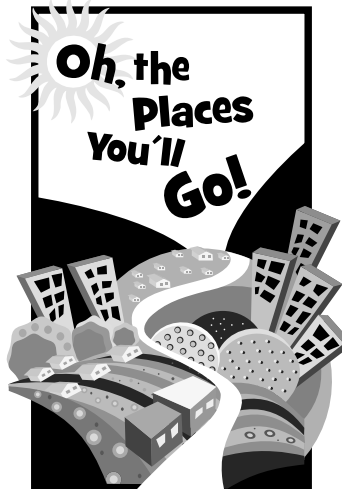




## The Chamber's 2006 Total Resource Development Campaign, "Oh The Places You'll Go," Kicks Off This Month

The Chamber's leadership has determined that, to better serve the Arlington business community, an infusion of substantial funding can greatly enhance the new and existing programs and increase its relevance in the community. The goal, as it always has been, is to provide solid value to each and every member. Continuing to do business on the same track as we have for the past eighty-plus years is not a formula for increased success. With our member's dedication and support, we can provide the type of organization that will meet the needs of growth, diversity, and recognition in the community. The Campaign goal is to raise \$175,000 through the efforts of 20+ corporate teams of 2-10 persons each; these teams will sell sponsorships, advertising, and secure budget reduction items. Currently, the following teams have agreed to participate in the Campaign: **Arlington Business Council, Arlington Public Schools, Ballston Common Mall, BB&T, Buck Commercial, Guernsey Office Products, James Monroe Bank, Kwik Kopy, Lebanese Taverna Girls!, Membership Development, MWAA, Rocklands, Silver Diner, Smith Barney, United Bank, Variety Pack, Virginia Commerce Bank, Washington Capitals, Willow, and Westin.** "Oh the Places You'll Go" will officially commence with a kickoff event, held at **Harry's Tap Room** on Tuesday, April 11<sup>th</sup>. The kickoff event is open exclusively to TRD campaign participants. Over the course of the Campaign, TRD participants are encouraged to visit the link on the lower right-hand side of the Chamber's homepage for Campaign news, updates, statistics, and information.



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### SAVE THE DATE

State of the County  
Wednesday, June 7  
7:30 a.m.

## 2006 Hospitality Award Winners Announced



The 2006  
Arlington  
Hospitality  
Superstars

The Arlington Chamber of Commerce took time out last week to honor those on the front lines of the county's \$1.6 billion-per-year travel and tourism industry, celebrating their achievements with the 2006 Hospitality Awards. Continued on page 5.

### Save the Date!

#### 11<sup>th</sup> Annual ABBIES Awards Ceremony

Save the Date for the 11th Annual ABBIE Awards. This awards ceremony celebrates the best business Arlington has to offer!

Tuesday, May 16, 2006, 7:30 a.m.  
at the **Sheraton National Hotel**



# The Chamber

Arlington Chamber of Commerce

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Member: Virginia Chamber of Commerce

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Cate Murray, *Member Services Manager*

\*Executive Committee Member & Director



Visit our website: [www.arlingtonchamber.org](http://www.arlingtonchamber.org)

Visit our wireless website: [www.chamberwap.com](http://www.chamberwap.com)

## Where you need to be in APRIL



### 3 Monday

May *Arlingtonian* Contents due

Ambassador's Committee Meeting  
4:30–6 p.m.  
Chamber Board Room

### 4 Tuesday

Community Action Committee Meeting  
8–9 p.m.

Chamber Board Room

Valor Awards

11:30 a.m.

Fort Myer–Koran Room, Patton Hall

### 5 Wednesday

Smart Start

7:45–9 a.m.

Chamber Board Room

### 11 Tuesday

Total Resource Development Campaign Kickoff Event

11 a.m.–1 p.m.

Harry's Tap Room

### 12 Wednesday

Executive Committee Meeting

8–9:30 a.m.

Chamber Board Room

### 20 Thursday

Breakfast Connection

7:30–9 a.m.

Holiday Inn, Ballston

Information is accurate as of press time. Please consult the Chamber's website ([www.arlingtonchamber.org](http://www.arlingtonchamber.org)) for updates and changes that may have occurred.

Events listed in color are open to both members and guests.

You can register for all events by visiting [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by calling the Chamber office, 703-525-2400.

### 21 Friday

April Board of Directors Meeting

### 22 Saturday

Volunteer Arlington Day

Time and Location to be announced

Inserts due to ASAP for May *Arlingtonian*

### 24 Monday

Membership Development Committee Meeting

5–6:30 p.m.

Chamber Board Room

### 26 Wednesday

Business Roundtable

11:45 a.m.–1 p.m.

Chamber Board Room

Education & Workforce Development Meeting

4–5 p.m.

Chamber Board Room

### 27 Thursday

Business After Business

5–7 p.m.

The Energy Club

### 28 Friday

Legislative Affairs/Economic Development Committee Meeting

8:15–9 a.m.

Chamber Board Room

Chamber telephone system courtesy of Reynolds Maps. Broadband internet capability courtesy of Comcast Communications. Office WiFi capability courtesy of Washington Workplace.

#### DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

DISPLAY ADS—The first of the Month prior to publication. i.e. For December, the ad must be submitted by November 1.

PRESS RELEASES—Same deadline as Display Ads

ARTICLES—Same deadline as Display Ads

INSERTS—By the 22nd of the month prior to publication. i.e. For December, the insert must be at the mail house by November 22.

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.

# Chairman's Message

Joining a Chamber Committee is one of the best ways to get involved in the Chamber and make the most out of your membership. To join, all it takes is finding a business topic that you're interested in, and signing up for the Chamber committee that covers that topic.

The Chamber Committees are the simplest way to network and to volunteer for the Chamber. The committee meetings are free; they last about an hour, and allow you learn more about the County and the business community while participating. Furthermore, the people you meet at the committee meetings are the same people you'll see at the Breakfast Connections and the Business after Businesses, so you will know more people and have more to discuss.

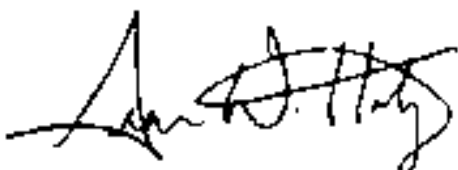
There are currently eight Chamber committees: 1) The Communications Committee, chaired by **John Gunn** of **John Gunn Marketing Partners**, is responsible for the monthly newsletter as well as all other methods used to communicate information to our members and the Arlington community. 2) The Community Action committee, chaired by **Susan Anderson** of **Community Residences**, is responsible for organizing the Volunteer Arlington Day, and strengthening the ties between the business community and the non-profit community. 3) The Education and Workforce Development Committee, co-chaired by **Kim Durand** of **Arlington County Public Schools** and **Patty Browne** of **Arlington Virginia Federal Credit Union**, is responsible for the Chamber's Scholarship fund and brainstorming better ways to integrate the Chamber's members with the education community. 4) The Economic and Government Affairs Committee, chaired by **Scott McCaffrey** of the *Sun Gazette*, is responsible for creating the Public Policies of the Chamber and monitoring legislation and the impact of legislative actions on the business community. 5) The Higher Education Committee, chaired by **Ates Celep** of **Georgetown University**, is comprised of representatives from each of the institutions of higher education that belong to the Chamber (over a dozen).

Membership is limited to individuals from institutions of higher education. If you are affiliated with an institution of higher education, you are encouraged to find out more about how you could contribute to the committee. 6) The Hotel Committee, chaired by **Scott Nadeau** of **Crystal Gateway Marriott**, represents the hotel community on the various hotel issues that arise within the County and the region. They also seize marketing opportunities that promote Arlington as a hospitality destination. Membership is limited to hotel general managers; hotel general managers who are not yet members of the Hotel Committee are encouraged to learn more about committee membership. 7) The Membership Development Committee, chaired by **Cindy Engquist** of **All About You**, encourages participation in the Chamber by contacting new and renewing members. The committee hosts SMART Start networking seminars for both new and prospective members and conducts two membership campaigns. 8) The Ambassador's Committee, chaired by **Sue Gruskiewicz** of **Edward Jones**, works with new members to ensure that they feel welcome and are maximizing their Chamber membership.

To join a committee, simply show up to the next meeting. The meeting schedules are posted on the Chamber website: [www.arlingtonchamber.org](http://www.arlingtonchamber.org). Click on "Membership Guide", then "Committees". Get the most out of your Chamber membership and join a committee today!

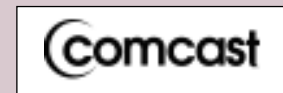


Sean W. Hosty



*In Memoriam*  
**Eugene Iwanciw**

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## Bricks, Mortar & Money: A 2006 Economic Review

By **Karen Vasquez**, PR & Advertising Manager at **Arlington Economic Development**

On March 1, 2006 Arlington Economic Development held its annual colloquium, Bricks, Mortar & Money: A 2006 Economic Review, which addressed the changes seen in 2005 in the Arlington economy and a discussion of what is to come in 2006. The discussion, led by AED Director Terry Holzheimer, raised a number of noteworthy items seen in 2005 and forecast for 2006.

Arlington's office market has remained strong. Vacancy rates are slightly below regional levels with four submarkets at 5.2 percent or less. Crystal City is still recovering from the PTO move, although more than half of the vacated space has been relet, with such great groups as the Public Broadcasting Service and the Bureau of National Affairs coming in. There is now 2.7 million square feet of office space under construction in 11 major projects. Much of the new space is pre-leased, and buildings will deliver largely full.

On the residential side, Arlington has been adding a tremendous number of residential units to attempt to meet the demand for housing. In addition to a record number of single-family homes, in 2006 Arlington has over 5,600 condominium or apartment units being built. Arlington has more housing units under construction than any other point in its history, and has nearly as much housing under construction as Loudoun County – noteworthy because Loudoun was recently named the fastest growing county in the United States.

Retail growth has been phenomenal as well – but the sheer size of the growth has perhaps been not particularly obvious. Because of Arlington's focus on mixed-use development, much of the retail in Arlington has been added to the ground floors of its office and residential development projects. Dubbed "stealth retail," over 400,000 square feet of new retail has been added in Arlington without the creation of a single shopping center or strip mall.

The state of the economy for Arlington remains healthy: household incomes continue to rise; home values continue to increase; office vacancy rates are at, or below, regional rates; federal procurement is on the rise; and hotel daily rates enjoyed a major increase in 2005 due to an increase in the federal government's per diem rate. Retail sales are up, and office rents are competitive. Arlington should look forward to a productive and healthy 2006!

For information, or for a copy of the entire presentation, visit the AED Web site at [www.arlingtonvirginiausa.com](http://www.arlingtonvirginiausa.com).

*Correction:* In February's Annual Report, we misspelled a member's name in the Thank You Donors section—Joy Kretch should have been **Joy Kretchmer**.



### New Resource for Non-Profits— Compassionate Vendors Guide

The recently completed Compassionate Vendors section of the Community Action Committee's Non-Profit Resource Guide provides valuable information to non-profit organizations, and a potential source of referrals for for-profit businesses. Many Arlington Chamber members have been generous over the years in donating items or services to non-profits for free, or at a discount. The Chamber's Community Action Committee, together with **Pat McDermott of Arlington Free Clinic** and **David Schmucker of DataOverTheWeb** have compiled a list of these Chamber members, or Compassionate Vendors, companies who have a history of discounting their goods and/or services to not-for-profit organizations. Visit: [http://www.arlingtonchamber.org/Compassionate\\_Vendors.pdf](http://www.arlingtonchamber.org/Compassionate_Vendors.pdf) to view the guide; the list will be updated as new businesses/offers are added, so please consult the site regularly. Would *you* like to be added to the Compassionate Vendors list? Contact **Ashley Glover** at 703-525-2400 or [aglover@communications.org](mailto:aglover@communications.org).

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## 2006 Hospitality Award Winners Announced

By Scott McCaffrey, *Sun Gazette* Newspapers



“Arlington is really blessed to have these folks – you all are a great asset,” said Chamber president **Rich Doud Jr.**, speaking at the event, held March 1 at the Hyatt Regency Crystal City. Award recipients are nominated by their employers, and range from

industry veterans to immigrants who only recently started. “We have the most rigorous and robust economy in Virginia, and it’s because of all the hard work you do,” said County Board member **Barbara Favola**, who spoke at the ceremony. Three of the awardees also were honored with the “Legendary Service Award,” for their long-standing contributions to the local hospitality scene:

- Betty Wigfall, a senior administrative assistant at the **Crystal Gateway Marriott**.
- Sonya Carpenter, laundry supervisor at the **Holiday Inn National Airport**.
- Jerry Carr, a shuttle driver at the **Crystal Gateway Marriott**.

Others honored in the ceremony were:

Cecilia Amartey, **The Doubletree Hotel—Crystal City**  
 Almaz Amdeberhan, **Key Bridge Marriott**  
 Yodit Berhe, **The Crowne Plaza Washington National Airport Hotel**

Patty Chandadipar, **Hyatt Arlington**  
 Gonzalo Comacho, **Key Bridge Marriott**  
 Holly Dillard, **Holiday Inn National Airport**  
 Khadija El-Ouradia, **The Ritz-Carlton—Pentagon City**  
 Jose Felix, **The Doubletree Hotel—Crystal City**  
 Mary Fon, **Holiday Inn Rosslyn**  
 Mustapha Gherbi, **Hyatt Arlington**  
 Cynthia Glenn, **Holiday Inn Rosslyn**  
 Tony Grayson, **Crystal Gateway Marriott**  
 Mohammad Hossain, Vantage Point Restaurant at the **Holiday Inn, Rosslyn**

Althea Kuhn, **The Doubletree Hotel—Crystal City**  
 Joann Jansen, **Holiday Inn National Airport**  
 Rodrigo Jaramillo, **Sheraton National Hotel**  
 Letha Jones, **Hyatt Regency—Crystal City**  
 Trang Le, **Sheraton National Hotel**  
 Sandy Liu, **The Crowne Plaza Washington National Airport**  
 Julie Machoney, **Crystal Gateway Marriott**  
 Julie Matos, **The Ritz-Carlton—Pentagon City**  
 Frank McKay, **Holiday Inn National Airport**  
 Maria Mehia, **Crystal Gateway Marriott**  
 Joshua Melott, **Key Bridge Marriott**  
 Geoffrey Moore and Kenneth Smith, **The Doubletree Hotel—Crystal City**

Matthew Morrison, **The Ritz-Carlton—Pentagon City**  
 Tracy O’ Grady, **Willow Restaurant**  
 Kim Radder, **Crystal City Marriott**  
 Ana Ramirez, **Hyatt Regency—Crystal City**  
 Leticia Rodriguez, **Embassy Suites Hotel**  
 David Romero, **Holiday Inn Rosslyn**,



**Sean W. Hosty** of **Smith Barney**, and 2006 Chamber Chairman, **Betty Wigfall**, of the **Crystal Gateway Marriott**, **Legendary Service Award Recipient**, and **Scott Nadeau**, **Chairman of the Chamber’s Hotel Committee** and **Area General Manager at Crystal Gateway Marriott**

Chiranjibi Sapkota, **The Crowne Plaza Washington National Airport**

Santana Saravia, **Holiday Inn Rosslyn**  
 Jamar Short, **The Ritz-Carlton—Pentagon City**  
 Athena Stephens, **Key Bridge Marriott**  
 Adrena Stevenson, **Crystal Gateway Marriott**

### *Special Thanks to:*

**Roger Murphy**, Director, **The Arlington Convention and Visitors Service** and Douglas B. Wheeler, Chief Operating Officer, The Map Network for sponsoring this year’s event.

**Hyatt Regency Crystal City** for hosting the 2006 Arlington Hospitality Awards, and the **Hyatt Regency’s** General Manager, **Jean-Marc Dizard**.

The Honorable **Barbara Favola**, Arlington County Board Member, for speaking.

**Scott Nadeau**, General Manager of the **Crystal Gateway Marriott** for acting as the Emcee of the Awards program.

Everyone who served on this year’s Hospitality Awards Selection Committee.

This year’s table sponsors: **Crowne Plaza Washington National Airport**, **Crystal City Marriott**, **Crystal Gateway Marriott**, **Doubletree Hotel Crystal City**, **Embassy Suites**, **Holiday Inn National Airport**, **Holiday Inn Rosslyn**, **Hyatt Arlington at Washington’s Key Bridge**, **Hyatt Regency Crystal City**, **Key Bridge Marriott**, **The Ritz-Carlton**, **Pentagon City**

## TRD Corner

Over the course of the 2006 Campaign, stay tuned to the TRD Corner for campaign news, top performers, information, and progress reports.



Thank you to the Gold Sponsor of the Campaign.

## Lead Virginia, A Step In the Right Direction

By **Rich Doud**, Chamber President

**L** EAD Virginia, designed as a state-wide Leadership program for experienced executives from around the Commonwealth, graduated its inaugural class of some 39 individuals in mid-November 2005 in Richmond. The aim of the program is to bring a set of community and business leaders together to understand the basic issues of transportation, education, and economic development throughout the Commonwealth and their effect on the various regions of Virginia. The Chamber's Board of Directors was gracious enough to allow me to participate in this inaugural class. For this unique experience, I am eternally grateful.

Throughout the spring, summer, and fall, the class met in seven sessions at locations around the state to speak with community, business, and political leaders and to visit various businesses, educational institutions, and economic development agencies to gain a broader picture of basic needs, plans, and accomplishments of those living and working within the Commonwealth. After an introductory session in Williamsburg, the LEAD Virginia class visited Southside, Southwest, the Shenandoah Valley, Northern Virginia, Hampton Roads and Richmond. Each session started on a Thursday afternoon continuing through noon on Saturday. The visits were intense and in-depth. The learning experience was often surprising, sometimes poignant, and always enlightening. What the members of the class came to realize was that the regions within the state were extremely varied with highly individualized strengths and needs.

The visit to Southside demonstrated that the region has watched its economic vitality literally evaporate in front of its eyes in less than a decade as the tobacco, furniture, and textile industries either significantly downsized or moved off-shore completely. The businesses that many generations of people had depended upon to make a living have all but disappeared. The people, however, are resilient and determined to make a go of things. The real challenge is in retaining and reclaiming the young people that are leaving and have already left while job creation is in process.

The trip to the Shenandoah Valley found a rich diversity of higher educational institutions, both state-supported and private (as anyone who has driven down I-81 knows). The agricultural industry is strong and vibrant; the area's population is growing by leaps and bounds. The public schools in some districts asserted that they have over 40 languages spoken in their institutions and the accompanying strains that places on teachers, learning materials, and school administrators. The class visited the Virginia Horse Center and a thriving manufacturing plant. The residents in this region of the state seem to be in good condition economically but are concerned about how to handle the international influx of new residents.

The days spent here in Northern Virginia demonstrated an entirely different set of problems. The class learned that population growth, like a tidal wave, has brought many planning challenges – including housing and transportation. The class visited Ronald Reagan Washington National Airport and the Dulles arm of the Air & Space Museum.

They rode our subway – many for the first time ever. They heard from our County Manager and officials and educators from Alexandria, Fairfax, and Leesburg. The tours drove home the notion of a transportation crisis and the urbanization of our region.

In Southwest Virginia the class visited Big Stone Gap, Norton, Wise, and Abingdon. There the poverty is evident. The coal mining industry is active and tourism combined with the unique musical history of the area are attempting to establish new sources for economic development. The needs for transportation, education, and economic development are obvious. The out-migration of young people, a real brain-drain, is significant. However, in the midst of it all, the people are upbeat and the natural beauty of the area is inspiring.

The time spent in Hampton Roads was told to us as the story of Virginia's connection to the sea. The sheer size of the Virginia Port Authority and the Naval Base is awesome. As we stood at the top of the tower that overlooks the Port Authority, with seven of the world's largest cranes, the view of water never seemed to end. The world-class harbor is continually growing and is being dredged once again to accommodate the largest cargo ships built. The power of this economic engine resounds throughout the region. Institutions of higher education abound. Economic development is not a major problem; transportation of goods in and out of the region in a timely manner is.

In Richmond the class learned that the city is still struggling with (but having open discussions about) the issues created by a population that is half African-American and half white still living with a legacy of historical issues that span centuries and generations. The overall perspective of the region showed the city experiencing an implosion in the face of the suburbs that were exploding. The problems on both sides of that situation are escalating in terms of services, transportation, education, and economic development.

For all members of the class, no matter where they call home, the LEAD Virginia program is a great success because it demonstrates the economic power, the natural beauty, and the determined attitude of the people who make their home in Virginia. Our commonwealth has a place for everyone. The members of the class, all leaders in their own right, have returned to where they live to help make their localities better places to live and work.

In general, I walked away from the eight-month experience with a sense of awe, some feelings of depression, a much-widened knowledge base, and a greater appreciation for the greater community of our Commonwealth. Understanding the whole really helps support the needs of the local region. My well-met expectations and hopes for this program are that it will serve to help unite the people of our diverse geographical regions and lead to greater understanding and tolerance among all Virginians. These are lofty goals but I earnestly believe that LEAD Virginia is a step in the right direction.

For additional information, visit <http://www.leadva.org/> or contact Chamber President **Rich Doud** at [president@arlingtonchamber.org](mailto:president@arlingtonchamber.org).



## Leadership Arlington is Accepting Applications!

**Deadline May 15<sup>th</sup>, 2006**

Leadership Arlington is currently accepting applications for the Class of 2006. Application deadline is May 15, 2006, 12:00 noon. For more information, please contact Pat Latour at 703-528-2522. General information and the application may be found on the

Leadership Arlington website: [www.leadershiparlington.org](http://www.leadershiparlington.org).

Leadership Arlington is celebrating its seventh year anniversary. With over 200 members, representing over 180 organizations, it has become an organization of vision and action for Arlington.

### About Leadership Arlington

The vision of Leadership Arlington is a prepared, inspired and inclusive Arlington leadership who together embrace responsibility for the common good. Our mission is to enlighten, inspire and connect leaders to strengthen the Arlington community.

### How Do You Benefit?

- ⊙ A strengthened sense of personal vision and power;
- ⊙ The development of an awareness of issues and challenges facing Arlington;
- ⊙ The discovery of leadership strengths, an increase in leadership skills, and a recognition of arenas in which a unique contribution can be given;
- ⊙ A greater ability to articulate a vision of the community and translate that vision into action;
- ⊙ The rewards of networking with a diverse group of community leaders; and
- ⊙ An opportunity to make a commitment on behalf of the community.

### How Does the Community Benefit?

- ⊙ An increasing source of quality leaders for the Arlington community;
- ⊙ An improved communications network among civil, social, educational, and business leaders in the country;
- ⊙ Assistance to potential leaders in their development, matching their skills and interests with the needs of the community; and
- ⊙ A leadership base with a broadened perspective, prepared to more effectively guide Arlington into its future.



## Youth Program Applications Now Available

Leadership Arlington Youth Program applications are now available on our website:  
[www.leadershiparlington.org](http://www.leadershiparlington.org).

**Applications are due by April 18<sup>th</sup>, 2006.**

Students must apply in their sophomore or junior year of high school and are selected to participate during their junior or senior year.

### Northern Virginia Coalition or Collision in Richmond?

Leadership Arlington Speaker Series on Tuesday, April 25, 11:30 a.m.–1:30 p.m. (lunch included).

For more information please contact Pat Latour at 703-528-2522 or go to [www.leadershiparlington.org](http://www.leadershiparlington.org).



### Chamber Website Yields Results!

Each month the Chamber actively tracks usage of its website in an effort to better serve our members and to keep the website resourceful. Below are the top categories and keywords searched in the month of March.

Don't miss out! Please ensure that the Chamber has an accurate and current website address for your business, so searchers can visit your site.

#### Top 5 Business Categories:

1. Restaurants
2. Hotels
3. Apartments – Furnished
4. Real Estate
5. Banks

#### Top 5 Keywords:

1. Real Estate
2. Hotel
3. Insurance
4. Real Estate
5. Employment

# Members IN THE News

## ► BANKS

**James Monroe Bank** ended the 2005-year with reported earnings of \$4,217,000, an increase of 42%. On a diluted per share basis, earnings per share showed a 40% increase over 2005 earnings per share of \$.51. By year's end, the loan portfolio grew by 51%, assets grew by 18%, and deposits grew by 17%. Additionally, **James Monroe Bank** recently promoted **Sonia Nga Johnston** to Executive Vice President; she will oversee business development in Arlington County and the Annandale area of Fairfax County.

**SunTrust Bank**, Greater Washington has named **R. Parker Harrington** a Senior Vice President within its Commercial Division. **Harrington** has 22 years of banking experience, 16 of them with **SunTrust**. In his new position, **Harrington** will continue to serve as a relationship manager for commercial clients in the greater Washington D.C. metropolitan area. **Harrington** is also a life member of Leadership Arlington.

**United Bankshares, Inc.** announced a first quarter 2006 dividend of 27 cents per share for shareholders of record as of March 10, 2006. This is a 4% increase over the 26 cents paid in the first quarter of 2005. The dividend payout of approximately \$11.3 million on 42.0 million shares is payable April 1, 2006. 2006 is expected to be the 33<sup>rd</sup> consecutive year of dividend increases to United shareholders. Additionally, **United Bank** recently announced the appointment of James J. Consagra, Jr. as President and Chief Executive Officer. Mr. Consagra joined **United Bank** in 1992, and has over 20 years of commercial banking experience.

## ► GOVERNMENT OFFICES UNITED STATES

Recently, **Congressman Jim Moran** sponsored his 5<sup>th</sup> Annual Government Procurement Conference at the Arlington Campus of **George Mason University**. This year's conference focused on topics ranging from how to market your GSA schedule to a how-to guide to doing business with the Department of Homeland Security.

## ► GRAPHIC DESIGNERS

**Yvonne Pover** of **Skardon Pover, Inc. Visual & Marketing Communications** recently completed 3 days of intensive courses in the latest web site development technologies at Web Design World 2005 in Boston, MA.

## ► INVESTMENT MANAGEMENT SERVICES

For the 7<sup>th</sup> year, the financial-services firm **Edward Jones** was named one of the "100 Best Companies to Work For in America" by FORTUNE magazine in its annual listing. The firm took the No. 16 overall spot in the ranking, which appeared in the magazine's January edition. **Edward Jones** was also named the No. 4 spot for large companies. The firm's seven FORTUNE rankings include top 10 finishes for five years and consecutive NO. 1 rankings in 2002 and 2003.

## ► NETWORKING/REFERRAL CLUB

**Northern Virginia Business Referrals** elected its new officers for the coming 12 months. They are: Chairman: **Brian Brooks** of **Brooks Business Transfer**; Membership (and website): **Craig Herberg** of **Info-Safety LLC**; Marketing: **Bernie Cohen** of **Insurance Solutions**; Treasurer: **John Bowen** of **Bookkeeping and Money Management**. The group also added 3 new members: **Tim Horgan** of **Express Personnel Services**, **David Sklar** of **Ballyhoo!**, and **Michael Lewis** of **FreeLantz Designs**.

## ► NON-PROFIT ORGANIZATIONS

The **Animal Welfare League** of Arlington presented a check for \$5,550 to the Humane Society of the United States, for hurricane disaster relief in the Gulf Coast. The contribution was designated for rebuilding of animal shelters in the decimated region.

## ► NON-PROFIT ORGANIZATIONS VOLUNTEER

The **Arlington Gay and Lesbian Alliance (AGLA)** has recently been selected by Equality Virginia to receive the 2006 Equality Community Award. The award is given annually to one person or orga-

nization that has worked to advance the rights of gay, lesbian, bisexual, transgender and/or HIV positive Virginians.

## ► REAL ESTATE

Arlington Realtor, **Randy Morrow**, has been awarded the Certified Residential Specialist Designation by the Council of Residential Specialists, after completing advanced courses and demonstrating professional expertise in the field of residential real estate. Only 35,000 realtors nationwide have earned this credential.

## ► REAL ESTATE DEVELOPERS AND MANAGEMENT

**Geo. H. Rucker Realty Corporation**, one of the oldest, continuously family-owned companies in Virginia, celebrated its 100<sup>th</sup> anniversary in January 2006. The company commonly referred to as **Rucker Realty** has reached a milestone that a small number of companies can stake claim. In 1906, **George H. Rucker** was a significant player in the development of Arlington, and today the company remains a strong and significant name in Northern Virginia real estate. **Harvey Rothstein**, a long term client of **Rucker Realty** and the President & CEO of **DavCo Restaurants Inc.**, the world's largest Wendy's franchise, says that the company has achieved "such longevity in business because the company is honest, true to their word, and a real class act."

## ► SCHOOLS - UNIVERSITIES AND COLLEGES

The **Art Institute of Washington** has partnered with the **Patuxent Research Refuge** in Maryland to develop and produce 2-D and 3-D student driven animation projects that will educate and promote public awareness of the nature facility.

**Marymount University** selected **Kay Unger** as the 2006 Designer of the Year, and honored her at *Portfolio in Motion*, the annual student fashion show and luncheon held in April.

## ► SOCIAL SERVICE ORGANIZATIONS

Thousands of local families enjoyed a joyous holiday season in 2005 thanks to **Northern Virginia Family Service's (NVFS)** Holiday Initiatives Drives. The drives were a huge success amounting to approximately \$100,000 in gifts, groceries, gift cards, and monetary contributions.

*Continued on page 9.*

Members in the News, continued from page 8.

## ► THEATRES

**Signature Theatre** has received 18 2006 Helen Hayes Award nominations, a record number for the Theatre during its 16-year history. **Signature Theatre's** production of *Urinetown* received a dozen nominations. The winners will be announced at the 22<sup>nd</sup> Annual Helen Hayes Awards on April 17, 2006 at the Warner Theatre.



## Breakfast Connection!

Thursday, April 20  
7:30–9 a.m.\*

### Holiday Inn—Ballston

Special thanks to our  
Grand Sponsor,  
**Self-Storage Plus**



A dynamic new format of the Breakfast Connection gives the attendees a chance to bring their business to the table, literally. The new style focuses more on networking, and provides attendees the chance to exchange business cards, develop new prospects, and share a 60 second commercial with each table. Instead of featuring two speakers, we will focus more on roundtable power networking, and give guests the chance to meet more people than ever before. Please make sure you register early; this new format is exciting, and we want to have enough room for all. **Don't forget to bring plenty of business cards—you'll need them!**

Please register for this event before noon, on April 19. All registrations that occur after that time will be considered to be "same day" and registrants will be charged accordingly. Thank you!

*\*Please note: we have returned to our original time schedule.*

# Welcome to New Members

## AEROSPACE

### THE BOEING COMPANY

Frank Silverio, Director, Finance & Administration  
1200 Wilson Boulevard  
Arlington, VA 22209  
Phone: 703-465-3500

### SPONSOR: Paul Ferguson, Arlington County Board

Boeing is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft, with capabilities in rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles and advanced information and Communication systems.

## DISABILITY SERVICES

### GOODWILL OF GREATER WASHINGTON

Nelissa Okamoto, Director of Special Events and Volunteer Recruitment  
2200 South Dakota Avenue NE  
Washington, DC 20018  
Phone: 202-636-4225

### SPONSOR: Susan Anderson, Community Residences

Goodwill of Greater Washington's mission is to provide job training and placement for people with disadvantages and disabilities.

## EMPLOYMENT SERVICES

### SERVICOURCE, INC.

Katie Place, Communications Manager  
6295 Edsall Road  
Suite 175  
Alexandria, VA 22312  
Phone: 703-461-6000

### SPONSOR: Brian Hefner, Staff

ServiceSource, Inc., a 501(c)(3), offers rehabilitation and employment services to people with disabilities. It also offers outsourcing labor options to businesses and government agencies in a variety of fields.

## EVENT PLANNERS

### WALLBOUNCE LLC

Robin Wilson, CEO  
1655 North Fort Myer Drive  
Suite 700

Arlington, VA 22209

Phone: 703-465-5115

### SPONSOR: Brian Hefner, Staff

Wallbounce is the premier provider of "discerning learning" experiences. Through relationships with various organizations, we will provide you with access to experiences, events and one-of-a-kind moments to create an indelible memory.

## FLORISTS

### FLORAL ARTISTS/AVON

Marie Lane, The Flower Lady  
3730 North Pershing Drive  
Arlington, VA 22203  
Phone: 703-528-1327

### SPONSOR: Deborah Kunin, Staff

We wish to improve the beauty of your environment with Floral Designs.

## MARKETING

### UNITED MARKETING SOLUTIONS FOR ALEXANDRIA AND ARLINGTON

Fanny Florimon-Reed, Chief Operating Officer  
P.O. Box 5338

Arlington, VA 22205

Phone: 703-531-1476

### SPONSOR: Yvonne Pover, Skardon Pover, Inc. Visual & Marketing Communications

We are one marketing source with multiple advertising direct mail solutions serving small and medium size businesses and professionals.

## WIRELESS

### WIGO WIRELESS

Jennifer Lee, Marketing Manager  
1130-A West Broad Street  
Falls Church, VA 22046  
Phone: 703-241-9446

### SPONSOR: Brian Hefner, Staff

WiGo Wireless provides advanced wireless solutions to discerning professionals and businesses by building a reputation for expert advice and friendly service. We offer up-to-date personal electronics for communication.

## YOUR AD HERE

Make the most of your Chamber membership; mention this advertisement, and receive 10% off of regularly offered advertising rates. This offer is available for a limited time.

### Reserve your space today!

Call or e-mail Ashley Glover at 703-525-2400  
or [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org).

## Business Roundtable

The Chamber sponsored Roundtable is an open discussion forum held on the fourth Wednesday of each month at the Chamber, facilitated by **Jim Whelan** of **ProActive Corporation of America**. *By Jim Whelan*

**January 2006 – Web Development: Use as a main marketing tool – what’s essential, what’s not; how often to update; how to get more exposure. What are the elements of a winning website?**

**B**usinesses use websites for many purposes depending on their ultimate objective. Some common uses are: providing information on products or services, allowing prospects to research and qualify a company as a potential vendor; directly sell their products or services in an online storefront.

Web sites are often constructed either with an emphasis on content (heavily text based), or images (with little text). Search engines emphasize text, so those who are trying to attract search engine traffic rely on textual content. However, when people visit a site they may be less inclined to read text but are attracted by images.

In an attention starved internet, people often visit only a single page on a website before making a decision on further pursuing business. If a visitor’s interest is piqued by a page, that visitor should be able to access contact information/calls to action; therefore, contact information and forms should be at the bottom of *every* page. Try constructing a call to action in the form of a question such as “Do you believe our services will help your business?”

Make a publication schedule; write an article for publication on your website each month. Send out an email on the publication date with a teaser or synopsis to attract people to your site to access your new materials, ultimately giving them a reason to furnish a referral to you.

Thanks to **Joe Mann** of **More-Web-Leads.com**, **Melanie Test** of **mel2design.com** and **Greg Welsh** of **techinfusion.com** for their contributions to the discussion.

**February 2006 – Thinking Outside the Sales Box**

**T**his month’s Roundtable aimed at increasing sales growth. **John Murphy**, founder and president of award-winning **Washington Workplace**, shared his method of growing **Washington Workplace** from a start-up to the largest independent office furniture dealer in the metro DC area.

The 25 participants looked at selling and managing a business by making a contribution to customers, vendors, employees, and the community.

**John** discussed 3 levels a business can seek: immediate gratification (awarded the business), short-term gratification (collect the money), and long-term gratification (making a contribution). While many in business say they believe in making a contribution (which is right up there with they believe in customer service), they really are focused on immediate and short-term gratification.

The lively discussion evolved around **John’s** three key philosophies: turning business relationships into real personal friendships, being prepared for business opportunities when they arise, and most importantly, being committed to serve others without regard to any personal benefit or return. He attributes the success of **Washington Workplace** to focusing the entire company on those guidelines.

Bottom line from this roundtable? What goes around comes around! Being committed to truly contributing to the community produces business riches and success.

*Jim Whelan works with organizations to develop and execute strategies for success. To contact him, go to [www.proactivecorp.net](http://www.proactivecorp.net) or call 703.862.6758. To learn about upcoming Business Roundtable topics, visit the calendar at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call 703.525.2400.*

### Business Roundtable

Wednesday, April 26th  
11:45 a.m. – 1 p.m.  
Chamber Board Room

TOPIC:

**THE POWER OF THE PRESS:  
Utilize the press to promote and  
grow your business**

**Scott McCaffrey**, Managing Editor  
of the **Sun Gazette** will offer his  
expertise, and lead the discussion.

Roundtable is free, but space is limited  
and registration is required.  
Please register online at  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)  
or call  
703-525-2400

Want To Get Connected?  
**JOIN A COMMITTEE!**

Call 703-525-2400 for more information.

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E-mail [aglover@arlingtonchamber.org](mailto:aglover@arlingtonchamber.org)  
for more information.

## Benefit by Logging into Members Only!

The Chamber is excited to see that members are visiting our website, and taking advantage of the "Members Only" section, where members can add their own company events to the community calendar, find contact information for fellow members, take surveys, and benefit from member coupons. Those members who utilized "Members Only" in the months of November, December, and January were:

### ADP

Adventure to Success, LLC

Ambassador's Touch Concierge Services, Inc.

Ameriprise Financial Services

Arbonne International, Independent Consultant

The Arlington Community Foundation

Arlington Economic Development

Arlington Promotional Products, LLC

The Art Institute of Washington

Askexpert

Bella Consulting Solutions

Body Dynamics, Inc.

Juan Carrera, Maintenance Engineering, Ltd.

City Club of Washington

Cohen and Company

Colonial Parking, Inc.

Columbia Pike Revitalization Organization

Community Residences

Corbin and Associates Realty, Inc.

Creative Facilitating

Crowne Plaza Washington National Airport

DataOverTheWeb.com

The Dickerson Group

Enterprise Rent-A-Car

Fairlington Window & Door LLC

Family Heritage

Greenbrier Learning Center, Inc.

Raymond Hanford, Northwestern

Mutual Financial

Hughes and Associates, PLLC

Marymount University

MTFA Architecture, Inc.

The Law Offices of Barbara E. Nicastro

Northern Virginia Business Referrals

OBA Bank

Pharmanex

Potomac Harmony Showtime Chorus

The ProActive Corporation of America, Inc.

Quality Payroll Systems

Reliable Hauling & Junk Removal

Robeks – Fruit Smoothies & Healthy Eats

Signs by Tomorrow

SuperShuttle

Sweet & Simple

TechInfusion LLC

Treehouse Coaches, Inc.

Troy University

## SMART Start

**SMART Start is a free Networking Seminar and Information Session.**

**Learn how to meet new clients or future business associates. Also learn how to maximize your investment with the Chamber.**

**April 5 and May 3**

**7:45–9 a.m.,**

**in the Chamber Board Room.**

**Register online:**

**www.arlingtonchamber.org**

For more information contact Brian Hefner at 703-525-2400 or bhefner@arlingtonchamber.org

Thank you to our sponsors **OBA Bank and Bella Consulting**

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## *Thanks to Members who renewed in March!*

Information is accurate as of February 28, 2006

Americana Hotel

Arlington County Commissioner of Revenue

Arlington Host Lions Club

Art Institute of Washington

Arlington Kiwanis Club

Delegate Robert H. Brink

Burke & Herbert Bank & Trust Co.

Cardinal Construction & Management

Charles E. Smith Real Estate Services LP

CLMS

Crisislink

Enterprise rent-a-car

Inn of Rosslyn

International Relief & Development, Inc.

Macedonia Baptist Church

The Market Common, Clarendon

Offender Aid and Restoration of Arlington County

Restaurant Association of Metropolitan Washington

Signs by Tomorrow

Vanguard Services Unlimited

## NETWORK AT OUR **BusinessAfterBusiness**

The Chamber's Business After Business provides a place to make connections outside of the office. Join us as we visit **The Energy Club** for fabulous food and drink and one-of-a-kind mixing and mingling opportunities. The event will even offer the opportunity to win great prizes, potentially including cash from the jackpot available each month. Remember, you must be present at the event to claim your prize!

Please register for this event before noon, on April 26. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

### **BusinessAfterBusiness**

Thursday, April 27, 5–7 p.m.

Hosted by **The Energy Club**



## Thanks go to...

- **Sue Gruskiewicz, Edward Jones**, emcee at February's Breakfast Connection. Thank you to **Ted Goldberg, Master Painter** and **Mike Cuff, American Red Cross-Arlington Chapter**, speakers at the event.
- **Virginia Commerce Bank**, for sponsoring the February Business After Business, and **Whitlow's on Wilson** for hosting the event.
- **Turnberry Tower**, host of the February board meeting.
- Everyone who donated to the Chamber's Scholarship Fund at the Arlington Business Gala.
- **Joan Dall'Acqua**, of **Acquagraphics**, for designing the Total Resource Development Campaign logo.

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# The Arlingtonian

## Arlington Chamber of Commerce

2009 North 14th Street, Suite 111  
Arlington, Virginia 22201  
703-525-2400 703-522-5273 (fax)  
chamber@arlingtonchamber.org  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)

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.

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