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## FALL OUTING PREVIEW

### 65th Annual Fall Outing Golf Tournament

Take advantage of the chance to escape the office and gain valuable exposure for your business, all while enjoying a day of golf with fellow Chamber members at the 65th Annual Fall Outing. This year, the event will be held at Pleasant Valley Golf Club on Friday, September 30 with a shotgun start at 10:00 a.m.

Registration for golfers includes 18 holes of golf, access to the driving range and putting green, golf cart rental, food and beverages throughout the day, and the awards reception with dinner (beer included).

This year's event will also include a small silent auction during the awards reception. All proceeds from the silent auction will benefit the Chamber, with 25 percent of proceeds going directly to the **Young Entrepreneurs Academy (YEA!)**.

For the first time, we're pleased to partner with **Full Motion Life and Sport** to offer our golfers complimentary massage treatments during the tournament. Active Release Therapy is a state of the art soft tissue system/movement based massage technique that treats problems with muscles, tendons, ligaments, fascia and nerves.

Sponsor a hole and receive your company's logo on signage at your designated hole, one foursome in the tournament, and your company featured in all Chamber promotional materials for the event. Interested in sponsoring? Contact Mike Rosenow at [mrosenow@arlingtonchamber.org](mailto:mrosenow@arlingtonchamber.org) or (703) 525-2400. Deadline for sponsorships is September 23.

Registration includes golf and dinner. The deadline to register is Monday, September 26 at 5:00 p.m. For registration questions, call Member Services Administrator Hannah Dannenfelsner at (703) 525-2400 or email [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)

## SCHOLAR'S CUP PREVIEW



Scholar's Cup  
TOURNAMENT  
Arlington Chamber of Commerce

food & fun

Tuesday, September 13  
3:30 - 7:00 p.m.  
Upton Hill Regional Park

Turn to page 9 for a preview of the 11th Annual Scholar's Cup.

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

Buck & Associates is proud to have served the Arlington Community through participation in the following organizations over the last 40 years.



Phoenix House



Small Business of the Year Award Winner





## CHAIR'S MESSAGE

### Honoring Those Who Serve Our Country

Each month the Chair of the Chamber has the opportunity to share information about upcoming events, ways members can be involved and items that affect our business community. I always try to be forward looking.

This month will be an exception, because this month marks the 15th anniversary of the 9/11 attacks on our country.

It does not seem like 15 years since those terrorist teams hijacked four commercial flights and murdered 2,996 people, while injuring more than 6,000 others. Included in that total were 343 firefighters and 72 law enforcement officers. The numbers are staggering.

Today, the events of that tragic morning remain vivid in my mind – I was the Assistant City Manager in Danville, Virginia participating on a “State of the City Panel.” During the panel discussion, a police officer approached the podium and in a low voice informed me that two planes had crashed into the World Trade Center and it was being called a terrorist attack. He asked that I return with him to the Emergency Operations Center (EOC). I excused myself and left the event.

By the time I arrived at the EOC, a third plane had hit the Pentagon. I was staring at the TV screen when the South Tower collapsed and still staring when the North Tower came down. I later learned that a fourth plane had crashed in Somerset County, Pennsylvania, killing all aboard.

That day changed my life.

Within three weeks, I was recalled to active duty, leaving my job and family to once again be a Major of Marines.

My job was to help stand up a new anti-terrorism Marine Expeditionary Brigade that would soon see itself deploy to Afghanistan.

I would leave active duty and return home, but within 14 months, I would again be recalled and sent to Kuwait to stage for the invasion of Iraq, which occurred on March 19, 2003.

From 2003 to 2007, I would spend nearly 27 months in Iraq. After returning to the U.S., I never went back to work with local government but joined Boeing in St. Louis before finding my way to my new home, Arlington.

This is a great community and I am happy to be a part of it. I am also happy to call so many of Arlington County First Responders my friends. I have had the opportunity to meet many of the emergency service personnel that were at the Pentagon on the day that ended and changed so many lives.

Last month, for the fifth year, The Boeing Company hosted many of the men and women that make up the Arlington Police, Fire and Sheriff's Department at FedEx Field for a Redskins game. As host, it is an opportunity for me to thank those first responders not just for what they have done but for what they may have to do.

I am proud of my service in the Marine Corps and while that great organization is America's 911 Force, if my family or friends dial 911 they are going to be helped by Arlington's 911 Force, the men and women of the Police, Fire and Sheriff's Departments.

**Todd Yeatts**  
The Boeing Company



## 2016 ANNUAL CORPORATE SPONSORS



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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.



## SEPTEMBER MILESTONE ANNIVERSARIES

### CONGRATULATIONS!

#### THIRTY YEARS

**BALLSTON QUARTER/FOREST CITY**

#### TWENTY YEARS

**ROCKLANDS BARBEQUE AND GRILLING COMPANY**

#### FIFTEEN YEARS

**DEVRY UNIVERSITY**

#### TEN YEARS

**AIR FORCE ASSOCIATION**

**SUNSET PET SERVICES, INC.**

#### FIVE YEARS

**CARR PROPERTIES**

**CHRISTOPHER D. ALLEN, FINANCIAL ADVISOR - AMERIPRISE FINANCIAL SERVICES, INC.**

**JANE FRANKLIN DANCE**

**SONUS ARLINGTON HEARING CENTER**

**SPARKLES! AT CRYSTAL CITY, LLC**

## WELCOME NEW MEMBERS

### ■ BUSINESS & PROFESSIONAL SERVICES CONSULTING **FARID SIMRICK, ENERGY CONSULTANT**

Farid Simrick  
10831 Oakcrest Court  
Fairfax, VA 22030  
Phone: (571) 277 1746  
E-Mail: fsimrick@yahoo.com  
Sponsor: Staff

### ■ BUSINESS & PROFESSIONAL SERVICES - OTHER BUSINESS & PROFESSIONAL SERVICES **PHIL TRAINA - DAN KAIN TROPHIES, INC.**

Philip Traina  
8306 Hilltop Road  
Fairfax, VA 22031  
Phone: (703) 289 1091  
E-Mail: sales@dankain.com  
Web Address: www.dankain.com  
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Dan Kain Trophies is dedicated to providing symbols of recognition to our clients with style and affordability. We have over 50 years of experience.

## MEMBERS IN THE NEWS

### ■ LEADERSHIP ARLINGTON/LEADERSHIP CENTER FOR EXCELLENCE (LA/LCE)

## Leadership Arlington Congratulates Newest Class of Young Leaders Committed to Community Involvement

**Leadership Arlington** celebrated the graduation of its Youth Program Class of 2016. The Class of 2016 is comprised of 30 youth leaders who are rising juniors and seniors in local high schools. On Thursday, August 11, these young leaders graduated at a ceremony held in **Marymount University's** Reinsch Library Auditorium.

As part of the Youth Program, participants visited 21 area nonprofits to learn about the work and service each site provides to the community. Students then developed their own criteria to evaluate which nonprofit they would like to award a grant of \$1,000, which was generously provided to **LA/LCE** by the Inter-Service Club Council of Arlington.



Leadership Arlington Youth Program Class of 2016

"While we may have entered our first week of the Youth Program hesitantly, by the end of our beginning four days together, it was clear that this program would be teaching us more than we could have ever imagined," said participant Erin Claeys. "We grew closer as a class; we grew confident in our leadership skills; and we grew more and more excited for all the next week would bring."



At the graduation ceremony, the students presented **Arlington Thrive** with this year's \$1,000 grant. Participant Sophia Anderson shared how picking a nonprofit to receive the grant "was a very challenging decision to make," but her class was impressed by **Arlington Thrive's** vast services to the Arlington community.

### ■ HYATT PLACE ARLINGTON/COURTHOUSE PLAZA

## Hyatt Place Arlington/Courthouse Plaza Celebrates Grand Opening

**Hyatt Place Arlington/Courthouse Plaza** has officially opened up its doors for business in Arlington. The new, eight-story hotel features the Hyatt Place brand's intuitive design, casual atmosphere and practical amenities, such as free Wi-Fi and 24-hour food offerings, which all guests may enjoy. The hotel is owned by Schupp Companies, a real estate development company, and is operated and managed by LodgeWorks Partners, L.P.

"Arlington is a vibrant community that enjoys both a warm neighborhood feel and an ever-expanding list of must-see places and experiences," said Ray Schupp, president and owner at Schupp Companies. "We are fortunate **Hyatt Place Arlington/Courthouse Plaza** is centrally located so guests are just steps away from the best of Arlington. We are confident this hotel will exceed expectations and deliver a memorable experience for all."

**Hyatt Place Arlington/Courthouse Plaza** is nearby a variety of restaurant, shopping and entertainment options. The hotel is two blocks away from the Courthouse Metro stop and close to major Washington, D.C. attractions, including the White House, the Washington Monument, Jefferson Memorial, Lincoln Memorial, and Arlington Cemetery. With inviting spaces to connect, meet, socialize, eat and drink, the property is a unique place designed around today's modern traveler.



## ■ BEAN, KINNEY &amp; KORMAN, P.C.

## Eight Attorneys from Bean, Kinney & Korman Listed in 2017 Best Lawyers in America

**Bean, Kinney & Korman** announced that eight of its attorneys were recently selected by their peers for inclusion in The Best Lawyers in America® 2017. The attorneys were recognized for their distinguished legal work in eight different practice areas.

“We are thrilled to continue to be recognized by Best Lawyers,” said **Tim Hughes**, executive managing shareholder of the firm. “Having so many attorneys listed exemplifies the high level of service we dedicate to our clients.”

The **Bean, Kinney & Korman** lawyers included in Best Lawyers are:

- **Jennifer Brust:** Bankruptcy and Creditor Debtor Rights / Insolvency and Reorganization Law (2010-2017) and Litigation – Bankruptcy (2010-2017)
- **Joseph Corish:** Banking and Finance Law (2013-2017)
- **Leo Fisher:** Commercial Litigation (2013-2017)
- **Timothy Hughes:** Construction Law and Litigation – Construction (2012-2017)
- **Jonathan Kinney:** Real Estate Law (2008-2017)
- **James Korman:** Family Law (1995-2017)
- **Christian Lapham:** Family Law (2014-2017)
- **James Schroll:** Bankruptcy and Creditor Debtor Rights / Insolvency and

## ■ VIRGINIA TECH

## Virginia Tech Students Work with Arlington County Planners to Reimagine Rosslyn Waterfront

Since joining Arlington County as planning supervisor for urban design and research in 2013, Kris Krider has been puzzled by the fact that there is no direct pedestrian connection between the Potomac River waterfront and Rosslyn. To generate some creative ideas that could make the waterfront more inviting, Arlington County turned to students at the **Virginia Tech Washington-Alexandria Architecture Center**.

**Paul Kelsch**, associate professor in the Landscape Architecture program at **Virginia Tech**, was sure that the mix of graduate and undergraduate students in his spring design studio were up to this challenge.

“I really liked the idea that Arlington County’s urban design team was looking to our students not strictly for a new park at the waterfront, but for really imaginative and transformative ideas,” said **Kelsch**.

**Kelsch** and instructor and Ph.D. student **Jodi LaCoe** developed three programs centered around easy access transportation, along with food and entertainment options, that the students could choose from as they began to imagine their designs.

The students presented a total of 18 designs based off of these programs to Arlington County staff, residents, agencies, and property owners, which were put on display at the county administration building for public viewing.

“We are very grateful for the opportunity to work with **Virginia Tech** students,” Krider said. “Limited only by site constraints and their imagination, they had the freedom to create a wide variety of great concepts incorporating emerging best practices and context-sensitive design techniques. They are all worth considering more closely as Arlington works toward a solution for envisioning the Rosslyn waterfront as a regional recreational destination.”



Graduate student Carlin Tacey presents her design for making the Rosslyn waterfront more inviting

## ■ BUSINESS &amp; PROFESSIONAL SERVICES - OTHER BUSINESS &amp; PROFESSIONAL SERVICES

### WATERFORD, INC.

Beth Offenbacker  
3543 W Braddock Rd Ste C4  
Alexandria, VA 22302  
Phone: (703) 261 4276  
E-Mail: beth@waterfordinc.com  
Web Address: www.waterfordinc.com  
Sponsor: Rebecca Mashaw, Rebecca Mashaw Copywriting and Editing  
At Waterford, we're experts at engaging people, emotional intelligence, and marketing and branding. We've made emotional intelligence (EQ) our middle name on purpose.

## ■ FINANCIAL SERVICES - ACCOUNTING &amp; BOOKKEEPING

### DIXON HUGHES GOODMAN, LLP, CPAS

Elise Dickinson CPA  
1410 Spring Hill Road  
Suite 500  
Tysons, VA 22102  
Phone: (703) 970 0400  
E Mail: info@dhgllp.com  
Web Address: https://www.dhgllp.com  
Sponsor: Staff  
Dixon Hughes Goodman is an accounting firm dedicated to providing knowledgeable, personalized service to each and every client to help them achieve their goals.

## ■ FINANCIAL SERVICES - FINANCIAL ADVISORS

### TROY RIEMER - NYLIFE SECURITIES

Troy Riemer  
8075 Leesburg Pike  
Suite 200  
Tysons, VA 22182  
Phone: (703) 786 8658  
E Mail: triemer@ft.newyorklife.com  
Web Address: www.troyriemer.com  
Sponsor: Greg Mullan, George Mason Mortgage  
I help people save for the future, consolidate their assets and protect what's important to them.

## ■ GOVERNMENT &amp; EDUCATION - GOVERNMENT OFFICES

### JBM-HH FAMILY & MORALE, WELFARE & RECREATION

Brian Meers  
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Fort Myer, VA 22211  
Phone: (703) 696 8865  
E Mail: brian.j.meers.naf@mail.mil  
Web Address: www.jbmhhMWR.com  
Sponsor: Staff  
FMWR offer soldiers and families programs and events to relieve stress and build strength and resilience, so they can stay physically, mentally, and financially fit.

## ■ HEALTH &amp; FITNESS - FITNESS

### CYCLEBAR COLUMBIA PIKE

John Ryan  
3400 Columbia Pike, Suite 100  
Arlington, VA 22204  
Phone: (703) 505 1503  
E Mail: columbiapike@cyclebar.com  
Web Address: columbiapike.cyclebar.com  
Sponsor: Jennifer Mulchandani, Arlington Strategy  
Fun, intoxicating commercial indoor cycling studio. Burn lots of calories while having fun in our CycleTheater.

**WELCOME NEW MEMBERS**

■ HOME & PERSONAL SERVICES - HOME SERVICES

**BUDGET BLINDS OF ARLINGTON**

Tamara Schumer  
12587 Fair Lakes Circle  
Suite 275  
Fair Lakes, VA 22033  
Phone: (571) 645 5077  
E-Mail: [tschumer@budgetblinds.com](mailto:tschumer@budgetblinds.com)  
Web Address: [www.budgetblinds.com/Arlington](http://www.budgetblinds.com/Arlington)

Sponsor: Leigh Hurley, EagleBank  
Budget Blinds of Arlington provides on-site consultation and sales of custom window coverings for residential and commercial customers. Professional window treatment installation included.

■ NON-PROFIT ORGANIZATIONS & FOUNDATIONS

**ARLINGTON POLICE CHARITABLE FUND (ARLINGTON POLICE, FIRE & SHERIFF 9/11 RACE)**

Wayne Vincent  
P.O. Box 756  
Arlington, VA 22216  
Phone: (571) 289 3402  
E Mail: [racedirector@arlington911race.com](mailto:racedirector@arlington911race.com)  
Web Address: [www.arlington911race.com/](http://www.arlington911race.com/)  
Sponsor: Todd Yeatts, The Boeing Company  
All proceeds from this annual 9/11 5K race benefit public safety and military charities.

■ NON-PROFIT ORGANIZATIONS & FOUNDATIONS

**FREEDOM NETWORKING GROUP**

Jim Ward  
3221 Colvin Street  
Alexandria, VA 22314  
Phone: (703) 509 7777  
E Mail: [jamesat2172@cox.net](mailto:jamesat2172@cox.net)  
Web Address: [www.freedomnetworkinggroup.org](http://www.freedomnetworkinggroup.org)  
Sponsor: Staff  
We provide networking referrals and marketing to your business by word of mouth opportunities.

■ RESTAURANTS & FOOD SERVICES

**PANCHO VILLA MEXICAN CUISINE**

Marta Hernandez  
1850 Fort Myer Drive  
Arlington, VA 22209  
Phone: (703) 243 5925  
E Mail: [mhernandez@panchovillava.com](mailto:mhernandez@panchovillava.com)  
Web Address: [www.pvmexicanuisine.com](http://www.pvmexicanuisine.com)  
Sponsor: Mary Claire Burick, Rosslyn BID  
Providing the most authentic, fresh, Mexican cuisine, in a family friendly atmosphere.

■ TRAVEL & TOURISM - TRAVEL & TRANSPORTATION

**ENVIROCAB**

Francis Owusu  
8425 Hilltop Road  
Fairfax, VA 22031  
Phone: (703) 472 5054  
E Mail: [fowusu@transdev.com](mailto:fowusu@transdev.com)  
Web Address: [www.envirotaxicab.com](http://www.envirotaxicab.com)  
Sponsor: Staff  
We are all hybrid fleet taxi service. We service Arlington and Fairfax County. We operate 24/7.

**CHAMBER SCENE**

■ THE CHAMBER SCENE JULY-AUGUST

**Your Chamber in the Community**

In many ways, the success of Arlington is directly tied to the success of its business community, and the success of the Arlington Chamber is directly tied to its membership base. This is why the Chamber's Directors, staff and members are dedicated to supporting community events and happenings. Below are a few highlights of the events Chamber staff and Board members participated in on behalf of the Chamber.

*July 20 - Kate Bates delivered remarks at a ribbon cutting ceremony for Pancho Villa Mexican Cuisine. Alex Held was also in attendance.*

*August 1 - Alex Held chaperoned the high school students participating in Leadership Arlington's Youth Program at Marymount University.*

*August 1-4 - Kate Bates participated in the third year of the U.S. Chamber Institute, a weeklong training program with Chamber and association leaders from across the country that focuses on training and best practices for a successful Chamber.*

*August 4 - Alex Held spoke to the 2016 Leadership Arlington Youth Program participants on entrepreneurship and the Young Entrepreneurs Academy (YEA!).*

*August 19 - Mike Rosenow and Alex Held paid visits to Chamber members' booths at the Arlington County Fair.*

*August 31 - Kate Bates and Alex Held attended the Northern Virginia Regional Elected Leaders Forum. Several other Chamber members were also in attendance.*



Kate Bates joins Pancho Villa employees in cutting the ribbon to mark the restaurant's grand opening

**SOCIAL MEDIA MIRACLES IN UNLIKELY ORGANIZATIONS**

**Social Media Miracles  
in Unlikely Organizations**  
Wednesday, October 19 | 11:30 a.m.-1:00 p.m. | Navy League Building

Does your business or organization use social media? Are you skeptical of its ability to create a positive impact? We're here to show you that social media can help any type of business. Join the Chamber for an interactive panel discussion, *Social Media Miracles in Unlikely Organizations*, on October 19 to learn how.

This featured event will be led by three panelists, all from different types of businesses and organizations, who will discuss the crucial role of social media in promoting the important work you are doing in our community to your viewers and reaching an even greater audience. From a local police department, to a law firm and rehab facility, all three panelists have experienced vast success through social media, despite working in industries that are not commonly expected to thrive through this outlet. They are here to share their success stories that prove that if they can do it, you can too!

During this event, attendees will learn how to:

- Utilize tools and best practices to expand engagement and increase following
- Choose the best platform to promote certain types of content
- Measure social media success across various platforms
- And much more!

For registration questions, please contact Hannah Dannenfelser at (703) 525-2400 or [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org). The registration deadline is Monday, October 17 at 12:00 p.m.



## ■ Chamber Calls on DOT to Allow Flights from Dulles to Havana

The Chamber recently sent a letter to U.S. Department of Transportation (DOT) Secretary Anthony Foxx, calling on the DOT to reconsider its decision to not allow United Airlines to offer direct flights to Havana's Jose Marti International Airport from **Washington Dulles International Airport**. The Chamber's request is a follow-up to its original letter to the DOT in March, in which the Chamber urges the DOT to include a Dulles-to-Havana flight service in its decision.

In the letter, Chamber President & CEO Kate Bates describes how a Dulles-to-Havana flight would benefit our country, including providing an important "capital-to-capital" link that would foster official travel between the U.S. and Cuban governments, as well as increasing the range of consumer travel options to Cuba from the East Coast.

## ■ Chamber Urges Trespass Towing Advisory Board to Reject Proposed Changes to Local Ordinance

On August 11, the Arlington Chamber of Commerce sent a letter to the Trespass Towing Advisory Board (TTAB), urging the Board to reject burdensome proposed changes to a local ordinance that threaten Arlington business owners' private property rights. By adding another authorization requirement to tow trespassers and placing new restrictions on monitoring parking areas, these proposals would hinder the ability of local businesses to provide parking for customers, employees, and visitors.

## ■ Additional Business Advocacy

Other Business Advocacy updates include:

August 3 - Arlington County Board Chair Libby Garvey spoke at the Government Affairs & Economic Development Committee meeting.

August 17 - Arlington County Manager Mark Schwartz and County Board candidate Audrey Clement spoke at the Government Affairs & Economic Development Committee meeting.



■ Members can be involved in shaping policy positions through the Chamber's Government Affairs & Economic Development Committee. To be added to the committee distribution list, please email [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org).

## 93RD ANNUAL ARLINGTON BUSINESS GALA

### Join the Gala Committee!

On January 28, 2017, the Arlington Chamber of Commerce will host its 93rd Annual Business Gala at **The Ritz-Carlton, Pentagon City** from 6:30 p.m. - 12:00 a.m. This event is a celebration of business in Arlington, and serves as the Chamber's largest fundraiser. It promises to be a great evening that brings business leaders together across a wide range of industries. Last year's Gala sold out at 350 attendees!

As we prepare for the upcoming event, we are calling for members to join the Gala Committee. This is an excellent opportunity to get more involved with the Chamber, broaden your network of contacts, and do your part to ensure another fun, exciting, and successful evening! The Gala Committee will hold its first meeting on Wednesday, September 7 from 4:00 p.m. - 5:00 p.m. in the Chamber Board Room.

To learn how to apply and find out more information, please contact Victoria Klisch at (703) 525-2400 or [vklish@arlingtonchamber.org](mailto:vklish@arlingtonchamber.org). Registration for the Gala and more information about the event may be found on the Chamber's website.



Guests having a blast on the dance floor at the Annual Arlington Business Gala

## YOUNG ENTREPRENEURS ACADEMY (YEA!)

## Business Mentors Needed for the 2016-2017 Academic Year

Would you like to guide students on their path to success in the business world? Consider volunteering as a business mentor for the Arlington Chamber's Young Entrepreneurs Academy (YEA!).

Mentors commit to six fun-filled weeks of 90 minute sessions on Wednesdays from 5:30 p.m. to 7:00 p.m. at **Marymount University**, with limited out-of-class support through e-mail and phone. Mentors will provide guidance and feedback as students think through all aspects of their business creation, write business plans, and prepare their business presentation to pitch before the Investor Panel. Mentoring sessions begin January 11 and continue for six consecutive weeks through February 15.

"I participated in YEA! as a business mentor in 2016 and found it to be a meaningful experience," said **Rebecca Dunn, Neoniche Strategies** Chief Operating Officer and a recent YEA! mentor. "What a great opportunity to provide guidance and encouragement to these students as they bring their business ideas to fruition. I'm onboard for next year!"

In addition to mentoring, there are a number of other volunteer opportunities available to members. This includes volunteering as a guest speaker, hosting a fieldtrip, or supporting the program financially. To learn more about ways to engage with the future business leaders of Arlington, contact YEA! Program Manager Alex Held at (703) 525-2400 or [aheld@arlingtonchamber.org](mailto:aheld@arlingtonchamber.org).

## Apply for YEA!

The 2016-2017 class is filling up very quickly; however, there are a limited number of spots still available. Students interested in applying for YEA! class of 2017 should complete the YEA! application found on the Chamber's website. The application deadline is Friday, September 30.

Do you know a creative, dedicated, enthusiastic middle or high school student? Nominate them to participate in YEA! by going to the Chamber's website and using the online nomination form. Students do not have to attend school in Arlington, but need to be able to attend class at **Marymount University** on Wednesdays from 4:00 p.m. to 7:00 p.m. For more information regarding the YEA! application process, contact Alex Held at 703-525-2400 or [aheld@arlingtonchamber.org](mailto:aheld@arlingtonchamber.org).



## ARE YOU READY? PREPARING YOUR BUSINESS FOR NEW FLSA IMPLEMENTATION

## Are You Compliant with New Labor Regulations?

Are you ready for the implementation of the Labor Department's changes to the Fair Labor Standards Act (FLSA) on December 1? As an employer, did you know that the salary threshold for exempt employees is more than doubling from \$23,660 to \$47,476? That means that every employee you have making below \$47,476 will no longer be exempt and will now be eligible for overtime unless you increase their compensation.

Are you panicked yet? Have no fear - you have options. Join the Chamber for a seminar, where we will uncover the facts about FLSA to equip you with the knowledge you need to protect your business or organization and yourself. The seminar will take place on Tuesday, September 20 from 7:30 a.m. to 9:00 a.m. at the Navy League Building.

During this seminar, **Doug Taylor**, Shareholder at **Bean, Kinney & Korman**, will walk you through options for dealing with the changes to FLSA, including how to reclassify employees who are below the salary threshold and how to handle non-exempt employees in terms of time sheets, hour restrictions and overtime.

The registration deadline is Friday, September 16 at 5:00 p.m. For registration questions please contact Hannah Dannenfels at [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org) or (703) 525-2400.

# ARE YOU READY?

Preparing Your Business for New FLSA Implementation

Tuesday, September 20 • 7:30 a.m. - 9:00 a.m. • Navy League Building

[REGISTER HERE](#)





Thank you to everyone who supported the Chamber's Government & Education members during the month of August! Please support the Chamber's Real Estate & Construction members during the month of September. A complete list of members can be found on the Chamber website.

Create buzz online! Use **#ShopARL** on social media every time you shop at a member retail location, attend an event at a member business, or refer a friend to a Chamber business. The first Friday of each month is ShopChamber Friday!

SEPTEMBER

 Real Estate  
& Construction

## SCHOLAR'S CUP

### ■ SCHOLAR'S CUP PREVIEW

## 11th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host the 11th Annual Scholar's Cup Tournament on Tuesday, September 13 at **Upton Hill Regional Park**.

The Chamber's most popular family-friendly event, the Scholar's Cup includes a mini-golf tournament, dinner, and music. Join us for food from **ROCKLANDS Barbeque and Grilling Company**, networking, and fun to help raise money for the **Rich Doud Arlington Chamber of Commerce Scholarship Fund**.

This annual mini-golf tournament offers fun for all ages and numerous opportunities to mingle and network. It is a great way to escape the office on an afternoon and gain valuable exposure for your company while creating lasting connections with fellow Chamber members and their families.



Golfers enjoying a day of fun at the Scholar's Cup

100 percent of the proceeds will benefit the **Rich Doud Arlington Chamber of Commerce Scholarship Fund**, which provides financial assistance to two graduating Arlington high school students each year.

Hole sponsorships have sold out! However, you can still register for the event and join us for what is sure to be another successful, fun-filled day. Sign up and secure your spot today!

To register or find more information, visit our website or contact Hannah Dannenfeler at (703) 525-2400 or [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org).

## CHAMBER BOARD OF DIRECTORS

### Board of Directors Call for Nominations

As mentioned in our August 29 e-newsletter, the Arlington Chamber is calling for nominations to our Board of Directors. We are looking for driven, enthusiastic leaders who are passionate about the Chamber and want to help us expand membership and achieve our mission.

To be considered for Board service, a Chamber member must be in good standing and be able to:

- Participate in 10 board meetings per annum
- Support the Arlington Chamber of Commerce beyond membership
- Act as an Ambassador for the Arlington Chamber of Commerce
- Work to grow the Arlington Chamber of Commerce membership

For any member wishing to nominate another member, member approval is requested. Please send nominations including name and business name to Kate Bates, Chamber President & CEO, at [kbates@arlingtonchamber.org](mailto:kbates@arlingtonchamber.org). The deadline for nominations is Monday, September 12.



## NONPROFIT SPOTLIGHT

## Shine A Light On Hunger in Arlington!

By Aryany Cedeno, Arlington Food Assistance Center (AFAC)

September is Hunger Action Month, and we're calling on you to help feed Arlington families in need!

Hunger Action Month is a month-long awareness campaign to take action against hunger. Throughout the month of September, the **Arlington Food Assistance Center (AFAC)** will work with local partners including businesses, libraries, ART Transit, and area farmers to educate the community about food insecurity and to invite all to join in the task of feeding our neighbors in need. This year's Hunger Action Month slogan is "Full Plates, Full Hearts You Can Help End Hunger in Arlington."

Hunger Action Month activities include a series of garden talks, food drives at local grocery stores, a document shredding event and canned goods collection, farm gleaning, a multicultural cooking presentation, bar olympics at Spider Kelly's, and our annual golf tournament on September 22. For a complete list of activities, please visit [www.afac.org](http://www.afac.org) and click on the Hunger Action Month banner on our homepage.

If you have questions about hunger in Arlington and how you can help, please visit our website or give **AFAC** a call at (703) 845-8486. Together we can feed all our neighbors in need!

AFAC is calling on you to participate in Hunger Action Month this September



## ARLINGTON ECONOMIC DEVELOPMENT

## Applied Predictive Technologies Chooses to Stay, Expand in Arlington

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

Analytics software company Applied Predictive Technologies has made the decision to remain in its Arlington location and will significantly expand its Ballston headquarters, adding 368 new jobs. Governor Terry McAuliffe made the announcement earlier this month. APT has been a longtime leader in Arlington's business community.

"We are excited to take on a new chapter in our growth with an expanded headquarters that will continue to attract some of the very best tech talent to our region," said Anthony Bruce, CEO of Applied Predictive Technologies. "We look forward to continuing to call Arlington home."

APT, a MasterCard company, allows organizations to rapidly and precisely measure cause-and-effect relationships between business initiatives and outcomes to generate economic value. Its intuitive and proprietary Test & Learn® software uses sophisticated algorithms to analyze large amounts of data, enabling business leaders to conduct experiments and allowing them to make optimal decisions and implement business initiatives at scale. APT also offers products that support decision-making for specific business needs including transaction analysis, space planning, promotion design, category management, and location selection. APT's client portfolio features some of the world's best known brands, including Walmart, Starbucks, Coca-Cola, Victoria's Secret, American Family, Choice Hotels, SUBWAY, TD Bank, T-Mobile and others. APT has offices in Arlington, San Francisco, London, Bentonville, Taipei, Tokyo, Sydney and Chicago.

"APT's expansion in Arlington County attests to the superior business environment that Virginia offers," said Secretary of Commerce and Trade Maurice Jones. "The retention of APT as a corporate partner not only creates new jobs but also supports business growth throughout the Commonwealth through its client services. I congratulate Arlington County on this exciting news and wish the company the best in this next phase of its business development."

The Virginia Economic Development Partnership worked with Arlington County to secure the project for Virginia. Governor McAuliffe approved a \$1.75 million grant from the Commonwealth's Opportunity Fund to assist the County with the project. Funding and services to support the company's employee training activities will also be provided through the Virginia Jobs Investment Program.

"APT is a valued member of Arlington's business community and has been a leader in our effort to diversify Arlington's economy and develop our stance as a technology hub," said Libby Garvey, Chair of the Arlington County Board. "APT's commitment to stay and expand here in Arlington demonstrates that the resources and opportunities available here are a big part of that success story, and we are thrilled to continue to call APT our partner in business."





## Separate Emotion from Fact: How to Use Your Interpersonal Skills to Grow a Business That Thrives

At July's Small Business Roundtable, **Maura Fredericks** of **Thrive Consulting & Coaching, LLC** presented on how to hone your interpersonal communication skills to drive a business that is successful. During her presentation, Maura emphasized the critical role of communication in professional relationships, and discussed practical techniques to implement for better conversations that can help a business thrive.

### How to Separate Emotion from Fact:

Learning to distance yourself from your emotions and focus on the facts can move conversations forward, reach common ground faster, create better relationships, and increase productivity. Below are three useful techniques for separating emotions from the facts:

- **Make observations not evaluations.** State the concrete actions that are affecting your comfort and security. In crafting your observation, make sure to focus on the person's behavior, rather than the person.
- **Separate feelings from thoughts.** Practice increasing your awareness of your word choices (i.e. using the phrase "I feel" versus "I think"). This will help you avoid confusing the actions of others with how you are feeling.
- **Avoid extreme language.** Learn common words that ignite emotions, such as "always," "never," "ever," "completely," "none," and "only", and avoid using them. Create mutual understanding amongst colleagues and discuss why these words and others trigger certain emotions.

### Practical Questions

Below are some examples of helpful questions to ask yourself when dealing with a difficult situation in the office or interaction with a colleague.

- **What actually happened?** Focus on the facts only, not your personal evaluation of the situation.
- **What did you say to yourself about what happened?**
- **How did you feel during and after?**
- **What did you do in response to the event?**
- **Is what you're saying to yourself about this situation really true?**
- **Are your responses helping you or hurting you?**
- **How might you handle a situation like this in future?**

## WEBSITE UPDATE

### The Chamber is Revamping Its Website!

The Chamber's new website is set to launch this month! With the updated website layout, it will be easier than ever before to explore the site and check out all of the great things the Chamber has to offer.

The Chamber's new website will include features such as:

- **A streamlined, easily navigable business directory**
- **Mobile-friendly display**
- **A job board**
- **And much more!**

Be on the lookout for email notifications from the Chamber on the website launch. You can keep up with the website launch, as well as other Chamber events and news updates, by following the Chamber on Facebook and Twitter.

GRAND SPONSOR



The Small Business Roundtable is an open forum discussion of topics essential to the success of small businesses. It is free for members, though registration is required, and is held the last Wednesday of each month in the Chamber Board Room.

### REGISTER NOW:

SEPTEMBER SMALL BUSINESS ROUNDTABLE

28 WEDNESDAY

11:45 a.m. - 1:00 p.m.

Chamber Board Room

Topic: Digital Marketing for Beginners

Presented by **Jennifer Mulchandani** of **Arlington Strategy**

### SOCIAL MEDIA

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



Arlington Chamber Blog  
[arlingtonchamber.org/blog](http://arlingtonchamber.org/blog)



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Arlington Chamber of Commerce - Virginia  
[facebook.com/ArlingtonChamberVA](https://facebook.com/ArlingtonChamberVA)



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**The Chamber**  
Arlington Chamber of Commerce  
Opportunity. Leadership. Results.

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

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

**THANK YOU!**

- **Jamie Nicholas Printing & Graphics** for donating a door prize for the August Breakfast Connection
- **Residence Inn, Pentagon City** for hosting the August Business After Business and **Arlington Promotional Products** and **Michael Garcia, Agent – State Farm Insurance** for donating door prizes for the event

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## Buck & Associates 40<sup>th</sup> Anniversary

As Buck & Associates celebrates 40 wonderful years in Arlington, we would like to say thank you to all our past real estate clients, both residential and commercial. We look forward to another 40 years of exceeding our clients' expectations at our Clarendon location along Wilson Boulevard. Thanks again for making us your trusted real estate partner.

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Small Business of the Year Award Winner

