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SAVE THE DATE

BUSINESS AFTER BUSINESS

DECEMBER 17

5:00 - 7:00 p.m.

United Bank Clarendon

91ST ANNUAL ARLINGTON BUSINESS GALA

JANUARY 31

6:30 p.m. - 12:00 a.m.

The Ritz-Carlton, Pentagon City

■ FALL OUTING REVIEW

The 63rd Annual Fall Golf Outing

On Tuesday, October 28, the Chamber hosted the Fall Outing at Fort Belvoir Golf Club. The Fall Outing provided the perfect opportunity for Chamber members to take a break from their usual work days to join fellow members and business people for a round of golf and networking on the greens. Golfers also enjoyed some friendly competition, with contests including longest drive, closest to the pin, beat the pro, and a putting contest.

▶ Turn to page 6 to view photos and see a list of the winners and sponsors.



(L-R) Allie Krafft, Catherine Roper, Samantha Baker, and Joe Schechtel, Ballston BID Team

■ ARLINGTON BUSINESS GALA PREVIEW

Mark Your Calendar for Arlington's Best Night Out

Celebrate the new year and the Chamber's 91st year in business at the annual Arlington Business Gala on Saturday, January 31, 2014 at **The Ritz-Carlton, Pentagon City**. Don't miss this opportunity to mix and mingle with the movers and shakers of the County's business scene. Prepare for an evening full of delicious food, tempting drinks, lively music and the best auction items in town. The evening kicks off at 6:30 p.m. with a cocktail hour and silent auction, followed by dinner and the live auction. This year's auction items include:

- Elite Island Resorts packages for Carribean destinations (courtesy of **Elite Island Resorts**)
- Cellar Tour for Four (courtesy of **Chateau O'Brien**)
- Gift certificate for Mercedes C Class 2-day rental (courtesy of **Advance Car Rental**)
- And much more!

▶ To register, visit www.arlingtonchamber.org/events or call ▶ 703-525-2400. Sponsorship opportunities are still available. For more information email ▶ events@arlingtonchamber.org.

■ HAPPY HOLIDAYS

Best Holiday Wishes



The staff at the Arlington Chamber of Commerce would like to wish you and your family a joyous holiday season. May it be filled with good spirits, warm hearts and plenty of time spent with loved ones.

Please note: The Chamber office will be closed from Tuesday, December 24 through Wednesday, January 1 for the holiday season.

SPECIAL THANK YOU TO

GRAND SPONSOR



**LIBERTY
CENTER**
4040 WILSON

THE CHAMBER

EXECUTIVE COMMITTEE

Tim Hughes, Chair
 Kevin Shooshan, Chair-elect
 David DeCamp, Immediate Past Chair
 Doug Brammer, Past Chair
 Kate Roche, President & CEO
 Lindsey Rheume, Treasurer
 Tina Walker, Assistant Treasurer
 Shannon Bailey, Vice Chair - Communications
 Scott McCaffrey, Vice Chair - Economic Development & Government Affairs
 Joe Prentice, Vice Chair - Member Affairs
 David Isaacson, Vice Chair - Membership Development
 Donna Hamaker, Vice Chair - Special Interests

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 Betsy Frantz, Leadership Arlington
 Michael Garcia, State Farm Insurance
 Nancy Goodman, Main Event Caterers
 Brian Gordon, Apartment and Office Building Association
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 Todd Jerscheid, The Fashion Centre at Pentagon City
 Deborah Johnson, Dominion
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 Deborah Lipman, Metropolitan Washington Airports Authority
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 Dr. Patrick Murphy, Arlington Public Schools
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 Lindsey Rheume, JP Morgan Chase
 Kate Roche, Arlington Chamber of Commerce
 Jim Ryerson, Marymount University
 Marie Schuler, Comcast
 Grace Shea, Lebanese Taverna
 Kevin Shooshan, The Shooshan Company
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 Adrian Stanton, Virginia Hospital Center
 Karolyn Stuver, Fluor
 Tina Walker, BAE Systems
 Jim Whelan, Proactive Smart Business Thinking, LLC
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U.S. ARMY LIAISON TO THE BOARD

COL. Michael Henderson, Joint Base Myer-Henderson Hall

STAFF

Kate Roche, President & CEO
 Mike Rosenow, Membership Director
 Cassie Bate, Events & Development Director
 Lisa Shapiro, Communications Manager
 Devin Joyce, Member Services Administrator
 Joseph Meyer, Part-time Events Associate

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

DECEMBER AT THE CHAMBER

AMBASSADOR COMMITTEE MEETING	1 MONDAY 4:15 p.m. - 5:15 p.m. Chamber Board Room
SMART START	2 TUESDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE OPEN MEETING	3 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BREAKFAST CONNECTION	4 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
BEYOND BASICS : A + B + C = GOOGLE+ TRAINING WITH CYNTHIA DE LORENZI	5 FRIDAY 8:30 a.m. - 10:30 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	9 TUESDAY 4:30 p.m. - 5:30 p.m. Chamber Board Room
HOLIDAY CHEER ON TAP Co-hosted with the Ballston BID	9 TUESDAY 5:30 p.m. - 7:30 p.m. Il Forno
EXECUTIVE COMMITTEE MEETING	10 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
CHAMBER OFFICE OPEN HOUSE	10 WEDNESDAY 4:00 p.m. - 6:00 p.m. Chamber Office
2015 ORGANIZATIONAL BOARD MEETING	12 FRIDAY 10:30 a.m. - 11:30 a.m. Sheraton Pentagon City Hotel
THE 90TH ANNUAL MEETING	12 FRIDAY 11:30 a.m. - 2:00 p.m. Sheraton Pentagon City Hotel
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE CLOSED SESSION	17 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BUSINESS AFTER BUSINESS	17 WEDNESDAY 5:00 p.m. - 7:00 p.m. United Bank Clarendon
BOARD OF DIRECTORS MEETING	18 THURSDAY 11:45 a.m. - 2:00 p.m. Key Bridge Marriott
COMMUNITY ACTION COMMITTEE MEETING	22 MONDAY 8:30 a.m. - 9:30 a.m. Chamber Board Room
CLOSED FOR THE HOLIDAYS	DECEMBER 24 - JANUARY 1 The Chamber office will be closed for the holiday season.

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.

2 TUESDAY
4:00 - 5:15 p.m.
Chamber Board Room
2009 14th Street, North Suite 100
Arlington, VA 22201

GRAND SPONSOR

Greg Mullan -
GEORGE MASON MORTGAGE, LLC
 A Subsidiary of Cardinal Bank

PREMIER SPONSOR
Michael Garcia-State Farm Insurance

BREAKFAST CONNECTION

Promote your business before the workday even begins! The format of the Breakfast Connection gives attendees a chance to bring their business to the table, literally. This event focuses on roundtable power networking and provides attendees the chance to exchange business cards, develop new prospects and share a 60 second commercial with each table.

4 THURSDAY
7:30 - 9:00 a.m.
Holiday Inn Rosslyn
1900 N. Fort Myer Dr.
Arlington, VA 22209

GRAND SPONSOR

CARDINAL Bank

HOST SPONSORS
Michael Garcia-State Farm Insurance & Mobility Lab

BUSINESS AFTER BUSINESS

End your busy work day on a high note with delicious food and drink, mixer-style networking, and the opportunity to win great door prizes, including cash from the mounting jackpot available each month.

17 WEDNESDAY
5:00 - 7:00 p.m.
United Bank Clarendon
2930 Wilson Blvd
Arlington, VA 22201

UNITED BANK
 @ your service™

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.

Stability and Change

This year has been an energizing mix of stability and change. We started with the announcement of Rich Doud's retirement and we finish with Kate Roche in place and rocking the house. We have moved to new, permanent space ... located in the same physical spot, but in a new, fresh and exciting building. We are continuing many of the same events and programs, but we added the Young Entrepreneurs Academy. We have much of the same excellent staff, but have added some fresh new faces and energy to the team.

We have continued to follow our Strategic Plan by expanding and growing our partnerships, in particular with the **Ballston BID** and **Arlington Economic Development**. I can attest first hand that the time and energy spent by all parties to foster these relationships over a period of years is bearing excellent fruit.

Our community and Chamber membership will face unexpected challenges and uncertainty in the future. This century we can look back to 9/11. In this decade, we can look back to the economic meltdown. Closer to home, recently, we can look back to the hasty collapse of the streetcar project and the ensuing uncertainty for transportation funding, land use policy, and development along Columbia Pike left in its wake.

The one certainty is that our members and our Chamber will continue to engage to strengthen businesses and the economic environment for those who work, live and do business in Arlington. That is our mission, and I am quite proud to say I get to see our people stepping up to perform that mission every day and make a difference regardless of the challenge or uncertainty faced.

The time I have spent pales in comparison to that of Kate, Mike, Cassie, Devin and Joseph. We are truly lucky to have such a tremendous group running this Chamber. Last but not least, thanks to all our members and volunteers who offer such dedication, time and service – the Executive Committee, the Board, all the various Committees, and not least the Search Committee. A very large number of people collectively put in a very large number of hours – and happily the result is a very large success for all concerned!

It has been my honor to serve as the Chair this past year. By virtue of timing, that service has helped to make a difference which makes the time spent memorable and meaningful. Thanks for your support during what has been a truly special year as Chair.



Tim Hughes

Tim Hughes
Bean, Kinney & Korman P.C.

2014 ANNUAL CORPORATE SPONSORS

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street North, Suite 100, 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.

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.

WELCOME NEW MEMBERS

■ CATERING

CAPRIOTTI'S SANDWICH SHOP

Jordan Schneider
1500 Wilson Blvd.
Arlington, VA 22209
Phone: (703) 465 2277
E Mail: jordan@capriottisd.com
Web Address: www.capriottis.com
SPONSOR: Sarah Downey, Carr
Workplaces

Whether it's a corporate event, sports party, office meeting, birthday party, or picnic Capriotti's is sure to be a hit! We make beautiful party trays with Capriotti's Cold Subs and Specials. And, try our new box lunches and hot Meatball bar.

■ COACHING SEMINARS & PROFESSIONAL DEVELOPMENT
EGRYPHIX COACHING & DEVELOPMENT, LLC

John Matthews
2400 24th Road South
Arlington, VA 22206
Phone: (951) 977 3186
E Mail: gryphixinc@gmail.com
Web Address: www.johnmaxwellgroup.com/johnmatthews
SPONSOR: Staff

As your executive coach, I am your personal ally, in helping both you and your organization achieve the potential results you are capable of delivering through professional coaching and training.

MILESTONE ANNIVERSARIES



CONGRATULATIONS!

- FORTY FIVE YEARS
CRYSTAL CITY MARRIOTT
- TWENTY FIVE YEARS
**AXXAN CORPORATION
COURTYARD BY MARRIOTT -
CRYSTAL CITY**
- TWENTY YEARS
STRATEGIC ANALYSIS, INC.
- FIVE YEARS
**ARLINGTON REALTY, INC.
CARDINAL BANK
CITSLINC INTERNATIONAL, INC.
HILTON GARDEN INN -
SHIRLINGTON
M&T BANK**

MEMBERS IN THE NEWS

■ KB CONCEPTS

Arlington Women Entrepreneurs are AWESome

Karen Bate of KB Concepts, a P.R. and marketing firm specializing in small businesses and nonprofits, and co-chair of the Chamber's Communications Council, has launched a new networking group in our community specifically for women business owners: Arlington Women Entrepreneurs (AWE). She intends to apply for 501(c)(6) status and have AWE join the Chamber as a nonprofit organization. "I regularly work and interact with so many amazing women entrepreneurs in Arlington," **Karen** explains. "AWE creates a unique social setting where these busy women business owners can share their stories, have some laughs and support one another." In addition to **KB Concepts**, other AWESome women entrepreneurs who are also members of the Chamber include **C.Lee Cawley of Simplify You**, **Lyndsey Clutteur DePalma of House of Steep**, **Shana Lawler of YOPP**, **Maritza Lizama of Limon, LLC**, **Jennifer Mulchandani of Arlington Strategy**, **Michelle Scott of Tutoring Club of McLean**, **Masha Sharma of Totalpass**, **Carol Singer of Arlington Promotional Products**, and **Ginny Wright of BBG Fitness**.

■ LEADERSHIP ARLINGTON

Leadership Arlington Receives Ethics Award

On October 8, 2014, **Leadership Arlington** was presented with the National Capital Business Ethics Award. **Leadership Arlington** was recognized for its commitment to the highest level of business practices and ethics in all that it does at both the Board and staff level. While presenting the Ethics Award to **Betsy Frantz**, President & CEO of **Leadership Arlington**, Judge Susan Koch shared her observation that many of the employees were drawn to work at **Leadership Arlington** because of "the vision, the drive and the creativity exhibited by their President." Koch also commended **Leadership Arlington's** well-articulated policies and practices around ethics are extremely impressive.

■ ARLINGTON COMMUNITY FOUNDATION

Arlington Community Foundation holds landmark Spirit of Community Luncheon event

The **Arlington Community Foundation** recently hosted its annual Spirit of Community Award Luncheon. Over 360 people, including government officials, prominent business and nonprofit leaders, as well as civic activists, gathered at the **Sheraton Pentagon City Hotel** on November 12th to participate in this annual community event, now in its 21st year. Attendees had the opportunity to listen to keynote speaker Preston Caruthers, Chairman Emeritus of Caruthers Properties, LLC and renowned local businessman and philanthropist. This year's recipient of the William T. Newman, Jr. Spirit of Community Award was local businesswoman and philanthropist **Lola C. Reinsch**. The award is named in honor of the Foundation's Founder and President Emeritus, the **Honorable William T. Newman, Jr.** and was established to recognize an individual who has demonstrated exceptional leadership and made an extraordinary contribution to the Arlington community.

■ BEAN, KINNEY, & KORMAN, P.C.

Rip Sullivan Joins Bean, Kinney & Korman, P.C.

Bean, Kinney & Korman is pleased to announce that **Richard "Rip" Sullivan** has joined the firm as a shareholder. Recently elected to represent Virginia's 48th District in the House of Delegates, **Rip** brings to the firm nearly 30 years of experience as a highly regarded civil litigator, along with a remarkable record of civic engagement. "We could not be more pleased to have Rip with us," said **Jim Korman**, **president of Bean, Kinney & Korman**. "He is a stellar lawyer and an outstanding community leader. He is certain to be an asset to our firm and to our clients."

■ LINDEN RESOURCES

Linda Chandler Awarded "Woman of the Year for 2014" by Networking Executive Women

Networking Executive Women (NEW) selected **Linda Chandler, CEO** of **Linden Resources** and Chamber Director, as the "Woman of the Year for 2014." The award was announced at the organization's annual gala and fundraiser, which took place on October 17th, at the Springfield Country Club in Springfield, Virginia. In September, 2009, **Linden Resources'** board of directors appointed **Chandler** as the organization's 4th CEO in its 55-year history. She is passionate about its mission--- to expand employment opportunities for people with disabilities. She states that, "It is rewarding to work with people who have different abilities but who are full of attributes that you admire." Under **Chandler's** leadership, **Linden Resources** has received wide-spread community acknowledgment for its work, including a three-year accreditation by The Committee for Accreditation of Rehabilitation Facilities, a Certificate of Appreciation from the Department of Veteran Affairs and the 2012 Best Business Award for Nonprofit of the Year in Arlington.

■ SIGNATURE THEATRE

Signature Theatre Hosts Invitation Only Readings of Midwestern Gothic and Silver Belles

Continuing its ongoing efforts of supporting new musical theatre, **Signature Theatre** in Arlington, VA held invitation only readings of two world premiere musicals, **Midwestern Gothic** by composer Josh Schmidt (*Adding Machine, A Minister's Wife*) and librettist Royce Vavrek (*Dog Days, Twenty-Seven*) and **Silver Belles** by composer/lyricist Matt Conner (*Nevermore, Crossing*) and book writer Ally Currin (*Caesar and Dada, Benched*), on November 6 and November 8, 2014. **Midwestern Gothic** was commissioned as part of the American Musical Voices Projects: The Next Generation with support from The Ted and Mary Jo Shen Charitable Gift Fund.



Eric Fortunato

Vice President, Relationship Manager
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571.319.4822
Eric.Fortunato@EagleBankCorp.com

Dan Laurenzi

Vice President, Relationship Manager
Commercial Lending
571.319.4834
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facebook.com/ArlingtonChamberVA



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www.arlingtonchamber.org
chamber@arlingtonchamber.org

■ CONSULTING

ROBIN METALITZ CONSULTING

Robin Metalitz
1045 N. Utah St #710
Arlington, VA 22201
Phone: (202) 696-5558
E-Mail: rmetalitz@gmail.com
Web Address: www.nonprofitproblemsolver.wordpress.com
SPONSOR: Marcio Silveira, Pavlov Financial Services
Does your nonprofit have a problem? I can work with you to solve it.
SPECIALIZING IN: Fundraising, Communications, Engaging your members, Navigating transitions, Making your trainings and events successful.

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Kevin Baumb
6845 Washington Blvd Apt. 104
Arlington, VA 22213
Phone: (714) 609 9404
E Mail: kevin.baumb@nm.com
Web Address: www.nm.com
SPONSOR: Staff
Holistic Financial Planning.

■ MOVING & HAULING

BROOKS BUSINESS TRANSFER

Hayden Brooks
2305 South Walter Reed Drive
Arlington, VA 22206
Phone: (703) 379 0884
E Mail: brooks.business.transfer@gmail.com
SPONSOR: Staff
Locally owned and operated, BBT has provided quality relocation, packing and storage services to a wide range of clients since 1990.

■ NON-PROFIT ORGANIZATION & FOUNDATIONS

NEW HOPE HOUSING, INC.

Jan-Michael Sacharko
8407 E Richmond Highway
Alexandria, VA 22309
Phone: (703) 799 2293
E Mail: jsacharko@newhopehousing.org
Web Address: www.newhopehousing.org
SPONSOR: Staff
New Hope Housing is an innovative nonprofit agency in Northern Virginia committed to finding creative and lasting solutions to end the cycle of homelessness.

■ NON-PROFIT ORGANIZATION & FOUNDATIONS

THE RIDE TO CONQUER CANCER

Ehab Elsawaf
1101 16th St. NW
Suite 6107
Washington, DC 20005
Phone: (202) 367 9694
E Mail: eelsawaf@ridetovictory.org
Web Address: www.ridetovictory.org
SPONSOR: Staff
The Ride to Conquer Cancer is a two-day, 150 mile bike event that raises much needed funds for Johns Hopkins, Sibley Memorial and Suburban Hospitals.

WELCOME NEW MEMBERS

■ PAYROLL SERVICES

PRIMEPAY

Eli Bohemond
14200 Park Meadow Drive
Suite 115 South
Chantilly, VA 20151
Phone: (703) 631 9700
E Mail: ebohemond@primepay.com
Web Address: www.primepay.com
SPONSOR: Jay Reiner, Jay E. Reiner, CPA
PrimePay is a privately owned, national payroll services and employee management solutions firm with award-winning customer service and a dedication to client success.

■ RESTAURANTS & FOOD SERVICES

AMSTERDAM FALAFELSHOP

Chris Gobie
3024 Wilson Blvd.
Arlington, VA 22201
Phone: (703) 207-0577
E Mail: chris@amsterdamfalafelshop.com
Web Address: www.amsterdamfalafelshop.com
Sponsor: Jules Tamo, United Bank
Tasty street-food to be shared with America so everyone can appreciate the warm, crunchy deliciousness of a falafel sandwich in a hip, European environment.

■ TECHNOLOGY & COMPUTER SERVICES

YOPP

Shana Lawlor
4124 27th St., N
Arlington, VA 22207
Phone: 844 967 YOPP
E Mail: info@yoppapp.com
Web Address: www.yoppapp.com
SPONSOR: Karen Bate, KB Concepts and Greg Hamilton, Arlington Magazine
YOPP is a mobile shopping social network that helps shoppers find exactly what they are looking for in their local community with help from other shoppers and local businesses.

■ TRAVEL

SINGLE TRAVELER NETWORK, LLC

William Russell
2776 South Arlington Mill Drive #803
Arlington, VA 22206
Phone: (703) 931-2626
E Mail: wrussell@singletravelernetwork.com
Web Address: www.SingleTravelerNetwork.com
SPONSOR: David Isaacson, Technology Management, Inc.
Single Traveler Network is a social media network for people who travel solo. We provide information on destinations, events, and special travel opportunities for members.

SHOPCHAMBER

ShopChamber - Retail and Restaurant Month

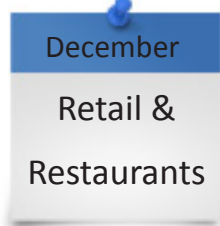
Every day you interact with other businesses, vendors and local establishments. Why not consider your fellow Chamber members first? ShopChamber is an initiative to encourage member-to-member business, referrals and over all support. When we "shop" our local community, and specifically Chamber members, we directly promote and stimulate a strong and vibrant local economy.



Invest in Arlington

What Members are Saying...

Port City Brewery and Pacers are two great local businesses to support as you ShopChamber!



They're not only two of my favorite clients, but innovators in their markets as they have worked together to organize programs for our community. Be on the lookout for upcoming events this winter by following @runpacers and @PortCityBrew!

- Shannon Bailey, Global Printing

La Prima Catering and House of Steep deserve your support as you #ShopChamber! With its "Seeds to Celebrations" farm to table events, La Prima provides delicious, locally grown, sustainable catering and generously supports Chamber events. Head to Chamber award-winning House of Steep for a pot of tea and soothing reflexology: it's a wonderfully innovative way to hold a meeting too!

- Karen Bate, KB Concepts P.R.

FALL OUTING REVIEW

Thank you to all of those who came out for a day of golf, networking, and beautiful weather. We look forward to seeing you out on the greens next year!

Congratulations to our Winners!

1st Place Team: **Segue Technologies**

2nd Place Team: **EagleBank**

Closest to the Pin: **Joe Corish, Bean Kinney & Korman**

Longest Drive: **Samantha Baker, Ballston BID**

Mike Lange, Capital One Home Loans

Putting Contest: **Carl Godwin, CroppMetcalf Services**



CroppMetcalf Services Team

Thank you to our Sponsors**Awards Reception Sponsor****Hole Sponsors**

**Ballston BID | Burgers of Columbia Pike, LLC
CroppMetcalf Services | Halt, Buzas & Powell
Michael Lange - Capital One | Rosenthalauto.com**

**Closest to the Pin Sponsor
Arlington Community Federal Credit Union**

**Putting Contest Sponsor
Segue Technologies, Inc.**

Enjoy Convenience and Savings with a 2015 Networking Passport

Gear up for the new year by pre-registering for some of the Chamber's 2015 networking events. With a Networking Passport, there is no worry about registering on a per-event basis. In addition, you'll save money for registering early! If for some reason you are unable to attend an event, your registration will not go to waste. A co-worker may attend on your behalf by letting our Member Services Administrator, Devin Joyce, know prior to the event. Passport options include:

- **Premium Passport - \$195** (BONUS: Receive one month of *free website publicity!*) (\$250 Value)

Includes registration to the Valor Awards in April (\$55), the Best Business Awards in May (\$45), State of the County in June (\$40) and the Annual Meeting in December (\$55), plus one free month of an expanded business directory listing on the Chamber website.

- **Business After Business Passport - \$220** (\$240 value)

Pay for 11 Business After Business events at \$20 each and receive the 12th month free.

- **Breakfast Connection Passport - \$272** (\$296 value)

Pay for 10 Breakfast Connection events at \$24 each and one event at \$32 (combined with the Alexandria Chamber, hosted in Alexandria) and receive the 12th month free.

- **Combined Passport - \$492** (\$536 value)

Pay for 11 Business After Business events at \$20 each, 10 Breakfast Connection events at \$24 each and one month at \$32 (combined with the Alexandria Chamber, hosted in Alexandria) and receive the 12th month free.



To secure a passport, fill out the information below, cut out this page and return to the Chamber by faxing to 703-522-5273 or mailing to 2009 14th Street, Suite 100, Arlington, VA 22201.

■ For more information or questions, contact Devin Joyce at ■ 703-525-2400 or ■ djoyce@arlingtonchamber.org.



2015 Networking Passport Order Form

Once you've completed the form, cut along the dotted line to remove from the newsletter. Then mail the form and payment to Arlington Chamber of Commerce, 2009 14th Street, North, Suite 100, Arlington, VA 22201 or email to chamber@arlingtonchamber.org.

Name: _____ Business Name: _____

Email (for event reminders): _____

Passport Type: _____ Amount: \$ _____

Payment:

Check Credit Card

Make checks payable to **Arlington Chamber of Commerce**. Visa, MasterCard, American Express and Discover accepted. Please be sure to include your check in the mailing envelope if that is your chosen payment method.

Credit Card Payment:

Card Number: _____ Exp. Date: _____ Security Code: _____ Billing Zip: _____

Signature _____ Date: _____

GET LINKED

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!

► www.linkedin.com

SEARCH GROUPS FOR:
ARLINGTON CHAMBER OF COMMERCE, VA

You can also follow the Chamber's Company Page on LinkedIn.

SEARCH COMPANIES FOR:
ARLINGTON CHAMBER OF COMMERCE, VA

WEB FEATURE

Find ChamberConnect on the Find A Business page.

Information...price quotes...referrals...

ChamberCONNECT

...the fastest way to reach local businesses!

DEALS = GREAT EXPOSURE



Have great deals to share with other Chamber members and the Arlington community? The Arlington Chamber website has a coupon section where members can post coupons **for free!** Gain visibility for your organization on our website while driving more business.

To post a coupon for your business using this member benefit, visit:

www.arlingtonchamber.org/coupons

You can choose to make your offer available to the public or to Chamber members only. It's also a great way for you to find deals from other Chamber members!

Questions? Contact:

DEVIN JOYCE

► chamber@arlingtonchamber.org

THE CHAMBER SCENE

■ THE CHAMBER SCENE OCTOBER - NOVEMBER

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.

October 20 – Kate Roche was the guest speaker at the **Arlington Jaycees** meeting, a group of Arlington young people focused on personal & professional growth, community involvement and social engagement.

Oct 24 – Columbia Pike Small Business Roundtable led by **Arlington Economic Development**. County Board Chairman Jay Fisette gave remarks. Mike Rosenow and Cassie Bate participated on behalf of the Chamber.

November 6 – **John Marshall Bank** held an Open House reception to celebrate the success and expansion of their Arlington Branch. Kate Roche, Cassie Bate, and Mike Rosenow attended on behalf of the Chamber.

November 12 – The **Arlington Community Foundation** held the Spirit of the Community Luncheon. Kate Roche as well as a number of Chamber Directors and members were in attendance to honor **Ms. Lola C. Reinsch**, 2014 William T. Newman, Jr. Spirit of the Community Award recipient.

November 15 – Kate Roche was awarded Outstanding Young Virginian Award by the **Virginia Jaycees**. The premier group of young professionals celebrated their 75th Anniversary in November.

November 18 – **Leadership Arlington** Wine Tasting at **Marymount University**. Kate Roche and Cassie Bate were in attendance along with many Chamber Directors and members.

November 21 - **Metropolitan Washington Airports Authority** hosted two meetings, at Dulles International Airport and Ronald Reagan National Airport, for Chamber of Commerce leadership. Executive Committee Members **Tim Hughes, David Issacson, Joe Prentice, Doug Brammer** and Kate Roche were in attendance with host Director **Debbie Lipman**.



Chamber Past Chair Doug Brammer, President & CEO Kate Roche, and Vice Chair of Membership Development David Issacson in Dulles International Airport Tower at MWAA's Chamber of Commerce event.

13 Years of Photos with Santa – “Elfin Around”

by Jennifer Paquette Galloway, President, Arlington Jaycees

The **Arlington Jaycees'** (Junior Chamber International) largest project of the year is our annual Photos with Santa at the **Ballston Common Mall**. 2014 marks our 13th Anniversary running this all volunteer project along with our program partner the Arlington Civitans.



Photos with Santa kicks off on Friday, November 28th and runs through Christmas Eve, Wednesday, December 24th. Proceeds will help support Camp Virginia Jaycee, which is a Summer Camp for children and adults with intellectual and developmental disabilities. The idea of establishing a camp for children with special needs first originated in 1969 when Bill Robertson, a Jaycee from Roanoke, identified the need for a special needs recreational camp. Bill went on to convince the Virginia Jaycees to sell apple jelly (in a blizzard!) in order to fund and build the original Camp Virginia Jaycee.



At the time of its founding, Camp Jaycee was the first camp of its kind in country and has since served over 40,000 individuals! This is the spirit of the Jaycees, “service to humanity is the best work of life”. The Arlington Jaycees ask you consider having your photos taken with us to support a great cause and your local community.

One of the highlights of the season will be “Pet Photos with Santa” and

a portion of the proceeds from this event will benefit the **Animal Welfare League** of Arlington. For a schedule of the hours for these events, please visit the **Ballston Common Mall** website at <http://www.ballston-common.com/>.

There are volunteer opportunities throughout December; we hope you will consider joining us as an “elf” and spreading some holiday cheer. If you would like to volunteer, please contact the Jaycees at president@varlingtonjaycees.org.

The **Arlington Jaycees** is a leadership-training and community service organization for people between the ages of 18 to 40. The Jaycees have been serving the Arlington Community since 1948. For more information, please visit our website at www.VArlingtonJaycees.org and the website for Camp Virginia Jaycee at www.campvajc.org.

GROWING UP, SLEEP-AWAY CAMPS WERE ALWAYS THE HIGHLIGHT OF MY SUMMER. MY FAMILY AND I HAVE BEEN SO EXCITED TO FIND THAT MY YOUNGEST SISTER CAN BE INCLUDED IN BUILDING THE SAME KINDS OF LIFE-LONG MEMORIES.

*HANNAH DANNENFELSER,
ARLINGTON JAYCEES MEMBER*

You like us, you really like us!

Did you know the Chamber has a Facebook page?



The Chamber's Facebook is a great way to show your support for the Chamber while staying informed about Chamber events and news.

Interact with other members, share your input, and see photos from the Chamber's most recent events. You might be in them!

Make sure to visit the Chamber's Facebook page and "Like" us!

➤ www.facebook.com/ArlingtonChamberVA

JUST A CLICK AWAY



It's no secret that the internet is here to stay. With all kinds of people using the internet to gather quick information, businesses who advertise on the web reach consumers in a convenient way - with the ability to lead consumers directly to their website.

Advertising on the Chamber's website gives your business long term exposure for a very small investment. There are a range of advertising levels to fit the needs and budget of any business.

For a full list, take a look at the Chamber website.

➤ www.arlingtonchamber.com

About the Chamber > Membership Guide > Promotional Opportunities

To advertise, contact:

communications
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REGISTER:
www.arlingtonchamber.org

PRESENTED BY THE COMMUNICATIONS COUNCIL

BACK TO BASICS:

A+B+C=Google+

FRIDAY, DECEMBER 5
8:30AM - 10:30AM
CHAMBER BOARD ROOM

HANDS ON WORKSHOP WITH GOOGLE+ EXPERT CYNTHIA DE LORENZI

ADVERTISE YOUR BIZ



Get noticed with color ads in *The Arlingtonian*. Advertising in the Chamber's monthly print newsletter is one of the most efficient ways to reach the business community. Received by more than 1,850 business people in the Arlington-area, you'll be able to reach your target marketing of business professionals and consumers.

With a variety of advertising options, ads are affordable for any business with any size budget. Nonprofits even receive a 30% discount!

To advertise, contact:

communications
@arlingtonchamber.org

ARLINGTON ECONOMIC DEVELOPMENT

Arlington Economic Development Names New Director of Cultural Affairs

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

Arlington Economic Development is pleased to welcome accomplished arts administrator **Michelle Isabelle-Stark** as the department's new Director of Arlington Cultural Affairs. **Isabelle-Stark** succeeds **Karen Vasquez**, who is now serving as AED's Director of Strategic Partnerships and Initiatives.



"Michelle brings a wealth of experience in the creative economy and arts management to Arlington's highly successful Cultural Affairs program," said AED Acting Director **Cynthia Richmond**. "We are thrilled that she has joined our team."

Isabelle-Stark has more than two decades of experience in strategic planning, marketing and program management for arts, visual media and technology organizations. Most recently the Director of The Office of Film & Cultural Affairs for Suffolk County, NY, her eclectic professional experience includes managing a dance company, consulting to small technology companies, and working in defense electronics manufacturing.

Known for her entrepreneurial skills, she is responsible for promoting and growing the creative economy sector of the Suffolk County economy. Notable accomplishments include an estimated \$1 billion in economic impact from film production, the \$14 million Artspace Patchogue affordable artist housing project, the national award-winning Live on the Vine cultural tourism project, and New York State grants to support the Long Island Path Through History and STEAM (Science, Technology, Engineering, Arts, Mathematics) Center initiatives. She holds a B.S. degree in Mathematics from SUNY Stony Brook and a M.B.A. from Worcester Polytechnic Institute and is an active member of Grantmakers in the Arts, Americans for the Arts, and the National Alliance for Media Arts & Culture.

DECEMBER 9 5:30-7:30 PM

@ Il Forno
900 N. Glebe Road, Arlington VA 22203

Celebrate the holidays with your colleagues, friends and neighbors!
Drinks and appetizers included in registration.

REGISTER: www.arlingtonchamber.org/events

Co-hosted by **The Chamber** Arlington Chamber of Commerce **Ballston**

Measure the Return on Investment on Social Media

by Jim Whelan, Proactive Smart Business Thinking, LLC

Juli Monroe, 1 to 1 Discovery, raised the question “How do you measure the ROI on social media” and led the discussion on answering the question.

How do you measure the Return on Investment on social media? It's a good question, and the truth is most businesses don't measure it and can't. Why? Because they haven't created a social media strategy to track qualified prospects and sales. Don't make the same mistake with your own social media efforts.



This Roundtable covered:

- Setting clear social media goals.
- Why platform selection is critical to measuring ROI.
- How to create a strategy to track leads and turn them into qualified prospects and sales.
- The different strategies for using social media to drive business to a brick and mortar location vs. a website.

Think that social media is just a waste of time that can't be turned into real business? **Think again.**

The Bottom Line of this Roundtable social media:

- How to create lead generation
- What do you want to accomplish
- Why is it not working
- What is the target market
- How do you reach them

This month's Small Business Roundtable was sponsored by John Marshall Bank. The Roundtable discussions provide business people the opportunity to learn from their peers and knowledgeable experts. It is held the last Wednesday of the month in the Chamber's Board Room.

GRAND SPONSORS



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.

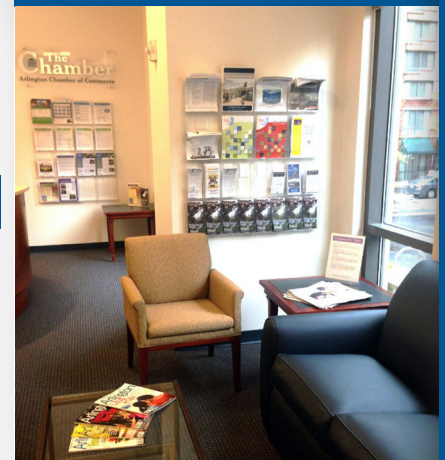
REGISTER NOW:

JANUARY SMALL BUSINESS ROUNDTABLE

28 WEDNESDAY

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

CHAMBER DISPLAY



Take advantage of the Chamber office relocation! Now more than ever the Chamber Display is a prominent opportunity to be seen by members, prospects, Arlington residents.

In the heart of Courthouse on street level, the office is the hub of chamber activity, such as committee meetings, SMART Start, and a variety of events throughout the year. Space is limited, reserve today!

Devin Joyce
 chamber@arlingtonchamber.org

BOARD OF DIRECTORS MEETINGS

Host Our Board of Directors in 2015

How can you get 50 of Arlington's top business leaders to your business? Host a Chamber Board of Directors meeting in 2015. Held monthly, hosting one of our meetings is an incredible opportunity for any business to showcase themselves to influencers of the Arlington business community.

As the sponsor, the business provides the space, lunch and complimentary parking. In return, they have the opportunity to showcase their space and give a five minute presentation to the Board. A limited number of Board of Directors Meeting sponsorships are available each year, and spots fill up very quickly. Make sure to contact Cassie Bate, Events & Development Director, soon if you are interesting in hosting one of our meetings.



► To host a 2015 Board of Directors meeting, contact Cassie Bate at 703-525-2400 or cbate@arlingtonchamber.org.

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.

Celebrating 5 years in Arlington!

Our team knows Arlington business and cares about its community. We are accessible, approachable and helpful. Please stop by for a visit or give us a call. We're here for you.



2300 Wilson Blvd
Arlington, VA 22201
JohnMarshallBank.com
703-528-1770

Paul Velasquez, *Relationship Manager*
Chris Lipscomb, *Commercial Lending*
Sonia Johnston, *Regional President*
Drew Brown, *Commercial Lending*



THANK YOU!

- Volunteers of America Chesapeake for hosting the November Business After Business
- Jamie Nicholas Printing and Graphics and Arlington Promotional Products for donating door prizes for the November Business After Business
- Embassy Suites Crystal City -National Airport for hosting the November Board of Directors meeting