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FEATURED EVENTS

SMALL BUSINESS ROUNDTABLE

*A Systematic Approach to
High Performance*
24 AUGUST
11:45 a.m. - 1:00 p.m.
CHAMBER BOARD ROOM

NONPROFIT FORUM

*Building Community
Partnerships*
9 NOVEMBER
11:30 a.m. - 1:30 p.m.
WETA

■ SCHOLAR'S CUP PREVIEW

11th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host the 11th Annual Scholar's Cup Tournament on September 13 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 percent of the proceeds will benefit the Rich Doud Arlington Chamber of Commerce Scholarship Fund, which 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 Hurley at churley@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 Dannenfelsler at (703) 525-2400.

■ CHAMBER TRAVEL

Travel to Cuba with the Chamber

Don't miss a once-in-a-lifetime adventure to explore Cuba, a country where time has stood still. From November 10-14, participants can travel to Cuba on a "people-to-people" trip. Cuba Getaway travelers will visit sights such as Ernest Hemingway's farm, the Museum of the Revolution, and a Havana cigar factory. Travelers will also have the opportunity to meet with the local Old Style Car Club owners and learn why Havana's streets are filled with vintage American automobiles and understand what it takes to keep them on the road. Register before the final deadline, August 27, to enjoy these unforgettable experiences.

Travel to
CUBA

November 10-14, 2016

Flights to and from Cuba • First class hotel accommodations • Bilingual Cuban Tour Guide • Itinerary Interactions & Admissions Eight meals - three breakfasts, three lunches, two dinners • Cuban medical insurance • Deluxe Air Conditioned Motorcoach

All For Just **\$2,795*** *for members & their guests

▶ For more information contact Member Services Administrator Hannah Dannenfelsler at (703) 525-2400 or chamber@arlingtonchamber.org.

THE CHAMBER

■ EXECUTIVE COMMITTEE

Todd Yeatts, Chair
Tina Walker, Chair-elect
Kevin Shooshan, Immediate Past Chair
Tim Hughes, Past Chair
Kate Bates, President & CEO
Lindsey Rheume, Treasurer
Scott Ritter, Assistant Treasurer
Shannon Bailey, Vice Chair - Communications
David Kinney, Vice Chair - Business Advocacy
Joe Prentice, Vice Chair - Member Affairs
David Isaacson, Vice Chair - Membership Development
Charles Clohan, Vice Chair - Community Engagement

■ DIRECTORS

Shannon Bailey, Global Thinking
Kate Bates, Arlington Chamber of Commerce
Lucy Bowen McCauley, Bowen McCauley Dance
Doug Brammer, Verizon
Mary-Claire Burick, Rosslyn Business Improvement District

Linda Chandler, Linden Resources, Inc.
Crystal Christmas-Watson, Crystal City Marriott
Charles Clohan, Dittmar Company
Travis Cutler, Dominion
John Finlay, Crystal City Sports Pub
Amanda Fischer, Grade A Marketing
Michael Foster, MTFA Architecture
Angela Fox, Crystal City Business Improvement District

Betsy Frantz, Leadership Arlington
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

Greg Hamilton, Arlington Magazine
Timothy Hughes, Bean, Kinney & Korman, P.C.
Todd Ihrig, H.D. Vest Investment Services
David Isaacson, Beach Geeks, Inc.
Sonia Johnston, John Marshall Bank
David Kinney, Kinco, LC
Tina Leone, Ballston Business Improvement District
Deborah Lipman, Metropolitan Washington Airports Authority

Pinkie Dent Mayfield, Graham Holdings Company
Greta Menard, Capital MarCom
Greg Mullan, George Mason Mortgage, LLC
Dr. Patrick Murphy, Arlington Public Schools
Barbara Nicastro, The Law Offices of Barbara E. Nicastro

Robb Parker, Vornado/ Charles E Smith
Joe Prentice, State Department Federal Credit Union
Jay Reiner, Jay E. Reiner, CPA
Lindsey Rheume, EagleBank
Scott Ritter, United Bank
James Ryerson, Marymount University
Marie Schuler, Comcast Cable Communications
Kevin Shooshan, The Shooshan Company
John Snedden, ROCKLANDS Barbeque and Grilling Company

Adrian Stanton, Virginia Hospital Center
Karolyn Stuver, Fluor
Tina Walker, BAE Systems
Tristan Wright, M&T Bank
Todd Yeatts, The Boeing Company
Mark Zetlin, Mercedes-Benz of Arlington

■ U.S. ARMY LIAISON TO THE BOARD

COL. Patrick M. Duggan, Joint Base Myer-Henderson Hall

■ STAFF

Kate Bates, President & CEO
Cassie Hurley, Events & Development Director
Mike Rosenow, Membership Director
Caroline Taylor, Communications Manager
Alex Held, Membership Engagement Manager
Hannah Dannenfels, Member Services Administrator
Victoria Klisch, Events Associate

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

AUGUST AT THE CHAMBER

| | |
|--|--|
| AMBASSADOR COMMITTEE MEETING | 1 MONDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room |
| GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING | 3 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room |
| SMART START | 4 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room |
| PROGRAM REVIEW TASK FORCE | 5 FRIDAY 10:00 a.m. - 12:00 p.m. Chamber Board Room |
| MEMBERSHIP DEVELOPMENT COMMITTEE | 9 TUESDAY 8:00 a.m. - 9:00 a.m. Così |
| EXECUTIVE COMMITTEE MEETING | 10 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room |
| OPPORTUNITY WORKS VIP VOLUNTEER DINNER | 11 THURSDAY 5:30 p.m. - 9:00 p.m. Pinstripes Georgetown |
| GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING | 17 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room |
| BREAKFAST CONNECTION | 18 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn |
| EDUCATION & WORKFORCE DEV. COMMITTEE MEETING | 23 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room |
| SMALL BUSINESS ROUNDTABLE | 24 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room |
| BUSINESS AFTER BUSINESS | 25 THURSDAY 5:00 p.m. - 7:00 p.m. Residence Inn by Marriott, Pentagon City |
| YEA! INFORMATION SESSION | 29 MONDAY 5:30 p.m. - 6:30 p.m. Chamber Board Room |

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

THANK YOU



Thanks to **Signs by Tomorrow** for providing our new Annual Corporate Sponsors sign.

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.

4 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

You can promote your business and double your prospects 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.

18 THURSDAY
7:30 - 9:00 a.m.
Holiday Inn Rosslyn
1900 North Fort Myer
Drive
Arlington, VA 22209

GRAND SPONSOR
TD Bank
America's Most Convenient Bank®

BUSINESS AFTER BUSINESS

End your busy work day on a high note with delicious food and drink, mixer-style networking, and the opportunity to win great door prizes, including cash from the jackpot available each month.

25 THURSDAY
5:00 - 7:00 p.m.
Residence Inn by Marriott,
Pentagon City
550 Army Navy 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 all events.

CHAIR'S MESSAGE

The Chamber is Changing for the Better

I am now more than half-way through my year as Chair of the Chamber. It has been a great journey so far. There is a tremendous sense of pride that can be had by belonging to an organization that makes such a positive difference in the community. As Chair, I have the opportunity to see the hard work that is being done by our Board, our committees and by the staff.

I also have the opportunity to participate in a variety of events, from ribbon-cuttings to regional efforts in economic development. This keeps me busy, but also lets me contribute to the community as a whole, and in particular, to the business community that is such a strong part of what is "right" about Arlington.

As Chamber members, I encourage you to take a more active role in the events and programs that are offered each month. The events calendar located on our website lists those events and has a description so you can pick and choose what is the best fit for you or your business.

One monthly event is SMART Start. This event, held at the Chamber office, is a free networking seminar designed to give members the opportunity to maximize their membership and involvement in the Chamber. This is a great way to meet the staff, learn about programs, and see where you can contribute, as a sponsor, a volunteer or committee member.

There are also Small Business Roundtables held each month that offer the chance to learn through programs that are presented. This is also free to members.

The monthly Breakfast Connection is a morning network event that includes a full breakfast buffet while you network.

My personal favorite is the monthly Business After Business. The locations change; this month we will be at the **Residence Inn by Marriott, Pentagon City**. Next month we will be in Crystal City at the **Crystal City Sports Pub**. Regardless of the location the BAB is a great way to meet new friends, network, and possibly win a door prize.

In addition to the monthly events previously discussed there are numerous special events throughout the year that offer the opportunity to be involved and make the Chamber membership more valuable to your business. The Chamber Calendar on our website has the full list.

Lastly, a special thank you to The 2016 Opportunity Works Co-Chairs **Joe Prentice** of the **State Department Federal Credit Union** and **Barbara Nicastro** of **The Law Offices of Barbara Nicastro**. The campaign was a great success, exceeding the goal of \$255,000!

Todd Yeatts
The Boeing Company



Todd Yeatts

2016 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 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
ARLINGTON ECONOMIC DEVELOPMENT
- FIVE YEARS
MIDATLANTIC URGENT CARE OF CLARENDON

WELCOME NEW MEMBERS

■ **ACCOUNTING & BOOKKEEPING BLOCK ADVISORS**
Armando Avenado
4040 N Fairfax Dr, Suite 100
Arlington, VA 22203
Phone: (703) 243 8188
E Mail: armando.avendano@blockadvisors.com
Web Address: www.blockadvisors.com
Sponsor: Staff
Block Advisors, your Tax and Small Business partner. With an average of 15 years of experience, our year round Advisors navigate ever-changing tax laws.

■ **BEAUTY, COSMETICS & SPAS RODAN & FIELDS**
Layton Griffin
900 Chalfonte Drive
Alexandria, VA 22305
Phone: (202) 255 3403
E Mail: layton.griffin@gmail.com
Web Address: www.lgriffin.myrandf.com
Sponsor: Grace Shea, Lebanese Taverna
Rodan & Fields, the #2 premium skincare company in the US, provides award-winning clinical skincare as well as the opportunity for business ownership for entrepreneurs.

■ **CONSTRUCTION & CONTRACTORS FOXCRAFT DESIGN GROUP**
Chandler Fox
110 Great Falls Street
Falls Church, VA 22046
Phone: (703) 536 1888
E Mail: zeb@foxcraft.com
Web Address: www.foxcraft.com
Sponsor: David Isaacson, Beach Geeks, Inc.
FOXCRAFT Design Group is an award winning design/build firm that has been offering the best in both design and construction for over 27 years.

MEMBERS IN THE NEWS

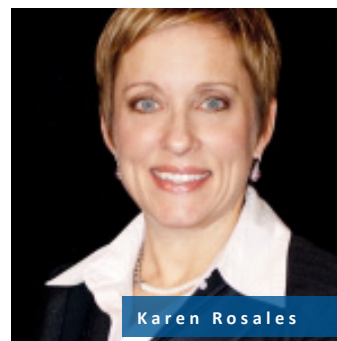
■ LEADERSHIP ARLINGTON/LEADERSHIP CENTER FOR EXCELLENCE (LA/LCE) LA/LCE Will Manage Volunteer Arlington and Names Karen Rosales New Board Chair

Arlington County has chosen **Leadership Arlington/Leadership Center for Excellence (LA/LCE)** — a local non-profit known for developing leaders and fostering community, partnerships and collaboration — to operate the County's Volunteer Arlington program for the next five years. Volunteer Arlington is the County's clearinghouse for volunteerism, matching volunteers with non-profits and government programs that rely on volunteers in carrying out their work.

"Volunteerism is part of the fabric of our community," County Manager Mark Schwartz said. "Through this new public-private partnership, community members will find it even easier to identify and take part in meaningful, rewarding volunteer opportunities. Non-profits and other programs will have access to improved tools and resources to help them connect with volunteers. We could not ask for a better partner in this endeavor — it's an exciting new chapter for Arlington volunteers and the many programs they support."

"Together, the **Leadership Arlington/Leadership Center for Excellence** Board of Regents, staff and membership thank the community and Arlington County for trusting us with this endeavor. We are excited to move forward and further the impact of Volunteer Arlington together.

Leadership Arlington/Leadership Center for Excellence (LA/LCE) is pleased to announce that **Karen Rosales** has been appointed Chair of the organization's Board of Regents, beginning her term on July 1, 2016. **Ms. Rosales** is the President and Chief Executive Officer of **Arlington Community Federal Credit Union** and completed the Leadership Arlington Signature Program in 2013. Her commitment to the community is evident through her activity on multiple community Boards throughout the area.



Karen Rosales

"I am honored to serve **Leadership Center for Excellence** and **Leadership Arlington** as Chair of the Board of Regents," shared **Rosales**. "I look forward to the exciting opportunities ahead of us, as we continue the important work of furthering our mission of enlightening, inspiring and connecting leaders through community building and leadership development."

Greg Hamilton was selected as the Chair-Elect. He is the Publisher & Co-Founder of **Arlington Magazine**, a Chamber Director and a member of the **Leadership Arlington** Signature Program Class of 2014.

■ MARYMOUNT UNIVERSITY

New Farmers Market Brings the Magic to Eating Local

On Saturday mornings, North Arlington residents can now walk, bike, jog, hop the Metro or drive to "buy local" at the new **Marymount** Farmers Market. There, they can leisurely enjoy a cup of fresh roasted craft coffee and handmade mini-donuts or French pastries while selecting artisan cheeses, homemade pies, or fresh lettuces and ears of corn picked just the day before.

In a joint partnership with the Arlington-based nonprofit Field to Table Inc., **Marymount University** is the host of the first farmers market north of Lee Highway. The market is open Saturdays, 9:00 a.m. to 1:00 p.m. through November 19. Volunteer-driven Field to Table, which assists with oversight responsibilities for the local producer-only market, is part of the "locavore" movement, which encourages people to reestablish their relationship with the land and purchase from local farmers and food preparers. The focus is also on improving the nutritional (and taste) experience and the overall health of the communities they serve.

JOIN A COMMITTEE

The Arlington Chamber of Commerce encourages all of our members to get involved in our organization. Committee participation is one of many ways to do this, and is a great way to broaden your network of contacts while learning about issues that impact your business.

Time commitments vary by committee and the extent of your involvement. Most meet once a month and participation is free.

COMMITTEES

- **Ambassador**
- **Communications Council**
- **Community Action**
- **Membership Engagement**
- **Education & Workforce Development**
- **Green Business**
- **Hotel General Managers**
- **Membership Development**
- **YEA! Booster**
- **Government Affairs & Economic Development**

How to Apply:

The application form may be found on our website on the "Community Involvement" page under the "Committees" section.

You can also email chamber@arlingtonchamber.org to request an application form and more information.

FALL OUTING

65th Annual Fall Outing Golf Tournament

Take advantage of the opportunity to escape the office on a Friday and gain valuable exposure for your business while enjoying the company of fellow Chamber members. This year, the event will be held at Pleasant Valley Golf Club on Friday, September 30 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 Hurley at churley@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 Victoria Klisch at vklich@arlingtonchamber.org. The deadline for donations is Thursday, September 22.



WELCOME NEW MEMBERS

■ **EDUCATION FUSION ACADEMY**
Victoria Small
333 John Carlyle St.
Alexandria, VA 22314
Phone: (925) 286 3279
E Mail: vsmall@fusionacademy.com
Web Address: www.fusionacademy.com/fusion-campus-location/alexandria/welcome/
Sponsor: David Isaacson, Beach Geeks, Inc.
Fusion Academy is an accredited private school providing one-to-one education for grades 6-12. We're a community of learning where students flourish — emotionally, socially, and academically.

■ **ENTERTAINMENT SUPERSTAR.COM**
Omar Sider
2305 Wilson Blvd
Arlington, VA 22201
Phone: (703) 553 8500
E Mail: support@superstar.com
Web Address: www.superstar.com
Sponsor: David Isaacson, Beach Geeks, Inc.
Specializing in hard to find tickets, to all concerts, theater and sporting events nationwide. Wizards, Capitals, DC United, Redskins, Ravens, any concert, best seats in the house.

■ **MOVING & HAULING GEORGETOWN MOVING AND STORAGE COMPANY**
Jim Bo
1100 N Glebe Rd #1010
Arlington, VA 22201
Phone: (703) 889 8899
E Mail: info@georgetownmoving.com
Web Address: www.GeorgetownMoving.com
Sponsor: Staff
Georgetown Moving and Storage Company is a local Arlington, VA based moving company. We offer local moving, long distance relocation, storage and more.

■ **NON PROFIT ORGANIZATIONS & FOUNDATIONS DOOFL**
Ted Decareau
1400 Key Blvd Ste 100
Arlington, VA 22209
Phone: (703) 755 0291
E Mail: info@doofl.com
Web Address: www.doofl.com
Sponsor: Staff
Doofl is a create-your-own mobile fundraising platform that lets users raise money for their charity with fun challenges and dares.

■ **RESTAURANTS & FOOD SERVICES BLUMEN CAFE**
Andira Jabbari
2607 Wilson Blvd
Arlington, VA 22201
Phone: (703) 839 3648
E Mail: Info@blumencafe.us
Web Address: www.Blumencafe.us
Sponsor: Staff
Blumen Cafe establishment offers specialized loose tea and Espresso with serving gourmet desserts and sandwiches plus snacks.

CHAMBER SCENE

THE CHAMBER SCENE JUNE-JULY

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 21 - Alex Held attended Arlington Host Lions Club's monthly meeting where he spoke to the group about the Chamber.

June 21 - Kate Bates, Alex Held, Cassie Hurley, and Mike Rosenow attended the Ballston BID Annual Meeting at the Westin Arlington Gateway along with several Chamber Board Members.

June 23 - Kate Bates attended the June 2016 meeting of the Alexandria/Arlington Regional Workforce Council, on which she serves as a council member.



The Change of Command at the Joint Base Myer-Henderson Hall.

June 28 - Todd Yeatts - Chair; Tina Walker - Chair Elect; Joe Prentice - Vice Chair, Member Affairs; David Isaacson - Vice Chair, Membership; John Snedden - Board Member; Kate Bates and Cassie Hurley attended the Change of Command at the Joint Base Myer-Henderson Hall on behalf of the Chamber.

June 28 - Kate Bates gave the keynote address at the Arlington County Commission on the Status of Women's 2016 Women of Vision Awards program.

July 1 - Kate Bates was the guest on Arlington Voices radio show hosted by Andrew Schneider. They talked about Kate's story and background as well as the impact the Chamber has on the Arlington community.



Kate Bates joins host Andrew Schneider on Arlington Voices radio show.



BUSINESS ADVOCACY

On July 13, the Chamber wrote a letter to Arlington County Board Chair Libby Garvey regarding the modifications to Long Bridge Park. We are in support of the County Manager's recommendation including the scaled-back aquatics and fitness facility, provided that the project is completed with the County funds not exceeding the allocated capital funding for the project. However, the Chamber supports the possibility of a further enhanced facility should other public or private partners emerge. We believe these modifications will help transform the area and bring down the commercial vacancy rate, as well as attract and retain a talented workforce in Arlington County.

Other Business Advocacy updates include:

June 1 - **Elizabeth Weigle**, Principal Planner of the Arlington County Department of Community Planning, Housing and Development, discussed zoning ordinance amendments and sign regulations at the Government Affairs and Economic Development Committee Meeting.

June 15 - **Victor Hoskins**, Director of **Arlington Economic Development**, spoke at the Government Affairs and Economic Development Committee Meeting.

July 6 - **Dennis Leach**, the Director of Transportation at the Arlington County Government's **Department of Environmental Services** spoke at the Government Affairs and Economic Development Committee Meeting.

July 12 - Kate Bates attended the Economic Development Commission Meeting.

Members can be involved in shaping policy positions through the Chamber's Government Affairs & Economic Development Committee. To be added to the committee distribution list, please email chamber@arlingtonchamber.org.

Kate Bates Appointed to VACCE Board



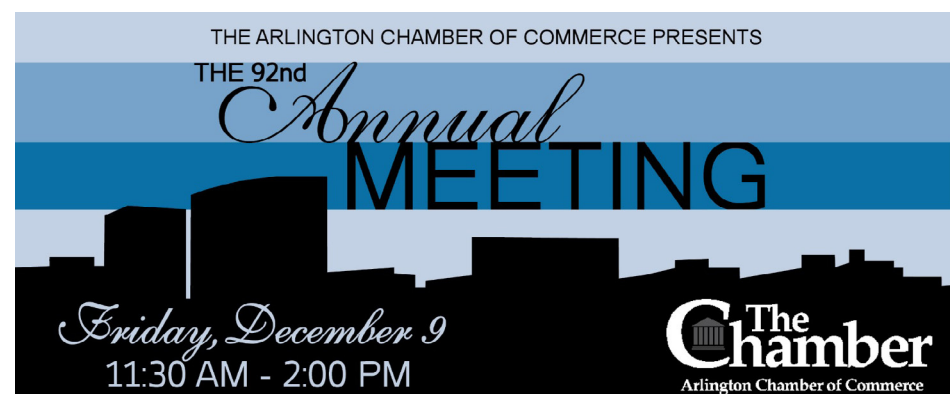
Chamber President & CEO Kate Bates

Congratulations to Chamber President & CEO Kate Bates on her appointment to the Virginia Chamber of Commerce Executives (VACCE) Board of Directors. She attended her first board meeting last month.

VACCE's mission is to equip Chamber of Commerce professionals with leadership skills and tools to build innovative Chambers. It is the premier association for leadership and organizational development of Chambers of Commerce in Virginia.



ANNUAL MEETING



The Arlington Chamber of Commerce will host its 92nd Annual Meeting on Friday, December 9 from 11:30 a.m. - 2:00 p.m. at the **Sheraton Pentagon City Hotel**. This meeting will be a celebration of 2016 and the exciting future that lies ahead. This event details the Chamber's highly anticipated key initiatives and developmental plans for the coming year. The President's Award, Chair's Award, and Committee of the Year Award will also be presented.

Registration:

Please register for the event by Monday, December 5. Registration includes lunch, the program, and parking. For registration questions please contact Hannah Dannenfeler at chamber@arlingtonchamber.org or (703) 525-2400.

Sponsorship:

For questions regarding sponsorships, please contact Events & Development Director Cassie Hurley at (703) 525-2400 or churley@arlingtonchamber.org.

SAVE THE DATE: 93RD ANNUAL ARLINGTON BUSINESS GALA

On Saturday, January 28, 2017 the Arlington Chamber of Commerce will host its 93rd 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 business 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. Last year's Gala sold out at 350 attendees! We ask for your support by donating an item for the Gala's silent auction.



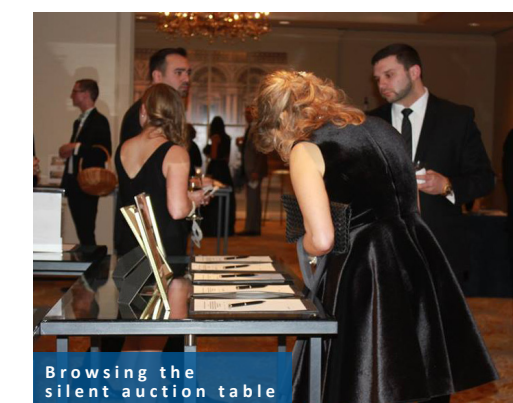
Guests having a blast on the dance floor at the Annual Arlington Business Gala



Gala Committee Chair David Isaacson and Cassie Hurley

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 in the *Arlingtonian*. Donations must be confirmed by Friday, January 6, 2017. Sponsorships are also available starting at \$550.

If you would like to make a donation or have any questions, please contact Events & Development Director Cassie Hurley at (703) 525-2400 or churley@arlingtonchamber.org.



Browsing the silent auction table



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 complete list of 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!

AUGUST

Government & Education

ARLINGTON ECONOMIC DEVELOPMENT

PHONE2ACTION Chooses Arlington as New Headquarters

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

Arlington Economic Development is proud to welcome communications technology company Phone2Action to Arlington's Rosslyn neighborhood. The fast-growing company is relocating from Washington, D.C. and is investing \$150,000 in its new headquarters, which will create approximately 140 new jobs. Virginia Governor Terry McAuliffe joined company employees for an announcement celebration recently in Arlington.

"Phone2Action's decision to relocate to Arlington is another example of how our skilled workforce and commitment to the tech sector are true assets to Arlington's economy," said Arlington County Board Chair Libby Garvey. "We are proud to welcome Phone2Action to our business community and look forward to working with the company as it continues to grow."

"We are thrilled to welcome this innovative company to Arlington," said **Victor Hoskins**, Director of **Arlington Economic Development**. "Our commitment to diversify Arlington's economy by becoming a hub for disruptive technology companies is paying off with companies like Phone2Action. These companies are vital as we work to improve Arlington's vacancy rate and become a technology leader in the nation."

Phone2Action is a communications platform designed for organizations to attract and engage supporters. The company's campaign management and mobile-optimized tools simplify the process of engaging new supporters to help them take quick, concrete action, such as phone calls or emails, to elected officials at the local, state and federal level, or enroll in public programs and services. Since 2014, millions of people have used Phone2Action to share opinions in public policy in the United States. The company has already invested in the future of its company in Northern Virginia by providing paid fellowships to three students at Thomas Jefferson High School for Science and Technology and offering internships to students at the school. The company also recently closed on \$4 million in a round of Series A funding.

"We are thrilled to accept the invitation of Virginia to bring our headquarters to this dynamic state, said Ximena Hartstock, Founder and CEO of Phone2Action. "Virginia and Arlington attract a top-notch talent pool that our company needs to continue leading the digital transformation of advocacy. Virginia's investment package and business-friendly ecosystem demonstrate understanding of the kind of support high-growth tech companies need to thrive. We are proud to be part of the transformation of Rosslyn into a smart city and in helping it become the technology hub of the east coast."

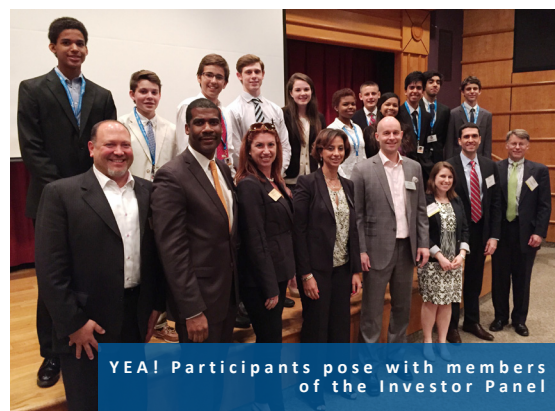
The Virginia Economic Development Partnership worked with Arlington County to secure the project for Virginia. Funding and services to support the company's employee training activities will be provided through the Virginia Jobs Investment Program.



YOUNG ENTREPRENEURS ACADEMY

Call For 2017 YEA! Applicants & Booster Committee Members

The Chamber has begun recruiting for the YEA! class of 2017. We are looking for students, ages 11-18, who are interested in entrepreneurship and developing their own business. Through the program students will develop business ideas, write a business plan, pitch their idea to a panel of investors, and launch their very own fully registered business or social movement. Applications are due by September 30. If you are interested in getting involved and helping local students realize their dream of owning their own business, consider joining the YEA! Booster Committee headed by **Christine Searle** of **Searle Business Solutions, LLC**. For more information, please contact YEA! Program Manager, Alex Held, at aheld@arlingtonchamber.org or at (703) 525-2400.



YEA! Participants pose with members of the Investor Panel

NONPROFIT SPOTLIGHT

The Effects of Incarceration on Children

By Heather Pritchett, Offender Aid and Restoration (OAR)

When someone is incarcerated, they are not the only person affected by the experience. Spouses, family members, friends, employers, and the overall community are also impacted. Perhaps, though, the group of people most affected is the children of those incarcerated. More than five million children in the U.S. have had at least one parent in prison. That's about seven percent of all children in this country! This proportion is higher among black, poor, and rural children. Research has shown that children of incarcerated parents, when compared with those who have not had a parent incarcerated, experience a higher instance of other traumatic life events and stressors, more emotional difficulties, more problems in school, and are also more likely to become involved in the criminal justice system themselves.



Offender Aid and Restoration, OAR, is working to bridge the gap between individuals incarcerated and their family members. **OAR** has served Arlington County and the Cities of Alexandria and Falls Church since 1974. In the Intensive Reentry Program (IRP), **OAR** serves individuals who are at medium- to high-risk of recidivism, or returning to incarceration. Case Managers begin working with these individuals inside their correctional facility several months prior to their release date, they are there on the day of release, and they continue to work with the individuals in an intensive capacity for several months post-release, for a total period of up to 12 months. A major component of this work involves helping the incarcerated individual reconnect with their family in a positive, supportive environment. Often, familial relationships are strained due to incarceration. Additionally, **OAR** offers a Parenting course inside the Arlington County Detention Facility, which focuses on how to communicate with children about incarceration and how to maintain or improve the parent-child relationship.



Additionally, **OAR** offers incarcerated individuals, those on probation, and individuals active in **OAR's** programs the opportunity to provide gifts to their children for the holiday season. **OAR** holds a Toy Drive each October to collect new, donated toys for Project Christmas Angel, which is held each December. Each year, we have approximately 150 volunteers who select gifts for the children from a room full of donated toys, wrap the gifts, and attach a handwritten gift tag from the child's parent to each gift. The presents are then hand-delivered to the children's homes through the DC area by volunteers.

Interested in getting involved with **OAR**? Attend a free one-hour tour to learn more, see our office, and meet our staff. View tour dates and register to attend at <http://www.oaronline.org/news-events/tour-registration/>. Sign up your business as a Toy Drive donation site by contacting hpritchett@oaronline.org.

NORTHERN VIRGINIA ELECTED LEADERS ECONOMIC FORUM

Regional Chambers Announce Virginia Elected Leaders Economic Forum

The **Arlington Chamber of Commerce**, the Alexandria Chamber of Commerce, the Northern Virginia Chamber of Commerce, the Prince William Chamber of Commerce, and the Northern Virginia Regional Commission announced they will host the Northern Virginia Elected Leaders Economic Forum, which will take place on Wednesday, August 31 at the Northern Virginia Chamber offices in Tysons.

This first of its kind event will offer Northern Virginia's business leaders the opportunity to learn about the economic climate in each jurisdiction, hear about new and ongoing initiatives aimed at fostering economic growth, and discover how each jurisdiction in Northern Virginia can work together for the betterment of our regional economy.

The event will feature The Honorable Phyllis Randall, Loudoun County Board of Supervisors Chair At-Large; The Honorable Sharon Bulova, Fairfax County Board of Supervisors Chairman At-Large; The Honorable Corey Stewart, Prince William Board of County Supervisors Chairman At-Large. The Mayor of the City of Alexandria and a leader from Arlington County have also been invited. **Bruce Potter**, Chief Operating Officer, **Northern Virginia Media Services**, will act as facilitator.

To view more information and register for the event, visit <http://www.arlingtonchamber.org/events>.

Interested in sponsoring? Contact Events & Development Director Cassie Hurley at (703) 525-2400 or churley@arlingtonchamber.org.

PRIME PROGRAM

Four Weeks with the Chamber: An Intern's Perspective

By Christine Xue, 2016 Arlington Chamber of Commerce PRIME Intern

Before starting my internship to the Chamber, I had never worked a day in my life. While this is not completely unheard of among 17-year-olds, I knew that I did not want to miss out on the opportunity to gain valuable early working experience.

Of course, I liked that having a job meant being able to call myself a working woman, but it was most important to me to find an opportunity that allowed me to work in an area I would be interested in studying in college. Lucky for me, and other students enrolled in **Arlington Public Schools (APS)**, APS offers a four week internship program called Professional Related Intern/Mentorship Experience (PRIME), through which rising juniors and seniors are matched with local businesses and organizations that are related to the each student's field of interest.

This year, students in the PRIME program were matched with a variety of companies and organizations, from a traveling veterinarian service to an architectural and design firm. As for myself, I got matched with the Arlington Chamber of Commerce, and have enjoyed every second of my time here.

My own experiences at the Chamber have taught me many things. I learned how to use Excel, how to navigate and utilize the database system, and how to take advantage of all types of design software in order to create stunning infographics. While I initially did mostly database work, I was soon given many graphic design projects. Through the design work, I discovered how much I enjoy taking a blank page and turning it into something beautiful.

While many of us begin our internships with little practical experience, we leave with skills and knowledge that we could not have gotten without the exposure inherent in any internship. Aside from developing valuable skills, I gained valuable insight into how a Chamber of Commerce runs, as well as how all types of businesses function and are integrated with one another. Working in the database showed me how diverse many of the industries are that belong to the Chamber community. At first, I was puzzled how such contrasting businesses could all feel that they had something to gain from a membership at the Chamber, but I soon realized how important being a part of this community is in order to thrive. From the small, close-knit community of the Chamber employees to the large community of Arlington itself, it is vital to be connected with those around you.

Interning this summer has proven to be an invaluable experience for me and will continue to benefit me in my future endeavors. I would strongly urge any company to take an intern for even just a couple weeks, as there are many mutual benefits of such an exchange. For one, having interns is a way for companies to get involved with the community and give back to the new generation. Additionally, interns are an extra helping hand in the office, and can often provide refreshing new approaches to old methods. Lastly, by taking on interns, companies are increasing the value of the next generation of employees that they could be hiring in a few years. This small act of opening opportunities to help others creates a ripple effect of good faith that will eventually come full circle back to its origin—and it all starts with you.



Christine Xue, 2016 Arlington Chamber of Commerce PRIME Intern

WEBSITE UPDATE

The Chamber is Revamping Our Website!

With the updated website layout, it will be easier than ever before to explore the site and check out all of the great things the Chamber has to offer. With increased web traffic, more people will be able to find your listing or view your ad. Don't miss out on our current advertisement prices while they last!

Enhanced Business Directory: **\$250**
 Level 1 Web Sponsorship: **\$850**
 Level 2 Web Sponsorship: **\$2,000**
 Level 3 Web Sponsorship: **\$4,000**

With the purchase of any level of sponsorship, your ad will be displayed on the Chamber's website for one year. To find out more about advertising with the Chamber, contact Caroline Taylor at ctaylor@arlingtonchamber.org or (703) 525-2400.

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JUNE SMALL BUSINESS ROUNDTABLE

How Small Businesses Benefit by Outsourcing their HR to a PEO

During June's Small Business Roundtable, **Fred Griffin**, of **TriNet** presented to the Small Business Roundtable on **How Small Businesses Benefit from PEOs**.

What is a PEO?

The term "PEO" stands for Professional Employer Organization. PEOs provide small-medium size companies with outsourced human resource services, specifically employment and HR management services.

Four Options for Handling HR

- You can do it yourself or delegate the job to current internal staff. This has advantages as it keeps close control and is an inexpensive alternative. However, there are disadvantages like limited expertise and will take attention away from core responsibilities.
- You can hire additional administrative and HR staff. This has advantages because you are hiring on a part-time basis and it keeps control close. However, this adds cost to the "do it yourself" option and will add more tasks for you to manage.
- You can outsource to multiple vendors: one vendor for payroll, another for benefits, and so on. This might address some growth needs and show need-based features and benefits. However, this creates redundant tasks for HR as well as coordination issues.
- You can use a PEO as a single vendor solution under a co-employer relationship. This allows things to be flexible and scalable while having access to "big company" infrastructure and benefits. However, employers fear loss of control and it is NOT for every small business.

Advantages of using PEO

- Flexible, scalable, bundled HR solution covers you as you grow (i.e. Compliance changes based on number of employees)
- Access to "big company" infrastructure and benefits - More health care benefit options for employees and their families
- Access to HR expertise - Support for payroll and employee needs
- Shifting and sharing of liability - Workplace safety

Due Diligence When Selecting a PEO

- Find a legitimate and stable PEO
- Find a PEO that solves issues quickly and effectively
- Understand how you are being charged
- Look for better benefits
- Verify the employee risk pool matches the employer's profile
- Ensure that the service provider meets all state regulatory requirements
- Find out how long it takes to transition

SOCIAL MEDIA MIRACLES IN UNLIKELY ORGANIZATIONS

Social Media Miracles in Unlikely Organizations

PRESENTED BY THE COMMUNICATIONS COUNCIL

Does your business or organization use social media? Are you skeptical of its ability to create a positive impact? Join the Chamber for an interactive panel discussion, *Social Media Miracles in Unlikely Organizations*, and learn how social media can help any business. The event will take place on Wednesday, October 19 from 11:30 a.m. - 1:00 p.m. at the Navy League Building.

For registration questions please contact Hannah Dannenfeler at chamber@arlingtonchamber.org or (703) 525-2400.

SMALL BUSINESS ROUNDTABLE

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.

REGISTER NOW:

AUGUST SMALL BUSINESS
ROUNDTABLE

24 WEDNESDAY

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

Chamber Board Room

Presented by **Scott Keefer** of **Cobra**

Leadership presenting:

A Systematic Approach to High

Performance

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!

- **Jamie Nicholas Printing & Graphics** and **Reston Limousine Service** for donating door prizes for the July Breakfast Connection
- **Reston Limousine Service** and **Cusumano & Stuver, DDS** for donating door prizes at the July Business after Business
- **FVCbank** for hosting the July Business after Business

We're Celebrating Our 10th Year!

Thank you Arlington Community! We are committed to being the best bank, serving the needs of individuals and businesses with a personal touch. Please stop in today and let us show you a better way to bank.



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Sonia Johnston
Regional President