

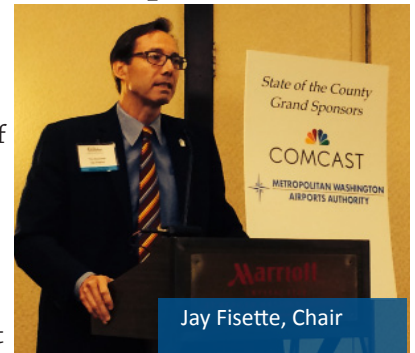


■ STATE OF THE COUNTY REVIEW

Fisette Shares Arlington's Economic & Development Status

On June 24, 2014, the Honorable **Jay Fisette**, Arlington County Board Chair, delivered his address at the 13th annual State of the County, providing attendees with an overview of the economic and developmental status of the County. The event was hosted by the Arlington Chamber of Commerce with Supporting Partner Leadership Arlington at the **Crystal City Marriott**.

Before a crowd of approximately 150 business, nonprofit and civic leaders, **Fisette** provided the community an update of overall County conditions, achievements and progress made on the County's economic and development goals and shared the Board's plan for the future.



Jay Fisette, Chair

Fisette discussed several key topics affecting the Arlington community. He addressed the transformation of Arlington since 1998, when he joined the Board, including how Arlington has responded to the challenges of growing pains, housing affordability, staying competitive in a very rapidly changing economic time, as well as; innovation and strategic partnerships, and the status of the controversial Columbia Pike streetcar project.

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► Please turn to page 6 for a full recap, photos, and sponsors.

■ CHAMBER UPDATE

New Chamber President & CEO Announced

On June 20, 2014, the Arlington Chamber of Commerce announced that **Katharine (Kate) Roche** has been selected as the Chamber's new President & CEO. The Chamber's Board of Directors voted to approve **Roche** for the position after engaging in extensive nationwide search through retained search firm, Sterling Martin. **Roche** began with the Arlington Chamber of Commerce in 2007 and most recently served as Vice President.

Message to Chamber Members:

I am honored to serve each of you as President & CEO. As with any leadership transition, this presents opportunities to keep our Chamber evolving to be as relevant as possible to our membership. Each of you are a crucial part of the Chamber and the Arlington business community. Please never hesitate to reach out to me or any member of the Chamber staff to let us know how we can better serve your business or organization. Resources including time are finite and ideas are infinite so we will not be able to execute every single idea; however, that does not mean we don't value the feedback. We will continue to enhance and develop programs in line with our mission to strengthen businesses and the economic environment for those who work, live and do business in Arlington. Thank you all for your membership and your involvement. - **Kate Roche, President & CEO**



Kate Roche

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SAVE THE DATE

NONPROFIT FORUM: PLANNING
AHEAD - HOW-TO GUIDE ON
SETTING UP A PLANNED GIVING
PROGRAM

JULY 15

11:30 a.m. - 1:00 p.m.
WETA

9TH ANNUAL SCHOLAR'S CUP

SEPTEMBER 17

3:30 - 7:00 p.m.
Location: TBA

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 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
 David Isaacson, Vice Chair - Membership Development
 Donna Hamaker, Vice Chair - Special Interests

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Renee Aldrich, United Bank
 Shannon Bailey, Global Thinking
 Lucy Bowen-McCauley, Bowen McCauley Dance
 Doug Brammer, Verizon
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 Linda Chandler, Linden Resources
 Crystal Christmas-Watson, Crystal City Marriott
 Charles Clohan, Dittmar Company
 David DeCamp, Newmark Grubb Knight Frank
 Amanda Fischer, Grade A Marketing
 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
 Sean Hosty, Morgan Stanley
 Tim Hughes, Bean, Kinney & Korman, P.C.
 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 Rheame, 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
 John Snedden, ROCKLANDS Barbeque & Grilling Company
 Adrian Stanton, Virginia Hospital Center
 Karolyn Stuver, Fluor
 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

Kate Roche, President & CEO
 Mike Rosenow, Director of Membership
 Lisa Shapiro, Communications Manager
 Cassie Bate, Member Services Administrator
 Megan Young, Events Associate

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

JULY AT THE CHAMBER

COMMUNICATIONS COUNCIL MEETING	2 WEDNESDAY 8:30 - 9:30 a.m. Chamber Board Room
4TH OF JULY HOLIDAY	4 FRIDAY Chamber Office Closed
HOTEL GENERAL MANAGERS COMMITTEE MEETING	7 MONDAY 4:00 - 5:00 p.m. DoubleTree - Crystal City
AMBASSADOR COMMITTEE MEETING	7 MONDAY 4:15 - 5:00 p.m. Chamber Board Room
SMART START	8 TUESDAY 4:00 - 5:15 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	9 WEDNESDAY 8:00 - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	10 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn
NONPROFIT FORUM: PLANNED GIVING	15 TUESDAY 11:30 a.m. - 1:00 p.m. WETA
BUSINESS AFTER BUSINESS	24 FRIDAY 5:00 - 7:00 p.m. FVCbank
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE MEETING	25 TUESDAY 8:30 - 9:30 a.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE MEETING	30 WEDNESDAY 8:30 - 9:30 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	30 WEDNESDAY 11:45 a.m. - 1:00 p.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.

8 TUESDAY
4:00 - 5:15 p.m.
Chamber Board Room
4600 Fairfax Drive
Suite 804
Arlington, VA 22203

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Greg Mullan -
GEORGE MASON MORTGAGE, LLC[®]
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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.

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

GRAND SPONSOR

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 Bank

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. This month's Business After Business focuses on highlighting local nonprofits.

24 THURSDAY
5:00 - 7:00 p.m.
FVCbank
2500 Wilson Blvd.
Arlington, VA 22201

FVCbank
 FIRST VIRGINIA COMMUNITY BANK
 CONVENIENTLY LOCATED IN YOUR OFFICE

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.

Welcome!

It is my distinct pleasure to welcome the Chamber's new President and Chief Executive Officer, **Katharine (Kate) Roche**.

Our members know and love **Kate Roche** for her tireless and effective commitment to the Chamber. Since she joined the Chamber 2007 as the Member Services Manager, then as the Director of Member Services, and finally as Vice President. She has wowed us all with her dedication and engagement.

As Chair, I have been privileged to work even more closely with each of the staff. It is humbling seeing the constant attention to detail, organization, management and leadership it takes to pull off the day to day operations of the Chamber. All our events come off flawlessly and with seeming ease. We pick up the phone, call **Kate Roche**, and things happen. Our Opportunity Works campaigns do not succeed without her support and coordination. All these things happen because of the sweat equity and energy of staff in general, and **Kate Roche** in particular.

In terms of the bigger picture, **Kate Roche** was an enthusiastic proponent of our strategic planning and she spearheaded implementing our strategic plan. The net result is that over the last three years, our Chamber has seen solid membership growth, effective fiscal governance, and experienced substantial gains in the partnering and relationships we have built with key organizations and individuals, including the **Ballston BID** and **Arlington Economic Development**. Over time, she sought and obtained greater management responsibilities and excelled at every turn.

Kate Roche's passion and caring for this specific Chamber are unparalleled. Finally, she brings a unique blend of continuity, experience and changing the paradigm. I am really looking forward to the opportunity to serve and support the Chamber under her leadership.

Welcome **Kate!!**



Tim Hughes
Bean, Kinney & Korman P.C.



Tim Hughes



NONPROFIT FORUM:
Planning Ahead:
The How-To Guide to Setting up a Planned Giving Program

Tuesday, July 15
11:30 a.m. - 1:00 p.m.
WETA

Planned Giving

Presented by the Community Action Committee

FLUOR

MARYMOUNT UNIVERSITY

Ballston
Business Improvement District

BAE SYSTEMS

TMI
TECHNOLOGY MANAGEMENT, INC.

Dominion

Marriott

BK & K BEAN KINNEY & KORMAN ATTORNEYS

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The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203. 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

■ EDUCATION

APPLESEED LANE
5407 36th St. N.
Arlington, VA 22207
Phone: (703) 346 8752
E Mail: cmarbley@appleseedlane.com
Website: www.appleseedlane.com

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Appleseed Lane is a subscription box service for kids that was started to provide phenomenal STEM experiences to kids ages 4-8 across the nation. Our science and engineering boxes are aligned to national science standards, highly accessible to kids of all backgrounds and abilities, and totally fun!

■ FITNESS

9ROUND COURTHOUSE
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Arlington, VA 22201
Phone: 703 276 9763
E Mail: rob.graveline@9round.com
Website: www.9round.com/courthouse

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9Round is a specialized fitness center offering traditional boxing and kickboxing fitness programs that incorporate functional, interval, cardiovascular, and circuit training regimens for everyone.

VIANKA'S BODY

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Arlington, VA 22204
Phone: (571) 882 3305
E Mail: vianka@viankachung.com
Website: www.viankachung.com

SPONSOR: Rachelle Hill, Bean, Kinney & Korman P.C.

Vianka Chung is a model, actress, certified personal trainer and yoga/prenatal instructor that offers customized personal training programs, and a variety of group speciality classes. She incorporates cross training, yoga, aerobic, anaerobic, boxing and strength training. Whether you're an athlete, model or just wanting to stay in shape Vianka's Body can work with you to tailor your curriculum.

MILESTONE ANNIVERSARIES



CONGRATULATIONS!

■ FIFTEEN YEARS

HUNTON & WILLIAMS

■ TEN YEARS

RELIABLE HAULING & JUNK REMOVAL

■ FIVE YEARS

ADVANCED TOWING COMPANY, LLC

MEMBERS IN THE NEWS

■ METROPOLITAN WASHINGTON AIRPORTS AUTHORITY

Study: Washington's Airports Are Key Economic Drivers

A new study reveals the **Metropolitan Washington Airports Authority's** operations are responsible for more than 4.5 percent of the National Capital Region's annual gross domestic product supporting more than 387,000 jobs, \$15 billion in labor income, \$1.9 billion in state and local taxes, and \$21 billion in business revenue.

■ ARLINGTON COUNTY PUBLIC SCHOOLS

Arlington Public Schools Receives Prestigious SPQA Medallion of Excellence

Arlington Public Schools (APS) is the recipient of the prestigious Medallion of Excellence Award presented by the U.S. Senate Productivity and Quality Awards for Virginia and the District of Columbia (SPQA). The Medallion Award is SPQA's highest award level for performance excellence. Since the award was established in 1983, **APS** is only the ninth school division in Virginia to receive it and the first school division in nearly a decade to be recognized.

■ ARLINGTON COMMUNITY FEDERAL CREDIT UNION

Arlington Community Federal Credit Union Announces New President and CEO

Arlington Community Federal Credit Union (ACFCU) announced its Board of Directors has appointed **Karen Rosales** as President and Chief Executive Officer. **Ms. Rosales** previously held the position of Chief Operating Officer. She replaces outgoing **CEO Brenda Turner**, who retired in April. **Rosales** has over 20 years of experience in the financial services industry. Since 2010, **Rosales** managed the strategic direction, service delivery and operational efficiency of **ACFCU**.

■ EAGLEBANK

EagleBank to acquire Virginia Heritage Bank

Eagle Bancorp Inc., the region's second-largest locally headquartered bank, announced a deal potentially worth \$182.9 million to acquire **Virginia Heritage Bank (VHB)**, adding six NoVa branches and just shy of \$1 billion more to its current assets. Under the agreement, **Eagle Bancorp** would award **VHB** shareholders a combination of its common stock and cash for each **VHB** share. Both banks' boards approved the deal, which will go up for a shareholder vote and is expected to close in the fourth quarter of this year.

■ BEAN, KINNEY & KORMAN, P.C.

Six Attorneys from Bean, Kinney & Korman Recognized as 2014 Virginia Super Lawyers

Bean, Kinney & Korman announced that six of its attorneys were recently selected for inclusion in the 2014 Virginia Super Lawyers list including **Raighne Delaney**, Business Litigation, **Jonathan Kinney**, Land Use/Zoning, **James Korman**, Family Law, **Christian Lapham**, Family Law, **James Schroll**, Bankruptcy and Creditor/Debtor Rights and **Sara Leiner Schuler**, Family Law. Super Lawyers is a rating service of lawyers from more than 70 practice areas who have attained a high degree of peer recognition and professional achievement. Two additional attorneys were selected for the 2014 Virginia Rising Stars list.

■ MERCEDES-BENZ OF ARLINGTON

Mercedes-Benz of Arlington Donates Funds to Help Local Women and Families in Need

Mercedes-Benz of Arlington, Virginia and the National Automobile Dealers Charitable Foundation presented **Doorways for Women and Families** with a \$1,500 donation to help Arlington's most vulnerable. Graciously made possible by the advocacy efforts of Senator Barbara Favola, **Doorways for Women and Families** was thrilled to be the recipient of the \$1,500 donation, which will be used to continue serving Arlington women and families in need.

■ ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING

APAH Recognized for Achievements in Nonprofit Affordable Housing Development

On June 16, 2014, the Housing Association of Nonprofit Developers (HAND) awarded the **Arlington Partnership for Affordable Housing (APAH)** its highest tribute, "Developer of the Year." HAND's Executive Director Heather Raspberry, said "**APAH's** work has been critical to the development of vibrant and sustainable communities throughout Arlington County."

■ ARLINGTON COMMUNITY FOUNDATION

Arlington Community Foundation Awards Scholarships

On June 9, more than 60 Arlington High School graduates was awarded college scholarships from the **Arlington Community Foundation**, which combined was worth almost \$400,000! The scholarships awarded, including the **Rich Doud Arlington Chamber of Commerce Scholarship**, have varying criteria and eligibility requirements, but the young men and women who receive them have one thing in common - they are all accomplished students and outstanding community members!

■ LMO ADVERTISING

LMO Advertising Named One of the 'Best Places to Work'

LMO Advertising, the largest advertising agency in the D.C. area, today was named one of this year's Greater Washington's 'Best Places to Work' by the Washington Business Journal. LMO was honored in the medium business category and earned the recognition based on surveys completed by the company's employees.

■ HEALTHCARE SERVICES

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Skyline Wellness Center is an integrated health care center by combining acupuncture, chiropractic, massage therapy, medicine, nutrition, physical therapy, psychotherapy & sports medicine.

■ LEGAL SERVICES

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Courthouse Postal Station
Arlington, VA 22216 7655
Phone: (703)525 5110
E Mail: jconway@flottco.com
Website: www.flottco.com
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Flott & Co. advises companies and individuals doing business here and overseas and foreign companies and individuals with United States investments and income.

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The Geller Law Group offers high quality legal services personally tailored to meet the needs of small business, families and individuals.

■ NON PROFIT ORGANIZATIONS & FOUNDATIONS

MY FRIEND MAYVIS FOUNDATION, INC.
PO Box 50122
Arlington, VA 22205
Phone: (757) 754 7558
E Mail: deb@myfriendmayvis.org
Website: www.myfriendmayvis.org
SPONSOR: Staff
My Friend Mayvis assists emotionally and financially abused women with championship and direct funding to help move them towards self-sufficiency.

■ TELECOMMUNICATIONS

MORSE COMMUNICATIONS, INC.
14812 Hickory Post Court
Centreville, VA 20121
Phone: (571) 281 2198
E Mail: wwood@morsecom.com
Website: www.morsecom.com
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Morse Communications is a 20 year old technology solutions company specializing in communications technology, including: voice, data networking, data center, cloud and security.

■ TECHNOLOGY & COMPUTER SERVICES

virtualdeveloper.com
2301 Columbia Pike #324
Arlington, VA 22204
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We have over 19 years experience delivering enterprise Internet/Intranet portals, cloud computing and knowledge management (cloud) solutions.

OPPORTUNITY WORKS CORNER

Thank You!

Thank you to all of the Opportunity Works campaign volunteers that have helped to make this possible. We could not do it without you!

The 2014 Opportunity Works campaign produced \$225,854, as of June 24.

At the recent campaign celebration, **Joe Prentice** and **Barbara Nicastro** announced that they will return as co-chairs for the 2015 campaign. A huge thank you to each of them for their leadership and the energy and creativity that they bring!

Special thanks to **ROCKLANDS Barbeque Grilling and Company** for being incredible hosts for the Opportunity Works Campaign Celebration.



SPECIAL THANK YOU TO
GRAND SPONSOR





(L-R) Robert Martinson, Rick Reinsch, Scott Miller, John Snedden, and Joe Prentice.



OW Campaign Celebration attendees playing Jenga as part of the "Build It" theme.

Fisette Remains Optimistic For Arlington

At the 14th Annual State of the County on Tuesday, June 24, the Honorable **Jay Fisette**, Arlington County Board Chair, discussed several key topics affecting the Arlington community. He spoke of the transformation of Arlington since 1998, when he joined the Board, how Arlington has responded to the challenge of growing pains: housing affordability, staying competitive in a very rapidly changing economic time, as well as, innovation and strategic partnerships, and the status of the controversial Columbia Pike streetcar project.

Fisette said, "It's an exciting and challenging time to be in Arlington. We are known for meeting the challenges that come." He added, "I am particularly proud that, throughout all of the change, Arlington has still maintained our small town feel. Our crime rate is low and there is growth in school enrollment." He reminisced by saying, "Twenty years ago, Arlington was quiet and sleepy. The most common business was a used car lot." He emphasized change and growth citing several Statistics, "40% of all transit trips in the Commonwealth start or end in Arlington." He added, "we have the highest concentration of 25-34 year olds."

He said, "affordable housing is important for all people of all income levels. We are the victims of our own success. Between 2000-2011, 11,500 units were lost to redevelopment." He added, "Vision without action is a daydream and action without vision is a nightmare." **Fisette** covered in detail the status of the Columbia Pike streetcar project and the backup plan if the project does not receive federal funding. He said, "I am committed to the streetcar, but not if Arlington homeowners are forced to pay for it." **Fisette** also answered questions from attendees that were pertinent to area businesses. He concluded, "I remain optimistic. We have proven our resiliency." He proudly states, "We have a lot of success ahead of us."



Scott McGaffrey serving as moderator, asks Jay Fisette important questions.

Special Thanks to Our Sponsors

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Technology Management, Inc.

Todd Ihrig - H.D. Vest Investment Services

CHAMBER SCHOLARSHIP

High School Graduates Recieve Rich Doud Arlington Chamber of Commerce Scholarships

The Arlington Chamber of Commerce awarded two high school seniors scholarships for secondary education via the **Rich Doud Arlington Chamber of Commerce Scholarship** fund. The scholars were honored at the **Arlington Community Foundation's** Scholarship Awards Reception on June 9.

Rose Montgomery, one of the scholarship recipients, attended Bishop O'Connell High School, and plans to pursue her Bachelor's degree at the University of Virginia in the fall. The second recipient, Ariel Cadby-Spicer attended Wakefield High School, and will be attending the College of William & Mary.

The Chamber's Academic Scholarship Program was created by the Education and Workforce Development Committee to provide assistance to Arlington County students who demonstrate leadership and academic success, as well as, financial merit. The scholarships are funded through donations collected year-round and through the proceeds of the Chamber's annual Scholar's Cup mini-golf tournament.



Kim Durand, Education & Workforce Development Committee member presents Ariel Cadby-Spicer and Rose Montgomery the Rich Doud Arlington Chamber of Commerce Scholarship.

New Chamber Board Member Appointed

The Arlington Chamber is pleased to announce the recent appointment of **Renee Aldrich** to the Board of Directors.

Aldrich is a Senior Vice President at **United Bank** with over 12 years of experience as a commercial lender. She came to **United** through this year's merger with **Virginia Commerce Bank** where she worked as a commercial business and commercial real estate lender for 4 years. Prior to joining **Virginia Commerce Bank**, Renee worked at SunTrust Bank for 8 years as a lender with an expertise in commercial real estate financing. While at SunTrust she received her credit and lending training.

Recently, in May 2014 Renee graduated from **Leadership Arlington's** Signature Program. In the past has served on the Board of Directors for DC Commercial Real Estate Women along with chairing their Membership Committee for several years.

She holds a BS degree in Business Administration with a Finance concentration from the University of Richmond, and was a member of their women's varsity soccer team. Renee is a dog lover and recently became a home owner in Arlington.



Renee Aldrich

CHAMBER TRAVEL

The Arlington Chamber of Commerce is excited to offer our members and the community two unique opportunities to travel with fellow business leaders and community members! The first trip is to China in October 2014. The second trip is a tour of Vienna, Budapest and Prague in March 2015.

China

The Chamber is partnering with **Citslinc International** for a fourth time to offer this unique trip to China. From October 15 – 23, our travelers will explore memorable sites, both ancient and modern, and enjoy a multitude of unforgettable experiences. For business travelers, there will be an opportunity to meet with business leaders in China and learn how the Chinese business system works. Prices begin at \$2,399* per person. **Registration deadline for China is July 20th.**

Eastern Europe

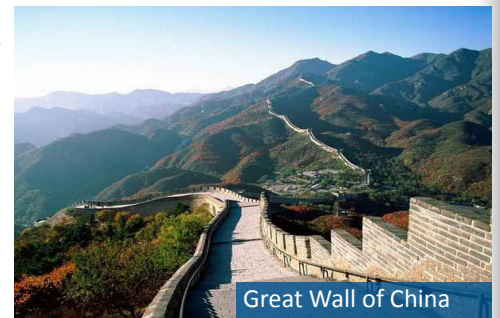
In the spring, join the Chamber to travel to Eastern Europe. Our travelers will spend two nights each in Prague, Vienna, and Budapest. Departing on March 9th, this trip features visits to Eastern Europe's "Imperial Splendors," including the Royal Palace in Budapest, The Vienna Opera House and many more. The deadline to register for this 8 day trip is November 19, 2014.

Pricing for Chamber members, their families and guests is just \$2,499* and includes:

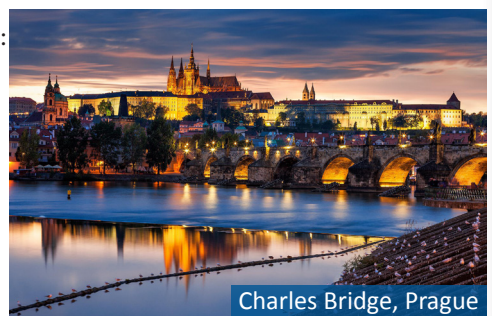
- Round trip scheduled airfare (including air fuel surcharges)
- Ground transportation while overseas
- 2 nights Budapest; 2 nights Vienna; 2 nights Prague
- Breakfast Daily
- A unique opportunity to meet with business leaders
- Entrance fees per itinerary.
- Air-Conditioned Motor coach

**Rates based on double occupancy. There is an additional fee for travelers who choose to have a single room.*

For more information, please call Cassie at (703) 525-2400, or visit our website www.arlingtonchamber.org.



Great Wall of China



Charles Bridge, Prague

NONPROFIT FORUM

Planning Ahead: The How-To Guide to Setting up a Planned Giving Program

July 15, 2014
11:30 a.m. - 1:00 p.m.
WETA
2775 S. Quincy St.
Arlington, VA 22206

It is a competitive world when it comes to funding for nonprofits. Has your organization considered starting a planned giving program? Many planned gift options exist.

Join us to learn how to set up a planned giving program using a systematic effort to identify and cultivate a person, for the purpose of generating a major gift.

This lunch forum will show you best practices for how to set up a planned giving program, featuring a panel of experts representing a variety of organizations. Panelists will discuss their tips for developing a planned giving program and planning alternatives, tax implications, the legal aspect of planning giving, and illustrations of how to strengthen annual and major gift campaigns.

TWEET TWEET

Are you one of our Tweeps?



Following the Chamber on Twitter is a great way to stay informed about Chamber events and news using hashtag #acocva while also receiving news about local businesses and events. Chamber members, tag us with @ArlChamberVA to let us know about your events.

➤ www.twitter.com/ArlChamberVA

WEB FEATURE

The website's Community Calendar allows members to include their events for everyone to see.

Submit your business' event by logging in online at www.arlingtonchamber.org

CHAMBER SCENE

■ THE CHAMBER SCENE JUNE - JULY

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. Below are a few highlights of the events Chamber staff and Directors participated in on behalf of the Chamber.

June 9 - The Arlington Community Foundation (ACF) awarded \$380,000 in scholarship assistance for 64 students to attend college next year at an awards ceremony held at Kenmore Middle School. **Kim Durand, Arlington Partnership for Children, Youth & Families** attended on behalf of the Chamber. She presented Rose Montgomery of Bishop O'Connell, who will be attending UVA, and Ariel Cadby-Spicer of Wakefield High School, who will be attending the College of William & Mary, the Rich Doud Arlington Chamber of Commerce Scholarship fund (see photo on pg. 6).

June 10 - Kate Roche attended the **Economic Development Commission** Meeting on behalf of the Chamber.

June 11 - Mike Rosenow attended the Small Business Coordinating Council (SBCC) meeting sponsored by BizLaunch held at the Microsoft Store in the Fashion Centre in Pentagon City. KivaZip presented a new initiative they are planning for the DC metro area, and Microsoft unveiled a new business resource.

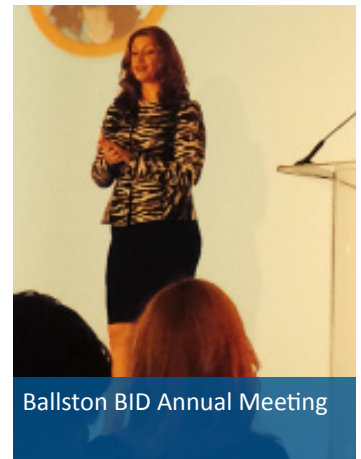
June 16 - Crystal City BID Annual Meeting. Mike Rosenow and Kate Roche attended on behalf of the Chamber. In addition, a number of Chamber members were also in attendance.

June 23 - Ballston BID Annual meeting. Kate Roche, Lisa Shapiro, and Cassie Bate attended on behalf of the Chamber. In addition, a number of Chamber Directors and members were in attendance.

June 24 - NextGenNow mixer at Whitlow's on Wilson. Cassie Bate attended on behalf of the Chamber. **NextGenNow** announced the recipient of their first grant, awarded to the **Reading Connection**.



Crystal City BID Annual Meeting



Ballston BID Annual Meeting



Scott Miller

Ballston Branch Relationship Manager

571.319.4800

smiller@eaglebankcorp.com

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The Reading Connection combats summer learning loss.

by Stephanie Berman, Program Manager, The Reading Connection

Summer is officially here. Kids are excited about school getting out and educators across the country are worried about how much kids' abilities will deteriorate over the summer. Summer reading loss is a real and cumulative problem.

Available research indicates that the reading achievement of low-income children, as a group, typically declines during the summer vacation period, while the reading achievement of children from more economically advantaged families holds steady or increases modestly. (Richard Allington and Anne McGill-Franzen, *Phi Delta Kappan*, September, 2003.)

Moreover, researchers have found that these losses are cumulative over time. If two kids are at the same reading level at the beginning of second grade, by the time they reach the end of sixth grade, the poor child can be nearly three years behind. Studies show that there is little or no difference between the children's achievement while school is in session. It is what happens over the summer that sets low-income kids back.

What factors cause this phenomenon? Low-income kids face a triple threat over the summer in relation to their more affluent peers. They experience the following:

- **Lack of access to books.** At-risk kids have fewer books in their homes and less access to public libraries than more affluent kids. If you don't have any books, you can't practice your reading skills.
- **Lack of encouragement and motivation to read during the summer.** At-risk kids are less likely to be involved in summer reading programs that encourage and reward reading for fun over the summer. If reading isn't fun, kids are less likely to do it on their own.
- **Lack of resources and opportunities to build background knowledge.** Low-income kids' families have fewer resources to send their kids to summer camps or enrichment programs or to take family outings and trips than more affluent kids.



The Reading Connection (TRC)'s We Are Readers summer reading initiative works to address all three.

- **Access to books:** We continue our reading programs during the summer, including the weekly opportunity for kids to listen to stories and choose books to keep. At our We Are Readers sites, we read with kids twice a week to provide even more reading opportunities.
- **Motivation:** At our *We Are Readers* sites, we post a thermometer tracking system to track how much kids read for fun, and reward them for reaching collective goals. Seeing the thermometer fill up and accumulating prizes motivates the kids to read, read, read.
- **Real-world experiences:** TRC makes real-world experiences central to the We Are Readers program. We read about summer topics like thunderstorms and the World Cup and bring in guests like the firefighters or a zookeeper to build on what the kids are experiencing throughout the summer.

What can you do to make this summer one with learning gains instead of losses? Participate in a local reading program through your public library, bookstore or The Reading Connection. Make sure the kids in your life have lots of books available to them. Visit the library and swap books with friends. Include newspapers and magazines in what you offer kids during the summer. Use great resources like James Patterson's **ReadKiddoRead.com** and Start With A Book. They provide easy steps to make reading the thing to do this summer, as well as a great list of books.

Finally, try something new with your kids this summer. Teach them to garden, cook or fix a bike. Explore your neighborhood or visit a museum. Every new experience builds vocabulary and background knowledge, improving comprehension. And the more you understand what you are reading, the more fun it is to read!

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Columbia Pike Initiative Wins Award for “Best Corridor Plan”

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

Arlington's Columbia Pike Initiative has been named the 2014 “Best Corridor Plan” by the Congress for New Urbanism in its annual “Charter Awards.” The Columbia Pike Initiative, which is designed to transform the Columbia Pike area to a walkable mixed-used main street, was lauded for its ability to address a broad variety of important urban issues, from affordability to creating and enlivening public space, in linear corridor thinking. County Staff received the Charter award at the 2014 CNU conference in Buffalo, NY earlier this month.

“This award acknowledges our community’s hard work – and years of planning – to transform Columbia Pike into a more transit-oriented, walkable ‘Main Street’ and an even better place for people of all incomes to live,” said Arlington County Board Chair **Jay Fisette**. He adds, *“We’re already seeing the investment resulting from good planning and anticipation of the streetcar. This is further validation of Arlington’s approach of linking land use and transportation planning.”*

Arlington County was recognized for more than 15 years of planning efforts. Since the late 1990s, the County has partnered with residents, community leaders, and owners of businesses and properties along the Pike to plan the corridor’s revitalization. The Columbia Pike Initiative Plan, adopted in 2002 and updated in 2005, established the original Main Street vision and focused on mixed-use development, improving the urban form of buildings and public space, and preserving historically significant buildings in the commercial centers. For the surrounding residential areas, the County Board adopted the Columbia Pike Neighborhoods Area Plan in 2012, which represented the culmination of the second phase of the Initiative.

The Congress for New Urbanism is a leading organization promoting walkable, mixed-use neighborhood development, sustainable communities and healthier living conditions. Its Charter Awards program, established in 2001, is regarded as the preeminent global award for excellence in urban design.



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Start-up 101: How to Position Your New Business For Success

by Jim Whelan, Proactive Smart Business Thinking, LLC

Greg Hamilton, Publisher & Co-Founder, **Arlington Magazine** presented.

It all comes down to one word: Planning." Hamilton advises that before you start a business, you should spend months compiling a comprehensive business plan. There is no way to ensure a business will succeed, but thorough planning will increase the likelihood of success. In addition, you will need to identify sources of funding. How are you going to fund the business until it is profitable? What if revenue or margin projections aren't met? Will you have the ability (and the stomach) to inject additional funds?

Elements of a business plan:

I. General Company Description, Risks & Competition

- Identify the legal structure of the business, e.g. LLC, S Corp, Partnership, etc. Refer to the SBA site or other online sources for information.
- Define your sources of revenue.
- Provide a realistic assessment of the risks.
- Study the competition and provide a detailed review of direct and indirect competitors.

II. Products and Services: The offering. Provide an extensive, detailed report of the products and services. Answer the questions:

- Why will consumers choose your product/service?
- What is your unique value or selling proposition?
- Why is your product a fit for the demographic you intend to serve?

III. Market Analysis: Who are you planning to serve?

- Conduct primary research, if necessary or helpful.
- Conduct secondary research, e.g. size of addressable market, median household or family income, education rates, percentage of single people vs. families, owner-occupied homes vs. renters, home values, etc. Are the metrics increasing, decreasing or holding steady? How does that compare to other similar jurisdictions?

IV. Marketing Plan

- How are you going to reach your target market? What marketing channels are you going to use?
- How are you going to price your offering? Are you going to offer discounts/specials?
- Do you need to focus on branding (logo, colors, tagline, positioning statement, etc.)?
- How much of your overall budget will be dedicated to marketing?
- Are you going to compile a database of prospective clients?

V. Timeline and Success Metrics

Timeline:

Business formation date; Secure space; Date of key hires; Product launch dates

Success metrics:

Meet or exceed base case revenue projects; Manage expenses to budget; Achieve target profitability; Maintain target cash balance; Attract projected client base

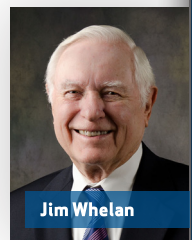
VI. Management and Organization

- Who will run the business?
- In a partnership, how are the decisions going to be made? How will disagreements be settled?
- How will management spend its time (provide estimates across different functional areas)?
- How will employees spend their time and what metrics will be used to judge their performance and effectiveness?

VII. Financial Information and Investment Merits

- Provide a detailed budget with best, base (expected) and worst case revenue projections. Defend your projections. Identify the risks.
- What are the funding sources? Debt vs. equity. If equity, personal, friends and family, crowdfunding, venture capital. How much control are you willing to give up?
- Why would someone invest in your business? Need operating agreement and term sheet, in addition to business plan.

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



Jim Whelan

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.

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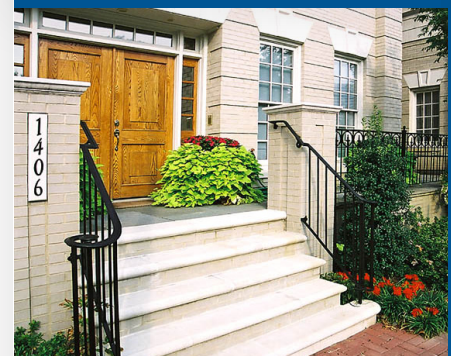
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SMALL BUSINESS ROUNDTABLE

30 WEDNESDAY

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Chamber Board Room

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For more information, contact:

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THANK YOU!

- Mercedes-Benz of Arlington for hosting the June Business After Business.
- Jamie Nicholas Printing & Graphics for donating a door prize for the June Business After Business.
- Bernie Cohen for donating a door prize for the June Business After Business.