

VOL. LIV, NO. 6 JUNE 2012

FEATURED PHOTOS: 2012 Chairman Doug Brammer (left) and members of Chamber leadership (right) tour Boeing Dreamliner. View more community events Chamber members participated in on page 8.



ARLINGTONIAN GRAND SPONSOR

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SAVE THE DATE

UNDERSTANDING TODAY'S TECHNOLOGY

JUNE 12
12:00 - 1:30 p.m.
Chamber Board Room

STATE OF THE COUNTY

JUNE 19
7:30 - 9:30 a.m.
Crystal City Marriott



ARLINGTON'S BEST BUSINESS AWARDS REVIEW

Celebrating Arlington's Best

The Arlington Chamber of Commerce celebrated the 26th Annual Arlington's Best Business Awards (ABBIEs) on Tuesday, May 22 at the **Sheraton National Hotel**. The event recognized the most accomplished Arlington businesses dedicated to improving the local economy and quality of life.

Presenting the prestigious awards was ABC7 *Washington Business Report* host Rebecca Cooper. Winners of the Best Business Awards represent those businesses that have consistently provided outstanding quality of service and products, have achieved significant growth or stability over the lifetime of their business and have displayed industry leadership.

Along with the awards, three new business people were inducted into the Arlington Business Hall of Fame. This year's inductees were **David Guernsey**, **Henry "Hank" Lampe** and **Robert "Bob" Peck**, honored posthumously.

► Turn to page 6 for more about the winners and Business Hall of Fame inductees.



(R-L) David Guernsey, Don Peck (accepting for Bob Peck), and Hank Lampe.

SPECIAL THANK YOU TO

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STATE OF THE COUNTY PREVIEW

Arlington County Economic and Development Update

The Arlington Chamber of Commerce and **Leadership Arlington** are proud to present The State of the County 2012 on Tuesday, June 19 from 7:30 - 9:30 a.m. at the **Crystal City Marriott**. This annual event features an open forum discussing how Arlington County is doing fiscally and developmentally. This year, the Honorable County Board Chair Mary Hynes will update the community on Arlington's current economic and developmental endeavors. The event is open to the public and incorporates the input of Arlington's residents and business people.

► Register online at www.arlingtonchamber.org. For registration questions, contact Leticia Cano at 703-525-2400 or chamber@arlingtonchamber.org

OPPORTUNITY WORKS CORNER

Home Stretch

Opportunity Works 2012 campaign enters its last month as volunteers continue to work toward the Chamber's most ambitious campaign goal ever of \$260,000 by June 30. Way to go, team!

June Opportunity Works Events (Open only to OW volunteers):

Networking Rally - Tuesday, June 5, 5:00 - 6:00 p.m.,

Rocklands Barbeque and Grilling Company

Phone Bank - Wednesday, June 13, 2:00 - 5:00 p.m., Chamber Board Room

Thanks to our campaign co-chairs **Joe Prentice** and **Barbara Nicastro** and all of our volunteers who are working hard to reach our goal! Volunteers can register for campaign events online or by calling Leticia Cano at 703-525-2400.

► For more on the campaign contact Kate Roche at events@arlingtonchamber.org



SPECIAL THANK YOU TO

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Kevin Shooshan, Vice Chair- Membership Development
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 Grace Shea, Lebanese Taverna
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 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
 Charlene Whitfield, Dominion Virginia Power
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 Todd Yeatts, The Boeing Company
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Rich Doud, President
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Chris Hunter, Director of Membership
Leticia Cano, Member Services Administrator
Amy Fisher, Communications Coordinator
Aaron Guerrieri, Staff Accountant

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

JUNE AT THE CHAMBER

GREEN BUSINESS COMMITTEE MEETING	1 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room
AMBASSADORS COMMITTEE MEETING	4 MONDAY 4:00 - 5:00 p.m. Chamber Board Room
BREAKFAST CONNECTION COMBINED WITH ALEXANDRIA CHAMBER	5 TUESDAY 7:30 - 9:00 a.m. Crowne Plaza Alexandria
OPPORTUNITY WORKS NETWORKING RALLY	5 TUESDAY 5:00 - 6:00 p.m. Rocklands Barbeque & Grilling Co.
SCHOLARSHIP RECEPTION	6 WEDNESDAY 4:00 - 5:00 p.m. Northern Virginia Community College
SMART START	7 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	12 TUESDAY 8:00 - 9:00 a.m. Chamber Board Room
UNDERSTANDING TODAY'S TECHNOLOGY	12 TUESDAY 12:00 - 1:30 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	13 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
OPPORTUNITY WORKS PHONE BANK	13 WEDNESDAY 2:00 - 5:00 p.m. Chamber Board Room
STATE OF THE COUNTY	19 TUESDAY 7:30 - 9:30 a.m. Crystal City Marriott
BUSINESS AFTER BUSINESS	21 THURSDAY 5:00 - 7:00 p.m. TBA
BOARD OF DIRECTORS MEETING	22 FRIDAY 11:45 a.m. - 2:00 p.m. Holiday Inn Arlington at Ballston
COMMUNITY ACTION COMMITTEE MEETING	27 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	27 WEDNESDAY 11:45 a.m. - 1:15 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	27 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	29 FRIDAY 8:00 - 9:00 a.m. Chamber Board Room

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.

7 THURSDAY
4:00 - 5:15 p.m.

Chamber Board Room
2009 14th St. N.
Suite 111
Arlington, VA 22201

GRAND SPONSOR

Bank of America
Home Loans

BREAKFAST CONNECTION

This month's Breakfast Connection is in collaboration with the Alexandria Chamber. 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.

5 TUESDAY

7:30 - 9:00 a.m.
Crowne Plaza Alexandria
901 N. Fairfax St.
Alexandria, VA 22314

GRAND SPONSOR

CARDINAL
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.

21 THURSDAY
5:00 - 7:00 p.m.
TBA

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.

CHAIR'S MESSAGE

Good to Great

Some of you may recognize the title of this article as also being the title of the best-selling book by Jim Collins. In the book, Collins and his research team asked a number of questions and performed analysis designed to identify why one set of companies became truly great performers while others remained only good. The findings included what was referred to as a 'Culture of Discipline' that, when combined with entrepreneurship, resulted in 'the magical alchemy of great results'.

The Chamber recently leveraged their own culture of discipline and entrepreneurship to establish another benchmark of great results. Thanks to input from board and staff members as well as the great work of the Strategic Plan Task Force, I am pleased to announce the Chamber's Board of Directors has approved a new Strategic Plan! The plan offers a blueprint that establishes priorities and guides resource allocation decisions that will maximize the benefits associated with Chamber membership.

The team worked hard to ensure the plan offered a logical flow with due dates that were ambitious, yet achievable. And, as we learned from Mike Brunner, our Strategic Plan facilitator, a good strategic plan is never really "done" so we will be monitoring and adjusting the plan as we move through the various stages of implementation over the coming months and years.

The strategic plan was created around input from a survey that asked some fundamental questions, including: What are the problems the Chamber needs to solve and what are the solutions? How do we best incorporate social media into the Chamber's delivery model? What are the opportunities the Chamber needs to secure and how do we best secure them? What is the best way to refresh and re-position the Chamber's brand? We believe the new strategic plan offers compelling answers to these (and other) questions.

The implementation of the plan will be guided by the Chamber's new Mission Statement, which is to "Strengthen businesses and the economic environment for those who work, live and do business in Arlington." The future of the Chamber will be guided by our new Vision, which is to be "The essential partner for business success." The Mission Statement defines the Chamber's purpose and primary objectives while the Vision Statement reflects the Chamber's hopes, dreams, and values.

I look forward to implementing this new plan to deliver even greater value to our members and I hope you are as excited as I am about the possibilities that lay before us.

Doug Brammer, Verizon



Doug Brammer

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verizon

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delivering results that endure

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UNIVERSITY

Marriott

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ATTORNEYS

SHOOSHAN
COMPANY

METROPOLITAN WASHINGTON
AIRPORTS AUTHORITY

Dominion

VIRGINIA COMMERCE BANK

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

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 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 St., N, Suite 111, Arlington, VA 22201.

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

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

WELCOME NEW MEMBERS

■ BANKS

ALLIANCE BANK

Iris Lopez, AVP/Branch Manager
4501 North Fairfax Dr.
Arlington, VA 22203
Phone: (703) 814-7280
Email: nfdadoul@alliancebankva.com
Web Address: www.alliancebankva.com
SPONSOR: Chris Hunter, Staff
Alliance proudly serves the complete financial needs of businesses and households throughout Greater Washington, D.C.

■ REAL ESTATE - DEVELOPERS & MANAGEMENT

BOZZUTO DEVELOPMENT COMPANY

Doris Topel-Gantos, Senior Vice President
7850 Walker Dr., Suite 400
Greenbelt, MD 20770
Phone: (301) 446-2282
Email: dgantos@bozzuto.com
Web Address: www.bozzuto.com
SPONSOR: Michael Foster, MTF Architecture

■ FINANCIAL & INVESTMENT SOLUTIONS
CLARITY FINANCIAL PLANNING, LLC

Claire Emory, Owner
1655 Fort Myer Dr., Suite 700
Arlington, VA 22209
Phone: (703) 465-5116
Email: claire@bringclaritytoyourfinances.com
Web Address: www.bringclaritytoyourfinances.com
SPONSOR: Sonia Johnston, John Marshall Bank
Clarity Financial Planning offers fee-only comprehensive financial planning services that help busy professionals make the most of their money.

■ RESTAURANTS & FOOD SERVICES
THE CURIOUS GRAPE

Kip Byrne, Owner
2900 S. Quincy St.
Arlington, VA 22206
Phone: (703) 671-8700
Email: tcgrape@earthlink.net
Web Address: www.curiousgrape.com
SPONSOR: Chris Hunter, Staff
The NEW Curious Grape has expanded to include a fabulous restaurant featuring wine-friendly fair, an impressive lineup of wines and a fantastic selection of beers.

■ CONSULTING
CUSTOMERX CONSULTING

Ayad Mirjan, Managing Director
1410 N. Schott St., Apt 770
Arlington, VA 22209
Phone: (703) 606-1686
Email: ayad@customerxconsulting.com
Web Address: www.customerxconsulting.com
SPONSOR: Chris Hunter, Staff
Specializing in Customer Experience Management, CustomerX Consulting's primary focus is to help organizations improve business results and achieve sustainable competitive advantage through customer service excellence.

■ PRINTING
GLOBAL THINKING

Shannon Swahn, Account Executive
3670 Wheeler Ave.
Alexandria, VA 22304
Phone: (703) 751-3611
Email: sswahn@globalprinting.com
Web Address: www.globalprinting.com
SPONSOR: Arianna Gleckel, Bean, Kinney & Korman
Global Printing, Inc. specializes in fast turn-around printing and laser printing in black and white or color.

MEMBERS IN THE NEWS

■ ANIMAL WELFARE LEAGUE OF ARLINGTON & SEGUE TECHNOLOGIES

AWLA Celebrates 17th Annual Walk for the Animals

On Saturday, May 12, 2012, local animal lovers from across the Washington, DC area gathered in Arlington to raise money for homeless and neglected animals by participating in the **Animal Welfare League of Arlington's (AWLA)** 17th Annual Walk for the Animals presented by **Segue Technologies**, Time for a Walk, and Caring Hands Animal Hospital. Funds raised at the walk are helping care for the birds, hamsters, guinea pigs, rabbits, cats and dogs that enter **AWLA's** doors every day. Owner-accompanied dogs over four months old and dog-free humans of all ages participated in the walk, which began and ended in Arlington's Bluemont Park.

■ HSBC BANK

HSBC Opens New Branch in Rosslyn

HSBC Bank USA, N.A., (HSBC) part of one of the world's largest financial services organizations, has officially opened the doors to its latest branch, situated in the Rosslyn neighborhood or Arlington, Virginia. The addition of this facility extends **HSBC's** network in the Washington D.C. area to 12 branches, employing scores of local people and serving thousands of business and personal customers. Located at 1600 Wilson Blvd., Suite 807, the Rosslyn branch provides a wide range of financial services to businesses and individuals, featuring the latest in customer friendly design with private consultation areas and full-service ATM.

■ VIRGINIA COMMERCE BANK

Forbes Names Virginia Commerce Bancorp, Inc. One of "America's 100 Most Trustworthy Companies"

Virginia Commerce Bancorp, Inc., parent company of **Virginia Commerce Bank** has been named to Forbes' list of "America's 100 Most Trustworthy Companies." The annual list recognizes publicly-traded U.S. companies that demonstrate superior transparency and integrity. Forbes partnered with independent corporate governance analytics firm GMI Ratings to publish the list of 100 companies on American exchanges that are the most transparent and trustworthy. GMI finds that its 100 Most Trustworthy Companies have consistently demonstrated transparent and conservative accounting practices and solid corporate governance and management.

■ MARYMOUNT UNIVERSITY

Marymount University President Dr. Matthew Shank to Join Catholic Business Network Board

The Catholic Business Network of Northern Virginia (CBN), one of the fastest-growing faith-based business networking organizations in NoVa, announced the addition of **Dr. Matthew Shank** to its board of directors. **Dr. Shank** is the President of **Marymount University**, and his board portfolio will be to oversee CBN's chapter development. **Dr. Shank** is **Marymount's** sixth president, having taken office on July 1, 2011. During the past year, he has led a visioning process that engaged the **Marymount** community in formulating a clear and compelling vision for the University's future. He has focused particular attention on **Marymount's** Catholic identity and commitment to service.

■ SKARDON POVER, INC.

Yvonne Pover Receives International Hermes Awards

Yvonne Pover of **Skardon Pover, Inc.** Visual & Marketing Communications was awarded two 2012 International Hermes Awards--Platinum for Dianne Glasscoe Watterson's book, *The Consummate Dental Hygienist*, and the Gold Award for the 2012 *Coco's Cat Rescue Calendar*. Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. The Platinum Award is presented to those entries judged to be the among the most outstanding entries in the competition. **Pover** has also been honored to accept The Nettie Award from Beyond AIDS Foundation, dedicated to reversing the global HIV Epidemic through sound public health policy, for "continued devotion of graphics, communications, and fiscal service to the cause of HIV prevention."

MEMBERS IN THE NEWS

■ SYNETIC THEATER

Synetic Receives Four Helen Hayes Awards

Synetic Theater was one of the top two theaters leading the Helen Hayes Award count this year, with four awards and 15 nominations. Their four awards for 2011's Silent Shakespeare adaptation of *King Lear* include Outstanding Ensemble Resident Play, Outstanding Choreography Resident Production: **Ben Cunis** and **Irina Tsikurishvili**, Outstanding Sound Design Resident Production: **Konstantine Lortkipanidze** and **Irakli Kavsadze**, and Outstanding Lighting Design Resident Production: **Andrew F. Griffin**. That brings **Synetic's** grand total to 24 Helen Hayes Awards and 92 nominations earned in the past eleven years. **Synetic** also recently announced their 2012-2013 season, which includes a reboot on their critically-acclaimed production of *A Midsummer Night's Dream* and an energetic production of *The Three Musketeers*. For a full list of the 2012-2013 season, visit www.synetictheater.org.

■ ARLINGTON COMMUNITY FOUNDATION

ACF Announces New Funds

The Board of Trustees of the **Arlington Community Foundation (ACF)** is pleased to announce the creation of two new funds: The Virginia Commerce Bank Foundation (The VCB Foundation) and The Fund for Radiation Oncology at **Virginia Hospital Center**. After many years of support and involvement with **ACF, Virginia Commerce Bank** welcomed the partnership for The VCB Foundation as a great opportunity to formalize its charitable giving program and continue its support of non-profit organizations throughout the area. The creation of The Fund for Radiation Oncology at **Virginia Hospital Center** was led by the efforts of **Vicki Foster**, an **Arlington Community Foundation** Trustee, and her husband **Michael Foster**, Principal and Founder of **MTFA Architecture** and a beneficiary of the life-saving cancer care equipment and treatment at **Virginia Hospital Center**.

■ CARDINAL BANK

Cardinal Bank Hires New Banking Office Manager and Senior Portfolio Manager

Cardinal Bank is pleased to announce that **Karen Barrons** has joined **Cardinal** as Assistant Vice President, Manager of Cardinal's Fredericksburg Banking Office, located at 501 C Jefferson Davis Highway, Fredericksburg, VA. **Barrons**, most recently Branch Manager for **Wells Fargo Bank**, began her banking career with NationsBank (now Bank of America) in Okinawa, Japan, where her husband was stationed with the U.S. Marine Corps. **Adam I. Cohen** has also joined **Cardinal** in the Wealth Management division as Senior Vice President, Senior Portfolio Manager. **Cohen** will be responsible for investment oversight for Cardinal Trust and Investments, as well as individual portfolio management and client relationship management. **Cohen** began his career in the financial services sector more than 25 years ago and most recently worked as Director of Fixed Income Investments with consultant Fortigent, LLC.

■ ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING

APAH Names 2012 Affordable Housing Honorees

The **Arlington Partnership for Affordable Housing (APAH)** announced its 2012 Affordable Housing Honorees, which will be honored at **APAH's** Annual Fundraiser Event on October 2, 2012 at the Clarendon Ballroom. The honorees are Ron Carlee and **John Shooshan**. Carlee served as Arlington's County Manager from 2001-2009, a period of rapid redevelopment and escalating property values. During his tenure as County Manager more than 1,100 housing units were committed to long-term affordable rents with the overall stock of affordable housing rising to approximately 14% of all rental housing units in the County. **Shooshan**, CEO and President of **The Shooshan Company**, combines his in-depth knowledge and dedicated leadership to direct and implement the strategic goals of the company. In 2008 **The Shooshan Company** completed the Liberty Center and recently they helped establish the 100 Homes Campaign Fund.

WELCOME NEW MEMBERS

■ RESTAURANTS & FOOD SERVICES

THE GREENE TURTLE

Warren Poole, Manager
900 Glebe Rd.
Arlington, VA 22203
Phone: (703) 741-0901
Email: gtballston@gmail.com
Web Address: www.thegreenturtle.com
SPONSOR: Mark Dickerson, Leros Technologies
Equal parts sports bar and casual restaurant, The Greene Turtle combines the best of both into a sports fans dream and a family-fun atmosphere.

■ REAL ESTATE - DEVELOPERS & MANAGEMENT

JEFFERSON APARTMENT GROUP MANAGEMENT COMPANY

Patty Holt, Vice President Property Management
1420 Springhill Rd., Ste 420
McLean, VA 22102
Phone: (703) 563-5200
Email: pholt@jagilc.com
Web Address: www.jeffersonapartmentgroup.com
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Jefferson Apartment Group is a professional multi-family management company.

■ ARCHITECTURE

KGD ARCHITECTURE

Christopher Gordon, Principal
1300 Wilson Blvd.
Arlington, VA 22209
Phone: (703) 749-9042
Email: cgordon@kgdarchitecture.com
Web Address: www.kgdarchitecture.com
SPONSOR: Lindsey Rheume, Virginia Commerce Bank
Kishimoto Gordon Dalaya (KGD) specializes in architecture, planning and interiors including master plans for mixed-use developments and corporate campuses, building designs, and interior renovations.

■ COACHING SEMINARS & PROFESSIONAL DEVELOPMENT

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Iлона Shieh, Life and Business Strategist
4601 N. Fairfax Dr.
Arlington, VA 22203
Phone: (703) 566-7703
Email: ilona@nukorconsulting.com
Web Address: www.nukorconsulting.com
SPONSOR: Chris Hunter, Staff
NuKor offers business and executive coaching for small to mid-size companies, leadership, sales and customer service training, and professional assessments to increase business efficiency.

MILESTONE ANNIVERSARIES

■ TWENTY-FIVE YEARS

COLUMBIA PIKE REVITALIZATION ORGANIZATION

■ TWENTY YEARS

ARLINGTON COMMUNITY FOUNDATION

CONGRATULATIONS!



WELCOME NEW MEMBERS

■ **RESTAURANTS & FOOD SERVICES**
PACIUGO GELATO & CAFFE
 Kerry Bolognese, Owner
 3033 Wilson Blvd.
 Arlington, VA 22201
 Phone: (202) 841-7043
 Email: clarendon@paciugo.net
 Web Address: www.paciugo.com
SPONSOR: Chris Hunter, Staff
 Authentic Italian Gelato made fresh daily on premises, gourmet coffee, latte, cappuccino, assorted baked goods, sandwiches, salads, sodas, for breakfast, lunch and evening.

■ **REAL ESTATE - RESIDENTIAL**
RUSSELL ARKIN - KELLER WILLIAMS REALTY
 Russell Arkin, Realtor
 2101 Wilson Blvd.
 Arlington, VA 22201
 Phone: (703) 401-7327
 Email: russell@russellarkin.com
 Web Address: www.russellarkin.com
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 Providing superior service, Arkin empowers profitable moves for selling clients through his 89 Point Marketing Plan, Easy Exit Listing Agreement and Smart Seller Program.

■ **HEALTHCARE SERVICES**
SUN & MOON YOGA CENTER
 Charlotte Raich, Yoga Teacher
 3811 Lee Highway
 Arlington, VA 22207
 Phone: (703) 338-5955
 Email: charlotterraich@yahoo.com
SPONSOR: Chris Hunter, Staff
 Breath. Stretch. Relax. Repeat.- Hatha Yoga classes and wellness workshops for the community with experienced and seasoned Yoga teachers.

■ **RESTAURANTS & FOOD SERVICES**
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 Evan Matz, President & CEO
 901 N. Glebe Rd.
 Arlington, VA 22203
 Phone: (703) 962-6982
 Email: evan.matz@wobusa.com
 Website: www.wobusa.com
SPONSOR: Chris Hunter, Staff
 Opening mid-July, World of Beer patrons can enjoy 500+ craft beers, food, sports, live music and friends in a comfortable and upbeat environment.

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ARLINGTON'S BEST BUSINESS AWARDS

ARLINGTON'S BEST BUSINESS AWARDS REVIEW

Best Business Awards and Business Hall of Fame

Congratulations to all of the 2012 Arlington's Best Business Award (ABBIE) recipients, as well as the three newest Arlington Business Hall of Fame inductees. A special thanks to all of the businesses and people who make the Arlington community such a great place to live and work.

2012 Arlington Best Business Award Recipients:

- Clarendon Home Services - 2012 Service Small Business of the Year**
- Digital Recollections - 2012 Technology Small Business of the Year**
- K.B. Concepts PR - 2012 Home-Based Business of the Year**
- Linden Resources - 2012 Nonprofit of the Year**
- Pure Media Sign Studio - 2012 Green Business of the Year**
- WETA - 2012 Large Business of the Year**



2012 Best Business Award recipients



John Murphy accepting the "Doing Good" award.

"Doing Good" Award - Washington Workplace

The Doing Good Award is made possible by a grant from the Phillip M. Keating Fund for the Future.

This year marked the beginning of a new award. The "Doing Good" Award honors a company who is "doing good while doing well," meaning a prosperous business who constantly makes it a priority to give to the community. The first business to receive this award is **Washington Workplace**, accepted by President **John Murphy**. A past Best Business Award winner, they have experienced incredible success over the years, giving continuously to the community.

2012 Arlington Business Hall of Fame Inductees:

David Guernsey, President and CEO of Guernsey Office Products
 David Guernsey currently serves as President and CEO of **Guernsey Office Products, Inc.**; a family owned business since 1971 that operates primarily in the mid-Atlantic region. Always involved in the Arlington community, he served as Arlington Chamber Chairman in 1985 and the Fairfax County Chamber Chairman in 2000. Currently, he serves on the board of several local organizations and the Northern Virginia Transportation Alliance. Most recently he joined the board of National Federation of Independent Business, serving as its Vice-Chair.

Henry "Hank" Lampe, Stockbroker and Former State Legislator
 Hank Lampe was employed as a government worker and transportation planner, as well as a stockbroker, with a long record of civic activities since 1964. Over time, he has been a member of the Northern Virginia Regional Planning Commission, an elected member of the General Assembly of Virginia, Vice Chair of the Virginia Metropolitan Areas Transportation Study Commission, a delegate to the White House Conference on Aging, Chair and President of the Northern Virginia Mental Health Association, on the Board of Trustees at Arlington Hospital, and more. He has also served as Chairman of the Arlington Chamber of Commerce (1990).

Robert "Bob" Peck, Founder of Bob Peck Chevrolet (honored posthumously)
 Bob Peck opened his dealership in 1939 at 2825 Wilson Boulevard. When the business outgrew that location, Peck moved it to the corner of Wilson Boulevard and Glebe Road, where it became one of Arlington's most recognizable structures. Many long-term Arlingtonians remember the iconic Bob Peck Chevrolet dealership, as well as his memorable commercials. He remained the proprietor until he was nearly 80 years old. His son, Don Peck, ran the business until it closed in 2006, and accepted the award on his behalf. Peck served as Chairman of the Arlington Chamber of Commerce in 1956.

VOLUNTEER ARLINGTON DAY

VOLUNTEER ARLINGTON DAY REVIEW

Making a Difference in the Arlington Community

More than 125 local volunteers from various businesses lent a helping hand to area nonprofit organizations as part of The 13th Annual Volunteer Arlington Day 2012 on Saturday, April 21 and Tuesday, April 24. Sponsored by the Arlington Chamber of Commerce, this annual tradition matches members of the business community with rewarding half-day service projects throughout Arlington County.



WETA employees help out at A-SPAN for Volunteer Arlington Day. Photos courtesy of Jan Sacharko.

Employees from a variety of industries and businesses in Arlington volunteered their time and joined in the fun for this event. Participating businesses included:

- Arlington Community Federal Credit Union**
- Crowne Plaza & Holiday Inn National Airports**
- Crystal Gateway Marriott**
- E*TRADE Financial**
- eTelligent Strategies**
- Jay E. Reiner, C.P.A.**
- Key Bridge Marriott**

- LEROS Technologies**
- Segue Technologies**
- Sheraton National Hotel**
- The Shooshan Company**
- West, Lane & Schlager**
- WETA**



Jay Reiner and volunteers from Crowne Plaza and Holiday Inn National Airports volunteer at Arlingtonians for a Clean Environment.

Arlington nonprofits were excited to have so many enthusiastic volunteers helping at their sites. Participating nonprofit organizations were:

- Animal Welfare League of Arlington**
- Arlington Partnership for Affordable Housing**
- Arlington Street People's Assistance Network**
- Arlingtonians for a Clean Environment**
- Community Residences**
- Culpepper Garden**
- Doorways for Women and Families**
- Volunteers of America/Residential Program Centers**

Special thanks to the following sponsors:

Grand Sponsor: 	Premier Sponsors: Flour Segue Technologies WETA	Patron Sponsor: Jay E. Reiner, CPA
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FACEBOOK

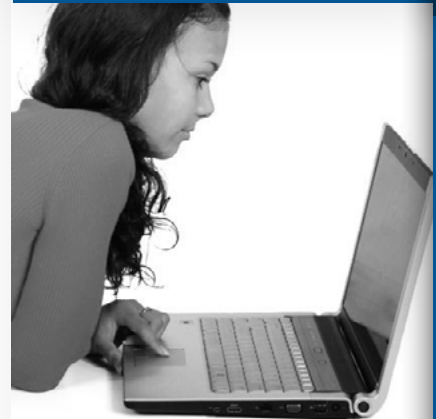
You like us, you really like us!
 Did you know the Chamber has a new Facebook page?

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

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

 Make sure to visit the Chamber's Facebook page and "Like" us!
www.facebook.com/ArlingtonChamberVA

JUST A CLICK AWAY



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

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

For a full list, take a look at the Chamber website.
 ■ www.arlingtonchamber.com
 About the Chamber > Newsroom > Promotional Opportunities

To advertise, contact:
 AMY FISHER
 ■ communications@arlingtonchamber.org

THE CHAMBER SCENE

■ THE CHAMBER SCENE MID-APRIL THROUGH MID-MAY

Active in the Community

The Arlington Chamber of Commerce's staff, Directors and Board members are dedicated to supporting the Arlington community. This new section of *The Arlingtonian* will highlight community activities and events Chamber staff, Directors and Board members participated in on behalf of the Chamber.

Mid-April through Mid-May:

- April 19 – Ceremonial tree planting at Fort McNair honoring 100 year anniversary of cherry tree gifts from Tokyo. Host: **COL. Carl Coffman**, liaison to the Board. Attendees: **Rich Doud, Kate Roche, Chris Hunter** (staff).
- April 19 – Shed Your Coats event benefiting **Doorways for Women & Families**. Co-hosts: **Doorways & ROCKLANDS**. Event committee: **Kate Roche** (staff) served and attended. Attendees: a number of Chamber members, including a substantial group of Chamber Directors.
- April 20 – Commander's Cherry Blossom Community Reception. Host: **COL. Carl Coffman**, liaison to the Board. Attendees: **Kate Roche** (staff), **Sonia Johnston** (Chamber Director), & a number of Chamber members.
- April 21, 24 – Chamber's Volunteer Arlington Days
- April 26 – CPRO/Bizlaunch Networking event. Attendees: **Kate Roche, Chris Hunter** (staff) & a number of Chamber members.
- April 28 – **Arlington Community Foundation's** Annual Gala. Event volunteer: **Amy Fisher** (staff). Attendees: a number of Chamber members.
- May 1 – Navy League reception at the **Ritz-Carlton, Pentagon City** in anticipation of the launch of the USS Arlington. Attendee: **Rich Doud** (staff).
- May 2 – Monthly United Way Regional Council Meeting. Attendees: **Rich Doud** (staff).
- May 3 – **Residence Inn by Marriott, Pentagon City** Grand re-Opening. Host: **Crystal Christmas-Watson**, Chair of the Hospitality Awards selection committee. Attendees: **Rich Doud, Kate Roche, Chris Hunter** (staff).
- May 8 – Economic Development Commission monthly meeting. Attendees: **Rich Doud** (staff), **Michael Foster** (Chamber Past Chair), **Loretta Franklin** and **Bob Bushkoff** (former Directors), and other Chamber members.
- May 9 – Tour of Boeing Dreamliner at Ronald Reagan National Airport. Attendees: a group of Chamber leadership.
- May 9 – Virginia Chamber Legislative Reception & Awards at the Tysons Corner Ritz-Carlton. Attendees: a number of Chamber Directors, including **Rich Doud** (staff).
- May 10 – **Rich Doud** led a tour to two undisclosed locations for the closing retreat of this year's **Leadership Arlington** class.
- May 11 – Grand Opening of new HQ building for **Washington Gas** in Springfield. Attendees: **Rich Doud** (staff) and a number of Chamber Directors.



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NONPROFIT SPOTLIGHT

■ ARLINGTON COUNTY FAIR, INC.

The Arlington County Fair

By Tiffany Kudravetz, Chairperson



While many Arlingtonians are familiar with the annual **Arlington County Fair**, not everyone is aware that the fair is planned and implemented by a nonprofit organization led by an all-volunteer Board of Directors. Now in its 36th year, the fair entertains upwards of 45,000 community members each August at the Thomas Jefferson Community Center. The fair is one of only two county fairs in Virginia with free admission and continues to offer a variety of free programming and exhibits, in addition to midway rides and a variety of food vendors. In recent years, the fair has increased its signature programming with acts such as the Harlem Wizards, Star Family Circus, and Bixby's Rainforest Rescue.

Earlier this year, the **Arlington County Fair** Board won two awards in the Virginia Association of Fairs Communications Awards competition -- second place in its division for the 2011 fair program and third place for the t-shirt and eco-tote event souvenirs. Additionally, the fair's revamped website received Honorable Mention in the Apex Awards for Publication Excellence annual competition.

The **Arlington County Fair** Board is proud that a number of Chamber member nonprofit organizations and businesses participate in the fair each year. The fair also has a strong partnership with the **Animal Welfare League of Arlington**, which provides education and awareness on foster pet programs, adoption opportunities, and animal rehabilitation to fair attendees.

2012 Arlington County Fair

August 8-12, 2012

Thomas Jefferson Community Center

3501 Second Street South, Arlington, VA 22204

- For more information visit the Arlington County Fair website www.arlingtoncountyfair.us or email info@arlingtoncountyfair.us

UNDERSTANDING TODAY'S TECHNOLOGY

Customer Relationship Management (CRM) and Enterprise Resource Platform (ERM) Systems

Technology is a vehicle every business and client relies on. In this month's Understanding Today's Technology series on Tuesday, June 12 from 12:00 - 1:30 p.m. in the Chamber Board Room, learn about Customer Relationship Management (CRM) and Enterprise Resource Platform (ERM) systems. At this discussion, you'll receive answers to questions like:

- What are they?
- What are the benefits?
- What are the set backs?
- How do I get started?
- When is the right time for implementation?
- How do I get my employees & clients on board for the change?
- How long will it take to see a ROI?
- How will it affect my exit strategy?

This event is part of the Understanding Today's Technology series. Advance registration is required. Registration deadline is noon on Monday, June 11. The event is free for Chamber members, \$25 for non-members. Lunch is provided.

- To register, visit www.arlingtonchamber.org or contact Member Services Administrator Leticia Cano: chamber@arlingtonchamber.org 703-525-2400.

GET LINKED

Are you LinkedIn?



The Chamber's LinkedIn group is a great way to network with fellow chamber members, jump in on interesting discussions, keep up to date on chamber news and events and promote your business! Get started today, visit the Chamber website for a direct link to the LinkedIn group!

SEARCH GROUPS FOR:
ARLINGTON CHAMBER OF COMMERCE, VA
■ www.linkedin.com



You can also visit the Chamber's Twitter page and "Follow" us!
■ [@ArlChamberVA](https://twitter.com/ArlChamberVA)

WEB FEATURE

Find ChamberConnect on the Find A Business page.

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



...the fastest way to reach local businesses!

FEATURED MEMBER BENEFIT

Great Deals and Great Exposure

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

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

www.arlingtonchamber.org/coupons

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



ARLINGTON ECONOMIC DEVELOPMENT

Penzance Literally Breaks Ground on 3001 and 3003 Washington Boulevard!

by Jim Byers, Marketing Manager, Arlington Economic Development

"We are serious about getting started right now!" exclaimed Managing Partner and Founder of Penzance Victor Tolkan, at the May 7th groundbreaking for 3001 and 3003 Washington Boulevard. Right on-cue, demolition began on the faded century old bungalow just a few feet away, the sound of splintering wood and metal drawing a collective gasp from the gathering of local government and business leaders. The familiar location of T.A. Sullivan and Sons Monuments, which for generations, sold gravestones at the prominent corner, will soon be the site of a gleaming, two-building office development with ground floor retail, designed to LEED Silver standards. The lead tenant, Center for Naval Analyses (CNA), a nonprofit research and analysis organization, will move from its current location in Alexandria.

Designed to function as two adjacent buildings, the 3001 and 3003 development includes a 10-story, 200,000 square foot office building that will be largely filled by the 600 CNA employees. With complementary architecture incorporating an existing art deco façade, an 8-story, 80,000 square foot office building will complete the development. The ground level of both buildings will bring 28,000 square feet of retail space to Clarendon. "It is one of the last pieces of major development in Clarendon, helping to more fully realize a balance of live/work options," explained Arlington County Board Chair Mary Hynes, a Clarendon resident of 33 years. "We couldn't be more delighted..." she began to say, as the noise of passing construction trucks interrupted her remarks at least three times. "This is a good sign — the sound of progress!"



Ground breaking for 3001 and 3003 Washington Blvd

"Our employees are excited about all of the amenities offered in Arlington that simply weren't available to them in our current location, like day care," said Dr. Katherine McGrady, Executive Vice President and Chief Operating Officer of CNA. As many of their employees tend to be young professionals recently out of graduate school, the walkable nature of Clarendon, the abundance of nearby restaurants, retail and condos has marked appeal. In fact, the employees have already begun to familiarize themselves with the area, organizing group dinners and shopping excursions where they photograph 'Flat Bob' (a paper doll cut out of President and CEO, Bob Murray). The photos are then posted on an employee blog.

That suits CNA's life-sized Bob Murray just fine. "CNA is into 'long-term relationships'. We want to stay a long time and become part of the community. CNA has a history of mentorship programs in the community, as well as educational and charitable involvement. The location in Arlington also lends itself to those aspects of our organizational culture."

Clarendon is an ideal fit for CNA, as the location fosters their relationships with complementary organizations. Retired U.S. Navy Vice Admiral Lee Gunn, now President of CNA's Institute for Public Research, observed "The Pentagon is literally a straight shot down Washington Boulevard. The Federal Triangle is a few Metro stops away, and DARPA is here in Arlington."

Asked what stood out for him about designing this project, Rae Noritake, AIA, Principal of Noritake Associates quickly responded that he realized that the site is probably the single best development site in Clarendon. "It's the best of all worlds; a highly walkable area and Metro a block away. For me, that makes it as exciting as any project on K Street in downtown D.C."

Noting that Alexandria's loss was Arlington's gain, Congressman Jim Moran observed that "Arlington provided the kind of transportation solutions CNA needed. Alexandria didn't. Isn't that right, my friends over in Arlington Economic Development?" pointing to AED's Director, Terry Holzheimer. "That's not to say we actively 'steal' tenants from adjacent communities, but Arlington stands ready to take advantage of opportunities."



SMALL BUSINESS ROUNDTABLE

How to Take Charge of Attracting Referrals

by Jim Whelan, The ProActive Corporation of America

Many clients do not understand the powerhouse effect referrals have on a small business. Educating them on the value their endorsement of your service or product can be a challenge. An effective method used by many is to review the value your business brought to them and seek their buy-in to the proposition that some of their acquaintances could benefit from your business as well.

Attendance at events provides the opportunity to refresh memories of clients, acquaintances, and even prospects who didn't sign up with you. Prospect mining at an event is only effective if a brief conversation reestablishes your connection to be followed up in a later conversation.

Testimonials, though not as productive as a solid referral, can be used as a door opener both in sales situations and on your web site. They can be used in instances where the prospect or web visitor has knowledge of the writer.

The use of testimonials on your web site leads to the use of social marketing to implement referrals. Using LinkedIn is a way of reaching out to others to expand your network and, perhaps, initiate a discussion of future business opportunities.

The bottom line from this roundtable?

Referrals are an integral part of building a client base and improving business success. The most effective way to increase referrals to your business is to actively provide solid referrals to others. As always, "thanks" must be an integral part of your referral activity.

CHAMBER MESSAGE

Chamber Adopts Strategic Plan

The Chamber's Board of Directors recently adopted a three-year strategic plan to prioritize the Chamber's many offerings in an effort to serve our membership even better. Chairman **Doug Brammer (Verizon)** appointed a task force that, with the assistance of professional facilitator Michael Brunner, created the basic structure based on a limited member survey of a sample of long-time and active members and eventually refined the plan to establish specific goals and objectives. Chamber staff then added the strategies necessary to execute the plan including specific steps to be accomplished and assignment of responsibilities. Those responsibilities are spread among the Chamber's Officers, Board of Directors, Committees and staff.

The plan will be examined annually and revised to reflect items accomplished, changes thought to better serve our membership, and additional items that need attention. This examination will immediately precede the creation of the annual budget to make the budget and plan work together to continue providing better serve our membership.

For more information, questions or to see a copy of the plan contact Rich Doud: president@arlingtonchamber.org

FOLLOW US ON TWITTER

As the use of Twitter within the businesses community has become increasingly popular and effective, the Chamber has jumped in on the opportunity to connect with members in a new way. Twitter allows the Chamber to reach out to its members and local businesses in a conversational way, providing constant updates on Chamber events, Chamber news, Arlington news and Business news. Twitter has proven to be a great tool to connect with members and Arlington residents while sharing local news, events, information and happenings.

Follow [@ArlChamberVA](https://twitter.com/ArlChamberVA) to become one of our "tweeps." Keep up to date on Chamber events and news through the hashtag [#acocva](https://twitter.com/hashtag/acocva). Don't forget to tag us in your tweets!

To follow the Arlington Chamber of Commerce sign into twitter, go to www.twitter.com/ArlChamberVA and click "follow."



ROUNDTABLE

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 the ProActive Corporation of America, allows business people to learn from their peers and knowledgeable experts for free!

REGISTER NOW:

JUNE SMALL BUSINESS ROUNDTABLE

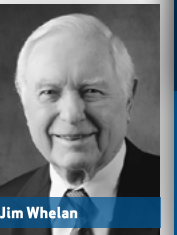
27 WEDNESDAY

11:45 a.m. – 1:15 p.m.

Chamber Board Room

2009 14th St. N., Suite 111
Arlington, VA 22201

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 The ProActive Corporation of America**, discusses topics essential to the success of small businesses. It is free for members, though registration is required, and is held the last Wednesday of each month in the Chamber Board Room.





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

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



A Team You Can Depend On

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

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THANK YOU!

- Arlington Community Federal Credit Union for hosting the April Business After Business
- Bernie Cohen - Insurance Solutions, Cafe Pizzaiolo, Dimension Creative Promotions, Main Event Caterers, and Michael Garcia - State Farm Insurance for providing door prizes for the April Business After Business
- DeVry University for hosting the April Board of Directors Meeting