

FEATURED PHOTOS: Chamber President Rich Doud introduces Paul Ferguson, Arlington County Clerk of the Circuit Court, at the 90th Annual Arlington Business Gala.

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SAVE THE DATE

THE POWER OF EMAIL MARKETING

MARCH 11

7:30 - 9:15 a.m.
Chamber Board Room

HOSPITALITY AWARDS

MARCH 18

7:30 - 9:30 a.m.
Crystal Gateway Marriott



ANNUAL GALA REVIEW

Celebrating 90 Years of Business in Arlington

The Arlington Chamber hosted its 90th Annual Business Gala on January 25 at **The Ritz-Carlton, Pentagon City**. The Business Gala was the Chamber's first major event of 2014 and celebrated the beginning of the organization's 90th year serving businesses in Arlington. 2014 Chamber Chair **Tim Hughes of Bean, Kinney & Korman P.C.** hosted the evening.

The event also marked Chamber President Rich Doud's last Gala as the organization's leader. Earlier this year, Doud announced his plans to retire in May.

"The evening was a spectacular success and truly embodied 'Arlington's Best Night Out,'" said **Hughes**. "We all wish Rich Doud the best in his upcoming retirement, and he clearly is wrapping up on a high note as evidenced by a fantastic annual Gala."

The Gala entertained approximately 300 guests with an evening of delicious food, tempting drinks, auctions, and more. Thank you to everyone who joined us to support the Chamber.

▶ Turn to pages 6-7 to view photos, event sponsors, and more details about the event.



Erin Mendenhall, Joel Thevoz, and Nancy Goodman (Photo by Jack Conroy)

SPECIAL THANK YOU TO

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HOSPITALITY AWARDS PREVIEW

Recognizing Front-line Hospitality Workers

The Chamber will honor those in Arlington's hospitality field at the 10th Annual Hospitality Awards on Tuesday, March 18 at the **Crystal Gateway Marriott**. Registration and a coffee reception will begin at 7:30 a.m., followed by breakfast and the program from 8:00 - 9:30 a.m.

The Hospitality Awards focuses on those who make Arlington County a wonderful place to live and visit. Those receiving awards on March 18 are not managers, who are typically recognized in this type of awards ceremony, but rather the employees whose work directly effects the customers on a daily basis. Join us as we award these hard-working front-line workers from fellow member businesses.



▶ To register, visit www.arlingtonchamber.org/events or call 703-525-2400. Sponsorship opportunities are still available, call for details.

THE CHAMBER

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Doug Brammer, Past Chair
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Scott McCaffrey, Vice Chair - Economic Development & Government Affairs
Joe Prentice, Vice Chair - Member Affairs
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Donna Hamaker, Vice Chair - Special Interests

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 Deborah Johnson, **Dominion**
 Sonia Johnston, **John Marshall Bank**
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Rich Doud, President
Kate Roche, Vice President
Mike Rosenow, Director of Membership
Cassie Bate, Member Services Administrator
Natalia Aguilar, Events Associate

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

MARCH AT THE CHAMBER

AMBASSADOR COMMITTEE MEETING	3 MONDAY 4:00 - 5:00 p.m. Chamber Board Room
COMMUNICATIONS COUNCIL MEETING	5 WEDNESDAY 8:30 - 9:30 a.m. Chamber Board Room
SMART START	6 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	7 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room
THE POWER OF EMAIL MARKETING	11 TUESDAY 7:30 - 9:15 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	11 TUESDAY 5:00 - 6:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	12 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
OPPORTUNITY WORKS KICK-OFF CELEBRATION <i>For OW volunteers and Board Members only</i>	12 WEDNESDAY 5:00 - 6:30 p.m. TBA
BREAKFAST CONNECTION	13 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn
10TH ANNUAL HOSPITALITY AWARDS	18 TUESDAY 7:30 - 9:30 a.m. Crystal Gateway Marriott
OPPORTUNITY WORKS PHONE BANK <i>For OW volunteers only</i>	18 TUESDAY 2:00 - 5:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	20 THURSDAY 5:00 - 7:00 p.m. Crowne Plaza National Airport
BOARD OF DIRECTORS MEETING	21 FRIDAY 11:45 a.m. - 1:30 p.m. Linden Resources
NONPROFIT FORUM: FOUNDATION GRANT PROPOSALS	25 TUESDAY 11:30 a.m. - 1:00 p.m. WETA
COMMUNITY ACTION COMMITTEE MEETING	26 WEDNESDAY 8:30 - 9:30 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	26 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	26 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	28 FRIDAY 8:30 - 9:30 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.

6 TUESDAY
4:00 - 5:15 p.m.
Chamber Board Room
4600 Fairfax Drive
Suite 804
Arlington, VA 22203

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Michael Garcia-State Farm Insurance

BREAKFAST CONNECTION

This speed-networking event begs attendees to come prepared to mix and mingle. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people.

13 THURSDAY
7:30 - 9:00 a.m.
Holiday Inn Rosslyn
1900 N. Fort Myer Dr.
Arlington, VA 22209

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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.

20 THURSDAY
5:00 - 7:00 p.m.
Crowne Plaza National Airport
1480 Crystal Drive
Arlington, VA 22202


CROWNE PLAZA
 NATIONAL AIRPORT

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.

How to Make the Chamber Work for You

As we said last month in the Annual Report, effective Chamber membership is all about engagement. The key to you and your organization is to decide how and when to engage and to make that engagement meaningful.

Happily, there are quite a few resources to make this process easy. First, you can always **reach out to the Chamber staff**. The staff know the Chamber well and can give you and your team advice about what is going on and how to get involved.

Similarly, there are many individuals who are highly involved in the Chamber. Board members, committee chairs, committee members, volunteers, and regular event attendees are all people committed to the Chamber who can provide knowledge about leveraging membership. **Reach out to involved individuals**. They can give great ideas about fun and meaningful ways to make the Chamber valuable. This Chamber is filled with very warm and welcoming people, take advantage of it!

Attend a Smart Start event. The Smart Start meetings represent a great chance to learn Chamber 101 in terms of events, committees, and opportunities. These meetings are very well run and invaluable to both new and existing members looking to increase their knowledge of the Chamber.

Define and understand you and your business. It sounds obvious to say, but success in the Chamber is defined in part by you knowing your own business. Being able to identify the right opportunities and events, requires understanding and knowing yourself. What works for me as a senior business and litigation attorney may not work for my retailer or restaurant owner friends.

Define what you are trying to accomplish. This is a corollary to the last point, but equally important. Creating specific actionable definitions of what you are trying to accomplish in the Chamber will help translate into definable outcomes and success. This does not mean that everything is numerical or black and white, but rather that you should develop a game plan and stick to it.

Think relationships and long term instead of short term scorched earth sales. I cannot emphasize this last, most important, point enough: the best value of Chamber investment is the many meaningful friendships and long term relationships. Many of my best friends are in this Chamber. Happily, the trust and friendship built over years with these friends also translates to trust in my skills and my firm's abilities.

From my vantage, shoving cards in people's face and spamming them with sales pitch emails is not the way to go. Instead, reach out and invest the time and energy in making meaningful relationships and helping out new friends. I can say first hand that this is the path towards true long-term value from the Chamber.



Tim Hughes

Tim Hughes
Bean, Kinney & Korman P.C.

FLUOR



BAE SYSTEMS



The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA.

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

■ ADVERTISING, MARKETING & PR
LMO ADVERTISING

Sherri Green, Director, Marketing
1776 Wilson Blvd
Arlington, VA 22209
Phone: (703) 893-2193
Email: sherrigreen@lmo.com
Website: www.lmo.com

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■ BANKS

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Falls Church, VA 22042
Phone: (703) 466-4050
Email: alicia.wiseman@lionbank.com
Website: www.lionbankmtg.com

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Website: www.laprimacatering.com

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Arlington, VA 22204
Phone: (240) 344-0470

Email: now@arlingtonstreetcarnow.org
Website: www.streetcarnow.org

SPONSOR: John Murphy, Washington Workplace

Education and advocacy for Arlington's planned streetcar line from Potomac Yard to Skyline.

MILESTONE ANNIVERSARIES



CONGRATULATIONS!

■ TEN YEARS

ARLINGTON KIWANIS CLUB

BURKE & HERBERT BANK

THE MARKET COMMON,
CLARENDON

■ FIVE YEARS

LE MERIDIAN ARLINGTON

RESIDENCE INN BY MARRIOTT -
ROSSLYN

SYNERGY HEALTH & FITNESS

MEMBERS IN THE NEWS

■ ARLINGTON FOOD ASSISTANCE CENTER

Food Drive Collected Over 260,000 Pounds of Food

The **Arlington Food Assistance Center (AFAC)** has recently seen a surge in the demand for its services. In the past six months, the number of active client referrals has grown 30%, from 2,406 in July to its current total of 3,117. Similarly, the number of families coming to **AFAC** each week has increased 20%, from an average of 1,430 visits in July to an average of 1,721 families each week in December. In response to this growing need, 2013 County Board Chair Walter Tejada launched his County-wide "Moving Forward Together Food Drive" in November to help **AFAC** meet this demand. Numerous Arlington government agencies, schools, congregations, community organizations, and local businesses came together to raise an astounding 261,785 pounds of food over the course of the two month food drive.

■ COMCAST

Comcast Business Receives Multiple Awards

Comcast Business recently announced that it won multiple awards in the Metro Ethernet Forum (MEF) Carrier Ethernet Awards for North America, including the prestigious Service Provider of the Year. The company also won Best Marketing and Best Carrier Ethernet Business Application for an Ethernet network deployment with the Denver Broncos. The MEF's Carrier Ethernet awards are designed to celebrate excellence and leadership in the development, marketing and delivery of Ethernet services.

■ AMERICAN DISPOSAL SERVICES

First Natural Gas Waste and Recycling Trucks in No. VA

American Disposal Services, who is nearing completion of their single stream recycling processing facility, The American Recycling Center, is proud to announce the addition of two Compressed Natural Gas (CNG) trucks, now servicing customers. The brand new, top of the line trucks are the first waste collection vehicles to run on CNG in the entire Northern Virginia area. **American Disposal Services** has implemented a long term plan to replace every diesel powered truck in their fleet with a CNG counterpart. By committing to clean, natural fuel, **American Disposal** ensures that their trucks will emit significantly less greenhouse gas and cancer causing emissions than those powered by diesel, and will not release any dangerous diesel fumes for drivers and members of the community to breathe.

■ SYNETIC THEATER

Synetic Co-founders Named "Washingtonians of the Year"

Synetic Theater co-founders **Paata** and **Irina Tsikurishvili** were recognized on January 15 by *Washingtonian Magazine* as "Washingtonians of the Year" for their commitment to making the DC-area community a better place with their unique and boundary pushing theater. **Paata** and **Irina**, Georgian artists who moved to the United States in the 1990s, put their creative vision behind **Synetic Theater** (currently located in Crystal City) for the last 12 years. They are currently collaborating on their 10th "silent Shakespeare" adaptation – a roaring 20s version of *Twelfth Night* inspired by the silent films of the era and the comedy of Buster Keaton and Charlie Chaplin. The "silent Shakespeare" series adapts Shakespeare plays to movement-based theater incorporating dance, stage combat and clowning into the story.

■ CAPITAL CARING

Arlington County Senior Resource Group

The Arlington County Senior Resource Group, presented by **Capital Caring**, is an open public forum held monthly where individuals can learn about the many resources available in the community for senior citizens and their loved ones. A wide variety of topics by guest speakers will be covered, ranging from advanced planning, assisted living options, nutrition and healthy eating, dementia/Alzheimer's support, and hospice to name a few. Each two hour session will address one to two topics with time for questions at the end of each session. This group will meet at the Arlington Central Library one Saturday a month at from 1pm to 3pm.

MEMBERS IN THE NEWS

■ RYAN PERKINS - DHL EXPRESS

Ryan Perkins Appointed Manager of International Sales for DHL Express in DC-Area

DHL Express, the world's leading international express shipping provider, is pleased to announce that **Ryan Perkins** was recently appointed as Manager of International Sales – covering the DC-area including Arlington, Alexandria and Southern Maryland. **Perkins** is a former business consultant and is poised to help businesses in the area thrive in the global marketplace. "I'm focused on building close partnerships and successful relationships with my customers," said **Perkins**. "By truly understanding a customer's needs and leveraging the global expertise of **DHL**, I can help businesses in all industries operate efficiently and effectively."

■ PORRO AND ASSOCIATES, LLC

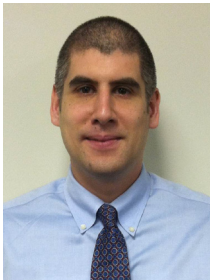
The Boss is the Brand

Chamber member **Jeff Porro**, a speechwriter and communication strategist, will be leading an event on March 17 titled "The Boss is the Brand – How the CEO Can Boost Your Organization's Brand." A panel of experts will help any organization that wants to succeed understand the role its leader can and should play in brand building and reputation protection. **Porro** will moderate the panel, which features Dr. Leslie Gaines-Ross Weber Shandwick, chief reputation strategist, crisis counselor Andrew Gilman and Michael Daniels, senior executive and board member of several major companies in the DC-area. The event takes place March 17 in Tyson's Corner.

CHAMBER STAFF UPDATE

Welcome Mike; Farewell Amy

Please join the Chamber in welcoming our new Director of Membership, Mike Rosenow!



Mike Rosenow joined the Chamber staff on February 18 as the Director of Membership. A 2006 graduate of York College of Pennsylvania, Mike earned his BS degree in Sport Management and Marketing. He has previously worked for Demosphere International, Inc. in Falls Church where he helped nonprofit youth sports organizations with their technology needs. Prior to this, he was the Ticket Sales Manager for the Frederick Keys Baseball Club in Frederick, MD. Mike is an Arlington resident and is excited to be joining the staff.

The Chamber would also like to say goodbye and best wishes to Amy Fisher, Communications Manager, whose last day with the Chamber was February 28. Joining the staff in October 2011, Amy has expanded the Chamber's communications, including launching the Chamber blog, updating the organization's branding, and increasing the Chamber's social media presence. Amy is leaving the Arlington Chamber to move to Central Pennsylvania and assume the role of Communications Director for the Greater Chambersburg Chamber of Commerce.

"I will greatly miss working with all of the amazing members and coworkers I've had the pleasure of getting to know over these past few years in Arlington," said Amy. "I know with the continued support of great members and volunteers, the Arlington Chamber only has bigger and brighter things in store for the future."

WELCOME NEW MEMBERS

■ CONSULTING FEDERAL MANAGEMENT PARTNERS, INC.

Liana Grassi, Vice President
1500 N. Beauregard St.
Alexandria, VA 22311
Phone: (703) 671-6600
Email: lgrassi@fmpconsulting.com
Website: www.fmpconsulting.com

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Email: rda@northharborco.com
Website: www.northharborco.com

SPONSOR: Scott McGeary, Washington Gas

RISK ALTERNATIVES LLC

Edward Bilich, CEO
955 South Columbus St.
Arlington, VA 22204
Phone: (703) 652-5659
Email: tedbilich@risk-alternatives.com
Website: www.risk-alternatives.com

SPONSOR: Tim Hughes, Bean, Kinney & Korman P.C.

Risk Alternatives provides risk management and other consulting services to help clients understand opportunities and threats, control costs, and unlock value.

■ FINANCIAL & INVESTMENT SERVICES

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Therapeutic Lifestyles Group is an innovative massage and pain management practice that delivers therapeutic massage to people experiencing muscular pain, discomfort and daily stress.

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The Dos & Don'ts of Foundation Grant Proposals

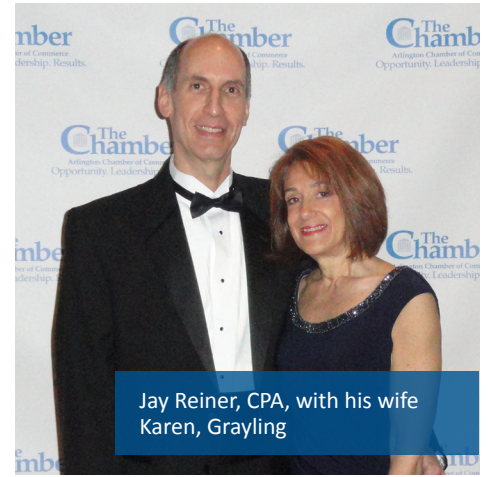
MORE INFO + REGISTER:
arlingtonchamber.org/events 11:30 a.m. - 1:00 p.m. on Tuesday, March 25

90TH ANNUAL ARLINGTON BUSINESS GALA

Arlington's "Best Night Out"

Gala attendees enjoyed a three-course dinner, mingling with fellow Arlington business people and music by the Odyssey Band, as well as some friendly competition with the Silent and Live Auctions. The Gala featured over 160 items in the Silent Auction and an exciting Live Auction. Auction items varied from a corporate sponsorship for building a **Habitat for Humanity of Northern Virginia** house to resort accommodations at a variety of tropical destinations including Barbados, Antigua and Panama, and more. Guests also enjoyed the excitement of the Heads or Tails game, where participants had the opportunity to win an iPad Mini, and the raffle to win an all-inclusive stay in Antigua.

The Arlington Business Gala has historically been the Chamber's most significant fundraising event, and the event proved so again this year thanks to the gracious support of our members. The Chamber expresses our appreciation for all of our members who contributed to the evening's success through their generous donations and attendance. We hope all who attended the event had a wonderful evening.



Jay Reiner, CPA, with his wife Karen, Grayling



(L-R) Greg Hamilton, Arlington Magazine; Dr. Matthew Shank, Marymount University; Susan Anderson, Arlington County Treasurer's Office; Michael Foster, MFA Architecture



Scott Miller, EagleBank, with his partner Rick Reinsch, Digital Recollections



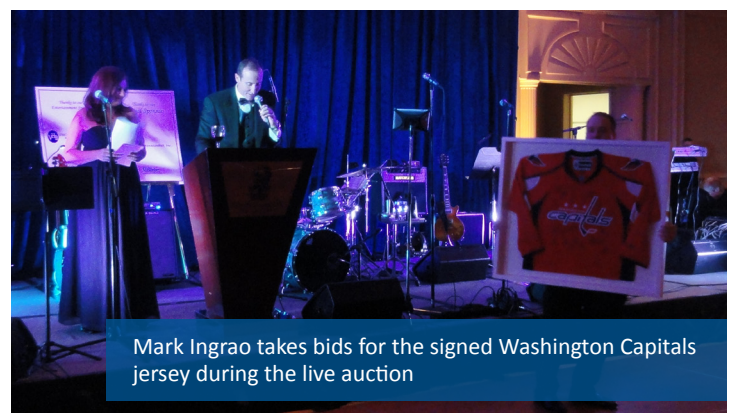
(L-R) Erin Mendenhall, Mendenhall Properties; Lynne Shank; Jey Marks, Marymount University; Sherri Hughes, Marymount University



(L-R) Robin Robertson, Cardinal Bank; Mark Ingrao, Greater Reston Chamber of Commerce; Scott Frantz; Betsy Frantz, Leadership Arlington; John Murphy, Washington Workplace



Chamber staff Cassie Bate, Kate Roche, Rich Doud, and Amy Fisher



Mark Ingrao takes bids for the signed Washington Capitals jersey during the live auction

Gala Sponsors and Auction Donors

The Silent and Live Auctions at the Gala were made possible thanks to the generous contributions of our members and local businesses, as well as Brooks Business Transfer for delivering the items to the event. Donors for 2014 include:

Adams-Green Funeral Home
Advance Car Rental
Ah Love Oil & Vinegar
 All Friends Pet Care
American Realty Group, Inc
Animal Welfare League of Arlington
Arlington Magazine
Arlington Promotional Products, LLC
Arlington Soccer Association
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Audi Arlington
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Ballston BID
 Baltimore Ravens
BbG Fitness
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 Body Dynamics
Boulevard Consulting Group
Bowen McCauley Dance
 Bradford Renaissance Portraits
 Briar Patch Bed and Breakfast
Buck & Associates
Buffalo Wild Wings
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Capital Caring
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Sheraton Pentagon City
Signature Theatre
 Sportrock Climbing Centers
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Technology Management, Inc.
The Arlington County Sheriff's Office
The Arlington Players
The Fashion Centre
Pentagon City
 The International Spy Museum
 The Kreeger Museum
The Melting Pot of Arlington
 The Newseum
 The Phillips Collection
The Ritz-Carlton, Pentagon City
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Jay E. Reiner, CPA, PLLC
John Moriarty & Associates of Virginia
KB Concepts P.R.
Michael Garcia - State Farm Insurance
MTFA Architecture, Inc.
The Boeing Company
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Phone: (703) 917-8515
Email: mlange@accessnational.com
Website: www.accessnational.com
SPONSOR: Staff

Lange provides home loans for purchases and refinancing. Investment properties, First time buyers, condo's, second homes and foreign nationals are acceptable.

■ NONPROFIT ORGANIZATIONS

NEXTGENNOW

Susan Anderson, Co-chair
818 N. Quincy St., Suite 103
Arlington, VA 22203
Phone: (703) 243-4785
Email: ngnarlington@gmail.com
Website: www.ngnarlington.org
SPONSOR: Kevin Shooshan, The Shooshan Company

NextGenNow is a group of young professionals with a common goal of securing the future of our community through a joint philanthropic effort.

PHOENIX BIKES

Henry Dunbar, Executive Director
4200 S. Four Mile Run Dr.
Arlington, VA 22204
Phone: (703) 575-7762
Email: phoenixbikes@gmail.com
Website: www.phoenixbikes.org
SPONSOR: Staff

Phoenix Bikes is a nonprofit youth program, dedicated to empowering youth to being social entrepreneurs through participation in a sustainable community bike shop.

WESLEY HOUSING DEVELOPMENT CORPORATION OF NORTHERN VA

Shelley Murphy, President/CEO
5515 Cherokee Ave., Suite 200
Alexandria, VA 22312
Phone: (703) 642-3830
Email: smurphy@whdc.org
Website: www.wesleyhousing.org
SPONSOR: Michael Foster, MTFA Architecture

Their mission is to provide affordable housing and to sustain communities for low and moderate income persons in Northern Virginia.

■ PRINTING

PCI GRAPHICS

Ryan Lombard, Director
11726 Parklawn Dr.
Rockville, MD 20852
Phone: (301) 770-6016
Email: ryan@pcgraphics.com
Website: www.pcgraphics.com
SPONSOR: Kevin Shooshan, The Shooshan Company

CHAMBER SCENE

■ THE CHAMBER SCENE JANUARY - FEBRUARY

Your Chamber in the Community

In many ways, the success of Arlington is directly tied to the success of its business community, and the success of the Arlington Chamber is directly tied to its membership base. Below are a few highlights of the events Chamber staff and Directors participated in on behalf of the Chamber.

January 20 - President Rich Doud gave the commencement address to the graduates of **Westwood College**. Over 1000 were in attendance at the graduation ceremony.

January 29 - 2014 Chamber Day at the Capitol. Rich Doud, Kate Roche, **Tim Hughes, Kevin Shooshan, Todd Yeatts, Scott McGeary, & Nick Sposa** attended on behalf of the Chamber.



(L-R) Jan-Michael Sacharko, Kate Roche, Alexa Fox, Cassie Bate, Cat Miller, Kate Frantz, and Austin Perry at ARLive

January 29 - Old Dominion Assembly Legislative Reception. Staff Rich Doud and Kate Roche attended on behalf of the Chamber. Director **Todd Yeatts** and member **Scott McGeary** were also present.

January 30 - **Leadership Arlington's** Meet the Chairman. Staff Cassie Bate and Kate Roche attended on behalf of the Chamber. A number of Directors and members were also present.


February 5 - Board of Regents meeting for **Leadership Arlington**. President Rich Doud serves on behalf of the Chamber.

February 7 - Reception for the opening of the Winter Olympics at the Newseum sponsored by **Comcast**. President Rich Doud attended on behalf of the Chamber.

February 10 - Economic Development Commission meeting. President Rich Doud serves on behalf of the Chamber.

February 11 - ARLive hosted by **ARLnow.com** and **Crystal City BID**, together with **Vornado/Charles E. Smith**, Click, **Grade A Marketing**, The Falcon Lab and Crystal City Wine Shop. Staff Kate Roche, Amy Fisher and Cassie Bate attended on behalf of the Chamber. A number of Directors and members were also present.

February 19 - **NextGenNow's** February happy hour "NGN Loves ARL." Staff Amy Fisher and Cassie Bate attended on behalf of the Chamber. A number of Directors and members were also in attendance, including Chair-elect **Kevin Shooshan**.



The **POWER**


of Email Marketing


Tuesday, March 11 from 7:30 - 9:15 a.m.


Chamber Board Room

REGISTER:

arlingtonchamber.org/events







Arlington's Own National Leader for Hospice & Palliative Care

by Carolyn Richar, General Manager, Arlington Region, Capital Caring

Capital Caring Hospice and Palliative Care serves people who have a serious progressive illness with the very best clinical care and support. From our founding in 1977 in Arlington as one of the first hospices in the United States, we have been a resource for over 75,000 people facing pain, breathing difficulties and other symptoms common in the last months of life. Each hospice patient is assigned a dedicated team of expert clinicians including a nurse, hospice physician, social worker, chaplain, volunteer, and other staff as needed. Care is provided in the patient's residence typically with experts available 24 hours a day, 7 days a week. We serve all of northern Virginia, D.C. and Prince Georges County, MD.



The most common thing we hear from people who receive our care is that they wish they had called us sooner! Many people see hospice as a service for the last days or weeks of life – when hospice is designed to provide care for the last 6 months of life. People may not know that Medicare Part A covers hospice care 100% and most insurers provide hospice coverage with no co-pay. As a community based non-profit organization, **Capital Caring** never turns away a patient due to lack of financial resources.

Capital Caring believes that life is worth living well for as long as possible – we emphasize care that allows each patient to be as active as long and as comfortably as possible. We are able to resolve pain issues in less than 48 hours for 97% of our patients. Our patients come to us with a variety of illnesses – cancer, dementia, heart disease, lung disease, Parkinson's disease, kidney disease, ALS, and other progressive diseases. We provide the full-range of hospice services: routine home care, respite care, crisis care and general inpatient care. We are the only hospice in this area with a dedicated hospice inpatient unit – the Halquist Memorial Inpatient Center on 16th Street North in Arlington.

Grief support services are available to anyone in the community who is grieving the loss of a loved one. We provide one-on-one bereavement counseling, grief support groups, workshops and an annual memorial service.

We need your help! Chamber members can help by inviting us in to provide a workshop for your employees on how hospice and palliative care might be helpful for their families. We are always looking for volunteers who want to make life as enjoyable as possible for those in hospice care OR who are willing to be administrative support in our office OR who will help us at our community fundraising events. If you know of a person who has a serious progressive illness, please share that **Capital Caring** would love to help with the very best palliative care and hospice services.

- ▶ Please contact General Manager Carolyn Richar at 703-351-2802 or crichar@capitalcaring.org to schedule a workshop for your employees, to inquire about volunteering, or other questions. Visit www.capitalcaring.org for more information about Capital Caring.



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■ **REAL ESTATE - DEVELOPERS & MANAGEMENT**
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Jessica Murphy, Property Manager
1919 Clarendon Blvd.
Arlington, VA 22201
Phone: (703) 807-1919
Email: 1919clarendon@zrsmanagement.com
Website: www.1919Clarendon.com
SPONSOR: Staff

■ **RESTAURANTS & FOOD SERVICES**
BAR LOUIE
Thomas Jones, General Manager
320 S. 23rd St.
Arlington, VA 22202
Phone: (571) 302-7420
Email: blcrystalcity@blro.net
Website: www.barlouieamerica.com
SPONSOR: Staff
Bar Louie is an eclectic urban bar made famous for our signature martinis, cocktails and dynamic beer selection. Bar Louie also features an exceptional selection of burgers, small plates, and sandwiches.

■ **PF CHANG'S**
Tiffany Francis, Catering Sales Manager
901 N. Glebe Rd.
Arlington, VA 22203
Phone: (703) 527-0955
Email: tiffany.francis@pfchangs.com
Website: www.pfchangs.com
SPONSOR: Staff
P.F. Chang's is committed to providing guests with an exceptional dining experience. Each dish on the menu is prepared to order using the freshest and highest quality ingredients.

■ **TRANSPORTATION**
A1 TOWING AND RECOVERY
Bill Mansour
397 Longbridge Dr.
Arlington, VA 22202
Phone: (703) 416-0710
Email: billmansour@a1towingco.com
Website: www.taylorgourmet.com
SPONSOR: Charles Clohan, Dittmar Company
A1 Towing and Recovery provides a multitude of services, including towing of illegally parked vehicles for private property and business owners.

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!

▶ www.linkedin.com

SEARCH GROUPS FOR:
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You can also follow the Chamber's Company Page on LinkedIn.

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ARLINGTON CHAMBER OF COMMERCE, VA

Arlington Named One of World's Top 7 Intelligent Communities

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

Arlington has been named one of the Top 7 Intelligent Communities in the world for 2014 by the Intelligent Community Forum, one of only two communities in the United States to achieve this honor. This is the second time Arlington has achieved the Top 7 ranking. Along with Columbus, Ohio, three communities from Canada and two from Taiwan will also compete for the title of Intelligent Community of the Year.

"We're honored to have Arlington listed among these successful communities from around the globe," said Arlington County Board Chair Jay Fissette. "It is gratifying that the success of our integrated planning, infrastructure investments and innovation in enhancing our community's economic sustainability has been recognized at this high level."

The Intelligent Community Forum noted Arlington's construction of its own fiber-optic network as an example of how the County is working to "re-energize government-business-university collaboration." The think tank also noted Arlington's "forward-looking planning," highlighting the County creation's of high-density economic growth in the Metro corridors while preserving quiet residential neighborhoods and parks/open space. Arlington's successful economic ecosystem and collaboration between government-private sector-university to lead the innovation economy also was mentioned as a factor in the designation.

"Arlington is a diverse, well-educated community that has worked diligently to attract national high-tech and research companies," said **Arlington Economic Development** Director **Terry Holzheimer**. "This designation by the Intelligent Communities Forum recognizes that Arlington is the heart of the growing eastern tech corridor."

A representative from the Intelligent Communities Forum will visit Arlington this spring for evaluation in determining the Intelligent Community for 2014. The top award will be announced in New York City in June.



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FRI APR 11 / 8PM

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Understand Your Competition, Your Industries & Discover New Target Markets

by Jim Whelan, Proactive Smart Business Thinking, LLC

Alexandra Fox, Business Librarian, Business Services, Arlington County Library, briefed 21 Roundtable attendees on how to capitalize on the free resources available to advance your business.



1. Arlington Public Library's premium sites (free, accessible online 24/7, authoritative-much better than Google!) can help you get high-quality business information. Available information include:

- Industry overviews
- Public & private companies
- Industry/trade news
- Consumer spending & demographic information
- Associations
- Competition

Each of these premium sights can be accessed 24/7 with an Arlington Public Library card by going to library.arlingtonva.us > Research > Research Portal > Take Me Quickly To > Name of Database.

2. Learn about public and private companies (e.g., business demographics, expenditures, management, credit reports and more) and discover target audiences (business to business or business to consumers) with ReferenceUSA.

3. Access industry sector overviews, SWOT analyses, and the latest public and private company news and financial data with Business Insights Essentials.

4. Access regional and hyperlocal demographic and consumer segmentation data and information using BusinessDecision.

The business librarian can help you:

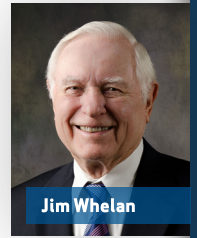
- Focus your question and plan your research strategy
- Find high-quality reliable sources of information for your business or marketing plan, identify your target audience and where they live & more
- Learn how to use the Arlington Public Library's online business, investment, and other premium sites.

For free, confidential one-on-one business research assistance or to learn more about the business resources available at the Arlington Public Library, make an appointment with Alexandra Fox, Business Librarian by visiting library.arlingtonva.us/ask-a-librarian.

February's Small Business Roundtable was sponsored by:



The Small Business Roundtable, a free member benefit of the Arlington Chamber, 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.

MARCH GRAND SPONSOR



REGISTER NOW:

MARCH SMALL BUSINESS ROUNDTABLE

26 WEDNESDAY
11:45 a.m. - 1:15 p.m.
Chamber Board Room



Scott Miller
Ballston Branch Relationship Manager
571.319.4800
smiller@eaglebankcorp.com

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Arlington Chamber of Commerce
Opportunity. Leadership. Results.

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

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

Celebrating 5 years in Arlington!

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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Paul Velasquez, *Relationship Manager*
Chris Lipscomb, *Commercial Lending*
Sonia Johnston, *Regional President*
Drew Brown, *Commercial Lending*



THANK YOU!

- Comfort Inn Arlington Boulevard for hosting the December Business After Business
- Ruth's Chris Steak House for hosting the January Business After Business
- Jamie Nicholas Printing & Graphics and Sharla Bachtodt - J. Hilburn Men's Clothier for donating a door prizes for the January Business After Business
- George Mason for hosting the January Board of Directors meeting
- Morton's The Steakhouse and Michael Garcia - State Farm for donating door prizes for the February Breakfast Connection