ SCHOLAR'S CUP PREVIEW

12th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host the 12th Annual Scholar's Cup on Tuesday, September 19 at **Upton Hill Regional Park**.

This annual mini-golf tournament offers fun for all ages, numerous opportunities to mingle and network, and is the Chamber's most popular family-friendly event. It is a great way to escape the office on an afternoon and gain valuable exposure for your company, while creating lasting connections with fellow Chamber members and their families.



This family-friendly event includes a mini-golf tournament, dinner, and music. 100 percent of the proceeds will benefit the Arlington Chamber's Young Entrepreneurs Academy (YEA!), a 21-week program through which middle and high school students launch and operate their own businesses. Join us for food, networking, and fun, while we help raise funds for our youth entrepreneurs!

Sponsorships are available starting at \$200. For more information about sponsorships, contact Alex Held at aheld@arlingtonchamber.org or (703) 525-2400.

▶ Registration is required by Friday, September 15 and includes golf and dinner. Tee times will be at 4:00 and 5:30 p.m. For questions regarding registration, contact Hannah Dannenfelsler at chamber@arlingtonchamber.org or (703) 525-2400.

THE CHAMBER

■ EXECUTIVE COMMITTEE

Tina Walker, Chair
 Lindsey Rheume, Chair-elect
 Todd Yeatts, Immediate Past Chair
 Kevin Shooshan, Past Chair
 Kate Bates, President & CEO
 Scott Ritter, Treasurer
 Marie Schuler, Assistant Treasurer
 Shannon Bailey, Vice Chair - Communications
 David Kinney, Vice Chair - Business Advocacy
 Joe Prentice, Vice Chair - Member Affairs
 David Isaacson, Vice Chair - Membership Development
 John Gallagher, Vice Chair - Community Engagement

■ DIRECTORS

Shannon Bailey, Global Thinking
 Kate Bates, Arlington Chamber of Commerce
 Beth Borowski, CNA
 Lucy Bowen McCauley, Bowen McCauley Dance
 Mary-Claire Burick, Rosslyn Business Improvement District
 Linda Chandler, Linden Resources, Inc.
 Crystal Christmas-Watson, Crystal City Marriott
 David DeCamp, Newmark Grubb Knight Frank
 John Finlay, Crystal City Sports Pub
 Amanda Fischer, Grade A Marketing
 Bill Fogarty, Walsh, Colucci, Lubeley & Walsh PC
 Michael Foster, MTFA Architecture
 Angela Fox, Crystal City Business Improvement District
 Betsy Frantz, Leadership Center for Excellence
 Andy Fuhrmann, Clark Construction
 John Gallagher, Energesco Mechanical
 Michael Garcia, State Farm Insurance
 Nancy Goodman-Thevoz, A Main Event Caterers
 Brian Gordon, Apartment and Office Building Association
 Donna Hamaker, Buck & Associates
 Greg Hamilton, Arlington Magazine
 Daniel Hoff, Metropolitan Washington Airports Authority
 Todd Ihrig, H.D. Vest Investment Services
 David Isaacson, Beach Geeks, Inc.
 Sonia Johnston, John Marshall Bank
 David Kinney, Clarendon, LLC
 Tina Leone, Ballston Business Improvement District
 Tad Lunger, McGuireWoods LLC
 Pinkie Mayfield, Graham Holdings Company
 Greta Menard, Capital MarCom
 Greg Mullan, George Mason Mortgage, LLC
 Dr. Patrick Murphy, Arlington Public Schools
 Joe Prentice, Wells Fargo Private Mortgage - Team Martinson
 Greg Raines, Dittmar Company
 Lindsey Rheume, EagleBank
 Scott Ritter, United Bank
 David Rowley, Minuteman Press
 James Ryerson, Marymount University
 Marie Schuler, Comcast Cable Communications
 Kevin Shooshan, The Shooshan Company
 Lisa Sloan, JBG Smith
 John Snedden, ROCKLANDS Barbeque and Grilling Company
 Adrian Stanton, Virginia Hospital Center
 Darren Tully, Freedom Bank
 Tina Walker, BAE Systems
 Todd Yeatts, The Boeing Company
 Mark Zetlin, Mercedes - Benz of Arlington

■ U.S. ARMY LIAISON TO THE BOARD

Glenn A. Wait, Joint Base Myer-Henderson Hall

■ STAFF

Kate Bates, President & CEO
 Mike Rosenow, Membership Director
 Caroline Taylor, Communications Manager
 Alex Held, Membership Engagement Manager
 Hannah Dannenfelser, Operations & Special Projects Manager
 Sarah Lindner, Events Manager
 Debbie Powers, Events Associate

MEMBER: U.S. Chamber of Commerce & Virginia Chamber of Commerce

AUGUST AT THE CHAMBER

GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	2 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMART START	3 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
AMBASSADOR COMMITTEE MEETING	7 MONDAY 4:15 p.m. - 5:15 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE CONFERENCE CALL	8 TUESDAY 8:00 a.m. - 9:00 a.m.
EXECUTIVE COMMITTEE MEETING	9 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
OPPORTUNITY WORKS VIP DINNER	10 THURSDAY 5:30 p.m. - 9:00 p.m. Pinstripes
MEMBERSHIP ENGAGEMENT COMMITTEE MEETING	15 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	16 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BREAKFAST CONNECTION	17 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
SMALL BUSINESS ROUNDTABLE	23 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	24 THURSDAY 5:00 p.m. - 7:00 p.m. Courtyard by Marriott - Arlington Rosslyn
COMMUNITY ACTION COMMITTEE MEETING	30 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room

REGISTER TODAY! ▶ 703-525-2400
 ▶ WWW.ARLINGTONCHAMBER.ORG

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
2009 14th Street, North Suite 100
Arlington, VA 22201

GRAND SPONSOR

Greg Mullan -

 GEORGE MASON MORTGAGE, LLC
 A Subsidiary of United Bank

PREMIER SPONSOR
 Michael Garcia - State Farm Insurance

BREAKFAST CONNECTION

Promote your business before the workday even begins! Breakfast Connection gives attendees a chance to bring their business to the table. This event focuses on roundtable power networking and provides attendees with the opportunity to exchange business cards, develop new prospects, and share a 60 second pitch with each table. Our August Breakfast Connection will feature Shannon Flanagan-Watson, Arlington County's Business Ombudsman and Assistant County Manager.

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

GRAND SPONSOR


 TD Bank
 America's Most Convenient Bank®

BUSINESS AFTER BUSINESS

End your busy workday on a high note with delicious food and drinks, 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.
Courtyard by Marriott - Arlington Rosslyn
1533 Clarendon Boulevard
Arlington, VA 22209



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 all events.

CHAIR'S MESSAGE

What is Cards & Clubs?

The Arlington Chamber of Commerce's Program Review Task Force was established in 2016. Per the Chamber's Strategic Plan, the purpose of the Task Force was to evaluate the Chamber's signature events and enhance these programs to provide further value to the membership and to the Chamber. Just like the exciting enhancements made to the Best Business Awards and the creation of the combined State of the County & Public Awards event, the Chamber has given the traditional Fall Outing golf tournament an update and evolved this into a fresh, new event called Cards & Clubs.

Cards & Clubs will be held on October 19 from 12:30-4:30 p.m. at TopGolf Alexandria. Perhaps the best thing about TopGolf is that it is a game for everyone. You can participate and have fun, regardless of your golf experience. I am not a golfer, but I had a great time when I went with my family. It is an experience that provides an opportunity to connect with others, build your network, bond with your co-workers, and have some fun!

The all-inclusive Cards & Clubs is an excellent escape from the office for an afternoon of team-building while making valuable connections. Registration includes lunch, three hours of beverage service, play-as-you-go golfing with awards for the longest drive and hole-in-one, and access to a silent auction. Golfer or non-golfer, anyone can come, hit a few rounds, and build lasting relationships with fellow members. As a Chamber member, there are a number of ways that you can support this new event with sponsorship opportunities or silent auction donations. For more information, email Chamber staff member Alex Held at aheld@arlingtonchamber.org or call him at (703) 525-2400.

The Chamber is motivated to ensure that all events continue to provide our members the right opportunities to develop relationships and partnerships. In my opinion, relationships and partnerships are the keys to success for any individual or business, and the Chamber is focused on creating effective programs for engagement opportunities. Cards & Clubs is another example of the exciting, new updates that are providing excellent opportunities for Chamber members.

See you in October!

Tina Walker
BAE Systems



2017 ANNUAL CORPORATE SPONSORS



The *Arlingtonian* (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street North, Suite 100, Arlington, VA 22201. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA.

Members in the News article submissions must be emailed to 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.



JULY MILESTONE ANNIVERSARIES

CONGRATULATIONS!

■ FIFTEEN YEARS

FUR GET ME NOT PET CARE, LLC

■ FIVE YEARS

**EARL'S SANDWICHES
HOUSE OF STEEP**

WELCOME NEW MEMBERS

■ BUSINESS AND PROFESSIONAL SERVICES GREEN POWERED TECHNOLOGY

Phillip Green
1220 N. Powhatan Street
Arlington, VA 22205
Phone: (571) 271-1624
E-mail: pgreen@greenpwr.com
Web Address: www.greenpwr.com
Sponsor: Jasmine Gould, Strategic Consulting Partners
Green Powered Technology is a leading innovator in green energy systems. We provide sustainable, cost-effective energy solutions to governmental, commercial and energy-impooverished clients.

■ BUSINESS AND PROFESSIONAL SERVICES XGILITY

Alex Finkel
44095 Pipeline Plaza
Suite 460
Ashburn, VA 20147
Phone: (571) 303-0434
E-mail: afinkel@xgility.com
Web Address: www.xgility.com
Sponsor: David Isaacson, Beach Geeks, Inc.

■ BUSINESS AND PROFESSIONAL SERVICES VENABLE LLP

Kendrick Whitmore
8010 Towers Crescent Drive
Suite 300
Tysons Corner, VA 22182
Phone: (703) 760-1600
Web Address: www.venable.com
Sponsor: Staff
With more than 600 attorneys in nine offices across the country, we are strategically positioned to advance our clients' business objectives in the U.S. and abroad. Our clients rely on Venable's proven capabilities in all areas of corporate and business law, complex litigation, intellectual property, and regulatory and government affairs.

MEMBERS IN THE NEWS

■ CNA

CNA Celebrates 75 Years of Service to Our Nation

CNA recently announced its yearlong celebration of its 75th anniversary. The independent research organization is commemorating the accomplishments of its scientists and analysts in addressing the nation's challenges from World War II to today.

CNA's theme for its 75th year is "Service to the Nation," which is consistent with the motivations of its forbearers and the collaborations that have achieved remarkable results. Seventy-five years ago, physics Professor Philip Morse began to form a team of civilian scientists to support the U.S. Navy, as it tackled one of the most challenging problems of World War II: German U-boats sinking American ships. Admiral Jerauld Wright later said, "I believe that no group of comparable size contributed more to the successful conduct of our war effort."

From its origins as a group of just seven analysts, **CNA** has grown to over 600 analysts and professional staff at its Arlington, Virginia headquarters and on field assignments around the world. Its researchers support not only the Navy and Marine Corps but also many other local, state and federal government decision-makers as they solve some of the toughest issues of our time: from community policing and education to homeland security.

"This year we remember the contributions our former colleagues made and think about their relevance to the work we are doing today," said **CNA** President and CEO, **Katherine A.W. McGrady, Ph.D.** "The better sense we have of the shoulders we stand on, the better equipped we are to carry out our mission and continue our legacy of service to the nation. I am proud but also very humbled by the legacy we all have a responsibility to carry on."

■ SPRYNT

Free Ride-Hailing App in Rosslyn-Ballston Corridor Picks up Steam

A new startup offering free pick-ups and drop-offs in the Rosslyn-Ballston corridor in its electric cars has gotten quite a bit of attention just weeks after launch. **Sprynt** launched on June 21 and currently has four cars, with a fifth on the way. Within five days, the app had over 700 downloads. **Sprynt** can be downloaded for iOS and works similarly to other ride-hailing apps like Uber and Lyft. Users enter their current location, destination and the number of passengers, then request a ride. They are then told their driver's name and an estimated time of arrival.

"In order for the concept to work you need a special area where it's densely populated and people all live, work, and play within a couple of square miles," said **Alex Villanueva**, the 26-year-old founder. "It's a 'too far to walk, but too close to drive' little niche, where you still need perhaps Uber or Lyft, or the Metro or the bus, to get anywhere else outside of our service area."

The business is able to provide free rides thanks to its advertisers. Villanueva said that the likes of **Don Tito**, **Tupelo Honey Café**, Ten at Clarendon, and Miriam's Kitchen have already partnered with **Sprynt**.

Villanueva hopes to eventually increase **Sprynt's** coverage area to Old Town Alexandria and as a connector between Rosslyn and Georgetown. He said he may also create a safe ride program for university students.

"We have this rare scenario where everybody truly does win and there're no strings attached," **Villanueva** said. "It's a safe way to get around, it reduces drunk driving and puts money back in your pocket. ... The advertisers win because this is an interactive way to reach riders. And again, the most important thing is the association with this free, eco-friendly ride service."



■ CLARENDON ANIMAL CARE

Clarendon Animal Care To Expand Space and Staff

Clarendon Animal Care will soon have more space for its four-legged clients. The veterinary business opened in January 2015. Now, two-and-a-half years later, it is continuing to grow and is set to expand to the space next door, said **Dr. Kayleen Gloor**, one of its founders.

The office's expansion, into the former storefront of a sign shop, will increase its space by 70 percent. It will go from having three exam rooms to five exam rooms, while there will also be a larger reception area and more spacious treatment spaces. The center is also planning to add a fifth veterinarian to its team by the end of this month.



"[The expansion] was out of need," **Gloor** said. "I have a hard time saying 'no' to [animals] that need to be seen."

Gloor believes that the fifth vet and added space will make things less stressful for the office's staff, as they will be better able to share the workload. **Gloor** said she hopes for the construction to be over and the new space ready to use by early next month.

■ MONDAY PROPERTIES

U.S. State Dept. Signs 15-Year Renewal and Expansion in Rosslyn

The U.S. Department of State is renewing its existing lease for the entire 1701 North Fort Myer Drive building, as well as expanding into the remaining vacancy of 1200 Wilson Boulevard for another 15 years beyond its previously scheduled lease expiration in 2019. Both premier office buildings are owned and operated by **Monday Properties** in Rosslyn, Virginia. Including this State Department transaction, Monday Properties has transacted on over 1.1 million square feet of leasing activity over the past 18 months as more corporations of all sizes see the value in Rosslyn's convenient location.

Tim Helmig, Managing Partner of **Monday Properties**, said, "We are proud that the State Department will remain a tenant of **Monday Properties**, and look forward to working together on the expansion that will consolidate these two buildings with a modern solution. Our significant investment into the single facility campus will upgrade the property to the latest government efficiency standards."

Austin Freeman, Senior Vice President of Asset Management at **Monday Properties** said, "We're looking forward to our continued partnership with the State Department. The 15-year renewal exemplifies how important Rosslyn's proximity to D.C. and government agencies is for both private and public sector tenants. The renewal allows the Government user groups to build upon the already significant core infrastructure investment in the facility."

■ COURTYARD BY MARRIOTT - ARLINGTON ROSSLYN

Courtyard Arlington Rosslyn Sparkles from New Renovation

When **Marriott** embarked on a six-month renovation of the **Courtyard Arlington Rosslyn**, they overhauled the entire space: They redid all the "soft goods" in the rooms, replaced wallpaper, brought in new tables and chairs for The Bistro and changed the property's color palette to grays and purples. The fitness center is now all-new, with new TVs, weightlifting equipment, yoga equipment and a rubber-matted floor. And perhaps most significant, the large meeting room on the ground floor added 1,000 square feet of additional event space to the already existing 1,277 square feet. Those who rent the meeting space can enjoy easy access to an open courtyard with natural light and fresh air during their event.

Brittney Rice, the hotel's operations and events manager, says the hotel hopes the renewed meeting space will be attractive to local businesses seeking a spot for their corporate events.

"We have a great mix of clientele: business travelers year-round, and families and vacationers in the summer," **Rice** says. "A lot of Marine Corps Marathon runners stay here [in October], too. We're so close to so many great restaurants and are just two blocks from Metro, one Metro stop from D.C., and 15 minutes from Reagan National Airport. Staying here is like being in the city but not really in the city."

■ FINANCIAL SERVICES

AXA ADVISORS

Joseph Jones
3141 Fairview Park Dr.
Suite 250
Falls Church, VA 22042
Phone: (703) 205-0326
E-mail: joseph.jones@axa-advisors.com
Web Address: www.dc.axa-advisors.com
Sponsor: Joe Prentice, Wells Fargo Private Home Mortgage
AXA Advisors has the opportunity to serve the Arlington community as a resource for comprehensive financial planning. Our team provides wealth management services and financial education to meet the needs of individuals, small businesses, non profits, and municipalities.

■ FINANCIAL SERVICES

ONTRACK 401(K)

John Chandler
3100 Clarendon Blvd.
#200
Arlington, VA 22201
Phone: (703) 969-3039
E-mail: jchandler@ontrack401k.com
Web Address: www.ontrack401k.com
Sponsor: Ryan Argentieri, Silver Mountain Solutions
We are an independent retirement plan advisory firm offering a wide range of services to improve the retirement plan experience for both the plan sponsor and the participant. Our clients are our top priority and we operate with complete transparency, free from any biases or conflicts of interest.

■ GOVERNMENT AND EDUCATION

ARLINGTON COUNTY FIRE DEPARTMENT

Chief James Bonzano
2100 Clarendon Blvd.
Suite 400
Arlington, VA 22201
Phone: (703) 228-3362
E-mail: fire@arlingtonva.us
Web Address: www.arlingtonva.us/fire
Sponsor: Staff
We serve the community with compassion, integrity and commitment through prevention, education and a professional response to all hazards.

■ HOME AND PERSONAL SERVICES

SHARON OTTO INTERIORS

Sharon Otto
PO Box 17148
Arlington, VA 22216
Phone: (267) 415-6851
E-mail: sharon@sharonottointeriors.com
Web Address: www.sharonottointeriors.com
Sponsor: Staff
Designing homes and small businesses in Northern Virginia, Pennsylvania, and throughout the country, Sharon Otto Interiors specializes in designing colorful, inspired homes and businesses that infuse personality, quality and class.

WELCOME NEW MEMBERS

■ HOME AND PERSONAL SERVICES
WOODBIDGE LAWN

Allyx Smith
12744 Milan Ct.
Woodbridge, VA 22192
Phone: (703) 997-7788
E-mail: woodbridgelawnco@gmail.com
Web Address: www.woodbridgelawn.com/
Sponsor: Staff
We're a reliable firm that's available to take on any and all of your yard care needs. Our staff members are experienced and enthusiastic professionals who want to help you attend and maintain an outdoor space that's healthy, clean, beautiful and inviting to all.

■ REAL ESTATE AND CONSTRUCTION
HDR

Lyndsey Akers
3001 Washington Blvd.
Suite 200
Arlington, VA 22201
Phone: (703) 518-8500
E-mail: hdrarchitecturlearlington@hdrinc.com
Web Address: www.hdrinc.com
Sponsor: Christina Winn, Arlington Economic Development
We specialize in engineering, architecture, environmental and construction services. While we are most well-known for adding beauty and structure to communities through high-performance buildings and smart infrastructure, we provide much more than that. We create an unshakable foundation for progress because our multidisciplinary teams also include scientists, economists, builders, analysts and artists.

■ REAL ESTATE AND CONSTRUCTION
TRIVISTAUSA

Michael Sauri
PO Box 101148
Arlington, VA 22210
Phone: (888) 814-8748
E-mail: mjsauri@trivistausa.com
Web Address: www.trivistausa.com
Sponsor: Greg Hamilton, Arlington Magazine
TriVistaUSA is a boutique design-and-build firm based in Arlington, Virginia. Owners and founders Michael and Deborah Sauri built the company as a team around one central mission: to provide high quality and creative designs with an aesthetic yet practical flair woven into their client's lifestyle needs.

■ REAL ESTATE AND CONSTRUCTION
**ADAM CARSWELL - RE/MAX
DISTINCTIVE REAL ESTATE, INC.**

Adam Carswell
1307 Dolly Madison Blvd.
McLean, VA 22101
Phone: (703) 821-1840
E-mail: Servicebyadam@gmail.com
Web Address: www.livedistinctive.com
Sponsor: Joe Prentice, Wells Fargo Private Home Mortgage
RE/MAX Distinctive is an independently owned and operated real estate firm located in McLean, VA. Our firm has had long-standing success with a family of real estate agents and brokers who specialize in all aspects of real estate management and marketing.

CHAMBER SCENE: JUNE-JULY

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. This is why the Chamber's Directors, staff and members are dedicated to supporting community events and happenings. Below are a few highlights of the events Chamber staff and Board members participated in on behalf of the Chamber.

June 12 – Mike Rosenow and Alex Held attended the **Crystal City BID's Annual Meeting**.

June 21 – Kate Bates, Mike Rosenow, Alex Held, and Chamber intern Kiko Murphy-Apgar attended the **Ballston BID's Annual Meeting**.

June 28 – Kate Bates attended the **Linden Resources and Melwood Affiliation Ceremony and Celebration**.

July 9 – Kate Bates attended a luncheon celebrating the launch of Air India's non-stop service from **Washington Dulles International Airport (IAD)** to Delhi. Governor Terry McAuliffe was also present.

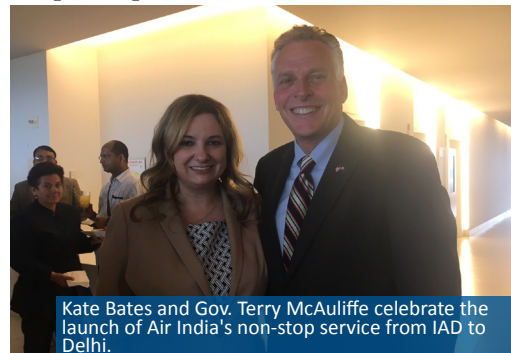
July 9 – Kate Bates, Alex Held, and Hannah Dannenfeser participated in the Midtown Charity Benefit at the **Crystal City Sports Pub**, a silent auction benefiting the YEA! program.

July 12 – Alex Held attended **Urban Alliance's Public Speaking Challenge at George Mason University**.

July 13 – Mike Rosenow attended the **Washington Business Journal's Summer BizMixer**.

July 13 – Alex Held attended Chamber Connect at Mervis Diamond, hosted by the Capital Area Gay and Lesbian Chamber of Commerce (CAGLCC).

July 18 – Alex Held attended DCA Live, co-presented by **Vornado** and the **Crystal City BID**.



Kate Bates and Gov. Terry McAuliffe celebrate the launch of Air India's non-stop service from IAD to Delhi.

BUSINESS ADVOCACY

Nonprofits Learn How to Boost Advocacy Efforts at Latest Nonprofit Forum

On Friday, July 14, the Arlington Chamber of Commerce's Community Action Committee held its latest Nonprofit Forum: Make an Impact on Legislative Policies. Representatives from a number of area nonprofits gathered to learn how to insert their organization into the policy arena and make an impact on legislative matters at the state and local levels.



Moderator Brian Gordon introduces the panel at the Nonprofit Forum

This interactive event was led by four panelists – **Vikram Agarwal** of **Bean, Kinney & Korman, P.C.**, **Delegate Patrick Hope** (D-47), **Elizabeth Jones** of **Offender Aid and Restoration (OAR)**, and **Michelle Winters** of the **Alliance for Housing Solutions** – with a broad range of experience and knowledge in advocating for various causes, and was moderated by **Brian Gordon**, who serves on the Chamber Board of Directors and as Virginia Vice President of Government Affairs at the **Apartment & Office Building Association (AOBA)**. Our expert panel shared important information about the laws and rules for advocating, strategies that have helped their organizations, and other valuable advice on how to successfully communicate a message and influence policies.

■ Members interested in getting involved in the Chamber's Community Action Committee should email chamber@arlingtonchamber.org to be added to the committee distribution list.

Enjoy an Afternoon of Fun at Cards and Clubs!

We're revamping one of our premier Chamber events this year to present our members with a brand-new, action-packed event – Cards & Clubs. If you're into expanding your network, team-building, client appreciation, or having some fun, then Cards & Clubs is the event for you. This all-inclusive, networking event is your perfect escape from the office for an afternoon to make valuable connections or bond with colleagues!



As the new and enhanced version of our previous Fall Outing golf tournament, Cards & Clubs will be held at **TopGolf**. **TopGolf** is not your average golf experience. The best feature of **TopGolf** is its unique format, which makes it perfect for everyone, no matter your experience level or athletic ability. For more seasoned or competitive golfers, this event will include a number of challenges and contests to win awards and prizes.



Cards & Clubs sponsorships are going fast! Becoming a sponsor is your way to secure a spot for your team and a preferred bay location at the event. Without even opening registration to the public, we have already exceeded the number of attendees at last year's Fall Outing. To sponsor or learn about our available opportunities, email Alex Held at aheld@arlingtonchamber.org or call him at (703) 525-2400.

We are also seeking item donations to be given as prizes for our longest drive or hole-in-one contest winners or featured in the silent auction. Donating an item is an excellent way to market your business at this fun-filled event. All donors will also be recognized in the Chamber's monthly Arlingtonian publication. Email Debbie Powers at dpowers@arlingtonchamber.org to request a donation form.

TRAVEL AND TOURISM HILTON GARDEN INN REAGAN NATIONAL AIRPORT

Leketia Lee
2020 Jefferson Davis Highway
Arlington, VA 22202
Phone: (703) 892-1050
E-mail: dcacc-salesadm@hilton.com
Web Address:
www.reagannationalairport.hgi.com
Sponsor: John Finlay, Crystal City Sports Pub
Stay close to all the excitement of Washington DC at the Hilton Garden Inn Reagan National Airport hotel. You'll be half of a mile from Reagan National Airport and just minutes from downtown DC.

TRAVEL AND TOURISM SPRYNT

Alex Villanueva
6564 Loisdale Ct., Suite 600
Springfield, VA 22150
Phone: (757) 814-0959
E-mail: alex@spryntnow.com
Web Address: www.spryntnow.com
Sprynt provides exciting, efficient, and eco-friendly transportation that strengthens communities by connecting residents to local businesses. Our unique solution to the growing demand for on demand transportation is made possible through strategic advertising partnerships with local and national brands. These partnerships allow us to transport our passengers 100% free of charge.

BREAKFAST CONNECTION

Get Business Insights from Arlington's Business Ombudsman at Our August Breakfast Connection

Join the Chamber at our August Breakfast Connection, featuring Shannon Flanagan-Watson, Arlington County's Business Ombudsman and Assistant County Manager. At this special networking event, you'll hear directly from Shannon about her role working in partnership with the Arlington business community to help resolve County challenges. Shannon works with businesses when they face obstacles in regular County processes, which makes her an key resource.



Shannon Flanagan-Watson

Attendees will have the chance to network, exchange business cards, develop new prospects, and share a 60 second pitch with each table. The event will also include an interactive dialogue with Shannon. She would like to hear from the business community about how she can help make Arlington a premier place to do business, so take advantage of this opportunity to have your voice heard!

To register and learn more about our August Breakfast Connection, visit www.arlingtonchamber.org/events. Advance registration closes on Wednesday, August 16 at noon. Registration includes a full buffet breakfast with coffee, tea, and juice. For questions regarding registration, email Hannah Dannenfelsler at chamber@arlingtonchamber.org or call her at (703) 525-2400.

SPECIAL THANKS TO

GRAND SPONSOR



America's Most Convenient Bank®

NORTHERN VIRGINIA REGIONAL ELECTED LEADERS SUMMIT

Regional Chambers Announce Virginia Elected Leaders Economic Forum

On Wednesday, September 6, the Arlington Chamber of Commerce will co-host the Northern Virginia Regional Elected Leaders Summit, along with the Alexandria Chamber of Commerce, Loudoun County Chamber of Commerce, Northern Virginia Chamber of Commerce, Prince William Chamber of Commerce, and Northern Virginia Regional Commission. The summit will be held at **George Mason University's Arlington Campus** at Founders Hall.

This one-of-a-kind event will feature elected officials from across the area, including Arlington County Board Chair Jay Fissette. The event offers Northern Virginia's business leaders the opportunity to learn about the economic climate in each jurisdiction, hear about new and ongoing initiatives aimed at bolstering economic growth, and discover how each jurisdiction in Northern Virginia can work together for the betterment of our regional economy.

To view more information and directions to register, visit www.arlingtonchamber.org/events.



SPECIAL THANKS TO



SAVE THE DATE



The Arlington Chamber of Commerce will host its 93rd Annual Meeting on Friday, December 8 from 11:30 a.m. - 2:00 p.m. at the **Sheraton Pentagon City Hotel**. This meeting will be a celebration of 2017 and the exciting future that lies ahead. This event details the Chamber's highly anticipated key initiatives and developmental plans for the coming year. The President's Award, Chair's Award, and Committee of the Year Award will also be presented.

The Chamber currently has a number of sponsorship opportunities available. For more information or questions regarding sponsorships, please contact Alex Held at (703) 525-2400 or aheld@arlingtonchamber.org.

Registration closes Wednesday, December 1 and includes lunch, the program, and parking. For questions regarding registration, contact Hannah Dannenfels at (703) 525-2400 or chamber@arlingtonchamber.org.

SHOPCHAMBER



Thank you to everyone who supported the Chamber's Auto & Industrial members during the month of July! Please support the Chamber's Government & Education members during the month of August. A complete list of Auto & Industrial members can be found on the Chamber website.

Create buzz online! Use **#ShopARL** on social media every time you shop at a member retail location, attend an event at a member business, or refer a friend to a Chamber business. The first Friday of each month is ShopChamber Friday!



CHAMBER BLOG

Be a Thought Leader - Contribute to the Chamber Blog!

The Chamber Blog is a useful and credible source of information for business leaders across the area. The blog serves as an educational and engaging resource for business professionals in our community to stay informed about trends, innovation, best practices, and other business-related information. It also features a variety of industry-specific business topics written by Arlington's thought leaders.



As a free benefit, Chamber members are able to provide an informational article or how-to post about your area of expertise for our blog. Articles are posted weekly and are then promoted on the Chamber's social media pages and in the weekly e-newsletter, which is sent out to over 3,000 members and Arlington business professionals. This is an excellent tool that helps you drive traffic to your website, while sharing your knowledge with Arlington business community.

SPECIAL THANKS TO
BLOG GRAND SPONSOR



If you are interested in contributing to the Chamber Blog, please contact Caroline Taylor, Communications Manager, at communications@arlingtonchamber.org or call (703) 525-2400 to request a copy of the Chamber Blog Guidelines. You can also visit www.arlingtonchamber.org/blog to view past blog posts and download the Blog Guidelines and Template.

Economy Addressed, Local Heroes Honored at State of the County & Public Safety Awards

The Arlington Chamber of Commerce held the State of the County & Public Safety Awards on Wednesday, June 28 at the **Hyatt Regency Crystal City at Reagan National Airport**. This new breakfast event, which combined two past Chamber events – State of the County and the Valor Awards, celebrated Arlington's economic achievements, the future of our community, and all who help make our area an excellent place to live and work.

The event began with an address by Arlington County Board Chair Jay Fisette, who highlighted the economic and development status of Arlington. The Chamber then honored public safety personnel and first responders from Arlington County's **Office of Emergency Management, Office of the Sheriff, Police Department, and Fire Department**, who have exemplified extraordinary heroic actions and exceptional performance of their duties.

"In short, the state of the County is really good. In my view, Arlington works." said Fisette, before a crowd of over 200 attendees. "There is nothing stagnant about Arlington - the only constant is change. I'm very proud of all of us for what we have accomplished over the years."



Arlington County Board Chair Jay Fisette delivers the State of the County address

Fisette went on to offer the following 10 recommendations for County leaders after he retires at the end of 2017:

1. Maintain Arlington's values and commitment to being a welcoming, inclusive community.
2. Work collaboratively and efficiently to use our limited land wisely, as our population grows.
3. Focus on long-term planning.
4. Continue to act as a regional leader, especially regarding Metro.
5. Invest more and find new tools to create and preserve affordable housing.
6. Maintain fiscal responsibility and never put Arlington's AAA bonds at risk.
7. Facilitate an even broader civic engagement and seek to find a balance so that a few voices in the community do not dominate and discourage the rest of the voices.
8. Move forward boldly to ensure environmental sustainability.
9. Stay nimble in order to adapt to the changing business environment.
10. Ensure that government works for everyone. Remain accessible and also maintain integrity.

Following the State of the County address, awards were presented to honor Arlington County's public safety personnel and first responders. Eight honorees were recognized for their courageous, often lifesaving actions in the line of duty. Leadership of all respective departments submitted nominations for Public Safety Award honorees based on their performance over the past year. A selection committee chose the final winners, who were honored at the ceremony.

The 2017 Public Safety Award honorees are as follows:

Arlington County Office of Emergency Management
William Flagler – *Meritorious Service Award*

Arlington County Office of the Sheriff
Corporal Grant Dean and Deputy Matthew Camardi – *Life-Saving Award*
Chief Deputy Paul Larson – *Meritorious Service Award*

Arlington County Police Department
Detective Master Police Officer Robert Icolari – *Meritorious Service Award*
Officer Andrew Schloe – *Life-Saving Award*
Officer Ryan D. Williams – *Life-Saving Award*

Arlington County Fire Department
Firefighter Jeffrey Zynel - *Meritorious Service Award*



2017 Public Safety Award recipients

Grand Sponsor



Premier Sponsors

Arlington Community Federal Credit Union | Arlington Economic Development
Ballston BID | Bean, Kinney & Korman, P.C. | CNA | John Marshall Bank | Kim
Klingler - Committee of 100 | Murphy Funeral Homes

Thanks to our Sponsors

Award Sponsor
Dominion Energy

Keynote Sponsor



Benefactor Sponsors

Arlington Transportation Partners | BAE Systems | EagleBank
FVCbank | The Boeing Company | United Bank

Patron Sponsors

Beach Geeks, Inc. | Donna Hamaker - Buck & Associates | Michael Garcia - State Farm Insurance | Todd Ihrig - H.D. Vest Investment Services

Supporting Partner

The Leadership Center for Excellence

NONPROFIT SPOTLIGHT

Delivering Same-Day Emergency Funds to Help our Neighbors Thrive in a Caring Community

By Andrew Schneider, Executive Director, Arlington Thrive

A 2016 Federal Reserve Board survey found that 47 percent of respondents were not financially stable enough to withstand a \$400 emergency. Arlington County residents are no exception. Each year, **Arlington Thrive** provides same day emergency financial assistance to more than 5000 County residents who experience sudden financial crisis such as temporary unemployment or illness.



Arlington Thrive's clients are among Arlington County's most vulnerable residents – the working poor, elderly and disabled people on a fixed income, and homeless and formerly homeless individuals who need **Arlington Thrive's** funds as a “safety net” until they are able to get back on firmer financial footing. Our assistance prevents evictions, utility shutdowns, and lack of healthcare that could otherwise result from unpaid bills for rent, utilities, transportation, or medical care. We play a pivotal role in keeping people from slipping deeper into debt or turning to predatory payday loans to provide for themselves and their families.

Serving as a linchpin in Arlington's safety net, we partner with the Arlington County Department of Human Services and other safety-net nonprofits, including **Arlington Partnership for Affordable Housing (APAH)**, **Arlington Street People's Assistance Network (A-SPAN)**, **Bridges to Independence (B2i)**, **Doorways for Women and Children**, **Offender Aid and Restoration (OAR)**, **Virginia Hospital Center**, and others, to meet the wide array of needs facing Arlington County's low-income residents. Our partners turn to **Arlington Thrive** when their clients need extra help tackling the roadblocks standing in the way of their future stability – whether it's money for the rent, taxi fare to the hospital, or funds to pay for critical identity documents.

Last spring, **Arlington Thrive's** future capacity was bolstered by a \$750,000 donation from our longtime donor and community benefactor, Dr. Mitchell Davis. With this generous gift, we created a new endowment fund, the Mitchell E. Davis, MD Medical and Dental Emergency Assistance Fund, which will benefit our neighbors for years to come.

If you and/or your organization are interested in making a tangible impact in our community, please contact us to discuss partnership and other opportunities. We also would love to see you at our fundraising event, BBQ, Boots & Bingo, on September 16. By working together, we can ensure that all our Arlington neighbors thrive in a caring community.

ARLINGTON ECONOMIC DEVELOPMENT

Arlington County Board Approves Arts Grants

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

A total of 21 Arlington arts organizations and three individual artists will be receiving grants in the coming year. The County Board recently approved the funding under its Arlington Arts Grants Program. Twelve other organizations were granted the use of County facilities and access to technical services. A total of just over \$215,000 was approved for distribution to the various grants, which range in scope from \$1,167-\$23,292 to assist with expenses involved with administration and program offerings, for specific projects, or to fund a proposed work.



“The arts enrich our lives and enliven our community,” said Arlington County Board Chair Jay Fissette. “The Arts Grants program supports a diverse arts community in Arlington.”

The Board voted 5 to 0 to approve the arts funding.

The Arlington Commission for the Arts received 54 grant applications. Of the 28 applications requesting financial support, 21 were from nonprofit arts groups and seven were from individual artists; 16 organizations requested performance/rehearsal space and technical services in addition to financial support; 10 organizations requested performance/rehearsal space and technical services only. The County operates theaters and has space available for performance rehearsals, dance studios, and a recording studio. Technical services provided by the County include professional assistance, access to the scene shop, and discounted rental from the costume collection.

Why Branding Matters for New Business and Recruitment

There are two sides to business development. One is winning new clients. The second is having the right team in place to deliver excellent work once the business is won. Both are essential to the success of any organization, and both depend on one critical factor: the brand. At our June Small Business Roundtable, **Joe DePalma** and **Brian Tillman** of **Punch Digital Strategies** taught attendees the importance of branding, and why it matters for new business and recruitment.

First, what is a brand?

- Voice
- Culture
- Visual Identity
- Methodology
- Digital Presence

When thinking about business development, think of it as a two-sided coin. On one side, you have winning new business, and on the other, you have delivering on promise.

Why the brand matters for business development:

- Inspires trust
- Validates expertise
- Differentiates from competition

Why the brand matters for business recruitment:

- Attract top talent
- Build a dynamic internal culture
- Cultivate loyal ambassadors

In a highly competitive market, branding is critical to your ability to convince potential clients that your organization is the best partner, as well as for enticing top talent to join your team.

When trying to build a recruitment-focused brand, it is important to remember these 5 steps:

1. Identify your audience - Who do you want to hire?
2. Determine barriers and levers - What motivates them?
3. Identify desired conversion - What do I want from them?
4. Speak on their terms - How does my audience speak and interact?
5. Measure success - Test, repeat, revise, and validate.

So where do you start? The most important part of marketing your business's brand is your website. It is the first port of entry and provides an overview of your business. Secondly, your company's social media presence – especially on Facebook – acts as a vehicle for your business's culture and offers potential employees a snapshot into what it's like to work at your company. By focusing on these areas, you will be able to devise an effective brand that amplifies your company's message and attracts top talent and new clients.

CONNECT WITH THE CHAMBER



Arlington Chamber Blog
arlingtonchamber.org/blog



Arlington Chamber of Commerce - Virginia
facebook.com/ArlingtonChamberVA



Search companies for:
 Arlington Chamber of Commerce



@ArlChamberVA
twitter.com/ArlChamberVA



@ArlChamberVA
instagram.com/ArlChamberVA

GRAND SPONSOR



The Small Business Roundtable is an open forum discussion of 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.

REGISTER NOW:

AUGUST SMALL BUSINESS ROUNDTABLE

23 WEDNESDAY

11:45 a.m. - 1:00 p.m.

Chamber Board Room

TOPIC: Improving Your Self-Confidence

Presented by Amelia Truett of TruPartner Coaching

POSTMASTER: Send address changes to the *Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 100 Arlington, VA 22201

ARLINGTON REALTY, INC.
celebrating **30** YEARS *Family Owned & Operated Since 1984*



RESIDENTIAL & COMMERCIAL SALES • LEASING • PROPERTY MANAGEMENT
LICENSED IN VIRGINIA, DC & MARYLAND

703.836.6000 • ArlingtonRealtyInc.com

ARLINGTON REALTY, INC. • 764 S. 23RD STREET • ARLINGTON, VA 22202

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.



We Are Arlington!

Thanks Arlington Community! We are committed to making your banking experience special. Our focus is to provide "exceptional service" because that is what every customer deserves.

-  2011 - Arlington Chamber President Award
-  2013 - Arlington Chamber Best Business Award
-  2016 - Washington Business Journal Best Place to Work



2300 Wilson Boulevard, Arlington, VA 22201
703-528-1770 • JohnMarshallBank.com

THANK YOU!

- **car2Go** for donating a door prize at the June Business After Business
- **Hilton Garden Inn Falls Church** for donating a door prize at the July Breakfast Connection
- **Jamie Nicholas Printing and Graphics** for donating a door prize at the July Breakfast Connection
- **FVCbank** for hosting the July Business After Business
- **The Westin Arlington Gateway** for donating a door prize at the July Business After Business