

VOL. LIV, NO. 12 DECEMBER 2012

FEATURED PHOTO: Marcus Sheridan, founder of The Sales Lion, presents to Chamber members at October's BizBuzz Social Media Series.



ARLINGTONIAN GRAND SPONSOR

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## SAVE THE DATE

### ANNUAL MEETING

DECEMBER 14

11:30 a.m. - 2:00 p.m.

Sheraton Pentagon City Hotel

### ANNUAL BUSINESS GALA

JANUARY 26

6:30 p.m. - 12:00 a.m.

The Ritz-Carlton, Pentagon City



### ANNUAL MEETING PREVIEW

## Reflecting on 2012

Join the Arlington Chamber of Commerce for the 88th Annual Meeting on Friday, December 14 from 11:30 a.m. to 2:00 p.m. at the Sheraton Pentagon City Hotel (formerly the Sheraton National Hotel). The Annual Meeting is a celebration of the Chamber's accomplishments in 2012 and will focus on the developmental plans for the coming year. The meeting will feature a keynote address from Chuck Todd, Chief White House Correspondent for NBC News. Todd, who resides in Arlington, is also co-host of "The Daily Rundown" on MSNBC. He became NBC News' Political Director in March 2007 and serves as NBC News' on-air political analyst for "NBC Nightly News with Brian Williams," "Today," "Meet the Press" and MSNBC.

The event will also include the presentation of the prestigious Chair's Award, President's Award and Committee of the Year Award. The 2013 Directors and Officers will be announced, along with the Chamber's key initiatives for the coming year.

SPECIAL THANK YOU TO

GRAND SPONSOR



- To register visit [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call Leticia Cano at 703-525-2400. Secure a sponsorship by Friday, December 7.

### ANNUAL BUSINESS GALA PREVIEW

## Celebrating the New Year

Mark your calendars for "Arlington's Best Night Out" at the 89th Annual Business Gala on Saturday, January 26 at **The Ritz-Carlton, Pentagon City**. Don't miss this opportunity to mix and mingle with the County's business leaders! Prepare yourself for an evening full of delicious food, tempting drinks, lively music and the best auction items in town. The evening kicks off at 6:30 p.m. with a cocktail hour and silent auction, followed by dinner and the live auction. This year's auction items include:

- \$250 gift certificate to Arrowine
- Mercedes C-class two day rental
- Catering for 20 from Lebanese Taverna
- Two Box Seats to any 2013 Nationals game
- Signed Washington Capitals jersey
- And much more!

- To register visit [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call Leticia Cano at 703-525-2400.

### CHAMBER MESSAGE

## Happy Holidays!

All of us at the Arlington Chamber of Commerce wish you and your family a joyous holiday season. May it be filled with good spirits, warm hearts and time with loved ones.

Photo (L-R): Chris Hunter, Aaron Guerrieri, Leticia Cano, Rich Doud, Cassie Bate, Kate Roche and Amy Fisher



## THE CHAMBER

### ■ EXECUTIVE COMMITTEE

**Doug Brammer**, Chair  
**David DeCamp**, Chair-Elect  
**Chris Domes**, Treasurer  
**Tim Hughes**, Assistant Treasurer  
**Ron Novak**, Vice Chair— Communications  
**Scott McCaffrey**, Vice Chair— Economic Development & Government Affairs  
**Joe Prentice**, Vice Chair—Member Affairs  
**Kevin Shooshan**, Vice Chair—Membership Development  
**Greta Menard**, Vice Chair—Special Interests  
**Michael Foster**, Immediate Past Chair  
**Rich Doud**, President

### ■ DIRECTORS

Doug Brammer, **Verizon**  
 Jerry Caliguire, **Renaissance Arlington Capital View, Residence Inn Arlington Capital View**  
 Charles Clohan, **Dittmar Company**  
 David DeCamp, **Newmark Grubb Knight Frank**  
 JR Diffee, **William Diffee "JR"**  
 Chris Domes, **Marymount University**  
 Rich Doud, **Arlington Chamber of Commerce**  
 Bill Eisnaugle, **Comcast Cable Communications**  
 Michael Foster, **MTFA Architecture, Inc.**  
 Nancy Goodman, **Main Event Caterers**  
 Brian Gordon, **Apartment and Office Building Association**  
 Tom Grantham, **Cardinal Bank**  
 Mark Hadeed, **Hadeed Carpet**  
 Donna Hamaker, **KDH Real Estate**  
 Bob Hawthorne, **United Bank**  
 Sean Hosty, **Morgan Stanley Smith Barney LLC**  
 Tim Hughes, **Bean, Kinney & Korman, P.C.**  
 David Isaacson, **Technology Management, Inc.**  
 Todd Ihrig, **H.D. Vest Investment Services**  
 Todd Jerscheid, **The Fashion Centre at Pentagon City**  
 Sonia Johnston, **John Marshall Bank**  
 John Kell, **M&T Bank**  
 Deborah Lipman, **Metropolitan Washington Airports Authority**  
 Scott McCaffrey, **Sun Gazette Newspapers**  
 Andrew McGeorge, **Monday Properties**  
 Greta Menard, **Capital MarCom, Inc.**  
 Patrick Murphy, **Arlington Public Schools**  
 Barbara Nicastro, **The Law Offices of Barbara E. Nicastro**  
 Ron Novak, **Segue Technologies**  
 Brendan Owen, **Vornado/Charles E. Smith**  
 Joe Prentice, **State Department Federal Credit Union**  
 Lindsey Rheäume, **Virginia Commerce Bank**  
 Stephan Rodiger, **Kettler**  
 Grace Shea, **Lebanese Taverna**  
 Kevin Shooshan, **The Shooshan Company**  
 John Snedden, **ROCKLANDS Barbeque & Grilling Company**  
 Adrian Stanton, **Virginia Hospital Center**  
 Karolyn Stuver, **Fluor**  
 Shannon Swahn, **Global Thinking**  
 Gordon Thrall, **Guernsey Office Products**  
 Brenda Turner, **Arlington Community Federal Credit Union**  
 Tina Walker, **BAE Systems**  
 Pat Williamson, **WETA**  
 Todd Yeatts, **The Boeing Company**  
 Mark Zetlin, **Mercedes-Benz of Arlington**

### ■ U.S. ARMY

**LIAISON TO THE BOARD**  
 COL Fern O. Sumpter, **Joint Base Myer-Henderson Hall**

### ■ STAFF

**Rich Doud**, President  
**Kate Roche**, Director of Member Services & Development  
**Chris Hunter**, Director of Membership  
**Leticia Cano**, Member Services Administrator  
**Amy Fisher**, Communications Coordinator  
**Cassie Bate**, Events Associate  
**Aaron Guerrieri**, Staff Accountant

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

## DECEMBER AT THE CHAMBER

AMBASSADORS COMMITTEE	3 MONDAY 4:15 - 5:00 p.m. Chamber Board Room
HOLIDAY CHEER ON TAP	4 TUESDAY 5:30 - 7:30 p.m. World of Beer in Ballston, Co-hosted with Ballston BID
BREAKFAST CONNECTION	6 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn
SMART START	6 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE	7 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room
NONPROFIT FORUM	10 MONDAY 11:30 - 1:00 p.m. WETA
MEMBERSHIP DEVELOPMENT COMMITTEE	11 TUESDAY 8:00 - 9:00 a.m. Chamber Board Room
EXECUTIVE COMMITTEE	12 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
TRANSIENT OCCUPANCY TAX FUNDRAISER	12 WEDNESDAY 5:00 - 7:30 p.m. Vantage Point Restaurant
2013 ORGANIZATIONAL BOARD MEETING	14 FRIDAY 10:30 - 11:30 a.m. Sheraton Pentagon City Hotel
ANNUAL MEETING	14 FRIDAY 11:30 a.m. - 2:00 p.m. Sheraton Pentagon City Hotel
BUSINESS AFTER BUSINESS	19 WEDNESDAY 5:00 - 7:00 p.m. Hilton Garden Inn Shirlington
BOARD OF DIRECTORS MEETING	20 THURSDAY 11:45 a.m. - 2:00 p.m. Key Bridge Marriott
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	21 FRIDAY 8:30 - 9:30 a.m. Chamber Board Room
CLOSED FOR THE HOLIDAYS	DEC 24 - JAN 1 The Chamber will be closed this week for the holidays

## 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

**Bank of America**

Home Loans

## BREAKFAST CONNECTION

Come prepared to mix and mingle at this organized speed-networking event. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people.

6 THURSDAY  
7:30 - 9:00 a.m.  
Holiday Inn Rosslyn  
Club Room, 1st Floor  
1900 N. Fort Myer Dr.  
Arlington, VA 22209

### GRAND SPONSOR

**CARDINAL Bank**

HOST SPONSOR: M&T Bank

## 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.

19 WEDNESDAY  
5:00 - 7:00 p.m.  
Hilton Garden Inn  
Shirlington  
4271 Campbell Ave.  
Arlington, VA 22206

### HOST

**Hilton Garden Inn®**  
Arlington/Shirlington

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.



## Traditions

At this time of year perhaps more than any other we often find ourselves influenced in some way or other by traditions. Our responses to traditions may vary considerably. They can unite or divide, cause celebration or dread (not another fruitcake!), create or rekindle emotions. As the year winds down over the next several weeks traditions may be celebrated, modified or perhaps ignored but likely not forgotten. Like gravity, they seem to quietly pull us back to a time in our life that encourages reflection. Regardless of their origin, traditions can be powerful.

Perhaps the most powerful tradition at the Arlington Chamber of Commerce is that of excellence. Excellence in serving members. Excellence in programs and events. Excellence in stewardship. And excellence in leadership. Consider these examples.

This year the Chamber will offer over seventy programs and events. Over seventy! Varied in size and scope, each is designed to serve a unique purpose and meet the targeted needs of our members.

Programs feature current, relevant topics that offer immediate application. For example in October the Chamber's Communications Council hosted Marcus Sheridan as he led a workshop about ways to help revolutionize your business's marketing by creating focused content for your web, social media and e-mail communication. Here's the answer to the 'So What?' question you might be thinking: In 2001 and fresh out of college, Marcus Sheridan stumbled across his first business with two friends and began installing swimming pools out of the back of a beat-up pickup truck. Nine years later and with the help of incredible innovations through inbound and content marketing, Sheridan's company became one of the largest pool installers in the U.S. and currently has the most visited swimming pool web site in the world. How might your attendance at that workshop have influenced strategies and plans for your business?

And our Chamber events often feature speakers who are widely known and respected such as U.S. Senator Mark Warner; or Entrepreneur and Sports Team Owner Ted Leonsis; or Virginia Tech president Dr. Charles W. Steger. The Keynote Speaker at this year's Annual Meeting, which will take place on December 14th, is Chief White House Correspondent for NBC News, Chuck Todd. (Register for your ticket today before the event sells out: [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by calling the Chamber office at 703-525-2400). I'm sure you would agree these leaders offer a pretty impressive portfolio of accomplishment and influence.

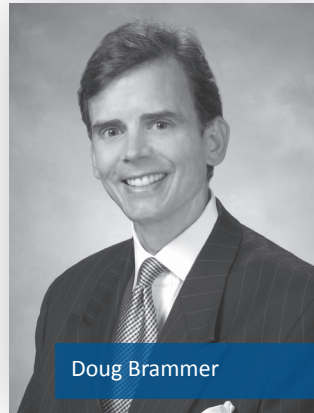
And the person responsible for securing these great speakers? Someone who brings a tradition of excellence in all that she does - - Kate Roche, Director of Member Services and Development. Her attention to detail and commitment to member services continues to have a significant impact on the Chamber. Kate recently celebrated her 5th year with the Chamber. Happy Anniversary Kate, and thank you for five great years!

And finally, the Chamber also has a tradition of excellence in leadership, which is best exemplified by Chamber President Rich Doud. For the past year I have had the privilege of serving alongside Rich. He is the heart and soul of the Chamber. He cares deeply about Chamber members and about the Arlington community. He is a true servant leader and a man of genuine character and integrity.

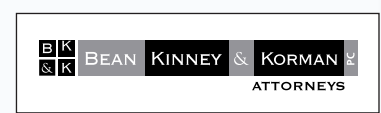
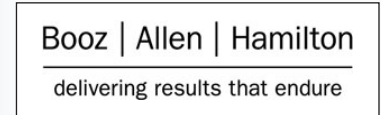
New traditions can be started at any time. Why not start one today by becoming a member of the Arlington Chamber of Commerce so that you can benefit from some of the great programs and events mentioned in this article. There's no time like the present!



Doug Brammer, Verizon



Doug Brammer



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

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Members in the News article submissions must be emailed to [communications@arlingtonchamber.org](mailto: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

■ ACCOUNTING & BOOKKEEPING  
**BURDETTE SMITH & BISH, LLC**

Sarah DeVoe, Manager  
 4035 Ridge Top Rd., Suite 550  
 Fairfax, VA 22030  
 Phone: (703) 591-5200  
 Email: sdevoe@bsbllc.com  
 Website: www.bsbllc.com  
**SPONSOR: John Kell, M&T Bank**  
 Burdette Smith & Bish LLC is a public accounting firm providing all aspects of accounting and services (tax, audit, compilation, review, bookkeeping) and management consulting.

■ CONSTRUCTION & CONTRACTORS  
**SPA DC**

Mike Stimson, President  
 419 W. Broad St.  
 Falls Church, VA 22046  
 Phone: (202) 957-3521  
 Email: mike@spa1dc.com  
 Website: www.spa1dc.com  
**SPONSOR: Barbara Nicastro, The Law Offices of Barbara E. Nicastro**  
 Design Build firm with 30 years experience, specializing in pools, spas, fountains, ponds, and day spa thermal environments. Commercial & Residential design construction and service.

■ HOTELS & MOTELS  
**LE MERIDIEN ARLINGTON**

Sandy Yi-Davis, Director of Catering  
 1121 N 19th St.  
 Arlington, VA 22209  
 Phone: (703) 351-9170  
 Email: sandy.yidavis@lemeridienarlington.com  
 Website: www.lemeridienarlington.com  
**SPONSOR: Chris Hunter, Staff**  
 Le Méridien Arlington is a 154 chic guest room and suite property located across the Key Bridge from Georgetown offering exceptional views of Washington D.C.

■ INSURANCE - LIFE AND HEALTH  
**HOLLY NUNNALLY-PRICE - AFLAC**

Holly Nunnally-Price, Insurance Provider  
 152 Rollins Ave., Suite 210  
 Bethesda, MD 20852  
 Phone: (703) 863-2074  
 Email: holly\_nunnallyprice@us.aflac.com  
 Website: www.aflac.com  
**SPONSOR: Chris Hunter, Staff**  
 AFLAC is the leading provider of Voluntary Benefits, providing Income Protection. Aflac pays cash benefits to policy holders while increasing retention and attraction to businesses.

■ NON-PROFIT ORGANIZATIONS  
**LEAP (LOCAL ENERGY ALLIANCE PROGRAM)**

Cynthia Adams, Executive Director  
 608 Ridge St.  
 Charlottesville, VA 22902  
 Phone: (434) 987-1989  
 Email: info@leap-va.org  
 Website: www.leap-va.org  
**SPONSOR: Chris Hunter, Staff**  
 LEAP is a nonprofit community-based organization promoting energy-efficiency throughout Northern Virginia that helps residential and commercial customers save money while improving sustainability of the community.

## MEMBERS IN THE NEWS

■ RED TOP CAB

## Arlington Cab Driver Honored as Taxi Driver of the Year

**Red Top Cab** driver **Jerome Green** was named 2012 Taxi Driver of the Year at the Taxicab, Limousine & Paratransit Association's 94th Annual Convention and Trade Show in October. **Green**, a native Arlingtonian, graduate of Washington-Lee High School and **Red Top Cab** driver since 1987, has received numerous community service awards including Gold Star Awards, an Arlington Community Hero Award and recognition by the Arlington Retired Teachers Association for his role in a **Red Top Cab** initiative providing free transportation for children participating in an early morning tutoring program. **Green** is also credited with saving the life of an elderly customer who called him regularly for service. When she didn't call, he went to her home to check on her. Getting no response from knocking on the door, he called for emergency assistance, who then arrived on scene and found the senior lying on the floor unable to call for help.

■ THE RITZ-CARLTON, PENTAGON CITY

## Showing the World "You CAN Make a Difference"

**The Ritz-Carlton, Pentagon City** has a long standing partnership with **Kenmore Middle School**. Since 2010, the students have joined their hotel mentors through the Succeed Through Service volunteering program to work with **Arlington Food Assistance Center (AFAC)**, a community-based non-profit organization that provides supplemental groceries to Arlington neighbors in need. Proud winners of a \$5,000 grant for their meaningful Community Footprints project were the 8th grade students at Kenmore Middle School in Virginia. The students created over 300 shopping bags for visitors to **AFAC** and through their "You CAN Make a Difference" project collected canned food for those in need in the local Arlington community.

■ VIRGINIA COMMERCE BANK

## Foundation Awards Grant for Small Business Development

**Virginia Commerce Bank (VCB)** is pleased to announce that the Virginia Commerce Bank Foundation awarded \$3,000 to the Alexandria Small Business Development Center (SBDC) as part of a 2012 Platinum sponsorship. The Alexandria SBDC, a non-profit organization hosted by the Alexandria Economic Development Partnership and partially funded by the **U.S. Small Business Administration** and the City of Alexandria, is a community resource that provides counseling, training and information in all aspects of small business management. **VCB** has been a long-time supporter of the SBDC, providing over \$165,000 in financial support since 2001. This donation will help the SBDC hire a business analyst, who will work one-on-one with businesses to provide guidance, including help with financial statements and company plans, at no cost to the business.

■ THE ALLIANCE FOR HOUSING SOLUTIONS

## The 4th Ellen M. Bozman Affordable Housing Award

At the 4th Ellen M. Bozman Affordable Housing Award celebration to be held on Sunday, December 9 from 6:30-8:00 p.m. at the Unitarian Universalist Church of Arlington, **The Alliance for Housing Solutions (AHS)** will honor Architect **Michael Foster** of **MTEA Architecture**, Jerry Morris and The Church at Clarendon, as well as **Rev. Dr. Leonard L. Hamlin Sr.** and the **Macedonia Baptist Church**. Both congregations will be awarded for their efforts to develop on-site affordable housing.

■ MARYMOUNT UNIVERSITY

## Interior Design Department Recognized

**Marymount University's** Interior Design Department has received the 2012 Potomac Award from the Washington Metropolitan Chapter of the American Society of Interior Designers (ASID). This is the first time that a university has received the prestigious award, which recognizes an individual or institution that has made creative and intellectual contributions to the local society. With expertise in areas from lighting and designing for commercial spaces to historic preservation and sustainable design, **Marymount's** ID faculty have consistently been leaders in the field. **Professor Jean Freeman** was already focusing on sustainable design in the 1990s and has ensured that sustainability is a consideration across the ID curriculum.

■ LINDEN RESOURCES, INC.

## Grant Recognizes Job Placement & Retention Programs

**Linden Resources, Inc.** recently received a \$750 award from the Excalibur Foundation, Redlands, California, for its job placement and retention programs which help to increase employment opportunities for people with disabilities. In presenting the Excalibur Fund Service Project Award to **Linden Resources**, the Foundation recognized **Linden's** creative and innovative efforts to respond to the job finding problems of people in the "new normal economy." As the country struggles with persistent unemployment, people with disabilities are impacted to a greater degree than non-disabled workers.

■ VIRGINIA TECH NATIONAL CAPITAL REGION

## University Helps Drivers Go Green

**Virginia Tech** has installed two Level 2 charging stations -- capable of charging electric vehicles at both 120V and 240V -- on the P2 level of the public garage at the Virginia Tech Research Center Arlington, 900 North Glebe Road. Depending on the model of the car, it takes three hours or less (at the higher voltage) to charge a half-depleted battery. Credit card payment is required of drivers using the charging stations. **Virginia Tech** was awarded the two charging stations under a grant provided by the ChargePoint America program. The wall-mounted charging stations were provided free of charge. However, the Virginia Tech Foundation, which owns the building in Ballston, paid installation costs and is responsible for maintaining the equipment.

■ AHC INC.

## AHC Inc. Honors Outstanding Volunteers

**AHC Inc.**, a nonprofit affordable housing developer, announced its first-ever Volunteer of the Year awards at the organization's Annual Meeting. The awards recognize dedicated volunteers in each of the organization's three educational programs - the After-School program for elementary students, the Teen Tutoring program for middle and high school students, and **AHC's** Summer Camp, which helps prevent learning loss over the summer for elementary students. Honorees included Bernard Piper, Stephen Peacock and Maria Garcia.

■ FVC BANK

## FVCbank Expands into Arlington County

**First Virginia Community Bank (FVCbank)** closed on the acquisition of 1st Commonwealth Bank of Virginia in October, marking **FVCbank's** expansion into Arlington County. **FVCbank** is a state-chartered bank serving small and mid-sized businesses and personal banking customers in Northern Virginia. Locally owned and managed, it's based in Fairfax, Va. and now has additional full-service offices in Arlington, Manassas and Reston. Sid Simmons, former chairman of 1st Commonwealth, will join **FVCbank's** board of directors, and former 1st Commonwealth customer service staff will continue to serve Arlington account holders. Visit [www.fvcbank.com](http://www.fvcbank.com) for more information.

■ BOWEN MCCAULEY DANCE

## Free Holiday Concert at The Kennedy Center

**Bowen McCauley Dance** presents a family-friendly holiday concert December 11, 6:00 p.m. at The Kennedy Center's Millennium Stage, featuring excerpts of their season repertory and a special holiday musical finale with an audience sing-along. Tickets are free for the performance. Join us at The Rivers Restaurant for a celebration following the performance; tickets are \$25. Visit [www.bmd.org](http://www.bmd.org) for more information.

■ PROSHRED OF NORTHERN VIRGINIA

## Meeting Growing Demands

**Proshred of Northern Virginia** has added another truck to its fleet. To handle growing demand, **Proshred** just acquired a Shred-Tech MDS-15 shred truck, bringing its total paper and hard drive shredding fleet to four units. To see the new addition in action, call **Proshred** on 1-87-PROSHRED or visit them at [www.proshred.com](http://www.proshred.com).

■ REAL ESTATE - RESIDENTIAL  
**NORMA SKEETE - KELLER WILLIAMS CAPITAL PROPERTIES**

Norma Skeete, Realtor  
4201 Wilson Blvd., Suite 100  
Arlington, VA 22203  
Phone: (703) 920-0003  
Email: [buysellinvest2601@gmail.com](mailto:buysellinvest2601@gmail.com)  
Website: [www.buysellinvestproperties.com](http://www.buysellinvestproperties.com)

**SPONSOR: Chris Hunter, Staff**  
Realtor whose aim is to make the home buying and selling experience fast, well informed, hassle free and even enjoyable.

■ REAL ESTATE - COMMERCIAL  
**REGUS MANAGEMENT CORPORATION**

Matt Johnson, General Manager  
1655 N. Fort Myer Dr., Suite 700  
Arlington, VA 22209  
Phone: (703) 351-5299  
Email: [arlington.rosslyn@regus.com](mailto:arlington.rosslyn@regus.com)  
Website: [www.regus.com](http://www.regus.com)

**SPONSOR: Rick Cheetham, Buck & Associates**  
Regus is the world's largest provider of flexible work spaces, including offices, Virtual Offices and conference rooms.

## MILESTONE ANNIVERSARIES



CONGRATULATIONS!

■ TWENTY-FIVE YEARS

**WASHINGTON AREA NEW  
AUTOMOBILE DEALERS  
ASSOCIATION**

■ FIFTEEN YEARS

**GAMBIT MANAGEMENT  
INSURANCE SOLUTIONS  
KING & NORDLINGER, LLP**

■ TEN YEARS

**CARDINAL BANK  
PENTAGON ROW - FEDERAL  
REALTY INVESTMENT TRUST**

■ FIVE YEARS

**HSBC NATIONAL BANK, USA  
THE BUSINESS BANK  
VIRGINIA TECH ALEXANDRIA  
CAMPUS, NATIONAL CAPITAL  
REGION AND NORTHERN  
VIRGINIA CENTER**



NETWORKING PASSPORTS

## Enjoy Convenience and Savings with a 2013 Networking Passport

Gear up for the new year by pre-registering to some of the Chamber's 2013 networking events with a Networking Passport. With these passports, there is no worry about registering on a per-event basis. In addition, you'll save money for registering early! If for some reason you are unable to attend an event, your registration will not go to waste. You can have a co-worker attend on your behalf by simply letting our Member Services Administrator, Leticia Cano, know prior to the event.

Networking Passport options include:

- **Premium Passport - \$195** (BONUS: Receive one month of **free** website publicity!)

Value includes the Valor Awards in April and Annual Meeting in December, both are lunch events at \$55 each. Also included are the Best Business Awards in May at \$45 and State of the County in June at \$40, both are breakfast events. Plus one free month of an expanded business directory listing on the Chamber website.

- **Business After Business Passport - \$220** (\$240 value)

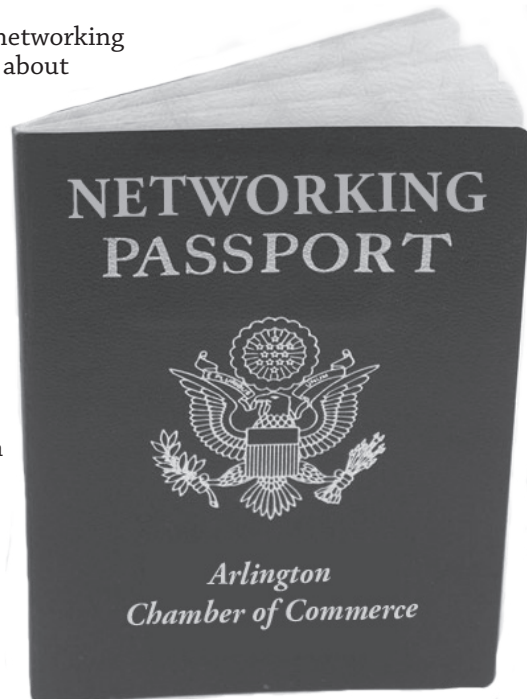
Pay for 11 Business After Business events at \$20 each and receive the 12th month free.

- **Breakfast Connection Passport - \$272** (\$296 value)

Pay for 10 Breakfast Connection events at \$24 each and one month at \$32 (combined with the Alexandria Chamber, hosted in Alexandria) and receive the 12th month free.

- **Combined Passport - \$492** (\$536 value)

Pay for 11 Business After Business events at \$20 each, 10 Breakfast Connection events at \$24 each and one month at \$32 (combined with the Alexandria Chamber, hosted in Alexandria) and receive the 12th month free.



To secure a passport, fill out the information below, cut out this page and return to the Chamber by faxing to 703-522-5273 or mailing to 4600 Fairfax Drive, Suite 804, Arlington, VA 22203.

▣ For more information or questions, contact Leticia Cano at 703-525-2400 or email [lcano@arlingtonchamber.org](mailto:lcano@arlingtonchamber.org).

### 2013 Networking Passport Order Form

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Passport Type: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Payment: Mail form and payment to Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203 or fax to 703-522-5273. Make checks payable to **Arlington Chamber of Commerce**. Visa, MasterCard, American Express and Discover accepted.

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

## Win a Tropical Vacation to St. Lucia!

How would you like to escape for seven days in paradise? Participate in the Chamber's Annual Business Gala Tropical Vacation Raffle and you could make this dream a reality. The prize includes accommodations for seven nights for up to two rooms (at double occupancy) at **Morgan Bay Beach Resort, St. Lucia**, as well as **all inclusive resort fees for two people**. All inclusive fees cover all dining, beverages, resort facilities, activities, taxes and service charges. *A total value of up to \$3,640!* The raffle drawing will be held at the Chamber's Annual Business Gala on Saturday, January 26.

Set amid 25 acres of lush hillside gardens tucked into a private cove on the norther coast of St. Lucia, this all-inclusive, beachfront resort features 345 well-appointed guestrooms and suites offering stunning ocean and tropical garden views.

■ For more information and to purchase raffle tickets, contact the Chamber at 703-525-2400. Raffle tickets are \$30 each or 4 for \$100. Raffle ticket holders do not need to be present at the Gala to win.

## UNDERSTANDING TODAY'S TECHNOLOGY RECAP

### How to Make Your Smartphone Work for Your Business

November's Understanding Today's Technology focused on how to better utilize smartphones for business purposes, discussing which apps and features can be helpful for your job and work efficiency. Brian M. Cohen, Insurance and Financial Specialist Cohen Assurance and part-time iPhone instructor and business application tutor, covered topics from the use of calendar syncing and how to add contacts and calendar events straight from email, to maps for navigation and apps designed for use in business such as XpenseTrkr and QuickOffice Pro.



Understanding Today's Technology is moderated by **Mark Dickerson** of **LEROS Technologies**, with lunch provided by **LEROS Technologies**.



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THE CHAMBER SCENE

THE CHAMBER SCENE MID-OCTOBER THROUGH MID-NOVEMBER

Your Chamber in the Community

Below are a few highlights of the events Chamber staff, Directors and members participated in on behalf of the Chamber.

Mid-October through Mid-November:

October 19 - **House of Steep** Grand Opening and Ribbon Cutting. Attendees: **Kate Roche** (staff) and a number of members of the Chamber's Ambassador and Membership Committees.

November 6 - **Leadership Arlington** Board meeting. Serving on that board are **Michael Foster** (Immediate Past Chair), **Doug Brammer** (2012 Chair), **Chris Domes** (Director), **Tim Hughes** (Director) and **Rich Doud** (staff), plus Chamber members **Deborah Johnson, Randy Anderson, Loretta Franklin, Mark Ingrao, John Murphy, Brian Scull, Mark Treadaway, Robin Norman** and **Betsy Frantz**.

November 8 - **Arlington Community Foundation** Spirit of Community Award Event. Attendees: **Rich Doud** (staff) and many Chamber Directors and members, as well as elected officials.

November 13 - Economic Development Commission meeting. Rich Doud is a member of the commission, as well as a number of Chamber members and Directors.

November 20 - Civitan Club of Arlington, VA, Inc. Chamber Membership Director **Chris Hunter** presented.



Kate Roche, House of Steep Founder Lyndsey DePalma and a House of Steep employee at the ribbon cutting ceremony.

IN MEMORIAM

In Memoriam: Henry "Hank" Lampe

Henry "Hank" Lampe, 1990 Chamber Chairman and 2012 Arlington Business Hall of Fame Inductee, passed away on October 28 of natural causes.



Hank Lampe (right) with David Guernsey & Don Peck at the 2012 Arlington Best Business Awards

President's Note:

*I first met Hank when I showed up for my job interview with the Chamber's Selection Committee. My first thought was that, if this was representative of the folks who participate in the Chamber, then this was where I wanted to be. Over 22 years have passed and there has been no greater friend of this Chamber, no one who cared more, no one with more class. The Chamber and I will miss him greatly.*

- Rich Doud, Chamber President

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## ■ VIRGINIA COOPERATIVE EXTENSION

## Providing Education to Meet Community Needs

by Jennifer Abel, Senior Extension Agent, Family and Consumer Sciences Unit Coordinator, Virginia Cooperative Extension

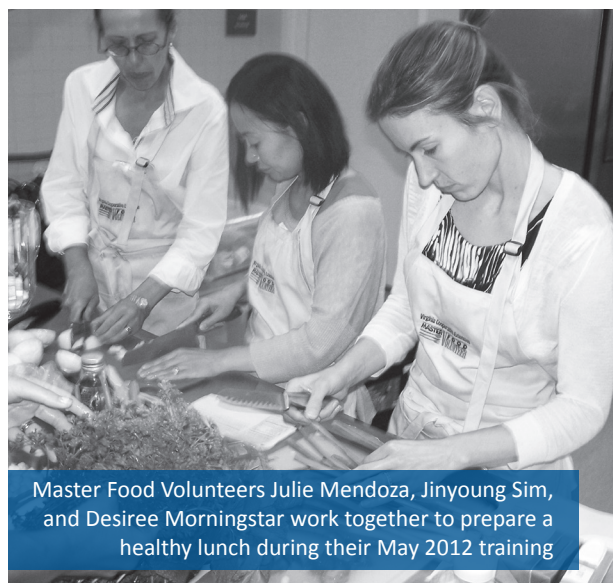
Did you know that there is an organization in Arlington that provides classes on how to can fruits and vegetables, free financial counseling, answers to your gardening questions, enriching after school activities for youth and much more? **Virginia Cooperative Extension (VCE)** is often referred to as Arlington's best kept secret because its small staff of six provides lots of programs for the community and doesn't find much time for publicity. **VCE** is a service of Virginia's land grant universities: **Virginia Tech** and Virginia State University. The mission is to provide research-based education that responds to community needs and helps people improve their lives. In Arlington, extension agents provide classes in the areas of 4-H/youth development, gardening, nutrition, money management, energy conservation, food safety, tree care and consumer education. Most programs are free of charge and for those that do charge a fee the funds are used just to cover the cost of class materials.

Because **VCE's** staff is small, the group relies heavily on volunteers. More than 500 volunteers help to deliver **VCE's** programs in Arlington and truly represent the lifeblood of the organization. When the Master Gardener volunteer program started in the 1970s it created a new model for training and involving volunteers in program delivery. Providing volunteers with a certain number of hours of training on research-based materials and then asking them to reciprocate with an equal or greater number of volunteer hours has made it possible for Extension to leverage the work of a small staff and create a wider community impact. The success of the Master Gardener model has prompted other Extension programs to copy it for other volunteer programs. In the Arlington office of Virginia Cooperative Extension we currently have several corps of master volunteers in addition to Master Gardeners: Master Naturalists, Tree Stewards, Master Food Volunteers, Master Financial Education Volunteers and Energy Masters. Several of these groups have been training new volunteers this fall.

## Virginia Cooperative Extension



[www.ext.vt.edu](http://www.ext.vt.edu)



Master Food Volunteers Julie Mendoza, Jinyoung Sim, and Desiree Morningstar work together to prepare a healthy lunch during their May 2012 training

The newest master volunteer group is the Energy Masters. In 2011, the inaugural year of the program, 34 volunteers received training and 25 got trained in the fall of 2012. These volunteers receive 16 hours of classroom and hands-on training. The training prepares them to provide weatherization and energy efficiency services in low-income apartments in order to help residents lower their utility bills and conserve energy. Volunteers caulk leaks, install outlet gaskets, make plumbing improvements, exchange incandescent light bulbs with compact fluorescent ones, and give residents power strips. In the first year of the program they weatherized and retrofitted 100 apartments and are planning on providing these services to 150 units in year two.

As the Energy Masters completed their training in mid-October the Master Financial Education Volunteers began theirs on October 20th. A group of 14 volunteers came together for 20 hours of training on how to provide financial counseling to individuals and families and how to teach money management classes to groups. After completing their training they are asked to contribute 40 hours over the next twelve months by assisting with

programs like Reality Store and Kids Marketplace (youth financial simulations), teaching classes at homeless shelters and community centers, and providing counseling to very low income residents.

The Master Gardeners wrapped up their ten-week training at the end of November and the Master Food Volunteers will begin their 30 hour training in March.

- If you are interested in getting involved with a master volunteer program, contact one of your local extension agents:
  - Jennifer Abel (Master Financial Education Volunteers, Master Food Volunteers, Energy Masters): [jabel@vt.edu](mailto:jabel@vt.edu)
  - Katie Strong (Master Food Volunteers): [kstrong@vt.edu](mailto:kstrong@vt.edu)
  - Kirsten Buhls (Master Gardeners, Tree Stewards, Master Naturalists): [kbuhls@vt.edu](mailto:kbuhls@vt.edu)

## Artisphere Ends 2012 with Artistic, Fiscal Success

by Karen Vasquez, Director, Arlington Cultural Affairs

This vision statement is at the core of what has guided Artisphere during the 2012 fiscal year, and what has led to its artistic success and the critical acclaim it received. The 2012 fiscal year was a year of great change: following significant financial difficulty, a new business plan was implemented to create organizational stability and to match Artisphere's fiscal success with its artistic success. Expectations of revenues and ticket sales were appropriately realigned, operational changes were made and fiscal oversight was strengthened. Arlington County committed additional funding, and a new budget – with associated financial goals – was implemented. Executive Director Jose Ortiz brought in new staff to drive revenue and create programming that aligned with Artisphere's mission while achieving popular success. Working with the community, Artisphere created new opportunities for local artists to perform and free programming and workshops for children, families and seniors.



In one year, with a major internal reorganization as well as a new business plan, Artisphere successfully met its budget expectations and while earning critical acclaim and artistic success. Under the leadership of Executive Director Jose Ortiz, Artisphere met the fiscal and operation goals set forth in its business plan, while also providing innovative and critically acclaimed programming that has increased visitorship. Artisphere finished under budget for net tax support at 99.8%. During FY2012 Artisphere received accolades as a venue, as well as critical acclaim for its programming. Expenses were controlled, while revenues were diversified (per the new business plan) with the addition of an event rentals program as well as programming that attracted greater numbers of attendees. Artisphere's adherence to its vision is at the core of this success and has allowed it to claim an important niche in a region rich with well-established cultural and artistic institutions.

In fulfilling its mission, Artisphere maintained the following core values:

- Build Community: Engage Arlington County, regional, national and international audiences and artists.
- Be Adventurous: Present quality, thought provoking, daring programming in established and emerging disciplines.
- Foster Innovation: Create new forums and incorporate technology for the presentation and discussion of ideas.
- Cultivate Excellence: Operate efficiently and lead by example.

In FY2013, Artisphere will continue to deliver exciting and compelling programming that brings audiences together with living artists, giving insight into the creative process. Educational programming will expand and rental revenues will continue to be diversified as both programs continue to gain momentum. Artisphere's event rentals program continues to grow with nearly 100% of revenue earned in FY2012 already booked in the first quarter of FY2013.

Support of Artisphere – and of the arts in Arlington – is reflective of a core value of Arlington County. As such, Artisphere's model is one that is supported in large part by local tax dollars; net tax support in FY2012 totaled \$2.3 million, approximately 64% of its total budget. Like many arts and cultural institution who receive funding from local and federal government, Artisphere has adopted the same model for funding its operation. For example, 70% of the Smithsonian's budget is supported by the Federal government via tax dollars. Cultural Affairs staff is currently working on the establishment of a 501c3 which will, in the short term, be capable of fundraising for Artisphere and may in the long term assume operational responsibilities.

- For more information about Artisphere, including a calendar of events and information about renting the space, visit [www.artisphere.com](http://www.artisphere.com). For the complete annual report, visit [www.arlingtonarts.org](http://www.arlingtonarts.org).



## Creating a Repeatable Client Experience

by Jim Whelan, Proactive Smart Business Thinking, LLC

At the October Roundtable **Todd Ihrig**, Financial Advisor **H.D. Vest Investment Services**, shared his method of sustaining a high level of service to each client.

It is very important to choose the clients you work with. If, for an reason, you are not a good fit it will be more difficult to deliver on the client's expectations. Usually it can be accomplished in a 15-20 minute phone call that makes clear what you are going to deliver and what you expect of the client. If there is any hesitation on the prospect's part, you should seriously question whether it will be a smooth long term relationship.

The process has five steps that are quite repeatable in any industry:

- Requirements (figure out what the client wants and project constraints)
- Design (apply your expertise to propose a solution)
- Implementation (put the plan in motion)
- Testing (evaluate the plan's success/progress)
- Maintenance (ongoing fine-tuning)

As important as any of these core steps is a parallel process that touches all of these: Change Management. External events can affect your performance at any stage and reacting/adjusting in a timely and consistent way is critical.

**Ihrig** uses three tools to keep track of EVERYTHING:

- Checklists! Everything is a checklist. When first implemented, this becomes a guide until it is a habit. Afterwards, it can become a training guide.
- Outlook: manages contact database/email as well as deadline-based action items;
- Excel Dashboard: puts all high-priority client information in one place including current project "threads." You can easily transition between clients.

There are two parts to the client experience: the outward expression of your process and meeting a client's expectations. One of your primary challenges is that you cannot control the external factors affecting your client's business. Therefore, it is critical to set and manage expectations.

### Bottom line from this Roundtable

Think of your client experience as a wristwatch. The internal workings of the watch are the same for each client, but the outside can be customized for each client. The design of the face and band might be different, some clients could select some extra features to be on their watch, etc. So, the experience is customized to suit each client's preferences and situation and built on a consistent and maintainable process.

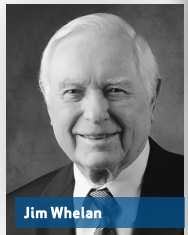
■ The Chamber's monthly Small Business Roundtable offers an important educational opportunity to smaller businesses. The roundtable discussion, facilitated by Jim Whelan, expert strategic planner with Proactive Smart Business Thinking, LLC, allows business people to learn from their peers and knowledgeable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

NOTE:

THERE IS NO DECEMBER SMALL BUSINESS ROUNDTABLE

Check back next month for our next Small Business Roundtable the last Wednesday of the month!

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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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 ✉ afisher@arlingtonchamber.org





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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.



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## THANK YOU!

- Joint Base Myer-Henderson Hall for hosting the October Board of Directors Meeting
- Carr Workplaces for hosting the October Business After Business
- AnswerWare for donating a door prize for the October Business After Business
- The Rosslyn BID for hosting the November Board of Directors Meeting
- The Front Page for hosting the November Business After Business
- AnswerWare, Bowen McCauley Dance and Jamie Nicholas Printing & Graphics for donating door prizes for the November Business After Business