

FEATURED PHOTO: Attendees give their 60 second elevator speech at the Chamber's Breakfast Connection speed networking event.



ARLINGTONIAN
GRAND SPONSOR

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SAVE THE DATE

SCHOLAR'S CUP

SEPTEMBER 21

3:30 p.m. – 7:00 p.m.
Upton Hill Regional Park

SMALL BUSINESS ROUNDTABLE

SEPTEMBER 28

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



FALL OUTING PREVIEW

The Chamber's 60th Annual Fall Outing

Practice your swing with fellow Chamber members at our 60th Annual Fall Outing Tournament! The tournament is coming up on Thursday, October 6th at Fort Belvoir Golf Club. Escape the office for a day of networking on the greens while gaining valuable exposure for your company.

Be sure to register early, there is a limited number of golfers who can take part in the tournament. This is an event you won't want to miss! Each player will receive coffee and breakfast, as well as a boxed lunch on their cart and beverages conveniently located around the course. A barbeque dinner and chance to win numerous prizes, including a new car for the hole-in-one contest, will top off the day.

This premier event, which often sells out, is a very effective way to market your business, offering numerous sponsorship opportunities for every budget.

WHEN & WHERE?

THURSDAY, OCTOBER 6

9:30 a.m. – 4:30 p.m.
Fort Belvoir Golf Club
8450 Beulah St # 2920
Alexandria, VA 22315



Peter Converse, Virginia Commerce Bank, Dave Stephens, Virginia Commerce Bank, Mike Bolen, Virginia Commerce Bank, and Dave DeCamp, Grubb & Ellis Co, pose for the camera after winning 1st place for low gross team at last year's Fall Outing Tournament.

Sponsor a hole for just \$1350 and receive:

- Your company's name on signage at your designated hole
- One foursome in the tournament
- Your company will be featured in promotional materials developed by the Chamber for the event, including the Chamber's newsletter and website

Interested in showing off your company's products? Donate goody bag items or door prizes to our giveaway sweepstakes.

► For more information and to register visit www.arlingtonchamber.org or call (703)525-2400

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 Brenda Turner, **Arlington Community Federal Credit Union**
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 Joint Base Myer-Henderson Hall

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Aaron Guerrieri, Staff Accountant

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

SEPTEMBER AT THE CHAMBER

SMART START	1 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE	2 FRIDAY 9:00 a.m. - 10:30 a.m. Chamber Board Room
LABOR DAY	5 MONDAY Office Closed
BREAKFAST CONNECTION	8 THURSDAY 7:30 a.m. - 9:30 a.m. Knights of Columbus
AMBASSADOR COMMITTEE	12 MONDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE	12 MONDAY 5:00 p.m. - 6:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE	14 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
BUSINESS AFTER BUSINESS	21 THURSDAY 5:00 p.m. - 7:00 p.m. Hotel Palomar Arlington
COMMUNICATIONS COUNCIL	20 TUESDAY 5:00 p.m. - 6:00 p.m. Chamber Board Room
SCHOLAR'S CUP	21 WEDNESDAY 3:30 p.m. - 7:00 p.m. Upton Hill Regional Park
BOARD MEETING	23 FRIDAY 11:45 a.m. - 2:00 p.m. DeVry University
SMALL BUSINESS ROUNDTABLE	28 WEDNESDAY 11:45 a.m. - 1:15 p.m. Chamber Board Room
EDUCATION AND WORKFORCE DEVELOPMENT COMMITTEE	28 WEDNESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room

SMART START

Maximize your Chamber membership by attending this free networking seminar and information session about meeting new clients, and how to best utilize the benefits of Chamber membership

1 THURSDAY

4:00 p.m. - 5:15 p.m.
 The Chamber Boardroom
 2009 14th St. N.
 Suite 111
 Arlington, VA 22201

GRAND SPONSOR

Bank of America
 Home Loans

BREAKFAST CONNECTION

Come prepared to mix and mingle at this organized speed-networking event. You'll have the opportunity to give your elevator pitch and exchange information with double the amount of contacts this month! Bring plenty of business cards—you'll need them!

8 THURSDAY

7:30 - 9:00 a.m.
 Knights of Columbus

GRAND SPONSOR

CARDINAL

Host Sponsor: Carr Workplaces

BUSINESS AFTER BUSINESS

End your busy work day on a high note with delicious food and drink, mixer-style networking, and chances to win great prizes.

15 THURSDAY

5:00 - 7:00 p.m.
 Hotel Palomar
 1121 North 19th Street
 Arlington, VA 22209

PALOMAR
 ARLINGTON

Don't forget to check the Chamber's website calendar for upcoming events and schedule updates.

Fast and easy, the website allows you to register for events online and provides information on the location, time, and topic of a function.

Back to School and Back to Work

Hope you all had a great summer and managed to get a little rest and relaxation before the busy fall season is fully upon us. Promises of lazy summer days seemed to never fully materialize, and instead everyone here at the Arlington Chamber was as active as ever. The change in season brings the start of another academic year, college football and cooler evenings. Sometimes September feels like as much of a fresh start as January.

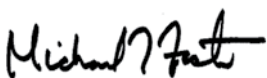
A few accomplishments to celebrate, the Opportunity Works campaign wrapped up with great success, bringing in new corporate members, sponsorships and some really good people who care about business in Arlington. Led by the dynamic duo,

Barbara Nicastro and **Joe Prentice**, the entire team of volunteers, as well as the dedicated Chamber staff deserves our praise if not awe. Beginning with great enthusiasm, they never looked back and everyone had a lot of fun breaking every record imaginable. It just goes to show that when times are challenging, smart business knows how to rally around effective resources. Not only were there lots of new members engaging in activities, this campaign helped to support critical programs and services for the Arlington Chamber. This successful effort helps to keep dues down while providing added resources for critical programs and services for the business community. From policy monitoring and advocacy for business interests to the Scholar's Cup, the Annual Meeting and of course Arlington's Best Night Out, the Chamber Gala. **[Sentence fragment]**

[Inaccurate: Trip to China is in the Fall] Last month we also welcomed home a wonderful group of Arlington Chamber members and friends who enjoyed the second annual Chamber trip to China. Once again this adventure was not only a great cultural experience, forging new bonds and friendships, but also revealed synergies and exchange of ideas among businesses in two very different parts of the world. Business in Arlington comes in all shapes and sizes and it is easy to forget how fortunate we are and how much we can learn and share with other jurisdictions and communities of the world.

Arlington business is obviously not limited to Arlington boarders. Our community is an ideal intersection of talent, transportation, communication and access to resources of every kind. Our surrounding neighbors along the Metro lines, across the river, or across the ocean can benefit from and create synergies with each other. While we look to global resources to improve business ideas large and small, it is interesting to learn how much of the area is looking to Arlington businesses as a model to build on and to provide needed thought capital and services. As a business person and architect, I am struck by the changing influences of cultures, markets, and design every day.

If you have not done so already, mark your calendar for October 6th and join us for the Fall Outing. Thanks to **Col. Coffman** of **Ft. Myer**, we are able to enjoy the classic course at Ft. Belvoir. This change of pace and new venue brings a tremendous opportunity to get together and discover another part of our regions rich heritage. There are still a few sponsorships left and it's not too late to sign up to bring in a few of your favorite colleagues or customers...or just bring a few ringers and go for the low score while finding new ways to energize your season with the Arlington Chamber.



Michael Foster, MTFA Architecture



Michael Foster

THE
SHOOSHAN
C O M P A N Y

FLUOR



Marriott



Booz | Allen | Hamilton

delivering results that endure



Chamber broadband internet capability courtesy of **Comcast Communications**. Office WiFi capability courtesy of **Washington Workplace**.

Deadlines for submissions to *The Arlingtonian*

■ **DISPLAY ADS & PRESS RELEASES**

The first of the month prior to publication. (i.e., for April, the ad must be submitted by March 1st).

■ **ARTICLES**

Same deadline as Display Ads.

■ **INSERTS**

Must deliver 1,750 inserts before noon on the 22nd of the month prior to publication (i.e., for April, the insert must be at the mail house by March 22). If less than the full number is provided, no inserts will be mailed and no refunds can be given.

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201. 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, 2009 14th Street, North, Suite 111, Arlington, VA 22201.

Articles printed in this newsletter are submitted by members and represent their ideas and beliefs and do not necessarily reflect the views of the Arlington Chamber of Commerce.

WELCOME NEW MEMBERS

■ NON-PROFIT
AMERICA'S FUTURE
WORKFORCE

Nate Mauer, Founder & CEO
550 14th Rd. S.
Arlington, VA 22202
Phone: 703-966-1007
Email: nmauer@americasfutureworkforce.org
Website: www.americasfutureworkforce.org

SPONSOR: Erica Pristas, Staff
America's Future Workforce provides a stipend to mature youth and places them in internships to gain working knowledge of a field and acquire occupational credentials.

■ RESTAURANT & FOOD SERVICES
CAFÉ CATURRA

Chris Curtin, Directing Partner
2931 South Glebe Rd.
Arlington, Va 22206
Website: www.cafecaturra.com
Email: chriscurtin@cafecaturra.com

SPONSOR: Erica Pristas, Staff
Cafe Caturra is a unique fast casual neighborhood cafe offering flavors that inspire and a selection of boutique wines that are sure to please.

■ PET & ANIMAL SERVICES
DOG GONE TIRED

Emily Ackerman, Sole Member
4101 25th St. N.
Arlington, VA 22207
Phone: 703-625-9746
Email: doggonetired@zoho.com

SPONSOR: Erica Pristas, Staff
Headquartered in Arlington, Dynamic Advertising Solutions is a national, full-service Marketing firm specializing in making your brand identity stand out amongst the competition.

■ BUSINESS SERVICES
HIGHLAND TITLE &
ESCROW

Jared Blatt, Settlement Agent
6723 Whittier Ave.
McLean, VA 22101
Phone: 703-760-3300
E Mail: jared@highlandtitle.com
Web Site: www.highlandtitle.com

SPONSOR: Erica Pristas, Staff
Highland Title & Escrow is a full-service real estate settlement company committed to providing expert and efficient service to homeowners and homebuyers in Northern Virginia.

■ HEALTH CARE SERVICES
MIDATLANTIC URGENT CARE
OF CLARENDON

Robert P. Holman, Chief Medical Officer
3301 Wilson Blvd.
Arlington, VA 22201
Phone: 703-243-6720
E Mail: info@midatlanticuc.com
Web Site: www.midatlanticurgentcare.com

SPONSOR: Sally Michael, The Lohman Group
MidAtlantic Urgent Care provides excellent health care in a Metro-accessible location in Clarendon. Appointments are not required.

MEMBERS IN THE NEWS

■ AHC, INC.

AHC Celebrates 35th Anniversary, Three Honorees to Be Inducted into Housing Hall of Fame

AHC Inc., marks its 35th anniversary this year by inducting three new honorees into its Housing Hall of Fame. The honorees include the **Alliance for Housing Solutions**, Arlington County Board member Barbara Favola, & Delegate Jim Scott (53rd District). Selected for their years of dedication and advocacy on behalf of affordable housing, the honorees will be inducted at **AHC's** 35th Anniversary Celebration on Tuesday, September 13, 2011 from 5:30 – 8:00 p.m. at the Westin Arlington Gateway Hotel. Proceeds of the celebration will go toward **AHC's** Resident Services program, which provides educational programs for more than 2,000 children, teens, seniors and adults.

■ ARLINGTON PROMOTIONAL PRODUCTS

Arlington Philharmonic Announces "Magnetic" 2011-12 Season

The Arlington Philharmonic recently worked with **Arlington Promotional Products, LLC** on the design of a refrigerator magnet to distribute at the **Arlington County Fair**. These magnets are an inexpensive, yet attractive way for the Philharmonic to advertise the upcoming season to its patrons while increasing citizen awareness of Arlington's very own professional orchestra. Carol Erion, President of the Arlington Philharmonic Association said "We're growing our audience and support base, even while operating on a shoestring budget. The magnets from **Arlington Promotional Products** proved to be a terrific tool to announce our concert season and make our orchestra better known in the community. We handed them out at the **Arlington County Fair**."

■ BEAN KINNEY AND KORMAN

Bean, Kinney & Korman Launches Employment Law Blog

Bean, Kinney & Korman, P.C., has recently launched its second blog, the Virginia Employment Law Journal, which can be found at <http://www.virginiaemploymentlawjournal.com>. The Virginia Employment Law Journal will examine all aspects of employment law and the constantly evolving issues that confront employers on a daily basis, including compliance with the Fair Labor Standards Act, overtime, HR policies, discrimination and wrongful discharge claims, non-compete and other employment agreements, and the impact of social media on the workplace. Firm shareholder, **Anthony (Tony) Cooch** will be Lead Editor of the blog. **Tony** diligently strives to stay on top of new developments in employment law and provides the blog as a resource for employers and those affected by these ongoing legal issues. **Arianna Gleckel**, associate with **Bean Kinney**, will also contribute to the blog as Editor.

■ BURKE & HERBERT BANK

Burke & Herbert Bank Welcome New Senior Staff Leader

Burke & Herbert Bank is pleased to announce that **Shannon B. Rowan** has joined the Bank as Senior Vice President and Director of Trust Services & Wealth Management. In this senior leadership position, **Mr. Rowan** will play a key role in developing and executing the strategy to grow the Bank's Trust business and to broaden the scope of the investment and wealth management services the Bank provides. "I am delighted to welcome **Shannon** to **Burke & Herbert Bank**," said **W. Scott McSween**, the Bank's President and Chief Operating Officer. "Following an extensive executive search process during which we met several well qualified investment professionals, we selected **Shannon** given the great depth of his experience, talent and expertise as both an investment professional and as a leader."

■ LINDEN RESOURCES

SOC Enterprises Changes Name to Linden Resources, Announces In-Kind Grants to Help Nonprofit Organizations

SOC Enterprises, a nonprofit organization that provides jobs for people with disabilities, has changed the organization's name to **Linden Resources, Inc.** To celebrate the new name and the upcoming October Disability Employment Awareness Month, **Linden Resources** has created an in-kind grant program to help fellow nonprofit organizations with the cost of printing, copying and hand assembly services. **Linden's** "Supporting Nonprofit Success" is accepting applications from nonprofit organizations with offices in the DC metropolitan area through October 10, 2011. The complete grant application and list of eligibility requirements is available online at www.Linden.org. **Linden Resources** operates several commercial businesses that support the organization's mission, including a full-service four-color printing, copying and hand assembly business in Arlington that employs people with disabilities.

■ ORGANIZE YOUR ESTATE

Organize Your Estate Offers Adult Education Classes

Organize Your Estate, Inc. will be offering a class focused on organizing estate documents and information. The class will detail how to identify, locate and record all your personal and business estate information, assets and documents. Emphasis will be placed on how to complete the job in a systematized manner. The class will be held on October 1st from 10:00am – 12:30pm at the Arlington Adult Education Center. Registration information can be found at www.apsva.us/adulted.

■ SEGUE TECHNOLOGIES

Segue Develops Arlington Cemetery App

Segue Technologies Inc. has developed a free smartphone app that helps locate grave sites at Arlington National Cemetery. Executive Vice president **Ron Novak**, who attended two military funerals at Arlington National Cemetery last fall – one for his father, Ronald John Novak, and one for a co-worker's friend, Robert Kelly - realized there was no mobile application for visitors to locate graves, so he discussed the project with **Segue's** mobile application development team, which began the work of developing one. The app, available for both iPhone and Android phones, lets the user identify the location of a specific grave location using first, last and/or middle name as well as dates of birth or death. It then provides the grave's location along with a map.

■ SIGNATURE THEATRE

National Radio Personality Robert Aubry Davis to Star in Signature Theatre's Production of *Hairspray*

The Tony Award®-winning **Signature Theatre** has announced that national radio host **Robert Aubry Davis** (**WETA's** "Around Town" and Sirius/XM Radio) will be making his stage debut, playing the iconic role of Edna in its upcoming production of the celebrated musical *Hairspray*. Directed by **Signature** Artistic Director **Eric Schaeffer**, *Hairspray* will run from November 21st through January 29th. Based on the 1988 cult film directed by John Waters, *Hairspray* features music by Marc Shaiman, lyrics by Scott Wittman and Marc Shaiman, and a book by Mark O'Donnell and Thomas Meehan. The musical, which played on Broadway for 6 ½ years, took home eight 2003 Tony Awards, including "Best Musical."

■ TWENTY FIVE YEARS
BALLSTON COMMON MALL

■ TWENTY YEARS
THE LENOX CLUB

■ FIFTEEN YEARS
ROCKLANDS BARBEQUE AND GRILLING COMPANY

■ TEN YEARS
DEVRY UNIVERSITY

■ FIVE YEARS
A SOUND PLAN
AIR FORCE ASSOCIATION
DEVELOPMENT RESOURCES, INC.
SUNSET PET SERVICES, INC.
YOUR ALTER EGOS

CONGRATULATIONS!



FEATURED MEMBER BENEFIT

GET IN THE NEWS!



Do you want a way to publicize newsworthy events or new services and product lines?

Are you hiring, moving, building, changing, or doing anything else that could benefit you by getting out the word?

Submitting items for *The Arlingtonian's* "Members in the News" section is a free benefit of membership.

Remember, community members and Chamber members alike read *The Arlingtonian*. Submitting press releases to the "Members in the News" section is free publicity!

Please submit press releases for consideration by the first of the month to Gaby Zamora:

communications@arlingtonchamber.org



SCHOLAR'S CUP

Mark Your Calendars - The 6th Annual Scholar's Cup is Here!

Don't miss out on the 6th Annual Scholar's Cup tournament on September 21st at Upton Hill Regional Park! The Scholar's Cup is a great opportunity to bring your family out for a day of mini golf, a delicious barbecue dinner, and fun! The event is a scholarship fundraiser for the Chamber, with 100% of the net proceeds benefitting the Arlington Chamber of Commerce Scholarship Fund for Arlington County students.

SPECIAL THANK YOU TO

GRAND SPONSOR




Last year's Scholar's Cup featured a face painter, who was a big hit with the kids!

WHEN & WHERE?

WEDNESDAY, SEPTEMBER 21
3:30 p.m. - 7:00 p.m.
Upton Hill Regional Park Golf Club
6060 Wilson Boulevard
Arlington, VA 22203

PHILIP M. KEATING FUND FOR THE FUTURE

A benefit for the Philip M. Keating Fund for the Future, a donor-advised charitable fund of the Arlington Community Foundation, a 501(c)3 nonprofit organization, will be held Saturday, October 22, 6:30-10:30 pm at National Airport's Historic Terminal A.

"Phil's Fund" will make grants to organizations to which Phil volunteered his efforts, talent and time, including the Borromeo Legal Project, the Arlington Chamber of Commerce, Arlington Rec Basketball, Arlington Travel Soccer and Arlington Public Schools high school character education programs. Sponsorships and auction donations are welcomed and appreciated.

For information or an invitation, contact Mary Beth Emerson, conem@comcast.net or 571-228-6876.

[Expand. Add note about Phil being the 2010 Chamber Chair]

Volunteer Arlington: Connecting you to your Community

By Tiffany A. Kudravetz, Volunteer Arlington

Volunteer Arlington, the County's volunteer action center, provides free resources to help connect volunteers with non-profits and agencies that are seeking assistance. Among the resources available are an Online Volunteer Connection, quarterly publications and e-newsletters, and one-on-one consultations in our Volunteer Resource Room.

How can the Online Volunteer Connection (OVC) help you?

The OVC is a clearinghouse to facilitate volunteer recruitment and management, recruitment of individuals to serve on a Board of Directors, and donation requests.

Non-profits and agencies may post one-time or ongoing opportunities and have access to the database 24/7 to update their requests. For volunteers, the OVC provides a user-friendly search function that allows the individual to search by a number of factors including agency, keyword, location, and date.

The OVC also includes a Donations Hotlink, which allows community groups to share their non-monetary needs for goods and services. When an individual or group is looking to make a donation, the list of requests can be viewed by category or keyword. The Donations Hotlink also allows you to post your own donations that you would like to make available to a local group.

Another useful feature of the OVC is Arlington BoardMatch, a listing where non-profits and agencies may post information and recruit members to serve on their Board of Directors.

Volunteer Arlington welcomes Chamber members!

All Chamber members are encouraged to take advantage of the resources provided by Volunteer Arlington. Chamber members are denoted by a medallion and the full list of participating members may be viewed at <http://bit.ly/ArChamber>. For help setting up an account, please email volunteer@arlingtonva.us.

How can I learn more?

Volunteer Arlington distributes quarterly publications of new and ongoing opportunities, as well as regular e-newsletters to volunteers and agencies. If you'd like to be added to our distribution list, please email volunteer@arlingtonva.us.

Our staff is also glad to meet with you in our Volunteer Resource Room or visit your organization to find out how we can best help you. To schedule a visit or to learn more about the resources offered by Volunteer Arlington, contact Tiffany Kudravetz at (703) 228-1197 or tkudravetz@arlingtonva.us.



Independent Living
Assisted Living
Alzheimer's Care


SUNRISE
INDEPENDENT &
ASSISTED LIVING

AT BLUEMONT PARK

5910 Wilson Boulevard
Arlington, VA 22205
(703) 536-1060

www.sunriseseniorliving.com

BEFORE, DURING & AFTER



Its Showtime!

BEFORE:

- Develop a "30-Second Commercial" around your key business feature to grab the audience's attention and summarize what you do.

- Bring a pen, a ton of business cards and your most charming attitude!

DURING:

- 90% of networking is showing up. The more face-time with the group, the better.

- When you meet someone it's not about whether you will do business with that person, it's about forming a relationship and being introduced to their entire network of contacts.

- Use that pen you brought *during the event* to write on people's business cards things like who you'd like to introduce them to, and when you said you are going to follow up with them.

AFTER:

- Act II is on you: 9 out of 10 times business is not done in that room.

- Follow up is arguably the most important step of networking so block out a portion of the day afterward to do so.

- Contacts have about the shelf-life of bananas and start to go bad after 3 days!

For more info about networking events, contact the Chamber:

- www.arlingtonchamber.org
- ✉ chamber@arlingtonchamber.org

GET LINKED

Are you LinkedIn?



The Chamber's LinkedIn group is a great way to network with fellow chamber members, jump in on interesting discussions, keep up to date on chamber news and events and promote your business! Get started today, visit the Chamber website for a direct link to the LinkedIn group!

SEARCH GROUPS FOR:
ARLINGTON CHAMBER OF COMMERCE, VA
➤ www.linkedin.com



You can now also visit the Chamber's Facebook page and "Like" us!
➤ www.facebook.com

WEB FEATURE

Find ChamberConnect on the Find A Business page.



ARLINGTONCHAMBER.ORG

Chamber Website Yields Results!

Most referred member categories for the month of August:

- 1 Real Estate - Residential
- 2 Hotels & Motels
- 3 Photography & Cinematography
- 4 Non-Profit Organizations & Foundations
- 5 Healthcare Services

Top 5 Keywords for the month of August:

- 1 Entertainment
- 2 Lodging
- 3 Transportation
- 4 Dining
- 5 Shopping

Top 5 Member Referrals for the month of August:

- 1 Windsor at Shirlington Village
- 2 A Sound Plan
- 3 Arlington Yellow Cab Co., Inc.
- 4 Crystal City Marriott
- 5 Comcast Cable Communications



Top 5 Members Clicked On for the month of August:

- 1 Midatlantic Urgent Care of Clarendon
- 2 Pure Media Sign Studio
- 3 Sir Speedy Print & Copy
- 4 Clarendon Fitness Collective
- 5 Minuteman Press Crystal City

Did You Know?

Businesses everywhere are turning to web advertising more and more as a great opportunity to reach consumers who are increasingly going online to find the information they need.

What's great about advertising on the Chamber's website is that it gives long term exposure for a very small investment.

Take a look at the Chamber web page *About the Chamber* > *Newsroom* > *Promotional Opportunities* for a full list.



For more information contact Gaby Zamora: ☎ 703-525-2400 ✉ communications@arlingtonchamber.org

Goodbye, Erica!

The Chamber would like to say goodbye to Erica Pristas, our Membership Director, and thank her for all of her wonderful contributions. We will miss Erica and wish her all the best.

A Message from Erica:

Dear Arlington Chamber Members,

As many of you may know, as of August I am no longer with the Arlington Chamber of Commerce but with Loudoun's Department of Economic Development. Thank you for your support and friendship over the past few years. Because of you and your involvement in the Arlington Chamber, our membership is known to be one of the best and most welcoming in the area. I truly believe in the benefits of membership at the Arlington Chamber of Commerce and hope that you all will continue to stay active and encourage others to do so as all. I will miss you all and I hope that we can stay in touch.

Warmest Regards,
Erica Pristas



Erica Pristas

☎ 703-525-2400
✉ chamber@arlingtonchamber.org

Get involved in one of the Chamber's Committees!

- Ambassador Committee
- Community Action Committee
- Communications Council
- Education and Workforce Development Committee
- Green Business Committee
- Hotel General Managers Committee
- Membership Development Committee
- Fall Outing Committee
- Gala/Silent Auction Committee
- Government Affairs and Economic Development Committee

To get involved, contact Leticia Cano at the Chamber:

☎ 703-525-2400
✉ chamber@arlingtonchamber.org

Leadership Arlington CEO Receives National Recognition

Betsy Frantz, President and CEO of Leadership Arlington, recently received national recognition for her outstanding contributions to the Arlington community and community leadership programs across the country. The Association of Leadership Professionals presented Betsy with the prestigious "Preceptor Award" their annual conference this summer.

This award goes to the head of a leadership organization who has "achieved a new standard of excellence." The recipients of the Preceptor Award are considered to be "leaders amongst leaders" chosen from hundreds of submissions throughout the United States.

"Preceptors are individuals with a level of expertise making them capable of lending guidance to others", said Griff Hall, Chair of the Association of Leadership Professionals.

Betsy's experience in a host of local community organizations reflects direct and proven expertise in leadership, strategic organizational planning and development, fundraising, negotiation, coalition building and volunteer activism.



John Murphy, Washington Workplace; Betsy Frantz, Leadership Arlington; and Marty Almquist, Avison

Over the past 14 years, under Betsy's guidance, Leadership Arlington's membership has grown to include over 700 key leaders who represent more than 500 organizations in the Arlington area.

Advertise in *The Arlingtonian*

Advertising in *The Arlingtonian* is one of the most efficient ways to reach the business community. Do you have services specifically suited for businesses? The monthly *Arlingtonian* is received by more than 1,700 people. While people receive the publication in a business setting, each of those individuals is also a consumer. Advertising in *The Arlingtonian* is a great way to get the word out about a key product or service you offer, an upcoming event you're hosting, or just to build name recognition. Advertising in *The Arlingtonian* is extremely affordable, and the Chamber offers discounts for six and twelve month commitments.

For more information contact Gaby Zamora:
☎ 703-525-2400
✉ communications@arlingtonchamber.org

New Retail Studies

by Terry Holzheimer, Ph.D.; FAICP, Director, Arlington Economic Development

Arlington Economic Development has always focused on the retail sector, with special concerns for occupancy levels, displacement by new development, the local vs. national retail balance and the types of businesses in retail space. One of two recent studies, "Clarendon Retail: the Past Five Years", provides a current and detailed look at Clarendon as a case study to track retail changes and trends over the past five years. Retail growth has been substantial. Clarendon has added five new mixed-use projects whose retail components total 116,361 square feet of space. Equivalent to the approximate square footage of a neighborhood shopping center, this new space has attracted a diverse mix of tenants, including innovative local concepts and familiar regional or national brands. Over 90 percent (105,154 square feet) of the new space has been absorbed so far; 77 percent of the new businesses are local/regional operators and nearly half are located exclusively in Arlington. Specialty grocer Trader Joe's and apparel retailer Ann Taylor are two national chains to enter the Clarendon market that are supportive of Clarendon's image. Retail space vacancies represent only four percent of the total, nearly all in buildings built within the past five years. In short, Clarendon is doing well in spite of the recession, showing significant growth in the "right" kind of retail - "local character" businesses.

In anticipation of an update of Arlington's retail policies, AED has framed the policies in terms of what happens with "Urban Retail: Inside, Outside and All-around". Arlington has policies related to the inside of retail spaces - the uses permitted as governed by the zoning ordinance and the site plan conditions. The outsides of the retail spaces - the facades and signage - are governed by the site plans and area plans and the sign ordinance. Finally, the use of the public realm and the relationships between the retail spaces and retail areas are governed by a whole series of mixed regulatory requirements. In providing a framework for revising our policy documents, this paper for the first time pulls together all aspects of the retail environment in a planning context.



Façade of Hudson Trail Outfitters, Pentagon Row Shopping Center

► For a copy of the retail studies visit the AED Web site at: www.arlingtonvirginiausa.com

FEATURED MEMBER BENEFIT

Get Them Up Front and Center



You may have noticed the prominent brochure display rack in the Chamber's lobby. As a member, you have the opportunity to secure your own spot on the wall and showcase your products and services here. This is a great way for you to share your latest look with the many visitors who come by the Chamber office.

Committee members, SMART Start participants, and other groups frequently visit the office. Brochure pocket spots are a great way to catch their eye and are a steal of a deal.

Contact the Chamber for more information: ☎ 703-525-2400 ✉ chamber@arlingtonchamber.org

Google for Small Businesses

A seminar focusing on how to use Google's free tools to advance small businesses was presented by Ray Sidney-Smith, w3c, Inc at the Small Business Roundtable. Ray discussed areas of business that Google can help such as marketing, accounting, social media, customer service, human resources and management.



Google launched Gmail, its answer to the problem of email overload, on 2004. Not only did it come with 1 GB of storage space (versus the then-industry standard of 2-4 MB), it came with a feature-set no other email service could match...for free! Since then, the Gmail team has added feature upon feature, including increased storage size.

Google Apps offers simple, powerful communication tools for any size business including streamline setup, minimize maintenance, and reduce IT costs. Google Apps includes Gmail for business, Google Docs, Google Calendar, Google Sites, and more for \$5 per user per month.

Google Calendar helps you manage your time by priorities within the context of time, date and (optionally) location. On the flip side, Google Tasks is Google's answer to managing your discretionary work time to get things done. Ray went over tricks to manage your time and tasks using these nifty, free services.

Ray conducts weekly webinars of each tool described in the seminar to further educate small business owners or potential owners. Each webinar explains in detail how to use each tool in the most productive way for business development. Contact Ray Sidney-Smith at www.w3cinc.com for further information.

BIG IDEAS:

- Google offers several services and apps that can be very beneficial to small businesses looking for affordable way to improve and monitor different areas of their business.
- Not only are most of these services free or extremely affordable, but they also minimize the amount of time dedicated to maintenance and upkeep as well as reducing IT costs.

REGISTER NOW:

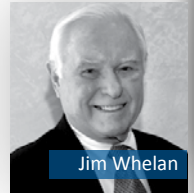
SEPTEMBER SMALL BUSINESS ROUNDTABLE

28 WEDNESDAY

11:45 a.m. – 1:00 p.m.

Chamber Board Room
2009 14th St. N., Suite 111
Arlington, VA 22201

The Small Business Roundtable, a free member benefit of the Arlington Chamber of Commerce, is an open forum discussion sponsored by **The Business Bank**.



Jim Whelan

The roundtable, facilitated by **Jim Whelan of The ProActive Corporation of America**, 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.



FEATURED MEMBER BENEFIT

Help Welcome Them Home

A "Chamber Welcome" is a relocation packet that was developed for potential Arlington County residents who request information about Arlington by the Chamber. We typically receive more than 500 requests every year. Requests have been received from all 50 states.

Packets include real estate and demographic information, as well as cultural, recreational, educational opportunities, and much more information that people moving to Arlington need to know. Take this opportunity to be among the first to introduce yourself and your company to potential new residents of our area. Arlington Chamber of Commerce members can gain the benefit of having a flyer inserted into these relocation packets at an annual cost of \$160.



Contact Leticia Cano for more information: ☎ 703-525-2400 ✉ chamber@arlingtonchamber.org



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The mission of the Arlington Chamber of Commerce is to promote businesses and economic development within Arlington County.

The Chamber will represent the interests of Arlington County businesses by: participating as a business advocate to government; endorsing regional solutions to infrastructure and educational challenges; and striving to create the conditions that encourage a healthy community and business environment within the County and the Commonwealth of Virginia.

THANK YOU!

- Crescent Luxury Apartments for hosting the July Business After Business
- Bernie Cohen – Insurance Solutions and Calamity Media for providing door prizes for the July Business After Business.

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