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SAVE THE DATE

BUSINESS AFTER BUSINESS

NOVEMBER 12

5:00 - 7:00 p.m.

Morton's The Steakhouse

Co-hosted by CroppMetcalfe
Services

BACK TO BASICS: HOW TO PITCH TO THE MEDIA

DECEMBER 6

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

WETA



FALL OUTING REVIEW

The 62nd Annual Fall Golf Outing

On Tuesday, October 22, the Chamber hosted the Fall Outing at Fort Belvoir Golf Club. The Fall Outing provided the perfect opportunity for Chamber members to take a break from their usual work days to join fellow members and business people for a round of golf and networking on the greens. Golfers also enjoyed some friendly competition, with contests including longest drive, closest to the pin and a putting contest.

» Turn to page 6 to view photos and see a list of the winners and sponsors.



The Ballston BID Team (L-R) Joe Schechtel, Allie Kraft, Catherine Roper, and Michael Long

BACK TO BASICS PREVIEW

How to Pitch to the Media

With the hundreds of thousands of stories that brush the news desks of media outlets, how do you stand out amongst the crowd to get your news noticed? Join the Communications Council for another Back to Basics event on Friday, December 6 from 11:30 a.m. - 1:30 p.m. at **WETA**. Learn tips from local journalists to improve your business's media outreach efforts through press releases, emails, personal contacts, social media and more.

Panelists include:

- **Scott Brodbeck**, Founder and Editor, **ArlNOW.com**
- **Jennifer Nyzc-Conner**, Assistant Managing Editor, **The Washington Business Journal**
- A representative from **CBS Radio**
- Moderator: **Greg Hamilton**, President, Publisher and Co-founder, **Arlington Magazine**



The media wants to hear your news, they just need to receive the information in the right way. Join us for this lunch event to get back to basics and learn how to successfully pitch to the media.

» To register, visit www.arlingtonchamber.org/events or call 703-525-2400.

HOLIDAY PARTY PREVIEW

Holiday Cheer on Tap

Join the Arlington Chamber of Commerce, the **Ballston Business Improvement District** and **World of Beer** on Thursday, December 12 for Holiday Cheer on Tap. Come celebrate the holiday season with your colleagues, friends and neighbors at **World of Beer** in Ballston from 5:30 - 7:30 p.m. Enjoy beer, cider, soft drinks and appetizers (included in registration cost) while networking with fellow local business leaders.

» To register, visit www.arlingtonchamber.org/events or call 703-525-2400.



THE CHAMBER

EXECUTIVE COMMITTEE

David DeCamp, Chair
Tim Hughes, Chair-elect
Doug Brammer, Immediate Past Chair
Michael Foster, Past Chair
Rich Doud, President
Lindsey Rheame, Treasurer
John Murphy, Assistant Treasurer
Ron Novak, Vice Chair - Communications
Scott McCaffrey, Vice Chair - Economic Development & Government Affairs
Joe Prentice, Vice Chair - Member Affairs
Kevin Shooshan, Vice Chair - Membership Development
Greta Menard, Vice Chair - Special Interests

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U.S. ARMY LIAISON TO THE BOARD

COL Fern O. Sumpter, **Joint Base Myer-Henderson Hall**

STAFF

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

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

NOVEMBER AT THE CHAMBER

GREEN BUSINESS COMMITTEE MEETING	1 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room
SMART START	4 MONDAY 4:00 - 5:15 p.m. Chamber Board Room
AMBASSADOR COMMITTEE MEETING	5 TUESDAY 4:00 - 5:00 p.m. Chamber Board Room
COMMUNICATIONS COUNCIL MEETING	6 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
BREAKFAST CONNECTION with a Nonprofit Focus	7 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn
BUSINESS AFTER BUSINESS Co-hosted by CroppMetcalf Services & Morton's	12 TUESDAY 5:00 - 7:00 p.m. Morton's The Steakhouse
EXECUTIVE COMMITTEE MEETING	13 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	14 THURSDAY 4:30 - 5:30 p.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	20 WEDNESDAY 11:30 a.m. - 1:15 p.m. Chamber Board Room
BOARD OF DIRECTORS MEETING	21 THURSDAY 11:30 a.m. - 1:30 p.m. TBA
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	22 FRIDAY 8:30 - 9:30 a.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE MEETING	27 WEDNESDAY 8:30 - 9:30 a.m. Chamber Board Room
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	23 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center
THANKSGIVING	28-29 NOVEMBER The Chamber office will be closed on Thursday and Friday

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

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

PREMIER SPONSOR
 Michael Garcia-State Farm Insurance

BREAKFAST CONNECTION

This speed-networking event begs attendees to come prepared to mix and mingle. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people. This month, nonprofits and businesses will connect to discuss community involvement.

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

GRAND SPONSOR

CARDINAL Bank

HOST SPONSORS
 Michael Garcia-State Farm Insurance & Mobility Lab

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.

12 TUESDAY
5:00 - 7:00 p.m.
Morton's The Steakhouse
1750 Crystal Drive
Arlington, VA 22202


MORTON'S
 THE STEAKHOUSE

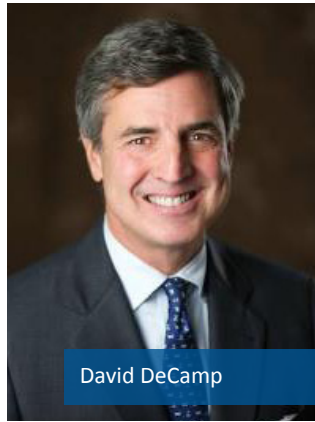

CroppMetcalf Services

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.

New Media in the Age of the Idea

Steve Mouzon is an architect, urbanist and author. His New Media for Designers + Builders serves as a provocative thought-leader with applications and benefits that extend well beyond the real estate trades. Like the rest of us, Steve struggled through the Great Recession. Lots of companies down-sized and some simply disappeared. Marketing budgets were decimated. In our own ways, we each learned to do more with a lot less. This profound and extended economic downturn proved time and again that better, cheaper, faster is not good enough anymore. Everyone got cheaper and faster. Mouzon writes, "If you don't become remarkable in some way, you're simply not likely to survive." Political gridlock aside, fundamental signs indicate the dawning of an economic recovery. But having come through the tough times, today's successful businesses have fundamentally changed. With this in mind, Mouzon makes the case for the virtues of: patience, generosity & connectedness as the keys for priming the pump that will generate long-term recognition and success in the emerging "Age of the Idea".



David DeCamp

The "New Media" is a catch-all phrase used to describe the affordable toolkit of new and old communication techniques that allow us to thrive. Mouzon systematically breaks down the best practices for: blogs, websites, speaking engagements, listserv discussions, idea cards, email, publishing and more. He covers the basic "dos and don'ts" of each medium and then describes how they each relate to and then support your overall marketing thrust. By learning exactly how to build a website, you not only become competent on your own, you also become a more informed, efficient purchaser if you choose to pay an (Arlington Chamber member) expert to build and host a site for you. He makes an emphatic point that resonates with me (and my delete key) about the importance of never sending any communication that might be considered SPAM.

I was lucky enough to read an advanced copy of New Media for Designers + Builders. You can also get an advanced pdf copy for ten bucks by linking to: www.nm4db.com. As soon as the iBooks version goes public, Steve says he will send you a coupon for a free Apple iBookstore copy that has dozens of embedded weblinks to details, diagrams and even proven vendors that flesh out the basic steps. This interactive feature – which I tested – is one of the most useful aspects of this modern addition to my reference collection.

As I turned the pages of New Media, I felt like a trusted mentor was walking me through the steps I needed to take in order to be more successful. These are the steps he took to survive and get ahead in extremely challenging economic times. I may not adopt every single one of these New Media practices, but I have already used this 'how-to' book to improve my effectiveness with blogging, websites, public speaking and email. Next, I'm noodling how I might use an idea card to summarize my real estate specialty.

David DeCamp

Newmark Grubb Knight Frank

Continue this conversation by sharing it with others or by contacting me (daviddecamp@yahoo.com).

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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.

POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203.

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

■ ACCOUNTING & BOOKKEEPING
**EMERSON H LEE ACCOUNTING
 TAX & PAYROLL SERVICES INC.**

Danny Lee, President
 6329 Arlington Blvd., Suite G
 Falls Church, VA 22044
 Phone: (703) 237-5404
 Email: emersonhlee@gmail.com
 Website: www.emersonhlee.com
SPONSOR: Sonia Johnston, John Marshall Bank
 Full-service accounting tax payroll services.

■ EDUCATION
**ARGOSY UNIVERSITY,
 WASHINGTON DC**

David Erekson, President
 1550 Wilson Boulevard, Suite 600
 Arlington, VA 22209
 Phone: (703) 526-5800
 Email: derekson@argosy.edu
 Website: www.argosy.edu
SPONSOR: Chris Hunter, Staff
 Argosy University offers graduate programs in clinical psychology, forensic psychology, counseling, business and education, and undergraduate programs in psychology, business criminal justice and IT.

■ HEALTHCARE SERVICES
INSIGHT IMAGING - ARLINGTON

Michael Coleman, Account Executive
 2786 S. Arlington Mill Dr.
 Arlington, VA 22206
 Phone: (703) 820-2775
 Email: mecoleman@insighthealth.com
 Website: www.insighthealth.com
SPONSOR: Chris Hunter, Staff

■ MORTGAGE SERVICES
**BRANDON FRYE - WELLS FARGO
 HOME MORTGAGE**

Brandon Frye, Home Mortgage Consultant
 4926 Wisconsin Ave, NW
 Washington, DC 20016
 Phone: (202) 895-5155
 Email: brandon.frye@wellsfargo.com
 Website: www.wfhm.com/brandon-frye
SPONSOR: Rick Cheetham - Buck & Associates Real Estate

■ NONPROFIT ORGANIZATIONS & FOUNDATIONS

FOOD ALLERGY RESEARCH & EDUCATION (FARE)

Ben Clausen, Director of Development
 7925 Jones Branch Dr., Suite 1100
 McLean, VA 22102
 Phone: (703) 563-3087
 Email: bclausen@foodallergy.org
 Website: www.foodallergy.org
SPONSOR: Tina Leone, Ballston BID
 FARE's mission is to ensure the safety and inclusion of individuals with food allergies while relentlessly seeking a cure.

REACH FAR FOUNDATION

Kinite McCrae, Founder & Executive Director
 2300 N. Pershing Dr., Suite 2C
 Arlington, VA 22201
 Phone: (703) 991-0094
 Email: info@reachfar.org
 Website: www.reachfar.org
SPONSOR: Chris Hunter, Staff
 Reach Far Foundation envisions a community where youth are motivated, educated and inspired to maximize their potential to grow within, serve up and Reach Far.

MEMBERS IN THE NEWS

■ JANE FRANKLIN DANCE

Arlington-based Dance Studio Receives Recognition from Arlington County.

Jane Franklin Dance has been selected as a recipient of Arlington County's Nonprofit Capacity Building Program. The dance company implements 70 free movement workshops annually for centers serving older adults, offers programming for after school and performances for children, and presents collaborative artistic projects with music, media, and visual artists. Through innovative programming and creative choreography, **Jane Franklin Dance** celebrates movement and makes dance accessible to a wide range of Arlington audiences.

■ ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING

APAH Celebrates Affordable Housing and Honors Senator Barbara Favola and The Bozzuto Group

The **Arlington Partnership for Affordable Housing (APAH)** celebrated affordable housing at the 2013 **APAH** Annual Fundraiser Gala on October 8, 2013 at The Clarendon Ballroom. The event brought together Arlington businesses and residents to celebrate the importance of affordable housing in keeping Arlington diverse and inclusive. Senator Barbara Favola was honored for her vision, leadership and commitment to increasing the supply of affordable housing and to ending homelessness in Arlington. **APAH** also honored **The Bozzuto Group** and **Tom Bozzuto**, Chairman and CEO, for the vision and commitment to identify affordable housing solutions and their nationwide leadership in the real estate industry.

■ OLD DOMINION LANGUAGE CENTER

Old Dominion Language Center Opens in Rosslyn

Old Dominion Language Center is located in the heart of Rosslyn and specializes in teaching world languages & cultures as well as ESL classes. Intensive classes are designed to suit busy professionals who seek accelerated learning in a short amount of time. The center is renowned for its small class sizes, tutoring and cultural events, among other services. The educators believe in meaningful learning and can teach you a contemporary language that can be used in daily life. The center is run by experienced and qualified language trainers in several languages: Arabic, French, Spanish, German, Russian, Portuguese, Chinese and English as a second language.

■ RED TOP CAB

Red Top Cab Supports Arlington's iCan Bike

For the fourth year in a row, **Red Top Cab** sponsored Arlington's iCan Bike, a camp that teaches children with disabilities how to ride a two wheel bicycle. With their adapted bicycles, specialized instructional program, and trained staff and volunteers, iCan Bike is able to get most participants up and riding on a two wheel bike in five days. Mastery of the two-wheeled bike is an important confidence builder for these kids, and **Red Top** is proud to continue being a part of this camp.

■ THE SHOOSHAN COMPANY

John Shooshan to Be Honored as Outstanding Philanthropist on National Capital Philanthropy Day

On November 12, 2013 during National Capital Philanthropy Day, **John Shooshan** of **The Shooshan Company** will be honored as the Outstanding Philanthropist for the Greater Washington region. He has been selected due to his tremendous contributions to the region, both from a philanthropic perspective as well as his leadership as co-chair of the coalition to end homelessness in Arlington. Among the event supporters are **Capital Caring**, **Capital Development Strategies LLC**, **George Mason University**, **George Washington University**, **Global Printing**, **Marymount University**, and **Volunteers of America Chesapeake**.

■ CLARENDON HOME SERVICES, LLC

Clarendon Home Services to Partner with Urban Alliance for Student Internship

Clarendon Home Services, LLC (CHS) is partnering with **Urban Alliance** to sponsor a paid internship for a college-bound Wakefield High School Senior this year. "As a bustling small business office, not only do we need additional support, but we can provide a great opportunity for a future entrepreneur to learn all aspects of a business," commented **CHS** President, **Erik Gutshall**. **CHS** will be joining **Urban Alliance's** expansion into Northern Virginia. **Gutshall** was impressed by the formal training, mentoring, and consistent support the program offers interns. "Our clients expect the highest level of customer service from our team, and we look forward to an energetic addition to help fulfill that mission," added **Gutshall**.

■ LINDEN RESOURCES & CRYSTAL GATEWAY MARRIOTT

Crystal Gateway Marriott Receives Corporate Partner Award at Linden Resources' Annual Meeting

Linden Resources' 54th Annual Meeting and Celebration featured live performers, music, and food for a festive backdrop as members of the business community were honored for their support of employment opportunities for people with disabilities. The corporate partner award winners included: Employer of the Year, **Crystal Gateway Marriott**; Business Partner of the Year, Interstate International, Inc.; Strategic Partner of the Year, Government Technology & Services Coalition; Community Partner of the Year, JHJ & Associates, LLC; and Community Partner of the Year, Payroll Network. The meeting took place on September 24, 2013 at the National Rural Electric Cooperative Association in Arlington.



CONGRATULATIONS!

■ SEVENTY YEARS

ARLINGTON HEATING & AIR
CONDITIONING

■ TEN YEARS

BALLSTON COMMON SPORT &
HEALTH CLUB

■ FIVE YEARS

CARR WORKPLACES
STATE DEPARTMENT FEDERAL
CREDIT UNION
TD BANK

BAD KID WITH DAVID CRABB



New York Times
Critics' Pick

"Freakishly funny."
-*The Advocate*

"Tear-inducing
hilarity."
-*Curtain Up*

FRI NOV 22 + SAT NOV 23 / 8PM

STORYTELLING AND DYNAMIC CHARACTER WORKSHOP / SAT NOV 23 / 1-3PM

Based on his own life, *Bad Kid* is a hysterical, heartwarming tale of a Goth boy who dreamed of being anywhere but the middle of Texas in 1991. The setting is specific but the story is universal as David Crabb reflects on rebellion, sexuality, friendship and what it means to grow up different and alone—just like everyone else.

Congratulations to the 2013 Fall Golf Outing Winners



1st place team (L-R) Alissa Curry, Jason Williams, Ryan Perkins, and Matt Schwaim

With excellent weather and a great group of golfers, the Chamber's 2013 Fall Golf Tournament was a fun day of networking and golfing. Congratulations to all of the 2013 winners!

1st Place Team: FVCbank Team with **Alissa Curry, FVCBank; Ryan Perkins, Paychex; Matt Schwaim, Paychex; and Jason Williams, American Express**

2nd Place Team: David DeCamp, Newmark Knight Grubb Frank; Greg Mullan, George Mason Mortgage, LLC; Matt Ramos, Capital Fiduciary Advisors; and John Snedden, ROCKLANDS Barbeque and Grilling Company

Closest to the Pin: Phil Costabile, PAC Industries

Longest Drive - Women: Catherine Roper, Ballston BID

Longest Drive - Men: Ryan Perkins, Paychex

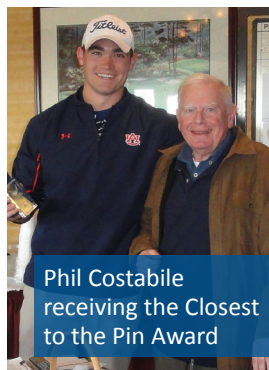
Putting Contest Winner: David DeCamp, Newmark Knight Grubb Frank

50/50 Raffle Winner: Trey Logie, ROCKLANDS Barbeque & Grilling Company

Washington Capitals Hockey Stick Raffle Winner: Jason Garrison, The Washington Business Journal



Kelly Mathews and Karly Tomlin at the Virginia Heritage Bank Hospitality Station



Phil Costabile receiving the Closest to the Pin Award

The Chamber would like to thank all of our sponsors who helped make this event possible, as well as Fort Belvoir Golf Club for allowing us to host the tournament on their greens for the third year in a row. Special thanks to the following businesses that donated prizes and goodie bag items:



Reception Sponsor
Linda Chandler,
Linden Resources



2nd place team (L-R) John Snedden, David DeCamp, Greg Mullan, and Matt Ramos

**Arlington Initiative to Rethink Energy
Arlington Promotional Products, LLC
Bean Kinney & Korman | Buck & Associates
EagleBank | FVCbank | GolfSmith
KDH Real Estate | Segue Technologies
Technology Management Inc. | Urban Igloo
Virginia Heritage Bank
Washington Workplace**

For more photos, visit the Chamber's Facebook Page: www.facebook.com/ArlingtonChamberVA

Special Thanks to Our Sponsors:

Reception Sponsor



Golf Cart Sponsor



Beverage Cart Sponsor



Hole Sponsors

**Burger King on Columbia Pike
Marymount University
M&T Bank
Virginia Commerce Bank & United Bank
Washington Workplace**

Hospitality Station Sponsor
Virginia Heritage Bank

Putting Contest Sponsor
Arlington Community Federal Credit Union

■ THE CHAMBER SCENE SEPTEMBER - OCTOBER

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.

September 13 - Arlington County Convention and Visitors Services' 2nd annual Hospitality Summit. President Rich Doud attended on behalf of the Chamber. Many hotel Chamber members were also present.

September 24 - Ruth's Chris Open House Reception. Staff Kate Roche and Chris Hunter attended on behalf of the Chamber.

September 30 - Arlington Economic Development Bizlaunch Business Opportunity Mixer at Jaleo Crystal City. Membership Director Chris Hunter attended on behalf of the Chamber.

September 30 - Arlington Food Assistance Center's 25th Anniversary and Hunger Action Month celebration. Staff Cassie Bate and Kate Roche attended on behalf of the Chamber. **Scott McCaffrey**, Vice-Chair of Government Affairs/Economic Development, was also in attendance at the reception.

October 1 - Happy Hour for the Arlington Community Foundation's philanthropy initiative, NextGenNow. Staff Cassie Bate, Amy Fisher and Chris Hunter attended on behalf of the Chamber. A number of Directors and Chamber members were also in attendance, including **David DeCamp**, 2013 Chair, **Kevin Shooshan**, Vice-Chair of Membership Development, and **Ron Novak**, Vice-Chair of Communications.

October 7 - Curious Grape wine and food tasting networking event. Staff Chris Hunter and Kate Roche attended on behalf of the Chamber.

October 10 - Westwood College Annual Business Mixer. Staff Rich Doud and Chris Hunter attended on behalf of the Chamber.

October 10 - Leadership Arlington's Signature Program day featuring the topic, "The Arlington Way." President Rich Doud served on the panel on behalf of the Chamber. Past Chair **Michael Foster** also served on a panel.

October 16 - Mobility Lab's Transportation Forum, "People First: The Future of Transportation in America, with Ray Lahood," at **George Mason University**. Membership Director Chris Hunter attended on behalf of the Chamber.



(L-R) Chris Hunter, Amy Fisher, Gina Grantham, Cassie Bate, David DeCamp and Jim Whittaker at the NextGenNow Happy Hour

COYOTE BLUE
Athenaeum
201 Prince St, Alexandria
NOV 17 @ 4 PM

703.933.1111 janefranklin.com
JANEFRANKLINDANCE



oiarlington.org

CHRISTMAS TREE "O" CHRISTMAS TREE
The Arlington Optimist Club's Christmas Tree Lot Opens
Saturday, November 30th @ 12:00 noon
Weekends: 10:00 am-9:00 pm & Weekdays: 2:00pm-9:00pm
SAME LOCATION FOR 67 YEARS!!
Lee Highway & Glebe Road --- On the Wells Fargo Parking Lot
Help Support the Youth of Arlington!
Purchase Your Tree From the Optimist Club of Arlington!



■ HOLIDAY GIVING

Give Back to Your Nonprofit Chamber Community this Holiday Season

By Kerry Lombard, Doorways for Women and Families, & Linda Kelleher, APAH, Community Action Committee Co-Chairs

Looking to make a difference in your community during the holidays? Your fellow Chamber members working in the nonprofit sector have compiled ways you and your business can contribute to their organization during the holiday season.



American Red Cross in the National Capital Region, contact: Jessica.Adams@redcross.org, 703-584-8407

- Visit www.redcross.org/gifts to shop from our online catalog and "Give Something that Means Something."
- Volunteer, donate blood, or host a blood drive. For information on these and other ways you can help your American Red Cross, visit www.redcross.org/support.

Animal Welfare League of Arlington, contact: mail@awla.org, 703-931-9241

- Set-up a food drive for cat wet food Friskies liver and chicken or chicken and tuna flavor or Purina wet food for dogs.
- Donate large kongs, kong wobblers, kibble nibble, or nylabones to help the dogs in the shelter.

Arlington County Department of Human Services, contact: klarrick@arlingtonva.us, 703-228-1775

- Participate in Secret Santa by donating a gift card to benefit children in foster care, people with disabilities and families with low incomes.

Arlington Partnership for Affordable Housing (APAH), contact: Liz McElwee at lmcElwee@apah.org

- Donate \$20-25 gift cards for grocery stores or Target: www.apah.org/donate.
- Donate Warm mittens, scarves, hats for school age children (6-18 years old), soccer balls or basket balls.

Arlingtonians for a Clean Environment, contact: elenor@arlingtonenvironment.org, 703-228-6427

- Volunteer your time or contribute energy efficiency supplies to help Arlington families improve the comfort of their homes and save money on their utilities.
- Organize a team to help Arlington's streams by cleaning up trash or marking storm drains with "Don't Dump" labels.

Bowen McCauley Dance, contact: Ricki Marion, ricki@bmdc.org, 703-910-5175 (x102)

- Donate a laptop, iPad, Staples gift card (for basics office supplies: staplers, scissors, sticky notes, pens, etc.), free printing services, or storage space (for costumes and sets).

Capital Caring, contact: Greg Byrne, gbyrne@capitalcaring.org, 703-351-2811

- Volunteers needed to visit, read to patients, listen to and record their life stories, or help out with simple errands. A training session for new volunteers will be held on Saturday, Nov. 16th
- Special volunteer services such as massage therapy, music therapy, or help in drafting a will.

Community Residences, contact: cflye@comres.org, 703-842-2340

- Support an individual or family in our community-based programs, many of whom are staying in as shelter, by fulfilling their Christmas wish list.
- Provide a reusable grocery bag filled with non-perishable food to help those exiting our crisis unit to continue getting back on their feet.

Doorways for Women and Families, contact: Rachel Dove at rdove@doorwaysva.org, 703-504-9400

- Adopt a family through our Holiday Wishes Program and make the holidays brighter for a family experiencing homelessness.
- Set up a toiletry drive at your place of business or apartment complex to collect much needed items for our shelters.

Homeward Trails Animal Rescue, contact: info@homewardtrails.org

- Donate towels, wet dog and cat food, and leashes.
- Check out the new Adoption Center Amazon registry and consider buying/donating an item. You can find it at www.homewardtrails.org.

Linden Resources, contact: James Williams at jwilliams@linden.org, 703-299-3214

- Donate \$37 to help an adult and/or veteran with a disability receive a half-hour of resume review and preparation, \$74 to help an adult and/or veteran with a disability receive an hour of job coaching, including a mock interview
- Businesses: choose Linden Resources to provide your secure shredding solutions and create meaningful work opportunities for adults with disabilities and veterans.

Continued on page 9

Offender Aid and Restoration (OAR), contact: Adam Hand at ahand@oaronline.org, 703-228-7030

- Donate \$25 Target gift cards for Holiday gifts for teenagers who have a parent in the Arlington County Jail, \$20 in Metro fare for client transportation to appointments and job interviews (paper fare cards are preferred so we can transfer the appropriate fare to SmarTrip cards).
- \$1000 to underwrite OAR's Project Christmas Angel wrapping party on December 12th at St. Andrew's Episcopal Church so over 250 children of incarcerated parents in Arlington will receive a Holiday gift.

The Reading Connection, contact: Stephanie Berman at SBerman@thereadingconnection.org, 703-528-8317, ext. 10

- Accepting donations of new and like-new children's books for kids aged 0-18. Graphic novels and board books are highly desired.
- Gift wrap for reading at local bookstores. Sign up for a shift at <http://signupschedule.com/trcgiftwrap>.

USO of Metropolitan Washington, contact: Shannon@usometro.org, 703-588-0176

- Light up a military child's holiday season! Sign up for Project USO Elf to receive a name(s) and a wish list to shop for and create some holiday magic for our littlest patriots.
- Warm the home and hearts of a junior enlisted family by donating \$50 to purchase a complete holiday meal at www.usometro.org/donate and select Turkeys for Troops.

Volunteer Arlington, contact: Kurt Larrick at 703-228-1775

- Arlington County Secret Santa Program: Donate gift cards to benefit children in foster care, people with disabilities and families with low incomes. Please donate cards in denominations of \$25 or less.
- Interested in exploring other ways to help those in need this holiday season? Visit the Volunteer Arlington website at: www.arlingtonva.us/volunteer

VOAC Residential Program Center, contact: Joe Onyebuchi at Jonyebuchi@arlingtonva.us

- Donation items needed: Winter Coats, Business Attire (men and women), Dress Shoes, Books, Yoga Mats, Toiletries (Deodorant, Body Lotion are extreme needs!), Socks, Hats and Gloves, Washcloths and Towels

YMCA Arlington, contact: erik.vandepoll@ymcadc.org; 703-525-5420

- Help disadvantaged children stay safe this winter by donating \$100 to provide afterschool care.
- Help local families stay strong and healthy by donating \$150 to support our family programs.

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Monday Properties Set to Deliver 1812 North Moore Street

Monday Properties is only weeks away from opening the doors at 1812 North Moore Street, its 35-story office tower in Rosslyn. With its distinctive pyramidal top, the 390-foot-tall building is the tallest and greenest office tower in the Washington, D.C. region. Currently, the only other taller structure in the region is the Washington Monument.

Anthony Westreich, Chief Executive Officer, **Monday Properties**, said, "1812 North Moore Street sets the new standard for office development. It's the pinnacle of design, efficiency and, above all, accessibility. Our LEED Platinum office tower offers unparalleled views of Washington, D.C.'s monuments just across the Potomac River, as well as the most modern and energy efficient building systems."

The 580,000-square-foot building has a two-story, through block main lobby with double-height ceilings and on-site access to the Metro's Blue and Orange Lines. Retail stores and restaurant amenities will be provided along its North Moore Street and North Fort Myer Drive frontages.

Tim Helmig, Executive Vice President and Chief Development Officer at **Monday Properties**, added, "Looking out at the views from 1812 North Moore will make you feel more like you're in Washington than folks who work in The District, but don't get to see its most famous sites from their desks. The views are matched by access and the convergence of five major roadways and four bridges."

When 1812 North Moore Street is fully occupied, it will bring some 3,000 workers into the center of Rosslyn.



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Saturday, Sunday and holidays (closed Dec. 25): 9 a.m. - 4 p.m.

- No referrals needed for most insurance plans
- Lower co-pays than ER visits
- No appointment necessary, but can request an appointment at inova.org/ballston or 571.492.3080



Showcase Your Involvement in the Business Community

At the roundtable on September 25, **Tara Zirker** and **Mark Frieden** of **NeoNiche Strategies**, presented their thoughts on developing a successful online presence.

1. Your Website: Resume
 - A great user experience is easy to navigate and aesthetic
 - Your most important element is the opt-in placement
2. Your SEO: Behind the Scenes Money Maker
 - Most (85 percent) of SEO is content marketing
 - Figure out and incorporate your business hot words (key words)
3. Develop highly anticipated and shareable signature content
 - Hala Habal, Communication Director of Which Wich, if you imagined your business as a person, what would their personality be like? Embody that!
4. Your Newsletter: Gold, Gold, GOLD!
 - Please do not ever skip out on a monthly newsletter
 - Ensure that newsletters are consistent and optimized
5. Your Blog: Like Free Google Rankings
 - Consider your blog to be free and better Google rankings
 - Choose a time line and stick to it like glue
6. Your Social Media Marketing: Also Just Called 'Marketing'
 - Recommend between one to three platforms
 - Conduct the following activity:
 - How many users on Facebook?
 - 1.15 billion; 1 in 13 people on earth are on FB, 189 million 'mobile only'
 - How many users on Twitter?
 - 500 million, 200 million active, fastest growing demographic is 55-64
 - Twitter user with the most followers?
 - Justin Bieber; half of his followers are spam accounts
 - How many LinkedIn users?
 - 238 million, new user every second, least active of all platforms
 - How many Pinterest users?
 - 70 million users
7. Your Number One Risk and Vulnerability: Lack of Consistency
 - Plan your work and work your plan
 - Check in on Google Analytics each month to see what's working and get motivated

CHAMBER UPDATE

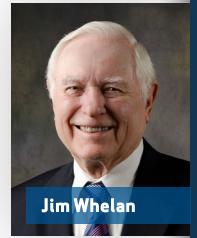
New Committee Co-Chair

Linda Kelleher, **Arlington Partnership for Affordable Housing (APAH)**, is the new Co-Chair of the Community Action Committee. **Linda** will be co-chairing with **Kerry Lombard**, **Doorways for Women and Families**, who has served as Co-Chair for the past three years.

Linda has been with **APAH** as the Director of Community and Resident Relations for nearly four years. She is responsible for the overall management of **APAH's** fundraising, communications and resident services.

ROUNDTABLE

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.

GRAND SPONSOR



REGISTER NOW:

NOVEMBER SMALL BUSINESS ROUNDTABLE

20 WEDNESDAY

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



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Drew Brown, *Commercial Lending*



THANK YOU!

- Lebanese Taverna, Pentagon Row for hosting the September Business After Business
- American Red Cross of the National Capital Region for donating door prizes for the September Business After Business
- Morton's the Steakhouse and Cosi for donating door prizes for the October Breakfast Connection
- Holiday Inn Ballston for hosting the September Board of Directors meeting
- Wakefield High School for hosting the October Board of Directors meeting