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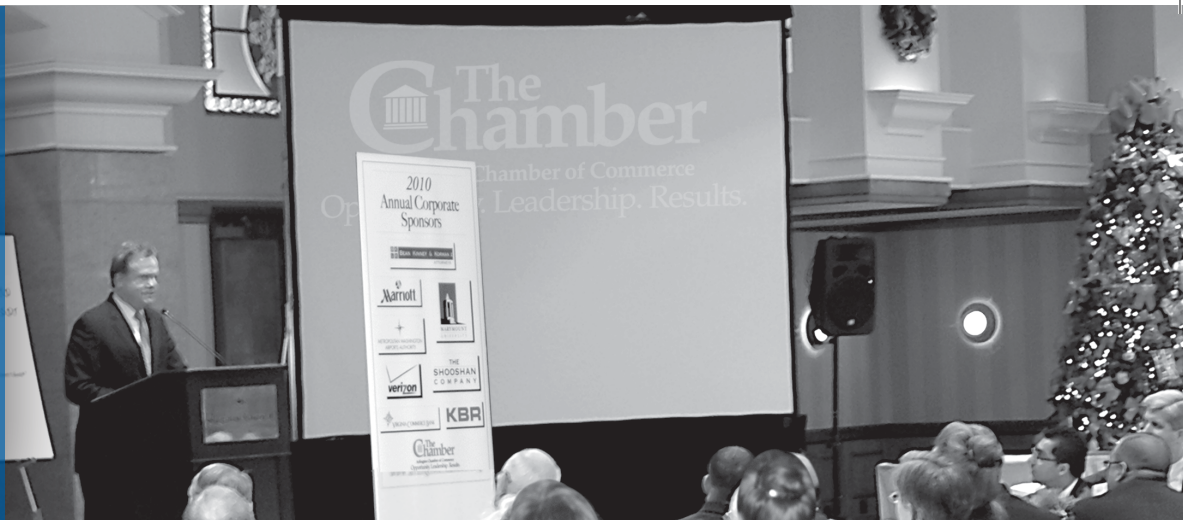
SAVE THE DATE

ANNUAL BUSINESS GALA

SATURDAY, JANUARY 29
6:30 p.m. – Midnight
The Ritz-Carlton, Pentagon City

HOSPITALITY AWARDS

MARCH 1
7:30 a.m. – 9:00 a.m.
Crystal Gateway Marriott



■ ANNUAL MEETING REVIEW

86th Annual Meeting Celebrates 2010 Accomplishments

On December 10th, the Arlington Chamber held its 86th Annual Meeting at the **Sheraton National Hotel**. The event was a reflection of a successful 2010, a celebration of the great memories and accomplishments of the year, and a look into the future at the many triumphs to come in 2011.

Over 320 people were registered for the event, which kicked off with the traditional slideshow, "A Retrospective," by Chamber President Rich Doud. Chamber Chair, **Philip Keating**, thanked attendees for being a part of a year full of great achievements and honored those that significantly contributed to the success of the Chamber with the Chair's Award, President's Award, and the Committee of the Year Award. The Chamber has had a great year highlighted by one of our most successful Opportunity Works Campaign, the establishment of the Green Business Committee, and the re-establishment of our Community Action Committee's Nonprofit Forum and Communication Council's BizBuzz events, among many other triumphs.

A highlight of the luncheon included keynote speaker Senator Jim Webb, who commended the Arlington community saying, "It is a very special county. It's blessed by people who have the right attitude toward preserving the quality of life." At the luncheon, the torch was passed from **Phil Keating of Bean, Kinney & Korman** to the 2011 Chair, **Michael Foster, of MTF Architecture**. "The community has been truly blessed with visionaries in government, business and civic organizations," said **Foster**. "We're excited to kick off a new year – a lot of challenges and opportunities lie ahead."

➤ See page 9 for pictures and a full list of sponsors, award winners and Board members.

■ ANNUAL BUSINESS GALA PREVIEW

Join us for the Annual Business Gala!

Register now for the 87th Annual Business Gala on Saturday, January 29, at the **Ritz-Carlton, Pentagon City**. Don't miss Arlington's Best Night Out, an opportunity to mix and mingle with your community's top business people!

Get your dancing shoes on and prepare yourself for an evening full of delicious food and drink, the musical stylings of the Odyssey Band, and fabulous auction items! The evening kicks off at 6:30 p.m. with a cocktail hour featuring the legendary Chambertini.



The event features amazing auction items that are perfect for ringing in the New Year and perhaps some early Valentine's Day shopping!

Other highlights of the evening include a first class three course meal, decadent desserts, an open bar and a Tuscan Villa Raffle where the lucky winner will enjoy a 7-night stay in a picturesque Tuscan countryside villa!

➤ To register visit the Chamber's Gala Spotlight feature ➤ www.arlingtonchamber.org.

SPECIAL THANK YOU!

GRAND SPONSOR



Thank you to all of our sponsors on page 9 who made this event a great success!

THE CHAMBER

EXECUTIVE COMMITTEE

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 Doug Brammer, Chair-Elect
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 Ellen Rainey, Hamilton College
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 Gordon Thrall, Guernsey Office Products
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U.S. ARMY LIAISON TO THE BOARD

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 Erica Pristas, Director of Membership
 Gaby Zamora, Publications Coordinator
 Susan Townsend, Web Coordinator
 Deborah Kunin, Member Services Administrator
 Tami Anderson, Staff Accountant

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

JANUARY AT THE CHAMBER

GALA COMMITTEE	5 WEDNESDAY 8:00 – 9:00 a.m. Chamber Board Room
NONPROFIT FORUM	5 WEDNESDAY 11:30 – 1:00 p.m. WETA
SMART START	6 THURSDAY 4:00 – 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE	11 TUESDAY 9:00 – 10:30 a.m. Chamber Board Room
EXECUTIVE COMMITTEE	12 WEDNESDAY 8:00 – 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	13 THURSDAY 7:30 – 9:00 a.m. Knights of Columbus
COMMUNICATIONS COUNCIL	18 TUESDAY 11:45 – 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	19 WEDNESDAY 5:00 – 7:00 p.m. Arlington Community Federal Credit Union Headquarters
BOARD MEETING	21 FRIDAY 11:45 – 1:45 p.m. TBA
COMMUNITY ACTION COMMITTEE	26 WEDNESDAY 8:00 – 9:15 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	26 WEDNESDAY 11:45 – 1:15 a.m. Chamber Board Room
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	26 WEDNESDAY 4:00 – 5:00 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	28 FRIDAY 8:00 – 9:30 a.m. Chamber Board Room
ANNUAL BUSINESS GALA	29 SATURDAY 6:30 – Midnight The Ritz-Carlton, Pentagon City

SMART START

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

6 JANUARY
4:00 – 5:15 p.m.
The Chamber Boardroom

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 several tables of people. Bring plenty of business cards—you'll need them!

13 THURSDAY
7:30 – 9:00 a.m.

Knights of Columbus
5115 Little Falls Rd
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.

19 WEDNESDAY
5:00 – 7:00 p.m.

Arlington Community Federal Credit Union Headquarters
Bailey's Crossroads
5666 Columbia Pike
Arlington VA 22041

ARLINGTON COMMUNITY FEDERAL CREDIT UNION AND WASHINGTON WORKPLACE

ANNUAL BUSINESS GALA

29 JANUARY
6:30 – 12:00 a.m.

The Ritz-Carlton, Pentagon City

GRAND SPONSOR

verizon

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.

REGISTER TODAY! > WWW.ARLINGTONCHAMBER.ORG < 703-525-2400

CHAIR'S MESSAGE

Putting Our Best Foot Forward

Happy New Year! All of us at the Arlington Chamber of Commerce wish you a healthy and productive 2011!

With the New Year comes new opportunity – a chance to put our best foot forward as we learn from the past and set goals for the future. We begin this year with renewed optimism and appreciation for all that has been accomplished, while being conscious of past and future challenges. The various hardships of the last couple of years are still fresh in our minds, and there are still struggles to overcome, but our community has fared much better than most, and we have much to look forward to.



Michael Foster

Winston Churchill was attributed with saying, "We shape our cities; thereafter they shape us." This can also be true for the business of a community. Arlington is truly a great place, shaped by visionary leaders of both government and business working together, but there is always room for improvement. The Arlington Chamber of Commerce plays an important role in the progress of our business community and works hard to achieve optimal effectiveness. Arlington is well poised to see continued growth and improvement, but only if we don't take it for granted and are prepared for the future ahead. Our success depends on the community working together, so we encourage you to get more involved in your Chamber.

The Arlington Chamber of Commerce is not only a leading resource for networking and advocacy, but it also recognizes the important symbiotic relationships affecting business and government in the community. With an inclusive and diverse board representing various committees and important business initiatives, there are many areas of leadership and opportunity for you and your organization. From education, hospitality, government advocacy, technology, green business council, nonprofits, even outreach to our heroes of public safety, the Arlington Chamber understands and appreciates all the parts of what makes our community great and the important role that Arlington businesses play to make it better.

Getting more involved is easy - just show up! Your presence is a catalyst for you to get to know your business neighbors better and to share your thoughts, ideas and energy. In this edition of *The Arlingtonian*, you will find information, dates, times and opportunities to get involved and showcase your organization. You will also meet some of the truly remarkable people who shape this community's jobs, opportunities and business culture. This is the time to think about priorities for the New Year and to get involved with any of the committees, activities or events with the Chamber.

We all look forward to January, a time that brings "Arlington's Best Night Out," the Chamber Gala at **The Ritz-Carlton, Pentagon City**. The Annual Gala is a wonderful evening of friendships, old and new, for hospitality with plenty of good food and drink in a spectacular setting. This festive occasion brings together the business community, nonprofits and many of our elected officials for a truly memorable evening. Don't forget to bid early and often at the silent auction, a little competition can be a good thing. You can find more information on reservations and sponsorships on our website or simply contact the Chamber office.

Michael Foster, MFTA Architecture

2011 CORPORATE SPONSORS



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delivering results that endure



THE
SHOOSHAN
C O M P A N Y

KBR



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

■ ACCOUNTING & BOOKKEEPING

JAY E. REINER CPA, PLLC
 Jay Reiner
 1934 Old Gallows Rd Ste 350
 Vienna, VA 22182
 Phone: (703) 752-6192 Fax:
 Email: jay@mycpajay.com

SPONSOR: John Kell, M&T Bank
 Jay E Reiner CPA, PLLC provides top notch, timely, and responsive tax and accounting services for small businesses, non-profits, estates & trusts, and individuals.

■ FINANCIAL & INVESTMENT SERVICES

PAVLOV ANALYTICS, LLC
 Marcio Silveira, CFA
 6010 Crater Place
 Alexandria, VA 22312
 Phone: (917) 477-9735
 Fax: (703) 256-5088
 Email: Pavlov.analytics@me.com

SPONSOR: Athena Ullrich, The Business Bank
 Pavlov Analytics is an independent and fee-only registered investment advisor. They do not sell financial products. Their interests are 100% aligned with those of our clients.

■ FINANCIAL & INVESTMENT SERVICES

STEPHEN ABRAMS, FIRST FINANCIAL GROUP
 Stephen Abrams, Financial Representative
 7101 Wisconsin Ave. Suite 1200
 Bethesda, MD 20814
 Phone: (301) 907-9030
 Fax: (301) 907-0779
 Email: stephen.abrams@ffgdc.com

SPONSOR: Erica Pristas, Staff
 First Financial Group helps people save hundreds of thousands of dollars throughout their lives and have significantly more net after tax income at retirement.

■ REAL ESTATE - FINANCIAL SERVICES

THE MORTGAGE EXCHANGE SERVICE LLC
 Chris Nassief, President
 440 Maple Ave East Suite 205
 Vienna, VA 22180
 Phone: (703) 255-5810
 Fax: (703) 255-5815
 Email: cnassief@tmes.com

SPONSOR: Erica Pristas, Staff
 The Mortgage Exchange Service is a premier Commercial Mortgage Broker that locates funds for most projects. Using a large network of commercial lenders gives you more options for all of your funding needs.

▶ Continued on page 5.

MEMBERS IN THE NEWS

■ ARLINGTON COUNTY DEPARTMENT OF ENVIRONMENTAL SERVICES

Arlington Green Games Competition Now Underway



The Arlington Green Games is in full swing starting this month. The Inaugural Season of the Games began with the New Year, and businesses are working hard to condition themselves for the first season. Register your company and complete the appropriate benchmarks no later than February 28, and you can still compete to win the Gold! The Arlington Green Games is a friendly competition for commercial property owners/managers and office tenants to reduce costs while reducing their emissions. The year-long competition pits buildings against buildings and offices against offices in the race for business gold. The highly interactive program incorporates trainings and technical assistance along the way. Top performers and most improved scores will be recognized by the County and local media. Visit www.arlingtongreengames.com for more information or to register.

■ ARLINGTON FOOD ASSISTANCE CENTER

Final Numbers in on Boy Scout Food Drive for AFAC

On November 13th, Boy Scouts canvassed neighborhoods and collected food donations from Arlington front porches and door steps for their Annual Boy Scout "Scouting for Food" Food Drive. Over a six-hour period, Scouts collected, sorted and, with the help of Our Savior Lutheran Church and 120 **AFAC** volunteers, delivered 54,791 pounds of food to the **Arlington Food Assistance Center**. As Arlington's largest food pantry, **AFAC** provides supplemental groceries to over 1,300 low-income families each week. "We are so appreciative to the Boy Scouts and their troop leaders and families and to those who donated to them," said **AFAC's** Executive Director **Charles Meng**.

■ ARLINGTON SOCCER ASSOCIATION AND ARLINGTON FOOD ASSOCIATION

Arlington Soccer Association's Food Drive a Success

The **Arlington Soccer Association** recently concluded an inaugural food drive effort. Despite a late start after the fall season had ended for most teams, the **ASA** food drive (benefiting the **Arlington Food Assistance Center**) was a smashing success. Individuals and teams pulled together, and the contributions kept coming day and night. Overall, **ASA** contributed 1,929 pounds of food to **AFAC**. **Justin Wilt**, **ASA's** Executive Director, noted, "It is exciting to see such a spirit of community commitment, especially at this time of year. It is important for us to be aware of how lucky we all are, and if we can pitch in to help others in need, then I feel that as an organization we are emphasizing the right things to our players, coaches and parents."

■ ANIMAL WELFARE LEAGUE OF ARLINGTON

Cat Surplus Now Available for Year End Gifting

The **Animal Welfare League of Arlington** is facing a cat crisis. 62 cats and kittens are up for adoption as well as 12 cats in quarantine being treated for ringworm and another 20 in treatment for other illnesses or conditions. Additionally, the **League** agreed to take additional cats from another shelter which had recently taken in more than 150 cats from an animal hoarding case. Homes for cats are needed immediately and urgently. All cats at least three years old are free to a good home and come already vaccinated, spayed or neutered, and with a certificate for a free examination at local veterinary hospitals. As cats are adopted it creates more room for incoming cats as well as the 22 kittens currently in foster care. View all pets available for adoption at www.awla.org.

■ BEAN, KINNEY & KORMAN, P.C.

Four Elite Awards from Virginia Business' 2010

Bean, Kinney & Korman, P.C. announced today that four of its attorneys, **Jonathan Kinney, Carol Schrier-Polak, Philip Keating and Timothy Hughes**, have been listed as part of the Virginia Business Legal Elite 2010. Virginia Business' Legal Elite recognizes the top lawyers in Virginia in a variety of practice areas. Lawyers are invited to vote for other lawyers, and then the magazine makes their selection based on the highest scores received. "**Bean Kinney** is extremely proud of how widely recognized our attorneys have become," said **Leo Fisher**, managing shareholder for the firm. "Being a part of the Virginia Business Legal Elite is a powerful testament to how hard these attorneys have worked and **Bean Kinney** looks forward to continuing to support them."

MEMBERS IN THE NEWS

■ CARDINAL BANK

Cardinal Bank Community Fund Awards Grant

Cardinal Bank announced today that the Cardinal Bank Community Fund has awarded \$1,500 to The Women's Center in Vienna. **Cardinal's** grant award will help The Women's Center continue to deliver quality mental health counseling, career services and educational programs for women and families. **Cardinal's Alice P. Frazier**, EVP and Chief Operating Officer, and **Lynn H. Gulick**, SVP and Commercial Services Executive, made the check presentation. Through its grant program, the Cardinal Bank Community Fund has benefited more than 40 local organizations and service programs since its inception, keeping sight of the Fund's mission and deep commitment to giving back to the communities where we live, work, and raise our families.

■ KDH REAL ESTATE

Delk Hamaker to Attend Realtor's Academy

Delk Hamaker of **KDH Real Estate** has been accepted into the 2011 class of the Virginia Association of Realtors' Leadership Academy. He is one of four Northern Virginia professionals who will join 17 other Virginia Realtors for the year-long program. The VAR Leadership Academy was created to identify emerging realtor leaders and support them in developing skills that will benefit the association and the real estate profession. "The appointment of four of our members to this prestigious group of future industry leaders is an honor," said **Christine Todd**, CEO of the **Northern Virginia Association of Realtors (NVAR)**. "This program will provide them with new opportunities to establish their leadership skills as we all work hard to support sustainable real property ownership for qualified citizens in our community."

■ RED TOP CAB AND CAPITAL HOSPICE

Red Top Cab Supports Hospice with Coupon Donation

On December 11, **Red Top Cab** donated \$1000 in taxi coupon booklets to the **Capital Hospice**, so loved ones visiting patients have free transportation to and from the **Hospice** if they need it. "We all know how difficult it is to face the serious illness of a loved one, especially during the holiday season," said **Red Top** President and Founder **Neal Nichols**. "Providing **Red Top** coupon books is something we can do to lessen the burden."

Red Top Coupon Books cost \$20 (\$18 for seniors and persons with disabilities) and include tickets in varying denominations: \$1, 50 cents and 25 cents; users can combine them to pay part or all of their fare.



■ SANGAM

Sangam to Offer Holiday Specials

Sangam restaurant would like to announce that it will feature special holiday deals. **Sangam** will also be offering event space and catering services for holiday gatherings and parties. In addition to these holiday deals, **Sangam** now offers a "grab and go" lunch buffet that allows guests to carry out their buffet items. For more information, please contact **Sangam** at 703.524.2728.

■ SIGNATURE THEATRE

Signature Theatre Stages Tony Award®-winning Musical

Virginia's Tony Award-winning **Signature Theatre's** Hollywood musical *Sunset Boulevard* will run through February 13, 2011. Headlining the production – the area's first staging of the Tony Award-winning musical – is Broadway's Florence Lacey (*Evita*; *Hello Dolly!*; *Signature's Follies*) as the tragic silent film star Norma Desmond. Ms. Lacey is complemented by D.B. Bonds (*The Phantom of the Opera*, *Les Misérables*, *Signature's The Visit*) as Joe, Susan Derry (*Wonderful Town*) as Betty, and Ed Dixon (*The Iceman Cometh*, *The Three Musketeers*) as Max von Mayerling. Three time Helen Hayes Award winner J. Fred Shiffman is *Sheldrake* and Washington favorite Harry A. Winter is *Cecil B. DeMille*. Visit www.signature-theatre.org for more information.

➤ Continued on page 6.

WELCOME NEW MEMBERS

■ REAL ESTATE - RESIDENTIAL

FISCHER MCMMASTER HOMES LLC

Christine Fischer, Realtor
109 South Pitt Street
Alexandria, VA 22314
Phone: (703) 930-6349
Fax: (703) 717-5732
Email: chrisfischer@mris.com

SPONSOR: Erica Pristas, Staff

Fischer McMaster Homes LLC are residential realtors affiliated with McEneaney Associates helping people buy and sell properties in Arlington, Alexandria, Fairfax and Montgomery Counties and Washington DC. 100% of our clients are referred or repeat clients.

■ RESTAURANTS & FOOD SERVICES

CTN SERVICES

TJ Ramey, Director of Sales
2630 S. Veitch Street
Arlington, VA 22206
Phone: (518) 368-7866
Fax: (866) 610-0494
Email: tramey@restaurantbar.com

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CTN Services Inc. is the parent company of RestaurantBar.com, the premier online provider for restaurant/bar deals in your local community.

■ UNIVERSITIES & COLLEGES

CENTRAL MICHIGAN UNIVERSITY IN ALEXANDRIA

Kim Silver, Program Administrator
1775 B Duke Street
Alexandria, VA 22314
Phone: (703) 684-9601
Fax: (703) 684-9608
Email: fred.kaiser@cmich.edu

SPONSOR: Erica Pristas, Staff

Central Michigan University is a fully-accredited state institution offering degree programs at the bachelor's, master's and doctoral levels, designed for working adults.

Welcome to the Chamber!

MILESTONE ANNIVERSARIES

■ TWENTY YEARS

DESIGN CUISINE
P&H INVESTMENTS

■ TEN YEARS

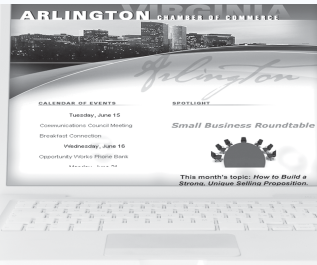
IRELAND'S FOUR COURTS

CONGRATULATIONS!



WEBSITE STATISTICS

■ **WEB REPORT UPDATES**



► www.arlingtonchamber.org

Top five coupons clicked on:

- 1 PNC Bank, Clarendon-Courthouse
- 2 George Mason University
- 3 Fur-Get Me Not Pet Care, LLC
- 4 Sangam Restaurant
- 5 Treehouse Coaches, Inc.

Top five keyword searches:

- 1 Lodging
- 2 Dining
- 3 Entertainment
- 4 Transportation
- 5 Shopping

Top five categories displayed:

- 1 Apartments
- 2 Hotels & Motels
- 3 Financial & Investment Services
- 4 Transportation
- 5 Restaurants & Food Services

COMMITTEE OPPORTUNITIES



Don't forget to purchase your ticket for the Arlington Chamber's Tuscan Villa raffle which will feature housing accommodation for 4 adults in a beautiful Tuscan villa! The perfect give, just in time for Valentine's Day! Tickets are \$50 each, or 3 for \$135 if purchased together. Act fast, only 200 tickets will be sold. The drawing will be held at the Chamber's Annual Business Gala on Saturday, January 29. You do not need to be present to win.

Visit the Chamber website to purchase your ticket.

MEMBERS IN THE NEWS

■ **SIMPLICITY URGENT CARE**

Simplicity Urgent Care Celebrates Grand Opening

All Arlington Chamber members and their friends are invited to attend an official Ribbon Cutting Ceremony and cocktail party at **Simplicity Urgent Care** at 6 p.m. on Thursday, January 20, at 3263 Columbia Pike in Arlington. Owner and ER doctors **John Jones** and **John Maguire** are excited to show off their new urgent care center, which is already serving hundreds of Arlingtonians in need of medical attention during daytime hours, as well as on evenings and weekends. **Simplicity Urgent Care's** doctors and nurses not only get you in and out within an hour, they never require an appointment, and will see you whether you have insurance or not.

For more information visit ► www.simplicityurgentcare.com. RSVP to **Hope Gibbs, Inkandescent Public Relations** ☎703 346-6975.

LEADERSHIP INSTITUTE OF NORTHERN VIRGINIA WORKSHOP

■ **LEADERSHIP ARLINGTON**

ON BOARD! Workshop Set for This Month

Currently in its second year, Leadership Arlington will host the Leadership Institute of Northern Virginia's ON BOARD! Workshop for nonprofit board members and staff on Tuesday, January 11, 2011. The ON BOARD! Workshops are a nonprofit board training program, which aims to educate both nonprofit board members, prospective board members and nonprofit staff on the basic roles and responsibilities of serving on a nonprofit board. As a component of the Leadership Institute of Northern Virginia, the workshop's mission is to create capacity amongst Northern Virginia nonprofits through the education and high-level professional training of nonprofit board members. Our vision for the ON BOARD! program is to create a strong, sustainable non-profit community in Arlington and the Northern Virginia region through creating knowledgeable, effective board members," says Betsy Frantz, President & CEO of Leadership Arlington. "There's a domino effect; when board members are well-trained, our community's non-profits are better able to serve the populations on which they focus, which results in a stronger, more vibrant community of citizens with fewer unmet needs." Leadership Arlington will host its next ON BOARD! Workshop on Tuesday, January 11, 2011 at WETA from 9 a.m. to 5 p.m.

For more information on the program or to register, visit Leadership Arlington's website at ► www.leadershiparlington.org.

2011 NETWORKING PASSPORTS ARE HERE!

Business After Business		
Date*	Event #	Amount
January	1	\$20
February	2	\$20
March	3	\$20
April	4	\$20
May	5	\$20
June	6	\$20
July	7	\$20
August	8	\$20
September	9	\$20
October	10	\$20
November	11	\$20
December (Wednesday)	12	\$20
Total Cost		\$240

Breakfast Connection		
Date*	Event #	Amount
January	1	\$23
February	2	\$23
March	3	\$23
April	4	\$23
May	5	\$23
June (at Alexandria Chamber location)	6	\$31
July	7	\$23
August	8	\$23
September	9	\$23
October	10	\$23
November	11	\$23
December (combined with Alexandria but in Arlington)	12	\$23
Total Cost		\$284

*Please check the Arlington Chamber's website; dates are subject to change.

Business After Business (BAB) \$240 less 1 free event (- \$20) = **\$220**
Breakfast Connection (BC) \$284 less 1 free event (- \$23) = **\$261**
Combination Passport (Combo) \$220 + \$261 = **\$481**

For more information contact Deborah Kunin at the Chamber ☎703.525.2400.

NONPROFIT SPOTLIGHT

■ COMMUNITY RESIDENCES – HOUSING/DEVELOPMENTAL DISABILITIES

by **Rock Schuler**, Director of Development, **Community Residences**

Community Residences (CR) is a non-profit organization providing quality services that enable individuals with a wide range of disabilities to live as independently and with as high a quality of life as possible.

That means gently coaxing a timid woman with severe mental illness out of isolation so she will participate in ArtWorks – **CR's** dynamic therapeutic art program. Then, to watch her blossom as she uncovers hidden talents and unknowingly develops skills that allow her to interact positively with her peers and instructors.

That means providing a person with intellectual disabilities the opportunity to delight in nature while collaborating with housemates to raise vegetables they will later enjoy at a “family” meal. Or the chance to have a quiet, peaceful walk through a sensory garden specially designed to engage in multiple ways – listening to the soothing bubbling of a fountain, feeling a velvety lamb’s ear plant, tasting delicious, fresh home-grown strawberries, watching seasonal birds and butterflies eat from specially chosen plant life.

That means making sure that the residents we serve have access to an annual physical, or a dentist, or a psychiatrist, or that they get necessary medicines even if those costs are not covered by Medicaid, Medicare or a County contract.

Community Residences was formed in 1975 by concerned Arlington area residents, churches and government leaders who wanted to make sure people suffering from mental illnesses, intellectual disabilities and homelessness received the care they deserved. **CR** has since grown into a fiscally responsible, consumer-focused agency, and is one of the largest providers of its kind in Virginia. **CR's** myriad programs provide services to people in Richmond and Arlington and throughout Northern Virginia, as well as in Maryland’s Anne Arundel and Baltimore Counties and in Baltimore City.

In pursuit of its mission, **CR** contributes through the provision of medical, therapeutic, educational, vocational, residential and integrative recreational services to the formation of vital relational communities. Through such communities, our consumers experience greater independence, dignity, fulfillment and happiness.

Still, essential services like dental care, therapeutic educational and recreational opportunities, and even medical and prescription co-pays are not covered by current revenue sources. Contributions to support these services are vital and greatly appreciated.

To learn more or make a donation, please contact **Rock Schuler**, Director of Development at ☎703.842.2351 or ✉rschuler@comres.org. Visit 🌐www.communityresidences.org and on Facebook 🌐www.facebook.com/CommunityResidences.

NONPROFIT SPOTLIGHT



Community Residences



Editor's Note:

As an initiative of the Community Action Committee, The Arlingtonian now regularly highlights a particular nonprofit category.

The article will be written by a member of the Community Action Committee, and will include a list of all of the Chamber's nonprofit members who belong to that category (as of the production date).

*For more information about the nonprofit sector articles or about how to get involved with the Community Action Committee, contact **Maria Pugliese** of **TeamLogicIT** at (703) 528-8548 or mpugliese@teamlogicit.com*

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

COMMITTEE HIGHLIGHT

■ GOVERNMENT AFFAIRS AND ECONOMIC DEVELOPMENT

The Government Affairs and Economic Development Committee is actively engaged in and monitors state and local government activities in order to ensure the interests of Chamber members are represented and taken into consideration.

The committee identifies potential opportunities that may mutually benefit the Arlington community, Chamber members and Arlington County. Also in collaboration with private and industry organizations, the committee monitors government relations to ensure the best interests of Chamber members are upheld. There are regular monthly meetings on the last Friday of every month and sometimes additional meetings when necessary. Meetings are open to all Chamber members and agendas are emailed to Chamber members prior to every meeting.

To bring issues or questions to the attention of the Government Affairs and Economic Development Committee, or to become involved with the group, contact **Bob Bushkoff** ✉rbushkoff@dittmarcompany.com or **Tad Lunger** ✉tlunger@beankinney.com.

Government Affairs & Economic Development



GET LINKED

Are you LinkedIn?



The Chamber's LinkedIn group is a great way to network, keep up with Chamber events and participate in interesting discussions. Join our group to start participating!

SEARCH GROUPS FOR:

ARLINGTON CHAMBER OF COMMERCE, VA

- www.linkedin.com

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?

Remember, community and Chamber members alike read *The Arlingtonian*. Submitting items to *The Arlingtonian's* "Members in the News" section is a free benefit of membership and can provide free publicity to a wide local audience!

Please submit press release items for consideration by the **first of the month** to Gaby Zamora ■ communications@arlingtonchamber.org

DISNEY EDUCATIONAL SERIES

Disney Business Owner & Management Conference

This March, the Chamber is offering a second educational series through Northpoint Services' Disney Business Owner & Management Conferences.

The series will run from February 27 to March 2, and will include the 3 day program registration as well as options to purchase discounted resort accommodations exclusive to participants. Don't pass up this amazing opportunity to improve your business while spending time in sunny Florida.

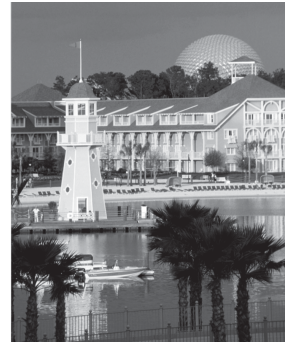
This series provides attendees with an opportunity to learn from the business practices that lead to the world renowned success of The Walt Disney Company. With behind-the-scenes tours, educational seminars and networking sessions, you will truly be immersed in the world of The Walt Disney Company, and leave with great ideas, strategies and techniques to apply to your own business.

Additionally, the Business Owner & Management Conference offers a unique experience because of the scheduling. Educational sessions are scheduled for mornings, leaving your entire afternoon and evenings free to explore the theme parks, relax at your resort, enjoy one of the four PGA Championship Golf Courses, or catch a Spring Training game at Disney's ESPN Champion Stadium.

The flexible schedule makes this series is a great way to incorporate a family vacation, and Northpoint Services provides a spouse or guest join-in option allowing attendees to bring along a family member or friend to certain educational portions of the program.

Don't miss out on your second chance to participate in this fantastic series!

For more details contact Erica Pristas ■ epristas@arlingtonchamber.org, or visit the Chamber website ■ www.arlingtonchamber.org.



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For more information, call Curvin Leatham at 202-281-5311 or visit pnc.com/cfo.

PNC is proud to support The Arlington Chamber of Commerce.

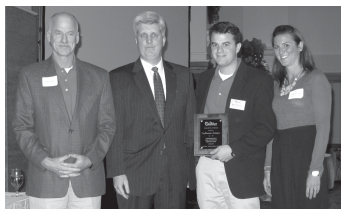
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Annual Meeting Awards and Election Results



Chairman's Award:
The Shooshan Company

In recognition of the member organization and its representative(s) who have made an outstanding contribution of resources to the Chamber and the business community.



President's Award:
Ron Novak of Segue Technologies

In recognition of the individual who has made an outstanding contribution of volunteer assistance to the Chamber.



Committee of the Year:
Membership Development Committee

In recognition of the committee that has done an exceptional job of executing the mission of the Chamber membership and Arlington business community and serves the interests of Committee members.

At the Annual Meeting 2011 Chair **Michael Foster** announced the appointment and election of the following members to the Board of Directors and Executive Committee:

2011 Board of Directors

NEW DIRECTORS:

Charles Clohan - Dittmar Company
Bill Eisnaugle - Comcast Cable Communications
Deborah Lipman - Metropolitan Washington Airports Authority
Tom Grantham - Cardinal Bank
Andrew McGeorge - Monday Properties
Barbara Nicastro - The Law Offices of Barbara E. Nicastro
Diane Rogers - BAE Systems
Karolyn Stuver - Fluor

CONTINUING DIRECTORS:

Susan Anderson - Clarendon Alliance, Inc.
Doug Brammer - Verizon
Col. Carl Coffman - Joint Base Myer-Henderson Hall
David DeCamp - Grubb & Ellis
JR Diffie - Colony House
Chris Domes - Marymount University
Rich Doud - The Arlington Chamber of Commerce
Michael Foster - MTEA Architecture, Inc.
Nancy Goodman - Main Event Caterers
Brian Gordon - Apartment & Office Building Association
Donna Rowe Hamaker - KDH Real Estate
Bob Hawthorne - United Bank
Tim Hughes - Bean, Kinney & Korman, PC
Sean Hosty - Morgan Stanley Smith Barney LLC
Todd Ihrig - H.D. Vest Investment Services
Todd Jerscheid - The Fashion Centre at Pentagon City
Deborah Johnson - Dominion
Sonia Johnston - John Marshall Bank
Philip Keating - Bean, Kinney & Korman, PC
Sharon Lockwood - Crystal Gateway Marriott
Scott McCaffrey - Sun Gazette Newspaper
Bob McCoy - Virginia Commerce Bank

Greta Menard - Capital Marcom, Inc.
Darren Montgomery - Washington Capitals
John Murphy - Washington Workplace
Patrick Murphy - Arlington Public Schools
Ron Novak - Segue Technologies
Brendan Owen - Vornado/Charles E. Smith
Joe Prentice - State Department Federal Credit Union
Ellen Rainey - Hamilton College
Angella Reid - The Ritz-Carlton, Pentagon City
Stephan Rodiger - Kettler
Grace Shea - Lebanese Taverna
Kevin Shooshan - The Shooshan Company
Adrian Stanton - Virginia Hospital Center
Scott Sterling - The IDI Group Companies
Gordon Thrall - Guernsey Office Products
Brenda Turner - Arlington Community Federal Credit Union
Jim Whelan - The ProActive Corporation of America
Pat Williamson - WETA
Todd Yeatts - The Boeing Company

► Continued on page 11.

THANK YOU SPONSORS!

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ARLINGTON ECONOMIC DEVELOPMENT

Ballston Business Improvement District in the Making

by Karen Vasquez, Public Relations Manager at Arlington Economic Development

In December, the Arlington County Board approved the establishment of the Ballston Business Improvement District (BID) effective January 1, 2011. The BID is a public/private partnership in which property and business owners contribute to the maintenance, development and promotion of a commercial district. Other BIDs in Arlington include the Crystal City BID and the Rosslyn BID.



Since the mid 1980's, Ballston has evolved from a suburban commercial crossroads to a dynamic, high-density, mixed-use urban village. Arlington's commitment to developing the Rosslyn-Ballston corridor and the leadership of the Ballston-Virginia Square Partnership has transformed Ballston into a commercial hub with an emphasis on science and technology organizations. The BID will ensure that Ballston property owners have additional resources to keep Ballston competitive, attractive and sustainable in an increasingly competitive commercial real estate environment.

"A Business Improvement District for Ballston is the best vehicle for building on Ballston's already considerable assets and positioning it for the future," said Arlington County Board Chairman Jay Fissette. "With the success of our BIDs in Crystal City and Rosslyn, we know that this new BID will contribute greatly to the future success of Ballston." Major property owners in Ballston, including The JBG Companies, **The Shooshan Company** and Gates, Hudson & Associates (representing Dweck Properties Inc.) supported the formation of the BID.

"The time has come for a BID in Ballston," said **John Shooshan**, Founder and Chairman of **The Shooshan Company**. "We've all seen Ballston evolve and grow over the years, and I'm looking forward to this next phase of our journey as Ballston's corporate interests take ownership of their home." The Ballston BID's primary focus will be to enhance and communicate Ballston's commercial advantages in an increasingly competitive market and to promote Ballston's brand as an internationally recognized hub for science and technology.

Activities will include community events, marketing, branding and promotion. Minor physical enhancements such as banners, wayfinding and beautification will be undertaken along with transportation improvements including bike racks and shelters.



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SMALL BUSINESS ROUNDTABLE

Establish Your 2011 Marketing Game Plan

by Jim Whelan, The ProActive Corporation of America

On November 17th, roundtable attendees discussed various methods they have found helpful to establish marketing game plans for the coming year. The group of 27 brought to the table professional experiences from their own market segments.

Those with a retail background described how they establish a financial budget.

With a calendar of the next year, they reviewed the results of the current year and projected the next year goals on a month by month. This provides a recap of meeting goals on a monthly and a year-to-date basis.

Those who work in a large company set up goals for next year that track the corporate game plan. Typically, corporate allows enough flexibility that provides the separate units to adjust for local conditions.

Cold calling works for some. To be more effective, it takes preparation prior to picking up the phone. The preparation allows pre-screening of potential prospects and increases the efficiency. The marketing plan should lay out a calling program to follow through the year.

Target your market. A means of crystallizing a prime prospect is to develop a clear picture of your best clients and clone the common characteristics to arrive at a profile of your best prospect. Be mindful of the personality of your best buyers and be sensitive to the desirability of matching that personality as you make future plans.

As always, relationship marketing is a consistently productive method of gaining clients and should be a major part in any marketing playbook. Establish an activity program so that the results are clear and can be monitored through the year.

Bottom line from this roundtable?

Each small business develops a game plan that suits their marketing method. The key ingredients are; establish the goals to be achieved, identify the major activities, dedicated focus, and consistent follow-through.

BIG IDEAS:

- Concentrate on creating business relationships; they are important to the success of your marketing efforts.
- Establish a game plan that clearly outlines your company's goals, main focus, and ideas on how to stay on track.

REGISTER NOW:

JANUARY SMALL BUSINESS ROUNDTABLE

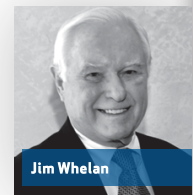
Why Should I Do Business with You?

26 WEDNESDAY

11:45 a.m. – 1:15 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.



GRAND SPONSOR

ANNUAL MEETING: BOARD ELECTIONS, CONTINUED

2011 Executive Committee

Chair

Michael Foster, MTF Architecture, Inc.

Immediate Past Chair

Phil Keating, Bean, Kinney & Korman, PC

Past Chair

Ellen Rainey, Hamilton College

President

Rich Doud, The Arlington Chamber of Commerce

Treasurer

Chris Domes, Marymount University

Assistant Treasurer

David DeCamp, Grubb & Ellis

Vice Chair for Communications

Greta Menard, Capital Marcom, Inc.

Vice Chair for Government Affairs and Economic Development

Scott McCaffrey, Sun Gazette Newspapers

Vice Chair for Member Affairs

Deborah Johnson, Dominion

Vice Chair for Membership Development

Robert McCoy, Virginia Commerce Bank

Vice Chair of Special Interests

Joe Prentice, State Department Federal Credit Union

Chair-Elect, to serve as the 2012 Chair

Doug Brammer, Verizon



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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.

THANK YOU!

- The Rosslyn BID for hosting the November Board Meeting.
- Virginia Hospital Center for hosting the November Business After Business.
- Bernie Cohen – Insurance Solutions, Carr Workplaces, and TeamLogicIT for providing door prizes for the November Business After Business.
- The Crystal Gateway Marriott for hosting the December Board Meeting.
- PNC Bank, Bailey's Crossroads for hosting the December Business After Business.
- Bernie Cohen – Insurance Solutions and Dimension Creative Promotions for door prizes for the December Business After Business.

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