

Aringtonian VOL. XC NO. 3 MAY/JUNE 2021



Legislative Breakfast

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2 Calendar

- 3 Chair's Message
- 4 Business Advocacy

6 Upcoming Events

- 7 Signature Events Review
- 8 Members in the News
- 9 Welcome New Members

in this ISSUE

10 Chamber Scene

11 Continued COVID-19 Response

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Adrian Stanton, Virginia Hospital Center
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Kedrick Whitmore, Venable LLP
Jim Wilmot, Arlington Community Federal Credit Union
Samuel Wolbert, Animal Welfare League of Arlington
Todd Yeatts, The Boeing Company

* Liaison, Arlington Public Schools ** Liaison, U.S. Military

CHAMBER STAFF

Kate Bates, President & CEO Mike Rosenow, Senior Director of Membership Mike Nosenow, Senior Director of Membership
Andrea Aiello, Membership Engagement Manager
Scott Pedowitz, Government Affairs Director
Olivia McKay, Operations Manager
Thomas Fitzpatrick, Communications Coordinator
Monica Sloan, Executive Assistant to the President/CEO (part-time)

MEMBER: U.S. Chamber of Commerce & Virginia

The Arlingtonian (USPS 534030) is published bi-monthly by the Arlington Chamber of Commerce. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA.

Visit the Chamber calendar to stay updated on the latest events. Register online at www.arlingtonchamber.org or call (703) 525-2400.

chamber calenda

Please check arlingtonchamber.org/events for format and meeting locations.

MAY

Ambassador Committee 3 Monday

4:00-5:00 p.m.

LeadShare Networking Group 4 Tuesday

8:45-10:00 a.m.

Government Affairs & Economic 5 Wednesday

Development Committee 9:00-10:30 a.m.

LeadShare Networking Group

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

Women in Business Networking

Series 5:00-6:00 p.m.

Chamber 101 **6 Thursday** 10:00-11:15 a.m.

7 Friday

12 Wednesday

13 Thursday

2 Wednesday

Sustainability Committee 9:00-10:00 a.m.

Membership Development Committee 11 Tuesday

2:00-3:00 p.m.

Best Business Awards Past Winners

Reception 5:00-6:00 p.m.

Executive Committee 8:00-9:30 a.m.

Breakfast Connection with the Northern Virginia Black Chamber of

Commerce 7:45-9:00 a.m.

Open Office Hours 10:00-11:00 a.m.

LeadShare Networking Group 18 Tuesday

8:45-10:00 a.m.

19 Wednesday

21 Friday

25 Tuesday

26 Wednesday

31 Monday

Government Affairs & Economic Development Committee

9:00-10:00 a.m.

LeadShare Networking Group

11:45-1:00 p.m.

Arlington Best Business Awards

5:30-8:30 p.m.

Virtual Networking Mixer 20 Thursday

5:00-6:00 p.m.

Board of Directors Meeting

11:30 a.m.-2:00 p.m.

Education & Workforce Development

Committee 3:00-4:00 p.m.

Membership Engagement Committee

4:15-4:45 p.m.

Arlington County Board Candidate

Forum 6:00-7:30 p.m.

Community Action Committee

9:00-10:00 a.m.

Small Business Roundtable

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

Memorial Day Office Closed

JUNE

LeadShare Networking Group 1 Tuesday 8:45-10:00 a.m.

Government Affairs & Economic

Development Committee 9:00-10:00 a.m.

LeadShare Networking Group 11:45 a.m.-1:00 p.m.

Chamber 101 3 Thursday

4:00-5:15 p.m. **Sustainability Committee** 4 Friday

9:00-10:00 a.m. **Ambassador Committee** 7 Monday

4:00-5:00 p.m. **Female Founders Roundtable** 8 Tuesday

12:45-2:30 p.m.

Membership Development Committee 2:00-3:00 p.m.

Executive Committee 9 Wednesday 8:00-9:30 a.m.

Breakfast Connection with Alexandria 23 Wednesday 10 Thursday **Chamber of Commerce** 7:45-9:00 a.m.

17 Thursday

22 Tuesday

State of the County & Public Safety 15 Tuesday **Awards**

7:30-9:45 a.m.

16 Wednesday **Government Affairs & Economic Development Committee**

9:00-10:00 a.m.

LeadShare Networking Group 11:45 a.m.-1:00 p.m.

Board of Directors Meeting 3:45-5:00 p.m.

Networking Mixer

LeadShare Networking Group 8:45-10:00 a.m.

Education & Workforce Development Committee 3:00-4:00 p.m.

Membership Engagement Committee

4:15-4:45 p.m.

Community Action Committee 9:00-10:00 a.m.

Small Business Roundtable 30 Wednesday 11:45 a.m.-1:00 p.m.

CHAIR'S MESSAGE

Patience, Preparation and Partnerships

Can you feel it? Optimism is in the air. Spring is arriving just as the vaccine distribution is really accelerating and we are all anxious to "get back to normal." The challenge is that we can't just snap our fingers and jump back to 100% "normal" tomorrow. This is a process that will roll out over time. One of the hardest things in life and business is to practice patience.

I have mentioned before that this process of reopening our business environment after a global pandemic represents a generational opportunity. The Chamber's leadership is actively talking about how and when to take advantage of that opportunity while balancing the still evolving public health situation and restrictions. We are all itching to get back to in-person events but must do so safely.



But even though we cannot go from zero to sixty in a heartbeat doesn't mean we can't use the time to prepare. I would encourage you in your business to think forward 3-4 months and ask yourself some key questions:

- Where is there pent-up demand that will be unleashed when the restrictions loosen?
- Are there relationships that I can start to build now so I can be in the right place at the right time?
- What marketing/advertising should I use to get in front of the right customers now so I am top of mind when the time is right?
- Are there partnerships I can create with complimentary businesses?

Taking the time now to prepare will make sure you can ramp up your business as the community returns to normal. The Chamber can help. Take a look at the event calendar (https://web. arlingtonchamber.org/events) and find some that fit your preferences and target markets. Look into the Chamber's LeadShare groups. Attend the Small Business Roundtable to get more ideas and share best practices. Attend a networking event or themed Breakfast Connection to expand your contacts, meet new customers and partners. Advertise on the Chamber's website or the Arlingtonian.

As a member of the Chamber, you already understand the benefit of being part of a broader business community, especially in times like this. In addition to thinking about how you can prepare for full reopening, let me also ask you to think about other businesses in your circle. Are they members? If not, please invite them. Now is not the time to be standing alone – invite them to join the Chamber so they can expand their network, stay informed, build partnerships, amplify their advocacy voice and grow.

In the meantime, be patient and keep yourself, your family, your team and customers safe. But remember, "be patient" does NOT mean "be idle." Prepare for reopening and reap the rewards of this generational opportunity.

Todd Ihrig
Avantax Investment Services

2021 ANNUAL CORPORATE SPONSORS























CHAMBER 101 Maximize your me

Maximize your membership at this free info and networking session on meeting new clients and utilizing your member benefits.





BREAKFAST CONNECTION

Bring your business to the table. Through roundtable power networking, attendees will exchange business cards, develop prospects, and share an elevator pitch.



SMALL BUSINESS ROUNDTABLE

This monthly event offers an educational opportunity to smaller businesses, and members have the opportunity to present on a topic relevant to the business community.

GRAND SPONSOR







Members can be involved in shaping policy positions through the Government Affairs & Economic Development Committee, which typically meets twice a month.

> To be added to the committee distribution list, email chamber@arlingtonchamber.org.

Arlington County Approves Bonus Height for Affordable Housing Projects

Following the Chamber's encouragement, the Arlington County Board approved a change to the zoning ordinance that will allow some projects to access bonus height to deliver 100% low- or middle-income housing, or to help meet the goals of the Affordable Housing Master Plan. The County Board approved bonus density for affordable housing in 2019, and the Chamber warned then that it would be difficult for developers to deliver the housing without similar flexibility for height. The County Board has now agreed and given that flexibility in certain, specific zoning areas, and with projects being subject to the site plan process to ensure that they fit with neighboring development.



Calling for Flexibility in the CEP Implementation



Arlington County updated its Community Energy Plan (CEP) in 2019 with a goal of net-zero CO, emissions by 2050. The Chamber is supportive of this goal as an impetus for innovation, but is concerned that the plan could be insensitive to individual needs if it is implemented too prescriptively. In particular, the Chamber cautioned that the CEP's goals should be balanced with other policy goals, such as those in the Affordable Housing Master Plan. We also encouraged Arlington to promote innovation affirmatively, supporting new tools, and to avoid a negative "name and shame" type of approach.

Chamber Encourages Arlington County Planning Processes

Two years ago, Arlington County adopted a new Special GLUP Study process that the Chamber worried could leave some studies stalled indefinitely. A Special GLUP Study for the Courthouse West project was filed in May 2019 and approved for review that November,

but had not received action until a hearing this past winter. The Chamber has encouraged Arlington to move ahead with this review, which will facilitate a site plan to add much-needed housing at a highly transit-accessible location.

The Chamber encouraged the County Board to provide more flexibility for how to provide grocery and drug store items at the site plan for Westpost in Pentagon City. The site plan's conditions requiring a grocery store were very specific to how supermarkets were designed in 1998. The County Board accepted that the 1998 language was out of date and may not be appropriate for how consumers buy these products in the future, but the language remains as a site plan condition.



Arlington County restored a Principal Planner position that it had initially proposed to freeze through the summer of 2022. The Chamber called for the job to be unfrozen, citing the return on the investment that Arlington will receive from the timely approval of development projects.

General Assembly Session Summary

The 2021 Virginia General Assembly session concluded at the end of February. This year's session was a generally good one for the Chamber's policy priorities. Highlights include bills related to COVID vaccine distribution, partial tax exemption for forgiven PPP loans and Rebuild VA grants, an extension of takeaway alcohol service for restaurants, support for education and workforce development, and several pieces of environmental legislation.



is good business.





It's no surprise that employee wellness directly affects your bottom line. As a proud member of the Mayo Clinic Care Network, we are committed to keeping Northern Virginia and its businesses healthy. Virginia Hospital Center provides health assessments and custom programs unique to your organization to keep your business fit. To learn more about our Corporate Health & Wellness Program, visit virginiahospitalcenter.com/workplace.

upcoming ____



Don't miss out on a night celebrating the best of the best in Arlington business! The Annual Best Business Awards is one of the most distinguished networking events in Arlington. Virtual tickets are available for purchase. Wednesday, May 19 5:30 - 8:30 p.m.

Crowne Plaza
Crystal City Washington D.C. &
Zoom

STATE OF THE COUNTY & PUBLIC SAFETY AWARDS

Grand Sponsor



Tuesday, June 15 7:30 - 9:45 a.m.

Join the Chamber for its annual State of the County & Public Safety Awards. This event is a celebration of Arlington's economic achievements, community's future, and all who make Arlington a great place to live and work! Attendees will also learn about the County's economic and developmental status from Arlington County Board Chair, Matt de Ferranti.

signature event review

Legislative Breakfast

On March 18, the Arlington Chamber hosted the Ninth Annual Legislative Breakfast. Business, government, and community leaders gathered virtually for a moderated discussion with Arlington's General Assembly members.

Moderated by Michael Pope of Virginia Public Radio, the Chamber welcomed Sen. Janet Howell (32nd District), Sen. Adam Ebbin (30th District), Sen. Barbara Favola (31st District), Del. Patrick Hope (47th District), Del. Alfonso Lopez (49th District), Del. Rip Sullivan (48th District), and Del. Mark Levine (45th District).

The General Assembly members began the program by discussing the impact of COVID-19 and Virginia's response to it through updates to the Commonwealth's budget. The discussion of the pandemic response continued with an exploration of legislation that focused on the changing needs for education, employment, and small business. The conversation concluded with reflections on the unique experience of participating in a session held virtually on account of the pandemic.

"This breakfast provides an opportunity for our General Assembly members to have a conversation about this year's critical legislation," said Kate Bates, President & CEO of the Arlington Chamber of Commerce. "We are proud to host this event to help the Arlington community gain insights into the work that our legislators do for us in Richmond, and the General Assembly's impact on Arlington and the Commonwealth.'

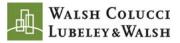
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Development | Bean, Kinney & Korman P.C.

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Arlington Chamber Volunteer Day

Various Chamber and community members lent a helping hand to local Arlington nonprofits on Tuesday, April 20 as part of the 22nd Annual Arlington Chamber Volunteer Day. The event started with kickoff speaker Matt de Ferranti, County Board Chair. Following the kickoff, businesses volunteered at the nonprofit project sites they had selected.

This year, the Chamber had more than 110 volunteers lend a helping hand for 14 projects arranged with local nonprofits. Projects included sending encouraging messages to neighbors with mental health issues, cleaning up Four Mile Run, helping paint a local theater, and many more.

The needs of the Arlington community have changed remarkably due to COVID-19, and nonprofits have been especially hard-hit by the current crisis. Now, more than ever, it is important to come together as a community and find ways to support each other.



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may & june

MILESTONE ANNIVERSARIES



Chamber Membership

25 Years

Arlington Community Federal Credit Union ASAP FAST!
Millie's Tailoring and Dry Cleaning

Millie's Tailoring and Dry Cleaning MTFA Architecture, Inc.

20 Years

Alexandria/Arlington Regional Workforce Council/AEC Arlington County Fair

10 Years

Hadeed In Home & Office Cleaning Services Sikich LLP

5 Years

Child Care Aware of America Leaders in Energy

Have news to share?

Let us know! Members in the News article submissions must be emailed to the Communications Coordinator and received by the first of the month prior to the publication month (i.e., April 1 for consideration in the May/June issue of the *Arlingtonian*), in order to be considered for inclusion

Members should submit a press release or news article, along with photo options, if available.

For questions, contact the Communications Coordinator, Thomas Fitzpatrick, at communications@arlingtonchamber.org or (703) 525-2400.

Article inclusion is available on a limited basis and is not guaranteed. 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.

members _ in the news

MELWOOD

2021 Melwood Ability Awards Nominations Open



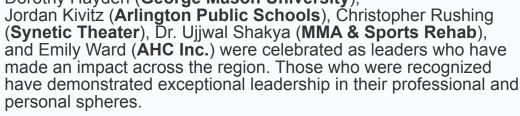
Melwood is calling for nominations for their 2021 Ability Awards. Melwood is looking for outstanding employers, researchers, policymakers, organizations, and individuals who are working to advance the field of employment for people with disabilities and injured veterans. Nominations for the Accelerator Award, Advocacy Award, Impact Award and Resiliency Award are open until July 1. The 2021 Ability Awards will be held

virtually on October 7. The event will be a lively celebration of the people and organizations who have made an impact on individuals with disabilities and injured veterans in the areas of unemployment.

LEADERSHIP CENTER FOR EXCELLENCE

Northern Virginia 40 Under 40

Multiple Chamber members were recognized by the Leadership Center for Excellence and Leadership Fairfax during the Northern Virginia 40 under 40 Awards Ceremony. Brooke Berry (Marymount University), Hannah Dannenfelser (Arlington Community Federal Credit Union), Emily Gage (Phoenix Bikes), Dorothy Hayden (George Mason University).



AMAZON, JBG SMITH

Arlington Opens Joint Vaccine Site With Amazon

Arlington County has partnered with Amazon to open a new coronavirus vaccination appointment-only site at Amazon's temporary headquarters in Crystal City. This vaccination site is set to aid Arlington County as vaccine distribution grows. Arlington County also announced that Amazon and JBG SMITH staff will be incorporated into the vaccination clinic staffing, allowing for the ability to adequately staff other



clinics throughout Arlington. With this vaccination clinic being transit-accessible, this will help Arlington County's plan to increase vaccination rates.

APAH

APAH CEO Nina Janopaul Plans June Retirement

After 14 years of diligent service to **Arlington Partnership** for Afforadable Housing (APAH), President and CEO Nina Janopaul announced she plans to retire at the end of June. EVP Carmen Romero has been named her successor. Nina started with APAH in 2007 with a small staff of three and helped the organization grow to a team of 38. Through Nina's guidance, **APAH** experienced significant growth in developing affordable housing in Arlington. The organization progressed from 534 units to 1,800 with more on the horizon. **APAH** plans to continue to celebrate Nina's work in the coming year as Carmen transitions into her new role as President and ČÉO of APAH.



ARLNOW.COM

Chamber Members Win at Winter Arlies



ARLNow.com's inaugural winter 2021 Arlies acknowledged multiple Chamber members as the best in the community. **Heidelberg Pastry Shoppe** won the award for Best Bakery, Fur-Get Me Not Pet Care won Best Pet Boarding, and **Lost Dog Café** won Best Restaurant for Takeout/Delivery. Other winners included individuals from Chamber member organizations who won big at the Arlies. Johno Steffen of Steffen Insurance Agency won the Best Insurance Agent Award. Caffi Services won the award for Best Plumber/ Plumbing Company. The winners were voted on by over 1,000 readers of ARLNow.com.

welcome to our **NEW MEMBERS!**

Auto & Industrial Advanced Towing Company, LLC

> Arts & Entertainment **Washington Nationals**

Business & Professional Services Intelligent Office of Alexandria Mediabarn Inc Your Turn Solutions

> Catering A Main Event Caterers

Communications & IT Federated Wireless

Consulting A.R. International Consulting, LLC Blue Alchemy Consulting, LLC

> **Health & Fitness** 30 Minute Hit Arlington Ballston CrossFit

Eye Smile Optometry & Dental Care Loving Heart Holistic Wellness OrthoVirginia

> **Home & Personal Services** goPuff Lisa Damico Portaits

Legal Services Mullett Dove Meacham & Bradley, PLLC Odin, Feldman & Pittleman, P.C.

> **Real Estate & Construction** Gilbane Building Company HDR, Inc. HGA K-One Corporation **KVS Title**

Retail & Restaurants Earl's Sandwiches Privé Roses RĀKO Coffee Roasters

STAY CONNECTED WITH THE CHAMBER IN 3 EASY WAYS:



1 Follow us on social media

(c) @ArlVAChamber

ArlingtonChamberVA Arlington Chamber of

Commerce - Virginia

2 Visit our website: www.arlingtonchamber.org

3 Subscribe to our weekly e-newsletter by visiting our website

Send your new member referrals to Mike Rosenow, Senior Director of Membership, at membership@ arlingtonchamber.org or call (703) 525-2400.

chamber Scene

Your Chamber in the Community

The success of the Arlington Chamber is tied to its membership base. This is why the Chamber's Directors, staff, and members are dedicated to supporting community events and programs.









Scott Pedowitz co-emceed the **Bridges to Independence** Virtual Bash with Whytni Kernodle, and Kate Bates, Andrea Aiello, and Olivia McKay attended.

Below is a sampling of events that Chamber staff participated in:

March 2: Olivia McKay and Mike Rosenow attended Arlington Economic Development's Return on Creativity: The Future Workforce Webinar.

March 9: Kate Bates and Scott Pedowitz participated in the Arlington Economic Development Commission meeting and Andrea Aiello attended.

March 10: Andrea Aiello attended Arlington Economic Development's SBCC meeting with a presentation by Alfred Page, Senior Stakeholder Liaison, with the IRS.

March 16: Kate Bates participated in Marymount University's Community Advisory Council.

March 23: Kate Bates participated in the Arlington Economic Development Commission Executive Committee meeting.

March 23: Chair Todd Ihrig, Avantax Investment Services, and Kate Bates participated in the Metro Area Chambers Lunch hosted by the Greater Washington Board of Trade.

March 26: Kate Bates attended the Northern Virginia 40 Under 40 Awards Ceremony hosted by the **Leadership** Center for Excellence and Leadership Fairfax.

April 6: Kate Bates and Mike Rosenow led a webinar titled Telling the Chamber's Story to Sell Memberships for Virginia Chamber of Commerce Executives (VACCE).

April 10: Scott Pedowitz participated in the Arlington Complete Vaccination Committee Day of Action to raise vaccine awareness.

April 15: Kate Bates participated in the VACCE Board meeting.

April 16: Scott Pedowitz co-emceed the **Bridges to Independence** Virtual Bash with Whytni Kernodle, and Kate Bates, Andrea Aiello, and Olivia McKay attended.

continued COVID-19

The Chamber continues to serve as a primary resource for its membership, providing essential information regarding the COVID-19 pandemic and the Arlington community. Visit arlingtonchamber.org/coronavirus-resources to learn more.

New Small Business Grants Coming in Arlington

Small businesses across industries have said throughout the pandemic that the best way for government to assist them is through capital to replace revenues lost due to social distancing restrictions. The Chamber encouraged Arlington County to use the money that it will target for business support to establish a new small business grant program, building on last year's Giving Resiliency Assets Near Term (GRANT). The County Board agreed and directed that Arlington County open up a small business grant program, which we expect in the summer.



Restaurants and Hotel Recovery Support

Restaurants and hotels have been two of the hardest-hit industries by the COVID-19 pandemic. Helping them to receive the support they need to return to strength will ensure that they continue to contribute to our economy and to employ of thousands of people. The Chamber has taken the lead in encouraging Arlington County to make its Temporary Outdoor Seating Areas permanent. We have also shared information to help our restaurants prepare their applications for the federal Restaurant Revitalization Fund.

At the Chamber's request, Arlington County reversed proposed cuts to its travel and tourism marketing budget to ensure that StayArlington could build campaigns to encourage travelers to visit. We are also partnering with organizations from across the Commonwealth to encourage Virginia to establish a hotel support grant program, similar to programs in Maryland and the District of Columbia.

Helping Get Arlington Vaccinated

The Chamber has been sharing information about how to sign up for the COVID-19 vaccine with our members and the broader community. We encouraged the Virginia Department of Health to include all essential workers in vaccination priority groups. In part due to the Chamber's efforts, hospitality workers were moved into a more appropriate essential worker's group. The Chamber has participated with the Arlington Complete Vaccination Committee and has signed the CareFirst Better Together Pledge to encourage, support, and educate our members about the vaccine.

WE TOOK THE BETTER **TOGETHER COMMUNITY** ORGANIZATION PLEDGE.

THIS IS OUR SHOT TO LEAVE COVID BEHIND.

#BetterTogetherPledge

COVID-19 Vaccine Rollout: The Key Legal Considerations for Employers

R. Doug Taylor, Chamber board member and shareholder at Bean, Kinney & Korman P.C. presented on legal issues that employers should consider as the vaccine becomes more available. He discussed vaccination plans, ADA reasonable accommodations for employee medical conditions, Title VII concerns, and compliance with Virginia workplace safety regulations.



PPP Extension Act

The Chamber worked with partners from across the nation to promote continued support for small business at the federal level, including calling on Congress to extend the Paycheck Protection Program (PPP). The PPP Extension Act keeps applications open until May 31, and gives the SBA until June 30 to approve them. Without this law, the PPP would have closed at the end of March.



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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.