

FEATURED PHOTO: Opportunity Works volunteers celebrate the end of a successful campaign at the victory celebration held at Fire Works restaurant.



ARLINGTONIAN
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IN THIS ISSUE

- 2 Calendar
- 2 SMART Start
- 2 Breakfast Connection
- 2 Business After Business
- 3 Chair's Message
- 4-5 Members in the News
- 4-5 Welcome New Members
- 5 Milestone Anniversaries
- 6 Opportunity Works
- 7 Nonprofit Spotlight
- 7 Networking Strategies
- 8 Chamber Website Statistics
- 8 Chamber Website Sponsorship
- 9 Leadership Arlington
- 9 Scholar's Cup Sponsors
- 10 Arlington Economic Development
- 11 Small Business Roundtable
- 12 Chamber Thank You

SAVE THE DATE

SCHOLAR'S CUP MINI-GOLF TOURNAMENT

SEPTEMBER 21

3:30 p.m. – 7:00 p.m., Upton Hill Regional Park

FALL OUTING ANNUAL TOURNAMENT

OCTOBER 6

Fort Belvoir, VA



■ SCHOLAR'S CUP PREVIEW

You're Invited to the 6th Annual Scholar's Cup Mini-Golf Tournament

The Chamber's Education and Workforce Development Committee is excited to kickoff its Annual Scholar's Cup Tournament. The event is a scholarship fundraiser for the Chamber, with 100% of the proceeds benefitting the Arlington Chamber of Commerce Scholarship Fund for Arlington County students.

When & Where?

Wednesday, September 21, 3:30 p.m. -7:00 p.m.
Upton Hill Regional Park Golf Club
6060 Wilson Boulevard
Arlington, VA

The tournament is a great opportunity to bring your family out for a day of mini golf, a delicious barbecue dinner, and fun! This past year we were delighted to offer two scholarships to students from Wakefield High School.

▶ Register online at www.arlingtonchamber.org, or by calling the Chamber at 703.525.2400

SPONSORSHIP OPPORTUNITIES

Support Arlington Chamber of Commerce Scholarship Fund by taking part in a sponsorship opportunity! Sponsor a hole for just \$150:

- Company name featured on designated hole signage
 - Company name in event promotional materials
 - And a foursome entered in the tournament!
- Sponsorships still available.

SPECIAL THANK YOU TO

GRAND SPONSOR



■ OPPORTUNITY WORKS REVIEW

OPPORTUNITY WORKS CAMPAIGN REACHES GOAL – AND KEEPS CLIMBING!

The Chamber is proud to announce that the 2011 Opportunity Works Campaign raised \$256,801! This amount not only exceeds the Campaign goal of \$250,000 – but is also more than the Chamber has ever raised through a campaign!

The Chamber would like to thank **Barbara Nicastro** of the **Law Offices of Barbara E. Nicastro, Esq.** and **Joe Prentice** of the **State Department Federal Credit Union**, our 2011 Opportunity Works Campaign Co-Chairs. Their leadership, encouragement and support have made this success possible.

The Chamber would also like to extend a huge thank you to all of our volunteers who spent countless hours to make sure that this 2011 Campaign was a great success. A special thank you also goes out to our Grand Sponsor, **John Marshall Bank**, and **Fire Works** for hosting the Opportunity Works Victory Celebration!

▶ Turn to page 9 to see a list of the volunteers who made this year's campaign such a success!



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Joint Base Myer-Henderson Hall

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Erica Pristas, Director of Membership
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Joshua Boehm, Design/Web Coordinator
Aaron Guerrieri, Staff Accountant

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

AUGUST AT THE CHAMBER

AMBASSADOR COMMITTEE	1 MONDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
SMART START	4 THURSDAY 4:00 p.m. - 5:30 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE	5 FRIDAY 9:00 a.m. - 10:30 a.m. Chamber Board Room
EXECUTIVE COMMITTEE	10 WEDNESDAY 8:00 - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	11 THURSDAY 7:30 a.m. - 9:00 a.m. Knights of Columbus
AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	12 FRIDAY 9:00 a.m. - 10:30 a.m. Chamber Board Room
COMMUNICATIONS COUNCIL	16 TUESDAY 11:30 a.m. - 1:00 p.m. Chamber Board Room
COMMUNICATIONS COUNCIL	16 TUESDAY 5:00 p.m. - 6:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	18 THURSDAY 5:00 p.m. - 6:00 p.m. Comfort Inn, Falls Church
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	24 WEDNESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE	31 WEDNESDAY 8:00 a.m. - 9:15 a.m. Chamber Board Room

SMART START

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

4 THURSDAY

4:00 - 5:15 p.m.
 The Chamber Boardroom
 2009 14th St. N.
 Suite 111
 Arlington, VA 22201

GRAND SPONSOR

Bank of America
 Home Loans

BREAKFAST CONNECTION

Come prepared to mix and mingle at this organized speed-networking event. You'll have the opportunity to give your elevator pitch and exchange information with double the amount of contacts this month! Bring plenty of business cards—you'll need them!

14 THURSDAY

7:30 - 9:00 a.m.
 Knights of Columbus
 5115 Little Falls Road
 Arlington, VA 22207

GRAND SPONSOR

CARDINAL

BUSINESS AFTER BUSINESS

End your busy work day on a high note with delicious food and drink, mixer-style networking, and chances to win great prizes.

18 THURSDAY

5:00 - 7:00 p.m.
 Comfort Inn
 6111 Arlington Boulevard
 Falls Church, VA 22044

Comfort INN & SUITES

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 a function.

Perspective

Summer is a great time to gain a little perspective. I have been using my summer to focus on life, family, business and trying to hit the ball a little straighter on and off the course. While my golf game has not responded favorably, it has been interesting to see so many issues at the Chamber being productively addressed. There is no shortage of hard work required to reconcile affective business perspectives with government, education and public goals.



Michael Foster

Last month the Government Affairs and Economic Development Committee of the Arlington Chamber convened a meeting with Arlington County Board Chair Chris Zimmerman to get a progress report on his Business Task Force and extensive community meetings. The meeting resulted in the identification of numerous county business issues with room for improvement as well as a few issues that currently work better than anticipated. It is not uncommon or surprising to find that government perceives many business issues much differently than the average Chamber member. At the same time, it is fascinating to share perspectives on how long-range policy has shaped our business climate for the better, and how it can continue to do so in the future.

While everyone seems to be in agreement with the necessity of good planning practices to create desirable long-term policy, the difference in perspective is often dependant on schedule and cost allocation. Investment in public infrastructure is most successful when the return is associated with sustainable economic growth. From transportation to education and from utilities to public services, our businesses must be able to rely on infrastructure. Likewise, government must encourage long-term viability and success of businesses to support infrastructure investment through increased value. When the equation is unbalanced we all have unnecessary challenges.

Our community enjoys the smart investment of the Metro and the concentration of development density to create value for all while preserving environmental quality of life in tree canopy neighborhoods. We have become a national model of smart growth, but our neighboring jurisdictions are also increasing their creativity to become ever more competitive for the future. It is easy to forget that many Arlington businesses suffered greatly and failed during the construction of the Metro, and there are many casualties of well-meaning social goals. Waiting for the return on investment can be tough on business owners and their families.

Currently there are a host of issues that have long-term promise and great potential, but we must all work together to maintain perspective on current rights and obligations while we invest in the future. The implementation phase of the Energy Task Force calls for careful consideration of sustainable goals with the investment to be allocated with appropriate assurances over time. As a region we are faced with long-term employment projection deficiencies. We must invest intelligently in educating the workforce of tomorrow for future business needs. Meanwhile our current businesses are finding it difficult to justify hiring for today in an uncertain economy and tax climate. From hospitality to hospitals, we have labor shortages in key service areas, but government can make it difficult for perfectly legal immigrants to apply for jobs or get a driver's license to support their families and grow the business community to meet current demand.

We all need to seek balance and efficiency in government as well as in businesses large and small. Sometimes it helps to gain a little perspective from another point of view to help see our own direction more clearly. We look forward to you engaging with your Chamber to contribute to that perspective. Maybe we will all learn to hit the ball a little straighter on and off the course.

Michael Foster, MTF Architecture

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delivering results that endure

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Chamber broadband internet capability courtesy of **Comcast Communications**.
Office WiFi capability courtesy of **Washington Workplace**.

Deadlines for submissions to *The Arlingtonian*

■ **DISPLAY ADS & PRESS RELEASES**

The first of the month prior to publication. (i.e., for April, the ad must be submitted by March 1st).

■ **ARTICLES**

Same deadline as Display Ads.

■ **INSERTS**

Must deliver 1,750 inserts before noon on the **22nd** of the month prior to publication (i.e., for April, the insert must be at the mail house by March 22). If less than the full number is provided, no inserts will be mailed and no refunds can be given.

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA. POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201.

Articles printed in this newsletter are submitted by members and represent their ideas and beliefs and do not necessarily reflect the views of the Arlington Chamber of Commerce.

WELCOME NEW MEMBERS

■ LEGAL SERVICES CONFLICT RESOLUTION SERVICES

Karolyn Blume, Owner
2307 N. Burlington St.
Arlington, VA 22207
Phone: 703-243-6154
E-Mail: kvblume@crsmediation.com
Web Address: www.crsmediation.com

SPONSOR: Erica Pristas, Staff
Conflict resolution through mediation, facilitation, arbitration, conflict coaching in areas of business, divorce and elder issues.

■ BANK CAPITAL ONE

Kelly Cravens, Vice President - Business Banker
6333 22nd St. N
Arlington, VA 22205
Phone 703-517-7823

E-mail: kelly.cravens@capitalone.com
Web Address: www.capitalone.com
SPONSOR: Michael Foster, MTFA

Architecture
Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Capital One, N.A. has approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia, and the District of Columbia.

■ NON-PROFIT NORTHERN VIRGINIA AIDS MINISTRY

Devin Cummins, Account Executive
1011 Arlington Boulevard, Suite 231
Arlington, VA 22209
Phone: 703 351 5152

E Mail: d.cummins@getdas.com
Web Address: www.getdas.com
**SPONSOR: Shannon Swahn,
Goetz Printing**

Headquartered in Arlington, Dynamic Advertising Solutions is a national, full-service Marketing firm specializing in making your brand identity stand out amongst the competition.

■ NON-PROFIT ARLINGTON OPTIMIST CLUB

Scott Miller, Board Member
803 West Broad St., Suite 700
Falls Church, VA 22046
Phone: 703-533-5505

E-Mail: Smiller@me.com
Web Address: www.novam.org
**SPONSOR: Robert McCoy, Virginia
Commerce Bank**

Northern Virginia AIDS Ministry (NOVAM) is a non-profit organization whose mission is to educate the community about HIV/AIDS, to combat fear, complacency and prejudice and to provide direct services to children, youth and adults who are living with, or affected by HIV/AIDS.

■ BUSINESS SERVICES REBECCA MASHAW COPYWRITING & EDITING

Rebecca Mashaw, Owner
2908 5th St. South
Arlington, VA 22204
Phone: 703-892-0162
E-Mail: rmashaw@comcast.net

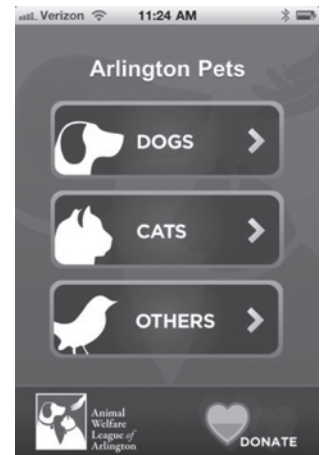
**SPONSOR: Robert Esguerra, Virginia
Commerce Bank**
Rebecca Mashaw Copywriting & Editing provides writing and editing services for business to business and consumer directed marketing information and materials, websites and publications. Ms. Mashaw's experience ranges across many industries and sectors but she has a particularly strong background in health care, wellness and fitness.

MEMBERS IN THE NEWS

■ ANIMAL WELFARE LEAGUE OF ARLINGTON

Animal Welfare League of Arlington Launches Free iPhone Application

The **Animal Welfare League of Arlington (AWLA)** has become the first humane society in the Washington, DC Metro area to launch an iPhone application to enhance its mission. The "Arlington Pets" application provides mobile access to the latest information about cats, dogs, and other animals available for adoption through **AWLA**, and is currently available for free download from the iTunes Store. **AWLA** launched this initiative as a way to help connect today's technologically savvy society with animals in need. **AWLA** would like to express their gratitude to **Ron Novak** and his entire team at **Segue Technologies, Inc.**, of Arlington for developing this unique application at no cost. This innovative mobile phone service provides potential adopters with quick and easy access to up-to-the-minute information about homeless animals at **AWLA**.



■ ARLINGTON FOOD ASSISTANCE CENTER

Arlington Food Assistance Center Honors Volunteers

Each year the **Arlington Food Assistance Center** recognizes the energy, commitment and dedication of its volunteers. Volunteers serve in almost all of **AFAC's** departments, participating in food drives, bagging and distributing groceries, picking up donations at local grocery stores, farmers markets and local businesses, and working behind the scenes with development, publicity, and administration. There are over 1,000 volunteers involved in helping **AFAC** each year. On June 5, 2011, **AFAC** hosted its annual Volunteer Appreciation Picnic. Honored at the awards ceremony were: Charles Campbell, the Volunteer of the Year; Restoration Anglican Church, Volunteer Group of the Year; and two vendors at Columbia Pike market, Penn Farm and Westmoreland Produce, who received the Community Partners of the Year award for their generous donations of fresh produce to **AFAC**.

■ BEAN KINNEY & KORMAN, P.C.

Bean, Kinney & Korman Appoints Anthony Cooch as Shareholder to the Firm

Bean, Kinney & Korman, one of the most recognized independent law firms in Northern Virginia, announced today that it has appointed **Anthony (Tony) Cooch** as shareholder to the firm. **Mr. Cooch** practices in the areas of business law, bankruptcy and creditors' rights and civil litigation. "We are thrilled to have **Tony Cooch** join **Bean, Kinney & Korman**," said Managing Shareholder **Leo Fisher**. "His significant experience will truly be an asset to our team here at the firm as well as to our clients." **Mr. Cooch** has a B.B.A. in Accounting with a concentration in Information Systems from James Madison University, and is a Certified Public Accountant. Following several years of work in the private sector, he returned to law school and earned his J.D. from **George Mason University** of Law.

■ CALIFORNIA PIZZA KITCHEN

California Pizza Kitchen Offers 10 New Items

California Pizza Kitchen has added 10 new items to its menu which features natural meats, fresh vegetables and herbs. In addition to the new items, **California Pizza Kitchen** has also introduced a gluten-free pizza crust option for 29 of their original pizza dishes. This new gluten-free pizza crust is one of the many gluten-free options available on the menu.

■ DOMINION VIRGINIA POWER

Save the Date for the Dominion Trail Mix

The **Greater Washington Sports Alliance**, the **Northern Virginia Regional Park Authority**, and **Dominion Virginia Power** joined together with First Lady of Virginia Maureen McDonnell to announce a new event here in northern Virginia that will celebrate the historic Washington & Old Dominion Trail (W&OD Trail) on September 3rd. The event will feature the largest community service project in the trail's history and will culminate with a festival that encompasses themes of active lifestyles, recreation, the environment and our community. All proceeds will support the **Northern Virginia Regional Park Authority** "Nature Nuts Program". The Nature Nuts program will enhance existing programs in parks all over northern Virginia. Its goal is to give half a million children a meaningful outdoor experience that positively affects them through education, health benefits and interaction, and education of the environment.

■ NORDLINGER CONSULTING GROUP

Nordlinger Consulting Group Training Programs Certified to Participate in the Workforce Investment Program

Nordlinger Consulting Group (NCG) is pleased to announce that **The Alexandria/Arlington Workforce Investment Board (AAWIB)** has certified the following training programs for participants in the Workforce Investment (WIA) program: Entry Level/Retail Sales; Sales (class begins 9/27/2011); Customer Loyalty/Customer Service (class begins 9/30/2011); Team Leadership; Management. As a Certified Professional in Learning and Performance (CPLP) by the American Society of Training and Development, **Lorraine Nordlinger** partners with organizations to help them solve business problems and achieve higher levels of success in their business such as greater profitability, increased market share, decreased time to market, decreased process variation, just to name a few. To find out more about these and other **NCG** programs, as well as **NCG's** organizational, team, and individual assessments, contact **Lorraine Barclay Nordlinger**, MBA, CPLP at LBN@Nordlinger.com or 202-285-3935.

■ SANGAM RESTAURANT

Sangam Caters Four Day Event for 25,000 Guests

On June 30th through July 3rd **Sangam** catered a four days breakfast, lunch, and VIP reception for 25,000 guests for the North American Bengali conference in the Baltimore Convention center. The Authentic Indian cuisine included mouth watering Bengali specialties such as Rasgulla, Rasmalai, Gulab Jamun, Mango Lassi, Jebebi, Goat Curry, Cholar Daal, Chicken Curry, Vegetable Biryani, Kati Kabob, Lamb Kabob, Chicken Kabob, Vegetable samosa and Fish Curry.

■ HEALTH & BEAUTY REFRESH MASSAGE

Olivia Liu, Manager
4238 Wilson Blvd.
Units 3084 & 3082
Arlington, VA 22203
Phone: 703-528-2062
Email: oliu8888@yahoo.com
Web Address: www.refreshmassageva.com
SPONSOR: Erica Pristas, Staff
Established in 2008 Refresh Massage is a team of exceptional specialists that can offer a variety of therapeutic massage and are committed to the mission of promoting healthy, balanced support to every client they serve.

■ MARKETING & ADVERTISING SIMMONS DESIGN

Robin Paret, Marketing and Business Development
300 East Custis Ave.
Alexandria, VA 22301
Phone: 703-519-7828
E-Mail: jasimmons@simmonsdesign.com
Web Address: www.simmonsdesign.com
SPONSOR: Shannon Swahn, Goetz Printing
Simmons Design is a full service design firm specializing in advertising, publications, web design and marketing and meeting materials.

MILESTONE ANNIVERSARIES

■ 25 YEARS

Arlington Economic Development

CONGRATULATIONS!



FEATURED MEMBER BENEFIT

Increase Traffic To Your Website!

Businesses everywhere are turning to web advertising more and more as a great opportunity to reach consumers who are increasingly going online to find the information they need.

What's great about advertising on the Chamber's website is that it gives long term exposure for a very small investment.

Take a look at the Chamber web page *About the Chamber > Newsroom > Promotional Opportunities* for a full list.

For more information contact Gaby Zamora: ☎ 703-525-2400 ✉ communications@arlingtonchamber.org



FEATURED MEMBER BENEFIT

GET IN THE NEWS!



Do you want a way to publicize newsworthy events or new services and product lines?

Are you hiring, moving, building, changing, or doing anything else that could benefit you by getting out the word?

Submitting items for *The Arlingtonian's* "Members in the News" section is a free benefit of membership.

Remember, community members and Chamber members alike read *The Arlingtonian*. Submitting press releases to the "Members in the News" section is free publicity!

Please submit press releases for consideration by the first of the month to Gaby Zamora:

☐ communications
@arlingtonchamber.org



OPPORTUNITY WORKS CAMPAIGN

opportunityworks

The Chamber would like to extend a sincere thank you to Barbara Nicastro of **the Law Offices of Barbara E. Nicastro, Esq.** and Joe Prentice of **the State Department Federal Credit Union**, our 2011 Opportunity Works Campaign Chairs.

Thank you to the following volunteers for their production:

- Margaret Bishop – Metropolitan Washington Airports Authority**
- Doug Brammer - Verizon**
- Jen Cadman – DeVry University**
- Wilson Cochran – Guernsey Office Products**
- Jesse Corning – Knights of Columbus/Columbus Club or Arlington**
- Alissa Curry – Cardinal Bank**
- Tom Cymer – Opulen Financial Group**
- JR Diffie – Colony House**
- Kim Durand – Arlington Public Schools**
- Bill Eisnaugle - Comcast**
- Robert Esquerra - Virginia Commerce Bank**
- Michael Foster – MTFA Architecture, Inc.**
- Arianna Gleckel – Bean, Kinney & Korman, P.C.**
- Nancy Goodman – Main Event Caterers**
- Donna Hamaker – KDH Real Estate**
- John Harlow - Paychex**
- Bob Hawthorne – United Bank**
- Tim Hughes – Bean, Kinney & Korman, P.C.**
- Sonia Johnston – John Marshall Bank**
- John Kell – M&T Bank**
- Sylvana Mascarenhas – Virginia Commerce Bank**
- Bob McCoy – Virginia Commerce Bank**
- Margaret McKeough – Metropolitan Washington Airports Authority**
- Greta Menard – Capital MarCom**
- Greg Mullan – Bank of America Home Loans**
- Pat Newman – American Realty Group**
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- Joey Tackett – Clear Sky Creative**
- Melissa Voight – Lincoln Financial Securities**
- Jim Whelan – The ProActive Corporation of America, Inc.**
- Nathan Winstead – Bank of Georgetown**

The Arlington Food Assistance Center

By Don Coates, Director of Development & Koube Ngaaje, Assistant Director of Operations.

The **Arlington Food Assistance Center (AFAC)** is the largest food pantry in Arlington County. The Center is an independent, community-based nonprofit that provides dignified access to nutritious supplemental groceries to all our Arlington neighbors in need. For some, it's easy to think that hunger is not a problem in Arlington, but our high cost of living coupled with current economic conditions, mean that many families struggle to make ends meet on a daily basis. We help relieve the food budgets of our clients, thereby allowing them to make other necessary purchases without sacrificing their health needs.

An average of 1,350 families receive food from **AFAC** every week. These families are made up of nearly 3,600 individuals, a third of whom are children under the age of 18 and almost 400 are the elderly living on a fixed income or residing in low-income senior facilities.

In an effort to expand our outreach to the elderly, **AFAC** is committed to serving all five low-income senior living facilities in the County. In addition to serving the Carlin House, during the past year we opened three new distribution sites: Claridge House, Hunter's Park and **Culpepper Garden**. We hope to start a distribution at Woodland Hills in the coming months.

Also, **AFAC** launched a "Backpack Buddies Program" to provide nutritious food for at-risk children during weekends and long holiday breaks. During the initial months, Drew Model School served as a pilot site with six students. Currently the program is serving 45 students and has been extended to three more schools (Carlin Springs Elementary, Hoffman-Boston Elementary and Kenmore Middle Schools). Backpack Buddies will go Countywide in September and could be serving up to 300 students.

September is Hunger Action Month! **AFAC** joins food banks and food pantries across the nation during September to highlight issues of hunger. Many activities are scheduled throughout the month: join us August 31st for a kick-off event with music and food; weekend harvesting at local farms; 9/11 Day of Service weekend food drives; and restaurant days on Tuesdays. For more information on these events, please visit www.afac.org.

BEFORE, DURING & AFTER



Its Showtime!

BEFORE:

- Develop a "30-Second Commercial" around your key business feature to grab the audience's attention and summarize what you do.

- Bring a pen, a ton of business cards and your most charming attitude!

DURING:

- 90% of networking is showing up. The more face-time with the group, the better.

- When you meet someone it's not about whether you will do business with that person, it's about forming a relationship and being introduced to their entire network of contacts.

- Use that pen you brought *during the event* to write on people's business cards things like who you'd like to introduce them to, and when you said you are going to follow up with them.

AFTER:

- Act II is on you: 9 out of 10 times business is not done in that room.

- Follow up is arguably the most important step of networking so block out a portion of the day afterward to do so.

- Contacts have about the shelf-life of bananas and start to go bad after 3 days!

For more info about networking events, contact the Chamber:

- ✉ www.arlingtonchamber.org
- ✉ chamber@arlingtonchamber.org



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www.sunriseseniorliving.com

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Are you LinkedIn?



The Chamber's LinkedIn group is a great way to network with fellow chamber members, jump in on interesting discussions, keep up to date on chamber news and events and promote your business! Get started today, visit the Chamber website for a direct link to the LinkedIn group!

SEARCH GROUPS FOR:
ARLINGTON CHAMBER OF COMMERCE, VA

✉ www.linkedin.com

ARLINGTONCHAMBER.ORG

Chamber Website Yields Results!

Most referred member categories:

- 1 Financial & Investment Services
- 2 Restaurants & Food Services
- 3 Real Estate -
Developers and Management
- 4 Information Technology
- 5 Healthcare Services



CHAMBER WEBSITE SPONSORSHIP

Advertise on the Chamber Website

The Chamber's new website has some exciting new sponsorship opportunities available to fit your companies' needs and budget!

Level 4 Position • \$4,000/yr

Level 4 sponsorships include five (5) placements of the same banner ad:

1. One on the Chamber homepage.
2. One on the category page where the member is listed.
3. One on the "Find a Business" search page.
4. One on the "Events & Calendars" page.
5. One on the subscriber's choice of "Visiting Arlington" page or "Live and Work" page.

You will also receive all the benefits of the Level 1 sponsorship (see below), PLUS a direction link, picture, embedded map, products/services narrative and video on your individual listing.

Level 3 Position • \$2,000/yr

Level 2 sponsorships include three (3) placements of the same banner ad:

1. One on subscriber's choice of unfilled pages with the exception of the home page.
2. One on the category page where the member is listed.
3. One on the subscriber's choice of the following pages: "About the Chamber," "How to Join," "Relocation," "Committee," and "Newsroom."

You will also receive all the benefits of the Level 1 sponsorship (see below), PLUS a direction link and picture on your individual listing.

Level 2 Position • \$850/yr

Level 2 sponsorships include one (1) placement of a banner ad on the category page where the member is listed.

You will also receive all the benefits of the Level 1 sponsorship (see below).

Level 1 • \$250/yr

When site visitors search the business directory, members listed on the search results page with a Level 1 sponsorship will receive the basic listings (noted above) PLUS a logo, colored container box, and short business description. When site visitors select your company from the search results page, they will be able to view your individual listing which will be enhanced by your company logo and outlined header.

Contact the Chamber for more information: ☎ 703-525-2400 ✉ chamber@arlingtonchamber.org

Leadership Institute of Northern Virginia

Do you know of a promising up-and-comer within your company? Leadership Arlington is seeking rising stars with potential to apply for its Young Professionals Program.



In response to the need for nonprofit-capacity building programs, Leadership Arlington's Board of Regents has launched the Leadership Institute of Northern Virginia as a premier center of learning and development for nonprofits and their boards. To meet a growing demand for these nonprofit capacity-building programs, the Leadership Institute of Northern Virginia has expanded to include three programs.

- ON BOARD! trainings are day-long seminars focused on the basic roles, responsibilities and expectations of nonprofit board members.
- Black Belt for Nonprofit Workshops offer a "deeper dive" into specific issues and skills necessary to maximize board capacity over the course of three sessions.
- Customized Trainings pairs skilled facilitators with the staff and/or Board members at area nonprofits to create individualized sessions for addressing the needs and challenges unique to the organization.

Under the guidance and vision of its Leadership Arlington's Board of Regents, the Leadership Institute of Northern Virginia continues to expand its educational programs and increase the impact on nonprofits in the community. To learn more, visit www.leadershiparlington.org.

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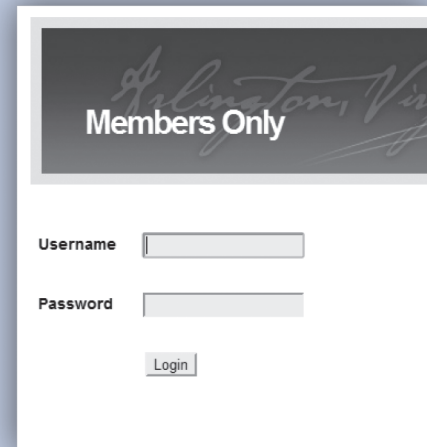
Sean Hosty - Morgan Stanley, Smith Barney
WETA

Sponsorships are still available!

DID YOU KNOW?

The Chamber's new website offers many benefits to help you maximize your Chamber membership. One useful feature is the option to view a referral report for your organization. The referral report shows you what kind of traffic you are receiving from the Chamber, whether it be through a staff referral or another member visiting your website via the Chamber's website.

To view your referral report, you must first log in to the "Members Only" section of the website. From there, you will see a list of "Quick Links" along the right side of your screen. Select "Referral Reports (YTD)" to view a complete report of your referrals.



If you have any questions regarding your referral report, please contact Leticia Cano for more information:
☎ 703-525-2400 ✉ chamber@arlingtonchamber.org

Virginia Tech Research Center — Arlington, Opening Strengthens Ballston as a Center of Excellence

By Kelly Rindfusz, Communications Director, Arlington Economic Development

Virginia Tech Research Center — Arlington opened its doors at 900 North Glebe Road in Ballston. The Ballston neighborhood has developed a strong recognized brand as a center of scientific research and development. Arlington welcomes **Virginia Tech** into that mix, strengthening the foundation. Ballston has the nation's greatest concentration of scientific research agencies including the National Science Foundation (NSF), the Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), the Department of Homeland Security and several other top academic research institutes. The ability to collocate within a compact, urban environment has created tremendous synergy and drives limitless ingenuity and innovation.

The value of this collocation was validated in the 2005 BRAC Commission's unanimous decision to keep the DoD's research programs in Arlington, collocated around the NSF, to maintain in their words, a "center of excellence".

The collocation was further validated through a significant contribution in funding by the Commonwealth of Virginia for the retention of DARPA in a new headquarters building at 4040 Wilson Boulevard and through the funding of a new **Virginia Tech Research Center**. University officials selected the location for its proximity to the National Science Foundation and other research organizations.

In close proximity to government agencies and other public and private-sector organizations, the location offers great opportunity for partnerships with corporate research entities. At the recent ribbon cutting ceremony, **Virginia Tech** President **Charles W. Steger** said that in exploring location options for the research center, "We determined unequivocally that this is where we wanted to be."

"We are very excited and happy to officially open this new state-of-the-art **Virginia Tech Research Center** — Arlington," Steger told the crowd of more than 100 people who attended the ribbon cutting ceremony. "While **Virginia Tech** has long had a teaching and research presence in northern Virginia, this facility allows us to take that next important step in research by affording us the opportunity to house many of our researchers in northern Virginia under one roof."

"Working together and in close proximity with private industry and federal agencies, we will create new synergies that will further catalyze new research and new solutions to the most complex problems of the 21st century," Steger said.

Congressman Jim Moran and Chris Zimmerman, chair of the Arlington County Board, also spoke at the opening event. Jim Bohland, vice president and executive director of **Virginia Tech** National Capital Region Operations, served as master of ceremonies.

"Today is a celebration of **Virginia Tech's** decision to invest in the future," said Moran, who was credited during the program with supporting and encouraging the university to locate in Arlington. Referring to the new research facility as a "center of excellence," Moran said, "It will pay substantial dividends to **Virginia Tech** in its commitment to become one of the leading research institutions in the world." Moran also noted the importance of continued federal funding to support research beneficial "not just for ourselves, but for our children and grandchildren."

Chairman Chris Zimmerman welcomed **Virginia Tech** to its new home. "Arlington County is pleased to welcome the **Virginia Tech Research Center** to the Ballston neighborhood — home to the nation's greatest concentration of scientific research agencies. Nationally, this new research facility will significantly enhance the scientific research and innovation being conducted by our nation's major research agencies," Zimmerman said. "Locally, the building itself will serve as an important piece of a new and impressive gateway to Ballston and the Rosslyn-Ballston corridor."

The Opening of the **Virginia Tech Research Center** — Arlington represents the successful partnership between Arlington County and Virginia Tech, culminating in the opening of a 144,000 square foot scientific research center.

There are over 3,500 physical, engineering or biological research jobs in Arlington. Officials estimate about 5,000 employees from science, research and federal agencies are currently located in Arlington now.

With partners such as **Virginia Tech** locating in Ballston, it adds to the County's ability to add even greater density of scientific R&D/technology companies. Ballston has become a true science center cluster — with the area supporting a growing number of science-related organizations and private sector companies.

Virginia Tech Research Center — Arlington is among the best connected research facilities in the world. It incorporates next-generation Internet with direct fiber access to National LambdaRail, Internet 2, and multiple federal networks. High-performance connectivity links this research center to **Virginia Tech's** main campus in Blacksburg, as well as to other major universities. The network provides access to international peering points in New York, Chicago, Seattle, Los Angeles, and Florida, and the building includes a secure data center for high performance computing (HPC)-based research. A number of already established **Virginia Tech** research centers and institutes, previously located throughout the northern Virginia area, have moved to the new facility.



Contact the Chamber for more information: ☎ 703-525-2400 ✉ chamber@arlingtonchamber.org

Are You Playing Home or Away Games?

The impetus for this topic came from a New Yorker article by Malcolm Gladwell “How David Beats Goliath”. Gladwell cites three examples of adversaries who won (1) by using unconventional tactics and (2) overcame high odds through persistent effort. If David had fought by Goliath’s rules (with sword and armor) he would have been defeated because he didn’t know how. Instead, he fought with a way he knew, shocking and conquering Goliath.

In the same context, small businesses need to figure out the benefit they bring to clients and play by their own rules (home games) not conventional rules (away games). By employing effort and persistence, David (Small Businesses) consistently beats Goliath (Competitors).

Strategies to use:

- People need to feel important and successful. Trust is critical.
- Small business can play by their rules: Actively maintain the personal touch, stay on a first name basis with the all the client’s people, and be flexible to accommodate the client.
- Constantly looking for ways to improve. Small business has the flexibility to try a new approach and junk it if it doesn’t work.
- Know your fundamental strengths and your competitor’s weaknesses. Know your Goliath – the Internet can be a Goliath to some.
- Social media can level the playing field. Use Twitter and Facebook to build relationships.
- Know why you are in business. Small businesses face the temptation to wander down the wrong road. Concentrate on the end result.
- Market by educating the public and establish yourself as an expert.

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BIG IDEAS:

- The best way to stand apart from your competition is by offering something completely unique, whether it be a service or the manner in which you offer a service.
- Make an effort to build and maintain relationships. Keeping a strong relationship with your constituents is important in establishing trust as well as

BOTTOM LINE

When small businesses focuses on winning, not how convention says the contest should be played, the competitor is not prepared for the surprise and thrown off base. David wins.

They can beat the favorites by substituting effort for perceived strength. Successful small businesses are persistent and work as hard as necessary to make their firms succeed.

REGISTER NOW:

SEPTEMBER SMALL BUSINESS
ROUNDTABLE

28 WEDNESDAY

11:45 a.m. – 1:00 p.m.

Chamber Board Room
2009 14th St. N., Suite 111
Arlington, VA 22201

The Small Business Roundtable, a free member benefit of the Arlington Chamber of Commerce, is an open forum discussion sponsored by **The Business Bank**.



Jim Whelan

The roundtable, facilitated by **Jim Whelan of The ProActive Corporation of America**, discusses 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.





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The mission of the Arlington Chamber of Commerce is to promote businesses and economic development within Arlington County.

The Chamber will represent the interests of Arlington County businesses by: participating as a business advocate to government; endorsing regional solutions to infrastructure and educational challenges; and striving to create the conditions that encourage a healthy community and business environment within the County and the Commonwealth of Virginia.

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- Carr Workplaces for hosting the June Business After Businesses
- Bernie Cohen – Insurance Solutions and Dimension Creative Promotions for providing door prizes for the June Business After Business
- Colony House for hosting the June Board of Directors Meeting