

# 2017 Arlington Chamber of Commerce ANNUAL REPORT

MAKING AN IMPACT



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**2017  
BY THE  
NUMBERS**

**126**

**NEW MEMBERS**  
*exceeding 2016's numbers*

**89%**

**RETENTION RATE**  
*far exceeding industry standards*

## 2017 Chair's Message

### *Reflecting on a Successful Year*

As I reflect on 2017, I think about the people that I have met over the last year in my role as the Chair of the Arlington Chamber of Commerce. We have so many talented, energetic, and passionate people in our organization and our community. With this wealth of knowledge and desire to give, we are capable of doing so many great things to continue to keep our community strong and vibrant. In 2017, we did just that!

To keep things fresh and to continue to meet the needs of our members, the Program Review Task Force and the Chamber Staff made significant, successful changes to our Signature Events. The excitement at the Best Business Awards was contagious and the event was a sellout. We had significantly higher attendance at the combined State of the County and Public Safety Awards than at the previous year's two events separately, as well as at the new Cards and Clubs event, which took the place of the Fall Outing golf tournament. Both of these brand new events exceeded net revenue targets.

On the advocacy front, the Chamber is the voice of business, both in Arlington and in Richmond. With the Chamber's help, property owners were able to maintain their right to remove illegally parked cars. We had representation and a true voice on the residential parking study working group. We held a successful Candidate Forum and co-hosted the Northern Virginia Elected Leaders Summit for a second year. We are making a difference to the businesses in our community and our policy makers and representatives are listening. We are truly a powerful voice at the table.

We are also making a difference in the lives of our youth, with the completion of our third successful year of the Young Entrepreneurs Academy or YEA! program. This program is helping to build the next generation of business men and women and provides an opportunity for our members to volunteer and share their business acumen with future business owners. The launch of the Secrets to Success Podcast with ARLnow, the Capital Improvement Panel hosted by the Sustainability Committee, and the monthly Small Business Roundtable are also ways the Chamber is reaching into the community to provide learning opportunities for our members.

2017 was a busy year! The accomplishments the Chamber achieved were the product of a great amount of hard work, diligence, and a huge amount of fun. We have an amazing Board of Directors, Executive Committee, and Chamber staff that are truly passionate about the Chamber mission. They understand that their commitment will make a positive and lasting impact in the community.

Though my time as the Chair of the Chamber has ended, I am committed and look forward to continuing to be a part of this organization. Thank you for the opportunity to serve in this capacity. It has truly enriched my life and allowed me to grow both personally and professionally.

Enjoy 2018!



**Tina Walker**  
BAE Systems



Tina Walker

7.5K+

COMBINED SOCIAL  
MEDIA FOLLOWERS

12

POLICY POSITION  
LETTERS

3

NEW OR REVAMPED  
SIGNATURE EVENTS

## 2018 Chair's Message

### *Continuing Our Momentum*

What made our Chamber shine in 2017? First and foremost, it was our active membership, who served our organization with a focus on growing and building local business, preserving values and quality-of-life in our community, and ensuring the proper steps and direction for commercial and personal prosperity in Arlington County.

The programs and initiatives we embraced during 2017 were never out of focus. To start, we revamped and updated our signature events. We addressed zoning, energy, housing, transportation, jobs, and other important issues that impact our business community. We supported and inspired and teen entrepreneurs. We honored many outstanding achievements and recognized successes. We addressed County issues and regulations that raised concerns from our local businesses. We paid attention to the importance of tourism and safety and security issues. We worked hard, volunteered our time and expertise, but we also celebrated, played, and traveled.



What's ahead in 2018? More of the same, along with maintaining these pillars that support the foundation of any chamber, the strength and values of our existence:

- Advocacy when there are challenges
- Communications; speaking as one voice
- Networking
- Supporting members and their goals for success
- Celebrating accomplishments and achievements
- Pulling people, ideas and solutions together for a better community
- Teamwork and camaraderie
- Sharing, developing, and producing
- Meeting new people and exploring new issues
- Creating opportunities
- Welcoming new businesses and new ideas

I could go on. But, most importantly, I am excited to lead our group and support those values in 2018. Continuing the success that precedes me and inspiring our group to accomplish even more begins with getting to know each other better and building the atmosphere that Arlington is open for business. Sharing our talents and expertise will help us accomplish this and keep the Arlington Chamber shining throughout the year.

**Lindsey Rheaume**  
EagleBank

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## 2018 Executive Committee



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EagleBank



*Chair-elect*  
**Greg Hamilton**  
Arlington Magazine



*Immediate Past Chair*  
**Tina Walker**  
BAE Systems



*Past Chair*  
**Todd Yeatts**  
The Boeing  
Company



*President & CEO*  
**Kate Bates**  
Arlington Chamber  
of Commerce



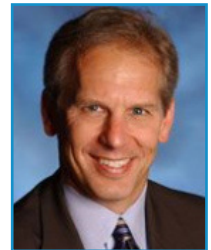
*Treasurer*  
**Scott Ritter**  
United Bank



*Assistant Treasurer*  
**Beth Borowski**  
CNA



*Vice Chair—  
Business Advocacy*  
**David Kinney**  
Clarendon, LLC



*Vice Chair—  
Communications*  
**Adrian Stanton**  
Virginia Hospital  
Center



*Vice Chair—  
Community  
Engagement*  
**David Isaacson**  
Beach Geeks, Inc.



*Vice Chair—  
Member Affairs*  
**Todd Ihrig**  
H.D. Vest Investment  
Services



*Vice Chair—  
Membership  
Development*  
**Joe Prentice**  
Wells Fargo Private  
Mortgage

## 2018 Board of Directors

**Kate Bates**, Arlington Chamber of Commerce  
**Beth Borowski**, CNA  
**Lucy Bowen McCauley**, Bowen McCauley Dance  
**Mary-Claire Burick**, Rosslyn Business Improvement District  
**Dulce Carrillo**, Arlington Public Schools\*  
**Linda Chandler**, Linden Resources, Inc.  
**Crystal Christmas-Watson**, Crystal City Marriott  
**David DeCamp**, Newmark Grubb Knight Frank  
**John Finlay**, Crystal City Sports Pub  
**Amanda Fischer**, Grade A Marketing  
**Bill Fogarty**, Walsh, Colucci, Lubeley & Walsh PC  
**Michael Foster**, MTF Architecture, Inc.  
**Betsy Frantz**, Leadership Center for Excellence  
**Marty Freeman**, JBG Smith  
**Andy Fuhrmann**, Clark Construction  
**John Gallagher**, Energesco Mechanical  
**Michael Garcia**, State Farm Insurance  
**Nancy Goodman-Thevoz**, A Main Event Caterers  
**Brian Gordon**, Apartment and Office Building Association  
**Donna Hamaker**, Buck & Associates  
**Greg Hamilton**, Arlington Magazine  
**Todd Ihrig**, H.D. Vest Investment Services  
**David Isaacson**, Beach Geeks, Inc.  
**Sonia Johnston**, John Marshall Bank  
**David Kinney**, Clarendon, LLC  
**Tina Leone**, Ballston Business Improvement District  
**Tad Lunger**, McGuireWoods LLC  
**Pinkie Dent Mayfield**, Graham Holdings Company  
**Greta Menard**, Capital MarCom  
**Greg Mullan**, George Mason Mortgage, LLC  
**Barbara Nicastro**, The Law Offices of Barbara E. Nicastro  
**Shy Pahlevani**, Hungry Marketplace, Inc.  
**Joe Prentice**, Wells Fargo Private Mortgage  
**Greg Raines**, Dittmar Company  
**Scott Reamy**, Dominion Energy  
**Lindsey Rheaume**, EagleBank  
**Scott Ritter**, United Bank  
**David Rowley**, Minuteman Press  
**Marie Schuler**, Comcast Cable Communications  
**Greg Smith**, M&T Bank  
**Adrian Stanton**, Virginia Hospital Center  
**Doug Taylor**, Bean, Kinney & Korman, P.C.  
**Darren Tully**, Freedom Bank  
**Glenn A. Wait**, Joint Base Myer-Henderson Hall\*\*  
**Tina Walker**, BAE Systems  
**Marianne Ward-Peradoza**, Marymount University  
**Jim Wilmot**, Arlington Community Federal Credit Union  
**Todd Yeatts**, The Boeing Company

\* *Liaison, Arlington Public Schools*

\*\* *Liaison, U.S. Military*

## 2018 Committee Chairs

### Ambassador Committee

**Donna Hamaker**, Buck & Associates

### Community Action Committee

**Linda Kelleher**, Culpepper Gardens

**Meg Rapelye**, Phoenix Bikes

### Education & Workforce Development Committee

**David Remick**, Arlington Employment Center

### Government Affairs & Economic Development Committee

**Brian Gordon**, Apartment and Office Building Association

**Tad Lunger**, McGuireWoods LLP

### Hotel General Managers Committee

**Dori Familiant**, DoubleTree by Hilton Washington DC-Crystal City

**Chris Raines**, Holiday Inn Rosslyn

### Membership Development Committee

**Beth Offenbacher**, Waterford, Inc.

### Membership Engagement Committee

**Jasmine Gould**, Strategic Consulting Partners

### Sustainability Committee

**John Gallagher**, Energesco Mechanical LLC

### Gala Committee

**David Isaacson**, Beach Geeks, Inc.

**Cindy Martin Yeatts**, Neighborhood Real Estate

### Young Entrepreneurs Academy (YEA!) Booster Committee

**Christine Searle**, Searle Business Solutions

## Chamber Staff

**Kate Bates**, President & CEO

**Mike Rosenow**, Membership Development Director

**Alex Held**, Membership Engagement Director

**Caroline Taylor**, Communications Manager

**Sarah Lindner**, Events Manager

**Brooke Foil**, Operations & Special Projects Coordinator

**Debbie Powers**, Part-time Events Associate

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## BUSINESS ADVOCACY

As the voice of the business community, the Chamber has a unique opportunity to make a real and lasting impact – and that is exactly what we did in 2017. Our advocacy work certainly had an impact here in Arlington, but we didn't stop there, taking our Chamber's efforts all the way to Richmond. Through hard work and decided leadership, the Chamber accomplished a number of key advocacy victories on behalf of our membership and Arlington's businesses.

### MAJOR SUCCESSES

#### Governor Signs Chamber-Driven Towing Bill into Law

The Chamber formed a business coalition that led to the passage of legislation to protect Arlington property owners' right to remove illegally parked vehicles from their private property. President & CEO Kate Bates and several members of the Chamber's Board of Directors personally met with Governor McAuliffe, after which the governor signed the bill into law.

#### Chamber Influence on Parking in Arlington

The Chamber had two representatives on the Residential Parking Study Working Group in 2017, whose recommendations to offer more flexibility in setting parking ratios near transit, as well as for affordable projects were ultimately adopted by the Arlington County Board.

#### Helping Nonprofits Make a Legislative Impact

The Chamber's Community Action Committee held a special event to educate nonprofits about how to make an impact on legislative matters at the state and local levels. The interactive event, led by four panelists with a broad range of advocacy experience and knowledge, highlighted the most effective ways to advocate, get in front of lawmakers, and communicate their message about a policy.



Panelists share ways nonprofits can make a legislative impact at a Nonprofit Forum

#### Northern Virginia Elected Leaders Summit

The Chamber co-hosted this second economic roundtable, featuring policymakers and influencers from across the region. Before a packed crowd of Chamber members and other business professionals, the elected leaders discussed the economic climate in our region, as well as new and ongoing initiatives aimed at bolstering growth.

#### Chamber's Voice Heard on Key Issues

In 2017, the Chamber sent a total of 12 public policy position letters to elected officials and key leaders. The letters focus on a wide range of issues that impact Arlington's businesses, including budget priorities, Metro reform, housing, and energy.



Kate Bates testifies before the Arlington County Board

#### Candidate Forum

For the third consecutive year, the Chamber held a successful Arlington County Board Candidate Forum, focused on topics important to the business community. The forum provided each candidate the opportunity to engage with local business leaders and address key issues, allowing attendees to gain an inside look into the candidates' views on business. The discussion was recorded and shared by ARLnow, further expanding the event's reach to an even greater audience of Arlington residents.



Kate Bates and Governor Terry McAuliffe



# COMMUNITY CONNECTIONS



## Giving Back

More than 100 local volunteers from various Chamber member businesses and organizations lent a helping hand to area nonprofits as part of the 18th Annual Volunteer Arlington Day in April. This annual tradition pairs members of the business community with hands-on service projects at nonprofit organizations across Arlington County. Some of these tasks included helping restock and sort food drive donations at the Arlington Food Assistance Center (AFAC) and cleaning and organizing classrooms at the Arlington Arts Center.

## Linking Businesses and Nonprofits

Our Chamber works hard to provide ways for our business members and more than 95 nonprofit members come together to form powerful partnerships that benefit both parties. The Chamber's Community Action Committee spearheads many of these efforts, which include holding nonprofit forums that serve as educational and networking opportunities. The November nonprofit forum focused on how businesses can grow their corporate social responsibility to deepen their community engagement. The forum taught nonprofits how to target businesses put their organization in an attractive position to form a partnership.



We also made nonprofit empowerment the focus of two monthly networking events, Breakfast Connection and Business After Business. These two special events provided effective promotional opportunities for nonprofits and helped businesses learn how to become more involved with the community.

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## SIGNATURE EVENTS

Some of the Chamber's events took on a new look in 2017. As part of our strategic plan, we formed a task force to review our signature events and make suggestions, with the goal of ensuring these events provide the most value possible to our membership and the community. Our staff implemented all of the task force's recommended changes to our signature events in just one calendar year – an ambitious plan, but one that resulted in major success. All of these events exceeded net revenue targets and were very well-received and praised across the area.

The most significant changes included:

### Best Business Awards

Formerly held as a breakfast, we elevated the Best Business Awards to a prestigious, evening event, complete with a VIP reception, dinner, and an announcement of the winners on-site. This revamped event was a huge hit, with a sold-out crowd and room full of energy, as we celebrated Arlington businesses.

*Details on page 14.*

### State of the County & Public Safety Awards

We combined the Valor Awards and State of the County to create this new event, which celebrated Arlington's economic achievements, the community's future, and all who make the area an excellent place to live and work. This event had higher attendance than either of the previous events separately and emphasized the importance of Arlington's first responders and emergency personnel and their work to protect us and keep our community safe. The event also included an address by Jay Fisette, 2017 Chair of the Arlington County Board, who highlighted the economic and development status of Arlington.

### Cards & Clubs

We transformed our previous Fall Outing golf tournament into Cards & Clubs, an action-packed, mega-networking event held at TopGolf Alexandria. More than 100 members and people across the business community joined us for this fun afternoon to network, hit some golf balls, eat and drink, and take part in a silent auction. Additionally, the exciting, new format of this event helped us attract a broader range of participants, besides golfers exclusively.



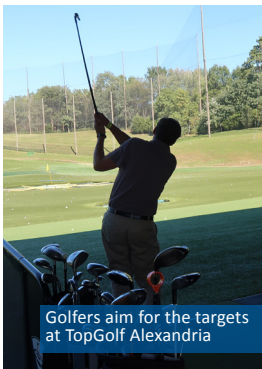
A sold-out crowd cheers as winners are recognized at the Best Business Awards



Arlington's first responders and emergency personnel are honored with 2017 Public Safety Awards



2017 County Board Chair Jay Fisette delivers the State of the County address



Golfers aim for the targets at TopGolf Alexandria



Cards and Clubs attendees enjoy spending time with friends and making new connections



Businesses spend an afternoon of team-building at the first ever Cards and Clubs

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## EMPOWERING THE NEXT GENERATION

Our Chamber is proud to provide our area's youth with the Young Entrepreneurs Academy (YEA!), a groundbreaking program that transforms middle and high school students into owners and operators of their very own, fully-formed businesses. YEA! also provides impactful ways for our members to get involved as volunteers, ranging from business plan reviewer, to mentor, to investor panelist. Since starting the program three years ago, we've graduated 44 students who have launched 26 businesses, and our program continues to grow.

2017 was a huge year for our YEA! program. Our YEA! regional finalist, Tasnim Alam, advanced all the way to the YEA! national competition, where she was recognized as one of the top six young entrepreneurs in the country. Through this amazing success, our program garnered local media attention, and Tasnim and Kate Bates were even featured on WUSA9 Great Day Washington.

Several student businesses have continued since the program concluded, with the students registering their businesses with the County, and one student, Charlotte Cunningham of Youth Neighborhood Care, joining the Chamber.



Students and panelists pose at the YEA! CEO Roundtable



Charlotte Cunningham receives her business license for her company, Youth Neighborhood Care

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## ADDITIONAL HONORS & SUCCESSES

Chamber President & CEO Kate Bates was recognized as one of the *Washington Business Journal's* 40 Under 40 honorees.

The Chamber took a record-breaking 32 travelers – our largest group ever – on the seventh annual trip to China.

The Chamber’s Sustainability Committee hosted a new educational event, which helped local businesses better understand how to tackle a capital improvement project.

The Chamber launched a live podcast series, *Secrets to Success*, with ARLnow, featuring a range of Arlington business leaders, who offer personal insight and share how they established themselves in the business world. Featured guests included Pinkie Dent Mayfield of Graham Holdings Company and Alex Villanueva of Sprynt.



Kate Bates is honored at the *Washington Business Journal's* 40 Under 40 reception



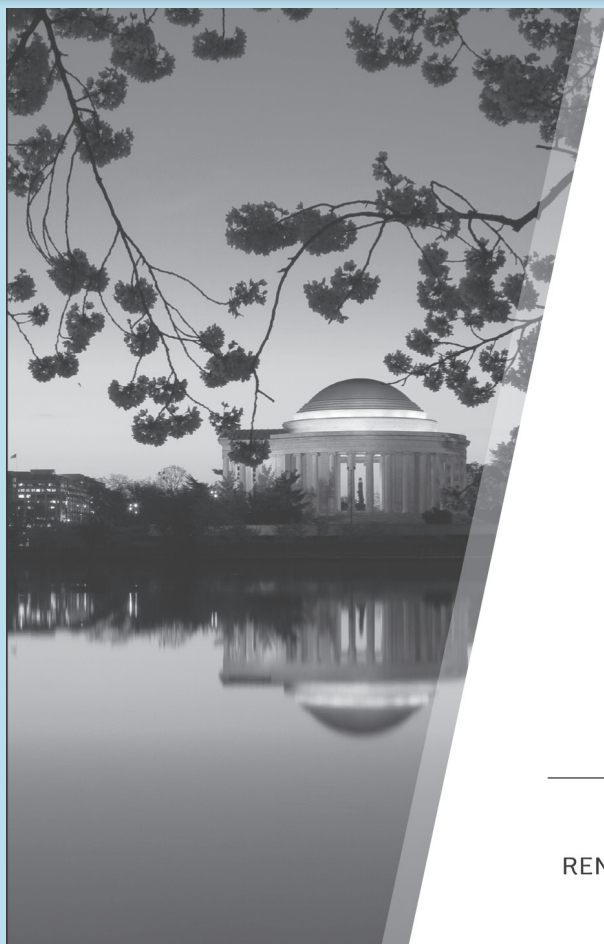
A powerhouse group of panelists leads the Sustainability Committee’s Capital Improvement Panel



Scott Brodbeck interviews Pinkie Dent Mayfield at the *Secrets to Success* live podcast



China Trip travelers explore a number of historic sites, including the Great Wall of China



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## BEST BUSINESS AWARDS

The newly revamped 31st Annual Arlington Best Business Awards was an enormous success. In May, nearly 200 Arlington business professionals gathered at the Key Bridge Marriott to honor the year's most illustrious and accomplished businesses at the Best Business Awards ceremony, which was elevated this year to an evening event, complete with fine dining and a VIP reception for past winners, to better demonstrate the prestige of the awards.

Best Business Awards are presented to area businesses that consistently deliver exceptional quality of service to their customers, are industry leaders or offer a unique approach to delivery of goods or services, achieve significant growth or stability over the lifetime of their business, and display an interest and concern for the success of the Arlington community.

2017 Arlington Best Business Award Recipients:

CNA – Business of the Year

Hyatt Centric Arlington – 2017 Business of the Year

Beach Geeks, Inc. – Technology Small Business of the Year

Current Boutique – Retail Small Business of the Year

Child Care Aware of America – Nonprofit of the Year  
 Wolcott Hill Group – Home-Based Business of the Year  
 Clarendon Animal Care – Service Small Business of the Year



2017 Best Business Award winners



2017 Best Business Hall of Fame inductees Rich Doud and John Milliken with Kate Bates and 2017 Chair Tina Walker

The Chamber also inducted two new members into the Arlington Business Hall of Fame, which honors men and women with a strong connection to Arlington County who have demonstrated a long record of successful management, expertise and business skills, along with notable achievements and exceptional civic and community involvement.

The 2017 inductees into the Arlington Business Hall of Fame included John G. Milliken and Richard V. Doud, Jr., who served as President of the Arlington Chamber of Commerce for 23 years.



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## ANNUAL MEETING

The 93rd Annual Meeting embodied the remarkable spirit of the Chamber, our members, and staff, whose service and support made 2017 a huge success for our organization and the Arlington business community. More than 200 business leaders gathered at the Sheraton Pentagon City Hotel for this special event in December. 2017 Chair Tina Walker of BAE Systems began the meeting by highlighting some of the Chamber's top achievements in 2017, including its powerful business advocacy efforts, increase in membership, and successful execution of numerous event updates. Walker also announced that Greg Hamilton of Arlington Magazine will serve as the 2019 Chair of the Board of Directors. Incoming 2018 Chair Lindsey Rheame of EagleBank then spoke about continuing the Chamber's growth and successes and introduced the 2018 Board of Directors.

"We are so proud of the Chamber's achievements this year, which include championing legislation to protect Arlington property owners' right to remove illegally parked vehicles from private property – an effort that ultimately influenced Governor McAuliffe to sign the bill into law," said Chamber President & CEO Kate Bates. "We also implemented a number of changes to our signature events. Our Chamber looks forward to building on all of these accomplishments, as we move into a new year and prepare for a prosperous 2018."



2017 Chair Tina Walker, 2018 Chair Lindsey Rheame, and 2019 Chair Greg Hamilton



Kate Bates and 2017 Chair Tina Walker present Christine Searle with the President's Award

The event included a presentation of the annual awards to those who significantly contributed to the Chamber's successes throughout the year. Christine Searle of Searle Business Solutions, LLC received the President's Award, the Apartment and Office Building Association (AOBA) received the Chair's Award, and the Ambassador Committee received the Committee of the Year Award. Arlington County Board Chair Jay Fissette delivered the keynote speech, which focused on working together to overcome challenges, in order for Arlington to remain competitive, sustainable, and on the path towards a bright future.

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**The Chamber**  
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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.



Sonia Johnston  
 Regional President



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-  2013 - Arlington Chamber Best Business Award
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