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## SAVE THE DATE

### SMALL BUSINESS ROUNDTABLE

SEPTEMBER 30

11:45 a.m. - 1:00 p.m.  
Chamber Board Room

### RAISE THE BAR: THE POWER OF INFLUENCER MARKETING

OCTOBER 2

11:30 a.m. - 1:00 p.m.  
Location TBA

## ■ SCHOLAR'S CUP PREVIEW

### 10th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host the 10th Annual Scholar's Cup Tournament on September 16 at **Upton Hill Regional Park**.

This family-friendly event includes a mini-golf tournament, dinner, and music. Join us for food, networking, and fun to help raise funds for the Rich Doud Arlington Chamber of Commerce Scholarship Fund.



This annual mini-golf tournament offers fun for all ages, numerous opportunities to mingle and network, and is the Chamber's most popular family-friendly event. It is a great way to escape the office on an afternoon and gain valuable exposure for your company while creating lasting connections with fellow Chamber members and their families.

100% of the proceeds will benefit the Rich Doud Arlington Chamber of Commerce Scholarship Fund. The Chamber's Scholarship Fund provides financial assistance to two graduating Arlington high school students each year.

Sponsorships are available starting at \$175. For more information about sponsorships, contact Cassie Bate at [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org) or (703) 525-2400.

- Registration is required at least one week in advance and includes golf and dinner. For registration questions, call Member Services Administrator Hannah Dannenfeler at 703-525-2400.

## ■ BUSINESS ADVOCACY UPDATE

### Retail Action Plan Approved

The Chamber has been closely watching the evolution of the Retail Action Plan, providing input from the business community along the way. In January, the Chamber sent a letter to the Arlington County Board recommending that the Board defer final action on Retail Action Plan to allow for revisions. In July, the Chamber sent a follow-up letter to the Board supporting the less restrictive direction of the updated Retail Action Plan including key clarifying language and expressing the areas that remained of concern.



On Saturday, July 18, following a robust conversation, the Arlington County Board approved the Retail Action Plan with additional changes in the business community's favor. Chamber President & CEO **Kate Roche** gave comments at the meeting on behalf of the Chamber. The most restrictive category was broadened from strictly shopping, dining and entertainment in the initial drafts to also allow usage for services and repair. The Chamber supports the vision of the Plan, but encourages those involved in the Plan's implementation to use it purely as guiding framework and not as a means to prevent the market from dictating appropriate uses. For more information about the Retail Action Plan, turn to the Arlington Economic Development article on page 10.

- 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](mailto:chamber@arlingtonchamber.org).

THE CHAMBER

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 Cassie Bate, Events & Development Director  
 Mike Rosenow, Membership Director  
 Meredith Smith, Communications Manager  
 Alex Held, Membership Engagement Manager  
 Hannah Dannenfeler, Member Services Administrator  
 Joseph Meyer, Part-time Events Associate

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

AUGUST AT THE CHAMBER

AMBASSADOR COMMITTEE MEETING	3 MONDAY 4:15 p.m. - 5:15 p.m. Chamber Board Room
NONPROFIT FORUM: RISK MANAGEMENT	4 TUESDAY 11:30 a.m. - 1:00 p.m. WETA
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE OPEN MEETING	5 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMART START	6 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	7 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	11 TUESDAY 8:00 a.m. - 9:00 a.m. Chamber Board Room
MEMBERSHIP ENGAGEMENT COMMITTEE	11 TUESDAY 4:00 a.m. - 5:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	12 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	13 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
STAFF RETREAT	14 FRIDAY Chamber Office Closed
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE CLOSED SESSION	19 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BUSINESS AFTER BUSINESS	20 THURSDAY 5:00 p.m. - 7:00 p.m. Crowne Plaza Washington National Airport

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

THANK YOU

We want to give a huge thank you to Technology Management Inc. for the generous donation of laptops for use by the Chamber staff. We truly appreciate your support.

For more information about donating to the Chamber's Technology Fund, please contact Member Services Administrator Hannah Dannenfeler at 703-525-2400 or by email at chamber@arlingtonchamber.org.



TECHNOLOGY MANAGEMENT, INC.

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 THURSDAY  
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.

13 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®

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 Northern Virginia Community College

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  
Crowne Plaza  
Washington 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.

## CHAIR'S MESSAGE

### A new Chamber partner: Young Entrepreneurs Academy (YEA!)

Towards the end of 2014, **Kate Roche** was approached by the **Young Entrepreneurs Academy ("YEA!")**, a groundbreaking national program consisting of a yearlong class that transforms middle and high school students into real, confident entrepreneurs. These students develop a business plan and make a pitch to a panel of investors, then eventually launch their own company. "Shark Tank" for our youth, basically.

**Kate Roche** saw great value in this partnership for the Chamber, supporting and building the next generation of business leaders in Arlington County, while at the same time investing the Chamber's resources back into the youth and future of Arlington. To date, a long list of Chamber members have served as sponsors, mentors, guest speakers, graphic designers, etc. for this program. What a great way for our members to share their expertise with the future of Arlington.



I'd like to highlight two Chamber members who have been critical to the success of **YEA!'s** inaugural launch in Arlington County. First, **YEA!** recommends partnering with a university, providing a classroom setting learning environment in which the students are most comfortable. Without hesitation, **Marymount University**, the only university headquartered in Arlington, and an Annual Corporate Sponsor of the Chamber, stepped up and provided classroom space and other resources to make **YEA!** successful here in Arlington County. **Technology Management Inc.**, another Annual Corporate Sponsor, was the very first to step up and support this program at the highest level of sponsorship. These are just two great examples of Chamber members giving back to the youth in our community.

The start-up industry continues to grow at a rapid pace in Arlington County, providing new jobs and perhaps the ultimate resolution to the current commercial vacancy rate. The Chamber's partnership with **YEA!** not only provides a platform for Arlington to educate our youth for their future careers, but if you or your company is a start-up, here's a great opportunity to get involved with the community and provide your expertise to the next generation of entrepreneurs.

Through the **YEA!** partnership, I was lucky enough to have met **Matthew Herrity**, a rising sophomore at **Washington & Lee High School** who started **Dimes for Dining**. **Dimes for Dining** is currently a nonprofit subsidiary of **Arlington Food Assistance Center (AFAC)** with the hope to be legally registered as a 1023 EZ, and its mission is to engage students in the battle against Arlington hunger. In less than 8 months, they've raised over \$5,000, providing food services for those in need. In round numbers, its costs **AFAC** roughly \$100/month to feed a family, so with 100% of **Dimes for Dining's** volunteers raising over \$100/month, **Matthew** and his young nonprofit are feeding a family with each volunteer, per month.

**YEA!** is one of those programs that I could tell you about 10 times over, but you won't get a feel for how capable these kids are until you attend an event and see it in action. The program will begin in November of this year and run through May of next year, so if you'd like to attend an event, mentor/sponsor a group or simply hear more about it, please contact **Cassie Bate** at [cbate@arlingtonchamber.com](mailto:cbate@arlingtonchamber.com).

"We cannot always build our future for youth, but we can build our youth for the future." – F.D.R.

**Kevin Shooshan**  
The Shooshan Company

## 2015 ANNUAL CORPORATE SPONSORS



*The Arlingtonian* (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street North, Suite 100, Arlington, VA 22201. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA.

Members in the News article submissions must be emailed to [communications@arlingtonchamber.org](mailto: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.



## AUGUST MILESTONE ANNIVERSARIES

### CONGRATULATIONS!

#### THIRTY YEARS

WETA TV 26/90.9 FM

#### TWENTY YEARS

THE GEORGE WASHINGTON UNIVERSITY GRADUATE EDUCATION CENTER, ARLINGTON

#### FIFTEEN YEARS

ARLINGTON COUNTY SHERIFF'S OFFICE

#### TEN YEARS

THE WESTIN ARLINGTON GATEWAY

#### FIVE YEARS

FLUOR

## WELCOME NEW MEMBERS

#### CLEANING & REPAIR SERVICES

##### SERVPRO OF NORTH ARLINGTON

Bogdan Rati

5303 General Washington Drive Unit F

Alexandria, VA 22312

Phone: (703) 243-6666

E Mail: office@fwm1.com

Web Address:

www.ServproNorthArlington.com

Sponsor: Michael Garcia, State Farm Insurance

SERVPRO of North Arlington provides 24-hour

emergency service to any size disaster. Our

technicians can respond immediately to your

residential or commercial emergency.

#### COMMUNICATIONS SERVICES

##### CARLSON CONSULTING

Carolyn Carlson

513 N Frederick Street

Arlington, VA 22203

Phone: (703) 499-3816

E Mail: carolyn@carlsonpoliticalconsulting.com

Web Address:

www.carlsonpoliticalconsulting.com

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My Arlington based firm works with clients on

online communications marketing. For the past

ten years I've worked with clients on expanding

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#### ENTERTAINMENT

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Alexandria, VA 22315

Phone: (571) 480-7501

E Mail: alexandriaevents@topgolf.com

Web Address: www.topgolf.com/alexandria

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TopGolf is the premier golf entertainment

complex where the competition of sport meets

your favorite local hangout spot.

## MEMBERS IN THE NEWS

### LEADERSHIP ARLINGTON

## Leadership Arlington Names Tim Hughes as New Board Chair

**Leadership Arlington** announced that **Tim Hughes** has been appointed Chair of the organization's Board of Regents, beginning his term on July 1, 2015. **Mr. Hughes** is the Executive Managing Shareholder for **Bean, Kinney & Korman, PC** and completed the **Leadership Arlington** Signature Program in 2006. He is also the Immediate Past Chair of the **Arlington Chamber of Commerce**. **Karen Rosales** was selected as the Chair-Elect. She is the President & CEO of **Arlington Community Federal Credit Union** and a member of the **Leadership Arlington** Signature Program Class of 2013.

"I am deeply honored and enthused to act as the Chair of the Board of Regents for **Leadership Arlington**," shared **Hughes**. "I look forward to a year of service towards our mission of enlightening, inspiring and connecting our leaders to the benefit of the community!"

### ARLINGTON TRANSPORTATION PARTNERS

## County Board Approves Carsharing Test Drive

The Arlington County Board unanimously approved an agreement to allow car-sharing company car2go to bring its service to Arlington for a year-long demonstration study. Car2go's model allows members to pick up a car in one location and drop it off in another, known as point-to-point. The demonstration study will allow the County to test the service out and see how much point-to-point carsharing benefits Arlington residents and employees, and what, if any issues must be addressed.

"In Arlington, we're always looking for ways to expand and improve the travel options available to our residents and those who work in our community," said Arlington County Board Chair Mary Hynes. "Given the high percentage of workers who commute on transit and the increasing number of Arlington's corridor residents who opt to live car free, expanded use of carsharing has the potential to add flexibility and reduce vehicle trips and associated parking demand, while increasing quality of life for all."

### ARLINGTON COMMUNITY FOUNDATION

## Arlington Community Foundation Leaders Receive Man and Woman of the Year Awards

The Founder of the **Arlington Community Foundation**, the **Honorable William T. Newman, Jr.**, and its Executive Director **Wanda L. Pierce**, recently received Man and Woman of the Year honors from the Zeta Phi Beta Sorority Nu Xi Zeta chapter serving Alexandria and Arlington. The awards recognized their work in the community.

"The **Arlington Community Foundation** has raised a lot of money and done a lot of great work," said Krysta Jones, the fund development chair for the chapter and national director of social action for the sorority at large. "They were both unsung heroes in their own right," Jones said of the honorees. "This is a powerful organization in Arlington."

### AHC, INC

## Walter Webdale honored with lifetime achievement award

The Housing Association of Nonprofit Developers (HAND) presented **AHC Inc.'s** President and CEO **Walter D. Webdale** with the prestigious President's Choice Award, which honors lifetime achievement in the affordable housing industry. "**Walter** has been a true and long-standing supporter of our organization and our cause," said Michelle Krockner, Executive Director, Northern Virginia Affordable Housing Alliance. "His well-regarded leadership and support for affordable housing have made a lasting impact on housing opportunities for low- and moderate income families throughout Northern Virginia."

## MEMBERS IN THE NEWS

### ARLINGTON HISTORICAL SOCIETY

**Arlington Historical Museum Opens on First Wednesdays**  
The Arlington Historical Museum, which has traditionally only been open on weekends, will now be open to the public on the first Wednesday of each month from 12:30pm to 3:30pm as part of an expansion in programming. The **Arlington Historical Society (AHS)** has run the Arlington Historical Museum at the Hume School since acquiring the property in 1956.

### DOORWAYS FOR WOMEN AND FAMILIES, ROSSLYN BUSINESS IMPROVEMENT DISTRICT, BALLSTON BID

#### Three Chamber Members Win 2015 Brava Awards

The Chamber is excited to announce that three Chamber members have been honored with a 2015 Brava Award. President and CEO **Caroline Jones** of **Doorways for Women and Families**, **Tina Leone**, Chamber Director and CEO of the **Ballston BID**, and President of the **Rosslyn Business Improvement District Mary-Claire Burick** were all recognized at an awards reception on July 30 at the **Sheraton Pentagon City Hotel**. The Brava Awards program celebrates female CEOs, nonprofit leaders and high-impact executives who combine their irrepressible entrepreneurial spirit with a passion for giving back to the community. Brava Award winners are exemplary leaders of both their companies and their communities.

### MARYMOUNT UNIVERSITY

#### Marymount Physical Therapy Students Honored for Fundraising Work

Physical Therapy students at **Marymount University** raised \$5,700 for research in their field and were honored by the Foundation for Physical Therapy with an honorable mention award at its annual gala. Students from 146 schools across the country raised \$275,423 to support research. **Skye Donovan**, chair of **Marymount's** Department of Physical Therapy, said students used apparel sales, happy hours and other events to raise the funds. Given the success of the department's first 5K road race, held in April, **Donovan** said a portion of the fund's raised from next year's event will go toward the foundation. In addition, Adjunct faculty member **Dr. Steve Tepper** pledged to match the amount raised by the students, up to \$5,000.

## ANNUAL CORPORATE SPONSORS

### Annual Corporate Sponsors Reception

Representatives from the Chamber's top supporters gathered for an afternoon of refreshments and open networking at the Chamber offices on Monday, July 20 for the first Annual Corporate Sponsors Reception. This brand new event was held to encourage business between the Chamber's highest level of sponsors. At least one new business relationship was established as a result of this reception, and we hope that many more connections have been built in the days following the reception.

Annual Corporate Sponsors are promoted as the top supporters of the Chamber and, therefore, the Arlington business community. Benefits of being an Annual Corporate Sponsor include company name and logo listed on Chamber's letterhead and fax cover sheet, *The Arlingtonian*, and the weekly e-newsletter, as well as prominent displays in the Chamber offices and Corporate Sponsorship Program signage at all Chamber events. Annual Corporate Sponsors can also display an Annual Corporate Sponsor logo on their company website, and the primary company representative receives a special name badge to wear at Chamber events.

For more information about becoming an Annual Corporate Sponsor, please contact Events & Development Director Cassie Bate at 703-525-2400 or by email at [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org).



## WELCOME NEW MEMBERS

### HEALTHCARE SERVICES

**ARLINGTON DENTISTRY BY DESIGN**  
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1012 N. Highland St.  
Arlington, VA 22201  
Phone: (703) 841-0300  
E Mail: [info@arlingtonsmiledesign.com](mailto:info@arlingtonsmiledesign.com)  
Web Address: [www.arlingtonsmiledesign.com](http://www.arlingtonsmiledesign.com)  
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At Arlington Dentistry by Design we love to see you smile. From our friendly doctors, to our state-of-the-art equipment; our patients know that they've found the best dentist in Arlington, VA.

### COURTHOUSE ART OF DENTISTRY

Joseph Khalil  
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Store F  
Arlington, VA 22201  
Phone: (703) 841-0300  
E Mail: [tip@arlingtonsmiledesign.com](mailto:tip@arlingtonsmiledesign.com)  
Web Address: [www.courthousedentistry.com](http://www.courthousedentistry.com)  
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Suite 230  
Arlington, VA 22203  
Phone: (703) 522-4007  
E Mail: [bteal@tealcenter.com](mailto:bteal@tealcenter.com)  
Web Address: [www.tealcenter.com](http://www.tealcenter.com)  
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Specializing in clinical massage therapy, bodywork and acupuncture to relieve pain, reduce stress, improve performance, and enhance overall health.

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Victor Washington  
4251 Campbell Ave.  
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Phone: (703) 321-6786  
E Mail: [thrive@theralution.com](mailto:thrive@theralution.com)  
Web Address: [www.Theralution.com](http://www.Theralution.com)  
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Crissy Markova  
1600 Wilson Blvd, Suite 810  
Arlington, VA 22209  
Phone: (703) 774-3070  
E Mail: [info@VCOsmiles.com](mailto:info@VCOsmiles.com)  
Web Address: [www.VCOsmiles.com](http://www.VCOsmiles.com)  
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### INFORMATION TECHNOLOGY JENNIFER KAMBER - CWPS

14120 Sullyfield Circle  
Chantilly, VA 20151  
Phone: (703) 674-3282  
E Mail: [jkamber@cwps.com](mailto:jkamber@cwps.com)  
Web Address: [www.cwps.com](http://www.cwps.com)  
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## WELCOME NEW MEMBERS

## ■ LEGAL SERVICES

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Eric Welter  
1141 Elden Street, Suite 220  
Herndon, VA 20170  
Phone: (703) 435-8500  
E Mail: mbc@welterlaw.com  
Web Address: www.welterlaw.com  
Sponsor: Staff

Welter is a national employment law firm with offices in Herndon, VA, Los Angeles, CA and Austin, TX serving the technology, government contracting and commercial sectors.

## ■ NONPROFIT ORGANIZATIONS &amp; FOUNDATIONS

**ARTHRITIS FOUNDATION**

Jody Haltenhof  
4720 Montgomery Lane  
Suite 300  
Bethesda, MD 20814  
Phone: (202) 787-5335  
E Mail: jhaltenhof@arthritis.org  
Web Address: www.arthritis.org  
Sponsor: Staff

The Arthritis Foundation is the Champion of Yes. Leading the fight for the arthritis community, the Arthritis Foundation helps conquer everyday battles through life-changing information and resources.

**BISHOP O'CONNELL HIGH SCHOOL**

Joe Vorbach  
6600 Little Falls Road  
Arlington, VA 22213  
Phone: (703) 237-1400  
E Mail: jvorbach@bishopoconnell.org  
Web Address: www.bishopoconnell.org  
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Bishop O'Connell is a Diocesan Catholic college preparatory high school founded in 1957 with over 16,000 alums.

**LA COCINA VA**

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1500 N Glebe Road  
Arlington, VA 22207  
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E Mail: patyfunegra@lacocinava.org  
Web Address: www.lacocinava.org  
Sponsor: Scott McCaffrey, Sun Gazette Newspapers

Our Mission is to create opportunities for social and economic change through feeding, educating, and empowering the minds of the community.

## ■ REAL ESTATE DEVELOPERS AND MANAGEMENT

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Phone: (202) 243-7523  
E Mail: noah@arc.land  
Web Address: www.arc.land  
Sponsor: David DeCamp, Newmark Grubb Knight Frank

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Web Address: www.vanmetrecompanies.com  
Sponsor: Staff

Van Metre is one of Northern Virginia's most successful private multi-disciplinary real estate developers, specializing in new homes, apartment communities, office buildings, and shopping centers.

## CHAMBER SCENE

## ■ THE CHAMBER SCENE MAY-JUNE

## 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.

*June 16 - Kate Roche, Cassie Bate, Mike Rosenow, and Alex Held attended **Ballston BID's** Annual Meeting.*

*June 22 - Alex Held and Hannah Dannenfelsler attended the Business Leaders Roundtable on Virginia's Economic Future hosted by the Thomas Jefferson Institute. The Chamber was a partner for the event, along with other area Chambers.*

*June 26 - Cassie Bate, Hannah Dannenfelsler, Alex Held, and Mike Rosenow attended the VIP Reception at **Kona Grill**. Other Chamber Directors and members were also in attendance.*

*June 29 - Kate Roche, Mike Rosenow, and Alex Held attended the **Kona Grill** ribbon cutting, and Kate gave welcoming remarks on behalf of the Chamber.*



*July 7 - Alex Held attended the County Board's Work Session on Realize Rosslyn.*

*July 9 - Kate Roche, Mike Rosenow, Cassie Bate, and Alex Held attended the Grand Opening of **Virginia Center for Orthodontics**.*

*July 14th - Kate Roche and Alex Held attended **OAR** Executive Director's Farewell.*

*July 14 - Kate Roche attended the **Arlington Economic Development** Commission Meeting. Kate Roche serves*

*on the Commission on behalf of the Chamber.*

*July 18 - Kate Roche attended the Arlington County Board Meeting and gave public testimony on behalf of the Chamber regarding the Retail Action Plan.*

*July 21 - Kate Roche participated in the Business Brain Trust new Arlington way subcommittee.*

*July 22 - Kate Roche and Chamber Hotel General Managers Committee Chairs **Dori Familiant** and **Chris Raines** participated in the Virginia Hospitality & Travel Association meeting with **Arlington Economic Development** on behalf of the Chamber.*

*July 22 - Kate Roche attended the Arlington County Board Meeting and gave public testimony on behalf of the Chamber regarding the Realize Rosslyn Sector Plan.*

## YOUNG ENTREPRENEURS ACADEMY

### Applications now available for 2015-2016 academic year

After a successful first year of the **Young Entrepreneurs Academy (YEA!)** in Arlington, the Chamber is excited to begin recruiting for the **YEA!** class of 2016. Applications are now available on the Chamber website.

**YEA!** is a 30-week program open to all students in grades 6-12, that guides students through the process of launching and running their own real businesses or social movements. While participating in **YEA!**, students receive all the necessary tools to launch their very own real, legal businesses. This includes access to valuable experts like attorneys, accountants, business mentors, and graphic designers; plus an audience with investors for real start-up cash. Students will also have the opportunity to win college scholarships.

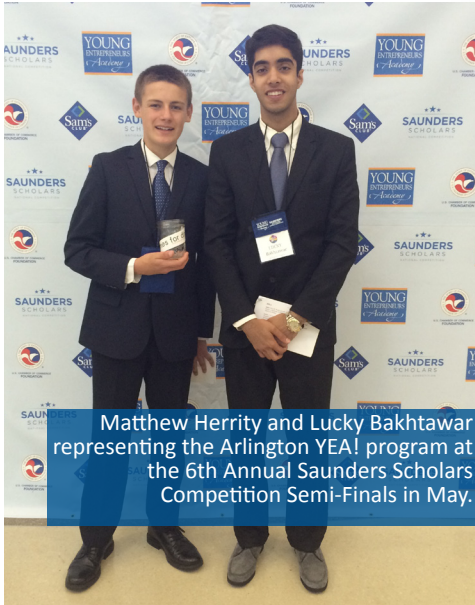
"The **YEA!** program taught me that anything I could envision I could make into a reality," said **Matthew Herrity**, a rising sophomore at **Washington-Lee High School** and Founder and Executive Director of **Dimes for Dining**, one of the student businesses to emerge from the program. "This mindset has been applied to our management of **Dimes for Dining** and is perpetuating our rapid expansion and success in engaging our community's youth in the fight against hunger in Arlington."

**Dimes for Dining**, a volunteer based organization that raises money for the **Arlington Food Assistance Center (AFAC)** through change donations that are collected monthly by local Arlington students, is currently a nonprofit subsidiary of **AFAC** with the hope to be legally registered as a 1023 EZ. After an impressive showing at this year's Investor Panel, **Dimes for Dining** was selected as Arlington's Regional Semi-Finalist of the Young Entrepreneurs Academy Saunders Scholars National College Scholarship competition. **Matthew** and **Lucky** were among five students from Virginia and over 100 students nationally selected to compete in the 6th Annual Saunders Scholars Competition Semi-Finals in May in Boca Raton, Florida. Since the Investor Panel, **Matthew** and **Lucky** have presented their organization to the business community at Chamber networking events, set up meetings with local business leaders, and created lasting professional relationships both locally and regionally. They have been working hard to get the word out about **Dimes for Dining**, and are excited about the future of their nonprofit.

"The YEA Program has taught me that success comes from within," said **Lucky Bakhtawar**, a rising senior at **Yorktown High School** and President of **Dimes for Dining**. "Nothing is stopping you but yourself."

Students interested in applying for **YEA!** class of 2016 should complete the **YEA!** student application found on the Chamber website. Students can also be nominated using the student nomination form also found on the Chamber website. Students do not have to attend school in Arlington, but need to be able to attend class at **Marymount University** on Wednesdays from 4:00 p.m. - 7:00 p.m.

For more information about the **Young Entrepreneurs Academy** in Arlington, please contact Cassie Bate at 703-525-2400 or by email at [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org).



Matthew Herrity and Lucky Bakhtawar representing the Arlington YEA! program at the 6th Annual Saunders Scholars Competition Semi-Finals in May.

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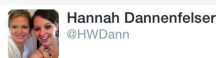
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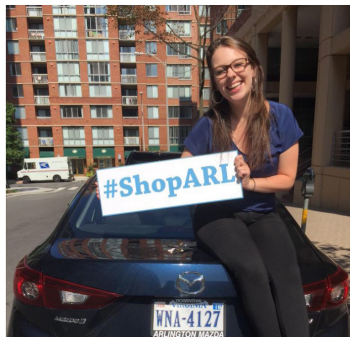
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## SHOPCHAMBER



Hannah Dannenfelser  
@HWDann

I #ShopARL for @ArlChamberVA Auto & Industrial Month with my Mazda 3S from @ArlingtonMazda !!



Thank you to everyone who supported the Chamber's Auto & Industrial members during the month of July! Please support the Chamber's Government & Education members during the month of August. A full list of Government & Education members can be found on the Chamber website.



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 August, share with your followers some of the Government & Education you enjoy working with.

One of the many ways to #ShopARL with Government & Education members is to support the PRIME program through **Arlington County Public Schools**. Check out the article written below by our very own PRIME intern, Nana Gongadze, and see how easy it is to #ShopARL with Government & Education members.

## PRIME PROGRAM

## Four Weeks with the Chamber: An Intern's Perspective

by Nana Gongadze, 2015 Arlington Chamber of Commerce PRIME Intern

If you've swung by the Chamber offices in the last week of June or first few weeks of July, chances are, you may have seen me around - the fabled summer intern. I have been able to spend a few informative weeks learning the ins and outs of the Arlington business community and serving it through this opportunity, which I got via the **Arlington Public Schools** PRIME internship program. PRIME interns are **APS** rising juniors and seniors who are paired with a local workplace that lines up with their career and college interests. Explaining that I have an interest in studying communications and some nonprofit experience, I was sent here by PRIME-to a business organization that I didn't know existed prior to this summer. But it was quite a summer! Allow me to tell you about some of the things I learned, and why it's a good idea for YOU to consider taking on an intern one day.

The first thing I learned is what a Chamber actually does, and why a business would elect to join one. I have to say, I am impressed. I am impressed at the Chamber's personal dedication to their members and promoting a healthy business climate in the county. The feeling I got from attending the July Breakfast Connection, where I met a lot of great members, and my time here in general, is that with the Chamber, you really have a team behind you - and many great opportunities to meet other enthusiastic members.

I also learned about doing business in Arlington. As an Arlington native, I have loosely kept up with the various government initiatives and issues that have caused clashes over the years, but this job allowed me to get a unique perspective on them. I am definitely leaving with a renewed understanding of the nuances of running a business in our county. Arlington may be small, but it packs a mean punch.

Another thing I picked up a lot on at the Breakfast Connection is that networking is truly the bread and butter of making business and career connections. That morning, I plunged headfirst into shaking hands and harvesting a bumper crop of business cards, a fairly new experience for me, but a rewarding one. I definitely felt more comfortable by my internship's end with introducing myself and explaining my role here, which I think is incredibly valuable.

**You, and Your Intern?**

Reading this, you might be thinking, wow, I should to get myself one of these strapping young people to help me, especially if they're as witty as the Chamber's one this summer. And I'm here to tell you that getting an intern, whether through a program like PRIME or your own personal listings or outreach, is a great idea. It's a mutually beneficial relationship, so long as both parties treat each other with respect and learn from one another.

Interns can be young (high school - college, generally), but we have a lot of great insight. Hiring a motivated, hardworking young person allows them to learn about your company, how a workplace works, and gives them perspective on their future career prospects, as well as some great experience for their resume. And you, in turn, get some free labor, a fresh set of eyes, and someone who most likely has lots of skill with things like social media and computer proficiency (invaluable in this day and age). It's always good to make a connection with a younger person who still has a whole career ahead of them. I certainly know I'll be taking a lot of the experiences, skills, and connections I learned here with me in the future!



Cassie Bate with Nana Gongadze  
at the Celebration Breakfast  
for PRIME interns.



## ECNV: Arlington's Resource for All Things Disability

by Brianna Gross, Communications Manager, ENDependence Center of Northern Virginia (ECNV)

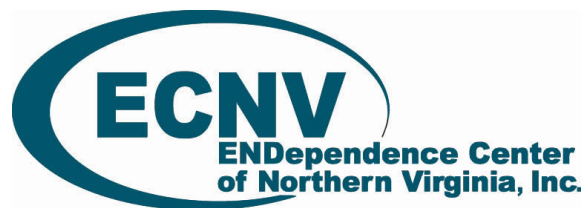
On July 26th, people with disabilities, friends, and allies nationwide celebrated the 25th anniversary of the Americans with Disabilities Act (ADA). Before the ADA, wheelchair users couldn't rely on using public transportation to meet friends downtown; restaurants could turn people away if they had a service animal; and people could be fired or denied employment simply because of their disability. The **ENDependence Center of Northern Virginia (ECNV)** campaigned for the passage of the ADA in 1990 and we remain committed to its principles of inclusion and opportunities for all. As one of 16 Centers for Independent Living (CILs) in Virginia, run by and for people with disabilities, **ECNV** helps people maximize their independence and their potential.

**ECNV** is an advocacy and resource center serving people of all ages with any type of disability. **ECNV** empowers people with disabilities to reach their goals through our many programs, including peer mentoring, independent living skills training, information and referral services, Medicaid waiver services, travel training, and systems advocacy. We work with people like Robert who, after surviving a stroke, was having trouble leaving his house due to lack of accessibility. **ECNV** donated a portable ramp so that he could get his scooter in and out of his house and taught him to use public transportation through the **ECNV** Travel Training program. Now, Robert is attending **ECNV's** monthly employment networking group and is well on his way to finding a job.

We also help people like Diana who found herself living in a nursing home at the age of 44 after an accident left her with a disability. Determined to move out, she contacted **ECNV**. We worked with her to get the services and supports she needed to move back into the community. Now, she is happy to be living in her own apartment and is an advocate for others with disabilities. Every day, **ECNV** helps people like Robert and Diana work to achieve independence.

**ECNV** is proud to be a leading resource for Arlington businesses when it comes to disability. With almost 11,000 people with disabilities calling Arlington County home, businesses are especially attuned to the needs of their customers and employees who have disabilities. **ECNV** has worked with numerous businesses in the area to educate and assist in hiring people with disabilities, making buildings accessible for customers, and providing resources about reasonable accommodations. We recognize the importance of partnering with local businesses, and we recently presented P.F. Chang's Arlington with the **ECNV** Business Partnership Award for their support of our work. **ECNV** is committed to helping companies become more accessible for their customers and employees.

If you are looking to hire more people with disabilities or have questions regarding the ADA and ways to make your business as welcoming and accessible as possible, please contact us at [info@ecnv.org](mailto:info@ecnv.org) or (703) 525-3268, and visit [www.ecnv.org](http://www.ecnv.org).



## 64TH ANNUAL FALL OUTING

### 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. 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).

Sponsor a hole and receive your company's logo on signage at your designated hole, one foursome in the tournament, and your company featured in all Chamber promotional materials for the event. For more information about sponsorships, contact Cassie Bate at [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org) or (703) 525-2400.

Donate a prize and/or goodie bag item for the Fall Outing, and be noticed by all event attendees. Your donation will give your business great promotional opportunities, along with a special mention in the November issue of *The Arlingtonian*. Interested in donating? Contact Joseph Meyer at [jmeyer@arlingtonchamber.org](mailto:jmeyer@arlingtonchamber.org). Deadline for donations is Monday, October 5.



## A New Retail Plan for Arlington

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

Arlington is shifting its approach to retail opportunities around the county. The Arlington County Board recently approved a Retail Plan that changes the County from an approach to groundfloor retail from one of “retail everywhere” to a more flexible approach, based on an expanded definition of retail that allows for “retail equivalents” in defined locations to make the County more attractive to tenants.



“By partnering with our business community and our residents, we’ve developed a plan that takes important steps to improve and strengthen the retail sector in Arlington,” said Arlington County Board Chair Mary Hynes. “We believe the consistent, clear guidance and definitions, as well as flexibility of use, design and timing in the plan will better serve those who live and work here when they shop, dine, get their hair cut and bank on streets throughout the County.”

The plan includes both a vision and three implementation elements: retail maps, design guidelines and an action plan. Together, they provide guidance to developers; property owners; business owners; staff; the community, and the County Board and its commissions when considering ground floor uses in both new development plans and proposed amendments to existing plans.

The vision statement for the plan says that “Arlington will be a community where retail is convenient, appealing, activating and sustainable; that provides interest and authenticity, entertainment and experiences, and goods and services to residents, employees and visitors; and where local, independent, regional and national businesses thrive.”

The plan, which replaces the 2001 Retail Action Plan, expands the definition of retail in Arlington to include shopping, dining, entertainment, services and repair. It also incorporates a new term, “retail equivalents.” These are uses that, while not traditional retail uses, provide similar visual interest and active street life within a storefront to traditional retail uses. Some such uses include child care centers, schools and other educational facilities, medical uses, civic and government uses and in some instances, residential amenities.

In this time of challenging market conditions, the retail equivalent concept increases the level of flexibility, accommodates the changing nature of retail and improves Arlington’s level of competitiveness in attracting future office tenants with a desire to create an enhanced ground floor work environment.

The Retail Plan is a guide that will affect future County legislative and administrative actions and will inform future neighborhood, sector and small area plans, by establishing a common vocabulary for ground floor uses.

## 92ND ANNUAL BUSINESS GALA

### ANNUAL GALA PREVIEW

## The 92nd Annual Business Gala

On Saturday, January 30, 2016 the Arlington Chamber of Commerce will host its 92nd Annual Business Gala at the The Ritz-Carlton, Pentagon City from 6:30 p.m. - 12:00 a.m.. This event is a celebration of businesses in Arlington, and serves as the Chamber’s largest fundraiser. It promises to be a great evening that brings business leaders together, ranging from a wide variety of industries. We ask for your support by donating an item for the Gala’s silent auction.

By supporting the Chamber with your auction donation, you will be marketing your business to a group of more than 300 attendees at the Gala. Your business will also be promoted to all Chamber members through a description of your donation in the auction catalog and a thank you *The Arlingtonian*.

If you would like to make a donation or have any questions, please contact Events & Development Director Cassie Bate at (703) 525-2400 or [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org). Donations must be confirmed by Friday, January 8, 2016.

Sponsorships are also available starting at \$550. For more information, please contact Cassie Bate at 703-525-2400 or [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org).



President & CEO Kate Roche, former President Rich Doud, and 2015 Chair Kevin Shooshan at the 91st Annual Business Gala.

## The Importance of Cybersecurity for Your Small-Medium Sized Business

The topic of the June Small Business Roundtable – the importance of cybersecurity – is a relevant one in our current digital age. 50% of all data breaches affect small to medium businesses, but **Christopher Sanders** of **CYGRU** explained that most businesses of that size do not have a plan for such a scenario. During his presentation, **Christopher** detailed what businesses need to do to reduce their chances of such a frightening event happening to them. He explained what precautions need to be taken to protect against breaches, such as what programs are worth investing in and how to classify data, and gave tips on how to keep data and digital information more secure.

### Who is at risk? What are you liable for?

- All businesses, regardless of size, are at risk for data breaches, however, most are crimes of commerce, or “drive by” attacks.
- The majority of cyber criminals are indiscriminate in their targets.
- An attack from an insider can be more devastating!
- Laws you should be aware of include the Payment Card Industry Data Security Standard (PCI DSS) and Health Insurance Portability and Accountability Act (HIPAA).

### Precautions you can take:

- Cybersecurity prerequisites include anti-virus, spam filtering and firewall protections; an example of a program that covers multiple bases is Endpoint Protection.
- Manage your inventory – number of computers you use, what data you share and how.
- Classify data - public, internal, confidential.
- Identify and assess vulnerabilities and continuously manage them.

### Keep your computers protected & keep employees in the know.

- Enforce and secure configurations and keep disks fully encrypted.
- Centrally administer via decoding services.
- Keep whitelists and blacklists for applications and URLs.
- Communicate safe internet usage to employees and simulate potential attacks.

### Make sure payments are secure.

- Secure PCI DSS commerce.
- Avoid card on file and use payment management systems.
- Separate payment computer from all other business work.

### Secure physical access & wireless networks

- Lock the screens of idle computers.
- Don't have servers in the open.
- WPA2 network with a password.
- Use wired networks when possible . Wired networks are much more secure.

### Backup data often!

- Back up computers & laptops.
- Remove unused data.

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Join the Chamber on October 2 to learn about one of the most effective types of marketing and social media. For more information, visit the Chamber website or call the Chamber at 703-525-2400.

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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.

### REGISTER NOW:

SEPTEMBER SMALL BUSINESS ROUNDTABLE

30 WEDNESDAY

11:45 a.m. - 1:00 p.m.

Chamber Board Room

Presented by Rachele Hill of Bean, Kinney & Korman, P.C.

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