

the Arlingtonian

THE OFFICIAL VOICE OF THE
ARLINGTON CHAMBER OF COMMERCE

VOL. LXX, NO. 9 SEPTEMBER 2017

FEATURED PHOTO: Chamber staff pays a visit to member booths at the Arlington County Fair, including this one run by Arlington Public Schools

SPECIAL THANKS TO
ARLINGTONIAN
GRAND SPONSOR



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FEATURED EVENTS

NORTHERN VIRGINIA ELECTED LEADERS SUMMIT

SEPTEMBER 6

8:00 a.m. - 10:00 a.m.

George Mason University -
Arlington Campus at Founders
Hall

BREAKFAST CONNECTION: MEET THE NONPROFITS

SEPTEMBER 14

7:30 a.m. - 9:00 a.m.

Holiday Inn Rosslyn

■ CARDS & CLUBS PREVIEW

Enjoy an Afternoon of Fun at Our Brand-New Event

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



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



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

We are also seeking item donations to be given as prizes for our longest drive or hole-in-one contest winners or featured in the silent auction. Email Debbie Powers at dpowers@arlingtonchamber.org to request a donation form.

■ SCHOLAR'S CUP PREVIEW



Tuesday, September 19
3:30 - 7:00 p.m.
Upton Hill Regional Park

THE CHAMBER

■ EXECUTIVE COMMITTEE

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

■ DIRECTORS

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

■ U.S. ARMY LIAISON TO THE BOARD

Glenn A. Wait, Joint Base Myer-Henderson Hall

■ STAFF

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

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

SEPTEMBER AT THE CHAMBER

LABOR DAY	Chamber office closed for holiday observance
NORTHERN VIRGINIA REGIONAL ELECTED LEADERS SUMMIT	6 WEDNESDAY 9:00 a.m. - 12:00 p.m. George Mason University - Arlington Campus at Founders Hall
AMBASSADOR COMMITTEE MEETING	11 MONDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE CONFERENCE CALL	12 TUESDAY 8:00 a.m. - 9:00 a.m.
EXECUTIVE COMMITTEE MEETING	13 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
SMART START	13 WEDNESDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
BREAKFAST CONNECTION: MEET THE NONPROFITS	14 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
12TH ANNUAL SCHOLAR'S CUP	19 TUESDAY 3:30 p.m. - 7:00 p.m. Upton Hill Regional Park
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	20 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BOARD OF DIRECTORS MEETING	22 FRIDAY 11:45 a.m. - 2 p.m. Crystal City Marriott
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	26 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE MEETING	27 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	27 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	28 THURSDAY 5:00 p.m. - 7:00 p.m. Avalon Ballston Place

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 WEDNESDAY
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

Calling all nonprofits – promote your organization before the workday even begins! This month's Breakfast Connection will focus on empowering nonprofits. The format of this event includes roundtable power networking to provide attendees with the opportunity to exchange business cards, develop new prospects and share a 60 second sales pitch with each table.

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

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 America's Most Convenient Bank®

HOST SPONSOR
 Michael Garcia - State Farm Insurance

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.

28 THURSDAY
5:00 - 7:00 p.m.
Avalon Ballston Place
901 N Pollard Street
Arlington, VA 22203

CORPORATE APARTMENT SPECIALISTS

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.

SMART Start

For as long as I have represented **BAE Systems** as the Chamber representative, I have to admit that I had never attended SMART Start until August 3.

SMART Start is a monthly event held by the Chamber staff that provides an overview of many of the benefits of getting the most out of your Chamber membership. This is an excellent opportunity to introduce yourself and to learn about new businesses joining the Chamber. One important takeaway from the event that I learned is to always carry your business cards. If you have not met the Chamber staff, this event provides you the opportunity to meet these wonderful people and learn about their roles in the organization that fully supports the business community.



Tina Walker

There are different reasons why people join the Chamber. Someone might be looking for alternative business development opportunities, the ability to reach into the community more effectively, engage with state and local officials or larger businesses, or to build and develop valuable relationships with other organizations and its people. Whatever the reason, the Chamber supports every opportunity through its more than 100 events per year. SMART Start provides an overview of all of these events, as well as the many opportunities for networking, advocacy, marketing and advertising, education, and a summary of the various member-led committees.

I highly recommend attending a SMART Start session. It is held in the Chamber Board Room at no cost to members or prospective members.

The monthly event is sponsored by **Greg Mullan** of **George Mason Mortgage, LLC** and **Michael Garcia** of **State Farm Insurance**. It sets the tone for the value of the Arlington Chamber of Commerce's mission: *To strengthen businesses and the economic environment for those who work, live and do business in Arlington.*

Tina Walker
BAE Systems

PS the next SMART Start will be held September 13, 2017 at 4:00 p.m. in the Chamber Boardroom. For registration details, please contact Hannah Dannenfelsler at 703-525-2400 or register online at www.arlingtonchamber.org/events.

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.



SEPTEMBER MILESTONE ANNIVERSARIES

CONGRATULATIONS!

■ 30 YEARS

CITRIN COOPERMAN & COMPANY, LLP

■ 20 YEARS

SUSHI ZEN JAPANESE RESTAURANT

■ 15 YEARS

REINSCH PIERCE FAMILY FOUNDATION

■ FIVE YEARS

ARLINGTON STRATEGY
JACKSON LEWIS LLP

WELCOME NEW MEMBERS

■ ARCHITECTURE & CONSTRUCTION SKANSKA USA

Stephen Skinner
1776 Wilson Boulevard
Suite 250
Arlington, VA 22209
Phone: (703) 351-2700
Web Address: www.usa.skanska.com
Referred by: Lindsey Rheame, EagleBank
Skanska is one of the world's leading construction groups. Using a variety of delivery methods, we apply our expertise to everything from small renovations to billion dollar projects.

■ COMMERCIAL REAL ESTATE TRISTAR REAL ESTATE ADVISORS INC.

Eugene Martin
2202 Arynness Drive
Vienna, VA 22181
Phone: (703) 505-9705
E-mail: marymartin703@gmail.com
Referred by: Staff
Commercial Real Estate Tenant Representation.

MEMBERS IN THE NEWS

■ EASTERN FOUNDRY

Eastern Foundry Expanding Again

Eastern Foundry recently announced that it will be expanding its office. The 6,175-square-foot space will be turned into four small suites with private offices, reception areas and a shared kitchen. The goal is to attract larger companies that want a foothold in the co-working world to be a part of **Eastern Foundry's** incubator community.

"Believe it or not, that is kind of where the market seems to be going," said CEO **Andrew Chang**. "Larger companies want to take part in the co-working concept but they don't want the open desk idea — they just want their own space inside the co-working space."

The expansion brings the incubator to about 27,000 square feet at 2011 Crystal Drive in Arlington; **Eastern Foundry** hopes to have the space completed by Nov. 1. The company also has about 20,000 square feet in Rosslyn.

This development comes after the incubator, which was founded in 2015, began rolling out a series of training videos and hands-on courses to help guide prospective federal contractors. The expansion also highlights **Eastern Foundry's** continued commitment to Crystal City and landlord **JBG Smith Properties Inc.'s** goal to grow the tech presence there, **Chang** said.

"They wanted to make it very easy for us to grow there," **Chang** said. "When it comes to expanding, yes, we have a lot of aspirations in growing in different cities and different communities, but one of the most important parts is working with a real estate partner. And **JBG Smith** just happens to be very open to making sure we are growing in Crystal City."



Eastern Foundry Managing Partners Geoff Orazem and Andrew Chang pose with Andy O'Brien of JLL

■ LEADERSHIP CENTER FOR EXCELLENCE

Leadership Arlington Youth Program Congratulates Newest Class of Young Leaders

Leadership Center for Excellence is proud to announce the completion of the Class of 2017's journey through the Leadership Arlington Youth Program. The Class of 2017 was comprised of 30 youth leaders who are rising juniors and seniors in local high schools. On Thursday, August 10, these young leaders graduated at a ceremony held in **Marymount University's** Reinsch Library Auditorium.



Leadership Arlington Class of 2017 presents a \$1,000 check to OAR

During the first two weeks of August, the Youth Program met at different businesses, nonprofit organizations and government departments throughout Arlington County, providing participants with the opportunity to be exposed to diverse organizations and meet with leaders from our community.

"The program helped me to become a better leader by forcing me out of my comfort zone and helping me learn about my community," said program participant Kelsey Isman.

Students collectively visited 18 nonprofits and discussed the missions and visions of each organization, in order to choose the recipient of a \$1,000 grant. The students presented this grant to **Offender Aid Restoration (OAR)** at the graduation ceremony, noting how **OAR** leaves a lasting impact on the lives of formerly incarcerated individuals and were moved by their work.

■ NEW DISTRICT BREWING COMPANY

New District Hosts Educators from Across the Country

On Thursday, July 27, **New District Brewing Company** hosted the Smithsonian Science Education Center's event, the Science Education Leadership and Strategic Planning Institute, which brought together 20 educators from across the United States. During this event, educators dedicated their time to creating a strategic plan to support Science, Technology, Engineering, and Math (STEM) education in each of their school districts. The final plan decided upon includes various action items, such as taking workforce site visits to learn of career opportunities available to students, given the appropriate workforce preparation.



Educators take a tour of New District Brewing Company

Upon their arrival, the educators were given a brief overview of **New District** and the kind of work that takes place at the brewery by owner **Mike Katrivanos**. A tour of the **New District** facility, which showed how beer is made and how this type of work relates to STEM, followed. The educators then had the opportunity to talk to **New District** staff members about how they came into the brewery industry, as well as what kind of educational experiences were most useful in helping the staff become job-ready.

■ JOHN MARSHALL BANK

John Marshall Bank Staff Member Given Promotion

John Marshall Bank recently announced the promotion of **Leigh Anne Park** to Bank Officer and Arlington Branch Manager. Before her promotion, **Leigh Anne** was the executive assistant to **Sonia Johnston**, Arlington Regional President for **John Marshall Bank**.

Leigh Anne has over 20 years of banking experience, mostly in Northern Virginia. Prior to joining **John Marshall Bank**, **Leigh Anne** was an assistant branch manager at United Bank's Arlington branch, following eight years as a branch manager with Virginia Commerce Bank. **Leigh Anne's** colleagues note that her greatest attribute is a dedication to the care and attention each customer receives, an admirable characteristic that matches the bank's corporate philosophy.

In her new position, **Leigh Anne** will direct the day-to-day operational aspects associated with running a bank branch, including customer service and administration. The ability to attract top talent like **Leigh Anne Park** is a leading factor in **John Marshall Bank's** success since its founding in 2006, and its commitment to serving businesses and consumers in the Washington, DC metropolitan area.



Leigh Anne Park

MEMBER APPRECIATION DAY REVIEW

Chamber Expresses Gratitude for Membership

It's no secret that we love our members, and celebrating Chamber Member Appreciation Day with you was a blast. Thanks to members of our Ambassador, Membership Engagement, and Membership Development Committees, and with help of Chamber staff, we visited every non-home-based member business located in Arlington to drop off "buy one, get one free" coupons for a Business After Business in either August, September, or October. We were thrilled to see so many of you and have this chance to personally express our gratitude!

Most importantly, we want you to know that our appreciation for you is not limited to just a few days. We are proud to partner with you, and are always available to help. Thank you for your support, involvement, and dedication to our Chamber and the Arlington business community.

The August event has already passed, but we hope you'll use your coupon in either September or October! Instructions on how to redeem are located on the coupon delivered to your office. For BOGO redemption questions, contact Hannah Dannenfeler at chamber@arlingtonchamber.org or (703) 525-2400. If your business is a home-based business or not based in Arlington, call (703) 525-2400 to ask how you can receive this offer.

► More photos can be found at facebook.com/ArlingtonChamberVA.



WELCOME NEW MEMBERS

■ HEALTH AND FITNESS
F3 TRAINING & BODYWORK

Glenn Seth
1875 Connecticut Ave.
10th Floor
Washington, DC 20009
Phone: (202) 656-7330
E-mail: info@f3train.com
Web Address: www.f3train.com
Referred by: Staff
F3's mission is to create a community environment focused on total health and well-being by providing sophisticated wellness elements using proven fitness trends and luxurious spa programs.

■ HOME AND PERSONAL SERVICES
VALIDATE

John Sargent III
8329 Toll House
Annandale, VA 22003
Phone: (703) 209-5719
E-mail: jfsargent3@vali-datellc.com
Web Address: www.vali-datellc.com
Referred by: Staff
ValiDate is an elite and discreet private matchmaking service, created by serial entrepreneur John F. Sargent, III. Contact exclusively via email or phone.

CHAMBER SCENE: JULY-AUGUST

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.

July 19 – Kate Bates spoke at the **Kiwanis Club** meeting at the **Columbus Club**. Debbie Powers, who is a member of the **Kiwanis**, and Alex Held also attended.



Caroline Taylor and the Chamber's PRIME intern, Angelika Goodman

July 20 – Kate Bates was inducted into the **Washington Business Journal's 40 Under 40** at a special recognition ceremony at the Washington Nationals Park.

July 25 – Kate Bates attended **Arlington Cares: A Celebration of Volunteerism** hosted by the **Leadership Center for Excellence**.

July 27 – Caroline Taylor attended the **PRIME Intern Celebration Breakfast**, which recognized the rising juniors and seniors enrolled in **Arlington Public Schools (APS)** for completing their internships at the Arlington businesses or organizations they were assigned to. Rising Wakefield High School senior, Angelika Goodman, spent her internship at the Arlington Chamber, where she interned under Caroline in marketing and communications.

July 27 – Kate Bates spoke at a ribbon-cutting ceremony for **Charles Schwab**. Alex Held was also in attendance.

July 30-August 3 – Kate Bates graduated from the Institute for Organization Management.

July 31 – Hannah Dannenfelser, along with her classmates from the **Leadership Center for Excellence (LCE) Young Professionals Program**, volunteered as a chaperone during the **LCE Youth Program's Opening Retreat**, hosted by **Marymount University**.

August 10 – Mike Rosenow attended the West End Business Association mixer.

August 10 – Alex Held and Chamber intern Kiko Murphy-Apgar attended the Capital Area Gay and Lesbian Chamber of Commerce (CAGLCC) monthly Chamber Connect.

August 18 – Alex Held and Caroline Taylor visited the **Arlington County Fair**.



Kate Bates at the Washington Business Journal's 40 Under 40 ceremony



Alex Held participates in an activity at Volunteer Arlington's booth at the Arlington County Fair

YOUNG ENTREPRENEURS ACADEMY (YEA!)

Last Call for YEA! Applications

Are you a middle or high school student interested in being your own boss? Or if you're an adult, do you know an outstanding student looking for real-life business experience? The Young Entrepreneurs Academy (YEA!) is the perfect opportunity for students to learn about the business world and transform their ideas into reality!

The Young Entrepreneurs Academy (YEA!) is a groundbreaking, 21-week program that transforms students, ages 11-18, into real entrepreneurs. Over the course of the program, students 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. Classes meet after school once a week from January through May at our University Partner, **Marymount University**, from 4:00-7:00 p.m.

To apply to YEA!, students are required to submit the following:

- Completed YEA! application, including the essay and short answer questions
- Transcripts
- Letter of recommendation

Students also have the opportunity to apply for the YEA! Scholarship, which must also be submitted along with the program application. The completed application packet must be submitted by the deadline of September 30. For more information, contact Alex Held at aheld@arlingtonchamber.org or (703) 525-2400.

Turn to page 9 to learn about upcoming opportunities to support the YEA! program.



NORTHERN VIRGINIA ELECTED LEADERS SUMMIT

Hear from Northern Virginia Policymakers

On Wednesday, September 6, the Arlington Chamber will co-host the Northern Virginia Regional Elected Leaders Summit, along with four other area chambers and the Northern Virginia Regional Commission, at **George Mason University's Arlington Campus** at Founders Hall.



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

To view more information and instructions on how to register, visit arlingtonchamber.org/events.

SPECIAL THANKS TO



Reminder from the
Arlington County Treasurer's Office

SEPT. 5



BUSINESS TANGIBLE TAXES ARE DUE

Pay online, by mail,
24-hour drop box,
or in person!



Arlington County Treasurer's Office • Carla de la Pava, Treasurer
Visit us online for more information: www.arlingtonva.us/treas
2100 Clarendon Blvd., Suite 201, Arlington, VA 22201 • 703.228.4000

ORGANIZATIONAL UPDATE

Chamber President & CEO Receives Institute for Organization Management (IOM) Graduate Recognition

Chamber President & CEO Kate Bates was recently awarded IOM graduate recognition, after completing the comprehensive course of study in nonprofit management through the U.S. Chamber of Commerce Foundation's Institute for Organization Management program. A four-year program, IOM was designed to enhance individual performance, elevate professional standards, and recognize association, chamber of commerce, and other nonprofit professionals who demonstrate the knowledge essential to the practice of nonprofit management.

The institute reflects the very type of professional development that helps us better serve our members and advocate for the Arlington business community. This recognition is a testament to Kate's dedication to the Chamber and continued efforts to learn more new practices that can help us achieve positive results for our membership.



Kate Bates receives Institute for Organization Management (IOM) graduate recognition

BUSINESS ADVOCACY



Business Ombudsman Shannon Flanagan-Watson delivers remarks at August Breakfast

Business advocacy updates include:

August 2 – Arlington County Deputy Director of Transportation **Dennis Leach** spoke about important transportation issues in the region at the Chamber's Government Affairs & Economic Development Committee meeting.

August 8 – Kate Bates attended the Economic Development Commission Executive Committee meeting.

August 16 – The Chamber's Government Affairs & Economic Development Committee held a meeting with Virginia Delegates Rip Sullivan, Mark Levine, and Alfonso Lopez, who discussed about key matters in the Arlington community, including education and transportation.

August 17 – Shannon Flanagan-Watson, Arlington County's Business Ombudsman and Assistant County Manager, joined the Chamber for a special Breakfast Connection, where she explained her role and discussed available County services that can help small businesses seeking growth.

Members interested in getting involved in the Chamber's Government Affairs & Economic Development Committee should email chamber@arlingtonchamber.org to be added to the committee distribution list.

Get Involved: Help Us Plan Arlington's Best Night Out!

Are you seeking to deepen your involvement with the Chamber? Do you have a strong network, or are you looking to build one? Are you the life of the party? If your answer is yes, then we have the perfect opportunity for you!

The Arlington Chamber of Commerce is looking for dynamic volunteers to join the committee to help us plan for our 94th Annual Arlington Business Gala on Saturday, January 27, 2018 at **The Ritz-Carlton, Pentagon City**. This event is a celebration of the business community, and helps our Chamber continue our mission of strengthening businesses and the economic environment for those who work, live, and do business in Arlington.

This year's Gala Committee is co-chaired by **David Isaacson of Beach Geeks, Inc.** and **Cindy Martin Yeatts of Neighborhood Real Estate**. As a member of the committee, you'll get to go behind the scenes to help us make our largest event of the year a success. This is an excellent way to connect with fellow members, show your support for the Chamber, and leave your footprint on Arlington's Best Night Out.

To learn how to apply and get more details, contact Events Manager Sarah Lindner at events@arlingtonchamber.org or (703) 525-2400, ext. 204. More information about the event and sponsorship opportunities are available on the Chamber website.



ARLINGTON ECONOMIC DEVELOPMENT

Latest Economic Development Wins Highlight Arlington's Successful Long-Term Strategy

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

The federal government's decision to keep its State Department offices in Rosslyn for another 15 years and create a mini-campus there is the latest win for what has been an exciting 2017 for Rosslyn and all of Arlington's business community.

The State Department, a longtime fixture of Rosslyn's economic footprint, is keeping its 280,000 square feet in its existing Fort Myer Drive building, and adding 60,000 square feet of space next door at 1200 Wilson Blvd., which it will share with one of its contractors already in that building.

"The vision embodied in the Rosslyn Sector Plan, of a neighborhood with a better balance of office space, housing, and great public spaces, is taking shape," said Arlington County Board Vice Chair Katie Cristol. "The State Department's decision to stay in Rosslyn is evidence that this vibrant urban village has a bright future ahead of it."

"It is a strong vote of confidence in the future of Rosslyn and the direction of our growth as an urban center when a respected organization like the State Department determines it wants to remain here for the next 15 years," said **Mary-Claire Burick**, President of the **Rosslyn Business Improvement District**. "Rosslyn's diverse set of tenants are attracted to Rosslyn's accessibility and urban lifestyle as well as the area's ability to attract, engage and retain talent."

The State Department deal is important for Rosslyn as it transforms into a more walkable, vibrant urban village with a better balance of housing and office space and welcomes new companies to the neighborhood. Nestlé USA announced earlier this year that it planned to move its U.S. headquarters from California to Rosslyn. **Grant Thornton** consolidated its Northern Virginia operations into space in Rosslyn. WJLA/Sinclair signed a deal to keep its media operations in its Wilson Boulevard space.

And that's just the beginning. The innovative technology companies that are helping Arlington earn a spot as one of the leading technology hubs on the East Coast are also becoming an integral part of the community. Startup **Hungry**, which is revolutionizing office catering, grew out of co-working space into its own location in Rosslyn, and co-working space and incubator **Eastern Foundry**, which deals with government contracting, has opened a second location in Rosslyn after finding success in Arlington's Crystal City neighborhood.

All of these companies are examples of how Arlington's economic development strategies of diversification, regionalism, providing strategic incentives and offering key infrastructure improvements to prospective businesses are working. **Arlington Economic Development** led a total of 47 deals in Fiscal Year 2017 (ended June 30, 2017), representing occupying 1.2 million square feet of office space and the creation or retention of more than 5,600 jobs in Arlington. Arlington's office vacancy rate currently stands at 17.8 percent, down more than two percent from a year ago.

"This year, Arlington's business community demonstrated its growth and diversity," said **Victor Hoskins**, Director of **Arlington Economic Development**. "It's representative not only of Arlington's commitment to the innovation economy but also its commitment to viewing businesses as a true partner."





Thank you to everyone who supported the Chamber's Government & Education members during the month of August! Please support the Chamber's Real Estate & Construction members during the month of September. A complete list of Real Estate & Construction 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.

SEPTEMBER

Real Estate & Construction

SUPPORT THE YOUNG ENTREPRENEURS ACADEMY (YEA!)

The Arlington Chamber looks forward to beginning its fourth year of the Young Entrepreneurs Academy (YEA!). YEA! is a groundbreaking, 21-week program that transforms local middle and high school students into real entrepreneurs, who launch and operate their own businesses. Below are details about two opportunities through which you can support the YEA! program and the business leaders of tomorrow.

■ SCHOLAR'S CUP

Join Us for the 12th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host the 12th Annual Scholar's Cup on Tuesday, September 19 at **Upton Hill Regional Park**. Our most popular family-friendly event, the Scholar's Cup offers fun for all ages, as well as numerous opportunities to mingle and network. Join us for an exciting afternoon filled with mini-golf, food from **ROCKLANDS Barbeque and Grilling Company**, and music by DJ, A Sound Plan.



Golfers engage in fun and friendly competition at the Scholar's Cup

Starting this year, 100 percent of proceeds from the event will go towards the Chamber's Young Entrepreneurs Academy (YEA!). Don't miss this fun-filled opportunity to create lasting connections with fellow Chamber members and their families – all while supporting the Chamber's YEA! program.

Only two hole sponsorships are left! For only \$200, you'll receive one team of four in the tournament and have your company name featured on signage at your designated hole. To reserve your place as a hole sponsor, or to learn about other available sponsorship opportunities, contact Alex Held at aheld@arlingtonchamber.org or (703) 525-2400.



The registration deadline is Wednesday, September 15. To register or find more information, visit arlingtonchamber.org/events or contact Hannah Dannenfeler at chamber@arlingtonchamber.org or (703) 525-2400.

■ YEA! PROCEEDS NIGHT

Dine at Sushi-Zen to Support Youth Entrepreneurs on September 20

Treat yourself to a delicious dinner from **Sushi-Zen Japanese Restaurant**, while supporting local middle and high students involved in the Arlington Chamber's Young Entrepreneurs Academy (YEA!).

On Wednesday, September 20 from 5:00-9:00 p.m., up to 20 percent of the evening's entire dinner proceeds will go to benefit YEA!. The percentage donated to the program will be determined by the number of supporters who dine at Sushi-Zen during this time, who are counted by showing a hard copy or digital version of the appropriate flyer, which can be found online at arlingtonchamber.org/events on the "YEA! Proceeds Night at Sushi-Zen" event page. This flyer must be presented at the restaurant, in order for the YEA! program to receive credit.

The YEA! program will receive an additional \$5 for every new person that applies in-person, at the restaurant, on September 20 for Sushi-Zen's Royalty Rewards, a free customer loyalty program.

For questions, contact Alex Held at aheld@arlingtonchamber.org or (703) 525-2400.



Sushi-Zen 20th Anniversary Fundraiser

SUPPORTING THE

YOUNG ENTREPRENEURS ACADEMY

Helping to Make Aging in Place Easier and Less Isolating

By Nancy Murray, Shepherd's Center of McLean-Arlington-Falls Church

An elderly friend needs a ride to doctor appointments but no longer drives. A neighbor is 91-years-old with no family in the area to help her get to the grocery store or pharmacy. These are some of the people the **Shepherd's Center** helps every day, by providing rides to medical appointments and necessary errands.

The loss of the ability to drive as we age impacts all of us. It can lead to isolation and inactivity. The mission of the **Shepherd's Center of McLean-Arlington-Falls Church** is to help older adults stay in their homes and continue to live independently by providing rides to medical appointments, the grocery store, pharmacy, or bank.

We also have a Friendly Visitor/Caller program, where we pair a client and a volunteer for an ongoing friendly relationship. They decide the schedule and frequency of calls that are designed to make sure they are doing well and to provide friendly conversation on a regular basis.



We are an all-volunteer organization supported by local church congregations, synagogues, businesses, individuals, and community organizations in McLean-Arlington-Falls Church. Volunteers select as few or as many rides as they wish after reviewing the rides that are needed. Our ride scheduling system notes the location and day and time of the ride pick-up, drop off, and expected duration of the ride, so the volunteer can select a ride that fits his or her schedule. There is no minimum requirement of time for our volunteers.

The **Shepherd's Center** interviews each of our clients in their home prior to their first ride to provide and discuss the guidelines and procedures of the program. We want to set realistic expectations and assure that our services can meet the client's needs.

Volunteers are always needed! With the increase in the aging of the population, the demand for our services is outpacing our ability to provide support. We need drivers, friendly visitors and people to help with publicity, fundraising events and speaking to local organizations.

The **Shepherd's Center of McLean-Arlington-Falls Church** is a 501(c)(3) nonprofit organization, and all services are provided at no cost to the recipient. To volunteer or contact the Shepherd's Center, please call (703) 506-2199, visit SCMAFC.org or e-mail info@scmafc.org.

CHAMBER BOARD OF DIRECTORS

Board of Directors Call for Nominations

As mentioned in our August 28 e-newsletter, the Arlington Chamber of Commerce is calling for nominations to our Board of Directors. We are looking for enthusiastic, driven leaders that are passionate about the Chamber and want to help us expand membership and achieve our mission.

To be considered for Board service, a Chamber member must be in good standing and be able to fulfill the following responsibilities:

- Participate in 10 board meetings per annum
- Support the Arlington Chamber of Commerce beyond membership
- Act as an Ambassador for the Arlington Chamber of Commerce
- Work to grow the Arlington Chamber of Commerce membership

For any member wishing to nominate another member, member approval is requested. Please send nominations including name and business name to Kate Bates, Chamber President & CEO, at kbates@arlingtonchamber.org. The deadline for nominations is Monday, September 18.



shepherd's center
OF MCLEAN-ARLINGTON-FALLS CHURCH

The Chamber
Arlington Chamber of Commerce

Opportunity.Leadership.Results.

Is It Time to Update Your Growth Strategy?

In a digital, disruptive, and dramatically changing world, people tend to thrive on the day-to-day pressures to deliver short-term performance. But, losing sight of the future can quickly lead you onto a slippery slope to corporate, service or product irrelevance. At July's Small Business Roundtable, **Keary Crawford** of **Opptiv LLC**, discussed growth strategy and guided attendees through her company's Growth Strategy Grid tool.

Today, most businesses operate using a "What's Now?" Agenda. This is day-to-day management where the goal is to make everything be better, faster, and cheaper, all while working for immediate-term results. But in order to produce the best results and be effective long-term, it is crucial to focus on your "What's Next?" agenda. This means working to find new customers, create new offerings, and coming with new value propositions and innovations.

Opptiv's Growth Strategy Grid provides a top-level view to delineate the six perspectives of growth strategy, as well as to articulate the key underlying strategic objectives, opportunities, and activities under each perspective.

1. The Company
 - **REPOSITION** the company to improve future prospects.
 - What are we? What makes us unique?
 - How can we use our tangible and intangible assets to create competitive advantages and new growth opportunities?
2. The Competition
 - **REALIGN** the competitors to change the basis of competition.
 - Who are our non-traditional competitors?
 - What barriers to entry can we create?
3. The Customer
 - **REDEFINE** customers and non-customers to uncover new opportunities.
 - What are the unmet needs of our customers?
 - How will we address those needs?
4. The Market
 - **REFRAME** the market to identify new sources of growth.
 - Do we have access to our target markets?
 - How will macro-economic trends affect our future growth prospects?
5. The Business Model
 - **REINVENT** models to create structural competitive advantages.
 - How can we configure our business in unique ways?
 - What new revenue streams can we create?
6. The Offering
 - **RENEW** products, services, and experiences to create differentiation.
 - How can we improve the quality of our offering?
 - What unique experiences can we provide?

To design a better future, apply these key principles to design a better future: be candid, get aligned, get outside, be collaborative, be iterative and be bold. Growth Strategy doesn't happen by itself – it takes deliberate actions.

Step One: Document a current state

Step Two: Assess the current state

Step Three: co-design a future state

By using these tactics, you'll form a distinct discipline and create a sturdy strategy designed specifically for growth and success.

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:

SEPTEMBER SMALL BUSINESS ROUNDTABLE

27 WEDNESDAY

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

Chamber Board Room

TOPIC: Making the Most of Your Website as a Marketing Tool

Presented by Tara Claeys of Design TLC

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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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.



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THANK YOU!

- **Courtyard by Marriott - Arlington Rosslyn** for hosting the August Business After Business
- **Kona Grill** for donating a door prize at the August Business After Business