

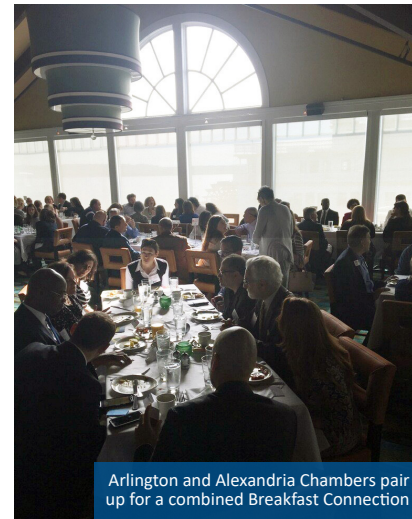


COMBINED JUNE BREAKFAST CONNECTION REVIEW

Arlington and Alexandria Businesses Connect

On Thursday, June 8, the Arlington Chamber held a combined Breakfast Connection with the Alexandria Chamber of Commerce at the Chart House, which has a beautiful view overlooking the Potomac. This special event was a huge success, with a sold-out crowd of more than 100 attendees, who had the opportunity to double their networks by connecting with business professionals from both the Arlington and Alexandria chambers. The event focused on roundtable power networking and provided attendees the chance to exchange business cards, develop new prospects, and share a 60 second pitch with each table.

We invite you to build your network and promote your business with us at our next Breakfast Connection on Thursday, July 20 from 7:30 a.m. to 9:00 a.m. at the **Holiday Inn Rosslyn**. Registration includes a full buffet breakfast with coffee, tea, and juice. Make sure to bring plenty of business cards - you'll need them. Visit www.arlingtonchamber.com/events to register.



Arlington and Alexandria Chambers pair up for a combined Breakfast Connection

LIVE PODCAST PREVIEW

Learn the Secrets to Success at Our New Event Series

Join the Arlington Chamber on Monday, July 17 for the launch of our live podcast series, Secrets to Success, with **ARLnow.com**, where an Arlington business titan will offer personal insight and share how they came into their career and made it to the where they are today in the business world.

To kick off the series, we'll hear from **Pinkie Dent Mayfield**, a Chamber Director and Vice President of Corporate Affairs and Special Liaison to the Chairman at **Graham Holdings Company**. Our podcast moderator, **Scott Brodbeck** of **ARLnow.com**, will lead the discussion with **Pinkie**, through which audience members will learn about her story, as well as her philosophy on business. The podcast will be recorded before a live audience and online.

Why attend if you can listen online? For the low cost of only \$25 to attend, live audience members will have the exclusive opportunity to ask **Pinkie** questions during the Q&A portion of the podcast, which will not broadcast online. Attendees will also have the chance to build their connections with other business professionals during a special networking portion of the event, while enjoying light bites and beverages from **Ruth's Chris Steak House**, courtesy of the **Crystal City BID**.

SPECIAL THANKS TO



Pinkie Dent Mayfield

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FEATURED EVENTS

NONPROFIT FORUM: MAKE AN IMPACT ON LEGISLATIVE POLICIES

JULY 14
11:30 a.m. - 1:00 p.m.
WETA-TV 26/90.9 FM

SMALL BUSINESS ROUNDTABLE

JULY 26
11:45 a.m. - 1:00 p.m.
Chamber Board Room

THE CHAMBER

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 Sarah Lindner, Events Manager
 Debbie Powers, Events Associate

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

JULY AT THE CHAMBER

FOURTH OF JULY	4 TUESDAY	Chamber office closed for holiday observance
AMBASSADOR COMMITTEE MEETING	10 MONDAY	4:15 p.m. - 5:15 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	11 TUESDAY	8:00 a.m. - 9:00 a.m. Cassatt's
EXECUTIVE COMMITTEE MEETING	12 WEDNESDAY	8:00 a.m. - 9:30 a.m. Chamber Board Room
SMART START	13 THURSDAY	4:00 p.m. - 5:15 p.m. Chamber Board Room
NONPROFIT FORUM	14 FRIDAY	11:30 a.m. - 1:00 p.m. WETA-TV 26/90.9 FM
SECRETS TO SUCCESS LIVE PODCAST	17 MONDAY	4:00 p.m. - 6:00 p.m. 1776
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	19 WEDNESDAY	9:00 a.m. - 10:00 a.m. Chamber Board Room
BREAKFAST CONNECTION	20 THURSDAY	7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	25 TUESDAY	4:00 p.m. - 5:00 p.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE MEETING	26 WEDNESDAY	9:00 a.m. - 10:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	26 WEDNESDAY	11:45 a.m. - 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	27 THURSDAY	5:00 p.m. - 7:00 p.m. FVCbank

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.

13 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
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 Michael Garcia - State Farm Insurance

BREAKFAST CONNECTION

Promote your business before the workday even begins! The format of 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.

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

GRAND SPONSOR

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 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.

27 THURSDAY
 5:00 - 7:00 p.m.
 FVCbank
 2500 Wilson Blvd
 Arlington, VA 22201

FVCbank
 FIRST VIRGINIA COMMUNITY BANK
 CONVENIENTLY LOCATED IN YOUR OFFICE

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.

Summertime in Arlington

Summer has arrived! With summer comes tourists, guests, and family members coming to town to visit us and our nation's capital. We are fortunate to have so many amazing monuments, museums, and a rich history and culture located in and around Arlington and Washington, D.C.

Chris Raines, who serves as the Chamber's Hotel General Manager's Committee Co-Chair and General Manager at the **Holiday Inn Rosslyn at Key Bridge**, gave me some great tips to share with family and friends visiting over the next several months. I want to share them with you.



Tina Walker

- The Washington, D.C. hotel market works in reverse of most travel markets. The weekends and holiday weeks are excellent times to visit. The rates are better during those times due to less business travelers.
- Stay close to the Metro in Arlington and buy day or week passes to the Metro to maximize value, avoid parking hassles, and walk to the various monuments, museums, performances, or perhaps even a Washington Nationals baseball game. Many of Arlington's hotel properties are within walking distance to the Metro or bus stops. These passes are a great value.
- Research hotel brand summer promotions. All hotel brands carry promotions through their loyalty programs during the summer, particularly for multi-night stays.

When you are sharing these helpful tips for traveling and staying in the area, be sure to inform your friends and relatives of all the great opportunities for food, drinks, shopping, and entertainment that all of us are so fortunate to have in our area. Have them visit the Chamber's official website, www.arlingtonchamber.org, to find a hotel or restaurant, engage in the arts, find a gym or a massage, and to learn about some of our area's incredible attractions they might be interested in visiting. The Chamber's website has a collective view of approximately 700 business members, along with links to their websites and contact information. It is a wealth of information for those visiting, living and working in the region – it is too much information not to share. Visitors can find additional helpful resources at www.stayarlington.com.

Enjoy your summer, and safe travels to you and yours!

Tina Walker
BAE Systems

2017 ANNUAL CORPORATE SPONSORS



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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!

■ FIVE YEARS

AVESHKA, INC.
NORTHERN VIRGINIA APARTMENT ASSOCIATION

WELCOME NEW MEMBERS

■ ARTS AND ENTERTAINMENT – VISUAL ARTS **ALPHAGRAPHICS**

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E-mail: scott@aesthetic-answers.com
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We Design Environments. As the award-winning design and fabrication studio of Scott & Amy Herbert, we combine experiential graphics with interior design to promote our client's brand (or home) throughout the built environment.

MEMBERS IN THE NEWS

■ BM SMITH

BM Smith Receives First Ever Legacy Award from Arlington Economic Development

The Arlington Chamber of Commerce's oldest members, **BM Smith**, recently received the Legacy Award for Oldest/Longest Established Business in Arlington from **Arlington Economic Development (AED)**. A Columbia Pike-based real estate management, development, and brokerage company **BM Smith** was founded in 1908.



“As the longest serving business in Arlington, **BM Smith** is truly a legacy in Arlington’s business community,” said **Christina Winn**, director of **AED’s** business investment team. “As we continue to build a strong business ecosystem in Arlington, we can never forget where we started. Businesses like **BM Smith** allow us to remember our foundation and truly demonstrate what it means to be a leader in Arlington’s business community.”

BM Smith is still run by family, with B.M. Smith’s grandson, **David Peete**, serving as president of the company alongside his four family partners – **Benjamin Smith, Guy Gravett, Leslie Ariail** and **Ed Peete**. He and his family partners consider it a privilege to continue their father’s and grandfather’s legacy on Columbia Pike. “We believe that our longevity stems from focusing on two main areas,” he says. “Excellence in management, and service in our community.”

■ LINDEN RESOURCES

Linden Resources and Melwood Agree to Historic Affiliation

Linden Resources and Melwood, two leading nonprofit organizations in Virginia and Maryland, have formally agreed to a historic affiliation, creating one of the largest nonprofit organizations in the Washington metropolitan area focused on creating jobs and delivering services for people with disabilities or differing abilities.

“The agreement marks another significant milestone in **Linden’s** strategic plan to remain a value-creating organization,” said **Linda Chandler**, CEO of **Linden**. “For the past year, we’ve examined our operations to determine how to ensure our trusted services continue for years to come. I believe that, by joining forces with Melwood and by leveraging our collective resources, we’ll make an even bigger impact on our community and the people we serve.”

On July 1, **Linden** will become an affiliate of Melwood and, together, they will become the leading provider of jobs and development opportunities for people with differing abilities in the Greater DC Metro area. The combined organizations will be positioned to provide greater choices and quality services to the competitive integrated workforce arena, as well as establish a high-performing job market for people with differing abilities.

The affiliation is part of both organizations’ goals to become an even stronger competitive choice within the integrated workforce field. By agreeing to partner, **Linden** and Melwood are working toward achieving long-term growth and greater work opportunities for people with differing abilities.

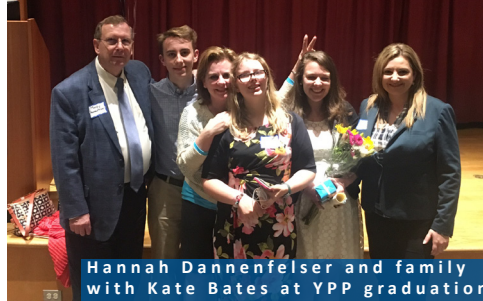
The affiliated organizations will have nearly 2,000 employees, earn over \$100 million in annual revenue, operate approximately 50 AbilityOne contracts and serve over 2,500 people with differing abilities each year in the Washington metropolitan area.

■ LEADERSHIP CENTER FOR EXCELLENCE

30 Leaders Graduate from Leadership Center for Excellence's Young Professionals Program

Leadership Center for Excellence celebrated the accomplishments of 30 up-and-coming leaders during the Young Professionals Program (YPP) Spring Class of 2017 graduation ceremony at **Marymount University** on June 6. The Young Professionals Program Spring Class of 2017 participated in the four-month long program that helped them expand their footprint in the community, connect with established community leaders, develop an awareness of community needs and cultivate new leadership skills. The 2017 graduating class included the Arlington Chamber's Hannah Dannenfelser, who was elected Class Ambassador.

"So, what did we experience in YPP? How are we different now?" said YPP graduate **Molly McIntosh**, Senior Research Scientist at **CNA**. "We got unstuck. We've been enlightened. We had 'aha' moments. We've stocked our leadership toolboxes with all the essentials. We've gained the confidence to call ourselves Leaders with a capital 'L.' There's a job to do, and we're equipped to do it."



Hannah Dannenfelser and family with Kate Bates at YPP graduation

Goals of the Young Professionals Program include philanthropic awareness, civic engagement, leadership skills development and networking. These leaders were given the opportunity to hone their skills and acquire the resources and knowledge necessary to act as agents of change in their community as a result of the program.

■ ARLINGTON COUNTY TREASURER'S OFFICE

Carla de la Pava wins Treasurers' Association of Virginia's President's Award

Arlington County Treasurer **Carla de la Pava** received the President's Award at the 2017 Treasurers' Association of Virginia (TAV) annual conference in Virginia Beach. **De la Pava** was commended for providing excellent service to the citizens of Arlington County and for her contributions to the Association. Stafford County Treasurer Laura M. Rudy, outgoing TAV President, presented the award to de la Pava, "In appreciation and recognition of her leadership and years of dedicated service to the Treasurers' Association of Virginia." She is the first Arlington County Treasurer to ever receive this prestigious award.

De la Pava was elected Treasurer of Arlington County in 2014. Prior to being elected Treasurer, she served as Chief Deputy Treasurer for six years. She is the first female and first Hispanic to be elected Treasurer in Arlington. One measure of a Treasurer's Office's effectiveness is the tax delinquency rate, which in Arlington in 2016 was an all-time low of 0.24 percent and is recognized as the lowest in Virginia.

■ ARLINGTON INDEPENDENT MEDIA

WERA 96.7FM Spotlights Local Music

WERA, a project of **Arlington Independent Media (AIM)**, invited media and the music industry to the radio station facility in **AIM** on May 25 to discover how **WERA** spotlights DC area musicians and promotes the local entertainment community. An enthusiastic crowd gathered to meet producers and staff and to enjoy great live music.

The producers of five programs which focus exclusively on DC area music - Music Alley Radio, Song Po Radio, Voices from the DMV, DC Music Rocks and Stagecraft - explained how the station provides opportunities to promote new releases, live performances, and the areas musical legacy. Featuring music, interviews with musicians and with the people who make music happen in the DC area, **WERA** programs are creating a platform for artists, music events, festivals and venues to build on our vibrant music scene. The evening featured live music from The Dave Kline Band, one of the areas impressive, original bands.

■ BUSINESS AND PROFESSIONAL SERVICES

LAW OFFICE OF TAMMY S. JACQUES
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Web Address: www.embracehomeloans.com/john-stamm
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John Charles Stamm is well-versed in the financial markets and the regional real estate market. He earned his degree in Finance from the Kogod School of Business at American University in Washington, D.C.

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WELCOME NEW MEMBERS

■ HOME AND PERSONAL SERVICES YOUTH NEIGHBORHOOD CARE

Charlotte Cunningham
1712 North Harrison Street
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Phone: (571) 355-4072
E-mail: info@yncservices.com
Web Address: www.yncservices.com

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Youth Neighborhood Care (YNC) is a business in which youth are hired to provide simple services to their neighbors. Services include: babysitting and parent's helper, pet care, outside chores, local errands, and other requested chores or tasks.

■ NONPROFIT ORGANIZATIONS & ASSOCIATIONS HEALWELL (INTEGRATIVE HEALTH INITIATIVE)

Lauren Cates
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Phone: (857) 222-0687
E-mail: info@healwell.org

Web Address: www.healwell.org
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Healwell provides massage therapy to pediatric and adult oncology patients, pediatric bone marrow transplant patients and others affected by serious and life-limiting conditions in many different clinical settings in and around Washington, D.C.

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Enjoy the best steakhouse in Crystal City! Every guest can expect an impeccable service and genuine hospitality for which Morton's is famous.

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NONPROFIT FORUM

Make an Impact on Legislative Policies

Does your nonprofit organization want to boost its advocacy efforts? Join the Arlington Chamber of Commerce's Community Action Committee at our next Nonprofit Forum to learn how to insert your organization into the policy arena and make an impact on legislative matters at the state and local levels. This interactive event will be led by four panelists with a broad range of experience and knowledge in advocating for various causes. Panelists will walk through the most effective ways to advocate, get in front of your legislators, and communicate your message about a policy.

Our expert panel includes: **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 **Alliance for Housing Solutions**. The forum will be moderated by **Brian Gordon** of the **Apartment & Office Building Association (AOBA)**. **Gordon** serves as a Chamber Director and Co-Chair of the Chamber's Government Affairs & Economic Development Committee.

To sign up or learn more, visit www.arlingtonchamber.com/events. The deadline to register is Thursday, July 13 at noon. Registration includes lunch provided by **Earl's Sandwiches**. For registration questions, please contact Hannah Dannenfelser at chamber@arlingtonchamber.org or (703) 525-2400.



YOUNG ENTREPRENEURS ACADEMY (YEA!)

Call for YEA! Applicants

Recruitment for the Chamber's Young Entrepreneurs Academy (YEA!) class of 2018 has officially begun! We are looking for middle and high school students, ages 11-18, who are interested in entrepreneurship and developing their own business. Over the course of the program, students will develop business ideas, write business plans, conduct market research, pitch their plans to a panel of investors, obtain funding, and then actually launch and run their own legally-registered, fully-formed companies.

The application fee will be waived for students who apply by August 1. If you know of a middle or high school student who has an interest in starting their own business, you can nominate them for the 2017-2018 program year by visiting the Chamber's website. Applications will be reviewed and accepted on a rolling basis with final applications due September 30. For questions or to learn more about YEA!, please contact YEA! Program Manager, Alex Held, at aheld@arlingtonchamber.org or at (703) 525-2400.



2017 YEA! students pose with members of the Investor Panel

12TH ANNUAL SCHOLAR'S CUP



Mark your calendars for the 12th Annual Scholar's Cup! This mini-golf tournament offers fun for all ages, opportunities to mingle and network, and is one of the Chamber's more popular family-friendly events. Proceeds for this year's tournament will go to support the students in the Chamber's YEA! program.

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

Travel to China with the Chamber

Twenty-seven people have already registered for the Arlington Chamber of Commerce trip to China. Sign up for this once-in-a-lifetime opportunity before registration closes on July 24!

From October 16-24, travelers will visit memorable sites, both ancient and modern, and enjoy a multitude of unforgettable experiences. You'll explore sites in Beijing and Shanghai, as well as visit Xi'an and the Tomb of the First Emperor of the Qin Dynasty, where you'll see the army of Terracotta Warriors that were buried with the emperor more than 2,000 years ago. Whether you're interested in traveling for personal or professional reasons, this nine day trip provides an unparalleled opportunity. The trip includes departure from **Washington Dulles International Airport** in addition to all transportation, hotels, meals, tours and more.

Journey with us:
October 16-24, 2017

Travel to China

Trip Includes:
*Departure from Dulles *ALL Hotel Stays
*ALL Transportation *ALL Meals
*ALL Guided Tours and MORE!

All for just **\$2,599**
for members & their guests

► To sign up or learn more, contact Hannah Dannenfesler at (703) 525-2400 or chamber@arlingtonchamber.org.

CHAMBER SCENE: MAY-JUNE

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.

May 17 – Hannah Dannenfesler attended the **Leadership Center for Excellence's** Young Professional Program class at **Virginia Hospital Center**.

May 21 – Kate Bates served as a judge at Taste of Arlington, hosted by the **Ballston BID**.

May 24 – Kate Bates attended the **Leadership Center for Excellence** Legacy Awards.

May 31 – Mike Rosenow and Alex Held went to the Millennials Happy Hour with Katie Cristol, hosted by Arlington County and the **Ballston BID**.

June 1 – Kate Bates attended **Arlington Magazine's** Best of Arlington event at **Mercedes-Benz of Arlington**.

June 2 – Kate Bates attended **Rosslyn BID's** Pub in the Park.

June 3 – Hannah Dannenfesler participated in the **Leadership Center for Excellence's** Young Professional Program closing retreat at the **Arlington Arts Center**.

June 6 – Hannah Dannenfesler graduated from the **Leadership Center for Excellence's** Young Professionals Program and was elected Class Ambassador. Kate Bates attended the ceremony.



Kate Bates, Sonia Johnston of John Marshall Bank, and Arlington business professionals attend the Leadership Center for Excellence Legacy Awards



Kate Bates and Chamber members enjoy Taste of Arlington with Washington Capitals mascot, Slapshot

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

June 14 – Alex Held and Hannah Dannenfesler attended the **Leadership Center for Excellence** Beer Tasting and BBQ Buffett.

June 15 – Mike Rosenow participated in the Arlington Stakeholder's Workshop, held by the **Arlington Convention and Visitors Services**.

June 15 – Caroline Taylor, Alex Held, Hannah Dannenfesler, and Chamber intern Kiko Murphy-Apgar helped paint art for the **Ballston BID's** Annual Meeting.

SHOPCHAMBER



Thank you to everyone who supported the Chamber's Travel & Tourism members during the month of June! Please support the Chamber's Auto & Industrial members during the month of July. 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!

JULY

Auto & Industrial

BUSINESS ADVOCACY

Chamber Pushes County Board on Four Mile Run Valley Initiative, Retail Signage

On May 25, the Chamber sent a letter to Arlington County Board Chair Jay Fisette, regarding the Four Mile Run Valley Initiative and concerns expressed by members located inside the initiative's Park Boundary Study Area. In the letter, the Chamber explains how including the existing businesses inside the Park Boundary Study Area would be detrimental to the businesses' and property owners' long-term viability, requesting that planning staff remove these businesses from the study area and illustrate how the County facilities located in the study area can heighten the businesses currently located in the area.

On June 17, the Arlington County Board voted 3-2 to eliminate the burdensome public-use easement requirement that was included in the proposed amendments to the Arlington County Zoning Ordinance regarding retail signage. The Chamber was pleased by the Board's decision, which came after the Chamber's letter to Chair Jay Fisette, expressing concern that feedback provided on the proposed amendments was not being included in staff recommendations.

The Chamber's Government Affairs & Economic Development Committee met with County staff in April to discuss issues with requirements that could negatively impact Arlington's retail locations. In the letter, the Chamber reiterates how these remaining issues could harm businesses and calls on the County to work to fix these concerns, the most pressing being the requirement that sites include a public-use easement in order to qualify for additional signage. The Chamber writes that this requirement would result in additional hurdles for redevelopment of sites. During the meeting, County Board member John Vihstadt quoted the Chamber's letter.

Business Organizations Unite Toward Metro Reform

The Chamber joined businesses from across the metropolitan area in urging the region's top lawmakers and U.S. Transportation Secretary Elaine Chao to take bold and innovative action to reform our regional transit system. In a letter sent June 22, a total of 21 area chambers of commerce and businesses write that reforms must include changes to the Washington Metropolitan Area Transit Authority's (WMATA) governance, funding, and operations.

The initiative joins at least six other plans presented in recent months to revamp the agency, and increases public pressure on elected officials to move quickly to overhaul the transit system's finances and governance. As outlined in an article written by *The Washington Post*, this business-driven initiative is expected to have influence because the signers of the letter represent companies that employ most of the region's private workers.

Other Business Advocacy updates include:

May 30 – Kate Bates attended the Economic Development Commission Executive Committee meeting.

June 13 – Kate Bates attended the Economic Development Commission meeting.

June 21 – The Government Affairs & Economic Development Committee met with Arlington County Manager Mark Schwartz. In the meeting, Schwartz and Chamber members in attendance discussed a number of important issues impacting the Arlington business community, including economic development, Metro, and towing.



Members can be involved in shaping policy positions through the Chamber's Government Affairs & Economic Development Committee. To be added to the committee distribution list, email chamber@arlingtonchamber.org.

Tax Credits and Other Benefits of Hiring Individuals with Felony Convictions

By Elizabeth Jones Valderrama, Executive Director of Offender Aid and Restoration

Is your business open to offering second chances? Many business owners and hiring managers are hesitant to offer employment opportunities to individuals with criminal histories, but there is a growing body of research and data, as well as financial incentives, demonstrating the benefits of offering second chances.



Here are a few things to consider:

- **Financial Incentives:** The Work Opportunity Tax Credit (WOTC) is a federal tax credit offered to employers who hire individuals from target groups who face barriers to employment. One of those target groups includes individuals who have a felony conviction and have a hiring date not more than one year after the conviction or release from incarceration. Employers can earn up to \$2,400 for each individual hired that meets these qualifications.
- **Employee Retention:** According to a study conducted by the Partnership for Safety and Justice, many men and women formerly incarcerated have a favorable employment and educational history. "In general, formerly incarcerated people are as reliable as other workers," the report states. Studies also show that since individuals with a criminal background have fewer employment opportunities overall, their retention rates are actually slightly higher overall than other employees.
- **Economic Return:** Individuals with stable employment paying a livable wage are far less likely to return to incarceration. In local Northern Virginia jails, it costs an average of \$30,000 to house a healthy individual for one year. If that individual gets a job instead of returning to incarceration, he or she now contributes to the economy by more than \$10,000 a year, according to a Baylor University study.

OAR is working in your community to support individuals involved in the criminal justice system. We have two primary programs: (1) **Reentry:** We work with individuals pre- and post-release who are returning to live in Arlington County and the cities of Alexandria and Falls Church. Services include courses and case management inside the local facilities, as well as assistance with transportation, food, clothing, housing, and more for individuals recently released. (2) **Community Service:** We work with individuals completing court-mandated community service hours in lieu of incarceration. Case managers assist the participants to find nonprofit agencies where they can volunteer and report to the courts about their completion.

You can reach out to us. If you are hiring for a position, please contact **OAR** at employmentservices@oaronline.org to let us know the type of position being offered and the type of candidate you are seeking, and we will see if we have someone available that might be a good fit. It is up to each of us to ensure second, and most importantly fair, chances for all!

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. The Chamber has dates available starting now, so contact us about contributing to the blog today!

SPECIAL THANK YOU TO
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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.

ARLINGTON ECONOMIC DEVELOPMENT

Arlington Welcomes International Travel Buyers and Media at IPW 2017

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

Arlington and the entire D.C. region were in the spotlight for a global audience earlier this month as part of the U.S. Travel Association's IPW 2017 trade show. Hosted in Washington, D.C., for the first time in its 49-year existence, IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S.



In pre-scheduled business appointments held June 3-7, more than 1,000 U.S. travel organizations and 1,300 buyers from more than 70 countries conducted business negotiations that are expected to result in more than \$4.7 billion in future U.S. travel. According to Rockport Analytics, in the three years following IPW, host cities receive an additional 1 million international visitors, which could create at least \$1.7 billion in economic impact.

Throughout IPW 2017, the **Arlington Convention and Visitors Service (ACVS)** conducted nearly 80 one-on-one buyer and media appointments at the IPW trade show and media marketplace. Arlington, in partnership with the **Rosslyn Business Improvement District (BID)**, The JBG Companies, and the **Fashion Centre at Pentagon City**, also hosted Monumental Views, a travel trade reception at Waterview in Rosslyn. Nearly 150 people attended, including buyers and media from key markets, plus major national, state, and regional tourism leaders. **ACVS** also hosted Peruvian and English journalists on assignment for major news outlets and engaged with nearly 100 buyers and media on regional pre-event sightseeing tours.

Capital Region USA (CRUSA) research shows that overseas visitors stay longer and spend more money than those from within the U.S. In 2015, a record 2.6 million overseas travelers visited the capital region, stayed an average of nine nights, and spent a record \$2 billion on hotels, meals, shopping, attractions and other goods and services across Washington D.C., Maryland, and Virginia. These overseas visitors helped to generate nearly 39,000 jobs throughout the capital region.

"Having IPW in Washington, D.C. presented us with a once-in-a-lifetime opportunity to bring hundreds of international travel buyers and media into Arlington," said **Arlington Economic Development** Director **Victor Hoskins**. "It's one thing to talk to people about Arlington's convenience, value, and views, but it's completely different — and much more powerful — for them to experience these advantages first-hand."

In partnership with CRUSA, Virginia Tourism Corporation, the Northern Virginia Visitors Consortium (NVVC), and Brand USA, Arlington has increased investment in international marketing and sales over the last five years. Based on federal and state research, as well as air service to the capital region, Arlington is focused on 10 key markets: China, the United Kingdom, Canada, Germany, France, Peru, Brazil, Argentina, Chile, and Mexico. Through a variety of partner channels, **ACVS** spreads awareness of Arlington and its hotels, shopping, dining, and historic attractions.

OPPORTUNITY WORKS

Thank You!

The 2017 Opportunity Works campaign successfully exceeded our goal of 260,000, raising a total of \$275,870.14. Thank you to all of the Opportunity Works volunteers that have helped to make this possible. We could not have done it without you!

Thank you to our Opportunity Works Campaign Co-Chairs **Joe Prentice of Wells Fargo Private Mortgage - Team Martinson** and **Barbara Nicastro of The Law Offices of Barbara Nicastro** for all of their hard work leading us through another successful campaign.

Special thanks to **ROCKLANDS Barbeque and Grilling Company** for being incredible hosts for the Opportunity Works Victory Celebration.

SPECIAL THANK YOU TO

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For more information about Opportunity Works, please contact Operations & Special Projects Manager Hannah Dannenfelser at chamber@arlingtonchamber.org or (703) 525-2400.



Opportunity Works Co-Chairs Joe Prentice and Barbara Nicastro with John Gallagher (Energisco Mechanical, OW Grand Sponsor)

Keep Your Eye on the Ball: Create, Adjust and Refine Your Strategic Plan to Increase Profitability, Productivity & Performance

Time flies, but that doesn't mean you have to miss your targets. During May's Small Business Roundtable, **Ryan Argentieri** of **Silver Mountain Solutions**, helped attendees to refocus their efforts during the second half of the year. During this workshop, **Ryan** reviewed the purpose of a strategic plan, walked through the process of creating and tweaking the one that a business already has, and discussed ways that businesses and their teams can better stay on track.

What is strategy? Strategy is a fancy word for coming up with a long-term plan and putting it into action.

- It involves a plan of action or policy designed to achieve a major aim or goal.

The decision waterfall is a set of questions that work together that you can use to help determine which direction to move. They are interchangeable and mutually exclusive and help form the basis of any strategic plan.

- What is the overall objective/aspiration? Goals, Targets, Mission
- Where will we sell and promote ourselves? Locations, Industries, Verticals
- What will we say? How will we win? Communications, Sales Scripts, Commitments, Ethos
- What people and skills do we need? Capabilities, Talent, Technology
- Which tools, systems and processes will help us? Standard Work, HR & OPS, Quality Control

The Performance Pyramid

- Objective: Goal, Destination (Big Dream)
- Vehicle: Mechanism or engine that gets you there
- Channel: The avenue or pathway for your vehicle
- Tactic: Tools you use to navigate your direction (e.g., sales, marketing, communications)
- Tasks: To do's, action items, work!

How do you spend your time?

- Urgent - do first
- Important - decide when
- Not important - delegate
- Not urgent - delete/stop

PROMOTIONAL OPPORTUNITIES

Advertise in Our *Arlingtonian* Newsletter!

Get noticed by placing a colored ad in the *Arlingtonian* Advertising in the Chamber's monthly newsletter is one of the most effective ways to reach the business community. Received digitally and in print by more than 1,800 business people in the Arlington area, you will be able to grow your audience and reach your target market of business professionals and consumers.

With a variety of advertising options, ads are affordable for any business with any size budget. Nonprofit organizations even receive a 20-30 percent discount!

To learn more about advertising in the *Arlingtonian* or other promotional opportunities through the Chamber, please contact Caroline Taylor, Communications Manager, at (703) 525-2400 or communications@arlingtonchamber.org.



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:

JULY SMALL BUSINESS ROUNDTABLE

26 WEDNESDAY

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

Chamber Board Room

TOPIC: Why Branding Matters for New Business and Recruitment
Presented by Keary Crawford of Opptiv LLC

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

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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.



Sonia Johnston
Regional President



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



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THANK YOU!

- **Hilton Garden Inn Falls Church** for donating a door prize at the June Breakfast Connection
- **Residence Inn Arlington Ballston** for hosting the June Board of Directors meeting
- **EagleBank** for hosting the June Business After Business