

the Arlingtonian

VOL. XCI NO. 4 JULY/AUGUST 2021




Leading an Inclusive Organization: Identifying and Addressing Unconscious Bias
Whytzi Kernodle, Founder & Principal, Global Goddess Cultural and International Relations

Arlington Chamber of Commerce

For the best viewing experience, please select "Side-by-Side Speaker" view on the top right corner of your screen.

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Purpose Reimagined
People don't buy What you do, people buy WHY you do it!

- When you discover your WHY, your story becomes undeniable!

Arlington Chamber of Commerce

AWE Women in Business Summit • Friday, April 30, 2021



 <p>Mary-Claire Burick President Rosslyn Business Improvement District</p>	 <p>Kate Bates President & CEO Arlington Chamber of Commerce</p>	 <p>Nicole Collier Director of Policy & Public Affairs Nestlé</p>
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AWE Women in Business Summit

special thanks to
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in this
ISSUE

2021 Chamber Board EXECUTIVE COMMITTEE

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Todd Yeatts, The Boeing Company

* Liaison, Arlington Public Schools
** Liaison, U.S. Military

CHAMBER STAFF

Kate Bates, President & CEO
Mike Rosenow, Senior Director of Membership
Andrea Aiello, Membership Engagement Manager
Scott Pedowitz, Government Affairs Director
Olivia McKay, Operations Manager
Thomas Fitzpatrick, Communications Coordinator
Monica Sloan, Executive Assistant to the President/CEO (part-time)

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

The *Arlingtonian* (USPS 534030) is published bi-monthly by the Arlington Chamber of Commerce. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA.

Visit the Chamber calendar to stay updated on the latest events. Register online at www.arlingtonchamber.org or call (703) 525-2400.

chamber calendar

Please check arlingtonchamber.org/events for format and meeting locations.

JULY

- 5 Monday** Independence Day Observed
Office Closed
- 6 Tuesday** LeadShare Networking Group
8:45-10:00 a.m.
- 7 Wednesday** Ambassador Committee
4:00-5:00 p.m.
- 8 Thursday** Government Affairs & Economic Development Committee
9:00-10:00 a.m.
- 9 Friday** LeadShare Networking Group
11:45 a.m.-1:00 p.m.
- 13 Tuesday** Women in Business Networking Series
5:00-6:00 p.m.
- 14 Wednesday** Breakfast Connection Combined with the Greater McLean Chamber
7:45-9:00 a.m.
- 15 Thursday** Chamber 101
4:00-5:15 p.m.
- 20 Wednesday** Sustainability Committee
9:00-10:00 a.m.
- 21 Wednesday** Membership Development Committee
2:00-3:00 p.m.
- 27 Tuesday** Executive Committee
8:00-9:30 a.m.
- 28 Wednesday** Business After Business
5:00-7:00 p.m.
- 21 Wednesday** Government Affairs & Economic Development Committee
9:00-10:00 a.m.
- 27 Tuesday** LeadShare Networking Group
11:45 a.m.-1:00 p.m.
- 28 Wednesday** Education & Workforce Development Committee
3:00-4:00 p.m.
- 28 Wednesday** Membership Engagement Committee
4:15-4:45 p.m.
- 28 Wednesday** Community Action Committee
9:00-10:00 a.m.
- 28 Wednesday** Small Business Roundtable
11:45 a.m.-1:00 p.m.

AUGUST

- 2 Monday** Ambassador Committee
4:00-5:00 p.m.
- 3 Tuesday** LeadShare Networking Group
8:45-10:00 a.m.
- 4 Wednesday** Female Founders Roundtable
12:45-2:30 p.m.
- 5 Thursday** Government Affairs & Economic Development Committee
9:00-10:00 a.m.
- 6 Friday** LeadShare Networking Group
11:45 a.m.-1:00 p.m.
- 10 Tuesday** Chamber 101
4:00-5:15 p.m.
- 11 Wednesday** Sustainability Committee
9:00-10:00 a.m.
- 12 Thursday** Membership Development Committee
2:00-3:00 p.m.
- 17 Tuesday** Executive Committee
8:00-9:30 a.m.
- 18 Wednesday** Business After Business
5:00-7:00 p.m.
- 19 Thursday** Nonprofit Forum: Understanding Your Nonprofit Organization's Financial Health
11:00 a.m.-12:30 p.m.
- 23 Wednesday** LeadShare Networking Group
8:45-10:00 a.m.
- 24 Tuesday** Government Affairs & Economic Development Committee
9:00-10:00 a.m.
- 24 Tuesday** LeadShare Networking Group
11:45 a.m.-1:00 p.m.
- 24 Tuesday** Business After Business
5:00-7:00 p.m.
- 24 Tuesday** 6th Annual Northern Virginia Elected Leaders Summit
8:00-10:00 a.m.
- 23 Wednesday** Education & Workforce Development Committee
3:00-4:00 p.m.
- 23 Wednesday** Membership Engagement Committee
4:15-4:45 p.m.
- 23 Wednesday** Community Action Committee
9:00-10:00 a.m.
- 23 Wednesday** Small Business Roundtable
11:45 a.m.-1:00 p.m.

CHAIR'S MESSAGE

Think Regionally, Act Locally

People join the Chamber for a variety of reasons and those usually fit within what the Chamber considers to be its Four Pillars: Networking, Advocacy, Community Engagement, and Professional Development. While very different areas, they have one thing in common – the benefit you receive as a member is directly related to how many members the Chamber has.

If you joined to Network and grow your business, the opportunities are larger when the membership is larger. If you joined because of the Chamber's Advocacy work, your voice is amplified when the membership is larger. If you joined for Community Engagement, the more members, the broader the Chamber's community reach. If you joined for Professional Development, more members mean broader perspectives and expertise.

Another way the Chamber tries to add value to your membership is by broadening the scope of its cooperation and partnerships with other organizations in the region. In the same way that a larger membership base has a positive, direct impact on why you joined this Chamber, access to regional partners and programming expands the value of your membership.

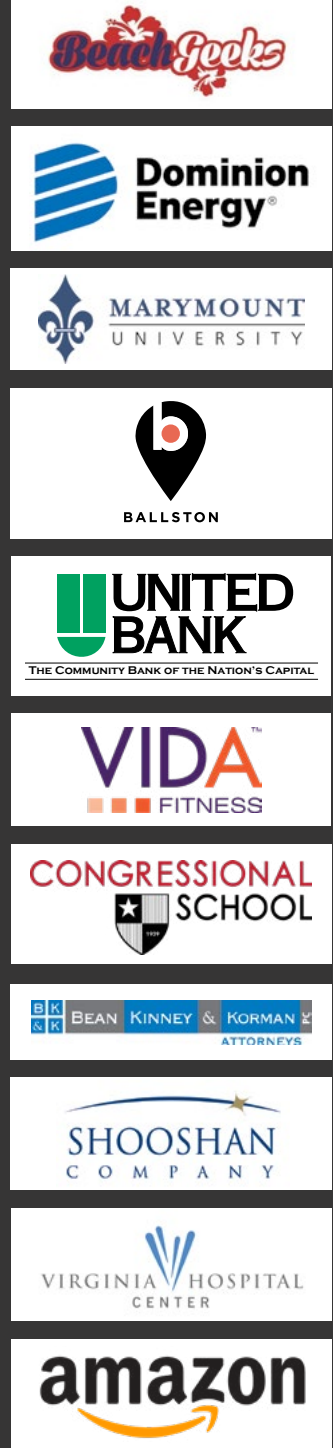
Just as a few examples, our Breakfast Connections are often held in partnership with other local chambers including Equality Chamber, NOVA Hispanic Chamber, NOVA Black Chamber, Alexandria, McLean, and Falls Church Chambers. Our Legislative Breakfast held earlier this year gave you access to your statewide representatives. And coming up on August 24, the 6th Annual Northern Virginia Elected Leaders Summit gives you access to regional leaders from across Northern Virginia. For this event, our Chamber is partnering with the Northern Virginia, Alexandria, Loudoun, and Prince William Chambers as well as the Northern Virginia Regional Commission.

The Chamber's focus remains squarely on Arlington and maximizing the value of your membership. As part of accomplishing that, we continue to think broader, work together with our neighbors, and form partnerships all with the intent of improving the business community here at home. I encourage you to take advantage of all the Chamber has to offer, broaden your use of the Chamber's resources so you can maximize your individual benefits.



Todd Ihrig

Todd Ihrig
Avantax Investment Services



CHAMBER 101

Maximize your membership at this free info and networking session on meeting new clients and utilizing your member benefits.

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BREAKFAST CONNECTION

Bring your business to the table. Through roundtable power networking, attendees will exchange business cards, develop prospects, and share an elevator pitch.

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SMALL BUSINESS ROUNDTABLE

This monthly event offers an educational opportunity to smaller businesses, and members have the opportunity to present on a topic relevant to the business community.

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can't-miss
EVENTS

Chamber Encourages County to Allow Flexibility on Columbia Pike

The Columbia Pike Form Based Code contains strict limits on what is allowed on the ground floor of buildings along the Pike. These limits are preventing activity that the community desires now, but which wasn't foreseen when the code was adopted. Expanding the list of allowed uses will have the same problem because we cannot foresee all future uses that will promote continued development along Columbia Pike. So, the Chamber is encouraging Arlington County to allow the broadest possible range of ground story uses in the Columbia Pike Form Based Code. Lifting these restrictions will help create an environment that benefits not only the new businesses that open as a result, but also other businesses that will benefit from the thriving, main-street feeling they generate.



Chamber Supports Approved Clarendon and Rosslyn Apartment Projects

In June, the Arlington County Board approved two proposals that the Chamber supported for new apartment buildings in the Rosslyn and Clarendon neighborhoods. **Jefferson Apartment Group** will replace a 1960s office building with a 423-unit residential building that includes 12 on-site committed affordable units and ground floor retail. This project will deliver on the goals of the Rosslyn Sector Plan and provide much-needed housing in Rosslyn.

The County Board also approved changes to **Shooshan Company's** Clarendon West project site plan to add 20 more apartments without increasing the structural area and lowering overall building height. The amendments will allow the building to fit better with its surroundings and will support Arlington's housing goals.

Arlington County Public Art Master Plan Update



The Public Art Master Plan is designed to contribute to Arlington's vibrancy. The Chamber expressed support for the broad goals of the plan, while suggesting amendments to it. The master plan update proposed by Arlington County favors County-curated art over privately curated art and adds cost without accounting for other public benefits delivered by site plan projects. The Chamber encouraged Arlington County to broaden its definition of public art and to work to minimize the cost burden of public art contributions.

Calling on Congress to Support Members' Sustainability Projects

The Chamber supported two members' requests for federal support for projects that will improve our region's environmental stewardship. The **Metropolitan Washington Airports Authority** is seeking funding for the purchase of a fleet of electric vehicles and related charging infrastructure at Washington Ronald Reagan National and Dulles International Airports. **George Mason University** is seeking support for a solar array and off-site renewable energy sources at its Institute of Digital InnovAtion (IDIA) headquarters which it is building at its Arlington campus. The IDIA-HQ will be able to provide real-time performance feedback to support net-zero design research.

Chamber Encourages Cross-River Rail Service in Regional Plan

Currently, commuters traveling between Virginia and Maryland must change between the MARC and Virginia Railway Express or connect to the Metro. The lack of seamless connection between the states prevents Greater Washington from enjoying the benefits of a unified rail network. The Chamber encouraged the National Capital Region Transportation Planning Board to include cross-river rail services as part of its Visualize 2045 long-range transportation plan to help the region take advantage of increased connectivity.



of

Capacity and Distancing Restrictions Lifted

Governor Northam lifted Virginia's capacity and distancing limits to mitigate COVID-19 on May 28. The Governor also lifted the requirement that vaccinated individuals wear masks in most situations, in alignment with the CDC's earlier recommendation. As of press time, exceptions where masks are still required for everyone include public transit, health care facilities, congregate settings, and K-12 schools. Businesses may still require patrons to wear masks in their establishments if they wish. Employees who work in certain business sectors—including restaurants, retail, fitness, personal care, and entertainment—must continue to wear masks unless fully vaccinated.



Updating Workplace Safety Protocols

The Chamber has been working to clarify the Virginia Department of Labor and Industry (DOLI) standards regarding masks and distancing following the lifting of general restrictions. Unfortunately, the Commonwealth's messaging has been inconsistent on this matter, with some announcements saying that masks are unnecessary for fully vaccinated people based on CDC guidance. But the DOLI Permanent COVID-19 Workplace Safety Standard remained in effect and did not account for this new guidance. The Chamber asked Governor Northam to clarify the rules and incorporate the latest CDC guidelines and the widespread availability of COVID-19 vaccines into workplace safety rules. The Chamber will continue to monitor changes to these rules and share them with members.

Federal Tax Credit for Vaccine Paid Time Off

Businesses with 500 employees or fewer can claim a refundable federal tax credit for giving their employees paid time off to get the COVID vaccine or to recover from side effects. Small businesses may claim the employee's regular wage, up to \$511 per day, for time taken off due to the employee being sick, quarantining, awaiting COVID test results, receiving the COVID vaccine, or recovering from vaccine effects. Small businesses will claim the credit on their Form 941 quarterly employment federal tax return, and they may keep the tax they expect to be credited back to them. In the event that the credit exceeds the businesses' employment tax liability, the federal government will refund the additional value.

Making Temporary Outdoor Seating Areas Permanent

Temporary Outdoor Seating Areas (TOSAs) were one of Arlington County's standout responses to the pandemic—allowing restaurants to expand outdoor offerings to make up for some of the losses due to capacity restrictions. TOSAs also brightened our streetscapes, bringing activity to Arlington's neighborhoods during an otherwise dark time. The Chamber has been working to ensure that restaurants, and their customers, continue to enjoy these outdoor dining spaces. In the near-term, the Chamber is pressing Arlington County for some technical changes necessary to ensure that restaurants can use both their dining rooms and their TOSAs now that capacity limits have been lifted. Looking to the future, the Chamber will be a leader in supporting the incorporation of the TOSA guidelines into Arlington County code, so that these outdoor dining areas will be a permanent part of our streetscape.



Supporting Restaurants and Hotels' Recovery

The hospitality industry was one of the hardest hit by the pandemic and it needs continued support to make a full recovery. The Chamber has been working to secure support for restaurants and hotels at all levels of government. With a coalition of chambers and hospitality industry associations, we are calling on the Virginia General Assembly to use a portion of its American Rescue Plan funding to provide per-room and per-seat grants for hotels and for restaurants, respectively. At the federal level, the Chamber has called on Congress to add funding to the Restaurant Revitalization Fund, which was established in the American Rescue Plan and has already been oversubscribed.

upcoming events

6th Annual Northern Virginia Elected Leaders Summit

Tuesday, August 24 | 8:00-10:00 a.m.
George Mason University's Van Metre Hall and virtual option

Join the Chamber and its partners for the 6th Annual Northern Virginia Elected Leaders Summit. This event offers the region's business leaders the opportunity to hear from our local elected leaders about the economic climate in the region, initiatives they have completed or are undertaking to foster economic growth, and thoughts on how each jurisdiction can work together to improve our regional economy.

Registration:
Member: **\$35**
Prospective Member: **\$55**

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For registration questions, please contact Olivia McKay, Operations Manager, at chamber@arlingtonchamber.org or (703) 525-2400.

signature event review

AWE Women in Business Summit

A diverse group of more than 100 participants joined the half-day, virtual professional development and networking event designed to help female entrepreneurs, executives, and professionals support one another in growing their businesses or enhancing their careers. Previously hosted by Awesome Women Entrepreneurs (AWE), 2021 was the first summit since AWE became part of the Chamber and the Chamber began introducing female-focused programming this past fall.

Sharmi Albrechtsen, CEO and co-founder of SmartGurlz, kicked off the summit with a keynote in which she discussed how she started SmartGurlz in 2015 to create toys that would engage girls, like her daughter, in learning how to code. The sessions included fireside chats on leading an inclusive organization by identifying and addressing unconscious bias, and demonstrating authentic leadership in changing times. Panels of female leaders shared best practices for juggling parenting and career, self-care for business leaders, and the basics of starting and running a business. Summit participants also attended expert presentations on self-confidence and self-awareness, building brands of conviction, developing mission-driven businesses, and marketing their mission.

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Keynote Sponsor



Coffee Break Sponsor



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35th Annual Best Business Awards

In May, the Arlington Chamber celebrated the 35th Annual Arlington Best Business Awards at the **Crowne Plaza Crystal City-Washington, D.C.**, in a hybrid format that allowed attendees to join in person and virtually. The Best Business Awards are presented to area businesses that consistently deliver exceptional quality of service to their customers, are industry leaders or offer a unique approach to delivery of goods or services, achieve significant growth or stability over the lifetime of their business, display an interest and concern for the success of the Arlington community, and demonstrate a commitment to diversity and inclusion.

The 2021 Best Business Award winners are:
Leaders in Energy - Sustainability Business of the Year
The Cookery - Retail Small Business of the Year
MMA & Sports Rehab - Service Small Business of the Year
VerticalApps - Technology Small Business of the Year
A-SPAN - Nonprofit of the Year
Dominion Energy - Large Business of the Year

The Best Business Awards is one of the most distinguished evening events in Arlington. This prestigious awards dinner recognizes businesses in the Arlington community that go above and beyond to serve clients and make Arlington a great place to work and live.



Arlington Chamber President & CEO Kate Bates poses with Northwest Federal Credit Union representatives and other attendees.

Award Sponsors

Nonprofit Award | Arlington
 Community Federal Credit Union
 Retail Award | Northwest Federal
 Credit Union
 Service Award | Good Stuff Eatery
 Sustainability Award | Amazon

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A-SPAN
 Avantax Investment Services
 DTS
 MMA & Sports Rehab
 Pentagon Mixed Martial Arts
 The Cookery
 University of Phoenix

State of the County & Public Safety Awards

The Chamber held its State of the County & Public Safety Awards on June 15, which celebrated Arlington's economic achievements, the community's future, and those who make the area a great place to live and work. Arlington County Board Chair Matt de Ferranti gave an address highlighting Arlington's economic status.

The Chamber then honored public safety personnel and first responders from Arlington County's Police Department, Fire Department, Department of Public Safety Communications and Emergency Management, and Sheriff's Office who have exemplified heroic actions and exceptional performance of their duties.



Corporal Nelson Soliz receives his Life-Saving Award from Sheriff Beth Arthur with colleagues.

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Arlington Chamber staff with ABC7's Alison Starling, 2021 Chamber Chair Todd Ihrig, County Board Chair Matt de Ferranti, and Dominion Energy's Tim Sargeant.

Keynote Sponsor



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 Arlington Economic Development
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Patron Sponsors

Arlington 9/11 Memorial 5k
 Avantax Investment Services
 Donna Hamaker - Buck &
 Associates
 OAR of Arlington, Alexandria, and
 Falls Church

members in the news

july & august

MILESTONE ANNIVERSARIES

Chamber Membership



45 Years

Buck & Associates

35 Years

Arlington Economic Development

15 Years

Falls Church Foot & Ankle Center

5 Years

Arlington Committee of 100

Arlington Police Charitable Fund

Cheesetique Shirlington

Waterford, Inc.

ARLINGTON COUNTY POLICE DEPARTMENT

Charles “Andy” Penn Appointed Police Chief



Charles “Andy” Penn was appointed to his now permanent role after his position as Acting Chief of Police for nine months. Penn has been with the Arlington County Police Department for almost 30 years. He was instrumental in implementing a new body worn camera program and updating police policies and practices to align with 21st Century standards. Penn also works as an adjunct professor in the Forensic and Legal Psychology graduate program at **Marymount University**.

JBG SMITH

New Vision for National Landing

JBG SMITH released new renderings of its vision for National Landing. The area will include a number of new apartment and office buildings along Route 1.

JBG SMITH said it views the area as an opportunity given its proximity to **Amazon’s** HQ2.

The 15 million square foot plan is located on vacant land or out-of-service buildings in the Crystal City, Pentagon City, and Potomac Yard areas. The project is anticipated to be finished by 2024 along with the updates to Route 1.



Have news to share?

Let us know! Members in the News article submissions must be emailed to the Communications Coordinator and received by the first of the month prior to the publication month (i.e., April 1 for consideration in the May/June issue of the *Arlingtonian*), in order to be considered for inclusion.

Members should submit a press release or news article, along with photo options, if available.

For questions, contact Communications Coordinator, Thomas Fitzpatrick, at communications@arlingtonchamber.org or (703) 525-2400.

Article inclusion is available on a limited basis and is not guaranteed. 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.

GROUPSENSE

Chamber Member Recognized for His Unique Services

Kurtis Minder, Founder of **GroupSense**, told the *New Yorker* it never occurred to him that he would handle ransom negotiations between a hacker and a company. Negotiating with hackers has unfortunately become a regular business practice, but Minder has found this work to be deeply satisfying. He has now incorporated ransomware negotiations into his business. Minder and **GroupSense’s** ardor and commitment to taking down these ransomware hackers is giving them wide recognition.



WASHINGTON WORKPLACE

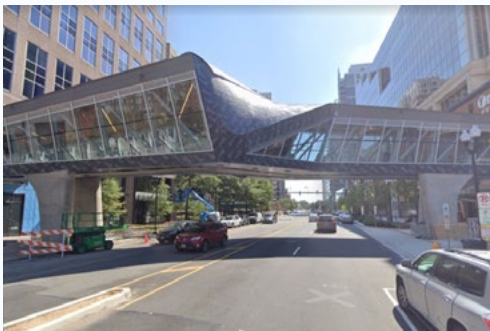
Furniture Donated to Senegal Middle School

Washington Workplace teamed up with other community members to donate unused office furniture to a middle school in Senegal, in West Africa. Washington Workplace and Business Furniture Installations realized in their line of work, there can be good furniture discarded. For two months, the partnering companies collected furniture until a shipping container could be procured. John Murphy, President of Washington Workplace and Chamber Board member, was grateful for the opportunity to give back during such a challenging time.



BALLSTON QUARTER

Iconic Ballston Bridge Recognized Among Top Ten in the Country



The "Ballston Quarter Pedestrian Bridge" was recognized as an IDEAS² Award winner. The bridge was identified as one of ten projects from around the country as award winners. The winners were chosen as examples of projects that highlight innovative design possibilities with structural steel. The "Ballston Quarter Pedestrian Bridge" received the Merit Award for projects less than \$15 million. Congratulations to Ballston Quarter on such a prestigious achievement.

welcome to our NEW MEMBERS!

Auto & Industrial

Roll by Goodyear

Business & Professional Services

20 Degrees
Hana
Marschad Workforce Consulting LLC
Potomac and Chesapeake Cycling

Communications & IT

Blue Bike Communications
RP3 Agency

Financial Services

Financial Systems Consultants
Henry Melvin - Fiserv

Government & Education

Soaring Starts Early Learning & Arts

Health & Fitness

Elements Massage Pentagon City
Nested LLC

Home & Personal Services

'58 Foundations
Cosmopolitan Plated

Nonprofit Organizations & Associations

Rosie Riveters

Real Estate & Construction

Jefferson Apartment Group
Prospect Inspection Services, LLC
Stantec Architecture

Retail & Restaurants

Ballston Local
District Taco LLC
Origin Coffee Lab & Kitchen
WHINO

STAY CONNECTED

WITH THE CHAMBER IN 3 EASY WAYS:



- 1 Follow us on social media
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 @ArIVAChamber
 ArlingtonChamberVA
 Arlington Chamber of Commerce - Virginia
- 2 Visit our website:
www.arlingtonchamber.org
- 3 Subscribe to our weekly e-newsletter by visiting our website

Send your new member referrals to Mike Rosenow, Senior Director of Membership, at membership@arlingtonchamber.org or call (703) 525-2400.



HEALTHY

is good business.



It's no surprise that employee wellness directly affects your bottom line. As a proud member of the Mayo Clinic Care Network, we are committed to keeping Northern Virginia and its businesses healthy. Virginia Hospital Center provides health assessments and custom programs unique to your organization to keep your business fit. To learn more about our Corporate Health & Wellness Program, visit virginiahospitalcenter.com/workplace.

Your Chamber in the Community

The success of the Arlington Chamber is tied to its membership base. This is why the Chamber's Directors, staff, and members are dedicated to supporting community events and programs.



Joint Base Myer-Henderson Hall Change of Command



Eye Smile Optique and Dentistry's grand opening and ribbon cutting



Venture X's grand opening and ribbon cutting



The Cookery's 10th Anniversary ribbon cutting

Below is a sampling of events that Chamber staff participated in:

May 4: Kate Bates spoke at the **NOVA Optique + Eyecare** grand opening with Mike Rosenow and Andrea Aiello both in attendance.

May 6: Kate Bates and Mike Rosenow attended the Joint Base Myer-Henderson Hall Change of Command from COL. Peebles to COL. Bowling.

May 8: Kate Bates spoke at and Mike Rosenow attended the **Eye Smile Optique and Dentistry** ribbon cutting with representatives from **Columbia Pike Revitalization Organization** and **Arlington Economic Development** also in attendance.

May 10: Kate Bates spoke at the **Marymount University** Center for Career Development grand opening and Mike Rosenow and Thomas Fitzpatrick attended.

May 13: Kate Bates, Scott Pedowitz, Andrea Aiello, and Olivia McKay participated in the **Rosslyn BID's** virtual City Social.

May 20: Kate Bates, Scott Pedowitz, and Mike Rosenow attended the **Columbia Pike Revitalization Organization** Virtual Progress Luncheon.

May 26: Kate Bates spoke at the **Venture X Arlington** ribbon cutting with Mike Rosenow and Andrea Aiello both in attendance.

June 9: Kate Bates spoke at **The Cookery's** 10th Anniversary Celebration, and Andrea Aiello attended.

June 10: Scott Pedowitz attended the **Alliance for Housing Solution's** virtual Leckey Forum.

June 11: 2021 Chamber Chair, Todd Ihrig, and Kate Bates participated in the Metro Area Chambers of Commerce lunch with the Board of Trade.



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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.