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18TH ANNUAL VOLUNTEER ARLINGTON DAY REVIEW

Arlington Businesses Volunteer to Serve Local Nonprofits

On Tuesday, April 25, the Arlington Chamber of Commerce hosted the 18th Annual Volunteer Arlington Day. Each year, volunteer businesses are paired with local nonprofit organizations to assist with projects and other work.

"Volunteer Arlington Day is an excellent way for our members to connect with one another, while giving back to our community and helping to make Arlington a better place," said Chamber President & CEO Kate Bates. "We are proud to provide this day of service that brings together businesses and nonprofits, and we hope they will form valuable relationships that will continue to grow for years to come."



Turn to page 9 for the list of volunteers, photos, and event sponsors.

ARLINGTON BEST BUSINESS AWARDS PREVIEW

The Best in Arlington Business

The Arlington Chamber of Commerce is thrilled to host the **31st Best Business Awards** ceremony on Tuesday, May 2 at the **Key Bridge Marriott Hotel** to recognize businesses in our community that go above and beyond to serve clients and make Arlington a great place to work and live. These awards are earned by businesses that deliver exceptional quality of service to their customers, are industry leaders or offer a unique approach to delivery of goods or services, and display an interest in and concern for the Arlington community.



This year's Best Business Awards will be elevated from a breakfast meeting to a prestigious evening event, complete with fine dining and inductions into the Arlington Business Hall of Fame. During this freshly updated event, the Chamber will announce the Best Business Award winners that have been selected for their contributions to the Arlington community in the categories of Retail, Service, Technology, Nonprofit, Home-based Business, and Large Business. The event also features the induction of Arlington business leaders Rich Doud, the former President of the Arlington Chamber of Commerce, and John Milliken into the Arlington Business Hall of Fame.



FEATURED EVENTS

BREAKFAST CONNECTION

MAY 11
8:00 a.m. - 9:00 a.m.
Holiday Inn Rosslyn

BUSINESS AFTER BUSINESS

MAY 25
5:00 p.m. - 7:00 p.m.
Mercedes-Benz of Arlington

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
 John Gallagher, 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

■ DIRECTORS

Shannon Bailey, Global Thinking
 Kate Bates, Arlington Chamber of Commerce
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 Lucy Bowen McCauley, Bowen McCauley Dance
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 Linda Chandler, Linden Resources, Inc.
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 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
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 Joe Prentice, Wells Fargo Private Mortgage - Team Martinson
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■ 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 Dannenfesler, Operations & Special Projects Manager
 Debbie Powers, Events Associate

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

MAY AT THE CHAMBER

AMBASSADOR COMMITTEE MEETING	1 MONDAY 4:15 p.m. - 5:15 p.m. Chamber Board Room
31ST ARLINGTON BEST BUSINESS AWARDS	2 TUESDAY 6:30 p.m. - 8:30 p.m. Key Bridge Marriott
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	3 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
OPPORTUNITY WORKS OFFICE HOURS	3 WEDNESDAY 5:00 p.m. - 6:00 p.m. Chamber Board Room
SMART START	4 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
SUSTAINABILITY COMMITTEE MEETING	5 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE CONFERENCE CALL	9 TUESDAY 8:00 a.m. - 8:30 a.m.
EXECUTIVE COMMITTEE MEETING	10 WEDNESDAY 8:00 am. - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	11 THURSDAY 8:00 am. - 9:00 a.m. Holiday Inn Rosslyn
OPPORTUNITY WORKS RALLY	15 MONDAY 5:00 p.m. - 6:00 p.m. John Marshall Bank
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	17 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BOARD & STAFF SUCCESSION PLANNING WORKSHOP	18 THURSDAY 8:45 a.m. - 10:00 a.m. Chamber Board Room
YOUNG ENTREPRENEURS ACADEMY (YEA!) TRADE SHOW	18 THURSDAY 4:00 p.m. - 7:00 p.m. Ballston BID Farmers Market
BOARD OF DIRECTORS MEETING	19 FRIDAY 11:45 a.m. - 2:00 p.m. Crowne Plaza Washington National Airport
YOUNG ENTREPRENEURS ACADEMY (YEA!) GRADUATION	23 TUESDAY 4:00 p.m. - 7:00 p.m. Marymount University
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	23 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	24 WEDNESDAY 11:45 - 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	25 THURSDAY 5:00 p.m. - 7:00 p.m. Mercedes-Benz of Arlington
MEMORIAL DAY	29 MONDAY Chamber office closed for holiday observance
COMMUNITY ACTION COMMITTEE MEETING	31 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room

SMART START

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

4 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 Cardinal Bank

PREMIER SPONSOR
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 the chance to exchange business cards, develop new prospects and share a 60 second pitch with each table.

11 THURSDAY

8:00 - 9:00 a.m.
 Holiday Inn Rosslyn
 1900 N. Fort Myer Dr.
 Arlington, VA 22209

GRAND SPONSOR

TD Bank
 America's Most Convenient Bank®

HOST SPONSOR
Waterford, Inc.

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.

25 THURSDAY

5:00 - 7:00 p.m.
 Mercedes-Benz of
 Arlington
 585 North Glebe Road
 Arlington, VA 22203

Mercedes-Benz of Arlington

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

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

CHAIR'S MESSAGE

The Importance of Giving Back to Our Community

The 18th Annual Volunteer Arlington Day was Tuesday, April 25. Volunteering is beneficial to every organization and every person in the community. As a member, it is beneficial to support Arlington's nonprofits for the betterment of our community. Members who are engaged in the community have a higher return on investment, can utilize this avenue as a marketing channel, and show others that you care about the community in which you live and/or work.

Even though Volunteer Arlington Day has passed, it is never too late to support and connect with these organizations. A quick peak on the Business Directory on the Chamber's website reveals a list of over 90 nonprofit organizations and associations. The nonprofit members and associations are dedicated to furthering a cause or advocating for a particular point of view. Their work is important and they do make a difference in our community.

Once a year, for the past several years, the Chamber's Board of Directors has had the pleasure of meeting at one of our nonprofit member locations. Again, in 2017, **Linda Chandler, Linden Resources** CEO and President and a member of the Chamber's Board of Directors, graciously hosted our April Board meeting at **Linden Resources**. **Linden Resources** is an organization that is "committed to providing meaningful employment and development opportunities to people with disabilities and wounded veterans." Thank you, **Linda**, for your hospitality and for the work of your organization. Our community is better because of you and **Linden Resources!**

There are so many amazing organizations that are part of our membership, and like the other nonprofit members, the Chamber works to advocate for a point of view – the point of view of business in Arlington County and in Virginia. Kate Bates, President and CEO of the Arlington Chamber of Commerce and her staff work very diligently for you and the business community to ensure that business has a voice with the local politicians, the County Board, and other agencies. They also deliver over 100 events that provide you and your business the opportunity to network, engage within the community, and learn from experts. We are lucky to have them in our network. Their work is greatly appreciated!

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.



MAY MILESTONE ANNIVERSARIES

CONGRATULATIONS!

■ TWENTY-FIVE YEARS

ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING, INC.
UNITED BANK

■ TWENTY YEARS

THE LAW OFFICES OF BARBARA E. NICASTRO

■ FIFTEEN YEARS

ARLINGTONIANS FOR A CLEAN ENVIRONMENT
GINKGO STREET LABS (FORMERLY AXON SOLUTIONS, INC.)
NORTHERN VIRGINIA ASSOCIATION OF REALTORS

■ TEN YEARS

LEVINE & ASSOCIATES, PLLC

■ FIVE YEARS

CALLISIONRTKL
GLOBAL THINKING
WASHINGTONFIRST BANK

WELCOME NEW MEMBERS

■ ARTS AND ENTERTAINMENT CITY LEAF DESIGN COMPANY

Kate Shooltz
925 N Garfield Street
#505
Arlington, VA 22201
Phone: (703) 798-8687
E-mail: cityleafdesignco@gmail.com
Web Address: www.cityleafdesignco.com
Sponsor: Staff
Green Wall design and installation.

■ ATTRACTIONS

THE SPIRIT OF AMERICA TOWER, LLC

13419 Cavalier Woods Dr.
Clifton, VA 20124
Phone: (703) 818-8080
E-mail: jim@jameshurch.com
Sponsor: Staff
The Spirit of America Tower is going to be an interactive, introductory museum about Washington, D.C. and the founding principals of our country.

MEMBERS IN THE NEWS

■ UNITED BANK

United Bank Celebrates Grand Opening of State-of-the-Art South Arlington Branch

United Bank recently celebrated the grand opening and relocation of its South Arlington branch with a ribbon cutting and reception at 2409 Columbia Pike. Arlington business leaders and community representatives joined Bank officials in the festivities.

United Bank Market President **Bob Hawthorne** reflected on the bank's commitment to building personal relationships and stronger communities throughout its 27-year presence in Greater Washington. He remarked on the 2,472 square-foot branch's modern, collaborative design, which will allow bank staff to continue building long-term relationships in an environment that will appeal to customers who value both personal service and advanced technology.



"Our team is dedicated to developing long-term partnerships and finding solutions to meet the needs of our customers," said Market President **Bob Hawthorne**. "This new office enables us to better serve Arlington residents with the tailored, accessible and hands-on approach for which **United** is known."

Arlington Chamber of Commerce President & CEO Kate Bates and Arlington County Board Chair Jay Fisette shared their appreciation for United Bank's contributions to the local community and joined **Hawthorne** for the ceremonial ribbon cutting alongside other community leaders.

■ LMO

LMO Wins "Best of Interactive" at DC ADDYs

LMO, a full-service marketing communications agency, took home five awards recently at ADCHELLA: The 2017 American Advertising Federation (AAF) DC ADDY Competition across the following categories: consumer website, B2B website and cross-platform integrated campaign.

Three Gold and one Silver award will find a home on the **LMO** shelves, as well as a "Best in Category" for Interactive. This is the agency's first ever "Best of Category" acknowledgment.

"We couldn't be more excited for these wins and how this reflects on the growth and talent of our agency," says President **Mike Kapetanovic**. "We consider ourselves one of the top technologically capable agencies in the region, so our "Best of Interactive" award not only solidifies that, but reassures our team that they are doing great work. This is only the beginning for us."

LMO's other awarded work includes responsive website design for The Maple Guild, a Vermont-based organic maple manufacturer trying to redefine the maple category and Nutshell, a B2B CRM software company in Ann Arbor, Michigan. The brands may not yet have the recognition of an Aunt Jemima or Salesforce, but they have the heart and the talent, which is what drives the agency to produce award-winning work. The wins leave the agency re-energized, with a much-deserved competitive recognition in the DC advertising community.

■ BALLSTON BUSINESS IMPROVEMENT DISTRICT

Ballston Becomes D.C. Region's First Connected City

This spring, the **Ballston Business Improvement District (BID)** launched BLinked, the region's first free, seamless, gigabyte-capable Wi-Fi network. As leading cities around the world look to new technologies for a competitive advantage, Ballston emerges as our area's first to embrace the connected city movement.

"This is the next step in making Ballston stronger, smarter, and safer," said **Tina Leone**, CEO of the **Ballston BID**. "We're proud to be the first to meet the impending need for public connectivity, and we anticipate this inspires new information and communication infrastructures throughout Arlington and across the region."

With proprietary software and hardware, Rockville-based Wi-Fiber developed a powerful internet ecosystem capable of serving the entirety of Ballston's 30,000+ daily workforce. More than 30 discreet antennae relay signals that connect all of Ballston's outdoor public spaces to a network that isn't just strong – but smart.

Using algorithms to track data usage patterns throughout the district, BLinked reads and interprets network activity in real time. The network uses the gathered intel to redistribute resources to meet traffic and usage demands, making sure no user is left behind.

"It's truly a vehicle for our live, work, play atmosphere," said Leone. "It furthers our existing technologies: from the BallstonConnect mobile app to the Ballston360 directory. BLinked supports our community by presenting another way to connect and engage with all Ballston offers."

■ NEW DISTRICT BREWING COMPANY

New District Brewing Company Named Best Brewery In Arlington

The **Northern Virginia Sun Gazette** recently conducted its annual "Best of Arlington" contest, with nearly 16,000 votes cast online. After votes were calculated, **New District Brewing Company** was named "Best Brewery in Arlington." **New District Brewing** is Arlington's first production brewery in 100 years. Family owned and operated, it is dedicated to providing quality craft beer and supporting the local community.

"We are pleased that **New District Brewing Company** was chosen as the Best Brewery In Arlington," said **Harry Katrivanos** of **New District Brewery**. "**New District** wishes to thank the **Sun Gazette** and all our supporters for this recognition."

■ ASPIRE! AFTERSCHOOL LEARNING

Aspire! Salutes AmeriCorps Members Contributing Over 100,000 Hours of Service to South Arlington Children & Families

In honor of National Mayor and County Recognition Day, **Aspire! Afterschool Learning** celebrated its AmeriCorps team, who contributed more than 100,000 hours of community service to south Arlington children and families since the program began, with a Day of Service event at Barcroft Park. **Aspire's!** students, the current AmeriCorps team, and staff did some Spring cleaning, picking up trash along the trail to and at Barcroft Park. They were joined by REEP (English classes for adults) and EduFuturo's AmeriCorps teams, as well as County Board and School Board members.

"AmeriCorps has had a clear and significant impact on Arlington's at-risk children," said **Aspire!** Executive Director **Courtney Reeve**. "AmeriCorps Members provide continuity between the school day and after school, ensuring consistent academic support for our students and helping them make solid gains. We could not have achieved the outstanding results we have without our AmeriCorps Members."

■ BUSINESS AND PROFESSIONAL SERVICES
CHASING DRAGONS

Diana Waller
704 South Overlook Drive
Alexandria, VA 22305
Phone: (703) 915-2400
E-mail: diana@chasingdragons.com
Web Address: www.chasingdragons.com
Sponsor: Sonia Johnston, John Marshall Bank
Chasing Dragons provides destination services support for companies relocating employees to the Washington, D.C. area.

■ BUSINESS AND PROFESSIONAL SERVICES
EXPO BRANDERS

Amanda Peters
4601 N. Fairfax Drive
Suite 1200
Arlington, VA 22203
Phone: (571) 299-6908
E-mail: expo@expobrander.com
Web Address: www.expobrander.com
Sponsor: Amanda Fischer, Grade A Marketing
eXpo Branders is the East Coast's #1 source for local trade show and marketing products.

■ BUSINESS AND PROFESSIONAL SERVICES
INTELLIGENT OFFICE

David Baas
1100 North Glebe Road, Suite 1010
Arlington, VA 22201
Phone: (703) 224-8000
E-mail: dbaas@intelligentoffice.com
Web Address: www.intelligentoffice.com/virginia/arlington-three-ballston-plaza/
Sponsor: Joe Prentice, Wells Fargo Private Home Mortgage – Team Martinson
Allows residents to work from anywhere and still have all the benefits of a traditional office. Members' business calls are answered and connected to any phone, anywhere.

■ COLLEGES & UNIVERSITIES
UNIVERSITY OF PHOENIX

Melissa Peak
1800 South Bell Street, Suite 100
Arlington, VA 22202
Phone: (571) 227-7105
E-mail: melissa.peak@phoenix.edu
Web Address: www.phoenix.edu
Sponsor: Staff
The University of Phoenix provides access to higher education opportunities that enable students to develop knowledge and skills necessary to achieve their professional goals.

■ CATERING
ECOCATERS

John Cosgrove
627 N Glebe Rd.
#801
Arlington, VA 22203
Phone: (202) 548-7220
E-mail: john@ecocaters.com
Web Address: www.ecocaters.com
Sponsor: Leigh Hurley, EagleBank
We are a family owned catering and event design team excited to share our table with you. We believe in seasonal menus sourced from local fields and pastures.

WELCOME NEW MEMBERS

■ COMMERCIAL REAL ESTATE ROONEY PROPERTIES LLC

Greg Hoffman
4075 Wilson Blvd
Suite 650
Arlington, VA 22203
Phone: (703) 204-1400
E-mail: info@rooneypropertiesllc.com
Web Address: www.rooneypropertiesllc.com
Sponsor: Kevin Shooshan, The Shooshan Company
Real estate investment and development.

■ CONSULTING SUPERGREEN SOLUTIONS ALEXANDRIA

Max Fhadil
8409 Dorsey Circle
Suite 201
Manassas, VA 20110
Phone: (571) 201-4642
E-mail: max.fhadil@supergreensolutions.com
Web Address: www.supergreensolutions.com/alexandria-va
Sponsor: Staff
SuperGreen Solutions Leads the Market as the Premier Advisor, Supplier and Installers of Domestic and Commercial Energy-Efficient Solutions.

■ FINANCIAL ADVISORS CHARLES SCHWAB

Gregory Linzey
1650 Tysons Blvd
Suite 150
Tysons Corner, VA 22102
Phone: (571) 635-4581
E-mail: gregory.linzey@schwab.com
Web Address: www.schwab.com
Sponsor: Staff
I can partner with you to understand your goals, create a personalized plan, and provide investing guidance.

■ GOVERNMENT CONTRACTORS FEDERAL ACQUISITION STRATEGIES, LLC

Mark Buchholz
6501 Clifton Rd
Clifton, VA 20124
Phone: (703) 574-3115
E-mail: BD@FedAcqStrategies.com
Web Address: www.federalacquisitionstrategies.com
Sponsor: Todd Yeatts, The Boeing Company
Program and Contract Management government contractor. We are an SDVOSB.

■ LEGAL SERVICES MULLEN LAW PLLC

Cathleen Mullen
4620 Lee Highway
Suite 212
Arlington, VA 22207
Phone: (703) 997-9900
E-mail: cmullen@cmullenlaw.com
Web Address: www.cmullenlaw.com
Sponsor: Staff
Real Estate Attorney with a concentration on commercial law, including, landlord and tenant work, purchase and sale contracts, property due diligence and title review.

CHAMBER SCENE

■ THE CHAMBER SCENE MARCH - APRIL

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.

March 14, 21, and 28, April 4 and 18 – **Arlington Economic Development** organized a Resource Fair, which was held at the **Hyatt Centric Arlington**, to help Nestlé employees transition smoothly to the Washington area. The Chamber, along with the **Rosslyn BID**, **Chasing Dragons**, and others, had a display table that allowed employees to talk to staff and get additional info about all of the amenities in Arlington. Mike Rosenow was present to represent the Chamber.

March 30 – Kate Bates spoke at the **United Bank** Columbia Pike branch ribbon-cutting ceremony. Mike Rosenow was also in attendance.

April 1 – Kate Bates and Hannah Dannenfelsler attended **Leadership Center for Excellence's** Monte Carlo Night.

April 5 – The Chamber was an event partner of HireEd-Bridging the Education and Workforce Gap, which was hosted by **Arlington Economic Development**. Kate Bates, Mike Rosenow, and Alex Held attended on behalf of the Chamber.

April 6 – Kate Bates attended the grand opening of Trustify.

April 6-7 – Mike Rosenow and Alex Held graduated from the **Virginia Association of Chamber of Commerce (VACCE) Institute**, a three-year training program designed to help us better serve our members.

April 7 – Kate Bates attended **A-SPAN's** Coming Home Breakfast.

April 12 – Alex Held and Mike Rosenow took part in the S. Four Mile Business Association meeting, where County staff presented on the Four Mile Run Planning Initiative.

April 19 – Kate Bates attended a reception for **Bridges to Independence**.

April 19 – Hannah Dannenfelsler participated in the **Leadership Center for Excellence** Young Professionals Program.

April 20 – Kate Bates attended the Arlington County Manager's Invitational Forum on Public Engagement.

April 20 – Alex Held and Hannah Dannenfelsler attended **Phoenix Bikes' Makers' Ball**.

April 21 – Alex Held and Mike Rosenow attended the **City Leaf Design Company's** grand opening.



OPPORTUNITY WORKS

The campaign is halfway over, and volunteers have less than \$100,000 to go to the goal of \$260,000!

Volunteers met at a networking rally in April to discuss best practices and recognize top producers.

Thank you to our host **Lyon Hall!**

Thank you to Grand Sponsor **Energesco Mechanical, LLC!**



Governor Approves Chamber-Championed Towing Bill

On Tuesday, April 26, Governor Terry McAuliffe (D-Va.) signed into law H.B. 1960, which repeals the authority of Northern Virginia local governments to impose the burdensome, costly second authorization towing requirement on businesses when a towing contract is in place.

"The signing of this important legislation into law is a huge win for the Arlington business community," said Chamber President & CEO Kate Bates. "Arlington businesses rely on being able to provide clear, available parking for customers, employees, and visitors in order to stay viable, and H.B. 1960 empowers and protects these businesses so they can continue to do just that. By removing the ability of local lawmakers to force businesses to adhere to a second authorization towing requirement, this legislation returns the decision-making power about the removal of illegally parked vehicles back where it belongs: in the hands of private property owners and business owners."

The Chamber championed H.B. 1960, working with the **Apartment and Office Building Association (AOBA)**, to form a coalition of partners in support of the bill, including the Virginia Chamber of Commerce, Virginia Restaurant, Lodging & Travel Association (VRLTA), area Chambers, and other business organizations. Chamber President & CEO Kate Bates, Chamber Immediate Past Chair **Todd Yeatts of The Boeing Company**, and Chamber Government Affairs & Economic Development Committee Co-chair **Brian Gordon of AOBA** met with Gov. McAuliffe on Monday to urge him to sign this legislation into law.

The Chamber actively pushed back against the second authorization towing requirement, working locally with Arlington County Board and staff and relevant stakeholders towards other solutions that would not unnecessarily burden the business community. When the Chamber and the Board could not reach a consensus, the Chamber took the matter to the state level, in a further effort to protect our members' ability to carry on their businesses.

Additional Business Advocacy Updates Include:

April 11 – Kate Bates attended an Economic Development Commission meeting.

April 19 – The Chamber's Government Affairs & Economic Development Committee held a meeting featuring a presentation by **Christina Winn**, Director of BizInvest, on how Arlington recruited Nestlé. Winn's presentation included information on the phases of the recruitment process, the benefits to Nestlé and Arlington, as well as overall details on the project. At the meeting, the committee also discussed an updated draft zoning ordinance amendment, regarding calculating sign areas for projects with retail. This discussion included a presentation from Debbie Albert, Principal Planner, Department of Community Planning, Housing, and Development.

Members can be involved in shaping policy positions through the Chamber's Government Affairs & Economic Development Committee. All meetings are free and open exclusively to all Chamber members. To be added to the committee distribution list, email chamber@arlingtonchamber.org.



MARKETING & PUBLIC RELATIONS GOODMAN LANTERN

Kiley Doll
360 Snyder Lane
Culpeper, VA 22701
Phone: (520) 440-5384
E-mail: matthews.kiley@gmail.com
Web Address: www.goodmanlantern.com
Sponsor: Ryan Argentieri, Silver Mountain Solutions
Goodman Lantern is a Market Research company with a broad-spectrum VA firm. We are a global team of PhD and MBA qualified analysts.

NONPROFIT ORGANIZATIONS & ASSOCIATIONS ARLINGTON HISTORICAL SOCIETY

Frank O'Leary
PO Box 100402
Arlington, VA 22210
Phone: (703) 892-4204
E-mail: info@arlingtonhistoricalsociety.org
Web Address: www.arlingtonhistoricalsociety.org
Sponsor: David Isaacson, Beach Geeks, Inc.
The Arlington Historical Society's goal since its founding in 1956 is to help Arlingtonians better understand our community through its history.

NONPROFIT ORGANIZATIONS & ASSOCIATIONS NATIONAL IMMIGRATION FORUM

Jennie Murray
50 F Street NW, #300
Washington, DC 20001
Phone: (202) 347-0040
E Mail: jmurray@immigrationforum.org
Web Address: www.immigrationforum.org
Sponsor: Staff
New American Workforce, a project of the Forum, works with businesses to assist eligible immigrant employees with the citizenship process and English language training at the worksite.

SHOPCHAMBER



Invest in Arlington

Thank you to everyone who supported the Chamber's Home & Personal Services members during the month of April. Please support the Chamber's Arts & Entertainment members during the month of May. A complete list of members can be found on the Chamber website in the Business Directory.

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!

MAY

Arts & Entertainment

ARLINGTON COUNTY BOARD CANDIDATE FORUM

County Board Candidate Forum Recap

The Chamber held the third business-themed **County Board Candidate Forum** on Wednesday, April 27. Longtime-serving County Board member and current Chair and Jay Fisette will be stepping down from the Board at the end of this term, and his seat is being sought after by five candidates - Peter Fallon (D), Erik Gutshall (D), Kim Klingler (D), Vivek Patil (D), and Audrey Clement (I).



SPECIAL THANK YOU TO

GRAND SPONSOR



Four of the five candidates were present for the forum, which featured a moderated discussion of topics by **Scott Brodbeck**, owner of **ARLNow.com**, of topics that are important to Arlington's business community. The event provided each candidate with the opportunity to engage with local business leaders and address key issues, while the forum offered attendees the chance to gain an inside look into the candidates' views on business in Arlington County.

TRAVEL WITH THE CHAMBER

The Arlington Chamber of Commerce is excited to partner for the seventh time with Citisync 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. Back by popular demand, 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!

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

CHAMBER BLOG

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 in 2017, so contact us about contributing to the blog today!

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 arlingtonchamber.org/blog to view past blog posts and download the Blog Guidelines and Template.

Arlington Businesses Connect with Local Nonprofits

More than 100 local volunteers from various Chamber member businesses and organizations lent a helping hand to area nonprofits as part of the 18th Annual Volunteer Arlington Day on Tuesday, April 25. Produced each year by the Arlington Chamber of Commerce's Community Action Committee, this day of service provides an opportunity for nonprofits to develop relationships with Arlington businesses, and for businesses to enjoy an afternoon of team-building while giving back to the community.

The participating nonprofits had a variety of tasks for volunteers. Some of these tasks included helping restock and sort food drive donations at the **Arlington Food Assistance Center (AFAC)** and cleaning and organizing classrooms at **Arlington Arts Center**.



Over 100 volunteers gathered at The Fashion Centre at Pentagon City to kickoff the day before heading off to their volunteer project sites



Volunteers included employees from a variety of industries and businesses in Arlington who dedicated their time to helping make this event a success. Arlington nonprofits were excited to have so many enthusiastic volunteers helping at their sites.

Member groups who participated include:

Access National Bank, Arlington Community Federal Credit Union, Arlington Strategy, BB&T, Caulkins & Bruce, PC, Clarendon Animal Care, Design TLC, LLC, Dittmar Company, DoubleTree by Hilton Washington DC-Crystal City, Ecentric, Inc., Esoarc Studio, Expo Branders, Lafayette Federal Credit Union, Merrill Lynch, Segue Technologies, United Bank, Urban Alliance, Washington First Bank, and Waterford, Inc.

Arlington nonprofits were excited to have so many volunteers helping at their sites.

The member nonprofit organizations who participated were:

Arlington Arts Center, Arlington Food Assistance Center, Arlington Medical Society, Arlington Partnership for Affordable Housing, Arlington Thrive, Arlingtonians for a Clean Environment, BallstonGives, Inc., Community Residences, Culpepper Garden, Linden Resources, Offender Aid and Restoration, Phoenix Bikes, and The Reading Connection.

Volunteer Arlington Day is an initiative of the Community Action Committee. The Community Action Committee typically meets on the last Wednesday of each month at 9:00 a.m. in the Chamber Board Room. To be added to the committee distribution list, email chamber@arlingtonchamber.org.



Special Thanks to Our Volunteer Arlington Day Sponsors

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Thanks to The Fashion Centre at Pentagon City for hosting our kickoff. Thanks to Upper Crust Pizzeria and Sugar Shack for providing pizza and donuts at the kickoff.

NONPROFIT SPOTLIGHT

Coming Home

Help us take the next step into our new home, so that we can continue to help families move into theirs

By Carlin Anderson, Development Manager, Bridges to Independence, canderson@bridges2.org,

Bridges to Independence has been working with and for people experiencing homelessness since 1985, when we were founded as the Arlington-Alexandria Coalition for the Homeless. Our mission is to lead individuals and families out of homelessness and into stable, independent futures.

Bridges offers a continuum of aid and support for all family members, helping them attain financial security and move forward into self-sufficiency. As homelessness is often episodic, we work not only with people who are currently homeless, but also with former participants to ensure they are able to remain securely housed and do not fall into homelessness again.

Two-thirds of the people we serve are under the age of 18, and we provide opportunities for them to increase their self-esteem, leadership abilities, and overall health/well-being. We also work to give older students the confidence, skills, and tools needed to pursue and complete post-secondary education or vocational training, providing them with a pathway to economic security. Our vision is to end the intergenerational cycle of poverty.



Former Bridges client Mohamed, wife, and daughters enjoy the comfort and stability of their own home

What's next? This year, we'll get to experience a homecoming of our own! In September, we will move into a brand-new 4,700 square foot training center, directly adjacent to our Sullivan House emergency shelter. The new space will be a hive of activity and will include a children's room for our youth initiatives, classrooms for job training and personal counseling, and offices for our staff to continue their crucial work to support families in need. The new center will allow us to serve more people, carry out programming more effectively, and explore new and innovative solutions for reducing homelessness.

We invite you to be a part of our "Welcome Home" Campaign and help make our vibrant vision a reality. The campaign will fund the purchase of the space, as well as outfitting the building and furnishing it to fulfill **Bridges'** growing programmatic and organizational needs. We are seeking to raise \$2.5 million in funding from foundations, local businesses, and generous individuals, and we are halfway there! For details about the campaign, naming opportunities, and how you can get involved, please visit www.bridges2.org/capital-campaign.



SAVE THE DATE

State of the County & Public Safety Awards

New this year, the Chamber is combining the State of the County and the Valor Awards into one grand event: State of the County & Public Safety Awards. This new event will take place on Wednesday, June 28 at the **Hyatt Regency Crystal City at Reagan National Airport**.

This new breakfast event will include an address by Arlington County Board Chair Jay Fiset, 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.

Sponsorships are available starting as low as \$275. Becoming a sponsor of this event is an excellent way to increase visibility for your business before an audience of local political leaders, emergency personnel, and business professionals. For questions regarding sponsorships, contact Alex Held at (703) 525-2400 or aheld@arlingtonchamber.org.

■ To register, visit www.arlingtonchamber.org/events or call ■ 703-525-2400. The deadline to sign up is Friday, June 23. For questions regarding registration, contact Hannah Dannenfels at chamber@arlingtonchamber.org or (703) 525-2400.

STATE OF THE COUNTY & PUBLIC SAFETY AWARDS



SPECIAL THANK YOU TO

GRAND SPONSOR



Boosting Your Sales: Developing Effective Marketing Collateral for Your Business

Businesses spend tens of thousands of dollars on designers and agencies that create marketing materials that often don't produce the desired return. During the April Small Business Roundtable, **Dorina Jordanov** of **Creative Services Group** taught attendees how to create marketing materials in-house that are effective and accomplish exactly what they are aiming to achieve.

- To be successful and grow your business and revenues, you must match the way you market your products with the way your prospects learn about and shop for your products.
- How your marketing materials look impacts your sales and reflects on your brand. Examples of these materials include brochures, flyers, posters, website banners, and ads.
- What do you need to do to reach your sales goals? Craft an original design and include creative, effective content that accurately portrays what you are aiming to sell.
- Previously, the three main options for creating design work were:
 - Design Agencies – 70% of customers report dissatisfaction with cost and/or speed of work.
 - Individual Freelancer – 80% of customers report dissatisfaction with quality and/or results of work.
 - In-House Graphic Designer – can cost a company over \$50k in salary plus benefits.
- Partnering with a company such as **Creative Services Group**, a co-op of the area's top 5 professional graphic designers, will give your company the flexibility to have access to these great design concepts at a price point that will fit your budget.

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:

MAY SMALL BUSINESS ROUNDTABLE

24 WEDNESDAY

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

TOPIC: Keep Your Eye on the Ball:
Create, Adjust or Refine Your Strategic Plan to Increase Profitability and Productivity in 2017
Presented by Ryan Dempsey
Argentieri of Silver Mountain Solutions

ARLINGTON ECONOMIC DEVELOPMENT

HireEd: Bridging the Education and Workforce Gap

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

More than 150 entrepreneurs, educators, and others in Arlington's business community came together in early April in an effort to bridge the gap between education and workforce in Arlington and beyond. "Hire Ed: Bridging the Education and Workforce Gap" was a half-day session led by **Arlington Economic Development** that converged entrepreneurs, corporations, business leaders, educators and nonprofits to discuss successful solutions and strategies to place students, graduates and workers at all levels. The Arlington Chamber of Commerce served as a partner for the program.

As Arlington becomes more and more of a true technology hub, more and more companies are looking for not only skilled workers, but very *specifically* skilled workers from Arlington's existing and future workforce. The HireEd conference was designed to bring those companies together with educators teaching the workforce of tomorrow the specific skills they need to succeed in Arlington's innovation economy.

Focusing on Arlington's target sectors of cybersecurity, education technology, and big data, breakout sessions heard from startup CEOs, recruiters, and educators about the rapidly changing industries and what is truly needed from a new workforce. Security startups discussed the kinds of skills needed in that unique industry, and Arlington-based education accelerators teamed up with educators from universities to discuss the issues prevalent to the ed tech industry. The event concluded with a very engaging keynote from **Donald Graham** of **Graham Holdings**, who gave some personal and very insightful views on education and its place in the workforce.

Arlington touts its workforce as one of its most desirable assets in promoting the region to companies interested in relocation, and HireEd is the first step in taking that asset a step further in being a specially trained and skilled workforce.



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.

THANK YOU!

- **Linden Resources** for hosting the April Board of Directors Meeting.
- **Bean, Kinney & Korman, P.C.** for hosting the April Business After Business.
- Thank you to **New District Brewing Company** and **Michael Garcia – State Farm Insurance** for donating door prizes at the April Business After Business.



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



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