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## SAVE THE DATE

### BUSINESS AFTER BUSINESS

**JANUARY 16**  
5:00 - 7:00 p.m.  
Ruth's Chris Steak House

### 90TH ANNUAL ARLINGTON BUSINESS GALA

**JANUARY 25**  
6:30 p.m. - Midnight  
The Ritz-Carlton, Pentagon City



## ANNUAL MEETING REVIEW

### The 89th Annual Meeting: Love and Business

On Friday, December 13, 2013, the Arlington Chamber of Commerce held its 89th Annual Meeting at the **Sheraton Pentagon City Hotel**. The event was a celebration of the accomplishments of 2013, as well as a look into the the coming year. The 2014 Directors and Officers were announced, including the selection of 2015 Chair **Kevin Shooshan, The Shooshan Company**.



2015 Chair Kevin Shooshan, 2014 Chair Tim Hughes, and 2013 Chair David DeCamp

**Dr. Matthew Shank**, President of **Marymount University**, concluded the meeting with an energetic keynote about incorporating love in business. **Dr. Shank's** message was simple, "Love your staff, love your customers, love your community, and you will prosper."

SPECIAL THANK YOU TO  
GRAND SPONSOR



The Annual Meeting began with remarks from 2013 Chair **David DeCamp, Newmark Grubb Knight Frank**. He discussed how the Chamber's main legislative objective was accomplished with the passing of the Virginia transportation bill, as well as the realignment of the Chamber's operations through the strategic plan, which resulted in achievements including growing Chamber membership. 2014 Chair **Tim Hughes, Bean, Kinney & Korman PC**, also provided remarks and announced the 2014 Directors and Officers.

- ▶ Turn to pages 6-7 to view photos, the award winners, a list of 2014 Officers and Directors, event sponsors, and more.

## ARLINGTON BUSINESS GALA PREVIEW

### Arlington's Best Night Out

Get your dancing shoes on and prepare for an evening of mixing and mingling with Arlington business leaders at the 90th Annual Arlington Business Gala on Saturday, January 25 beginning at 6:30 p.m. at **The Ritz-Carlton, Pentagon City**. Join the Chamber as we ring in the new year with the hottest auction items in town, a three-course dinner, music, dancing, open bar, and more.

SPECIAL THANK YOU TO  
GRAND SPONSOR



At the gala, the Chamber will draw a winner for the Tropical Vacation Raffle. The winner will receive accommodations and all inclusive fees for four nights for two people at The Verandah Resort & Spa, Antigua. A total value of up to \$2,543! Raffle tickets are \$30 each or four for \$100. Ticket holders does not need to be present at the gala to be eligible to win.

The Chamber's Arlington Business Gala only happens once a year, so secure your seats for "Arlington's Best Night Out" today. We'll see you there!

- ▶ To register or purchase raffle tickets, visit [www.arlingtonchamber.org/events](http://www.arlingtonchamber.org/events) or call 703-525-2400. Sponsorship opportunities are still available, call for details.

# THE CHAMBER

## EXECUTIVE COMMITTEE

**Tim Hughes**, Chair  
**Kevin Shooshan**, Chair-elect  
**David DeCamp**, Immediate Past Chair  
**Doug Brammer**, Past Chair  
**Rich Doud**, President  
**Lindsey Rheäume**, Treasurer  
**Tina Walker**, Assistant Treasurer  
**Shannon Bailey**, Vice Chair - Communications  
**Scott McCaffrey**, Vice Chair - Economic Development & Government Affairs  
**Joe Prentice**, Vice Chair - Member Affairs  
**John Murphy**, Vice Chair - Membership Development  
**Donna Hamaker**, Vice Chair - Special Interests

## DIRECTORS

Shannon Bailey, **Global Thinking**  
 Lucy Bowen-McCauley, **Bowen McCauley Dance**  
 Doug Brammer, **Verizon**  
 Jeffrey Burnham, **Turner Construction**  
 Linda Chandler, **Linden Resources**  
 Crystal Christmas-Watson, **Crystal City Marriott**  
 Charles Clohan, **Dittmar Company**  
 David DeCamp, **Newmark Grubb Knight Frank**  
 Rich Doud, **Arlington Chamber of Commerce**  
 Amanda Fischer, **Grade A Marketing**  
 Michael Foster, **MTFA Architecture, Inc.**  
 Betsy Frantz, **Leadership Arlington**  
 Michael Garcia, **State Farm Insurance**  
 Nancy Goodman, **Main Event Caterers**  
 Brian Gordon, **Apartment and Office Building Association**  
 Mark Hadeed, **Hadeed In-Home & Office Carpet Cleaning Services**  
 Donna Hamaker, **KDH Real Estate**  
 Greg Hamilton, **Arlington Magazine**  
 Bob Hawthorne, **United Bank**  
 Sean Hosty, **Morgan Stanley**  
 Tim Hughes, **Bean, Kinney & Korman, P.C.**  
 Todd Ihrig, **H.D. Vest Investment Services**  
 David Isaacson, **Technology Management, Inc.**  
 Todd Jerscheid, **The Fashion Centre at Pentagon City**  
 Deborah Johnson, **Dominion**  
 Sonia Johnston, **John Marshall Bank**  
 Dan Laurenzi, **EagleBank**  
 Deborah Lipman, **Metropolitan Washington Airports Authority**  
 Scott McCaffrey, **Sun Gazette Newspapers**  
 Greta Menard, **Capital MarCom, Inc.**  
 Greg Mullan, **George Mason Mortgage**  
 John Murphy, **Washington Workplace**  
 Patrick Murphy, **Arlington Public Schools**  
 Barbara Nicastro, **The Law Offices of Barbara E. Nicastro**  
 Ron Novak, **Segue Technologies**  
 Robb Parker, **Vornado**  
 Joe Prentice, **State Department Federal Credit Union**  
 Jay E. Reiner, **Jay E. Reiner CPA, PLLC**  
 Lindsey Rheäume, **Virginia Commerce Bank**  
 Jim Ryerson, **Marymount University**  
 Marie Schuler, **Comcast**  
 Grace Shea, **Lebanese Taverna**  
 Kevin Shooshan, **The Shooshan Company**  
 John Snedden, **ROCKLANDS Barbeque & Grilling Company**  
 Adrian Stanton, **Virginia Hospital Center**  
 Karolyn Stuver, **Fluor**  
 Brenda Turner, **Arlington Community Federal Credit Union**  
 Tina Walker, **BAE Systems**  
 Jim Whelan, **Proactive Smart Business Thinking LLC**  
 Pat Williamson, **WETA**  
 Todd Yeatts, **The Boeing Company**  
 Mark Zetlin, **Mercedes-Benz of Arlington**

**U.S. ARMY LIAISON TO THE BOARD**  
 COL Fern Sumpter, **Joint Base Myer-Henderson Hall**

## STAFF

**Rich Doud**, President  
**Kate Roche**, Vice President  
**Chris Hunter**, Director of Membership  
**Amy Fisher**, Communications Manager  
**Cassie Bate**, Member Services Administrator

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

# JANUARY AT THE CHAMBER

<b>NEW YEAR'S DAY</b>	<b>1 WEDNESDAY</b> The Chamber office is closed in observance of the holiday
<b>GREEN BUSINESS COMMITTEE MEETING</b>	<b>3 FRIDAY</b> 9:00 - 10:00 a.m. Chamber Board Room
<b>SMART START</b>	<b>7 TUESDAY</b> 4:00 - 5:15 p.m. Chamber Board Room
<b>EXECUTIVE COMMITTEE MEETING</b>	<b>8 WEDNESDAY</b> 8:00 - 9:00 a.m. Chamber Board Room
<b>BREAKFAST CONNECTION</b>	<b>9 THURSDAY</b> 7:30 - 9:00 a.m. Holiday Inn Rosslyn
<b>MEMBERSHIP DEVELOPMENT COMMITTEE MEETING</b>	<b>14 TUESDAY</b> 5:00 - 6:00 p.m. Chamber Board Room
<b>BUSINESS AFTER BUSINESS</b>	<b>16 THURSDAY</b> 5:00 - 7:00 p.m. Ruth's Chris Steak House
<b>BOARD OF DIRECTORS MEETING</b>	<b>17 FRIDAY</b> 11:45 a.m. - 1:30 p.m. George Mason University
<b>MARTIN LUTHER KING, JR. DAY</b>	<b>20 MONDAY</b> The Chamber office is closed in observance of the holiday
<b>EDUCATION &amp; WORKFORCE DEV'T COMMITTEE MEETING</b>	<b>22 WEDNESDAY</b> 4:00 - 5:00 p.m. Arlington Career Center
<b>THE 90TH ANNUAL ARLINGTON BUSINESS GALA</b>	<b>25 SATURDAY</b> 6:30 p.m. - 12:00 a.m. The Ritz-Carlton, Pentagon City
<b>COMMUNITY ACTION COMMITTEE MEETING</b>	<b>29 WEDNESDAY</b> 8:30 - 9:30 a.m. Chamber Board Room
<b>SMALL BUSINESS ROUNDTABLE</b>	<b>29 WEDNESDAY</b> 11:45 a.m. - 1:00 p.m. Chamber Board Room
<b>GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING</b>	<b>31 FRIDAY</b> 8:30 - 9:30 a.m. Chamber Board Room

## SMART START

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

<b>7 TUESDAY</b> 4:00 - 5:15 p.m. <b>Chamber Board Room</b> 4600 Fairfax Drive Suite 804 Arlington, VA 22203	<b>GRAND SPONSOR</b> Greg Mullan - <b>GEORGE MASON MORTGAGE, LLC</b> A Subsidiary of Cardinal Bank
<b>PREMIER SPONSOR</b> Michael Garcia-State Farm Insurance	

## BREAKFAST CONNECTION

This speed-networking event begs attendees to come prepared to mix and mingle. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people.

<b>9 THURSDAY</b> 7:30 - 9:00 a.m. Holiday Inn Rosslyn 1900 N. Fort Myer Dr. Arlington, VA 22209	<b>GRAND SPONSOR</b> <b>CARDINAL Bank</b>
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## 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.

<b>16 THURSDAY</b> 5:00 - 7:00 p.m. Ruth's Chris Steak House 2231 Crystal Drive, 11th Floor Arlington, VA 22202	<b>RUTH'S CHRIS STEAK HOUSE</b> U.S. PRIME
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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.

## CHAIR'S MESSAGE

### Happy New Year!

I would like to start 2014 by looking back for one quick moment. Our Chamber has been blessed this past year to have excellent leadership through its Board, Executive Committee and the outgoing Chair, **David DeCamp**. Thanks for a job well done!

Through the able stewardship of our staff under the leadership of President Rich Doud, our Chamber has had consistent growth of membership, excellent events, and tremendous energy during 2013. Kudos as well to the entire staff for an excellent year!

Looking forward, I aim to help the Chamber continue on the past year's trajectory. The Chamber is filled with vibrant, energetic businesses and individuals. 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.

Our members have a tremendous amount to offer our customers, our clients, our community and our region. Through continuing to focus on the goals and tasks of our recent Strategic Plan, I believe the Chamber can increase its already strong value to members. I believe the Chamber can continue to expand its networks and partnerships with other business and community organizations. I believe the Chamber can continue to enhance the already developing level of communication and dialogue with representatives in local and state government to advance our mission and reach towards our vision.

A perfect way to touch all these bases is to actively participate in the 90th Annual Arlington Business Gala. The Gala will take place on January 25 at **The Ritz-Carlton Pentagon City**. This truly is Arlington's "Best Night Out." Sign up, bring your friends, and prepare to have a great time. The auction items are first rate, the venue is perfect, and the crowd is always a blast.

I am truly honored to serve as this year's Chair, and I look forward to a full year of "Great Days to be in Arlington!"



**Tim Hughes**  
Bean, Kinney & Korman P.C.



Tim Hughes

## 2014 ANNUAL CORPORATE SPONSORS



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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.



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## WELCOME NEW MEMBERS

## ■ CONSULTING

**THE CULTURE COMPANY**

Alicia Korten, Chief Executive Officer & Founder  
3610 21st Ave N.

Arlington, VA 22207

Phone: (703) 875-9139

Email: alicia@theculturecompany.com

Website: www.theculturecompany.com

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The Culture Company unleashes passion and purpose in their clients' workplace by building a values-driven culture that inspires employees and customers and increases the bottom line.

## ■ ENTERTAINMENT

**TOPGOLF**

Leah Makhoul, Marketing Manager

6625 South Van Dorn St.

Alexandria, VA 22315

Phone: (703) 924-2600

Email: alexadriaevents@topgolf.com

Website: www.topgolf.com

**SPONSOR: Chris Hunter, Staff**

TopGolf is the premier golf entertainment complex where the competition of sport meets your favorite local hangout spot.

## ■ FINANCIAL &amp; INVESTMENT SERVICES

**BRANDON POTEET - MERRILL LYNCH**

Brandon Poteet, Financial Advisor

11951 Freedom Dr. Suite 1750

Reston, VA 20190

Phone: (703) 464-8841

Email: brandon.poteet@ml.com

Website: fa.ml.com/brandon.poteet

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## ■ INFORMATION TECHNOLOGY

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Vishal Khemka, Partner & Business

Development/Solutions Architect

5330 5th St. N

Arlington, VA 22203

Phone: (202) 643-6361

Email: info@valuedot.com

Website: www.valuedot.com

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## ■ MARKETING &amp; COMMUNICATIONS

**LIMÓN LLC**

Maritza Lizama, Co-Founder/Marketing

Strategist

Phone: (866) 302-0150

Email: ContactLiMon@gmail.com

**SPONSOR: Chris Hunter, Staff**

A bilingual firm that helps grow businesses through intelligent planning, marketing, and smart, culturally relevant communications.

## ■ MORTGAGE SERVICES

**TYLER AUSTRIA - SUNTRUST MORTGAGE**

Tyler Austria, Mortgage Loan Consultant

101 Charles St.

La Plata, MD 20646

Phone: (757) 651-9685

Email: tyler.austria@suntrust.com

Website: www.linkedin.com/in/tyleraustria

**SPONSOR: Chris Hunter, Staff**

Tyler Austria helps homeowners and prospective homeowners meet their financial goals and find their dream home.

## MEMBERS IN THE NEWS

## ■ BOWEN MCCAULEY DANCE

**BMD Participates in International Contemporary Dance Festival in China**

In November 2013, **Bowen McCauley Dance (BMD)** enjoyed a nine day tour through China with stops in Beijing, Tianjin, Guangzhou, and Hong Kong. **BMD** was the first American dance company invited to the 10th Guangdong Dance Festival, widely regarded as one of the most important international contemporary dance events in China. The company joined a host of well-known dance companies from around the world for performances on the beautiful Shamian Island in Guangzhou, China. **BMD** gave four exhilarating performances to an audience of 800 people at the Guangdong Dance Festival.

## ■ HALT, BUZAS &amp; POWELL, LTD.

**Powell Named Power Player by *SmartCEO Magazine***

**W. Andrew Powell**, CPA and Partner at **Halt, Buzas & Powell, Ltd.**, has been named one of this year's Power Players by *SmartCEO Magazine*. The Power Players Awards recognize 60 top Attorneys, Bankers and CPAs in Greater Washington. Power Players represent the best and brightest in the region — the impact players that CEOs can count on to help grow their businesses. **Powell** accepted his award at the Power Players' Award Ceremony on November 18, 2013 at Long View Gallery in Washington, D.C. **Powell** has over 20 years of auditing, operational and financial experience in both large and small organizations. His broad range of expertise includes the auditing of both privately and federally funded nonprofits.

## ■ MARYMOUNT UNIVERSITY

**Marymount University Named to U.S. News & World Report's Inaugural List of Best Colleges for Veterans**

*U.S. News and World Report* recently released its inaugural Best Colleges for Veterans rankings, and **Marymount University** was ranked 8th among regional universities in the south. The ranked colleges and universities were chosen based on their participation in federal initiatives that help veterans and active service members begin or return to college to earn their degree. **Marymount** currently enrolls approximately 200 military service members, veterans, and their dependents. The university provides a variety of programs and services to meet the unique needs of these students, and works closely with the Student Veterans of America chapter on campus.

## ■ CARDINAL BANK

**Cardinal Bank Grant Awarded to Local Nonprofit**

**Cardinal Bank** announced that the Cardinal Bank Community Fund has awarded \$1,500 to Our Daily Bread, the Fairfax-based organization whose programs strive to prevent homelessness with a three-tiered approach: providing food assistance, financial assistance, and ultimately financial literacy training. Founded almost three decades ago as a temporary homeless shelter, Our Daily Bread offers the temporary assistance individuals and families need to recover from a crisis, stay in their homes, and maintain their self-sufficiency.

## ■ TURNER CONSTRUCTION COMPANY

**Turner Closes Its Offices for a Day of Philanthropy**

On December 5, 2013, over 200 **Turner Construction Company** employees, family members, and friends spent the day assisting 12 Washington, D.C. area charities. This day of philanthropy was part of "Paint the Town Blue," an annual holiday volunteer project started in Cincinnati by Ken Jones five years ago as a way to help citizens after the economic downturn. This December, **Turner** offices around the country participated and Jones, currently the Vice President and General Manager for its Mid-Atlantic Region, initiated the program for the first time in the metro D.C. area.

## MEMBERS IN THE NEWS

### ■ PINSTRIPES, INC.

## Pinstripes Bowling, Bocce, Bistro Coming To Georgetown

Combining an impressive blend of bocce courts, bowling lanes, Italian/American cuisine, fine wines and live jazz music, **Pinstripes** is excited to announce that a January 2014 opening is planned at The Shops at Georgetown Park. Located on Wisconsin Avenue and overlooking the historic C & O Georgetown Canal, **Pinstripes** will occupy 34,000 square feet of first and second floor space, and will bring a fresh new entertainment venue to Washington, D.C. **Pinstripes** offers a unique dining and entertainment experience featuring Italian and American cuisine, combined with well-appointed bowling lanes and bocce courts. The Georgetown location is grand and picturesque, featuring 14 bowling lanes, six bocce courts, a bistro and extensive wine cellar, an outdoor patio with dramatic views of the C & O canal and event space accommodating 20 to 600 people.

### ■ LEADERSHIP ARLINGTON

## Second Annual "Arlington's Got Talent"

With almost 200 people in attendance, **Leadership Arlington** held its second annual "Arlington's Got Talent" at Clarendon Ballroom on Monday, November 18, benefiting the **Leadership Arlington** Young Professionals Program scholarship fund. **Scott McCaffrey** of the **Sun Gazette** was the emcee for the evening. **Michael Foster** of **MTEA Architecture, Inc.**, **Susan Anderson** of the **Arlington County Treasurer's Office**, **Greg Hamilton** of **Arlington Magazine** and **Matt Shank** of **Marymount University** served as the talent judges. Out of 24 talent applications, seven were selected to perform. Guests enjoyed a wide variety of performances, including vocalists ranging from pop to opera, pianists and local area bands.

## WELCOME NEW MEMBERS

### ■ RESTAURANTS & FOOD SERVICES

#### MUSSEL BAR & GRILLE

Tim White, Acquisitions Analyst  
800 N Glebe Rd.

Arlington, VA 22203

Phone: (703) 841-2337

Email: arlington@musselbar.com

Website: www.musselbar.com

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Offering a wide-range of casual dining fare, including grilled and wood-fired dishes of meats, fish, and pizzas, seasonal salads and soups and crafted desserts.

#### NAKED PIZZA

Brad Brown, Director of US Operations  
933 North Quincy St.

Arlington, VA 22203

Phone: (240) 561-6540

Email: brad@nakedpizzadc.com

Website: www.nakedpizza.biz

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A naturally delicious great tasting healthy pizza restaurant with delivery, take out and limited in store dining.

#### TAYLOR GOURMET

Hilary Chatterler, Catering Manager  
4000 Wilson Blvd.

Arlington, VA 22203

Phone: (202) 549-0075

Email: info@taylorgourmet.com

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Taylor Gourmet is an Italian Deli and Market specializing in authentic hoagies and market goods.



## THE ADVENTURES OF ALVIN SPUTNIK: DEEP SEA EXPLORER

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THU FEB 6 - SUN FEB 9

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*-The New York Times*

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## Congratulations to the 2013 Award Winners

2013 Chair **David DeCamp**, **Newmark Grubb Knight Frank**, and President **Rich Doud** honored those who have significantly contributed to the Chamber's successes in 2013 with a presentation of the annual awards.

### President's Award - **Mark Hadeed**, *Hadeed In Home & Office Cleaning Services*

The prestigious President's Award, sponsored by **Comcast**, was presented to **Mark Hadeed**, Senior Director of Business Development of **Hadeed In Home & Office Cleaning Services**. **Hadeed** was chosen for his ability to make every member and prospective member feel welcome at Chamber events, ensuring they meet everyone who they are looking to network with. He has been an incredible support to the Chamber, bringing in more new members this year than any other member. He not only recruits members, but makes sure they are happy and active within our chamber.



### Chair's Award - **Technology Management, Inc.**

**Technology Management, Inc. (TMI)** was honored with the Chair's Award, sponsored by **Monday Properties**, which was accepted on behalf of **TMI** by **David Isaacson**, President and CEO. In addition to being an Annual Corporate sponsor, **TMI** has sponsored numerous Chamber events and programs throughout the year. Sponsorships like these enable us to hold ticket prices down and make our events affordable to a wider audience. **TMI's** primary Chamber representative, **David Isaacson**, also gives his time to the Chamber serving on the Board of Directors, being a top producer in our Opportunity Works campaign, and more. A number of staff members from **TMI** are also very active serving as committee members and regularly attending events.



### Committee of the Year Award - **Communications Council**

The Committee of the Year Award was presented to the Communications Council and was accepted on behalf of the council by co-chair **Shannon Bailey**, **Global Thinking**, **Maritza Lizama**, **Limon LLC**, served as **Bailey's** co-chair. The committee developed a successful "Back to Basics" series featuring expert panelists whom shared their knowledge of various marketing topics. All three events were highly successful with attendance rates of over 50 people each. The Communications Council has also proven to be an invaluable resource for the Chamber's communications efforts, consulting with the Chamber on a number of new initiatives including developing a Chamber blog. The blog was launched in April and is now the 5th most viewed webpage on the Chamber's website.

## The Chamber's Achievements of 2013

As we enter into the new year, it is important to look back on the hard work of the past year from the Chamber's Chair, Officers, Directors, staff and members, and to acknowledge the resulting accomplishments of the Chamber. A few of the Chamber's efforts in 2013 include:

- Introduced the Virginia Prescription Drug Card, which offers discounts on prescription drugs – free to all members for their distribution.
- The launch of the Chamber blog. Within months, the blog has risen to the fifth most visited page on the Chamber website.
- After a hiatus of a few years, the Chamber published another street map of Arlington. Over 8,000 were printed and distributed to members.
- The 8th Opportunity Works campaign was the most successful ever raising over \$272,000.
- The Chamber offered a trip to China which received rave reviews from the travelers. This was the third China trip the Arlington Chamber has offered over the past four years.
- Greatly improved the Chamber's communications efforts beginning with the Chamber's branding and many upgrades to printed materials and online communications.
- Significantly increased partnerships with other organizations, including increasing involvement with Arlington Economic Development
- Added the following programs: Legislative reception for Arlington's General Assembly delegation, Washington Business Journal seminars, Intellectual Property seminars, Back to Basics Communications events, SBA loan seminars, and a variety of forums for the nonprofit community.
- Increased emphasis on workforce development through our Education and Workforce Development Committee.

## 2014 Arlington Chamber Chair, Officers and Board Members

### 2014 Executive Committee

**Tim Hughes**, Chair  
**David DeCamp**, Immediate Past Chair  
**Doug Brammer**, Past Chair  
**Rich Doud**, President  
**Lindsey Rheame**, Treasurer  
**Tina Walker**, Assistant Treasurer  
**Shannon Bailey**, Vice Chair - Communications  
**Scott McCaffrey**, Vice Chair - Economic Development & Government Affairs  
**Joe Prentice**, Vice Chair - Member Affairs  
**John Murphy**, Vice Chair - Membership Development  
**Donna Hamaker**, Vice Chair - Special Interests

### 2014 Board of Directors - New Directors

**Jeffrey Burnham**, Turner Construction  
**Crystal Christmas-Watson**, Crystal City Marriott  
**Amanda Fischer**, Grade A Marketing  
**Betsy Frantz**, Leadership Arlington  
**Michael Garcia**, State Farm Insurance  
**Dan Laurenzi**, EagleBank  
**Greg Mullan**, George Mason Mortgage  
**Jay Reiner**, Jay E. Reiner CPA, PLLC

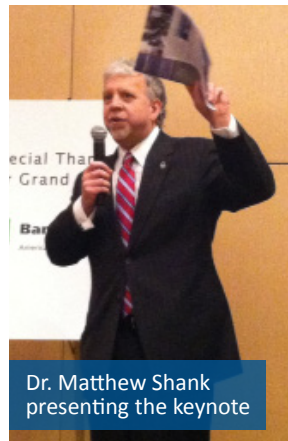
### 2014 Board of Directors - Continuing Directors

**Shannon Bailey**  
**Lucy Bowen-McCauley**  
**Doug Brammer**  
**Linda Chandler**  
**Charles Clohan**  
**David DeCamp**  
**Rich Doud**  
**Nancy Goodman**  
**Brian Gordon**  
**Mark Hadeed**  
**Donna Hamaker**  
**Greg Hamilton**  
**Sean Hosty**  
**Tim Hughes**  
**David Isaacson**  
**Todd Jerscheid**  
**Deborah Johnson**  
**Sonia Johnston**  
**Deborah Lipman**  
**Scott McCaffrey**  
**Greta Menard**  
**John Murphy**

**Patrick Murphy**  
**Barbara Nicastro**  
**Ron Novak**  
**Robb Parker**  
**Joe Prentice**  
**Lindsey Rheame**  
**Jim Ryerson**  
**Marie Schuler**  
**Grace Shea**  
**Kevin Shooshan**  
**John Snedden**  
**Adrian Stanton**  
**Karolyn Stuver**  
**COL. Fern Sumpter**,  
 US Army liaison to the Board  
**Brenda Turner**  
**Tina Walker**  
**Jim Whelan**  
**Patricia Williamson**  
**Todd Yeatts**  
**Mark Zetlin**



Shannon Bailey accepting the Committee of the Year Award



Dr. Matthew Shank presenting the keynote



Annual Meeting attendees listen to keynote speaker Dr. Matthew Shank



Terrence Kenny of TD Bank, event Grand Sponsor, introduces the keynote speaker

### Special Thanks to Our Annual Meeting Sponsors

Grand Sponsor



President's Award Sponsor  
**Comcast**

Chair's Award Sponsor  
**Monday Properties**

Premier Sponsors  
**Bean, Kinney & Korman PC**  
**John Marshall Bank**  
**Linden Resources**  
**Marymount University**  
**United Bank/Virginia Commerce Bank**  
**Washington Workplace**

Benefactor Sponsors  
**Arlington Community Federal Credit Union**  
**M&T Bank**  
**Organizational Strategies, Inc.**  
**The Shooshan Company**  
**Virginia Heritage Bank**

Patron Sponsors  
**Arlington Economic Development**  
**Donna Hamaker - KDH Real Estate**  
**Jay E. Reiner CPA, PLLC**  
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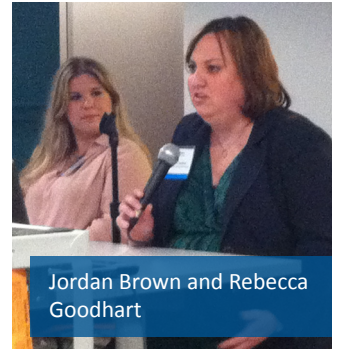
AMY FISHER  
 ■ communications  
 @arlingtonchamber.org  
 ■ 703-525-2400

NONPROFIT FORUM RECAP

Maximizing Impact with Online Giving Days

Last month, the Community Action Committee held a nonprofit forum at the **Ballston BID** LaunchPad location about the fastest growing trend in nonprofit fundraising – online giving days. Online giving raises 13% of today's fundraising dollars and is growing by 35%-55% per year in the U.S. It is a strategy that can raise large sums of money in a very short time span.

Featured speakers Jordan Brown, Razoo, and **Rebecca Goodhart, Homeward Trails**, shared insight and advice about implementing successful online giving days for any organization.



Jordan Brown and Rebecca Goodhart

Brown discussed the importance of crowdfunding as a way to gain a larger number of donors. A startling \$300 billion has been donated by individuals each year in the U.S. as a result of crowdfunding. **Goodhart** was able to support Jordan's remarks when describing **Homeward Trails'** successful *Give More 24* campaign, when they won the Most Donors category by asking volunteers, board members and donors to promote the event to their networks. These efforts resulted in donations from people all over the country they would have never been able to reach through traditional marketing methods.



Attendees at the nonprofit forum absorb information from presenters Brown and Goodhart

Important advice that both speakers could not stress enough was creating a detailed plan months in advance prior to an online fundraising day. Make sure you determine whom to ask for support and create a communication strategy that will best support your cause and goals. Additional tips Brown and **Goodhart** shared to maximize online giving day donations include:

- Create both internal and public goals and make sure everyone knows it
- Create a calendar of outreach activities to stay organized
- Get businesses on board as partners to help reach a broader audience
- Use social media channels, images and short videos to enhance interaction
- Be creative, think outside of the box when finding individuals to ask for donations
- Thank your supporters, then do it again!

Online giving days are a great way to raise funds while also building relationships with old and new donors and enhancing your organization's exposure. By asking your donors to give as little as \$10 each, you can generate thousands of dollars in online donations.

- For more information about the Community Action Committee or future nonprofit forums, please contact the Chamber at ■ 703-525-2400 or ■ chamber@arlingtonchamber.org.



## The Safety Net Charity You May Not Know

by Gerry Shannon, Executive Director, Arlington Thrive



### Do you know Arlington Thrive?

You may be one of many who have never heard of this charity that provides critical safety net services to Arlington residents. However, more than 3000 of your Arlington neighbors have heard of us and have benefited from our help during the past 12 months. Our mission is to provide emergency financial assistance to Arlington residents who are in crisis and cannot pay the bills for their basic needs. Last year, the kinds of assistance to residents ranged from the purchase of homeless person's \$10 prescription to \$1816 for one month's rent to prevent the eviction of a family with three children.

### How do we do it?

- Social workers vet residents' requests to determine true need and then contact us.
- **Arlington Thrive** pays the creditors directly, e.g. landlord, pharmacy, utility.
- We make payment checks available the same day they are requested, because emergency financial needs cannot wait if a family has an eviction notice or a utility disconnect notice.
- Contributions from individual donors, foundations and the County make it possible.

### Why are we needed?

With the high cost of living in Arlington, low-income wage earners here are at great risk of becoming homeless. Arlington County's 10-Year-Plan to End Homelessness is in its fifth year; but **Arlington Thrive** has been preventing homelessness for 38 years. Rental assistance, provided to more than 900 households last year, is the greatest emergency need, followed by utility assistance. Since 2008, we've experienced a steep increase in the demand for all types of emergency financial assistance, and the need continues to grow. Case workers from the County, **A-SPAN**, **Doorways for Women and Families**, AACH and Northern Virginia Family Services rely on **Arlington Thrive's** financial assistance for their clients' needs. For more information, visit [www.arlingtonthrive.org](http://www.arlingtonthrive.org).

### Who does the work?

**Arlington Thrive** keeps administrative costs down so that most of our budget is devoted to the financial assistance. Four part-time staff and 35 volunteers make sure that those who need help receive it quickly and efficiently. *Picture L-R: Program Manager **Nory Flores**, Administration Manager **Taffy Brandt**, Development Manager **Shandra Niswander** and Executive Director **Gerry Shannon**.*



## THE CHAMBER SCENE

### THE CHAMBER SCENE NOVEMBER - DECEMBER

## Your Chamber in the Community

Chamber 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.

*November 22 - Inova Medical Group Ballston OBGYN and Ortho & Sports Medicine Open House. Staff Rich Doud, Kate Roche, and Cassie Bate attended on behalf of the Chamber.*

*November 30 - Arlington Small Business Day. Staff Kate Roche and Cassie Bate participated on behalf of the Chamber.*

*December 4 - Ballston BID LaunchPad Finale. Chamber Directors **Linda Chandler**, **Michael Foster**, **Maritza Lizama**, **Barbara Nicastro**, and **Mark Zetlin** and Vice President Kate Roche attended on behalf of the Chamber.*

*December 4 - Insight Imaging - Arlington open house and ribbon cutting. Staff Rich Doud and Chris Hunter attended.*

*December 5 - Encore Learning Community Advisory Board meeting & luncheon. President Rich Doud attended.*

*December 7 - Volunteers of America Chesapeake's "Call to Care" night at Twisted Vines. Staff Cassie Bate and Amy Fisher attended on behalf of the Chamber.*

*December 11 - Arlington Small Business Coordinating Council meeting hosted by **Arlington Economic Development** at the **Ballston BID** LaunchPad location. Staff Chris Hunter and Kate Roche attended on behalf of the Chamber.*

*December 12 - **Hilton Crystal City** Holiday Reception. President Rich Doud attended on behalf of the Chamber.*

## Governor Awards FACT Fund

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

**Arlington Economic Development** and Amplifier Ventures have teamed up to create Tandem NSI (National Security Initiative), a unique public/private partnership designed to foster a vibrant national security fast-growth ecosystem that will bring together entrepreneurs, university researchers and students, government program managers and the business community to build new companies and technology products. Tandem NSI is funded by a grant from the Commonwealth of Virginia by way of the Virginia Federal Action Trust Fund (FACT) and Arlington County. The FACT Fund invests in highly strategic and innovative initiatives that allow the Commonwealth to modernize and grow its economy in light of changes in federal budgets and priorities.



Amplifier Ventures, in partnership with **AED**, will utilize the grant award, along with a 50 percent match from Arlington County, to develop, support and mobilize a self-enforcing economy of small, innovative national security technology product companies. Mentorship, partnership opportunities and community building provided by Tandem NSI will enable these companies to partner with Federal agencies and enable the fast growth of this innovative sector that is unique to Arlington. Benefits include both economic growth, and preparing Arlington for widespread reorientation of its technology employment sector.

"Arlington is thrilled to partner with Amplifier Ventures and be part of this prestigious group of grant recipients," stated **Jennifer Ives**, Director of Innovation & Strategic Partnerships with **Arlington Economic Development**. "Virginia and Arlington recognize the value of strong partnerships between the government and private sector, as well as the opportunity for innovation that can arise from robust public-private partnerships. This award validates the many recent successes Arlington and Amplifier Ventures have helped create in the realm of national security innovation and will allow us to help cultivate and grow even more businesses in Arlington and across the Commonwealth."

This is the first year FACT funds have been allocated in Virginia. Local government entities and state agencies that have had or have pending negative impacts caused by announced federal budget reductions or sequestration actions were able to apply for FACT Fund Allocations, and private entities were encouraged to serve as partners with those local governments or state agencies.

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## Doing Business With The County and The State

by Jim Whelan, Proactive Smart Business Thinking, LLC

**Tara Palacios**, BizLaunch, **Arlington Economic Development**, briefed the Roundtable attendees on how to vie for business from the county and the state.

### How to Do Business in Arlington

Two months ago the county launched Arlington's Centralized Procurement Process (iSupplier - [www.arlingtonva.us/purchasing](http://www.arlingtonva.us/purchasing)). This gives Departments the ability to solicit bids directly at \$50,000 per transaction.



You must be registered to receive opportunities: Invitation to Bid (ITB), or Request for Quotations (RFQ). The most important step is your commodity codes. Arlington uses the United Nations Standard Products & Services Codes (UNSPSC).

### Tara's Tips

- Once you register it will take 1-3 days for the purchasing office to approve your account. If you haven't heard from them, I would recommend calling to follow up;
- Meet with the various departments before an RFP or RFQ hits the streets so that they are aware of your company and your capabilities;
- Once the bid hits the streets you won't be able to ask questions unless there is a formal meeting scheduled;
- You won't receive a notification unless your commodity codes are entered;
- Your profile can be updated as many times as you need it to be (If you'd like to add more codes or take away codes)

### Doing Business with the State Using eVA

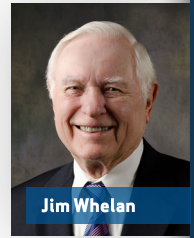
eVA brings buyers and suppliers together using technology. Register as a vendor. The state uses standardized codes, created by the National Institute of Governmental Purchasing (NIGP), that classify supplier products and services. NIGP codes allow buyers to select suppliers over the internet. These codes are crucial since the match is based on these codes

### Why BizLaunch

- FREE Small Business Resources
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- Networking Opportunities
- Market Research Data
- Connections (I.e., Networking)
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- Are you eligible to participate? YES!!!

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



The roundtable, facilitated by **Jim Whelan of Proactive Smart Business Thinking, LLC**, 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

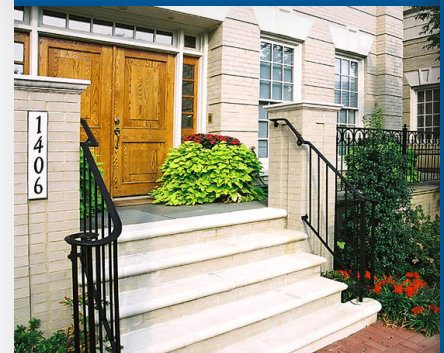


REGISTER NOW:

JANUARY SMALL BUSINESS ROUNDTABLE

29 WEDNESDAY  
11:45 a.m. - 1:15 p.m.  
Chamber Board Room

### WELCOME THEM HOME



A "Chamber Welcome" is a relocation packet for potential Arlington County residents who request information about Arlington. We receive more than 250 requests every year, with requests from all 50 states. Take this opportunity to be among the first to introduce your company to potential new residents of our area. With a variety of opportunities to advertise, this is a great way to market your business and gain new customers/clients.

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**The mission of the Arlington Chamber of Commerce** is to strengthen businesses and the economic environment for those who work, live and do business in Arlington.

**The vision of the Arlington Chamber of Commerce** is to be the essential partner for business success.

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### **THANK YOU!**

- CroppMetcalf Services and Morton's The Steakhouse for hosting the November Business After Business
- CroppMetcalf Services for donating a door prize for the November Business After Business
- Key Bridge Marriott for hosting the December Board of Directors meeting