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FEATURED EVENTS

BREAKFAST CONNECTION COMBINED WITH ALEXANDRIA CHAMBER

JUNE 8
7:30 a.m. - 9:00 a.m.
The Chart House

SMALL BUSINESS ROUNDTABLE

JUNE 28
11:45 a.m. - 1:00 p.m.
Chamber Board Room



■ BEST BUSINESS AWARDS REVIEW

The Best in Arlington Business

The Arlington Chamber of Commerce's newly revamped 31st Annual Arlington Best Business Awards was an enormous success! On Tuesday, May 2, nearly 200 Arlington business professionals gathered at the **Key Bridge Marriott** to honor the year's most illustrious and accomplished businesses at the Best Business Awards ceremony, which was elevated this year to an evening event, complete with fine dining and a VIP reception for past winners, to better demonstrate the significance and prestige of the awards. The event honored successful businesses that have made significant contributions to the Arlington community and recognized two new inductees into the Arlington Business Hall of Fame.

Chamber Director **Greg Hamilton** of **Arlington Magazine** joined **Kate Bates** and 2017 Chair **Tina Walker** on stage to emcee the awards ceremony.

After all of the Best Business Award winners had been announced, two Arlington business leaders were inducted into the Arlington Business Hall of Fame. This year's inductees included **John G. Milliken** and **Richard V. Doud, Jr.**, who served as President of the Arlington Chamber of Commerce for 23 years.

▶ Turn to pages 9 to view photos, event sponsors, and more details about the event.



■ STATE OF THE COUNTY & PUBLIC SAFETY AWARDS PREVIEW

Celebrating Arlington and Honoring Those Who Serve

New this year, we are combining State of the County and the Valor Awards into one grand event: State of the County & Public Safety Awards. This new breakfast event will include an address by Arlington County Board Chair Jay Fisette, who will highlight the economic and development status of Arlington. We will also honor our public safety personnel and first responders from Arlington County's Fire Department, **Police Department**, **Office of Emergency Management**, and **Office of the Sheriff**, who have exemplified extraordinary heroic actions and exceptional performance of their duties. This event will be held on Wednesday, June 28 at the **Hyatt Regency Crystal City at Reagan National Airport**.

**STATE OF THE COUNTY
&
PUBLIC SAFETY AWARDS**
Wednesday, June 28 | 7:30-9:30 AM | Hyatt Regency Crystal City at Reagan National Airport



Are you interested in community impact and local government involvement? This event is an excellent opportunity for you, and the Chamber offers a number of opportunities for you to increase your exposure. For more details, contact Alex Held at aheld@arlingtonchamber.org or call (703) 525-2400.

SPECIAL THANK YOU TO

GRAND SPONSOR



▶ To register, visit www.arlingtonchamber.org/events or call (703) 525-2400. For questions, contact Hannah Dannenfels at chamber@arlingtonchamber.org or (703) 525-2400.

THE CHAMBER

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

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

JUNE AT THE CHAMBER

AMBASSADOR COMMITTEE MEETING	5 MONDAY 4:15 p.m. - 5:15 p.m. Chamber Board Room
SMART START	6 TUESDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	7 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	8 THURSDAY 7:30 a.m. - 9:30 a.m. The Chart House
CHINA TRIP INFORMATION SESSION	8 THURSDAY 5:00 p.m. - 6:15 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	14 WEDNESDAY 9:00 a.m. - 10:30 a.m. Chamber Board Room
BOARD OF DIRECTORS MEETING	16 FRIDAY 11:45 a.m. - 2:00 p.m. Residence Inn Arlington Ballston
MEMBERSHIP ENGAGEMENT COMMITTEE MEETING	20 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	21 WEDNESDAY 9:00 a.m. - 10:30 a.m. Chamber Board Room
OPPORTUNITY WORKS VICTORY CELEBRATION	26 MONDAY 5:00 p.m. - 6:30 p.m. ROCKLANDS Barbeque & Grilling Company
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	27 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
STATE OF THE COUNTY & PUBLIC SAFETY AWARDS	28 WEDNESDAY 7:30 a.m. - 9:30 a.m. Hyatt Regency Crystal City at Reagan National Airport
SMALL BUSINESS ROUNDTABLE	28 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE MEETING	29 THURSDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BUSINESS AFTER BUSINESS	29 THURSDAY 5:00 p.m. - 7:00 p.m. EagleBank

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.

6 TUESDAY
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

This month will be co-hosted by the Alexandria Chamber. You can promote your business and double your prospects before the workday even begins! The format of the Breakfast Connection gives attendees a chance to bring their business to the table, literally. This event focuses on roundtable power networking and provides attendees the chance to exchange business cards, develop new prospects and share a 60 second commercial with each table.

8 THURSDAY
7:30 - 9:00 a.m.
The Chart House
1 Cameron Street
Alexandria, VA 22314

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.

29 THURSDAY
5:00 - 7:00 p.m.
EagleBank
4420 N. Fairfax
Arlington, VA 22203


 EAGLEBANK

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

I wish I would have known.

I grew up in a family of entrepreneurs. My dad was a brick and stone mason, my four brothers all followed suit. My mom started a hearing aid business when I was in high school – my two sisters bought and now own and operate this successful small business. Being self-employed was a way of life for my family and me.

In 1990, I started my own business in Vermont and my husband owned a construction company. We carried on the tradition for about 12 years and then other opportunities became available to us. During those years, I wish I would have known about the value of being a member of the Chamber of Commerce.

There are so many opportunities available for networking and business development with the Arlington Chamber of Commerce.

Did you know that the Chamber...

- Holds over 100 events annually? These events and programs are great opportunities to gain vendors, donors, clients or whatever you may be seeking.
- Provides online opportunities via the new website?
- Serves as a channel for relationship-building?
- Encourages member-to-member business? With nearly 700 members, that is a lot of opportunity.
- Provides access to business leaders?
- Has strong bonds to the Arlington County leaders, nonprofit organizations, and business community?
- Provides flexible and easy access to low-cost events?

Large corporations have the ability to hire a number of staff to manage various functions of a business to include legal, accounting, communications, government relations, and human resources. A smaller business may not have these types of resources “in house,” but the Chamber provides the network to help develop relationships, strive to make businesses stronger, and foster an environment where businesses can prosper.

Like I have said, I wish I would have known that the Chamber was such a valuable part of the community and to business. Trust me when I say, I have let all of my family members know that the Chamber is an essential partner for business success!

Tina Walker
BAE Systems



Tina Walker

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.



JUNE MILESTONE ANNIVERSARIES

CONGRATULATIONS!

■ THIRTY YEARS

COLUMBIA PIKE REVITALIZATION ORGANIZATION

■ TWENTY-FIVE YEARS

ARLINGTON COMMUNITY FOUNDATION

■ TWENTY-FIVE YEARS

**CAPITOL SHINE
PORRO ASSOCIATES LLC
SYNC 3**

WELCOME NEW MEMBERS

■ ARCHITECTURE & CONSTRUCTION **LITTLE**

Scott E. Brideau
4245 North Fairfax Drive
Suite 650
Arlington, VA 22203
Phone: (703) 908-4504
Web Address: www.littleonline.com
Sponsor: Tina Walker, BAE Systems
Little has complete in-house expertise for holistic, integrated architecture, engineering, and land development, providing our clients with the most efficient, sustainable, high-performance design.

■ BUSINESS AND PROFESSIONAL SERVICES **ACCEPT CREDIT CARDS AT ELECTRONIC MERCHANT SYSTEMS**

Brian Danzig
3612 Forest Drive
Alexandria, VA 22302
Phone: (703) 379-1500
E-mail: brian.danzig@elect-mer.com
Web Address: www.elect-mer.com
Sponsor: Sonia Johnston, John Marshall Bank
Providing low rate credit card processing services for businesses since 1988.

■ BUSINESS AND PROFESSIONAL SERVICES **COLONIAL PARKING, INC.**

Andrew Blair
1050 Thomas Jefferson Street NW
Suite #100
Washington, DC 20007
Phone: (202) 295-8100
E-mail: ablair@ecolonial.com
Web Address: www.ecolonial.com
Sponsor: Beth Offenbacher, Waterford, Inc.

MEMBERS IN THE NEWS

■ KUDU LAWN CARE, LLC

Yorktown Student Receives Business-Entrepreneur Award

Mark Yates, Jr., a student at Yorktown High School, is one of three Virginia recipients of the National Federation of Independent Business (NFIB) awards for entrepreneurial spirit.

Yates will be honored with the NFIB/David and Diane Guernsey Young Entrepreneur Award.

To qualify for the awards, students are required to be high school students who own and operate their own small businesses. **Yates** is the CEO/Founder of **Kudu Lawn Care, LLC**, a lawn and landscaping company that employs local high school students that he grew through the Arlington Chamber's Young Entrepreneurs Academy (YEA!) program in 2016.

Applicants are screened by NFIB members across the nation. A total of 110 high school students nationally won awards and \$2,000 scholarships in the 2017 competition, sponsored by VISA and other small business supporters.

■ SUSHI-ZEN JAPANESE RESTAURANT

Sushi-Zen Celebrates 20 Years By Recognizing Area Nonprofits
***Sushi-Zen Japanese Restaurant** in Lee Harrison Shopping Center is celebrating 20 years (1997 – 2017) with deep appreciation to the Arlington community for its continuous support over the years.*

Twenty years ago (1997) a first and third generation immigrant family put down business roots in Arlington County. **Shoji Mochizuki** (co-owner, originally from Japan) takes great pride in this and said: "The goal of opening **Sushi-Zen** was to say, with deepest appreciation, 'thank you' for the opportunity to live and work in America and thus to create a business to serve the Arlington community and also provide jobs for a diverse workforce."

The **Mochizuki** family will be kicking off **Sushi-Zen's** 20th anniversary "thank you" celebration in June by hosting multiple fundraisers in the next year to give back to committed Arlington community nonprofit and educational organizations, which are dedicated to supporting those who need a helping hand.

Sushi-Zen will be hosting fundraisers for a wide variety of nonprofit organizations over the next year. One of **Sushi-Zen's** goals in this year of celebration is to generate support for raising the next generation of youth—America's future.

■ ENTERPRISE KNOWLEDGE

Enterprise Knowledge Honored as Best Place to Work by Washington Business Journal

Enterprise Knowledge was recently selected as one of the 2017 Best Places to Work by the Washington Business Journal. **Enterprise Knowledge** was one of the 25 businesses named in the small business category. Winners were determined using an employee survey conducted by Quantum Market Research.

This is the second workplace award **Enterprise Knowledge** has won this year – Washingtonian magazine also featured the company in its Great Places to Work list, naming EK as one of only 50 companies to their list.

"This award is yet another piece of evidence that **Enterprise Knowledge** employees are thriving and making our company a great place to work," said CEO **Zach Wahl**. "This is not just about offering great benefits – this is about building our own unique culture and giving everyone the opportunity to grow in their careers."



Kate Bates welcomes Mark Yates, Jr. to the Chamber in October 2016

■ DOORWAYS FOR WOMEN AND FAMILIES

Doorways Partners With Local Restaurants For Sexual Assault Awareness

As Sexual Assault Awareness Month came to a close at the end of April, local nonprofit Doorways for Women and Families partnered with five Arlington restaurants to raise awareness of sexual assault and help available for victims.

Liberty Tavern, Lyon Hall, Northside Social, and O'Sullivan's Irish Pub in Clarendon and **Crystal City Sports Pub** in Crystal City provided customers with coasters that feature **Doorways'** 24-Hour Domestic & Sexual Violence Hotline (703-237-0881) and the message, "Sexual assault impacts everyone."

"Our goal with this outreach is twofold," said **Doorways** president and CEO **Caroline Jones** in a statement. "First and foremost, we want to show survivors that they're not alone. Secondly, we want to ensure that everyone is aware of the resources here in Arlington, namely our 24-Hour Domestic & Sexual Violence Hotline — help is available in our community."

■ NEW DISTRICT BREWING COMPANY

New District Brewing Company Gets Visit from Governor

On April 26, Governor Terry McAuliffe (D-Va.) paid a visit to Arlington's **New District Brewing Company**. The governor, a strong supporter of the craft beer industry in Virginia, took a tour of the brewery and sampled some of the Arlington brewed beers. Arlington County Board members Libby Garvey and Christian Dorsey, along with members of **Arlington Economic Development**, also took part in the visit.



"It was great to have Gov. McAuliffe visit **New District Brewing Company**," said **Michael Katrivanos**, the founder and owner of **New District Brewing Company**. "We have been working with **Arlington Economic Development** to get on the governor's schedule. To be able to speak with him about our company and the craft beer industry in a small group setting was a real pleasure."

■ JOHN MARSHALL BANK

John Marshall Bancorp, Inc. Reports First Quarter Results

John Marshall Bancorp, Inc. reported net income of \$2.5 million for the three months ended March 31, 2017, an increase of \$2.0 million, as compared to net income of \$560 thousand for the three months ended March 31, 2016. Net income per diluted share was \$0.23 per share during the first three months of 2017, compared to \$0.05 per diluted share during the same period in 2016. As of March 31, 2017, the Company's tangible book value per share was \$11.89, up 8.2% compared to \$10.99 as of March 31, 2016. As previously disclosed, the Company incurred a \$1.9 million charge-off during the first quarter of 2016.

Return on average assets was 0.95% and return on average equity was 8.42% for the first quarter of 2017, compared to 0.24% and 2.03%, respectively, for the first quarter of 2016. The Company's capital ratios remain well above regulatory minimums for well capitalized banks. As of March 31, 2017, the Company's total risk-based capital ratio was 12.3%, compared to 13.2% at March 31, 2016.

In March 2017, the formation of **John Marshall Bancorp, Inc.** as the holding company for **John Marshall Bank** was completed. As a result of the holding company formation, each share of common stock of the Bank was automatically converted into one share of Company common stock. Financial information as of or for any period prior to January 1, 2017 reflects the financial position and results of the Bank. The Company's common stock will continue to trade on the OTCQB Marketplace under the symbol "JMSB".

■ BUSINESS AND PROFESSIONAL SERVICES

EVERBROOK ACADEMY

Johanna Spath
201 12th Street South
Arlington, VA 22202
Phone: (571) 326-5326
E-mail: jspath@everbrookacademy.com
Web Address:
www.everbrookacademy.com
Sponsor: Staff
Early Childhood Education.

■ COLLEGES & UNIVERSITIES

WEBSTER UNIVERSITY

Rosemary Kelley
1555 Southgate Road
Building 29, Room 206
Arlington, VA 22214
Phone: (844) 347-0568
E-mail: hendersonhall@webster.edu
Web Address: www.webster.edu/dcmetro
Sponsor: Sindy Yeh, Arlington Economic Development
We are a nonprofit college located on four military bases in the DC area. We offer master level degrees with a competitive price point.

■ COMMERCIAL REAL ESTATE

SHIRLINGTON, LLC

Frank McCreery
3800 South Four Mile Run Drive
Arlington, VA 22206
Phone: (703) 628-2162
E-mail: fdmccreery@verizon.net
Sponsor: Mike Katrivanos, New District Brewing Company

■ FINANCIAL SERVICES

SYMPHONIC ALTERNATIVE INVESTMENTS, LP

Brian Walker
4250 North Fairfax Drive, Suite 600
Arlington, VA 22203
Phone: (571) 527-4660
E-mail: info@symphonicfunds.com
Web Address: www.symphonicfunds.com
Sponsor: Staff

■ NONPROFIT ORGANIZATIONS

HEALWELL (INTEGRATIVE HEALTH INITIATIVE)

Lauren Cates
4201 Wilson Blvd., #110-341
Arlington, VA 22203
Phone: (857) 222-0687
E-mail: info@healwell.org
Web Address: www.healwell.org
Sponsor: Staff
Healwell combines education, research, and service to improve quality of life for people affected by acute, chronic and terminal illness.

■ PERSONAL SERVICES

COLUMBIA GARDENS CEMETERY

Daun Thomas Frankland
3411 Arlington Blvd
Arlington, VA 22201
Phone: (703) 527-1235
E-mail:
daun@columbiagardenscemetery.org
Web Address:
www.columbiagardenscemetery.org
Sponsor: Staff
Columbia Gardens, family operated for four generations, has served Northern Virginia and the surrounding area with compassionate care for over 91 years.

WELCOME NEW MEMBERS

■ REAL ESTATE AND CONSTRUCTION
KODIAK REALTY SERVICES LLC

Mike Mesmer
4075 Wilson Blvd., Suite 420
Arlington, VA 22203
Phone: (571) 483-4235
E-mail: accounting@kodiakrealty.com
Web Address: www.kodiakrealty.com
Sponsor: Kevin Shooshan, The Shooshan Company
Kodiak has primarily managed assets owned by its founders, but is currently growing and available for 3rd party services. Kodiak provides a service that is unique in the market, focused on a local real estate portfolio.

■ RESIDENTIAL REAL ESTATE
BEACONCREST HOMES

Chris Malm
1355 Beverly Road, Suite 330
McLean, VA 22101
Phone: (703) 342-2020
E-mail: cmalm@beaconcresthomes.com
Web Address: www.beaconcresthomes.com
Sponsor: Scott Ritter, United Bank
BeaconCrest develops, builds, and sells prestigious, quality residences in the Metropolitan Area's most convenient, upscale neighborhoods such as Bethesda in Maryland and Arlington & Falls Church in Virginia.

■ RESIDENTIAL REAL ESTATE
COMPASS REAL ESTATE - JOHANNA BAKER

Johanna Baker
6849 Old Dominion Drive, Suite 360
McLean, VA 22101
Phone: (703) 217-1681
E-mail: johanna.baker@compass.com
Sponsor: Greg Hamilton, Arlington Magazine
Johanna Baker lists client trust and satisfaction as her number one goals. She strives to provide a high level of service to every client, whether seller, buyer or developer.

■ RESIDENTIAL REAL ESTATE
COMPASS REAL ESTATE - VSG GROUP

Veronica Seva Gonzalez
1232 31st St. NW
Washington, DC 20007
Phone: (202) 361-6098
E-mail: veronica@vsgrealestategroup.com
Web Address: www.vsgrealestategroup.com
Sponsor: Staff
Veronica Seva-Gonzalez offers unparalleled service to ALL clients in the Washington, DC real estate market. Your complete satisfaction with our service and representation is our number one priority.

■ RETAIL AND RESTAURANTS
DRAGON WHISKERS

Ann Chen
8726 Brook Road
McLean, VA 22102
Phone: (703) 606-6297
E-mail: dragonwhiskers@gmail.com
Sponsor: Staff
Dragon Whiskers offers an unique dining experience in a cultural setting of China. Customers can enjoy performances and the environment while eating delicious Chinese noodles.

CHINA TRIP

Travel to China with the Chamber



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!

Starting at only \$2,499 for members & their guests if you register before June 15!

The Arlington Chamber of Commerce is excited to partner for the seventh time with **Citslinc International, Inc.** to offer our members and the community an all-inclusive unique opportunity to travel to China with fellow business colleagues and community members. The trip will be departing from **Washington Dulles International Airport**.

From October 16-24, you will visit memorable sites, both ancient and modern, and enjoy a multitude of unforgettable experiences. Whether you're interested in traveling for personal or professional reasons, this nine day trip provides an unparalleled opportunity. We are convinced that this will be one of the most unique trips you will ever take!

Package Includes:

- Roundtrip international airfare
- Chinese domestic airfare
- 4 & 5 star hotel accommodations
- Deluxe tour bus
- English-speaking tour guide in each city
- 3 meals each day
- Fees for all tour attractions on itinerary
- Airport taxes

The Chamber is holding a free information session on June 8. We encourage everyone interested to attend. Contact Hannah Dannenfelser at chamber@arlingtonchamber.org or (703) 525-2400 if you are interested in taking this once-in-a-lifetime trip!

BUSINESS ADVOCACY

Chamber Urges County Board to Broaden Discussion on Retail Signage Amendments

On May 20, the Arlington County Board voted unanimously to authorize advertisement of public hearings in June to consider the proposed amendments to the Arlington County Zoning Ordinance regarding retail signage. The Board's decision comes after the Arlington Chamber sent a letter last week to Arlington County Board Chair Jay Fisette, requesting that the Board broaden the Request to Advertise for the proposed amendments, in order to allow for discussion of possible improvements. The hearings will be held by the Planning Commission on June 5 and the County Board on June 17.

In April, the Chamber's Government Affairs & Economic Development Committee worked through the proposed amendments with County staff and raised concerns over three requirements that could potentially hinder implementation and inhibit the intent of the amendments from being realized. In the letter, the Chamber reiterates these concerns and explains how these regulations could negatively impact Arlington's retail locations. The Chamber also stresses the importance of doing everything possible to help our community's retail areas thrive, as these locations face growing challenges and online competition.

Other Business Advocacy updates include:

May 3 – The Government Affairs & Economic Development Committee held a meeting with Greg Potts, Virginia Government Relations Officer, at Washington Metropolitan Area Transit Authority (WMATA).

May 9 – Kate Bates attended the Economic Development Commission Executive Committee Meeting.

May 17 – The Government Affairs & Economic Development Committee held a meeting with Nancy Van Doren, Chair of the Arlington School Board.

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.

Double Your Network at Our June Breakfast Connection with the Alexandria Chamber!

One excellent benefit of Chamber membership is the many different ways you can expand your network – and Breakfast Connection is a fantastic way to do just that. The format of this monthly event gives attendees a chance to bring their business to the table, literally. This event focuses on roundtable power networking and provides attendees the chance to exchange business cards, develop new prospects, and share a 60 second pitch with each table.



This month's Breakfast Connection on June 8 is a special, combined event with our friends at the Alexandria Chamber. With both Arlington Chamber and Alexandria Chamber members present, you'll have the opportunity to double your contacts. If you're a small business looking to expand your reach, a retail store or restaurant wanting to network before the store opens, a business or nonprofit seeking to promote an event, or if your business is working to make some new connections in the Alexandria market, this is the perfect event to attend! Not to mention, this event is located on the scenic waterfront in Old Town Alexandria at the Chart House.

SPECIAL THANK YOU TO

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

RETAIL AND RESTAURANTS
LEMONCELLO BOUTIQUE

Nicole Kahle
 4518 Lee Highway
 Arlington, VA 22207
 Phone: (571) 444-7177
 E-mail: nicole.kahle@gmail.com
 Web Address: www.lemoncellobtq.com
 Sponsor: Staff
Lemoncello is a family owned Arlington, VA boutique featuring many of your favorite brands and unique selections.

TRAVEL & TRANSPORTATION
CAR2GO

1875 Connecticut Ave NW, Floor 10
 Washington, DC 20009
 Phone: (877) 488-4224
 E-mail: aaron.landry@daimler.com
 Web Address: www.car2go.com/US/en/washington
 Sponsor: Mark Zetlin, Mercedes Benz of Arlington
car2go offers an innovative mobility solution in Arlington County and the District of Columbia via a carsharing network of affordable, eco-friendly Mercedes-Benz and smart vehicles.

To register or learn more, visit the "Events" section of the Chamber's website. For registration questions, contact the Chamber at (703) 525-2400 or chamber@arlingtonchamber.org.

CHAMBER SCENE: APRIL - MAY

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.

April 19, 29 and May 17 – Hannah Dannenfelsler participated in the **Leadership Center for Excellence** Young Professionals Program.

April 21 – Kate Bates attended the Arlington County Manager's Invitational Forum on Public Engagement.

April 29 – Kate Bates spoke to the **Leadership Center for Excellence** Young Professionals Program Class on civic engagement.

April 28 – Alex Held attended the **Grant Thornton - Virginia Tech** Innovation Challenge held at **Virginia Tech's** Ballston Campus.

May 3 – Kate Bates and Mike Rosenow attended the **Rosslyn BID's** City Social Annual Meeting.

May 3-6 – Alex Held attended the Young Entrepreneurs Academy (YEA!) Saunders Scholars Competition.

May 4 – Kate Bates and Caroline Taylor attended the 2017 Law Enforcement Awards Luncheon hosted by **Arlington County Crime Solvers (ACCS)**. At the event, the Chamber was honored with the ACCS Law Enforcement Community Award. 2017 Chamber Chair **Tina Walker** of **BAE Systems** and Immediate Past Chair **Todd Yeatts** of **The Boeing Company** also attended on behalf of the Chamber, as well as Chamber Director **Michael Garcia** of **State Farm Insurance**.



2017 Chair Tina Walker, Kate Bates, & Immediate Past-Chair Todd Yeatts at the Arlington Co. Crime Solvers luncheon

May 4 – Hannah Dannenfelsler attended the **Doorways for Women & Families** Pig & Oyster Roast hosted by **ROCKLANDS Barbeque & Grilling Company**.

May 4 – Kate Bates attended the Regional Chambers Dinner.

May 10 – The Chamber served as an event partner for **Arlington Premiere**. Kate Bates, Mike Rosenow, Alex Held, and Hannah Dannenfelsler attended, along with the students in the Chamber's 2017 YEA! program, on behalf of the Chamber.

May 11 – Kate Bates, Mike Rosenow, Alex Held attended "How Incentives Sweetened the Deal for Nestlé," co-hosted by **Monday Properties**.

May 15 – Alex Held volunteered at the **Alliance for Housing Solution's** State of Affordable Housing event.

May 17 – Debbie Powers attended the **Linden Resources** Enriching Lives Breakfast.

NONPROFIT SPOTLIGHT

How Reading Can Combat Poverty

By Judy Hijikata, Communications Director, The Reading Connection

In nearly one-third of Arlington elementary schools, at least one in two children qualifies for free and reduced price meals, a widely accepted marker for poverty. While we can't wave a magic wand and give these children more affluent lives, we can do some simple things around books and reading that, taken together, increase the chances that the kids receiving free and reduced lunch at school today will no longer be poor as adults. For **The Reading Connection (TRC)**, that transformation is our goal.



Here are two things we know about kids, reading, and poverty:

- Kids experiencing poverty may live in “book deserts,” with only one age-appropriate book for 300 kids, compared to a more affluent situation with 13 books for every child.
- Experts have found that kids need to hear 1,000 stories before they can learn to read themselves. One-thousand stories in the five years before kindergarten isn't that much – it's less than one story per day. But if you live in a book desert, how are you going to get the books to hear those stories?

These are among the reasons that kids raised in poverty can be 18 months behind in language development at age four. Eighteen months is nearly one-third of a four-year-old's life. You see how this works – when a four- or five-year-old enters kindergarten way behind in development, he or she starts at a disadvantage. And a child who isn't a strong reader by fourth grade is four times more likely to drop out of high school.

The Reading Connection's programs – whether for infants, preschool kids, or school-age kids (we have them all) – work to mitigate the “reading-poor” environment experienced by many kids raised in poverty.

All of **TRC's** programs provide free, age-appropriate, new children's books. Whether children receive books through the mail from **TRC's** Book Club, or they attend an evening Read-Aloud, they choose one book per session to take home. Over time, these books become the basis of a family's home library, available for younger siblings, and part of a tradition of family reading.

All of **TRC's** programs also provide situations where caring adults – volunteers, parents, school staff – read with kids. But, in addition to reading, the grown-ups also ask questions, offer anecdotes from their lives, explain things that come up, and listen to what the kids have to say. Not all adults find this easy, but it is something all adults can learn and something all kids need.



Changing the arc of intergenerational poverty is important. **The Reading Connection's** helps make that happen by helping kids learn to love reading. The love of reading increases the odds that they will stay in school, and contribute to our community. And, knowing the joy of reading, the odds are good they will pass the love of reading on to their own children.

SHOPCHAMBER

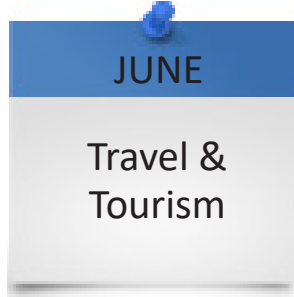
Thank you to everyone who supported the Chamber's Arts & Culture members during the month of May! Please support the Chamber's Travel & Tourism members during the month of June. A complete list of Travel & Tourism members can be found on the Chamber website.

Here are some of the many ways that you can use ShopChamber during the Travel & Tourism Month:



- Are you planning a wedding, large meeting or conference? Do you have out of town family visiting the area? The Chamber has a variety of hotel members and brands to choose from.
- Does your company do a lot of business travel? There are many Chamber members that are great for travel management and business meeting facilitating.
- Use any of the Chamber's transportation members to get around town or even travel to another city!

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 Honors Arlington's Best Businesses

On May 2, the Arlington Chamber of Commerce celebrated the 31st Annual Arlington Best Business Awards at the **Key Bridge Marriott Hotel**, with an audience of nearly 200 business professionals from around the community. The prestigious Best Business Awards are presented to area businesses that consistently deliver exceptional quality of service to their customers, are industry leaders or offer a unique approach to delivery of goods or services, achieve significant growth or stability over the lifetime of their business, and display an interest and concern for the success of the Arlington community.

2017 Arlington Best Business Award Recipients:

- CNA** - 2017 Business of the Year
- Hyatt Centric Arlington** - 2017 Business of the Year
- Beach Geeks, LLC** - 2017 Technology Small Business of the Year
- Current Boutique** - 2017 Retail Small Business of the Year
- Child Care Aware of America** - 2017 Nonprofit of the Year
- Wolcott Hill Group** - 2017 Home-Based Business of the Year
- Clarendon Animal Care** - 2017 Service Small Business of the Year

Following the presentation of the awards, the Chamber inducted two new members into the Arlington Business Hall of Fame. The Arlington Business Hall of Fame honors men and women with a connection to Arlington County who have demonstrated a long record of successful management, expertise and business skills, along with notable achievements and exceptional civic and community involvement.

This year's inductees into the Arlington Business Hall of Fame included **John G. Milliken** and **Richard V. Doud, Jr.**, who served as President of the Arlington Chamber of Commerce for 23 years.



2017 Best Business Award winners



2017 Chair Tina Walker, 2017 Arlington Business Hall of Fame Inductees Rich Doud and John Milliken, and Chamber President & CEO Kate Bates

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OPPORTUNITY WORKS

The Opportunity Works 2017 Campaign continues as campaign volunteers make progress toward reaching our goal of \$260,000 by June 21. We are now over 80 percent of the way towards our goal, with a total of \$214,985 so far. The money brought in during the Opportunity Works Campaign represents more than a quarter of the Chamber's operating budget, and our volunteers are working hard to reach the goal.

Volunteers met at the last networking rally in May, hosted by **Sonia Johnston** of **John Marshall Bank**. Volunteers had an excellent time networking, exchanging campaign tips, and connecting over Chamber membership.

Opportunity Works volunteers and Board members are invited to the Victory Celebration on June 26, 5:00 p.m. -6:30 p.m. at **ROCKLANDS Barbeque and Grilling Company** to celebrate this year's success and all of our volunteers' hard work.



SPECIAL THANK YOU TO

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YOUNG ENTREPRENEURS ACADEMY (YEA!)

Congratulations YEA! Class of 2017!

On Tuesday, May 23, the 11 middle & high school students participating in the Arlington Chamber's **Young Entrepreneurs Academy (YEA!)**, a regional entrepreneurship program for students, graduated from the program as CEOs of their own company, receiving their diplomas while walking across the stage of the Reinsch Library Auditorium at **Marymount University**.

Prior to their graduation, the **YEA!** students participated in their first business plan competition at the **YEA!** Investor Panel on March 31. The students, representing 10 unique businesses, had five minutes to pitch their business plans to prominent local members of the business community. Based on the appeal and merit of the students' plans and presentations, the panelists awarded each business startup funding to launch their businesses.



YEA! Program Manager Alex Held and Heatless Hotness Founder/CEO Tasnim Alam

The investor panelists also selected Tasnim Alam, the founder and CEO of Heatless Hotness, to advance to the YEA! Saunders Scholars National College Scholarship competition in Rochester, New York, where she presented her business before a public audience of hundreds of business and education leaders, students, and parents for the opportunity to win college scholarships and business startup prizes. At the competition, Tasnim was named one of the top six young entrepreneurs in the country.

"The Saunders Scholarship experience was an incredibly humbling honor," said Tasnim. "I would never have dreamed Heatless Hotness would get national recognition. I feel absolutely blessed to have been able to take part in this opportunity."

After the Investor Panel Presentations, the students began using their funds to produce their products, develop marketing materials, and design a trade show booth in preparation for the YEA! Trade Show on May 18 at the **Ballston BID** Farmers Market in Welburn Square. Here, the students received a great deal of interest from customers and commuters.

"We have been extremely impressed by what these students have accomplished so far this year in the Young Entrepreneurs Academy, and the Investor Panel and Trade Show events were no exception," said Kate Bates, President & CEO of the Arlington Chamber of Commerce. "We look forward to seeing the development of these businesses moving forward."

YEA! supplements entrepreneurship education with mentors, guest speakers, sponsors, and field trips. If you are interested in volunteering or sponsoring the program, please contact Alex Held at aheld@arlingtonchamber.org or (703) 525-2400.

Recruitment for the 2017-2018 YEA! program has already begun. 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 more information about this program, please contact Alex Held at aheld@arlingtonchamber.org.



YEA! is made possible thanks to our sponsors, including:

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Break the Rules and Close More Business

The way people buy is far different from how most people were taught to sell. During April's Small Business Roundtable, "Break the Rules and Close More Business," **Nema Semnani** of **Precision Sales Consulting** (Sandler Training of Northern Virginia) discussed the disconnect between the traditional selling methodology, and how the psychology impacting how people buy is the primary cause of much of the challenges and frustrations most people face when selling.

There are often many challenges within the sales process and forming lead generation. The buyer's system often has four steps, which pose a challenge to the seller:

1. Mislead: Lie about interest in a product;
2. Get information from the seller: This results in the seller having to act as an unpaid consultant;
3. Delay: Failing to commit to buying or never making the purchase;
4. Hiding after the sales process is over.

To be treated differently, the seller needs to act differently. A useful tip is to treat your sales like a doctor conducts his or her practice, in that a procedure without a diagnosis is malpractice. During the sales process, you can sell a potential client by disarming honesty through bonding and rapport. This causes an interruption in the pattern of their psychology and breaks a conditioned response. You should allow them the ability to say no give them an upfront contract to provide you with an answer by giving them time, reason, and outcome to your outreach immediately. You can also figure out their pain points, while discussing their budget. Finally, by laying out the decision-making process and fulfillment, you will give them promises throughout the process.

ARLINGTON ECONOMIC DEVELOPMENT

The Nestlé Story: How Arlington Closed the Deal

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

Called an "unbelievable win for this region," Arlington's success in bringing corporate giant Nestlé USA to Rosslyn is widely considered to be one of the biggest deals for the entire DMV in quite some time. It's a win that's been discussed not only by those in Arlington, but throughout the entire region, with the overriding question of how Arlington, a community often seen as a government and/or as a technology town, was able to convince a major consumer products company to move its U.S. headquarters across the country.

Those questions and others were answered recently at "The Nestlé Story," a series of panel discussions featuring officials from AED, the Commonwealth of Virginia, the broker community, Nestlé and others, designed to educate attendees about the process that went into wooing the corporate giant as it looked for a new headquarters, part of what Nestlé execs called a "business transformation." Panelists went through the detail of the site selection process, highlights of what the company was looking for, and how Arlington's incentive package and other initiatives helped to seal the deal. One factor came up again and again during the course of discussions as a deciding factor – Arlington's workforce.

"This wasn't a real estate decision. This was a workforce decision. They wanted that Millennial workforce," said panelist Lou Christopher of CBRE, who was one of the players negotiating the deal. Dawn Striff, Nestlé's Head of Corporate Real Estate, agreed, saying that in addition to an urban vibe and easy transportation access, "the Millennials were really key."

Nestlé is now busily outfitting its new home at 1812 North Moore in Rosslyn as the first tenant for the trophy building, which was vacant for three years before finding what owners call "the perfect tenant." It will be a cornerstone for the community, says **Tim Helmig** of **Monday Properties**. "The validation of a worldwide brand like Nestlé put a seal of approval on Rosslyn and Arlington."

Meanwhile, Nestlé is undertaking what Striff calls "an aggressive timeline" for relocation, hiring and construction in the company's new home, and now, other companies are taking notice, wanting to be Nestlé's newest neighbors.

"This is a changemaker," says **Victor Hoskins**, director of **Arlington Economic Development**. "This will change Arlington's future."

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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:

JUNE SMALL BUSINESS ROUNDTABLE

28 WEDNESDAY

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

Chamber Board Room

TOPIC: Why Branding Matters for New Business AND Recruitment

Presented by Joe DePalma and Brian Tillman of Punch Digital Strategies



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Opportunity. Leadership. Results.

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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
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- **Holiday Inn National Airport** for hosting the May Board of Directors meeting
- **Mercedes-Benz of Arlington** for hosting the May Business After Business
- **New District Brewing Company, Trade Roots, and Mercedes-Benz of Arlington** for donating door prizes at the May Business After Business