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2011 Committee of the Year:
GREEN BUSINESS COMMITTEE

Kevin Shooshan, Green Business Committee Chair, accepted the 2011 Committee of the Year Award on behalf of the Green Business Committee. The award was presented by the 2011 Chamber Chair **Michael Foster** and Chamber President **Rich Doud**.

Photo: (R-L) **Kevin Shooshan, Michael Foster and Rich Doud**

2011 Chair's Award:

VERIZON

Doug Brammer accepted the 2011 Chair's Award on behalf of **Verizon**. The award was presented by the 2011 Chamber Chair **Michael Foster** and Chamber President **Rich Doud**.

Photo: (R-L) **Doug Brammer**, guest speaker U.S. Sen. **Mark Warner** and **Michael Foster**



2011 President's Award:

SONIA JOHNSTON OF JOHN MARSHALL BANK

Sonia Johnston of John Marshall Bank received the 2011 President Award from Chamber President **Rich Doud**.

Photo: **Sonia Johnston and Rich Doud**

2011 Chair's Message



Michael Foster

The future looks bright for Arlington business and the Chamber of Commerce. This time last year I did not see my term as a beginning, and today, I do not see it as an end. As I commit to continued service on behalf of our community, I challenge each of you to continue or increase your role in community leadership and work together to reconcile business, government, cultural and civic issues that are critical to improve our quality of life and promote economic sustainability. The Arlington Chamber is a tremendous venue to serve the broader role of business and positively shape our lives and those throughout the community.

2012 brings great promise under the leadership of our new Chair, **Doug Brammer** of **Verizon**. **Doug** and **Verizon** have been highly respected in business for many years and he is well poised to build on the work to date with new ideas and his passion for Arlington. We all look forward to working with and supporting **Doug**.

As we look to the new year ahead, we must continue to set the bar even higher on key issues that shape our businesses and economic future. From ever demanding educational needs for our workforce to housing that serves the full spectrum of our employee and employer base, we need to be more proactive in setting the stage for success. From our transportation advantages to environmental lifestyle qualities, we need to further distinguish our marketplace as surrounding jurisdictions are sharpening their competitive strategies. Together with your involvement, we can continue our path and progress beyond the expectations of the past.

We all continue to be inspired by some of the ABBIE award winners and inductees into the Arlington Business Hall of Fame. **Jack London** started with a vision for technology that grew into **CACI**, one of Arlington's largest employers and one of our nation's most respected technology companies. **Neil Nichols** provided services one taxi ride at a time until he refined his business and re-defined his industry by growing one of the most efficient and progressive taxi companies in the country.

It has been an honor and privilege to work with so many of you and call you friends, as well as clients and colleagues. In particular, I want to thank Rich Doud, Kate Roche, and all the dedicated staff at the Arlington Chamber offices, our executive committee, board members, and committee chairs. Each has gone above and beyond expectation to make the Chamber work for you and be the go-to resource for business in Arlington.

The Arlington Chamber continues to grow in quality and stature by engaging an ever increasing share of the business community. Be on the lookout this year for ways to engage with other business leaders in one of our committees, or ask a board member how to get involved in our Opportunity Works Campaign to increase your visibility and investment in business for Arlington!

Michael T. Foster, FAIA, MTFA Architecture



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2012 Chair's Message



Doug Brammer

How's That Working For You?

A popular phrase that has seeped its way into the public vernacular is the question, "How's that working for you?" Maybe someone has asked you that question or perhaps you've asked the question of someone yourself. Either way, you can't help but smile when you hear it. It is a disarming yet incredibly effective question. It offers an important opportunity to assess what we are doing. Intuitively, the question also invites us to compare our results with our intent.

How many times have you found yourself being busy but not productive? Or found yourself confusing motion with progress? Though not intentional, many of us have become so busy trying to jam 40 hours into our 20 hour work days that it can be easy to lose sight of the strategic goals that we are trying to accomplish.

So what does any of this have to do with the Chamber? *Everything!*

The Arlington Chamber offers a wealth of resources to guide your planning, decision-making, and resource allocation. It offers access to relationships and information that are the foundation of business. It offers introductions and opportunities to learn more about industries, trends, and issues that may inform strategies or guide priorities. Consider the work of these Chamber committees and how joining one might help your business:

- Community Action Committee raises the business community's awareness of community needs and focuses its efforts and energies in addressing those needs.
- Communications Council creates a network of communications-related resources through best practices and knowledge sharing and hosts some amazing workshops throughout the year.
- Government Affairs & Economic Development Committee monitors and analyzes issues concerning transportation, tax, government budgets and general legislation and reports relevant items to the Chamber's membership.
- Education and Workforce Development Committee works to foster relationships between education and business and advises the Chamber on strategies that prepare students for a career, further education, citizenship, and lifelong learning.
- The Hotel General Managers Committee keeps abreast of dynamic issues that affect their industry and provides an interface with the Arlington County Visitor Service to provide support and input on the best use of marketing dollars to promote Arlington to the travel industry.
- Green Business Committee does great work in teaching and demonstrating green business techniques and practices through expert speakers and field trips!

So over the next several days ask yourself, "How's that working for me?" Regardless of your response, the resources at the Chamber can help!

Doug Brammer, Verizon

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2012 Executive Committee



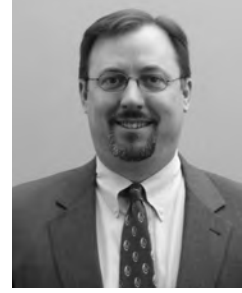
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Verizon



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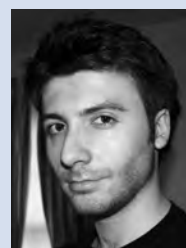


Past Chair
Michael Foster, FAIA
MTFA Architecture



President and Secretary
Rich Doud
Arlington Chamber of
Commerce

Chamber Staff



Group photo (L to R):
Leticia Cano, Member Services
Administrator
Kate Roche, Director of Member
Services and Development
Rich Doud, President
Chris Hunter, Director of Membership
Aaron Guerrieri, Staff Accountant
Amy Fischer, Publications Coordinator

Individual photo: Josh Boehm, Design/Web Coordinator

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2012 Board of Directors

Board of Directors listed in order they appear in photos from left to right.



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Pat Williamson, Karolyn Stuver, Ron Novak, Sonia Johnston, Barbara Nicastro



Tim Hughes, John Snedden, Kevin Shooshan, Mark Zetlin, Andrew McGeorge



Tom Grantham, Nancy Goodman, Todd Yeatts, Grace Shea, Lindsey Rheame



John Kell, Deborah Lipman, Michael Foster, David DeCamp, Bill Eisnaugle

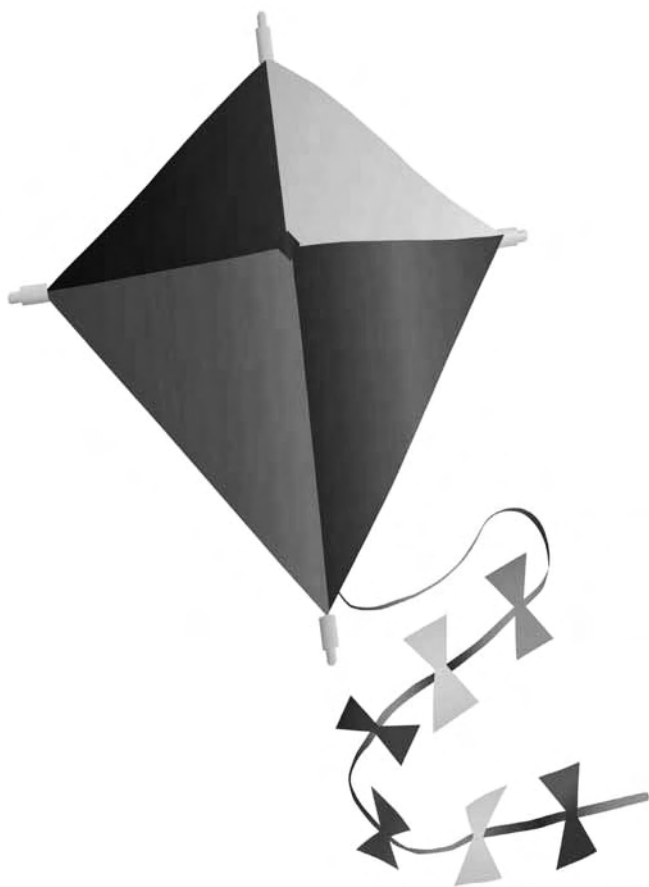


Doug Brammer, Bob Hawthorne, JR Diffie, Sean Hosty, Rich Doud

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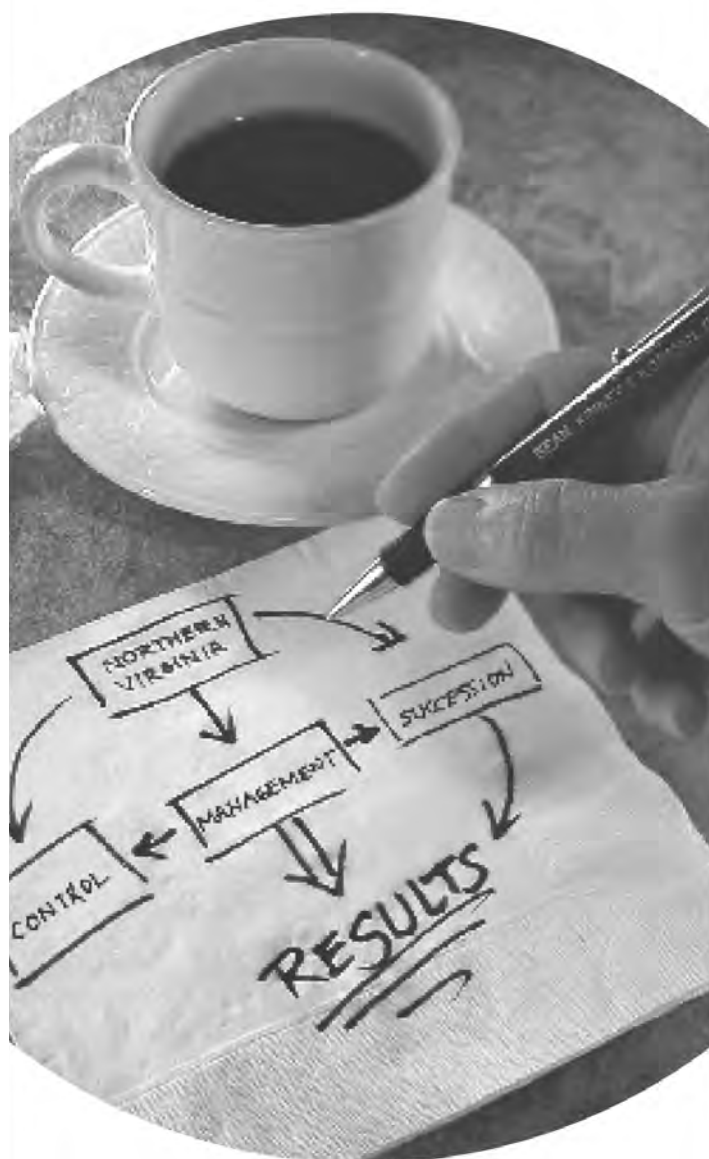


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Meet the New Board Members



Mark Hadeed, Hadeed Carpet Cleaning, Inc. **Mark Hadeed**, Marketing Representative at **Hadeed Carpet**, is a networking genius because of his love for people and his ability to share experiences. He represents **Hadeed Carpet** at meetings, events, shows and business activities throughout the area. **Hadeed's** father, **David Hadeed**, assisted in the development of **Hadeed Carpet's** restoration department in the 1960's. **Hadeed** successfully initiated and operated several businesses during his career, most recently as a residential land developer and builder. As a native of Maryland, **Hadeed** participated in the expansion of **Hadeed Carpet** with the opening of its first location in Chevy Chase, which opened doors in early 2011. **Hadeed** serves on the Board of the Arlington County Chamber of Commerce, and is active with the Chevy Chase, MD and Washington, DC Chambers. **Hadeed** has a love for music and people.



David Isaacson, Technology Management, Inc. (TMI) As President and CEO, **David Isaacson** has brought **TMI** from its inception to its present recognition as an established metro area resource for excellence in planned technology. He provides the vision for **TMI's** growth as well as the daily leadership to achieve it. He maintains a seat on **TMI's** Board of Directors and heads up the strategic planning teams for both technology and marketing. Previously, **Isaacson** held leadership positions with Coopers & Lybrand, Microtech-Tel, IBS Networks and began his career working with IBM, Microsoft and various dot-com startups. **Isaacson** received his Bachelor of Science degree from Florida State University and, is an active Microsoft Certified IT Professional (MCITP), an Enterprise Architect and Server Administrator (EA/SA) and a Cisco Certified Network Associate (CCNA). In 2010, **Isaacson** was awarded BNI's Member of the Year. **TMI** is a 2003 ABBIE winner as Best Small Business.



John Kell, M&T Bank

John Kell is a native Virginian, relocating to this area from Richmond in 2005. **Kell** is a Vice President for the Business and Professional Banking unit with **M&T Bank** and is located here in Arlington, VA. He has been in the banking industry for over 30 years and enjoys the satisfaction derived from assisting clients in achieving their financial goals. **Kell** has been actively involved in the Arlington Chamber for nearly two years and is an active participant of the Membership Development Committee. **Kell** is also actively involved with one of the Chamber's non-profit member organizations, **Doorways for Women and Families**. **Kell** and his wife, Bowman, have four sons and pride themselves on being "Hockey Dad & Mom."



Lindsey Rheume, Virginia Commerce Bank
Lindsey Rheume currently serves as **Virginia Commerce Bank's** Executive Vice President, Commercial Lending Manager. **Rheume** has over 23 years of commercial lending experience, most recently from **SunTrust Bank** where he was a Senior Vice President in the Special Assets Division and Government and Technology Division. He

has also held positions with GE Capital as the Healthcare Financial Services Asset Based Leader and Bank of America as Senior Vice President, Business Credit.



John Snedden, ROCKLANDS BBQ & Grilling Company

As a pre-med major at Washington & Lee University, **ROCKLANDS Barbeque and Grilling Company** owner **John Snedden** planned to be a doctor. An early fascination with grilling led him to throw pig roasts in college. That success led to a barbeque contest in DC, where his barbecued ribs won first

place—and the first of many catering contacts. **Snedden** opened the first **ROCKLANDS** restaurant on Wisconsin Avenue in 1990. Over the years, he's opened three more locations: Alexandria, Arlington and Rockville. A barbeque traditionalist, **Snedden** only uses red oak and hickory wood for smoking his barbeque, and all four of his restaurants use custom built smokers designed by him. The company also does full-service catering. **Snedden** lives with his wife Kim and their three children in Washington, DC. He also serves on the Board of Directors for St. Luke's Shelter and the Restaurant Association of Metropolitan Washington.



Shannon Swahn, Goetz Printing Company

Shannon Swahn has lived in the Washington, DC area for five years. She moved to the area from Atlanta after graduating from Clemson University with a BS in Graphic Communications. Print sales drive her career and professional life. In April she started sales with a new company, **Goetz Printing**. Outside work she enjoys trying new restaurants, traveling

and hanging out on Columbia Pike. This is **Swahn's** first year on the board after five years of involvement with the Chamber. She has plans to settle in the area and is excited to expand her reach in the community through her participation on the board.



Tina Walker, BAE Systems

Tina Walker, a native of Vermont, is the Director, Facilities and Administration at **BAE Systems, Inc.** She joined **BAE Systems** in August 2008 as the Manager, Facilities and Real Estate at **BAE Systems, Land & Armaments** and transitioned to **BAE Systems, Inc.** in January 2010 to support the headquarters office relocation from Rockville, Md. to Arlington,

Va. In her current role, **Walker** is responsible for the day to day operations and administration for three Arlington, Va. and the Charlotte, N.C. facilities, along with the overall real estate strategy for **BAE Systems, Inc.** Before entering **BAE Systems**, **Walker** was the Sr. Manager, Facilities and Real Estate at General Dynamics Armament and Technical Products headquartered in Charlotte, N.C. Prior to joining the defense industry, **Walker** owned T&M Maintenance, Inc., a design and construction firm in Richmond, Vt. **Walker** is a graduate of Vermont Technical College.



Charlene Whitfield, Dominion

Charlene Whitfield is regional manager of the Northern Virginia Customer Solutions organization of **Dominion Virginia Power**. She oversees a team of more than 100 employees who provide engineering services for both existing and new customers in the Northern Virginia region. **Whitfield** has 30 years of experience with **Dominion**.

She has held various leadership positions within **Dominion**. In addition to her current position, **Whitfield** has managed major projects from the conceptual and engineering phases to final construction. She has overseen employees who had responsibility for billing and collections and has supported our construction and maintenance departments with state and federal regulatory compliance. She represents **Dominion Virginia Power** as a member of Associated Builders and Contractors of Virginia and the National Association of Industrial and Office Properties. **Whitfield** and her husband, Greg, are long-time residents of Northern Virginia. They have five children—three college graduates and two completing their college studies.



Mark Zetlin, Mercedes-Benz of Arlington

Mark Zetlin was born in Washington, DC and graduated from T.C. Williams High School in Alexandria, VA. **Zetlin** attended the Syracuse School of Management and earned a degree in Marketing. In 1972, he started his career at American Service Center as a summer job and became an

official employee, on payroll, in 1974. After college in 1980, he became a full-time employee and has worked there ever since. To further his knowledge in the automobile industry, **Zetlin** attended the N.A.D.A Dealer Academy and graduated in 1992. **Zetlin** now lives in Bethesda with his wife, Zsuzsanna, and has two beautiful daughters, Sherri and Julie. He has served on the Board of Directors for the Washington Area New Auto Dealers Association (WANADA) and Second Genesis. **Zetlin** has worked in Arlington for many years and looks forward to serving on the Arlington Chamber Board of Directors by helping to make the Arlington business community prosper.

2011 Committee Chairs



Communications Council
Staff Liaison: Rich Doud

Co-chairs: **Shannon Swahn, Select Printing & Copying**
Joey Tackett, Clear Sky Creative



Government Affairs & Economic Development Committee
Staff Liaison: Rich Doud

Co-chairs: **Bob Bushkoff, Dittmar Co.**
Tad Lunger, Bean, Kinney & Korman, P.C.



Ambassador Committee
Staff Liaison: Chris Hunter
Chair: **Donna Hamaker, KDH Real Estate**



Membership Development Committee
Staff Liaison: Chris Hunter
Chair: **Arianna Gleckel, Bean, Kinney & Korman, P.C.**



Education & Workforce Development Committee
Staff Liaison: Rich Doud
Chair: **Kim Durand, Arlington Public Schools**



Green Business Committee
Staff Liaison: Rich Doud
Chair: **Kevin Shooshan, The Shooshan Company**



Hotel General Managers Committee
Staff Liaison: Rich Doud
Chair: **Greg Raines, Holiday Inn Rosslyn**



Community Action Committee
Staff Liaison: Rich Doud
Co-chairs: **Kerry Lombard, Doorways for Women and Children**
Jan Sacharko, A-SPAN



Opportunity Works Campaign
Staff Liaison: Kate Roche
Co-chairs: **Joe Prentice, State Department Federal Credit Union**
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The Chamber would like to thank these fine members and individuals for making donations to the Staff Education and Technology Fund during 2011. The Staff Education Fund is used for furthering staff education through regional Chamber programs and conferences. The Technology Fund is used to keep the Chamber office up to date with modern technology.

Education and Technology Fund Donors

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The Chamber would also like to thank the following generous individuals whose contributions to the Chamber's Scholarship Fund improved the educational lives of Arlington students in 2011. The Chamber Scholarship Fund provides financial assistance to several Arlington high school students each year.

Scholarship Fund Donors

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The 2011 Scholar's Cup Participants

For more information on how to donate to the Chamber's Education and Technology Funds, or the Chamber's Scholarship Fund please call, the Chamber, 703-525-2400.

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2011 Award Winners

2011 Chair's Award

Verizon

The Chair's Award was established to provide public recognition to a member organization and its Chamber representatives that have made an exceptional contribution to the Chamber through sponsorship, leadership, attendance at events and other contributions of resources. This year's award was presented to **Verizon** and accepted at the Chamber's Annual Meeting by **Doug Brammer**. Throughout 2011 **Verizon** served as an Annual Corporate Sponsor, in addition to a variety of other event sponsorships. Sponsorships like these enable the Chamber to maintain low registration rates, making events affordable to a wider audience. **Doug Brammer** of **Verizon** is currently the 2012 Chamber Chair. With his involvement, **Verizon** is showing their continued support of the Chamber from 2011 into the New Year.

2011 President's Award: Sponsored by Comcast

Sonia Johnston

The President's Award is given to a member individual deemed to have made significant contributions to the Chamber over the past year. Each winner has, in his or her own way, found a means to make a difference to Chamber members. Chamber President Rich Doud presented **Sonia Johnston** of **John Marshall Bank** with the 2011 President's Award. "There is no hard and fast criteria for this award," says Doud. "Those who are likely to earn the President's Award just stand out. I have never needed to go through any evaluation process, and the tradition continues this year." **Johnston** has been a long-standing member of the Chamber who always contributed valuable insight and assistance that support the Chamber's goals. Congratulations, **Sonia!**

2011 Committee of the Year Award: Sponsored by Dominion

Green Business Committee

The Committee of the Year Award recognizes the committee that has done an exceptional job of executing the mission of the Chamber membership and the Arlington business community while serving the interest of the committee members. The 2011 Committee of the Year was awarded to the Green Business Committee and accepted by the committee's Chair, **Kevin Shooshan** of **The Shooshan Company**. The committee's goals for the year were ambitious, but the committee stayed dedicated to their work and made recognizable achievements for the Chamber. Their hard work is guaranteed to continue into 2012.

Chamber broadband internet capability courtesy of **Comcast Communications**. Office WiFi capability courtesy of **Washington Workplace**.

DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

DISPLAY ADS—The first of the month prior to publication. i.e. For December, the ad must be submitted by November 1.

PRESS RELEASES—Same deadline as Display Ads

ARTICLES—Same deadline as Display Ads

INSERTS—Must deliver 1,750 inserts before noon on the 22nd of the month prior to publication. i.e. For December, the insert must be at the mail house by November 22. If less than the full number is provided, no inserts will be mailed and no refunds can be given.

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Articles printed in this newsletter are submitted by members and represent their ideas and beliefs and do not necessarily reflect the views of the Arlington Chamber of Commerce.

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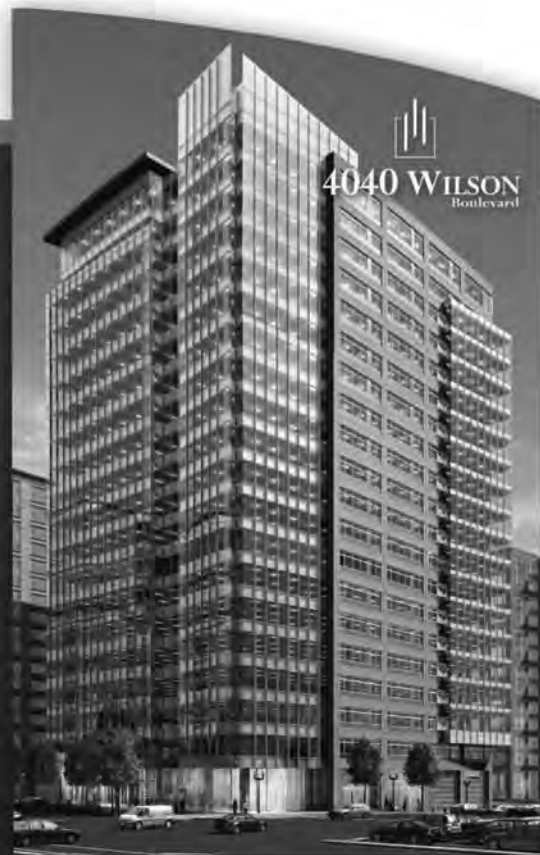
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Congratulations to our 2011 ABBIE Award Winners!

The Arlington Chamber of Commerce celebrated the 25th Annual Arlington Best Business Awards (ABBIE) on May 17, 2011. The event recognized the most accomplished Arlington businesses that are improving the local economy and quality of living in the area. These awarded businesses consistently provide outstanding quality of services and products, have achieved significant growth or stability over the lifetime of their businesses and have displayed industry leadership. Awards were also given to businesses who exemplify the best environmentally friendly business practices.

2011 ABBIE Recipients

American Service Center 2011 Large Business of the Year
Arlington Street People's Assistance Network(A-SPAN)

2011 Nonprofit of the Year

Booz Allen Hamilton 2011 Large Business of the Year

Jay E. Reiner, CPA 2011 Home Based Business of the Year

KDH Real Estate 2011 Service Small Business of the Year

Virginia Hospital Center 2011 Large Business of the Year

2011 Arlington Business Hall of Fame Inductees

Along with the awards for organizations, three new business people were inducted into the Arlington Business Hall of Fame.

This year's inductees included **Neal Nichols**, President and founder of **Red Top Cab**, **Dr. Jack P. London**, Executive Chair of **CACI**, and **Elizabeth Campbell**, founder of **WETA**. Ms. Campbell will be honored posthumously.



2011 ABBIE winners

(Back Row, L-R) Jay E. Reiner, CPA, Jim Cole of Virginia Hospital Center, Joseph Sifer of Booz Allen Hamilton and Stan Rodia of American Service Center. (Front Row, L-R) Donna Hamaker of KDH Real Estate and Kathy Sibert of A-SPAN.



2011 Hall of Fame Inductees

(L-R) Neal Nichols of Red Top Cab, Sally Merten accepting on behalf of Elizabeth Campbell of WETA and Dr. Jack P. London of CACI.



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Hospitality Award & Bob Klein Legendary Service Award Winners

In 2011 the Arlington Chamber of Commerce hosted the 7th Annual Hospitality Awards, where nearly 90 front-line workers were honored for their achievements, exceptional concern for customer care and strict attention to detail. The Chamber continually presents these awards to recognize the superstars in the hospitality industry for their efforts to keep visitors to Arlington coming back again and again.

There are a variety of meaningful stories told at this event annually which recount the above-and-beyond mentality of these hospitality workers. This is one example out of many that shows just how exceptional these people are:

During a horrible snowstorm in 2011, Sabino Orellana of the Holiday Inn Rosslyn was staying at the hotel overnight to periodically shovel snow to the ensure safety of the guests. At 10:00 p.m. one night, a guest called to report that her daughter had dropped her favorite stuffed animal over the balcony onto the second floor room. The front desk called Orellana, who sprang out of bed and into action. Not only did he retrieve the stuffed animal in the dark, cold night, but he cleaned and dried it off for the little girl before returning it.



2011 Bob Klein Legendary Service Award Recipients

Reuben Alonzo Hodge, Crystal City Marriott
 Nicolas Arias, Holiday Inn Rosslyn
 Mae Borce, Crowne Plaza National Airport.
 Sonya Carpenter, Holiday Inn National Airport
 Lewis Christian, Crowne Plaza National Airport
 Jennifer Duiguid, Hyatt Regency Crystal City
 Gloria Hopkins, Crowne Plaza National Airport

Joann Jansen, Holiday Inn National Airport
 Amalia Monis, Holiday Inn National Airport
 Dawn Moore, Hyatt Regency Crystal City
 Benja Ponmakha, Crowne Plaza National Airport
 Naraporn Sangthong, Crowne Plaza National Airport
 Adilia Zelaya, Doubletree Crystal City

Additional 2011 Hospitality Award Winners

From Key Bridge Marriott:
 Arbia Abassi, Don Irrin, Aziz Kendali, Hanna Mesfin, Phuong Nguyen and Mychal Robinson.

From Holiday Inn Arlington:
 Jay Alemu, Megan Gray and Michael Lally

From Crowne Plaza National Airport:
 Sandy Liu, Chiranjibi Sapkota and Xiaping Zou

From Hotel Palomar Arlington
 Vernon Knight Bey, Baby Daryl Sarmiento and Theda Sweetland

From Embassy Suites Crystal City:
 Jeein Ahn, Rayan Kamal, Leticia Romero and Tiyon Solomon

From Westin Arlington Gateway:
 Elizabeth Cambargo, Michael Corless, Tigist Roba and Elsa Tapin

From Residence Inn By Marriott Pentagon City:
 Aaron Acheampong, Evar Agyemang, Maxwell Appiah, Fekre Mariam, Wilfredo Pena, Denise Reubel and Sangay Smith

From Crystal City Marriott:
 Wilhelmina Doral, Brenda Marshall-Barnes, Kwame Mensah and Delia Reyes

From Holiday Inn Rosslyn:
 Molly Frank, Marta Hernandez, Sabino Orellana and Melanie Smith



From Crystal Gateway Marriott:
 Megan Aguilar, Jose Campos, Reyna Espinal, Deekimberly Frye, Maju Jallow, Mimi Phrasavath, Jose "Hector" Reyes, Else Semere and Chalee Thompson

From Hyatt Regency Crystal City:
 Jacques Dassie, Kamola Pulatova and Kamal Abdel-Raman

From Pinzimini:
 Tamjid Ahmed

From Sheraton Crystal City:
 Ranjit Edwards and Angel Ortega

From Residence Inn By Marriott Arlington Courthouse:
 Ronide Fleurantus and Anthony Lane

From Doubletree Crystal City:
 Cecelia Amartey and Maytinee Sigler

From Hyatt Arlington at Washington's Key Bridge:
 Katie Williams and Andrew Zaka

From Ritz-Carlton Pentagon City:
 Yolanda Bolanos, Edward Kennedy, Farida Parker, Kim Ry and Danjela Vukovic

The Arlingtonian

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The Chamber will represent Arlington County business by: participating as a business advocate to government; endorsing regional solutions to infrastructure and educational challenges; and striving to create the conditions that encourage a healthy community and business environment within the County and the Commonwealth of Virginia.

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