

SPECIAL THANKS TO  
ARLINGTONIAN  
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## SAVE THE DATE

### BREAKFAST CONNECTION COMBINED WITH ALEXANDRIA CHAMBER

JUNE 11

7:30 a.m. - 9:00 a.m.  
The Chart House

### SMALL BUSINESS ROUNDTABLE: THE IMPORTANCE OF CYBERSECURITY FOR YOUR SMALL-MEDIUM SIZED BUSINESS

JUNE 24

11:45 a.m. - 1:00 p.m.  
CHAMBER BOARD ROOM

➤ COMPLETE CHAMBER CALENDAR: PAGE 2



## ■ THE ARLINGTON BEST BUSINESS AWARDS REVIEW

### The Best in Arlington Business

The Arlington Chamber of Commerce celebrated the **29th Annual Arlington Best Business Awards**, on Tuesday, May 19 at the **Sheraton Pentagon City Hotel**, by honoring the year's most illustrious and accomplished businesses. The event honored successful businesses that have made significant contributions to the Arlington community, as well as recognized three new inductees into the Arlington Business Hall of Fame.

The Friend of Small Business Award honoring an individual in Arlington who has demonstrated a long record of helping small businesses succeed within the county was awarded to **Ann Bisson**, Deputy Commissioner of Revenue. This award is rare, and is only given when there is compelling evidence that someone has earned such recognition.

The "Doing Good" Award was presented by the Philip M. Keating Fund for the Future for the fourth year. This award honors a company who is "doing good while doing well," meaning a prosperous business who constantly makes it a priority to support the community. This year's recipient was **Sun Gazette Newspapers**.

At the ceremony, three Arlington business leaders were inducted into the Arlington Business Hall of Fame. This year's inductees include **Sid Dewberry**, Chairman Emeritus and Founder of Dewberry, **Russell Hitt**, Chairman of HITT Contracting, and the late **Ashton Jones** (honored posthumously), Arlington developer.

➤ Turn to page 7 for the list of winners, photos, and event sponsors.

## ■ STATE OF THE COUNTY PREVIEW

### Hynes to Give State of the County Address

June 24, 2015 • 7:30 a.m. - 9:30 a.m.

**DoubleTree by Hilton Washington DC-Crystal City**

On Wednesday, June 24, the **Arlington Chamber of Commerce**, with supporting partner **Leadership Arlington**, will host the 14th Annual State of the County at the **DoubleTree by Hilton Washington DC-Crystal City**. The Honorable **Mary Hynes**, 2015 Arlington County Board Chair, will present an overview of the economic and developmental status of the County. Don't miss the chance to hear **Chair Hynes'** thoughts as her tenure on the Board comes to a close.

The State of the County is an open forum that provides attendees the opportunity to not only listen to updates on the County's fiscal and development status, but also to ask questions and provide input as business people, residents and invested citizens of Arlington County.

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



2015 Doing Good Award winner Sun Gazette Newspapers, represented by Bruce Potter, and Friend of Small Business Ann Bisson

SPECIAL THANK YOU TO

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County Board Chair  
Mary Hynes

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## THE CHAMBER

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 Meredith Smith, Communications Manager  
 Alex Held, Membership Engagement Manager  
 Hannah Dannenfeler, Member Services Administrator  
 Joseph Meyer, Part-time Events Associate

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

## JUNE AT THE CHAMBER

OPPORTUNITY WORKS NETWORKING RALLY (OPEN ONLY TO OW VOLUNTEERS & BOARD OF DIRECTORS)	<b>1 MONDAY</b> 5:00 p.m. - 6:00 p.m. John Marshall Bank
COMMUNICATIONS COUNCIL MEETING	<b>2 TUESDAY</b> 9:00 a.m. - 10:00 a.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE OPEN MEETING	<b>3 WEDNESDAY</b> 9:00 a.m. - 10:00 a.m. Chamber Board Room
AMBASSADOR COMMITTEE MEETING	<b>3 WEDNESDAY</b> 4:15 p.m. - 5:15 p.m. Chamber Board Room
SMART START	<b>4 THURSDAY</b> 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	<b>5 FRIDAY</b> 9:00 a.m. - 10:00 a.m. Chamber Board Room
RAISE THE BAR: THE POWER OF VISUAL CONTENT	<b>5 FRIDAY</b> 11:30 a.m. - 1:00 p.m. WETA
MEMBERSHIP DEVELOPMENT COMMITTEE	<b>9 TUESDAY</b> 8:00 a.m. - 9:00 a.m. Chamber Board Room
MEMBERSHIP ENGAGEMENT COMMITTEE MEETING	<b>9 TUESDAY</b> 4:00 p.m. - 5:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	<b>10 WEDNESDAY</b> 8:00 a.m. - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION - COMBINED WITH ALEXANDRIA	<b>11 THURSDAY</b> 7:30 a.m. - 9:00 a.m. The Chart House
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE CLOSED SESSION	<b>17 WEDNESDAY</b> 9:00 a.m. - 10:00 a.m. Chamber Board Room
BOARD OF DIRECTORS MEETING	<b>19 FRIDAY</b> 11:45 a.m. - 2:00 p.m. Location TBA
COMMUNITY ACTION COMMITTEE MEETING	<b>23 TUESDAY</b> 8:30 a.m. - 9:30 a.m. Chamber Board Room
OPPORTUNITY WORKS VICTORY CELEBRATION (OPEN ONLY TO OW VOLUNTEERS & BOARD OF DIRECTORS)	<b>23 TUESDAY</b> 5:00 p.m. - 6:30 p.m. Location TBA
STATE OF THE COUNTY	<b>24 WEDNESDAY</b> 7:30 a.m. - 9:30 a.m. DoubleTree by Hilton Washington DC-Crystal City
SMALL BUSINESS ROUNDTABLE	<b>24 WEDNESDAY</b> 11:45 a.m. - 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	<b>25 THURSDAY</b> 5:00 p.m. - 6:00 p.m. Mercedes-Benz of Arlington

## 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.

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

### GRAND SPONSOR

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

## BREAKFAST CONNECTION

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

**11 THURSDAY**  
7:30 - 9:00 a.m.  
The Chart House  
1 Cameron Street  
Alexandria, VA 22314

### GRAND SPONSOR

**TD Bank**  
America's Most Convenient Bank®

This is a combined event with the Alexandria Chamber of Commerce.

## 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.

**25 THURSDAY**  
5:00 - 7:00 p.m.  
Mercedes-Benz of Arlington  
585 North Glebe Road  
Arlington, VA 22203

 Mercedes-Benz of Arlington

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! ☎ 703-525-2400  
 WWW.ARLINGTONCHAMBER.ORG

## CHAIR'S MESSAGE

Ballston Common Mall to be re-developed into "Ballston Quarter"...but when!?

I'd like to paint a picture for all of you of 2018. Please imagine you are walking west down Wilson Blvd. toward what is now the **Ballston Common Mall** (on your left) and the GSA Headquarters for the National Science Foundation (on your right). As things are moving today, that Mall will be less than 50% occupied with large discount chains, and just across the street, the "former" headquarters of NSF will be searching for replacement tenants shortly after their move to a brand new headquarters in Alexandria. What was once the vibrant center of a major Metro hub in Arlington could be a ghost-town.

As a brief reminder, The Parkington Shopping Center opened in 1951, one of the first major suburban shopping centers in the region. Shortly after the opening of the Metro Orange line in 1978, Arlington County and the May Company (owner at the time) made a \$100 million dollar investment into the renovation of this center, resulting in what we know today as **Ballston Common Mall**. This new mall was packed with desirable amenities for the area including JCPenney, Britches, and Slades Bar & Grill, all of which were high-end at the time. Since the success of the mall, Arlington has served as a leader in transit-oriented, mixed-use developments along the walkable environment of the Metro's Orange line, creating a highly desirable neighborhood. As a result, the demographics of Arlington are competitive with any county in the US:

- 80% of the residents along the R-B Corridor have a bachelor's degree or higher
- 44.3% of those residents have a graduate or professional degree
- 15.6% of Arlington residents make over \$200k/year and 53% make over \$100k/year
- Ballston's average household income is \$123,828/year
- 35% of household units in Ballston are valued in the \$500-750k range
- Ballston has 8.3MM SF of office space, over 8,000 residential units and 1MM SF of retail space

Here's the problem: these people take their \$100,000+ per year and drive (or now Metro) to Tysons Corner to buy high-end clothes, jewelry, electronics, and gifts. Of course, we have some great stores throughout Arlington, but when people "go shopping," they want a destination with multiple options. The mall's success does not only benefit those who live, work or spend a lot of time there, but everyone in Arlington via the immense tax potential. However, today we find the **Ballston Mall** in the same position it was 30 years ago. It has outlived its useful life and is in need of a transformation to remain an economic engine for the County.

Here's the good news: (1) **Forest City** (the current owner) has a strong desire to invest hundreds of millions of dollars to redevelop the **Ballston Common Mall** into "**Ballston Quarter**," a vibrant mix of 365,000 SF of retail, (2) **Forest City** officials went to Las Vegas to attract new retailers at the International Council of Shopping Centers (ICSC), (3) a site plan was submitted in July 2014 with hopes to carry out this redevelopment, and (4) **Ballston Quarter** is projected to generate an additional \$8MM per year in new local taxes, while also undoubtedly helping the surrounding commercial leasing market which is experiencing the highest vacancy rates in history. According to **Arlington Economic Development**, for every 1% increase in Arlington's total office occupancy, Arlington sees another \$3.4 million in local taxes.

So what's holding this back? After nearly 11 months, the site plan submitted by **Forest City** has yet to be accepted by the County, a process that typically takes 60 days. I understand that the re-development of a mall is a complicated process involving many tenants, hundreds of thousands of square feet and costing hundreds of millions of dollars, but the best deals are never easy. I hope our elected officials recognize this opportunity, and I challenge all of our members to get behind this effort to make **Ballston Quarter** a reality. We'll be waiting...

"Move fast and break things. If you're not breaking stuff, you're not moving fast enough." -Mark Zuckerberg



**Kevin Shooshan**  
The Shooshan Company

## 2015 ANNUAL CORPORATE SPONSORS



**BAE SYSTEMS**



**FLUOR**

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Members in the News article submissions must be emailed to [communications@arlingtonchamber.org](mailto: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.



## JUNE MILESTONE ANNIVERSARIES

### CONGRATULATIONS!

#### ■ FIFTEEN YEARS

**ARLINGTON THRIVE**

#### ■ FIVE YEARS

**CAPITOL FINANCIAL PARTNERS  
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## WELCOME NEW MEMBERS

#### ■ ACCOUNTING & BOOKKEEPING **STAUFFER ACCOUNTING & CONSULTING PLLC**

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Arlington, VA 22202  
Phone: (202) 316 7134  
E Mail: joseph.stauffer@stauffercpa.com  
Web Address: www.stauffercpa.com  
Sponsor: Staff

An accounting and consulting firm providing tax, accounting, and consulting services to startups and established small businesses.

#### ■ AUTOMOBILE SERVICES **WBM OF ARLINGTON**

Ali Nezam  
3210 North 10th Street  
Arlington, VA 22201  
Phone: (703) 243 4466  
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Web Address: www.wbminc.com  
Sponsor: Ann Bisson, Arlington County Deputy Commissioner of Revenue  
WBM of Arlington offers pre-owned used cars in Arlington, VA with a huge inventory, financing options and auto services.

#### ■ BANKS **CAPITAL BANK**

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Capital Bank is ready to provide you and your business a unique level of assistance and expertise to help your business grow.

#### ■ **MICHAEL RICHARDSON - CHAIN BRIDGE BANK**

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Chain Bridge Bank is a boutique commercial bank offering a return to relationship banking. We combine cutting-edge technology with 24-7 client service.

## MEMBERS IN THE NEWS

#### ■ **NORTHERN VIRGINIA MEDIA SERVICES (PARENT COMPANY OF SUN GAZETTE NEWSPAPERS)**

### Northern Virginia Media Services Continues to Grow

**Northern Virginia Media Services** has been awarded Department of Defense contracts to publish two local military base newspapers, the Belvoir Eagle and the Quantico Sentry. Coupled with the addition of the Stafford County Sun, the company's community newspapers now reach nearly 200,000 households every week across Northern Virginia. Under the terms of the contracts, **Northern Virginia Media Services** provides editorial support, sells advertising, and prints and delivers the base newspapers. Content is generated under the auspices of the respective public affairs offices.

"We're delighted that the leaders of these large military bases have placed their faith in us to help communicate their missions, and we're proud to serve the military in this way," said **Bruce Potter**, chief operating officer of **Northern Virginia Media Services**, based in Leesburg. "In turn, these publications allow us to offer new print and digital marketing solutions to local businesses looking to extend their reach and grow their brands, especially with the military community and along the Interstate 95 corridor."

#### ■ **GEORGE MASON UNIVERSITY & EAGLEBANK**

### George Mason University Enters Into New Partnership with EagleBank

**George Mason University** has entered into a partnership with **EagleBank** that includes a change of the name of the Patriot Center to "**EagleBank Arena at George Mason University.**" The partnership with **EagleBank** will provide funding for improvements in the Arena, scholarships and internships for students, investments in athletics and engagement by **EagleBank** professionals in mentorship programs. This partnership brings together the largest public research university in Virginia and the largest community bank in the Washington metropolitan area. **Mason** and **EagleBank** share a commitment to enrich our community culturally and economically.

#### ■ **A-SPAN**

### A-SPAN Receives Honorable Mention for Washington Post Award

**A-SPAN** is proud to be an Honorable Mention recipient of The Washington Post 2015 Award for Excellence in Nonprofit Management. **A-SPAN** was nominated for its innovative and outstanding management practices, including fiscal management, communication, organizational and resource development, planning, human resources, risk management, diversity/inclusiveness, evaluation, and use of technology. "**A-SPAN** is privileged to be an Honorable Mention recipient. Just our nomination is recognition of the hard work and innovative thinking of a remarkable board of directors" says **Kathleen Sibert**, **A-SPAN** President/CEO. **Sibert** also noted that "Without the guidance and commitment of **A-SPAN's** board, ending homelessness in Arlington just wouldn't be an achievable goal, we are well on our way and our board and staff couldn't be more proud."

#### ■ **ARLINGTON COMMUNITY FOUNDATION**

### The Arlington Community Foundation Hosts Successful Annual Fundraising Gala

The **Arlington Community Foundation** hosted its 14th Annual Fundraising Gala on May 2nd at **The Ritz-Carlton Pentagon City**. With a fun Kentucky Derby theme, the Gala raised funds to support the **Foundation's** operations as it continues to be the largest provider of scholarships in Arlington, provider of grants to nonprofits, and manager of over 130 charitable funds. "We are grateful for the terrific support we received from sponsors and businesses in Arlington. The funds raised will enable the Foundation to continue operating and supporting the stellar work of nonprofits and deserving students in the area", said **Wanda Pierce**, Executive Director of the **Foundation**.

## ARLINGTON COUNTY TREASURER'S OFFICE

## Treasurer's Office Introduces EasyPark, Arlington's Next Generation In-Vehicle Parking Meter

**Arlington County Treasurer Carla de la Pava** has announced the arrival of EasyPark, the in-vehicle parking meter. The successor to Arlington's popular iPark device, EasyPark combines the ease of coin-free/credit card-free parking with the convenience of Internet customer service. "The iPark was very popular, and EasyPark is even better," **de la Pava** said. "It makes metered parking simple and easy." With EasyPark, you pay only for the time you are actually parked at a meter-controlled space. And no need for coins or credit cards. EasyParks cost \$30, which includes the device (\$25) and \$5 in parking time. Another \$5 in parking is included at no charge. VA sales tax is charged on the device cost. Customers who already have iParks can still use and reload their iParks for as long as they last.

## ARLINGTON COMMUNITY FEDERAL CREDIT UNION

## Arlington Community Federal Credit Union Receives Two NAFCU Honors

**Arlington Community Federal Credit Union (ACFCU)** was honored by the National Association of Federal Credit Unions (NAFCU) when it was named the 2015 Federal Credit Union of the Year, and **Amy Thomas, ACFCU** VP of People & Culture, was selected as the 2015 Credit Union Professional of the Year. Both honors were awarded among credit unions with assets of \$250 million or less. Some of the key success indicators that led to **ACFCU** being named NAFCU's 2015 Federal Credit Union of the Year were the **Credit Union's** emphasis on providing lending solutions for individuals and business in the Arlington Community, a product line that focuses on the unique needs of the Arlington Community, and the **Credit Union's** commitment to community involvement and supporting those who live, serve, learn and lead locally.

## CORPORATE APARTMENT SPECIALISTS, INC. &amp; ARLINGTON FOOD ASSISTANCE CENTER

## Corporate Apartment Specialists, Inc. becomes Arlington Food Assistance Center Select Corporate Sponsor

**Corporate Apartment Specialists, Inc. (CAS)** is excited to boost its level of sponsorship for the **Arlington Food Assistance Center (AFAC)**. Previously, **Corporate Apartment Specialists** sponsored **AFAC** at the event level. With this increase, **CAS** will become a year-round sponsor of **AFAC** operations and events. **AFAC** delivers food to nearly 2,200 families every week in Arlington, 35% of which are children. **AFAC** also provides weekend and holiday meal packs to Arlington "food-insecure" children through its Backpack Buddies program.

"Even in the affluent area of Arlington County, Virginia, there are many families that need help with the most basic of needs, namely food, clothing and medicine" said **Ned Scharpf**, President, **Corporate Apartment Specialists, Inc.** "We are extremely proud to be able to give back to our community in this way" added **Scharpf**.

## METROPOLITAN WASHINGTON AIRPORTS AUTHORITY

## Airports Authority Launches Plan to Incorporate New Ground Transportation Options

The **Metropolitan Washington Airports Authority** proposed new regulations that would better incorporate companies such as **Uber** and **Lyft** into the ground transportation operations at **Washington Dulles International Airport** and **Ronald Reagan Washington National Airport**. The proposal is the first step in a formal public comment process that will lead to a revised code of regulations for ground transportation at the airports.

"As the demand for new, app-based ground transportation choices has grown at **Reagan National** and **Dulles International**, the **Airports Authority** has worked to incorporate those options into the fabric of our airports," said **Airports Authority** Executive Vice President and Chief Operating Officer **Margaret McKeough**. "We want our customers to have convenient access to the ground transportation choices they desire, while still ensuring the quality they deserve."

## EDUCATION

## CALIFORNIA UNIVERSITY OF MANAGEMENT AND SCIENCES

Miguel Bustillos  
4300 Wilson Blvd. Suite#140  
Arlington, VA 22203  
Phone: (703) 663 8088  
E Mail: info@calums.edu  
Web Address: www.calumsva.org  
Sponsor: Rachele Hill, Bean, Kinney, Korman P.C.  
CalUMS offers Masters, Bachelors, Associates and ESL Programs. We pride ourselves in providing highly qualified and dedicated faculty members and state of the art facilities.

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Scott Greenberg  
3141 Fairview Park Drive, Suite 250  
Falls Church, VA 22042  
Phone: (703) 205 0407  
E Mail: scott.greenberg@axaadvisors.com  
Web Address: www.scottjgreenberg.com  
Sponsor: Staff  
My team focuses on personal financial planning for closely-held business owners and responsible families. We add value through expertise in a wide range of planning areas.

## FLORISTS

## COMPANY FLOWERS &amp; GIFTS TOO!

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Arlington, VA 22207  
Phone: (703) 525 3062  
E Mail: john@companyflowers.com  
Web Address: www.companyflowers.com  
Sponsor: Greg Hamilton, Arlington Magazine Florist and giftware. Upscale custom-only floral designs, commercial arrangements. Gifts include thyme, lotions, colonial candles, greeting cards, pottery, chocolates, small games. International floral orders.

## INFORMATION TECHNOLOGY

## ENVESCENT, LLC

Alexander Chamandy  
4827 8th St S  
Arlington, VA 22204  
Phone: (703) 486 0200  
E Mail: info@envescent.com  
Web Address: www.envescent.com  
Sponsor: Scott Brodbeck, ARLnow.com  
IT consulting, expert support, data recovery and web services for small businesses in and around Arlington, Virginia from seasoned local professionals.

## IT POINT CONSULTING &amp; TRAINING, INC

Elizabeth Asfaw  
901 South Highland Street Suite # 101  
Arlington, VA 22204  
Phone: (301) 742-9148  
E Mail: elizabeth.asfaw@ITPointconsulting.com  
Web Address: www.itpointconsulting.com  
Sponsor: Staff  
IT Training and IT Consulting

## LEGAL SERVICES

## CERVONI DISABILITY LAW, PLLC

Derek Cervoni  
6711 Lee Highway, Suite 206  
Arlington, VA 22205  
Phone: (703) 241 2625  
E Mail: info@cervonidisabilitylaw.com  
Web Address: www.cervonidisabilitylaw.com  
Sponsor: Rachele Hill, Bean Kinney Korman P.C.  
Founder and Principal of Social Security disability law firm representing clients nationwide.

## WELCOME NEW MEMBERS

## ■ REAL ESTATE – RESIDENTIAL

**SMITH SCHNIDER LLC**

Ron Smith  
4075 Wilson Blvd, Ste 400  
Arlington, VA 22203  
Phone: (703) 935 1218  
E Mail: info@smithschnider.com  
Web Address: www.smithschnider.com  
Sponsor: Staff

A real estate brokerage offering consulting, sales and marketing, and investment in urban condominium developers and custom single family homebuilders.

## ■ RESTAURANTS &amp; FOOD SERVICES

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Upper Crust Pizzeria  
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Arlington, VA 22207  
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E Mail: shawn\_shenefield@theuppercrustpizzeria.com  
Web Address: www.theuppercrustpizzeria.com  
Sponsor: Greg Hamilton, Arlington Magazine  
Using only the freshest local ingredients available, Boston's legendary Upper Crust Pizzeria now serves award-winning pizza to Arlingtonians who crave something unique, inspired and extraordinary.

## CORRECTIONS FROM THE MAY 2015 ISSUE

## ■ REAL ESTATE - RESIDENTIAL

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WILLIAMS REALTY FALLS CHURCH**

Renee Greenwell  
105 W. Broad St.  
Falls Church, VA 22046  
Phone: (202) 341-4151  
E Mail: Renee@RealEstateInVA.com  
Web Address: www.ArlingtonRecommendedRealEstate.com  
Sponsor: Staff

## ■ RESTAURANTS &amp; FOOD SERVICES

**ME JANA**

Khalil Azar  
2300 Wilson Boulevard  
Arlington, VA 22201  
Phone: (703) 465-4440  
E Mail: info@me-jana.me  
Web Address: www.me-jana.com  
Sponsor: Sonia Johnston, John Marshall Bank  
Fine Lebanese cuisine - open 7 days; lunch 11:30-3:30 - dinner; 4:30-10pm. Free parking after 6pm. Catering.

## CHAMBER SCENE

## ■ THE CHAMBER SCENE APRIL-MAY

## Your Chamber in the Community

In many ways, the success of Arlington is directly tied to the success of its business community, and the success of the Arlington Chamber is directly tied to its membership base. This is why the Chamber's Directors, staff and members are dedicated to supporting community events and happenings. Below are a few highlights of the events Chamber staff and Board members participated in on behalf of the Chamber.

*April 22 - Kate Roche attended the Arlington Public Schools Superintendent's Advisory Group Meeting. Kate serves on the Advisory group on behalf of the Chamber.*

*April 25 - Kate Roche spoke to the Leadership Arlington Young Professionals Program class.*

*April 25 - Kate Roche attended George Mason University's Go Gaga for Green event. Kate was one of the lip sync judges with Arlington County Board Member Walter Tejada and Arlington County School Board Chair James Lander.*

*April 27 - Kate Roche, Mike Rosenow, and Meredith Smith attended the Brookdale Senior Living ribbon cutting, and Kate and gave welcoming remarks on behalf of the Chamber.*

*April 30 - Kate Roche attended CPRO's Future Forum on behalf of the Chamber.*

*May 1 - Kate Roche participated in the Westwood College Program Advisory Committee Session and gave welcoming remarks on behalf of the Chamber.*

*May 11 - Meredith Smith attended an Army Full Honor Wreath Ceremony at Arlington National Cemetery for the American Red Cross in the National Capital Region.*

*May 14 - Mike Rosenow attended the Virginia Community College System (VCCS) Chancellor Town Hall at Northern Virginia Community College Annandale Campus.*

*May 14 - Alex Held and Mike Rosenow attended the Rosslyn BID's City Social Annual Meeting.*



Army Full Honor Wreath Ceremony at Arlington National Cemetery.

*Journey with us:*  
October 12-20, 2015

# Travel to China

**Trip Includes:**  
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\*ALL Guided Tours and MORE!

All for just **\$2,299**  
for members & their guests if  
you register before June 15th!

Turn to page 9 for more information.

# The 29th Annual Arlington Best Business Awards

The prestigious Best Business Awards were presented to those businesses that consistently provide outstanding quality of service and products, achieve significant growth or stability over the lifetime of their business and display an interest and concern for the success of the Arlington community. This year's winners include:

## 2015 Arlington Best Business Award Recipients

- Capitol Shine** - 2015 Retail Small Business of the Year
- Pavlov Financial Planning** - 2015 Home-Based Business of the Year
- Culpepper Garden** - 2015 Nonprofit of the Year
- Alectrona** - 2015 Technology Small Business of the Year
- Rosslyn BID** - 2015 Service Small Business of the Year
- Yuck Old Paint, LLC** - 2015 Green Business of the Year
- LMO Advertising** - 2015 Business of the Year
- Crystal City Sports Pub** - 2015 Business of the Year



Following the presentation of the awards, the Chamber inducted three new members into the Arlington Business Hall of Fame. The Arlington Business Hall of Fame honors men and women with a connection to Arlington County who have demonstrated a long record of successful management, expertise and business skills, along with notable achievements and exceptional civic and community involvement.



"The nicest thing about receiving this award is receiving it with Russell Hitt and Ashton Jones, men I've known all my life," said Sydney Dewberry, 2015 Arlington Business Hall of Fame inductee.

This year's inductees include Sydney Dewberry, Chairman Emeritus and Founder of Dewberry, Russell Hitt, Chairman of HITT Contracting, and the late Ashton Jones (honored posthumously), Arlington developer. They join the previous inductees Sydney "Syd" Albrittain, Joel Broyhill, Fred Burroughs, Elizabeth Campbell, Preston Caruthers, James "Jim" Cole, David Guernsey, Jonathan "Jon" Kinney, Henry "Hank" Lampe, Dr. Jack P. London, Herbert Morgan, Neal Nichols, and Robert "Bob" Peck.

(L-R) 2015 Arlington Business Hall of Fame inductees: Russell Hitt, represented by his son Brett Hitt, Sydney Dewberry, and the late Ashton Jones, represented by his daughters Sally Brodie, Margaret O'Grady, and Susan Jordano.

### Previous Arlington Best Business Award Winners in Attendance

MTEFA Architecture (1998, also a 2001 Green Business Award Winner); Buck & Associates (1999); Rocklands Barbeque and Grilling Company (2000); Comcast Cable Communications (2001); Bean, Kinney & Korman (2003, also a 2010 Green Business Award Winner); Arlington Promotional Products (2004); Technology Management Inc. (2005); WETA (2005, also a 2012 Business of the Year Winner); The Shooshan Company (2006); Arlington Food Assistance Center (2007); Leadership Arlington (2007), Marymount University (2007); Arlington Community Federal Credit Union (2008); Segue Technologies (2010); Digital Recollections (2012); KB Concepts PR (2012); Linden Resources (2012); John Marshall Bank (2013); House of Steep (2013); Animal Welfare League of Arlington (2014); Fire Works Arlington (2014); Self Storage Plus (2014); Pave Jewelers (2014); Simplify You, Inc. (2014)

### Special Thanks to Our Best Business Award Sponsors

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#### Friend of Small Business Award Sponsor



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<b>Pavlov Financial Planning</b>	<b>WETA-TC 26/90.9 FM</b>

## YOUNG ENTREPRENEURS ACADEMY

## Young Entrepreneurs Academy Investor Panel

On Thursday, May 7, 2015, student entrepreneurs took the stage in the Reinsch Library Auditorium at **Marymount University** to present their business plans before a panel of local business leaders and a public audience. The students, ages 12-18, representing seven businesses and social movements from the **Young Entrepreneurs Academy (YEA!) Arlington** had six minutes to pitch their business plans to prominent local members of the business community, during the program's inaugural Investor Panel Event. Based on the appeal and merit of the students' plans and presentations, each business received at least the amount of their ask, with several businesses receiving significantly more than their funding request. The panelists awarded each business or social movement the following funds:

- CAY received \$300. The CEOs are Eric Lusby, a freshman at Washington-Lee High School, and Ted Meany, an eighth-grader at Williamsburg Middle School.
- Dimes for Dining received \$1,000. Founder and Executive Director of Dimes for Dining is Matthew Herrity, a freshman at Washington-Lee High School, and Lucky Bakhtawar, a junior at Yorktown High School, is President of Dimes for Dining.
- EchoBeatz received \$200. Owner and CEO Taylor Francis is in seventh grade at Williamsburg Middle School.
- Kendra's Closet Originals received \$800. CEOs Kendra Levy and Lucas Degraw are both seniors at Yorktown High School.
- Vinces received \$700. Founder and CEO Kirill Usubyan is in seventh grade at Swanson Middle School.
- Winnerzz received \$220. CEO Akash Bansal is a freshman at Thomas Jefferson High School for Science and Technology. CFO Munir Ben Jemma is in eighth grade at H-B Woodlawn.
- Z-14 Cases received \$780. Founder and CEO Zanab Farooq is a sophomore at Yorktown High School.

The Investor Panel also award Zanab Farooq and her company Z-14 Cases a \$500 shopping spree from Sam's Club, a National **YEA!** partner. Z-14 creates custom, one of a kind, handmade phone cases.

**Pinkie Dent Mayfield** of **Graham Holdings Company** also announced that **Graham Holdings Company** would be funding 50% of each business ask in addition to what had already been received by each business group.

One of the **Young Entrepreneurs Academy** success stories of the evening was Matthew Herrity and Lucky Bakhtawar's Dimes for Dining. Dimes for Dining is a volunteer based organization that raises money for the **Arlington Food Assistance Center** through change donations that are collected monthly by local Arlington students. Dimes for Dining is currently a non-profit subsidiary of the **Arlington Food Assistance Center** with the hope to be legally registered as a 1023 EZ. **Dr. Matt Shank**, President of **Marymount University**, was so moved by Dimes for Dining's pitch that he made a \$500 contribution to their business as well. Dimes for Dining was also selected as Arlington's Regional Semi-Finalist of the **Young Entrepreneurs Academy** Saunders Scholars National College Scholarship competition. Matthew and Lucky will participate in the Regional Semi-Finals for a chance to attend America's Small Business Summit in Washington, DC (courtesy of the U.S. Chamber of Commerce), where they will compete for a chance to win up to \$50,000 in college scholarships and the opportunity to audition for ABC's "Shark Tank."

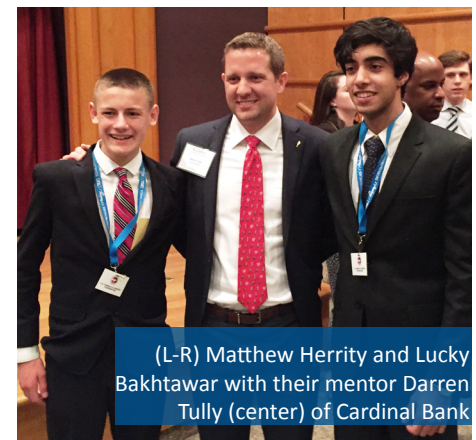
"We have been extremely impressed by what these students have accomplished so far this year in the **Young Entrepreneurs Academy** program, and the Investor Panel was no exception," said **Kate Roche**, President & CEO of the Arlington Chamber of Commerce. "We look forward to seeing the development of these businesses moving forward."

The Investor Panel would not have been possible without the help of the following panelists:

- **Tina Leone** - CEO, **Ballston BID**
- **Andrea Campbell Davison** - Associate Attorney, **Bean, Kinney & Korman**
- **Paul Longsworth** - Vice President, International Environmental & Nuclear, **Fluor**
- **Pinkie Dent Mayfield** - Vice President-Corporate Affairs and Special Assistant to the Chairman, **Graham Holdings Company**
- **Kevin Lander** - Executive Director, **JP Morgan Chase**
- **Ron Novak** - Executive Vice President, **Segue Technologies**
- **David Isaacson** - President & CEO, **Technology Management, Inc**
- **Robb Parker** - General Manager, **Vornado/Charles E. Smith**



Young Entrepreneurs Academy (YEA!) Arlington students



(L-R) Matthew Herrity and Lucky Bakhtawar with their mentor Darren Tully (center) of Cardinal Bank

SPECIAL THANK YOU TO

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TECHNOLOGY MANAGEMENT, INC.



## Your SPF Can Shine A Light On Hunger in Arlington!

by Aryany Cedeño, Development Associate, Arlington Food Assistance Center

The **Arlington Food Assistance Center's (AFAC)** Sponsor Purchased Food (SPF) initiative enables your work group, youth group, social group, or scout troop to sponsor healthy food for **AFAC** families and prepare that food for distribution. With SPF, philanthropy, team-building, and volunteering come together to help feed our neighbors in need. Whether you're sponsoring 200 pounds of healthy food or 25,000 pounds, we need your team to join our team!

**AFAC** is the only organization in Arlington devoted solely to providing dignified access to nutritious, supplemental groceries—free of charge—to our neighbors in need. In doing so, **AFAC** makes it possible for vulnerable families in our community to devote their limited resources to financial obligations such as housing, utilities, medication, and transportation.

In July 2013, **AFAC** was serving an average of 1,440 families per week. Today, **AFAC** is feeding an average of 2,200 households each week. This rise in demand for services, combined with the surge in the cost of our bulk purchased food, have made it difficult for **AFAC** to remain steadfast to our promise that every family will get the healthy food they need. Your SPF can help save the day!

SPF events start at a sponsorship level of \$250.00 and go up to \$10,000.00. To give some idea of scale, a sponsorship of \$250.00 would supply oatmeal to 350 families for one week; \$500.00 would supply rice to 1,000 **AFAC** families for one week; \$1,500.00 would sponsor one week of fresh produce for the elderly in our care—**AFAC** holds special distributions at all five low-income, senior-living facilities in Arlington; \$5,000.00 would sponsor one week of rice, beans and oatmeal for all 2,200 **AFAC** families; and \$10,000.00 would provide one month of fresh produce for all 2,200 families in our care.

Our SPF events can be scheduled on weekdays or weekends. And we can bring the SPF to your team, (a morning drop-off of food, bags, and bins, with a pick-up later that day), or we can host your team here at our warehouse. Are you ready to plan your SPF day in the sun and help end hunger in Arlington? Contact **AFAC's** Development Department at [development@afac.org](mailto:development@afac.org), or by telephone at (703) 845-8486.



## CHAMBER TRAVEL

### Join Us on a Trip to China!

The Arlington Chamber of Commerce is excited to partner for the fifth time with **Citslinc International, Inc.** to offer our members, and the community, a unique opportunity to travel to China with fellow business colleagues and community members. If you have ever considered going on this trip in years past, this year is the time to go! For the first time ever, the trip will be departing from **Washington Dulles International Airport**. Don't miss this opportunity!

From October 12-20, travelers will visit the cities of Beijing, Shanghai, Suzhou, and Hangzhou, tour memorable sites, both ancient and modern, including the Great Wall of China, the 2008 Olympic venues, and the Suzhou Silk Factory, and enjoy a multitude of unforgettable experiences. **We are convinced that this will be one of the most unique trips you will ever take!**

The trip package includes:

- Roundtrip international airfare with departure from Washington Dulles International Airport
- Chinese domestic airfare
- 5 star hotel accommodations
- Deluxe tour bus
- English-speaking tour guide in each city
- 3 meals each day
- Fees for all tour attractions on the itinerary
- Airport taxes
- Airfuel surcharge

*Journey with us:*

October 12-20, 2015



**\*Prices start at \$2,299.**  
**Early bird member rates end 6/15.**  
**Rates based on double occupancy.**

## ARLINGTON ECONOMIC DEVELOPMENT

## Shopping Gets Social in Arlington with ShopArlington/YOPP Partnership

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

Shoppers in Arlington now have a new and simple way to find the best deals on retail products from local merchants. **Arlington Economic Development's** ShopArlington program has teamed up with mobile app **YOPP** to bring the shopping experience in Arlington right to your mobile device. **YOPP's** mobile community of shoppers and local business owners will now be active in Arlington to promote local retailers and restaurants and to build community engagement through mobile technology.



Through the **YOPP** app, Arlington retailers and restaurants can offer exclusive invites to sales and promotions, and app users can seek help from fellow users in finding specific items they're seeking to buy. Local retailers who have previously been a part of ShopArlington have been notified to encourage their participation in **YOPP**.

"**YOPP** is a wonderful progression of the ShopArlington program," said County Board Chair **Mary Hynes**, who last initiated the "Save Big Bucks" ShopArlington initiative in 2009, which is being replaced by this program. "This partnership will allow Arlington residents and workers to easily connect with like-minded shoppers and local businesses to get the best deals on the products they want - right here in Arlington."

"By 2018, more people will be shopping with mobile devices than computers," says small business owner **Shana Lawlor**, an Arlington resident and creator of the **YOPP** app. "Our partnership with **Arlington Economic Development** and small businesses in Arlington will help them support each other and stay competitive in a rapidly growing mobile commerce world."

The **YOPP** app is currently available for download from iTunes, and an Android version is coming soon. For more information, visit [www.yoppapp.com](http://www.yoppapp.com) or [www.shoparlington.org](http://www.shoparlington.org).

## SHOPCHAMBER

Thank you to everyone who supported the Chamber's Arts & Entertainment members during the month of May! Please support the Chamber's Travel & Tourism members during the month of June. A full list of Travel & Tourism members can be found on the Chamber website.

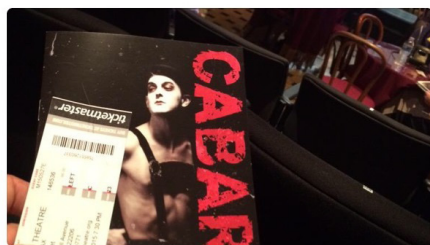
Here are some of the many ways that you can use ShopChamber during Travel & Tourism month:

- Are you planning a wedding, large meeting or conference? Do you have out of town family visiting the area? The Chamber has a variety of hotel members and brands to choose from.
- Does your company do a lot of business travel? There are many Chamber members that are great for travel management and business meeting facilitating.
- Use any of the Chamber's transportation members to get around town or even travel to another city!

Create buzz online! Use #ShopARL on social media every time you shop at a member retail location, attend an event at a member business, or refer a friend to a Chamber business. The first Friday of each month is ShopChamber Friday! For June, share with your followers some of the Travel & Tourism members you enjoy using.



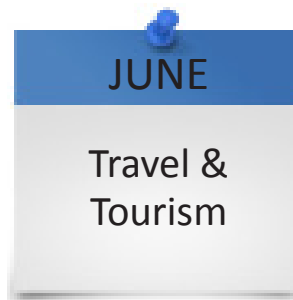
**Michael A. Garcia** @SFMikeonthePike  
@sigtheatre Gettin' my theatre geek on.  
And #ShopARL at the same time!  
@ArlChamberVA #Cabaret #motp



ShopChamber Shout-out! Michael Garcia participated in ShopChamber last month by seeing Cabaret at Signature Theatre.



Terry the Terracotta Warrior shows his support for Monumental Sports teams during Arts & Entertainment month.



## How to Create Powerful Calls to Action (CTAs)

During the April Small Business Roundtable, **Maritza Lizama** and **Giovanni Lizama** of **LiMón, LLC** shared their tips for creating powerful calls to action, or "the big ask". Calls to Action (CTAs) are how you want someone to respond to a particular piece of communication. The ideal CTA includes all three of the following elements: the right message, the right people, and the right time. When it comes to creating calls to action, **Maritza** and **Giovanni** reminded attendees that you should never guess, always test, and to apply tips wisely.

How do CTAs impact your business? 98% of web visitors never return. Keep these tips in mind to create effective CTAs:

1. Know your audience. Always remember customer is king. Imagine walking in your customer's shoes, hearing what they hear, seeing what they see, and feeling what they feel. The power of empathy will help you understand where the customer is on the awareness cycle.
2. Start with the end goal. What is the outcome? Keep it in one ask.
3. Keep it clear and colorful. Be eye catching.
4. Reward their engagement. Your customer is always thinking, "What's in it for me?" Use customer feedback effectively.
5. Create urgency and exclusivity. If you give people too much time, they won't act. Use trending topics, news, and holidays to your advantage.
6. Leverage the power of action words. Test which action words (i.e. get, try, join, etc.) work the best. What you say DOES matter.
7. Use visual content strategically. Videos and infographics can be your friend. Better visuals mean more engagement.

GRAND SPONSOR



The Small Business Roundtable is an open forum discussion of topics essential to the success of small businesses. It is free for members, though registration is required, and is held the last Wednesday of each month in the Chamber Board Room.

### REGISTER NOW:

JUNE SMALL BUSINESS ROUNDTABLE

24 WEDNESDAY

11:45 a.m. - 1:00 p.m.

Chamber Board Room

Topic: The Importance of Cybersecurity for your Small-Medium Sized Business with **Christopher Sanders** of **CYGRU**

### SOCIAL MEDIA

Connect with the Chamber on all of our social media outlets!



Arlington Chamber Blog  
[arlingtonchamber.org/blog](http://arlingtonchamber.org/blog)



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## OPPORTUNITY WORKS CORNER

### ENERGY OF EXCELLENCE

Make the FIVE STAR connection.



The Opportunity Works 2015 Campaign continues as campaign volunteers make progress toward reaching our goal of \$252,015 by June 23. We are now over 80% of the way towards our goal, with a total of \$203,690 so far. The money brought in during the Opportunity Works campaign represents more than a quarter of the Chamber's operating budget, and the volunteers are working hard to reach the goal.

#### SPECIAL THANK YOU TO

GRAND SPONSOR



#### June Opportunity Works Events:

**Networking Rally** - Monday, June 1, 5:00 p.m. - 6:30 p.m., **John Marshall Bank**

**Victory Celebration** - Tuesday, June 23, 5:00 PM - 6:30 PM, location TBA

Events are for OW volunteers only. To register, visit [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call 703-525-2400. For more information about the Opportunity Works program, please contact Cassie Bate at [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org).

POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 100 Arlington, VA 22201

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Opportunity. Leadership. Results.

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

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

### THANK YOU!

- **EagleBank - Ballston** for hosting the May Business After Business.
- **Residence Inn Arlington Ballston and Arlington Promotional Products, LLC** for donating door prizes for the May Business After Business.
- **Crystal City Sports Pub** for hosting the May Board of Directors meeting.

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