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## ■ FALL OUTING REVIEW

### The 64th Annual Fall Outing

On Tuesday, October 20, the Chamber hosted the Fall Outing at Pleasant Valley 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. Over 50 golfers participated in the 18 holes of golf and also enjoyed some friendly competition, with contests including longest drive, closest to the pin, beat the pro, and a putting contest.

This year's Fall Outing also included a small silent auction during the awards reception, with 10% of profits going directly to the Young Entrepreneurs Academy (YEA!).

► Turn to page 7 to view photos and see a list of the winners and sponsors.



## ■ ANNUAL MEETING PREVIEW

### The 91st Annual Meeting

The Arlington Chamber of Commerce will host its 91st Annual Meeting on Friday, December 11 at the **Sheraton Pentagon City Hotel** at 11:30 a.m. A key event for the Arlington business community, the Annual Meeting will celebrate the Chamber's 2015 accomplishments and detail the Chamber's highly anticipated key initiatives and developmental plans for 2016. The 2015 President's Award, Chair's Award, and Committee of the Year Award will be presented to this year's winners.

Registration for members is \$55. Registration includes parking, program, and lunch.

Sponsorships are available starting at \$275. For questions and further information, contact Cassie Bate at 703-525-2400 or [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org).

► Registration deadline is December 4. Sponsorship deadline is December 2. For registration questions, call Member Services Administrator Hannah Dannenfelsler at 703-525-2400.

## SAVE THE DATE

### BREAKFAST CONNECTION - NONPROFIT FOCUSED

NOVEMBER 12  
7:30 a.m. - 9:00 a.m.  
Holiday Inn Rosslyn

### HOLIDAY CHEER ON TAP CO-HOSTED BY BALLSTON BID

DECEMBER 2  
5:00 p.m. - 7:00 p.m.  
SER Restaurant

THE ARLINGTON CHAMBER OF COMMERCE PRESENTS

THE 91st

# Annual MEETING

Friday, December 11  
11:30 AM - 2:00 PM  
Sheraton Pentagon City

**The Chamber**  
Arlington Chamber of Commerce

THE CHAMBER

EXECUTIVE COMMITTEE

Kevin Shooshan, Chair  
 Todd Yeatts, Chair-elect  
 Tim Hughes, Immediate Past Chair  
 David DeCamp, Past Chair  
 Kate Roche, President & CEO  
 Lindsey Rheume, Treasurer  
 Tina Walker, Assistant Treasurer  
 Shannon Bailey, Vice Chair - Communications  
 David Kinney, Vice Chair - Business Advocacy  
 Joe Prentice, Vice Chair - Member Affairs  
 David Isaacson, Vice Chair - Membership Development  
 Donna Hamaker, Vice Chair - Community Engagement

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 David Kinney, Kinco, LC  
 Tina Leone, Ballston Business Improvement District  
 Deborah Lipman, Metropolitan Washington Airports Authority  
 Michael Malone, Virginia Hospital Center  
 Greg Mullan, George Mason Mortgage, LLC  
 Dr. Patrick Murphy, Arlington Public Schools  
 Barbara Nicastro, The Law Offices of Barbara E. Nicastro  
 Ron Novak, Segue Technologies  
 Robb Parker, Vornado/ Charles E Smith  
 Joe Prentice, State Department Federal Credit Union  
 Jay Reiner, Jay E. Reiner, CPA  
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 Scott Ritter, United Bank  
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 Grace Shea, Lebanese Taverna  
 Kevin Shooshan, The Shooshan Company  
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 Karolyn Stuver, Fluor  
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 Todd Yeatts, The Boeing Company  
 Mark Zetlin, Mercedes - Benz of Arlington

U.S. ARMY LIAISON TO THE BOARD

COL. Michael Henderson, Joint Base Myer-Henderson Hall

STAFF

Kate Roche, President & CEO  
 Cassie Bate, Events & Development Director  
 Mike Rosenow, Membership Director  
 Meredith Smith, Communications Manager  
 Alex Held, Membership Engagement Manager  
 Hannah Dannenfeler, Member Services Administrator

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

NOVEMBER AT THE CHAMBER

AMBASSADOR COMMITTEE MEETING	2 MONDAY 4:15p.m. - 5:15 p.m. Chamber Board Room
COMMUNICATIONS COUNCIL MEETING	3 TUESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
NONPROFIT FORUM: BUILDING PUBLIC-PRIVATE PARTNERSHIPS	3 TUESDAY 11:30 a.m. - 1:30 p.m. WETA-TV
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE OPEN MEETING	4 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMART START	5 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	6 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	10 TUESDAY 4:00 p.m. - 5:00 p.m. Fire Works Arlington
EXECUTIVE COMMITTEE MEETING	11 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
VETERANS DAY	11 WEDNESDAY Chamber Office Closed
BREAKFAST CONNECTION NONPROFIT FOCUSED	12 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
ANNUAL CORPORATE SPONSOR RECEPTION	17 TUESDAY 4:00 p.m. - 5:30 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE CLOSED SESSION	18 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	18 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	19 THURSDAY 5:00 p.m. - 7:00 p.m. Location TBA
BOARD OF DIRECTORS MEETING	20 FRIDAY 11:45 a.m. - 2:00 p.m. Bistro 360
COMMUNITY ACTION COMMITTEE MEETING	24 TUESDAY 8:30 a.m. - 9:30 a.m. Chamber Board Room
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	25 WEDNESDAY 4:00 p.m. - 5:00 p.m. Arlington Career Center

REGISTER TODAY! ☎ 703-525-2400  
 > WWW.ARLINGTONCHAMBER.ORG



Thank you to Signs By Tomorrow for recently donating sign printing services. We appreciate your support!

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.

5 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

PREMIER SPONSOR  
 Michael Garcia-State Farm Insurance

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.

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

GRAND SPONSOR

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

This nonprofit focused Breakfast Connection is a great opportunity for businesses and nonprofits to connect and create new business relationships.

PATRON SPONSOR CroppMetcalfe Services

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.

19 THURSDAY  
Hosted by  
Volunteers of  
America Chesapeake  
Location TBA

**Volunteers of America**  
 CHESAPEAKE  
 Called to Care™

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 Times Call for a New Strategy

Anytime an organization gets comfortable within a current model without adapting to its surroundings, success become more and more difficult. As a Chamber, we see this on a daily basis, ranging from small retail shops, to companies of varying sizes, large corporations, universities, or even large jurisdictions such as Arlington County. Some organizations embrace this need to evolve, using a new model to their advantage and adjusting faster than their competitors, while others fail to accept this reality, thus setting themselves back a number of years.

Your Chamber is one of those groups who did recognize this in 2015, and as a result decided to adjust our future strategic plan in order to make sure you and your companies are being represented as best as possible in this great county. The vast changes in leadership throughout the County, alongside major advances in technology, have driven companies to reanalyze how they do things, and that's exactly what the Chamber did starting back in May. Fortunately, the Chamber is lucky enough to have Betsy Frantz, President and CEO of Leadership Arlington, on our Board of Directors, and she graciously volunteered her time and expertise to walk the Chamber through this process. I must say that I'm on a number of Boards and have been through some strategic planning, and I'd put Betsy up against anybody. Betsy first tasked me with nominating a committee to focus on this plan. That group met periodically during July and August when the Board is typically given a bit of a vacation, and ultimately presented a full strategic plan before Board which was recently approved and immediately put into action.



Of course, this plan goes into more detail than I'll share in this message, but here are some highlights that I'd like to let you all know about:

- Increase business advocacy by maintaining a strong, cohesive voice from the business community. Did you know that the Chamber has submitted over a letter per month to the County Board just this year?
- Chamber events will enable you to (1) hear from an amazing guest speaker, (2) learn something new, (3) meet someone new and (4) have the ability to market your company.
- Ramp up our marketing. By mid-2016, the Chamber's website will be completely renovated. Long overdue, the new website will come with an overall improved model, mobile access to a more interactive membership list, the Chamber's calendar and daily events, adapting to the future business model
- Continue to grow our membership. We want your membership to come with the largest network possible. 700 members is a lot, but with our new strategic plan, we intend to both speed up growth and cater to a larger and more diverse market.

My next message to you will be last of the year, and I look forward to summarizing all that we've accomplished as a Chamber in 2015. Stay tuned.

*"Give me six hours to chop down a tree, and I will spend the first four hours sharpening the axe." -Abraham Lincoln*

**Kevin Shooshan**  
The Shooshan Company

2015 ANNUAL CORPORATE SPONSORS



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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.



## OCTOBER MILESTONE ANNIVERSARIES

### CONGRATULATIONS!

#### THIRTY YEARS

**METROPOLITAN WASHINGTON AIRPORTS AUTHORITY**

#### FIFTEEN YEARS

**IRELAND'S FOUR COURTS**

#### FIVE YEARS

**BAYOU BAKERY, COFFEE BAR & EATERY**  
**LEROS TECHNOLOGIES**

## WELCOME NEW MEMBERS

### COMMUNICATIONS SERVICES

#### C.FOX COMMUNICATIONS

Bethany Hardy  
7201 Wisconsin Avenue, Suite 780  
Bethesda, MD 20814  
Phone: (301) 585-5034  
E Mail: bethany@cfoxcommunications.com  
Web Address: www.cfoxcommunications.com  
Sponsor: Staff  
C.Fox Communications is a strategic communications agency committed to telling the stories of its mission-driven clients in ways that make people stop, listen and care.

### EDUCATION

#### EDBACKER

Gary Hensley  
2231 Crystal City  
10th Floor  
Arlington, VA 22201  
Phone: (949) 202-8597  
E Mail: ghensley@edbacker.com  
Web Address: www.edbacker.com  
Sponsor: Kevin Shooshan, The Shooshan Company  
Edbacker is helping communities across the country fill the educational funding gap by bringing parents, corporations and district in one place.

### HEALTHCARE SERVICES

#### MID-ATLANTIC SKIN SURGERY INSTITUTE

George Vergheze  
173 St. Patricks Dr.  
Suite 201  
Waldorf, MD 20603  
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E Mail: info@midatlanticskin.com  
Web Address: www.midatlanticskin.com  
Sponsor: Staff  
We offer a wide variety of both medical and cosmetic services!

## MEMBERS IN THE NEWS

### LINDEN RESOURCES, INC.

## Linden Resources Receives Grant Award for New Pathways for Fathers and Families Program

**Linden Resources, Inc.**, has been awarded \$1,558,391 for first year funding (of a five year grant) to administer New Pathways for Fathers and Families, a program funded by the US Department of Health and Human Services, Administration of Children and Families (ACF).

The Responsible Fatherhood initiative is designed to help fathers establish or strengthen positive parental interaction by providing activities that develop and improve relationship, communication and parenting skills, and contribute to the financial well-being of their children by providing job training and other employment services. Responsible Fatherhood activities also help fathers improve relationships with their spouses, significant others, and/or the mothers of their children.

**Linda Chandler**, CEO of **Linden Resources**, said that, "**Linden** has a long and successful history of providing job placement and retention services to people with employment barriers. We are extremely proud to have been selected to administer this important program that will create positive change in the lives of the fathers and families who participate."

### ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING, INC. & WALSH, COLUCCI, LUBELEY & WALSH, P.C.

## Arlington Partnership for Affordable Housing Recognizes Bill Fogarty and Mark Silverwood as 2015 Affordable Housing Honorees

The **Arlington Partnership for Affordable Housing (APAH)** paid tribute to 2015 **APAH** Affordable Housing Honorees, **Bill Fogarty, Walsh, Colucci, Lubeley & Walsh**, and Mark Silverwood, Silverwood Companies, at their Annual Fundraiser Celebration at the Clarendon Ballroom on October 6, 2015. Over 375 attended this networking celebration of affordable housing and generously contributed a record-breaking \$430,000 to support **APAH** and their resident services program.

"We applaud **Bill Fogarty's** long-term leadership on the **APAH** Board where he helped our organization to grow from a small nonprofit to a major community partner with 1,218 homes at 14 properties," said **Nina Janopaul, Arlington Partnership for Affordable Housing** President/CEO.

"**APAH** recognizes Mark Silverwood, for being an early partner with Arlington County to develop affordable housing and for his ongoing philanthropic work in our community," **Janopaul** added.

### MARYMOUNT UNIVERSITY

## Marymount Professor Receives Fulbright Specialist Award

**Dr. Pramila Rao** of **Marymount University** has been awarded a Fulbright Specialist Award. The five-year award will allow the associate professor of human resource management to teach at overseas institutions for two to six weeks and network to identify potential projects or workshops she could provide. The Fulbright Specialist Program will cover the cost of trips, accommodations and provide per diem expenses.

With **Marymount's** diverse student body, **Rao** often teaches international students, particularly at the undergraduate level. Two years ago **Rao** began researching learning methods that students from other cultures might prefer. The Fulbright Specialist Award is a means toward that end.

"This is a wonderful opportunity to broaden my experience," **Rao** said. "I'm always looking for cross-cultural insights because I teach global HR management and international management. It's wonderful that I'll be able to bring back personal anecdotes to share with my students. This will also allow me to teach to a wider audience."

## LMO ADVERTISING

## LMO Advertising Wins Adweek Project Isaac Award

**LMO Advertising** has been awarded an Adweek Project Isaac Award in the 'Best Practices – HR Invention' category for the Agency's Snapchat Recruitment Initiative. The Adweek Project Isaac Awards acknowledge invention in media, advertising & marketing and technology. Specifically, the HR Invention category recognizes companies that use an original technique, process or mode in Human Resources.

"It is an honor to be recognized by Adweek for our recruitment innovation," said **Chris Laughlin**, President and CEO of **LMO Advertising**. "We look forward to continuing to find innovative methods of attracting top talent."

Launched in August 2014, **LMO's** Snapchat Recruitment Initiative aimed to find a new agency intern by soliciting applications through Snapchat, a popular visual-messaging app. "Snapchat is a personality amplifier—it's all about engaging with people in a very personal and fun way. When hiring, it is extremely important to discover someone's personality, and how they react and engage with other people to see if they will fit with our culture. So connecting with applicants on Snapchat gave us insight into our potential candidates well before they came in for interviews," said **Sherri Anne Green**, Director of Marketing of **LMO Advertising**.

## ARLINGTON FOOD ASSISTANCE CENTER, A-SPAN, DOORWAYS FOR WOMEN AND FAMILIES, &amp; LINDEN RESOURCES

## 10th Annual Arlington Turkey Trot to Benefit Arlington Organizations

The Arlington Turkey Trot will be returning to town this Thanksgiving morning to celebrate its 10th anniversary. The event, which drew 4,000 runners last year, is also charity event. This year, the beneficiaries are **Arlington Food Assistance Center**, **A-SPAN**, **Bridges to Independence**, **Doorways for Women and Families** and **Linden Resources**. For those interested in participating in the 5K run or volunteering for the event, more information can be found at [www.arlingtonvaturkeytrot.org](http://www.arlingtonvaturkeytrot.org).

## INFORMATION TECHNOLOGY

## NBR COMPUTER CONSULTING, LLC

Norm Reich  
513 Highland Street South  
Arlington, VA 22204  
Phone: (703) 486-1212  
E Mail: [info@nbrconsulting.com](mailto:info@nbrconsulting.com)  
Web Address: [www.nbrconsulting.com](http://www.nbrconsulting.com)  
Sponsor: Todd Ihrig, HD Vest Investment Services  
Full Service IT Consulting business supporting small to medium business and individuals with their computer, web, and graphic needs.

## NONPROFIT ORGANIZATIONS &amp; FOUNDATIONS

## CENTER FOR SPIRITUAL LIVING METRO

Trish Hall  
7006 Ted Drive  
Falls Church, VA 22042  
Phone: (703) 677-7102  
E Mail: [revtrish.cslmetro@gmail.com](mailto:revtrish.cslmetro@gmail.com)  
Web Address: [www.cslmetro.org](http://www.cslmetro.org)  
Sponsor: Staff  
CSL Metro is a welcoming New Thought faith community. Explore spirituality through inspiring and empowering education and practices.

## PROFESSIONAL SERVICES

## HEALTHY HAPPY HEART CPR

Maria Vialpando  
1100 N Glebe Road  
Arlington, VA 22201  
Phone: (202) 810-3358  
E Mail: [mariadelmycpr@gmail.com](mailto:mariadelmycpr@gmail.com)  
Web Address: [www.healthyhappyheartcpr.com](http://www.healthyhappyheartcpr.com)  
Sponsor: Lourdes Morales, Arlington Economic Development  
Healthy Happy Heart CPR fulfills CPR/FIRST AID/AED certification requirements personalized to the needs of the client in a time sensitive, cost efficient manner.

## CHAMBER MAPS

## Free 2016 Arlington County Street Maps Now Available!

The Chamber is pleased to offer our members the opportunity to distribute FREE Arlington County Street Maps. Members can request copies of the map to display in their offices, hand out to clients, etc.

The Chamber has partnered with Target Marketing to produce this street map. This Chamber-produced map provides a free resource for all member businesses and organizations.

✉ To request maps for your business, please contact Hannah Dannenfelser, Member Services Administrator, at [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org) or 703-525-2400 with the number of copies you require, as well as the date and time you are available to pick them up. Maps can be picked up at the Chamber office anytime Monday - Friday between the hours of 9:00 a.m. - 5:00 p.m. To expedite your request, please contact Hannah with the number of maps needed prior to visiting the Chamber office. Each member organization can request a maximum of 250 maps.



## CHRISTMAS TREE "O" CHRISTMAS TREE

## The Arlington Optimist Club's Christmas Tree Lot Opens

Saturday, November 28 at 9:00 a.m.

Mon. – Thurs. 2:00 – 8:00 p.m. | Fridays: 12:00 – 8:00 p.m.

Sat. - Sun. 9:00 am to 8:00 pm

**SAME LOCATION FOR 69 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!**



[oarlington.org](http://oarlington.org)



## CHAMBER SCENE

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 22 - Kate Roche and Mike Rosenow attended the Arlington Hospitality Summit. The event was co-hosted by Arlington Convention and Visitors Services and the Chamber's Hotel General Managers Committee, and Kate spoke on behalf of the Chamber.

September 23 - Alex Held attended Pups & Pilsners, hosted by the **Crystal City BID**.

October 1 - Mike Rosenow and Alex Held attended the **Arlington Rotary Club** meeting at **Washington Golf & Country Club**.

October 1 - Mike Rosenow, Alex Held, and Hannah Dannenfeler attended the Grand Opening of **A-SPAN's** new Homeless Services Center.

October 6 - Kate Roche attended the **Arlington Partnership for Affordable Housing** 2015 Annual Fundraiser Celebration.

October 14 - Alex Held served on the "How I Got My Job, and Why I Love It" panel for **Washington-Lee High School's** College & Career night. **Kim Durand**, **Arlington Partnership for Children, Youth & Families**, also participated in the panel discussion. Education and Workforce Development Committee Chair **Jim Egendreider** was also in attendance.

October 15 - Kate Roche attended the **Volunteers of America Chesapeake** 2015 Annual Harvest for Hope Breakfast, held in conjunction with **NovaSalud, Inc.**



## SHOPCHAMBER



NOVEMBER

Health Care

Thank you to everyone who supported the Chamber's Communications & IT members during the month of October! Please support the Chamber's Health Care members during the month of November. A full list of Health Care members can be found on the Chamber website.

In the spring, **Joe Prentice** of **State Department Federal Credit Union** was experiencing health problems as a result of lots of work travel. While researching ways to take care of the issues on his own, **Joe** came across something that said acupuncture would help and remembered that **Skyline Wellness** was a Chamber member. "They were absolutely amazing," said **Joe**. "I had never tried anything like acupuncture before and am now a total believer in Eastern medicine." This is just one of the many ways to ShopChamber with Health Care members during November.

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 November, share with your followers some of the Health Care members you enjoy working with.

## SAVE THE DATE

Come celebrate the holiday season with colleagues, friends and neighbors at **SER Restaurant**.

You'll enjoy drinks and appetizers while working with fellow local business leaders, all included with your paid registration. Don't miss this great annual event co-hosted by the Chamber and **Ballston BID**!

Pre-registration closes at noon on Tuesday, December 1st.

For more information, visit the Chamber website or call the Chamber at 703-525-2400.



## A great day for golf at the 64th Annual Fall Outing

The 64th Annual Fall Outing was a huge success. Thank you to all of those who came out for a day of golf, networking, and beautiful weather. We look forward to seeing you out on the greens next year!

Congratulations to all of the 2015 winners!

**1st Place: IAM Services, Corp. Team:**  
John Gallagher, Morgan Stevens, and Jeff Knoble

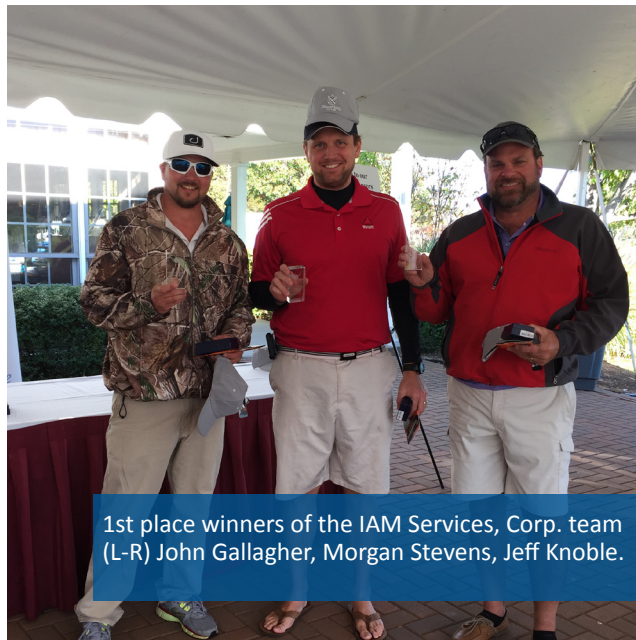
**2nd Place: Bean, Kinney & Korman, P.C. Team: Jennifer Brust, Charles Thomas and Stephen Caruso of Bean, Kinney & Korman, P.C., and Travis Russell of Glassman Wealth Services**

**Closest to the Pin: Virginia Perry, Holiday Inn Ballston  
Joe Lothrop, Burgers of Columbia Pike**

**Longest Drive: Jennifer Brust, Bean, Kinney & Korman, P.C.  
Morgan Stevens, IAM Services, Corp.**

**Putting Contest: Duncan Smith, TopGolf Alexandria**

The Chamber would like to thank Pleasant Valley Golf Club for hosting this year's Fall Outing, as well as **Trinita Brown-Cruise One** for sponsoring this year's hole-in-one contest.



1st place winners of the IAM Services, Corp. team (L-R) John Gallagher, Morgan Stevens, Jeff Knoble.



Longest Drive Winners Morgan Stevens & Jennifer Brust



Putting Contest Winner Duncan Smith



2nd Place Winners, of the Bean, Kinney & Korman, P.C. team (L-R) Travis Russell, Jennifer Brust, Charles Thomas, Stephen Caruso.

### Special Thanks to Our Sponsors:

Hole Sponsors

**Burgers of Columbia Pike**

**EagleBank**

**Halt, Buzas & Powell**

**IAM Services, Corp.**

**ROCKLANDS Barbeque and Grilling Company**

**TopGolf Alexandria**

Hospitality Station Sponsor

**Carr Workplaces**

Longest Drive Sponsor

**CroppMetcalf Services**

Putting Green Sponsor

**Buck & Associates**

Trophy Sponsor

**Scott J. Greenberg Private Wealth Management**



Team State Farm



Greg Mullan



Team TopGolf Alexandria

**YOUNG ENTREPRENEURS ACADEMY (YEA!)**

**Volunteers Needed as Business Mentors for 2015-2016 Academic Year**

Would you like to guide students on their path to success in the world of business? Consider becoming a **Young Entrepreneurs Academy Mentor**.

Mentors commit to seven fun-filled weeks of 90 minute sessions on Wednesdays from 5:30 p.m. to 7:00 p.m. at **Marymount University**, with limited out-of-class support through email and phone. Mentors provide guidance and feedback as students think through all aspects of their business creation, write their business plans, and prepare their Investor Panel presentations. Mentoring sessions begin January 13 and continue through February 24.

"Volunteering as a mentor for the **Young Entrepreneurs Academy** was an incredibly rewarding experience that I will not soon forget," said **Darren Tully**, a previous **YEA!** mentor. "The **YEA!** program is more than just a forum where students can play with their ideas; we watched these young entrepreneurs develop real-world skill sets directly applicable to the modern business world, from public speaking to finance to persuasive writing. To see the talent and burgeoning ambition in the hearts and minds of local middle and high school students was inspiring, challenging, and honestly, a little humbling. Here are these kids, taking something from their brain, seeing something missing in their world, and making it their purpose to see it a reality – how many of us can say we have done that? I learned just as much from them as they did from me."

For more information, please contact Alex Held at 703-525-2400 or [aheld@arlingtonchamber.org](mailto:aheld@arlingtonchamber.org). Limited spots remain, so sign up today!



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

*Special Thanks to Our Sponsors*

**Premier Sponsor**

**University Partner**



**Do you know how to manage your finances through market turbulence and beyond?**

**Put our knowledge on your side**

Many people become overwhelmed when teetering markets lower the value of their investments and retirement funds. Should you cash out? Wait a little longer? Learn how turbulent markets may present a great opportunity to reassess finances and recommit to attaining better long-term results.

**Market Volatility and Your Finances Workshop —**

We can show you how to navigate your finances during uncertain times. At this workshop, we will cover:

- Putting market volatility and risk in perspective
- Identifying practices that could make a difference – in good times or bad
- Using risk management strategies to help protect your investments
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Please join us:

Thursday, November 12

12:00 PM

The Chamber Board Room  
 2009 14<sup>th</sup> Street North  
 Suite 100

Arlington, VA 22201

Lunch will be provided.

RSVP to 703-205-2789 or

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Space is very limited, so please reserve today.

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## NONPROFIT SPOTLIGHT

## ■ HOLIDAY GIVING

## Give Back to Your Nonprofit Chamber Community this Holiday Season

By Linda Kelleher, Culpepper Garden, & Meg Rapelye-Goguen, Phoenix Bikes, 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.

**Arlington Food Assistance Center's (AFAC)**

Contact: [clare.mcintyre@afac.org](mailto:clare.mcintyre@afac.org), 703-845-8486.

- Organize a food drive to help AFAC collect food for Arlington families struggling against food insecurity and hunger.

<http://www.afac.org/food-drive/food-drive-participant-registration/>

- Donate to our Virtual Food Drive and help AFAC purchase holiday meals for families in-need. <https://afac.org/virtual-food-drive/>

**Arlington Free Clinic**

Contact: [pclark@arlingtonfreeclinic.org](mailto:pclark@arlingtonfreeclinic.org), 703-979-1425 ext. 113

- Donate toiletries (Perfume-free creams/ointments for dry skin; soap; shampoo; dental care items), and good running shoes/sneakers.
- Donate your used vehicles. We accept any vehicle regardless of age and condition!

**Arlington Historical Society**, Contact: Robert White, [robertwhite7@aol.com](mailto:robertwhite7@aol.com), 703-992-4294

- Volunteer docents are needed the Hume School on S. Arlington Ridge Rd on Saturdays and Sundays from 1-4; and at the Ball-Sellers House from 1-4 on Saturdays. Docents typically monitor visitors, answer their questions, and manage sales at its book store in the museum
- Volunteers are also needed for building maintenance.

**Arlingtonians for a Clean Environment**, Contact: [elenor@arlingtonenvironment.org](mailto:elenor@arlingtonenvironment.org), 703-228-6427

- Volunteer your time or donate to Energy Masters to help at-risk Arlington families improve the comfort of their homes and save money on their utilities.
- Organize a volunteer team to help improve Arlington's parks, streams and open spaces. Our service projects are a great way to get outside, work together as a team, and make a difference in our community.

**A-SPAN**, Contact: Farris Jackson, [FJackson@A-SPAN.org](mailto:FJackson@A-SPAN.org), (703) 228-7816

- Donate clothes for clients (e.g. Hoodies (S-XXXL), Coats/Jackets, Women's Underwear & Sports Bras (S-XXXL), Men's Boxers (sizes 30-45), Gloves, Scarfs, & Beanies, Long Johns (tops & bottoms), Jeans, Boots & Tennis Shoes, Socks
- Hand warmers, Sleeping Bags & Throw Blankets are also appreciated. New or gently used, laundered items may be dropped off at the Homeless Services Center or at one of A-SPAN's Clothing Bins.

**Jane Franklin Dance**, Contact: [janefranklindance@gmail.com](mailto:janefranklindance@gmail.com), 703-933-1111

- Donate gift cards (\$20, \$25, \$30) or make a monetary contribution to Jane Franklin Dance and designate for Summer Camp Scholarships or programs for Senior Adults.
- Donate items to assist families for Summer Camps (knit pants, t-shirts, snack items, art supplies) or volunteer for dance education projects, extended day care or for workshops for older adults.

**Linden Resources**, Contact: [scherney@linden.org](mailto:scherney@linden.org), 703-299-3242

- Donate \$40 to provide one-half hour of resume writing for one veteran with disabilities.
- Donate gas gift cards or SmarTrip® Cards for job interviewing transportation needs for people with disabilities.

**Offender Aid and Restoration (OAR)**, Contact: [hpritchett@oaronline.org](mailto:hpritchett@oaronline.org), 703-228-7435

- We are collecting donations for Project Christmas Angel, an annual **OAR** event where we provide gifts to children of incarcerated parents. Donations should be new and unwrapped for ages newborn to 18 (no clothing, please). You can also purchase items from our Amazon Wish List at <http://amzn.to/1LJR0cW> and have the items shipped directly to **OAR** office.
- Gift cards are needed for Project Christmas Angel for the hard-to-shop-for teens. Gift cards are also needed for our Reentry clients coming out of incarceration and returning to our community. Amazon and Target are excellent choices, and denominations of \$25 are most needed.

**Phoenix Bikes**, contact Meg Rapelye-Goguen, [meg@phoenixbikes.org](mailto:meg@phoenixbikes.org), 707-290-3941

- Donate a new helmet for the holiday kids bike drive, conduct a used bike drive or donate a used bike for the youth earn-a-bike program,
- Collect and donate cotton shirts/towels for use as bike shop rags, donate hardware store gift cards for stocking up bike shop supplies OR check out the supply wish list on Amazon (<http://amzn.com/w/3Q4YLLON272F4>)

**PRS/Crisis Link**, Contact: Meredith Hovan, [mhovan@prsinc.org](mailto:mhovan@prsinc.org), (703) 531-6321

- Donate hand sanitizer, notepads, candy, 1 inch binders, Starbucks gift cards, cups for water, Clorox wipes, and mouse pads.

## ARLINGTON ECONOMIC DEVELOPMENT

## Dongsheng International Entrepreneurship Competition Comes to U.S.

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

A leading Chinese technology accelerator is bringing its international entrepreneurship competition to Arlington. Dongsheng Science and Technology Park in Beijing, located at Zhongguancun, China's equivalent of Silicon Valley, is one of China's leading accelerators for technology and environmental companies. It is partnering with Sino-American investment and advisory service firm Dao Ventures to bring its Global Entrepreneurship Competition to the U.S. for the first time. The only U.S. location chosen to host the competition is Arlington.



This competition, which will be held at **Arlington Economic Development**, is open to early/seed-stage and growth stage technology companies from around the globe. After first round competitions in several countries, the finalists will come together to pitch their products and services for the chance at cash prizes, significant investments and mentoring, and the chance for free office space in one of China's top accelerators.

**AED** is accepting applications from technology companies in the first round of this global competition through November 6. Winners in the first round will be invited to participate in the final round of competition in Beijing later this year. Participants have the chance to win significant cash prizes up to a grand prize total of \$160,000 in the global final competition in Beijing.

More information about the competition and a link to the application is available on the Dao Ventures website at [www.daoventures.com](http://www.daoventures.com).

## BUSINESS ADVOCACY

## ■ BUSINESS ADVOCACY UPDATE

## Parking Meter Extension &amp; CPHD Processes

In September, the Chamber sent two letters on topics important to the business community to the Arlington County Board.

On September 10, Arlington County Department of Community Planning, Housing & Development (DCPHD) hosted a Development Forum to update the public on what the County is doing to improve the business process for land-use planning and permitting. The presentation from the Forum can be found on the Arlington County website. On September 23, the Chamber sent a letter to the Arlington County board expressing strong support of the changes to both the site plan review process and the permitting process announced on September 10. That letter can be found on the Chamber website.

Arlington County is considering a proposal to extend parking meter hours from 6:00 p.m. to 8:00 p.m. A public meeting with county staff regarding this proposal was held in early September, and the Chamber recently reached out to our retail and restaurant members regarding the proposed parking meter hour changes. For more information, please visit the Arlington County Transportation website. On September 24, the Chamber sent a letter to the Arlington County Board expressing opposition to the extension of parking meter hours and requesting that the Board not adopt the proposed extension of parking meter hours. That letter can also be found on the Chamber website.



Acting County Manager Mark Schwartz speaks at the October 21 Government Affairs & Economic Development Committee Meeting.

In October, the Government Affairs & Economic Development Committee had two well-attended meetings. At the first meeting, John Milliken, Chair of the Community Facilities Study Committee gave updates on the Community Facilities Study. Jim Dyke, Commonwealth Transportation Board Member, and Amanda Baxter, Special Projects Development Manager at Virginia Department of Transportation, were also in attendance at the meeting and gave Chamber members the opportunity to discuss I-66 multimodal improvements inside the Beltway. The second meeting of the month featured Acting County Manager Mark Schwartz. Mark became Acting County Manager following former County Manager Barbara Donnellan's retirement this summer. Committee members enjoyed learning about the new Acting County Manager's priorities for Arlington moving forward.

Members can be involved in shaping policy positions through the Chamber's Government Affairs & Economic Development Committee. The Government Affairs & Economic Development Committee typically meets on the first and third Wednesdays of the month at 9:00 a.m. in the Chamber Board Room. To be added to the committee distribution list, please email [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org).

## Top Legal Mistakes That Small Businesses Make

During the September Small Business Roundtable, **Rachelle E. Hill**, Attorney at Law, **Littler Mendelson**, covered a variety of topics revolving around the top legal mistakes that small businesses make.

### Mistake #1: Not Incorporating Your Business

- Before doing business, search the State Corporation Commission for the desired company name.
- Separates personal liability from firm's liability.
- Register, file and stay on top of annual fees/filing requirements.

### Mistake #2: Ignoring Corporate Formalities

- Treat corporate as a separate, distinct entity from individual self.
- Separate personal accounts from corporation.

### Mistake #3: Failing to Monitor Online Presence

- Online reviews and business: The purpose of reviews is to help consumers.
  - 80% of customers trust reviews. 25% believe posts are unfair.
  - Most people read less than seven reviews before making a purchase decision.
  - Most trusted sites: TripAdvisor, Zagat, OpenTable, Edmunds.com, and Yelp.
  - 14% of all internet reviews are fake.
- Problems with internet reviews include: fake reviews, reviews from disgruntled ex-employees or ex-lovers, competitors, or ignorant reviewers.

What can you do about it?

- 1. Protect:** Provide great service; be proactive; elicit regular feedback; respond and resolve complaints in a timely manner.
- 2. Monitor:** Designate a person to monitor your online presence; set up Google alerts; claim your business listing; establish a strategy for responding.
- 3. Enforce:** Flag inappropriate reviews and file claims; write directly to Yelp, Google, etc., and cite terms of use; file suit (cognizant of Statute of Limitations, 1-2 years in most states).
- 4. Choose your battles wisely:** Business ways to beat bad reviews before filing suit - online reputation services, increase coverage of other items, blogging.
  - The "Streisand Effect": taking efforts to remove a post can cause it to blow up in the media.
- 5. Follow the "Golden Rule":** Do to others what you would want them to do to you. Personal, timely responses and excellent customer service goes a long way. Make sure your responses to reviews are professional and uniform.

### Mistake #4: Failing to Firm Up Employee Policies

- Four ways to engage workers:
  1. Directly as an employee.
  2. Directly as an independent contractor.
  3. Indirectly as an employee (through a staffing agency).
  4. Indirectly as an independent contractor (use of third party administrators).
- Employees vs. Independent Contractors: Individuals are either employees or independent contractors. There is no third category for consultants or temps. You can have direct or indirect employees, but they are still either employees or independent contractors.
  - Why do companies use independent contractors? Some reasons include staffing short-term or temporary projects and to avoid additional costs associated with employees.
  - Misclassification issues typically arise in agency audits. Consequences of a misclassification include: income & unemployment taxes, interest, penalties, increased vulnerability to claims for wages or benefits by misclassified employee, workers compensation issues, company is on the radar (possible follow-up audits to ensure "proper" reporting, more substantial penalties for any future misclassifications).
  - Don't forget your intellectual property! Obtain a written assignment of copyright ownership of the computer program, written work, website, etc. generated by your independent contractor.

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:

NOVEMBER SMALL BUSINESS ROUNDTABLE

18 WEDNESDAY

11:45 a.m. - 1:00 p.m.  
Chamber Board Room

Preventing Fraud In Your Business  
Presented by Christine Searle of Searle Business Solutions, LLC

### SOCIAL MEDIA

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



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[arlingtonchamber.org/blog](http://arlingtonchamber.org/blog)



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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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**The Chamber**

Arlington Chamber of Commerce  
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!**

- Metropolitan Washington Airports Authority for hosting the October Board of Directors Meeting.
- Morton's The Steakhouse and CropMetcalf for hosting the October Business After Business.
- Capriotti's Sandwich Shop and Mid-Atlantic Skin Surgery Institute for donating door prizes for the October Business After Business.
- Mid-Atlantic Skin Surgery Institute for donating a door prize for the October Breakfast Connection.

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