



ARLINGTONIAN GRAND SPONSOR

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SAVE THE DATE

SCHOLAR'S CUP TOURNAMENT

SEPTEMBER 19

3:30 - 7:00 p.m.

Upton Hill Regional Park

2012 FALL OUTING

SEPTEMBER 24

9:30 a.m. - 4:30 p.m.

Fort Belvoir Golf Club



■ FALL OUTING PREVIEW

Golf and Networking with Chamber Members

Practice your swing with fellow Chamber members at the 2012 Fall Outing Golf Tournament at Fort Belvoir Golf Club on Monday, September 24 from 9:30 a.m.- 4:30 p.m. This annual event allows for an escape from the office to gain valuable exposure for your company. Network while partaking in some friendly competition with fellow Chamber members for a chance to win terrific prizes donated by fellow Chamber members. The tournament will host a series of contests including a Putting Contest, Closest to the Pin Contests for men and women and Longest Drive Contests for men and women, in addition to awarding the top two best scoring teams.



"The 2011 Fall Outing was by far my favorite Chamber event last year," said Chamber Vice Chair of Communications **Ron Novak**, Executive VP, **Segue Technologies**. "The Fort Belvoir Golf Course proved to be an exceptional location with stunning views and fantastic play. I am excited that the Chamber chose this location again for the 2012 Fall Outing."

Be sure to register early for this premier event. Throughout the day, beer and soft drinks will be available for golfers on the course. A dinner reception will top off the day.

A number of sponsorship opportunities are still available. Sponsorships are a great way to market your business and gain even more visibility at this event. Contact Kate Roche at kroche@arlingtonchamber.org or 703-525-2400 for more information.

» Register or secure a sponsorship: www.arlingtonchamber.org or 703-525-2400.
Registration questions? Contact Leticia Cano lcano@arlingtonchamber.org

■ SCHOLAR'S CUP PREVIEW

7th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host its 7th Annual Scholar's Cup Tournament at **Upton Hill Regional Park** on Wednesday, September 19 from 3:30 - 7:00 p.m. Two tee-times will be available, one at 4:00 p.m. and the second at 5:30 p.m. This family-friendly and fun for all ages event is a fundraiser for the Arlington Chamber of Commerce's Scholarship Fund, and will include a mini-golf tournament and delicious BBQ dinner from award-winning **ROCKLANDS Barbeque and Grilling Company**.

100% of the net proceeds will benefit the Arlington Chamber's Scholarship Fund. The Chamber's Scholarship Fund provides financial assistance to several Arlington high school students each year using funds raised through donations and at the annual Scholar's Cup Tournament.

» Register or secure a sponsorship: www.arlingtonchamber.org or 703-525-2400.
Registration questions? Contact Leticia Cano lcano@arlingtonchamber.org

SPECIAL THANK YOU TO

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Chris Hunter, Director of Membership
Leticia Cano, Member Services Administrator
Amy Fisher, Communications Coordinator
Aaron Guerrieri, Staff Accountant

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

SEPTEMBER AT THE CHAMBER

SMART START	6 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	7 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room
AMBASSADORS COMMITTEE MEETING	10 MONDAY 4:15 - 5:00 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	11 TUESDAY 8:00 - 9:00 a.m. Chamber Board Room
UNDERSTANDING TODAY'S TECHNOLOGY	11 TUESDAY 12:00 - 1:30 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	12 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
BREAKFAST CONNECTION	13 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn
NONPROFIT FORUM	17 MONDAY 11:30 a.m. - 1:00 p.m. WETA
SCHOLAR'S CUP MINI-GOLF TOURNAMENT	19 WEDNESDAY 3:30 - 7:00 p.m. Upton Hill Regional Park
BOARD OF DIRECTORS MEETING	21 FRIDAY 11:45 a.m. - 2:00 p.m. Volunteers of America Residential Program Center
FALL OUTING	24 MONDAY 9:30 a.m. - 4:30 p.m. Fort Belvoir Golf Club
COMMUNITY ACTION COMMITTEE MEETING	26 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	26 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	26 WEDNESDAY 4:00 - 5:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	27 THURSDAY 5:00 - 7:00 p.m. The Curious Grape, co-hosted by John Marshall Bank

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.

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

GRAND SPONSOR

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 several tables of people.

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

GRAND SPONSOR


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.

27 THURSDAY
5:00 - 7:00 p.m.
The Curious Grape
2900 S. Quincy St.
Arlington, VA 22206
Co-hosted


JOHN MARSHALL BANK

NOTE - The Chamber's office location is:
4600 Fairfax Drive, Suite 804
Arlington, VA 22203

Located behind the Holiday Inn at Ballston. Free parking is available in the parking spaces directly in front of our building. Please note that there is a 2 hour limit.

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.

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

CHAIR'S MESSAGE

Now is the Time

Did you watch any of the recent summer Olympic Games? What were your favorite events? Who were your favorite athletes?

One of my favorite parts of any Olympic Games are the stories of the athletes. Their backgrounds. Their families. The challenges they've had to overcome. Even their favorite foods and the music they listen to intrigue me.

The common themes echoed by many of the athletes is their commitment to excellence and the conviction that 'now is my time'. They've prepared for years. Practiced. Rehearsed. They're focused. In short, they are ready. All of which leads to a question: As you reflect on your favorite Olympic memories could you honestly say that now is the time for your business to succeed at the next level? Have you done everything possible to put your business in the best position to win? For instance, what Chamber events between now and the end of the year will give you access to your target audience? What seminars, workshops, or other Chamber activities will help you gain a competitive advantage? When was the last time you spoke or met with someone from the Chamber to discuss how your business could benefit from activities hosted by the Chamber or for that matter, by becoming a member of the Chamber?

In the recent summer Games Britain's Andrew Osagie came in last place in the final 800-meter race. Last place. So what's impressive about that? Osagie ran a time that would have won him a gold medal in the event in any of the last three Games. The point here is one with which I know you are already familiar. Whether in business or sports the margin between winning and losing is often razor thin.

So put the odds in your favor. Your answers to the above questions can be a key component in determining the success of your business. And a key component in determining if now is your time.



Doug Brammer, Verizon



Doug Brammer

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Marriott



SHOOSHAN
C O M P A N Y



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

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA. POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203.

Members in the News article submissions must be emailed to communications@arlingtonchamber.org and received by the first of the month prior to the publication month (i.e. May 1 for June *Arlingtonian*).

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

WELCOME NEW MEMBERS

■ ARCHITECTURE

RTKL ASSOCIATES INC.

Marc Fairbrother, Vice President
2101 L St, NW Suite 200
Washington, DC 20037
Phone: (202) 912-8162
Email: mfairbrother@rtkl.com
Website: www.rtkl.com

SPONSOR: Kevin Shooshan, The Shooshan Company

As a worldwide architecture, engineering, planning and creative services organization, RTKL provides multi-disciplinary services across the full development cycle to create places of lasting value.

■ GOVERNMENT OFFICES
U.S. SMALL BUSINESS ADMINISTRATION

Julie C. Verratti, Senior Policy Advisor
740 15th St, NW 3rd Floor
Washington, D.C. 20005
Phone: (202) 272-0345
Email: julie.verratti@sba.gov
Website: www.sba.gov

SPONSOR: Chris Hunter, Staff

The Small Business Administration helps businesses start, grow and succeed through our three flagship programs: free business counseling, guaranteed loan products, and government contracting assistances.

■ NONPROFIT ORGANIZATIONS

MISSION: READINESS

Mike Jayne, Senior Associate
1212 New York Ave, NW
Washington, DC 20005
Phone: (202) 464-5224
Email: mjayne@missionreadiness.org
Website: www.missionreadiness.org

SPONSOR: Chris Hunter, Staff

Mission: Readiness is a nonpartisan national-security nonprofit organization of senior retired military ensuring smart investments in America's children, operating under the Council for a Strong America.

NORTHERN VIRGINIA APARTMENT ASSOCIATION

Barbara Duncan, Executive Director
1200 N. Veitch St, Suite 3
Arlington, VA 22201
Phone: (703) 671-6777
Email: bduncan@nvaa.net
Website: www.nvaonline.com

SPONSOR: Greg Raines, Holiday Inn Rosslyn

NVAA is an advocate for quality rental housing, serving the interests of multi-family housing owners, managers and providers serving rental housing needs of the public.

■ PROFESSIONAL SERVICES

AVESHKA, INC.

Girish Jindia, President & CEO
4075 Wilson Blvd, Suite 800
Arlington, VA 22203
Phone: (571) 814-5702
Email: ckenly@aveshka.com
Website: www.aveshka.com

SPONSOR: Kevin Shooshan, The Shooshan Company

Aveshka is a national security firm delivering solutions to government clients, assisting to achieve strategic objectives, enhance analytic performance, and share information securely across domains.

MEMBERS IN THE NEWS

■ MARYMOUNT UNIVERSITY

Marymount Offers LEED Courses as First University Partner of the U.S. Green Building Council

Marymount University is the first four-year institution in the country to be licensed as a U.S. Green Building Council (USGBC) Authorized Education Delivery Partner. USGBC, the developer of the LEED (Leadership in Energy and Environmental Design) green building program, provides top quality educational programs on green design, construction, and operations for professionals in all sectors of the building industry. In the fall, **Marymount** will begin offering a one-day LEED course at its Reston Center that will prepare individuals to take a LEED professional exam. In a competitive industry, LEED professional credentials identify leaders in green building, who are knowledgeable about the evolving LEED rating systems. **Marymount's** undergraduate and graduate Interior Design (ID) programs include a green-design focus and LEED content. And, ID faculty members **Jean Freeman** and **Doug Seidle** both hold LEED credentials. As a result, **Marymount** ID graduates will be prequalified to take the LEED exam.

■ HALT, BUZAS & POWELL

Jonathan Adcock Promoted to Staff Accountant II

Halt, Buzas & Powell announced that **Jonathan Adcock** has been promoted to Staff Accountant II at the firm effective June 29, 2012. **Adcock** has worked in **HB&P's** audit and tax department for over a year. He earned double Bachelor degrees in Accounting and Finance from **George Mason University**, was a member of the Accounting Honors Program, and served as the Treasurer to Theta Chi Fraternity. He is a member of the Virginia Society of CPAs and the Purcellville Volunteer Rescue Squad. **Halt, Buzas & Powell** is a Certified Public Accounting and Management Consulting firm that provides accounting, auditing, taxation, management systems and outsourced accounting services to individuals, not-for-profits and growing businesses in the Greater DC Region.

■ BEAN, KINNEY & KORMAN LLC

Six Attorneys Recognized as 2012 Virginia Super Lawyers

Bean, Kinney & Korman, one of Arlington's largest law firms and one of the most recognized independent law firms in Northern Virginia, announced that six of its attorneys—**James W. Korman** (Family Law), **Jonathan C. Kinney** (Land Use/Zoning), **James R. Schroll** (Bankruptcy & Creditor/Debtor Rights), **Timothy R. Hughes** (Construction Litigation), **Carol Schrier-Polak** (Family Law) and **Tracy A. Meyer** (Family Law)—have been selected as 2012 Virginia Super Lawyers. Super Lawyers is a rating service of lawyers from more than 70 practice areas who have attained a high degree of peer recognition and professional achievement. The selection process is multi-phased and includes independent research, peer nominations and peer evaluations. The Super Lawyers listing is published in Super Lawyers magazine which reaches 13 million readers throughout the United States.

■ TULLY RINCKEY PLLC

Law Firm's Newest Attorney Debuts with Special Offer

With the recent expansion of its Virginia office to include bankruptcy law, criminal defense, and family and matrimonial law services, **Tully Rinckey PLLC** is pleased to announce the addition of **H. Eugene Oliver, III**, as its newest associate. **Oliver** will lead the criminal law practice area inside **Tully Rinckey PLLC's** Arlington, Va. office. He will also assist on many family and matrimonial law cases. Prior to joining **Tully Rinckey PLLC**, **Oliver** worked as an associate in a Fairfax, Va. law firm, where he handled all aspects of family and matrimonial law cases as well as traffic and criminal defense cases. In an effort to build a trusting relationship with his clients **Oliver** is offering free consultations for all criminal law and family and matrimonial law cases. He joins his **Tully Rinckey PLLC** bankruptcy attorney and colleague, **Jim Meizanis**, by offering the same free deal to the community.

■ VEGAN SOMMELIER

First Internet Wine Retailer Sets Roots in Arlington

Vegan Sommelier, the first internet wine retailer, recently opened in Arlington County. They offers wines made with natural, more traditional methods that are not fined or filtered with any animal products. "The more a wine is processed, the more it takes away from the unique character of the soil, climate and geography of the grapes," says **John Kerr**, Founder of **Vegan Sommelier**. **Vegan Sommelier** not only brings in a new business concept but a new retail market to the area. Shipping door to door in Virginia, Washington, DC and states around the country, **Vegan Sommelier** offers a focused selection, quality and convenience providing great wine at great prices. Visit www.vegansommelier.com for their story, shipping and delivery details.

■ NORTHERN VIRGINIA AIDS MINISTRY

NOVAM Announces New Executive Director Jane Beddoe

The Board of Directors of the **Northern Virginia AIDS Ministry (NOVAM)** is proud to announce that **Jane Beddoe** has been named as the new Executive Director. She had been serving as interim director since October 2011. **NOVAM**, a nonprofit celebrating its 25th anniversary this year, provides effective and best practice HIV/STI and pregnancy prevention education targeted to youth, and compassionate services to individuals, children, and families affected by HIV/AIDS. **Beddoe** joined **NOVAM** in 2005 as Director of Client Services. She previously worked with The Women's Center as a Program Manager in Educational Programs and Professional Services. **Beddoe**, a long-time resident of Falls Church, has a BS in Human Development from the University of Massachusetts.

■ ARLINGTON FOOD ASSISTANCE CENTER

"Hunger is NO Game" - AFAC Takes the Hunger Challenge

September is Hunger Action Month and **Arlington Food Assistance Center (AFAC)** is helping to feed the 1,600 families who need supplemental groceries each week with food drives, fresh produce picking events, a movie night and the "Hunger Challenge." Could you live on \$4.03 per day for food? **AFAC** is challenging people to take the Hunger Challenge for a week to experience the unfortunate reality of those who go hungry. **AFAC's** shelves need restocking, so **AFAC** is assisting interested parties to host food drives in offices, neighborhoods and more. They will also be collecting donations at Safeway stores from September 8-11. **AFAC** is hosting fresh produce picking events on September 8, 15, 22 and 29 and a Movie Night on September 19 at Arlington Central Library. **AFAC** invites all of Arlington workers and residents to help raise awareness of hunger in our community. To learn more about how to take action, visit www.afac.org.

■ ALLIANCE FOR HOUSING SOLUTIONS & ROSSLYN BID

AHS and Rosslyn BID Team Up to Bring Awareness to the Jobs-Housing Challenge

The **Alliance for Housing Solutions (AHS)** and **Rosslyn BID**, with support from the Chamber's Education and Workforce Development Committee, are working together to bring the latest research on jobs and housing to the attention of fellow Chamber members and the Arlington community. Research conducted by **Dr. Lisa Sturtevant** of the Center for Regional Analysis at **George Mason University** shows that the ability to ensure continued economic vitality depends on providing a sufficient mix of single and multi-family units at the right prices. This will require a large increase in housing units, a different mix of housing than currently exists, and more options for lower-earning workers. **AHS** and **Rosslyn BID** will host a presentation of **Dr. Sturtevant's** research on Tuesday September 18 at 8:00 a.m. at Artisphere. The event is free and open to all, although an RSVP to MaryRahs@gmail.com would be appreciated.

■ REAL ESTATE - FINANCIAL SERVICES
EKKO TITLE

Erik Dahl, Business Development
3321 Lee Highway
Arlington, VA 22207
Phone: (703) 527-3556
Email: edahl@ekkotitle.com
Website: www.ekkotitle.com

SPONSOR: Chris Hunter, Chamber Staff
EKKO Title is an independent, full service title and escrow company completing residential or commercial purchase, sale, refinance, or construction loan transaction.

■ RESTAURANTS & FOOD SERVICES
FUEGO COCINA Y TEQUILERIA

Eduardo Pagan, General Manager
2800 Clarendon Blvd #800
Arlington, VA 22201
Phone: (703) 209-2426
Email: eduardo@passionfishreston.com
Website: www.fuegova.com

SPONSOR: John Snedden, ROCKLANDS Barbeque and Grilling Company
Fuego Cocina y Tequileria will be a temple of traditional Mexican cuisine with authentic, robust flavors and textures.

EARL'S SANDWICHES

Stephen Dugan
2305 Wilson Blvd
Arlington, VA 22201
Phone: (703) 248-0150
Email: freshlyroasted@verizon.net
Website: www.earlsinarlington.com

SPONSOR: John Snedden, ROCKLANDS Barbeque and Grilling Company
Offering a fresh, high quality alternative to the standard deli-meat sandwich, we serve over 35 varieties of sandwiches, homemade soups, side salads and all-day breakfast.

MILESTONE ANNIVERSARIES

■ TWENTY-FIVE YEARS

REGARDIE, BROOKS & LEWIS,
CHTD.

■ FIFTEEN YEARS

SUSHI-ZEN JAPANESE
RESTAURANT

■ TEN YEARS

REINSCH PIERCE FAMILY
FOUNDATION

CONGRATULATIONS!



FEATURED MEMBER BENEFIT



Welcome Them Home

Be among the first to introduce your company to new and potential residents of our area! For the low cost of \$160, include a year's worth of promotional materials in our "Chamber Welcome" packets.

The "Chamber Welcome" packets are the Chamber's official relocation packet mailed upon request to individuals who are moving to the area. We receive more than 500 requests every year, with requests from all 50 states. Packets include cultural, recreational, educational and public services lists, along with information provided by Chamber members, like you, who opt into providing promotional materials about their business. "Chamber Welcome" is a great way to market your business to the new customers/clients who could benefit the most!

To be included in the "Chamber Welcome," contact Leticia Cano:

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

MEMBERS IN THE NEWS

■ JAY E. REINER CPA

Jay E. Reiner CPA Opens Office in Arlington

Arlington resident **Jay E. Reiner CPA** is happy to announce that effective September 1, 2012 he has moved his office to 1400 14th St. N. in Rosslyn, at the **Top of the Town** executive office suites. Previously a home based business (with a virtual office in Vienna/Tysons), this move will allow **Reiner** to better serve his current and future clients in a professional office setting (with free parking for clients). **Reiner** provides tax, consulting and CFO services to small businesses, non-profits, estates & trusts and individuals throughout the DC-area. For more information about **Reiner** and his work, visit www.mycpajay.com.

■ DOORWAYS FOR WOMEN AND FAMILIES

Doorway's 3rd Annual Brighter Futures Breakfast

Doorways for Women and Families proudly announces its partnership with **The Shooshan Company** and **Segue Technologies** as the Signature and Supporting sponsors, respectively, for **Doorways'** 3rd Annual Brighter Futures Breakfast, to be held Friday, September 21st at the National Rural Electric Cooperative Association building in Ballston. Event attendees will learn about the critical programs **Doorways** offers to create pathways out of domestic violence and homelessness, and hear directly from a few of **Doorways'** clients about their life-changing experiences. Both **Shooshan** and **Segue** have been actively partnering with **Doorways** to make an impact within the Arlington community, and **Doorways** is honored that they have sponsored this event. For more information on the Brighter Futures Breakfast or to attend, visit www.DoorwaysVA.org/bfbreakfast.

■ MCENEARNEY ASSOCIATES, REALTORS

McEneaney Teams Recognized by the Wall Street Journal and Real Trends Top 250 Real Estate Professionals

McEneaney Associates, REALTORS is pleased to announce the recognition of The Goodhart Group and The Jen Walker Team among the Top Teams by Volume in the Wall Street Journal and Real Trends's Real Estate Top 250. **McEneaney's** President **Maureen Dunn** said, "We are extremely proud of **Sue Goodhart, Jen Walker** and the teams they lead not just for their outstanding production, but for their service to their clients. They are among the best of the best in the country and they exemplify **McEneaney's** tradition of exceptional sales associates who are focused on doing the right thing for their clients, every time."



ADVERTISE IN THE ARLINGTONIAN

Do you have services specifically suited for businesses? Advertising in *The Arlingtonian* is one of the most efficient ways to reach the business community. The monthly *Arlingtonian* is received by more than 1,700 business people in the Arlington area. 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. Advertise in our next publication with either an ad or an insert. Both options are extremely affordable, with discounts for nonprofits, and for six/twelve month commitments.

Contact Amy Fisher, Communications Coordinator, for more information
 ■ 703-525-2400 ■ communications@arlingtonchamber.org

UNDERSTANDING TODAY'S TECHNOLOGY

Get Your Technology Questions Answered

Stumped by social media and what the importance of a retweet is? Having trouble picking out the best finance software for your small business? Do you have an outdated office phone system and need tips on what new option is best for your business? How about your company's website – are you curious about the best ways to manage your content to drive web traffic?

All of these questions and more can be answered in the Understanding Today's Technology session on September 11 from 12:00 - 1:30 p.m. in the Chamber Board Room by experts **Jeri Almansi** of **Pingtone Communications** and **Mark Dickerson** of **LEROS Technologies**. The topic and questions are completely up to **you**. Technology is a vehicle every business and client depends on, ranging from phone systems and computer programs to e-communication and web applications. This session is devoted to you and your questions regarding technology for small business. Attend the session and come prepared with questions so you can address the most pending technology issues facing your business to date, while enjoying a provided lunch.

Understanding Today's Technology: Choose Your Own Topic

Tuesday, September 11, 2012 from 12:00 - 1:30 p.m.
Chamber Board Room
4600 Fairfax Dr., Suite 804
Arlington, VA 22203

Register and submit technology topics in advance on our website. During registration, there is a comment box where you can submit your topic of interest. When submitting topics, please provide a question or brief description of the topic(s) you would like to have addressed. Advance registration required. The event is free for Chamber members, \$25 for non-members. Lunch is provided courtesy of **LEROS Technologies**.

Register: www.arlingtonchamber.org or 703-525-2400. Registration questions? Contact Leticia Cano lcano@arlingtonchamber.org

NONPROFIT FORUM

Are You Ready to Write a Grant?

Are you new to grant writing, helping a board committee or branching out as a new development professional? Join the Community Action Committee's discussion led by Deborah Wunderman of Wunderman Writing Services on Monday, September 17 from 11:30 a.m. - 1:00 p.m. at WETA to learn about how to best position your nonprofit organization for funding.

During this lunch forum, Wunderman will discuss what she calls "the SFF of grant writing." SFF stands for Story, Facts and Funder. By utilizing the best of these three topics in your grant writing, your organization will be set up for success with increased chances of receiving funding. Wunderman will also provide you with essential research tools to aid in the grant writing process.

NonProfit Forum: Are You Ready to Write a Grant?

Monday, September 17, 2012 from 11:30 a.m. - 1:00 p.m.
WETA
2775 S. Quincy St.
Arlington, VA 22206

This event is part of the Nonprofit Forum series organized by the Chamber's Community Action Committee. Advance registration required. The event is \$20 for Chamber members, \$25 for non-members. Lunch is included in registration.

Register: www.arlingtonchamber.org or 703-525-2400. Registration questions? Contact Leticia Cano lcano@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 also visit the Chamber's Twitter page and "Follow" us!

► [@ArlChamberVA](https://twitter.com/ArlChamberVA)

WEB FEATURE

Find ChamberConnect on the Find A Business page.

Information...price quotes...referrals...

ChamberCONNECT

...the fastest way to reach local businesses!

FEATURED MEMBER BENEFIT

Great Deals + Great Exposure

Have great deals to share with other Chamber members and Arlington residents? The Arlington Chamber website has a coupon section where members can post coupons for free! Gain visibility for your organization on our website while driving more business.

To post a coupon for your business using this member benefit, visit:

www.arlingtonchamber.org/coupons

You can choose to make your offer available to the general public or to Chamber members only. It's also a great way for you to find deals from other Chamber members!



FACEBOOK

You like us, you really like us!

Did you know the Chamber has a new Facebook page?

The Chamber's Facebook is a great way to show your support for the Chamber while staying informed about Chamber events and news!

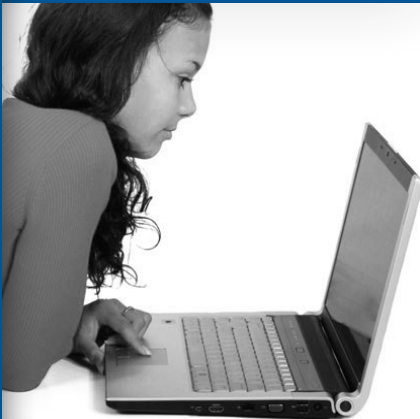
Interact with other members, share your opinions on the Chamber's posts and see photos from the Chamber's most recent events. You might be in them! The more you comment and like, the better chance you have of being picked as the Chamber's "Fan of the Week!"



Make sure to visit the Chamber's Facebook page and "Like" us!

► www.facebook.com/ArlingtonChamberVA

JUST A CLICK AWAY



It's no secret that the internet is here to stay. With all kinds of people using the internet to gather quick information, businesses who advertise on the web reach consumers in a convenient way - with the ability to lead consumers directly to their website.

Advertising on the Chamber's website gives your business long term exposure for a very small investment. There are a range of advertising levels to fit the needs and budget of any business.

For a full list, take a look at the Chamber website.

► www.arlingtonchamber.com

About the Chamber > Newsroom > Promotional Opportunities

To advertise, contact Communications Coordinator Amy Fisher:

► afisher@arlingtonchamber.org

THE CHAMBER SCENE

■ THE CHAMBER SCENE MID-JULY THROUGH MID-AUGUST

Your Chamber in the Community

The Arlington Chamber of Commerce is a community builder. 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.

Mid-July through Mid-August:

July 18 – **Crystal City Marriott** new renovation celebration. Attendees: **Rich Doud** and **Kate Roche** (staff). **David Marriott** also attended.

July 21 – **Paciugo Gelato & Caffè** Grand Opening – Attendees: **Rich Doud** (staff).

July 26 – PRIME Internship Celebration Breakfast at Arlington Career Center. Attendees: **Rich Doud** and **Kate Roche** (staff), along with a number of Chamber members who also served as mentors during the 2012 PRIME program.

August 3 - "Lose the Training Wheels" initiative of the Department of Parks and Recreation, where young people with physical and intellectual disabilities learn to ride bicycles. Attendees: **Scott McCaffrey** (Vice-Chair of Economic Development and Government Affairs) and **Tom Grantham** (Director).

August 6 – **World of Beer** Grand Opening – Attendees: **Rich Doud** (staff), **Kate Roche** (staff), **Chris Hunter** (staff), **Donna Hamaker** (Director), **John Kell** (Director), **Kerry Lombard** (Community Action Committee Co-Chair), **Scott Miller** (member), **Jay Reiner** (member) and **Rick Reinsch** (member).

August 9 – Microsoft Retail Store Grand Opening. Attendees: **Chris Hunter** (staff) and member **Rick Cheetham**.

August 11 – Emerging Leaders Program graduation of Edu-Futuro, a leadership-training initiative for Latino high-school students. Attendee: **Scott McCaffrey** (Vice-Chair of Economic Development and Government Affairs).

CHAMBER MESSAGE

Feature Your Business in the Chamber's New Office

Have you been to the Chamber's new office yet? If so, you may have noticed that the Chamber Display, wall brochure racks that display member marketing materials and information, is up on the wall in full view of all the Chamber office visitors. From prospective member meetings and SMART Start events to committee meetings and Small Business Roundtable discussions, the Chamber's office is a hub of business activity in the Arlington community - a perfect place to feature your organization. For a minimal amount, you can feature your business in the Chamber's lobby for a full year.



The Chamber offers this opportunity exclusively to members to get their business up front and center with fellow members of the Arlington business community. The Chamber Display is in the office lobby directly outside the board room, where the majority of Chamber events and meetings are held. Rates for a pocket on the display are:

Large Pocket - \$50/year for-profit, \$25/year nonprofit
Small Pocket - \$30/year for-profit, \$15/year nonprofit

► For more information or to secure a pocket in the Chamber Display, contact Leticia Cano, Member Services Administrator: ► 703-525-2400 ► lcano@arlingtonchamber.org

■ SPECIAL OLYMPICS VIRGINIA

The Power of Sports to Make Changes

by Ellen E. F. Head, Director of Development, Special Olympics Virginia

Special Olympics is a sports organization for people with intellectual disabilities. It is much more, too. As simple as it sounds, making sports available to people with intellectual disabilities is the basis for powerful changes to individual lives and to communities.

Special Olympics uses sport to shift focus to what our athletes CAN achieve, not what they can't. With training and competitions in Virginia in 22 Olympic-style sports, our athletes push hard and play harder. They strive to beat their personal bests, defying the odds again and again. From the local ball fields to the shining stage of the World Games, our athletes showcase the talents and triumphs of people with intellectual disabilities.

Our goal also is to awaken everyone - and every community - to each person's common humanity. Through sport, we educate people young and old about the skills and gifts of our athletes. We provide educational experiences for coaches, volunteers and teachers to enhance their knowledge and show them how the **Special Olympics** experience can transcend all aspects of their lives.



Special Olympics Virginia athlete Austin Garrett and his sister/unified partner Courtney go for gold on the track at Summer Games.

Get in the Game - Or Pull a Plane!

Special Olympics would not exist today without the time, commitment and enthusiasm of people just like you, thousands of individuals who choose to take a little time from busy schedules to make the world a better place.

Get in the game and join us as a coach or volunteer - or as a fan at our largest event in Northern Virginia, the Dulles Family Festival and Plane Pull®, Sept. 22 from 11 am to 4 pm at Dulles

International Airport. Special Olympics Virginia's "heaviest" fundraiser pits teams of 25 against one another to see who can pull a 164,000+ pound Airbus 12 feet the fastest.

Dulles Family Festival and Plane Pull

Saturday, September 22, 2012 from 11:00 a.m. - 4:00 p.m.

Dulles International Airport

The festival, which is free, also features live music, a car show, military and civilian aircraft displays, business exhibits, and children's entertainment. All proceeds help Special Olympics Virginia provide year-round training and athletic competition to more than 11,000 athletes of all ages.

- Find out more about the Plane Pull at www.planepull.com. For more information about Special Olympics Virginia, visit www.specialolympicsva.org.



**Special
Olympics
Virginia**



Share Your News

Have newsworthy events or new services and product lines to publicize?

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.

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 for the following month's edition (i.e. send by May 1 to be included in the June edition) to:

Amy Fisher, Communications Coordinator:

■ afisher@arlingtonchamber.org

GET INVOLVED

Get involved in one of the Chamber's Committees!

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

To join, contact Leticia Cano:

■ 703-525-2400

■ lcano@arlingtonchamber.org

Signs of the Future

New sign ordinance offers flexibility, opportunity for businesses

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

Businesses looking to showcase their presence in Arlington with signage now have clear standards in doing so, as well as additional flexibility in the types of signs and placement. After an eighteen-month planning process, the Arlington County Board adopted revisions to the Zoning Ordinance's sign regulations earlier this month that will make Arlington's signage rules easier to understand and allow administrative approvals for most requests, while at the same time providing businesses the opportunity to effectively highlight their presence in Arlington.



"The new ordinance is a win-win for businesses and Arlington residents," said **Marty Almquist**, chair of the Arlington Economic Development Commission. "Not only does it give our businesses the crucial flexibility to effectively showcase their location here in Arlington, but it provides very specific guidelines and standards on exactly what kinds of signs are permitted in each location."

The revisions will simplify the process for small businesses to get signs approved by providing specific instruction and clear standards on the types of signage allowed based on zoning and increased flexibility in signage to encourage creativity and options in signage technology and placement. The revisions also include new standards for architectural lighting and illumination, temporary signage, and for signs placed above a height of 40 feet, as well as new limitations on roofline signs that face the National Mall and other national lands and signs within 100 feet of high-rise residences.

The proposal to amend the sign regulations, part of Arlington's Zoning Ordinance, started when the County Board accepted a two-year work plan in December 2010. It's all part of the County Board Chairman's Small Business Initiative, led by then-Board Chairman Chris Zimmerman, to address concerns from the business community on the regulation of signs and the approval process for getting a sign.

While most of the original intent to streamline and liberalize the sign ordinance provisions was met, the elements relating to rooftop signs (those signs above 40') produced great controversy. While the County staff originally proposed removing the discretionary provisions of approval and making rooftop signs an administrative action, some community members and the Planning Commission wanted them prohibited in any location. The County Board ultimately adopted a rather complex approach which makes some approvals administrative, some discretionary and dependent on Board action, and prohibits some signs adjacent to national monuments and the Monumental Core altogether. Businesses and developers seeking rooftop signage should contact the Arlington County Zoning Administrator for an interpretation.

The Board also adopted a process for both grandfathering existing signs and bringing non-conforming signs into compliance. Again, the Zoning Administrator can determine how the new ordinance applies to any existing signage.

FREE MEMBER BENEFIT

Mark *Our* Calendar

Have an upcoming event you need to spread the word about? Take advantage of the Chamber's Community Calendar as a great way for your company's event to reach not only Chamber members, but the number of Arlington residents and visitors who visit the Chamber's website. This is a great opportunity to advertise events such as grand openings, fundraisers, galas, volunteer events, networking events and more.

The Community Calendar is located on the Chamber website and is exclusive for events held by Chamber members. To add an event, visit the Members Only section of the Chamber's website, log in, then add your event.



Contact Leticia Cano, Member Services Administrator, with questions or for more information:

703-525-2400 | lcano@arlingtonchamber.org

If a Shoebox is Your Bookkeeping System, What Happens When Business Picks Up?

by Jim Whelan, Proactive Smart Business Thinking, LLC

When starting a business you wear all the hats. Since you're in business to make a profit, finance is one of your responsibilities. Keeping track of income and outflow is the only way to keep score, and that involves a bookkeeping or accounting system. Set up the system as one of the essential first steps to starting the business.

Many thanks to John Bowen, Bookkeeping & Money Management, as he unraveled the complexities of bookkeeping for a small business. John uses a step by step method of selecting the appropriate bookkeeping/accounting system.

Questions to ask in setting up a bookkeeping system:

- Step 1: Determine the type of legal entity to establish: Corporation, Partnership, Sole Proprietor, or LLC?
- Step 2: Will you have employees, use Independent Contractors, or hire Subcontractors?
- Step 3: Will you collect sales tax? Need to track inventory?
- Step 4: Do clients/customers pay immediately or in stages?

Common problems small businesses experience are:

- Keeping up to date on income includes tracking when invoices are sent, paid and deposited
- Prompt reconciliation of bank and credit card statements is essential. It is easier to catch an error in one month than searching through three or more months for the problem

Popular software options:

- QuickBooks Pro (Windows) and for Mac - \$180
 - Broad array of reports (including complete balance sheet)
 - Handles employees and independent contractors (prints W-2s and 1099s)
 - Handles sales tax
 - Tracks inventory
- Quicken Deluxe (Windows) - \$60 and Quicken Essentials for Mac - \$50
 - Can combine personal and business transactions, and do reports on each
 - Better for downloading
 - Better for tracking investments
 - Can include personal and business bank and credit card accounts
- Quicken Home and Business (Windows) - \$90
 - Does invoices and tracks receivables
 - Tracks sales tax
- Cloud: QuickBooks online - \$40 per month
 - Expensive, but is efficient if more than one location is using the system

The Bottom Line from this roundtable?

The time to set up the booking/accounting system is at the start of the business, and you will want to set it up for the business it is going to be.

■ The Chamber's monthly Small Business Roundtable offers an important educational opportunity to smaller businesses. The roundtable discussion, facilitated by Jim Whelan, expert strategic planner with Proactive Smart Business Thinking, LLC, allows business people to learn from their peers and knowledgeable experts for free!

NOTICE:

THERE IS NO AUGUST SMALL BUSINESS ROUNDTABLE

The next Small Business Roundtable will be in September on Wednesday, September 26 from 11:45 a.m. to 1:00 p.m.

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 **Proactive Smart Business Thinking, LLC**, discusses topics essential to the success of small businesses. It is free for members, though registration is required, and is held the last Wednesday of each month in the Chamber Board Room.





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The mission of the Arlington Chamber of Commerce is to strengthen businesses and the economic environment for those who work, live and do business in Arlington.

The vision of the Arlington Chamber of Commerce is to be the essential partner for business success.



A Team You Can Depend On

Our team knows Arlington business and cares about its community. We are accessible, approachable and helpful. Please stop by for a visit or give us a call. We're here for you.

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Drew Brown, SVP-Lending

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THANK YOU!

- To our members for their patience during our move to a new office and while we were closed for two days to transition.
- Jamie Nicholas Printing and Graphics for the July Breakfast Connection door prizes.