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SAVE THE DATE

64TH ANNUAL FALL OUTING

OCTOBER 20

8:30 a.m. - 4:30 p.m.
Pleasant Valley Golf Club

GROW YOUR BUSINESS WITH EMAIL & SOCIAL MEDIA

OCTOBER 27

7:30 a.m. - 9:00 a.m.
Chamber Board Room

■ SCHOLAR'S CUP REVIEW

The 10th Annual Scholar's Cup

On Wednesday, September 16, more than 120 golfers of all ages attended the Chamber's 10th Annual Scholar's Cup Mini-Golf Tournament at **Upton Hill Regional Park**. The event featured a challenging 18 hole mini-golf competition, a delicious barbecue dinner provided by **ROCKLANDS Barbeque and Grilling Company**, and music from A Sound Plan.

The event was a great success, with 100% of the net proceeds going toward the Rich Doud Arlington Chamber Scholarship Fund, which annually awards two scholarships to Arlington high school seniors. In July 2015, two seniors from **H-B Woodlawn Secondary Program** and **Wakefield High School** were awarded scholarships to apply to their tuition at the University of Virginia. The Chamber is committed to education and looks forward to presenting two more scholarships in June.

▶ Turn to page 7 to view photos and see a list of the winners and sponsors.

■ FALL OUTING PREVIEW

The 64th Annual Fall Golf Outing

Take advantage of the opportunity to escape the office and gain valuable exposure for your company while enjoying the company of fellow Chamber members at the 64th Annual Fall Golf Outing. This year, the event will be held at Pleasant Valley Golf Club on Tuesday, October 20 with a shotgun start at 10:00 a.m.

Registration for golfers includes 18 holes of golf, access to the driving range and putting green, golf cart rental, food and beverages throughout the day, and the awards reception with dinner (beer included). Over 40 golfers have already registered for the Fall Outing. Don't miss out!

This year's Fall Outing will also include a small silent auction during the awards reception. All proceeds from the silent auction will benefit the Chamber, with 10% of profits going directly to the Young Entrepreneurs Academy (YEA!). Don't miss the chance to bid on items like sports memorabilia or jewelry for the special woman in your life. If you're not interested in golfing, but still want to enjoy the awards reception and silent auction, register now for only \$40 for members, \$65 for nonmembers.

Plus, get a hole-in-one on the designated hole, and you'll win a \$5,000 Dream Vacation Package, courtesy of **Trinita Brown-CruiseOne!** Don't miss your chance to take that shot.

Interested in sponsoring this event? All sponsorships include registrations in the tournament and your company featured on Chamber promotional materials for the event and signage at the golf club. For more information about sponsorships, contact Cassie Bate at cbate@arlingtonchamber.org or (703) 525-2400.

▶ Registration deadline is October 16. Sponsorship deadline is October 13. For registration questions, call Member Services Administrator Hannah Dannenfelsler at ▶ 703-525-2400.



The Digital Recollections team stops at their sponsored hole. (L-R Eric Brown, Stephen Hurt, Rick Reinsch, Scott Miller)



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

OCTOBER AT THE CHAMBER

GREEN BUSINESS COMMITTEE MEETING	2 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
RAISE THE BAR: THE POWER OF INFLUENCER MARKETING	2 FRIDAY 11:30 a.m. - 1:00 p.m. Navy League Building
AMBASSADOR COMMITTEE MEETING	5 MONDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
COMMUNICATIONS COUNCIL MEETING	6 TUESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE OPEN MEETING	7 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMART START	7 WEDNESDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
BREAKFAST CONNECTION COMBINED WITH ALEXANDRIA	8 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	13 TUESDAY 8:00 a.m. - 9:00 a.m. Metro 29 Diner
EXECUTIVE COMMITTEE MEETING	14 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
MEMBERSHIP ENGAGEMENT COMMITTEE	14 WEDNESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	15 THURSDAY 5:00 p.m. - 7:00 p.m. Morton's The Steakhouse Co-hosted by CroppMetcalfe Services
COMMUNITY ACTION COMMITTEE MEETING	19 MONDAY 8:30 a.m. - 9:30 a.m. Chamber Board Room
64TH ANNUAL FALL GOLF OUTING	20 TUESDAY 8:30 a.m. - 4:30 p.m. Pleasant Valley Golf Club
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE CLOSED SESSION	21 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BOARD OF DIRECTORS MEETING	23 FRIDAY 11:45 a.m. - 2:00 p.m. Metropolitan Washington Airports Authority
GROW YOUR BUSINESS WITH EMAIL & SOCIAL MEDIA	27 TUESDAY 7:30 a.m. - 9:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	28 WEDNESDAY 11:45 a.m. - 1:00 p.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 WEDNESDAY
4:00 - 5:15 p.m.
Chamber Board Room
2009 14th Street, North Suite 100
Arlington, VA 22201

GRAND SPONSOR

Greg Mullan -
GEORGE MASON MORTGAGE, LLC
 A Subsidiary of Cardinal Bank

PREMIER SPONSOR
Michael Garcia-State Farm Insurance

BREAKFAST CONNECTION

Promote your business before the workday even begins! The format of the Breakfast Connection gives attendees a chance to bring their business to the table, literally. This event focuses on roundtable power networking and provides attendees the chance to exchange business cards, develop new prospects and share a 60 second commercial with each table.

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

GRAND SPONSOR

TD Bank
 America's Most Convenient Bank®

This is a combined event with the Alexandria Chamber of Commerce.

PATRON SPONSOR CroppMetcalfe Services

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.

15 THURSDAY
Morton's The Steakhouse
1750 Crystal Drive
Arlington, VA 22202



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.

REGISTER TODAY! ☎ 703-525-2400
 > WWW.ARLINGTONCHAMBER.ORG

A Fond Farewell

Believe it or not, today we find ourselves in October, the start of the 4th quarter of 2015. This marks an important time for your business and the Chamber, as we're left with under three months to accomplish your 2015 goals. Over the course of this year, you've heard me speak about the several recent and pending changes in leadership throughout Arlington County, ranging from the recent retirement of County Manager **Barbara Donnellan**, to the pending retirements of two out of the five County Board members at year end, **Walter Tejada** and **Mary Hynes**. Of course we won't know who will have those seats for a few months, but we certainly know what we're losing.

Walter Tejada was elected to the County Board on March 11, 2003, in a special election. Re-elected in 2007 and 2011, he served as Chairman of the Board in 2008 and 2013 and Vice-Chairman in 2007, 2011 and 2015.

We can name several accomplishments of **Mr. Tejada** over his tenure on the Board, such as the establishment of Arlington Non-Profit Assistance Center, to appointments by Governor Mark Warner and Governor Tim Kaine as the Chairman of the Virginia Latino Advisory Commission and the Governor's Urban Policy Task Force, respectively. **Walter** has co-chaired Arlington's 100 Homes Campaign, and the list goes on and on. But perhaps the first thing we think of when we hear **Walter's** name is his strong voice for diversity throughout Arlington. **Walter** has been instrumental in increasing affordable housing throughout the County and providing affordable means of transportation, such as the Art Bus expansion to the west of Columbia Pike. **Walter's** leadership in these initiatives continues to make Arlington a great place to live and work, but most importantly, finds a way to provide the same opportunities to everyone throughout Arlington.

Mary Hynes was elected to the Arlington County Board in 2007. She began her second term as Chair January 1, 2015 having last served as Chair of the Board in 2012. **Mary** also serves as a Board member for the Washington Metro Area Transit Authority (WMATA), thus has been invaluable in adding her expertise to Arlington's local transportation issues. **Mary** was recently appointed by Governor McAuliffe to serve on the Virginia Board of Workforce Development and received the Metropolitan Washington Council of Governments (COG) 2013 Elizabeth and David Scull Award for Regional Leadership for her work as Chair of COG's Region Forward Coalition. But what **Mary** is most known for in the Arlington community is her effort to push civic engagement through her PLACE (Participation, Leadership and Civic Engagement) initiative, making sure the Arlington community has the opportunities to make their voices heard. As **Mary** would put it, this adds a "mindfulness," not found in other jurisdictions.

So as we grow close to year end, please keep in mind the hours, days and years of effort that **Walter** and **Mary** have invested into our community. We certainly have some changes ahead of us, and I remain encouraged and excited by the new leadership coming into place, but it's important to remember what got us here today, and **Mary** and **Walter** were a huge part of that journey.

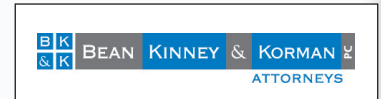
"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them." – J.F.K.



Kevin Shooshan
The Shooshan Company



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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.



OCTOBER MILESTONE ANNIVERSARIES

CONGRATULATIONS!

■ TWENTY YEARS

BATTLESPACE, INC.
LINDEN RESOURCES, INC.
METRO 29 DINER
THE UNIVERSITY PLACEMENT CENTER, INC.

■ FIVE YEARS

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■ COMMUNICATIONS SERVICES

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 AHA Insight specializes in alignment optimization and helps executives succeed with the "human" side of high-stakes change.

MEMBERS IN THE NEWS

■ LEADERSHIP ARLINGTON

Leadership Center for Excellence Welcomes 25 Young Professionals to Membership

Leadership Center for Excellence, powered by **Leadership Arlington**, welcomed its newest class of the Young Professionals Program. 25 participants, including the Chamber's Membership Engagement Manager **Alex Held**, were selected to engage in the experiential program, now in its eighth session, for fast track leaders in the region. The new class joins **Leadership Arlington's** over 1,000 members representing almost 600 organizations.



Leadership Center for Excellence Young Professionals Program Fall Class of 2015

"This area is filled with a large population of young professionals. They have the talent - we help them tap into that talent, build upon it and develop additional skills and resources to become agents of change," says **Betsy Frantz**, President & CEO at **Leadership Center for Excellence**.

Over the next four months, the Young Professionals Program will focus on civic and philanthropic awareness to promote a deeper level of community engagement throughout the DC metro region. In addition to these program goals, they will receive valuable leadership skills training.

■ LMO ADVERTISING & GEORGE WASHINGTON UNIVERSITY

LMO Advertising Named Digital Media Agency of Record

LMO Advertising, the largest advertising agency in metropolitan Washington, D.C., announced its partnership with **The George Washington University**. Through the partnership, **LMO** will provide each of **GW's** schools and units holistic digital services including, digital-focused strategy, media buying and reporting.

"We are excited to work with such a distinguished institution and look forward to helping **GW** strengthen their marketing endeavors," said **Chris Laughlin**, President and CEO of **LMO Advertising**. "**LMO** has a long history of helping brands connect with young adults making long-considered, life decisions."

"We are particularly focused on connecting with our potential students who are digital natives and believe **LMO's** proficiency will help increase interest in our graduate programs." said **Sarah Baldassarro**, Associate Vice President for Communications at **GW**.

■ MARYMOUNT UNIVERSITY

Website Ranks Marymount's Forensic Psychology Master's Program #2 Nationally

Marymount University's Forensic & Legal Psychology master's degree program has been ranked second in the nation by the website learn.org, which praised the school for its internships and access to professional opportunities in the nation's capital.

Marymount's program, one of about 20 in the U.S., balances traditional psychological knowledge and skills with a specialized understanding of the legal system, said **Dr. Mary Lindahl**, professor and chair of the Department of Forensic & Legal Psychology. Graduates can work in intelligence analysis, counterterrorism, victim advocacy, law enforcement, public policy and other fields.

Marymount's forensic psychology program was the first of its kind in the Washington, D.C., area when it began in the fall of 1999 with seven students. Since its inception, the field has grown rapidly and a new concentration in intelligence studies has been added. Students can also earn a second degree in clinical mental health counseling. **Lindahl** said the field has grown rapidly.

VIRGINIA TECH

Virginia Tech senior talks investing on CNBC

Kaley Burlingame, of Arlington, Virginia, a **Virginia Tech** senior majoring in accounting and finance in the Pamplin College of Business, made her national television debut in August on CNBC, a cable channel focused on business news. She did so well, as one of three panel participants on the Retail Investor Roundup segment of CNBC's "Closing Bell", that she was invited back for a second appearance.

Burlingame serves as co-CEO of SEED (Student-managed Endowment for Educational Development), a student-run investor group that manages a multimillion-dollar stock portfolio for the **Virginia Tech** Foundation. She helps oversee the approximately 30 student members of the group and hears pitches from student analysts about proposed stocks to add to the group's investment portfolio.

During the three-minute television segment, **Burlingame** was asked about her stock picks. **Burlingame** said that her eyes were on American Airlines and Citigroup as potential investments. "At her age and stage, to be that poised on national television is remarkable. Many people would freeze," said **Randy Billingsley**, an associate professor of finance and co-advisor of SEED.

LEBANESE TAVERNA

Lebanese Taverna Launches "Catering by LT"

Lebanese Taverna has launched a newly expanded special events and corporate catering division. Catering by LT blends seasonal American cuisine with Lebanese Taverna's signature Lebanese and Mediterranean ingredients to create delicious, innovative menus for unique and elegant events.

"We've been catering events for more than 20 years; Catering by LT simply formalizes and expands the division while offering the same exceptional food and service our guests have always enjoyed," says owner **Grace Abu-Najm Shea**. "We are responding to the growing demand for something different, creative and memorable for weddings, bar mitzvahs, corporate galas and other events in the DC metro area."

Catering by LT offers full service catering, staffing, rentals and equipment, bar and beverage service, venue selection assistance and a variety of other services to make any event truly special.

NEW HOPE HOUSING, INC.

New Hope Housing Receives "Housing First" Award

New Hope Housing received the "Housing First" award from the Virginia Coalition to End Homelessness (VCEH) at the "Housing Virginia's Most Vulnerable" conference in Richmond in August. This award was created by VCEH to recognize a "Virginia housing/homelessness assistance provider who has demonstrated a strong commitment to the housing first approach to ending homelessness through successful implementation of best practice programs."



"I am honored to accept this award on behalf of the board, staff and the residents of **New Hope Housing**," said **Pamela L. Michell**, Executive Director. "The success of **New Hope Housing's** housing first programs stems from the agency's philosophy of welcoming all, even those persons unwelcome elsewhere, recognizing that each resident is an individual with individual needs and dreams, and that one type of housing does not meet the needs of all homeless persons."

New Hope Housing was recognized with this award for their long history of providing Housing First services for homeless people in their community. **New Hope Housing** operates several Permanent Supportive Housing programs under the Housing First guidelines, serving 81 single adults and 15 families. These include three group homes, a building with 20 efficiency apartments, and many rented scattered site apartments.

CONSTRUCTION & CONTRACTORS

MV CONTRACTORS INC

Miguel Velasquez
4940 A Eisenhower Ave
Alexandria, VA 22304
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E Mail: mvcontractors@gmail.com
Web Address: www.mvcontractors.com
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MV Contractors is a small construction company founded 20 years ago by Miguel Velasquez to serve the DC area. MV Contractors specializes in everything related to the construction industry.

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Burj Commercial Finance is a commercial finance firm dedicated to supporting businesses through every stage of growth and development.

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CHAMBER SCENE

THE CHAMBER SCENE AUGUST-SEPTEMBER

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. This is why the Chamber's Directors, staff and members are dedicated to supporting community events and happenings. Below are a few highlights of the events Chamber staff and Board members participated in on behalf of the Chamber.

September 8 - Kate Roche attended the Economic Development Commission Meeting.

September 15 - Kate Roche attended the Economic Development Commission Executive Committee Meeting.

September 15 - Cassie Bate, Meredith Smith, and Hannah Dannenfelsler attended **Arlington Thrive's** Young Professionals Bingo Happy Hour.

September 15 - Mike Rosenow attended **Arlington Economic Development BizLaunch Fall Business Mixer at SER Restaurant.**

September 18 - Kate Roche, Chamber Chair **Kevin Shooshan**, Vice Chair of Economic Development & Government Affairs **David Kinney**, and Government Affairs & Economic Development Committee Co-Chairs **Tad Lunger** and **Brian Gordon** attended the Business Brain Trust Breakfast coordinated by Arlington County Board Chair Mary Hynes as designated Chamber representatives. A number of other Chamber Directors and members attended in different capacities as well.

September 20 - Kate Roche attended the Arlington County Board Meeting and gave public testimony supporting the Affordable Housing Master Plan on behalf of the Economic Development Commission and the Chamber.



91ST ANNUAL MEETING

ANNUAL MEETING PREVIEW

91st Annual Meeting

THE 91st
Annual
MEETING

Friday, December 11
11:30 AM - 2:00 PM
Sheraton Pentagon City

The Arlington Chamber of Commerce will host its 91st Annual Meeting on Friday, December 11 at the **Sheraton Pentagon City Hotel** at 11:30 a.m. A key event for the Arlington business community, the Annual Meeting will celebrate the Chamber's 2015 accomplishments and detail the Chamber's highly

anticipated key initiatives and developmental plans for 2016. The 2015 President's Award, Chair's Award, and Committee of the Year Award will be presented to this year's winners.

Registration for members is \$55. Registration includes parking, program, and lunch.

Sponsorships are available starting at \$275. For questions and further information, contact Cassie Bate at 703-525-2400 or cbate@arlingtonchamber.org.

Registration deadline is December 3. For registration questions, call Member Services Administrator Hannah Dannenfelsler at 703-525-2400.

ALEXANDRIA
Symphony Orchestra
KIM ALLEN KLUGE • MUSIC DIRECTOR

Whimsy &
Wonderment

Saturday, November 7 at 8PM
Rachel M. Schlesinger Center

Sunday, November 8 at 3PM
George Washington Masonic Memorial

\$5 Youth • \$20-80 Adult
Featuring Stravinsky's *The Soldier's Tale*
along with Danny Elfman's *Spider-Man* and
Edward Scissorhands

(703) 548-0885
www.alexsym.org

Thanks to All Who Supported the Chamber's Scholarship Fund

The 10th Annual Scholar's Cup Mini-Golf Tournament was a huge success raising more than \$3,000, attendance of more than 120 golfers, and all 18 hole sponsorships filled. Congratulations to all of the 2015 winners!

1st Place: Digital Recollections Team:
Rick Reinsch, Stephen Hurt, Scott Miller, and Eric Brown

2nd Place: H.D. Investment Services Team: Todd Ihrig, Savannah Jones, Jane Ihrig, and Madison Ihrig

Best Individual Score: C. Lee Cawley, Simplify You, Inc.

The Chamber would like to thank **Upton Hill Regional Park** for hosting this year's Scholars Cup. The Chamber would also like to thank **ROCKLANDS Barbeque and Grilling Company** for providing the delicious picnic food, A Sound Plan for deejaying the event, and balloon artist Rachel Israel for the fun balloon creations. A good time was had by all! See you next year!



1st place winners on the Digital Recollections teams (L-R) Scott Miller, Rick Reinsch, Stephen Hurt, and Eric Brown.



Team Encore Stage & Studio



Team Arlington Law Group



2nd Place Winners, of the H.D. Investment Services team (L-R) Savannah Jones, Madison Ihrig, Todd Ihrig, and Jane Ihrig.

Special Thanks to Our Sponsors:

BBQ Sponsor



Hole Sponsors

- A Main Event Caterers | Arlington Community Federal Credit Union | Arlington Law Group | Arlington Rotary Club | Ginkgo Street Labs (formerly Axon Solutions, Inc.) | Capital MarCom, Inc. | Corporate Apartment Specialists | CroppMetcalf Services | Digital Recollections | Dittmar Company | Donna Hamaker, Buck & Associates | IAM Services, Corp | KB Concepts PR | Nordlinger Consulting Group | Residence Inn Arlington Ballston | Technology Management, Inc. | Todd Ihrig - H.D. Vest Investments | Wendroff & Associates, CPA



Team KB Concepts P.R.



Donna Hamaker-Buck and Associates



President & CEO Kate Roche with one of the Perfect Putters



Team Nordlinger Consulting Group

YOUNG ENTREPRENEURS ACADEMY

Sponsorships Available for 2015-2016 Program

Are you interested in supporting the **Young Entrepreneurs Academy (YEA!)**? The program is a great way to support the business leaders of tomorrow. It falls perfectly in line with our mission to strengthen businesses and the economic environment for those who work, live and do business in Arlington. As a Chamber member, you have the opportunity to align your business with the program as a sponsor or volunteer. Sponsorships are available at a variety of levels, starting at \$275, and there are many volunteer opportunities ranging from business mentor to business plan reviewer.

"At the beginning of the program, I thought that **YEA!** would help me start a business and meet many other budding entrepreneurs," said **Akash Bansal**, 2015 **YEA!** program graduate and CEO of Winnerzz. "But as I went through each week of the program, I realized another thing. I had discovered what I wanted to do for the rest of my life. I wanted to have my own business. I wanted to be my own boss. I wanted to make a name for myself. I wanted to be extraordinary. **YEA!** has sped up my dream by at least 20 years. Because of this class, I've gained exposure to writing a business plan, working with a partner, presenting to investors, and much more. I will always remember this program and continue to tell my peers about it forever."

Through sponsoring the **YEA!** program, you'll have the opportunity to support other budding entrepreneurs like Akash. To secure your sponsorship, contact Cassie Bate at cbate@arlingtonchamber.org or 703-525-2400.

For more information about the **Young Entrepreneurs Academy (YEA!)** in Arlington, please contact Alex Held at aheld@arlingtonchamber.org or 703-525- 2400.



Winnerzz Business Partners Akash Bansal and Munir Ben-Jemaa before presenting at the Investor Panel.

Special Thanks to Our Sponsors

Premier Sponsor

University Partner



BUSINESS ADVOCACY

■ **BUSINESS ADVOCACY UPDATE**

Affordable Housing Master Plan Approved

The Chamber has been closely watching the evolution of the Affordable Housing Master Plan and the Affordable Housing Implementation Framework, providing input from the business community along the way. In May, the Chamber sent a letter to the Arlington County Board expressing general support for the direction and aspirational goals outlined in the proposed Affordable Housing Master Plan and the Affordable Housing Implementation Framework. The letter can be found on the Chamber website.



On Saturday, September 19, the Arlington County Board unanimously approved adoption of the Affordable Housing Master Plan and accepted the Affordable Housing Implementation Framework as administrative guidance. Chamber President & CEO Kate Roche gave public testimony supporting the Plan on behalf of the Economic Development Commission and the Chamber. In his closing remarks, Vice Chair Walter Tejada specifically expressed his appreciation to the Chamber for supporting the Plan.

■ Members can be involved in shaping policy positions through the Chamber's Government Affairs & Economic Development Committee. The Government Affairs & Economic Development Committee typically meets on the first and third Wednesdays of the month at 9:00 a.m. in the Chamber Board Room. To be added to the committee distribution list, please email chamber@arlingtonchamber.org.

REGISTER NOW



Grow Your Business With Email & Social Media

Turn to page 10 for a preview of the upcoming Constant Contact event. For more information, visit the Chamber website or call the Chamber at 703-525-2400.

NONPROFIT SPOTLIGHT

Arlington Thrive: Neighbors Helping Neighbors for 40 Years

by Gerry Shannon, Executive Director, Arlington Thrive



Arlington County has witnessed many changes during the last 40 years. Once a sleepy suburb of Washington, D.C., Arlington has grown into a hub of economic activity and a desirable place to live and raise a family. But this growth has made it increasingly difficult for low and moderate income households, including senior citizens, to afford to live here.

One constant through those 40 years of change has been **Arlington Thrive**, providing emergency financial assistance to residents who experience financial crises, such as temporary unemployment, illness, or death of a family member, that make it difficult or even impossible to pay bills for basic needs. **Thrive's** same-day, direct financial assistance for rent, utilities, medical services, etc. offers a "safety net" that allows recipients to get back on firmer financial footing.

With a small part-time staff and a cadre of dedicated volunteers, **Arlington Thrive** (formerly Arlingtonians Meeting Emergency Needs) fulfills assistance requests from County and private agency social workers on behalf of their clients, responding the same day. In fiscal year ending June 30, 2015, for example, **Arlington Thrive** provided \$730,000.00 in direct assistance to 1482 households, serving 2740 individuals, including 890 children. Families with children have always been – and continue to be – a priority for **Arlington Thrive**. Nearly 80% of program expenditures were for rental and utility assistance. The nonprofit's funding comes from a mix of generous individuals, foundations, businesses, civic organizations and Arlington County.

Arlington Thrive plays a critical role in keeping people housed, which contributes to their long-term stability and allows them to continue living and thriving in their community. To mark its 40th anniversary, **Arlington Thrive** is hosting a Celebration and Fundraiser at 6:30 p.m. on November 18, 2015 at **Army-Navy Country Club**. U.S. Congressman Don Beyer is the Chair of the event's Honorary Committee. All are invited to attend. For more information, go to www.arlingtonthrive.org, email info@arlingtonthrive.org or call 703-558-0035.



(L-R) Shandra Niswander, Development Director; Nory Flores, Program Manager; Nicole LaFragola, Administration Manager; Gerry Shannon, Executive Director.

WELCOME THEM HOME!



A "Chamber Welcome" is a relocation packet for potential Arlington County residents who request information about Arlington. We receive more than 250 requests every year, with requests from all over the U.S. Take this opportunity to be among the first to introduce your company to potential new residents of our area. With a variety of opportunities to advertise, this is a great way to market your business and gain new customers/clients.

For more information, contact:

HANNAH DANNENFELSER
✉ chamber@arlingtonchamber.org

MEMBERSHIP ONE-PAGERS



Looking for networking and business development opportunities? Interested in exploring opportunities to engage with the community? The Chamber has rolled out infographic one-pagers for Networking & Business Development as well as Community Engagement. Stay tuned for two other one-pagers to be rolled out soon!

The one-pagers are great pieces for you to review the different opportunities you have as a Chamber member and can also be shared with prospective members you would like to see join the Chamber.

These one pagers are available on the Chamber website, or hard copy at the Chamber office. Contact Chamber staff for assistance.

ADVERTISE WITH THE CHAMBER

Just a Click Away!

Have an upcoming event to promote? Launching a new initiative you'd like to spread the word about? The Chamber's weekly e-newsletter sent every Monday is a great way to announce your events, websites and more. Your ad will be delivered to the inboxes of over 2,400 members and prospective members and will include a clickable link to your website.



Advertising in the Chamber's e-newsletter gives your business exposure for a very small investment. There are a range of advertising levels to fit the needs and budget of every business, starting at only \$100, and nonprofits also receive a discount!

► If you are interested in advertising with the Chamber, please contact Meredith Smith, Communications Manager, at communications@arlingtonchamber.org or call 703-525-2400. For a full list of all advertising opportunities available, visit the Chamber website.

ARLINGTON ECONOMIC DEVELOPMENT

Arlington Leads Virginia Counties for Tourism Economic Impact in 2014

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

Arlington once again is tops in Virginia when it comes to generating revenue through tourism. Data released in September by the United States Travel Association (USTA) reveals that tourism in Arlington generated \$2.97 billion in local travel spending last year – the highest amount of any county in the Commonwealth and an increase of 4.9 percent over 2013. Tourism also supported 24,750 jobs in the County and generated \$80.7 million in local tax receipts benefiting the community. Arlington visitor spending accounted for 13 percent of Virginia's \$22.4 billion total, and resulted in \$107.8 million in tax receipts for the Commonwealth.



USTA largely attributes statewide increases to Virginia's authentic, local travel experiences and surging culinary scene. All data was received by the Virginia Tourism Corporation (VTC) from USTA and is based on domestic visitor spending (travelers from within the United States) from trips taken 50 miles or more away from home.

"Congratulations to all who work in Arlington's outstanding hospitality community," said **Victor Hoskins**, director of **Arlington Economic Development**. "These record numbers are a testament to the excellent quality and value of Arlington's travel and tourism offerings, and the strong collaboration between the County and local businesses in promoting our destination both domestically and internationally."

"These new figures illustrate the importance of investing in tourism, an industry which is helping to build a new Virginia economy, creating solid, good-paying jobs for our residents," said Governor Terry McAuliffe.

"Tourism is one of the five largest industries in Virginia, generating economic growth in all regions of the Commonwealth," said Secretary of Commerce and Trade Maurice Jones. "Today's news is excellent. What is even better is we have more opportunities for prosperity in this strategic sector. With continuing teamwork among state, local and private sector partners, we will capture to the fullest the benefits of our tremendous tourism assets."

Detailed economic impact data by Virginia locality is available on the Virginia Tourism Corporation website at www.vtc.org. For more information on Arlington tourism, visit www.stayarlington.com.

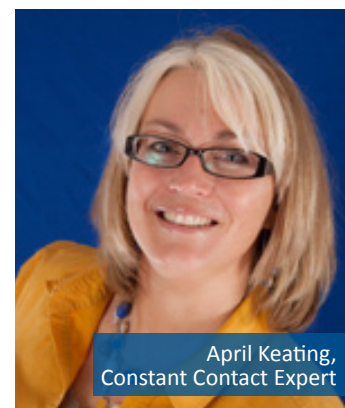
GROW YOUR BUSINESS WITH EMAIL & SOCIAL MEDIA

■ CONSTANT CONTACT EVENT PREVIEW

Grow Your Business with Email & Social Media

Many small businesses and organizations find themselves seeking the right strategies, tools and tactics to make their marketing efforts as effective as possible. But between Facebook and Twitter, email and mobile, there's a lot to keep up with. The number of possibilities can feel overwhelming with only so many hours in each day. During this session, Constant Contact expert April Keating of Cre8ve Content Co will help you make sense of the noise. Join us and start to build a plan that will help you grow your business by eliciting the responses you want from your customers or supporters.

There are less than 25 spots available for this event. Last year's Constant Contact event sold out, so you do not want to miss this one!



April Keating,
Constant Contact Expert

Grow Your Business With Email & Social Media

Constant Contact

Tuesday, October 27
7:30 - 9:30 a.m.
Chamber Board Room

In this information packed seminar, you will:

- Explore ways to make the most of the combination of email and social media.
- Gain a greater understanding of marketing basics like goals and objectives.
- Discover what a "campaign" is and what to write about and offer in that campaign.
- Get tips for how to get your messages opened and read, shared and socially visible.
- Build out framework of your own "next great campaign."

Learn new techniques to engage with existing customers and expand your reach to new prospects.

Registration in advance is \$25 for members, and \$40 for nonmembers, and includes continental breakfast.

■ To register, visit www.arlingtonchamber.org/events or call Member Services Administrator Hannah Dannenfeler at ■ 703-525-2400.



Thank you to everyone who supported the Chamber's Real Estate & Construction members during the month of September! Please support the Chamber's Communication & IT members during the month of October. A full list of Communication & IT members can be found on the Chamber website.

When **Lebanese Taverna** recently launched their newly expanded special events and corporate catering division, **Grace Abu-Najm Shea** hired **KB Concepts PR** and **Karen Bate** to help with publicity. When you ShopChamber, you get the chance to work with people who already know your business well. This is just one of the many ways to ShopChamber with Communications & IT members during October.

Create buzz online! Use #ShopARL on social media every time you shop at a member retail location, attend an event at a member business, or refer a friend to a Chamber business. The first Friday of each month is ShopChamber Friday! For October, share with your followers some of the Communication & IT members you enjoy working with.

We took a month off from Small Business Roundtable for the end of summer, but don't worry - our recaps will be back next month. Check back in November to learn more about "Top Legal Mistakes that Small Businesses Make" presented by **Rachelle Hill** of **Littler Mendelson**.

GRAND SPONSOR



The Small Business Roundtable is an open forum discussion of 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.

THE CHAMBER BLOG

Be a Thought Leader: Call for Blog Contributors!

Boost your website SEO, page views, and gain new prospects! "How?" you ask. By contributing to the Chamber's Blog!



As a free Chamber member benefit, members are able to provide an informational article or how-to post about your area of expertise for our Blog. Drive traffic to your website while sharing your knowledge with Arlington business community. Articles are posted weekly on Wednesday. The Chamber has dates available in October and November.

► If you are interested in contributing to the Chamber Blog, please contact Meredith Smith, Communications Manager, at communications@arlingtonchamber.org or call 703-525-2400 to request a copy of the Chamber Blog Guidelines. You can also visit www.arlingtonchamber.org/blog to download the Guidelines and Template.

REGISTER NOW:

OCTOBER SMALL BUSINESS ROUNDTABLE
 28 WEDNESDAY
 11:45 a.m. - 1:00 p.m.
 Chamber Board Room
 Presented by Carl Lander, C3 Financial
 Topic: Financial Wellness and Tacking Debt

JOIN THE GALA COMMITTEE



Preparations have already begun for the 92nd Annual Arlington Business Gala. If you're interested in getting involved in the planning process, consider joining the Gala Committee. To be added to the Gala Committee, contact Cassie Bate at cbate@arlingtonchamber.org.

Invitations haven't even gone out yet, and 70 people are already registered for this year's Gala. This event is a celebration of businesses in Arlington, and serves as the Chamber's largest fundraiser.

Early Bird registration closes December 18th so secure your discounted ticket today! Registration includes delicious three-course dinner, music, dancing, open bar, valet parking, and more during the event. For questions regarding registration, please contact Hannah Dannenfesler at (703) 525-2400 or hdannenfesler@arlingtonchamber.org.

SOCIAL MEDIA

Connect with the Chamber on all of our social media outlets!

-  [Arlington Chamber Blog
arlingtonchamber.org/
blog](http://arlingtonchamber.org/blog)
-  [@ArIChamberVA
twitter.com/
ArIChamberVA](https://twitter.com/ArIChamberVA)
-  [Arlington Chamber of
Commerce - Virginia
facebook.com/
ArlingtonChamberVA](https://facebook.com/ArlingtonChamberVA)
-  [Search companies for:
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POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 100 Arlington, VA 22201

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The Chamber

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.

THANK YOU!

- **George Mason University** for hosting the September Board of Directors Meeting.
- **Crystal City Sports Pub** and **Crystal City Pentagon Rotary Club** for hosting the September Business After Business.
- **Capriotti's Sandwich Shop** and **Alexandria Symphony** for donating door prizes for the September Business After Business.

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