

the Arlingtonian

VOL. XCII NO. 5 SEPTEMBER/OCTOBER 2021



*July Business After Business
at WHINO*

special thanks to
ARLINGTONIAN GRAND SPONSOR



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2021 Chamber Board EXECUTIVE COMMITTEE

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Steve Cooper, NextUp Solutions
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Adrian Stanton, Virginia Hospital Center
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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
Andrea Aiello, Membership Engagement Manager
Scott Pedowitz, Government Affairs Director
Thomas Fitzpatrick, Communications Coordinator
Laura Headrick, Events Manager
Monica Sloan, Executive Assistant to the President/CEO (part-time)

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

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 calendar

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

SEPTEMBER

- 1 Wednesday** **Government Affairs & Economic Development Committee**
9:00-10:00 a.m.
- 2 Thursday** **LeadShare Networking Group**
11:45 a.m.-1:00 p.m.
- 7 Tuesday** **Women in Business Networking Series**
5:00-7:00 p.m.
- 8 Wednesday** **Chamber 101**
4:00-5:15 p.m.
- 9 Thursday** **LeadShare Networking Group**
8:45-10:00 a.m.
- 10 Friday** **Executive Committee**
8:00-9:30 a.m.
- 13 Monday** **Breakfast Connection: Nonprofit Focused**
7:45-9:00 a.m.
- 14 Tuesday** **Sustainability Committee**
9:00-10:00 a.m.
- 15 Wednesday** **Ambassador Committee**
4:00-5:00 p.m.
- 16 Thursday** **Membership Development Committee**
2:00-3:00 p.m.
- 21 Tuesday** **Government Affairs & Economic Development Committee**
9:00-10:00 a.m.
- 22 Wednesday** **LeadShare Networking Group**
11:45 a.m.-1:00 p.m.
- 24 Friday** **Business After Business**
5:00-7:00 p.m.
- 28 Tuesday** **LeadShare Networking Group**
8:45-10:00 a.m.
- 29 Wednesday** **Community Action Committee**
9:00-10:00 a.m.
- 16 Thursday** **Board of Directors Meeting**
11:30 a.m.-2:00 p.m.
- 21 Tuesday** **Education & Workforce Development Committee**
3:00-4:00 p.m.
- 24 Friday** **Small Business Roundtable: Content Marketing - What to Say & Where to Say It**
11:45 a.m.-1:00 p.m.
- 28 Tuesday** **Small Business Roundtable: Content Marketing - What to Say & Where to Say It**
11:45 a.m.-1:00 p.m.

OCTOBER

- 1 Friday** **Sustainability Committee**
9:00-10:00 a.m.
- 4 Monday** **Ambassador Committee**
4:00-5:00 p.m.
- 5 Tuesday** **LeadShare Networking Group**
8:45-10:00 a.m.
- 6 Wednesday** **Female Founders Roundtable**
12:45-2:30 p.m.
- 7 Thursday** **Government Affairs & Economic Development Committee**
9:00-10:00 a.m.
- 12 Tuesday** **LeadShare Networking Group**
11:45 a.m.-1:00 p.m.
- 13 Wednesday** **Breakfast Connection Combined with Prince George's County Chamber**
7:45-9:00 a.m.
- 14 Thursday** **LeadShare Networking Group**
11:45 a.m.-1:00 p.m.
- 19 Tuesday** **Chamber 101**
4:00-5:15 p.m.
- 20 Wednesday** **Membership Development Committee**
2:00-3:00 p.m.
- 21 Thursday** **Executive Committee**
8:00-9:30 a.m.
- 26 Tuesday** **Breakfast Connection Combined with the Alexandria Chamber**
7:45-9:00 a.m.
- 19 Tuesday** **LeadShare Networking Group**
8:45-10:00 a.m.
- 20 Wednesday** **Government Affairs & Economic Development Committee**
9:00-10:00 a.m.
- 21 Thursday** **LeadShare Networking Group**
11:45 a.m.-1:00 p.m.
- 26 Tuesday** **Business After Business**
5:00-7:00 p.m.
- 27 Wednesday** **Education & Workforce Development Committee**
3:00-4:00 p.m.
- 27 Wednesday** **Membership Engagement Committee**
4:15-4:45 p.m.
- 27 Wednesday** **Community Action Committee**
9:00-10:00 a.m.
- 27 Wednesday** **Small Business Roundtable: Selling to the Commonwealth**
11:45 a.m.-1:00 p.m.

CHAIR'S MESSAGE

Strategic Initiative for the Chamber

The Chamber's Board of Directors maintains a strategic plan framework to keep the Board centered on the long-term strategic direction of the Chamber. The plan also ensures that we all continue to move the Chamber forward and keep focused on strategic initiatives. So many of us had to pivot and adapt last year and the Chamber is no different. But, while we changed some of our priorities and timelines within the plan, the overall long-term focus remains constant and true.



Todd Ihrig

The plan organizes our initiatives and goals into categories around Membership, Community Engagement and Operations. We are very close to accomplishing one of our objectives in the Community Engagement area – the establishment of a 501(c)(3) organization affiliated with the Chamber. This is a trend nationally with over 65% of chambers nationally reporting that they have a 501(c)(3) foundation/affiliate.

The reasons for doing this are many. First and foremost, it sets the Arlington Chamber up to be ready for future opportunities when they present themselves. There are sometimes grant programs and other funding opportunities that are available only to 501(c)(3) recipients. We have had several such opportunities over the years that have passed us by because we lacked this infrastructure.

Putting an affiliated organization like this in place means we can partner more effectively with public and private donors who want to fund projects that impact or leverage the business community. Businesses are already engaged in high-profile social issues such as workforce development, sustainability and economic opportunity/inclusion so it is important that the Chamber has the full infrastructure needed to continue to be the essential partner for our members' business success.

If your business has, or if you know of specific grant programs directed towards the business community, keep the Arlington Chamber in mind and please connect us with these opportunities.

We want to extend a huge thank-you to Chamber Director Ryan Brown and the entire team at **Arlington Law Group** for their help with the logistics of this strategic plan initiative. Their guidance and work has been invaluable.

Todd Ihrig
Avantax Investment Services

P.S. We are looking forward to our annual gala on Saturday, November 13. Hope to see you there! All of us need to be safe and follow CDC guidelines so we can continue this (albeit slow) return to normalcy.

2021 ANNUAL CORPORATE SPONSORS

can't-miss EVENTS

CHAMBER 101

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

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BREAKFAST CONNECTION

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

GRAND SPONSOR

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

Chamber Supports Flexible Approach to Langston Boulevard Corridor Development

Arlington County is developing its plans for additional commercial and residential development in the Langston Boulevard corridor. The Chamber provided feedback on Arlington County's initial analysis of development options, and encouraged the creation of flexible land use policies and regulations to attract investment to the area. The Chamber further cautioned against imposing restrictions that could limit the ability of future community processes to implement innovative designs and solutions.

Creating a New Connection to Ronald Reagan Washington National Airport (DCA)



The Chamber expressed support for moving forward with the CC2DCA Intermodal Connector, which will provide a direct connection to the DCA terminal from multiple transportation facilities in Crystal City. The CC2DCA Intermodal Connector will provide a safe approach for pedestrians, cyclists, and micromobility users to access the airport from National Landing. It will allow rail passengers to walk directly from the Crystal City rail station to the terminal, encouraging people from throughout the Greater Washington, D.C. region to see rail as a convenient way to travel to the airport and helping to alleviate road congestion.

Building Infrastructure to Keep Arlington Moving

Robust public infrastructure is vital for economic success, and the Chamber lent its support in July to several projects and plans that will strengthen Arlington as a place to work, live, and do business. The Chamber applauded Arlington County's inclusion of funding for Metro, second entrances at the Ballston and Crystal City Metro stations, and Columbia Pike transit in its Capital Improvement Plan. The Chamber also supported the proposed design of the Crystal City station entrance, and encouraged its construction.

Advocating for Richmond Highway to Become At-Grade Urban Boulevard

The current elevated design of Richmond Highway, U.S. 1, creates a physical and psychological barrier through the center of National Landing. At grade, it will function as a true community center with active sidewalks, street trees, building entrances, and opportunities for new development that engages residents, workers, and visitors. The Government Affairs & Economic Development Committee welcomed representatives from the Virginia Department of Transportation (VDOT) and the **National Landing BID** for a discussion about how best to recreate Richmond Highway as an at-grade boulevard. Following that discussion, the Chamber expressed its support for the roadway conversion and encouraged VDOT to broaden the project's scope south to 20th and 23rd Streets, which will further enhance safety throughout the corridor.

Enhancing Traffic Flow Throughout the Region

It is essential that all modes of traffic be able to move efficiently throughout the region to facilitate economic growth and to ensure that everyone in the region shares equitably in access to jobs and opportunities. The State of Maryland's plan to extend the 495 Express Lanes across a rebuilt American Legion Bridge is one part of meeting this goal. The Chamber, along with business groups from across the region, successfully advocated for the Transportation Planning Board (TPB) to restore this project to its long-range plan, after the TPB had removed it in June. Being included in the plan is essential for the project to be built. The project is expected to relieve existing congestion, improve transit options, and reduce emissions through incentives for HOV and transit travel.



Supporting Restaurants and Expanding Outdoor Seating

Restaurants have been one of the hardest-hit industries, and they continue to need the support that was put in place during the pandemic. In June, the Chamber led a successful effort to allow restaurants to use their dining rooms and Temporary Outdoor Seating Areas (TOSA) fully by applying for a Temporary Certificate of Occupancy to expand their capacity. After learning that restaurants were being charged an application fee for these Temporary Certificates of Occupancy, the Chamber worked with Arlington County to have the fees waived. The Chamber also continues to encourage Arlington County to expand outdoor seating permanently, citing points raised at a June Government Affairs & Economic Development Committee meeting. Expanded outdoor dining will be a success if Arlington County writes flexible rules to help restaurants fit their unique circumstances and streamlines processes for approvals. The Chamber will continue to engage as Arlington County develops its outdoor dining plans across the next several months.



Virginia General Assembly Approves Business Assistance Funding

The Virginia General Assembly has allocated more than \$3 billion of the Commonwealth's funding from the American Rescue Plan Act passed by Congress earlier this year. Headlining the allocation is \$250 million for the Rebuild VA small business grant program. Businesses that applied for, but did not receive, Rebuild VA grants last year will have priority, and then applications will be reopened, with businesses in the hospitality and tourism industry having priority. The Chamber will share how to apply for this next round of Rebuild VA grants when they are reopened.



The allocation also funds priorities including broadband expansion, utility assistance, tourism promotion, improving ventilation in schools, need-based financial aid for college students, replenishing the Unemployment Trust Fund, and more. A further \$761 million in American Rescue Plan Act funding was left to be allocated during the General Assembly's 2022 session this coming winter.

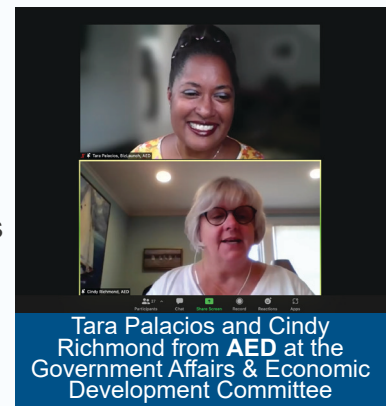
Grants for Small Business Relief in Arlington

The American Rescue Plan Act also included an approximately \$23 million allocation directly for Arlington County. These funds are in addition to money given to the Commonwealth of Virginia. In April, the County Board directed that some of those funds, an estimated \$2 million, be used to support small businesses through grants similar to the local Small Business Emergency Relief GRANT program implemented last year.

Representatives from Arlington Economic Development (AED)

joined the Chamber's Government Affairs & Economic Development Committee to discuss how to design the new grant program in Arlington.

The Chamber is building on that discussion by highlighting the importance of including our hospitality sectors, which continue to be hard-hit by reduced occupancy. Moreover, the Chamber is advocating for Arlington County to design the grant program in a way that will provide meaningful funding to struggling businesses including hotels and restaurants. The Chamber will share how to apply for local grants as that information becomes available.



upcoming
events

97th Annual Arlington Business Gala

**SATURDAY
NOVEMBER 13, 2021
6:30-11:30 P.M.**

**THE RITZ-CARLTON, PENTAGON CITY
1250 SOUTH HAYES STREET
ARLINGTON, VA 22202**

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Event Questions
Contact Laura Headrick, Events Manager, at
events@arlingtonchamber.org or (703) 525-2400

Registration
www.tinyurl.com/97thArlingtonBusinessGala

REGISTRATION

Registration includes a three course dinner, live music, dancing, open bar, and valet.

SPONSORSHIP

All sponsorships include registration and preferred seating for the event, and your company featured on Chamber promotional materials.

DONATE AN AUTION ITEM

Send the completed Silent Auction Donation form to Laura Headrick before Friday, October 22. Auction items that do well include vacation packages, restaurant gift cards, and theater and sporting tickets.

 **Arlington
Chamber
OF COMMERCE**

6th Annual Northern Virginia Regional Elected Leaders Summit

The Arlington Chamber of Commerce, premier partner Northern Virginia Chamber of Commerce, and co-hosts Alexandria Chamber of Commerce, Loudoun Chamber of Commerce, Prince William Chamber of Commerce, and Northern Virginia Regional Commission hosted the 6th Annual Northern Virginia Regional Elected Leaders Summit on Tuesday, August 24.

Business, government, and community leaders from across the region gathered at George Mason University's Van Metre Hall with a virtual simulcast, for a moderated discussion among Arlington County Board Vice Chair Katie Cristol, Fairfax County Board of Supervisors Chair Jeff McKay, Loudoun County Board of Supervisors Chair Phyllis Randall, Prince William County At-Large Chair Ann Wheeler, and City of Alexandria Mayor Justin Wilson. NBC4's Northern Virginia Reporter, Drew Wilder, moderated the program.

The elected leaders discussed COVID-19 impact and response, economic and workforce development, housing, and transportation in the Northern Virginia region. This was the sixth in a series of summits started in 2016, as a collaboration of chambers of commerce from across Northern Virginia.



Tim Sargent, **Dominion Energy**, speaking at the Northern Virginia Regional Elected Leaders Summit.

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featured content

Online Learning Center

The Chamber has launched its new Online Learning Center. This new feature allows our members and nonmembers to access educational Chamber events any time they want virtually. On our Online Learning Center, the Chamber regularly adds new content from its regular and annual events, such as educational webinars, the Women in Business Summit, and other Chamber events. To learn more about the Online Learning Center, contact Thomas Fitzpatrick, Communications Coordinator, at communications@arlingtonchamber.org.

Visit the Online Learning Center to view our available content.

www.arlingtonchamber.org/online-learning-center



members in the news

september & october

MILESTONE ANNIVERSARIES

Chamber Membership



35 Years
Ballston Quarter

25 Years
ROCKLANDS Barbeque and Grilling Company

15 Years
Capital Caring
Greg Mullan - George Mason Mortgage, LLC
John Marshall Bank
MedStar Capitals Iceplex
Sunset Pet Services, Inc.

10 Years
Carr Properties
Promise Land Title, LC

5 Years
Arlington Philharmonic
CNA
Raymond Towle - U.S. Chamber of Commerce
The Sycamore School

PATHFORWARD

A-SPAN is Now PathForward

PathForward (formerly A-SPAN) began 2021 with a review of its vision, mission, and values. With its new revised mission, **PathForward's** Board of Directors decided the organization needed a name to better fit what they do. The organization provides a full range of services that helps people, wherever they are on their path to stability. This mission inspired their new name, **PathForward**. The organization still continues its work transforming lives in Arlington by delivering affordable housing solutions and many more services.

CPRO, AMAZON

CPRO Announces New Partnership With Amazon

The **Columbia Pike Revitalization Organization** has received a \$25,000 donation from its new partner, **Amazon**. The donation was put toward some of Arlington's favorite events such as the recent Columbia Pike Blues Weekend and the upcoming Columbia Pike Drive-In Movie Nights. The donation will also go toward **CPRO's** 35th Anniversary Celebration. **CPRO** was grateful for Amazon's support, and said thanks to Amazon's and others' support, they are able to allocate more of their existing funds to community programs.



2021 Columbia Pike
Blues Festival

SIGNATURE THEATRE, INC.

Matthew Gardner Appointed as New Artistic Director

Signature Theatre's Board of Directors voted to accept the unanimous recommendation of Matthew Gardner from their Search Committee. Gardner has directed and worked for multiple prominent regional theaters in the Washington, D.C. area. He also has worked internationally in theaters in Korea. **Signature Theatre's** Board Chair expressed her excitement for Gardner and the theatre's future, saying Gardner has a strong vision for and understanding of **Signature Theatre**. Gardner stated he is excited for possibilities of the theatre and is also aware of the challenges to come.



Managing Director Maggie Boland and
Artistic Director Matthew Gardner

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 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.

AT&T, JBG SMITH

First 5G Smart City in U.S. Coming to Arlington

AT&T and JBG SMITH have teamed up to create one of the strongest network infrastructures in any urban environment in National Landing. The project is set to make National Landing a prototype for smart cities throughout the country. With a strengthened network infrastructure, Arlington could also offer enhanced benefits for future technology such as self-driving vehicles and environmental sustainability. AT&T and JBG SMITH envision National Landing as a great area for smart city innovation. JBG SMITH's diverse and widespread real estate will be a great partner in helping AT&T roll out their 5G network in the area. The first set of network infrastructure deployments are planned to begin in the first half of 2022.



MULTIPLE CHAMBER MEMBERS

Washington Business Journal's 2021 40 Under 40



Multiple Chamber members were recognized in Washington Business Journal's 40 Under 40 this year. Osiris Hoil of District Taco, Matthew Sarver of Gilbane Building Company, and Andrea Whitehouse of M&T Bank were among those honored at the ceremony. The class of 2021 was judged on their professional accomplishments, community leadership, and milestones. These honorees have adapted to the challenges of COVID-19 and thanks to their efforts, their organizations have notably been enhanced. Congratulations to everyone recognized in this year's 40 Under 40.

welcome to our NEW MEMBERS!

Business & Professional Services

HWD Consulting

Communications & IT

FusionTek
Neutek Solutions

Financial Services

First Citizens Bank
Nikki Macdonald - Northwestern Mutual
Sophie Cooper - Northwestern Mutual

Health & Fitness

Markiya Armstrong - PerformRX
Planet Fitness Arlington

Home & Personal Services

'58 Foundations
Cosmopolitan Plated

Real Estate & Construction

Ben Drucker - Fulcrum Properties Group
Cheryl Williford - Barcroft Realty Group
Exterior Medics
Golden Cities Development Company
Insight Property Group

Retail & Restaurants

La Moo Creamery
Nothing Bundt Cakes
Slapfish Arlington

Travel & Tourism

iParkSimple

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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.



HEALTHY

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.

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.



WHINO's grand opening and ribbon cutting



U.S. Chamber of Commerce's National Summit on Equality of Opportunity



NVAA's grand opening and ribbon cutting



Ballston BID's Bands & Brews on the Boulevard

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

June 17: Kate Bates, Vice Chair of the Virginia Association of Chamber of Commerce Executives (VACCE) Board of Directors, participated in the VACCE Board Retreat.

June 18: Kate Bates spoke at **WHINO's** grand opening and ribbon cutting. Mike Rosenow and Andrea Aiello also attended.

June 21: Kate Bates and Scott Pedowitz attended the **National Landing BID's** Annual Meeting.

June 23: Kate Bates, Thomas Fitzpatrick, Mike Rosenow, and Scott Pedowitz attended the U.S. Chamber of Commerce's National Summit on Equality of Opportunity.

June 30: Kate Bates attended the **National Landing BID's** Equity in Action: Creating Safe Spaces event at **Freddie's Beach Bar**.

July 8: Mike Rosenow spoke to **YHB** interns about the Chamber and why it's important to get involved in the business community.

July 15: Kate Bates spoke at the **Northern Virginia Apartment Association (NVAA)** grand opening and ribbon cutting. Scott Pedowitz and Andrea Aiello also attended.

July 21: The Chamber was a partner for the Region 7 Virtual Meeting: Blueprint Virginia 2030 Regional Tour. Kate Bates and Scott Pedowitz attended the meeting.

July 22: Scott Pedowitz attended the **Columbia Pike Revitalization Organization's** annual meeting.

July 23: Kate Bates attended the **Urban Alliance** of Greater D.C.'s Virtual Celebration and Awards Ceremony.

July 24: Scott Pedowitz and Olivia McKay volunteered at **Ballston BID's** Bands & Brews on the Boulevard. Kate Bates and Andrea Aiello also attended.

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



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!

- **WHINO and Washington Workplace** for hosting Business After Business
- **Arlington Promotional Products; Bean, Kinney & Korman, P.C.; Bridges to Independence; Cusumano & Stuver - Dentistry in Arlington; Elements Massage Pentagon City; Fur-Get Me Not Pet Care; Jamie Nicholas Printing & Graphics; Washington Workplace; and Potomac & Chesapeake Cycling** for donating door prizes at Business After Business