



ARLINGTONIAN  
GRAND SPONSOR

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## SAVE THE DATE

### BUSINESS AFTER BUSINESS

JANUARY 19

5:00 – 7:00 p.m.

AKA Virginia Square

### ANNUAL BUSINESS GALA

JANUARY 28

6:00 p.m. – 12:00 a.m.

The Ritz-Carlton, Pentagon City

## ANNUAL MEETING REVIEW

### 87th Annual Meeting & Luncheon

On December 9th, the Arlington Chamber held its 87th Annual Meeting at the Sheraton National Hotel. The event was a reflection of a successful 2011, a celebration of the great memories and accomplishments of the year, and a look into the future at the many triumphs to come in 2012. Chamber Chair Michael Foster thanked the approximately 250 attendees for being a part of a year full of great achievements and honored those that significantly contributed to the success of the Chamber through the Chairman's Award, President's Award and Committee of the Year Award. He then passed the torch to the 2012 Chairman, Doug Brammer, wishing him luck. The appointment and election of the 2012 Board of Directors and the Executive Committee was also announced.



▶ Please turn to page 6 for a list of the award winners, the elected Board of Directors and Executive Committee members, and event sponsors.

SPECIAL THANK YOU!

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TD Bank

## ANNUAL GALA PREVIEW

### 88th Annual Business Gala

Arlington's Best Night Out is the Chamber's 88th Annual Business Gala on Saturday, January 28 at the Ritz-Carlton, Pentagon City. Don't miss this opportunity to mix and mingle with your community's top business people! Get your dancing shoes on and prepare yourself for an evening full of the best food, drink, music and auction items in town. The evening kicks off at 6:30 p.m. with a cocktail hour. Shortly after, guests will have their shot at some amazing auction items that are perfect for reigning in the New Year.

Don't miss Arlington's Best Night Out!

▶ Contact Kate Roche for more information, ☎ 703-525-2404 ✉ [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org)

SPECIAL THANK YOU!

GRAND SPONSOR



Verizon

**THE CHAMBER**

■ **EXECUTIVE COMMITTEE**

**Doug Brammer**, Chair  
**David DeCamp**, Chair-Elect  
**Chris Domes**, Treasurer  
**Tim Hughes**, Assistant Treasurer  
**Ron Novak**, Vice Chair—Communications  
**Scott McCaffery**, Vice Chair—Economic Development & Government Affairs  
**Joe Prentice**, Vice Chair—Member Affairs  
**Kevin Shooshan**, Vice Chair—Membership Development  
**Sharon Lockwood**, Vice Chair—Special Interests  
**Michael Foster**, Past Chair  
**Rich Doud**, President

■ **DIRECTORS**

Doug Brammer, **Verizon**  
 Charles Clohan, **Dittmar Company**  
 Carl Coffman, **Joint Base Myer-Henderson Hall**  
 David DeCamp, **Grubb & Ellis**  
 JR Duffee, **Colony House**  
 Chris Domes, **Marymount University**  
 Rich Doud, **The Arlington Chamber of Commerce**  
 Bill Eisnaugle, **Comcast Cable Communications**  
 Michael Foster, **MTFA Architecture, Inc.**  
 Nancy Goodman, **Main Event Caterers**  
 Brian Gordon, **Apartment and Office Building Association**  
 Tom Grantham, **Cardinal Bank**  
 Donna Rowe Hamaker, **KDH Real Estate**  
 Bob Hawthorne, **United Bank**  
 Sean Hosty, **Morgan Stanley Smith Barney LLC**  
 Tim Hughes, **Bean, Kinney & Korman, P.C.**  
 David Isaacson, **Technology Management**  
 Todd Ihrig, **H.D. Vest Investment Services**  
 Charles Jerscheid, **The Fashion Centre at Pentagon City**  
 Sonia Johnston, **John Marshall Bank**  
 John Kell, **M&T Bank**  
 Deborah Lipman, **Metropolitan Washington Airports Authority**  
 Sharon Lockwood, **Crystal Gateway Marriott**  
 Scott McCaffery, **Sun Gazette Newspapers**  
 Bob McCoy, **Virginia Commerce Bank**  
 Andrew McGeorge, **Monday Properties**  
 Greta Menard, **Capital Marcom, Inc.**  
 Patrick Murphy, **Arlington Public Schools**  
 Barbara Nicastro, **The Law Offices of Barbara E. Nicastro**  
 Ron Novak, **Segue Technologies**  
 Brendan Owen, **Vornado/Charles E. Smith**  
 Joe Prentice, **State Department Federal Credit Union**  
 Lindsey Rheume, **Virginia Commerce Bank**  
 Stephan Rodiger, **Kettler**  
 Grace Shea, **Lebanese Taverna**  
 Kevin Shooshan, **The Shooshan Company**  
 John Snedden, **John Marshall Bank**  
 Adrian Stanton, **Virginia Hospital Center**  
 Karolyn Stuver, **Fluor**  
 Gordon Thrall, **Guernsey Office Products**  
 Brenda Turner, **Arlington Community Federal Credit Union**  
 Tina Walker, **BAE Systems**  
 Charlene Whitfield, **Dominion**  
 Pat Williamson, **WETA**  
 Todd Yeatts, **The Boeing Company**

■ **U.S. ARMY LIAISON TO THE BOARD**

COL Carl R. Coffman,  
**Joint Base Myer-Henderson Hall**

■ **STAFF**

**Rich Doud**, President  
**Kate Roche**, Director of Member Services & Development  
**Chris Hunter**, Director of Membership  
**Leticia Cano**, Member Services Administrator  
**Amy Fisher**, Publications Coordinator  
**Joshua Boehm**, Design/Web Coordinator  
**Aaron Guerrieri**, Staff Accountant

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

**JANUARY AT THE CHAMBER**

AMBASSADORS COMMITTEE MEETING	<b>2 MONDAY</b> 4:00 – 5:00 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	<b>2 MONDAY</b> 5:00 – 6:00 p.m. Chamber Board Room
SMART START	<b>5 THURSDAY</b> 4:00 – 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	<b>6 FRIDAY</b> 9:00 – 10:30 a.m. Chamber Board Room
THE BUSINESS DEVELOPMENT GROUP MEETING	<b>10 TUESDAY</b> 9:00 – 11:00 a.m. Chamber Board Room
EXECUTIVE COMMITTEE PREPARATION	<b>10 TUESDAY</b> 3:00 – 9:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	<b>11 WEDNESDAY</b> 8:00 – 9:30 a.m. Sheraton National Hotel
BREAKFAST CONNECTION	<b>12 THURSDAY</b> 7:30 – 9:00 a.m. TBA
COMMUNICATIONS COUNCIL COMMITTEE MEETING	<b>17 TUESDAY</b> 11:45 a.m. – 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	<b>19 THURSDAY</b> 5:00 – 6:00 p.m. AKA Virginia Square
BOARD MEETING	<b>20 FRIDAY</b> 11:45 a.m. – 2:00 p.m. George Mason University
BUSINESS DEVELOPMENT GROUP MEETING	<b>24 TUESDAY</b> 9:00 – 11:00 a.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE MEETING	<b>25 WEDNESDAY</b> 8:00 – 9:15 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	<b>25 WEDNESDAY</b> 11:45 a.m. – 1:15 p.m. Chamber Board Room
EDUCATIONS AND WORKFORCE DEVELOPMENT COMMITTEE	<b>25 WEDNESDAY</b> 4:00 – 5:00 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	<b>27 FRIDAY</b> 8:00 – 9:30 a.m. Chamber Board Room
88 <sup>TH</sup> ANNUAL ARLINGTON BUSINESS GALA	<b>28 SATURDAY</b> 6:00 p.m. – 12:00 a.m. Ritz-Carlton, Pentagon City

**SMART START**

Maximize your Chamber membership by attending this free networking seminar and information session about meeting new clients, and how to best utilize the benefits of Chamber membership

**5 THURSDAY**

4:00 – 5:15 p.m.  
 The Chamber Boardroom  
 2009 14th St. N.  
 Suite 111  
 Arlington, VA 22201

**GRAND SPONSOR**

**Bank of America**  
 Home Loans



**BREAKFAST CONNECTION**

This event is combined with the Alexandria Chamber of Commerce. Come prepared to mix and mingle at this organized speed-networking event. You'll have the opportunity to give your elevator pitch and exchange information with double the amount of contacts this month! Bring plenty of business cards—you'll need them!

**12 THURSDAY**  
 7:30 – 9:00 a.m.  
 TBA

**GRAND SPONSOR**

**CARDINAL**



**BUSINESS AFTER BUSINESS**

End your busy work day on a high note with delicious food and drink, mixer-style networking, and chances to win great prizes.

**19 THURSDAY**  
 5:00 – 6:00 p.m.  
 AKA Virginia Square  
 3409 Wilson Boulevard,  
 Arlington, VA 22201

**aka.**



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.

## Energy and Optimism

What excites you most about the New Year? The fresh start? New goals? The sense of adventure that often comes with not knowing exactly what a new year might bring? Perhaps it is leaving the old year.

Whatever your reasons might be, energy and optimism seem to naturally flow at this time of year and for good reason. The promise associated with a new year full of possibilities and the potential for securing new opportunities abounds. There is quiet optimism about economic recovery. Some companies are talking once again of investing and expanding. Innovation defines and differentiates our area, and Arlington continues to be a destination community.

Energy and optimism are flowing at your Chamber, too! Plans are underway to create a new strategic plan that will serve as a blueprint for the priorities and direction the Chamber will follow over the next several years. Membership Development will also be a priority as we offer a refreshed value proposition to new and existing members while also identifying and reaching under-served markets. Other priorities include greater board engagement and ensuring we have equipped our wonderful staff with the tools and resources they need to be successful.

There are other reasons for optimism. We in the Arlington community enjoy the benefits of living and working in one of the finest, most desirable communities in America. Low unemployment, schools and universities that serve as national models of excellence, best-in-class healthcare facilities, award-winning parks and recreation facilities, and transportation infrastructure that though frustrating at times, is still among the finest in the world. We're also fortunate to have active citizens and conscientious leaders across the public, private, and nonprofit sectors who are meaningfully engaged in over-coming the obstacles and securing the opportunities associated with our community.

With these benefits come responsibility, and the business community has a key leadership role to play in driving the dialog to address the opportunities and challenges that are set before us such as transportation, taxes, workforce development, and ensuring reasonable regulations that encourage growth and investment.

One of the ways you can be a part of that dialog is by joining and being active in the Chamber. The Chamber offers a variety of committees, activities, and events that can help your business grow and thrive. The Chamber advocates on behalf of business to government; encourages regional solutions to infrastructure and business challenges; and works to create the conditions that yield a healthy community and business environment within the County and the Commonwealth of Virginia.

A great 'first step' is to attend the Annual Gala on January 28th. As **Michael Foster**, our previous Chairman, once said, "the Chamber's Annual Gala is like Arlington's prom night." I think that is a great description of the event. Only now, besides good food and great company, this year's gala promises something brand new. All I can tell you is the result might have you looking at yourself in a whole new way!

And speaking of **Michael**, the Chamber has been fortunate this past year to be led by someone who not only exercised great judgment, but also modeled the character, integrity and compassion of a true servant leader. While I look forward to serving as your Chairman this year I ask that you join me in thanking **Michael Foster** for his leadership and service to the Chamber and the Arlington community this past year. We have all benefited from his commitment and dedication.

I look forward to serving as your Chairman and working together to secure the 'greater good' for the Arlington community.

Doug Brammer, Verizon



Doug Brammer



Booz | Allen | Hamilton

delivering results that endure



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

Deadlines for submissions to *The Arlingtonian*

**DISPLAY ADS & PRESS RELEASES**

**The first of the month prior to publication.** (i.e., for April, the ad must be submitted by March 1st).

**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 April, the insert must be at the mail house by March 22). If less than the full number is provided, no inserts will be mailed and no refunds can be given.

*The Arlingtonian* (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, 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. POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201.

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.

## WELCOME NEW MEMBERS

## ■ BANKING

**BANK OF AMERICA SMALL BUSINESS BANKERS**

3401 Columbia Pike  
Arlington, VA 22204  
Phone: 571-488-8596  
Email: sunny.e.kim@bankofamerica.com  
Website: www.bankofamerica.com  
Rep: Sunny Kim, Vice President

**Sponsor: Chris Hunter, Staff**  
Bank of America Small Business Bankers is dedicated to finding the best solutions to help business owners reach their financial goals and objectives.

## ■ NON-PROFIT ORGANIZATIONS AND FOUNDATIONS

**COMMUNITY RESOURCES OF AMERICA**

2904 South 13th Road, #202  
Arlington, VA 22204  
Phone: 703-979-4673  
Email: sbrannon1964@yahoo.com

Rep: Scott Brannon, Director  
**Sponsor, Chris Hunter, Staff**  
A non-profit, Arlington based association serving the mentally ill through a project called The Peer Internship Program, which helps facilitate on-site job training.

## ■ ARTS, CULTURE &amp; ENTERTAINMENT

**ENCORE STAGE & STUDIO**

PO Box 969 Arlington, VA 22216  
Phone: 703.548.1154  
Email: sara.duke@encorestage.org  
Web Address: www.encorestage.org

Sara Duke – Executive Director  
**Sponsor: Chris Hunter**  
Non-Profit Organization  
Our mission is to build life-long appreciation for live theater by involving young people in all aspects of theater arts – onstage, backstage, in the classroom, and in the audience.

## FEATURED MEMBER BENEFIT

Want to get your name in front of over **1,700** Chamber contacts?



Opportunity.Leadership.Results.

Refer your friends and/or colleagues to join the Chamber and you will be listed in *The Arlingtonian* as their sponsor.

For more information contact  
Chris Hunter: 703-525-2402  
membership@arlingtonchamber.org

## WEB FEATURE

Find ChamberConnect on the Find A Business page.



## MEMBERS IN THE NEWS

## ■ BEAN, KINNEY &amp; KORMAN, P.C.

**Martindale-Hubbell Names Bean, Kinney & Korman a "Top Ranked Law Firm"**

**Bean, Kinney & Korman, P.C.** was named to the first-ever "Top Ranked Law Firms" list created by LexisNexis Martindale-Hubbell®, a legal services resource. Over 250,000 law firms in Martindale-Hubbell's Registry from across the United States were reviewed and ranked and fewer than 1,000 law firms are on the list. The "Top Ranked Law Firm" list has been created using several criteria, including the number of attorneys at each firm who have received an AV® Preeminent™ rating. Currently, 18 **Bean Kinney** attorneys have AV® Preeminent™ Peer Review Ratings. The list will be published in Fortune magazine's "2012 Investors' Guide," which will be available on Dec. 26, 2011. **Bean, Kinney & Korman** will also be listed on CNN Money online. Recently, the firm also announced **Ashley R. Dobbs** has joined the team as an associate.

## ■ SBE &amp; ASSOCIATES, INC.

**Michael C. Stevens appointed Vice President and Chief Operating Officer**

**SBE & Associates, Inc.**, Architects announces the appointment of **Michael C. Stevens**, AIA as the new Vice President and Chief Operating Officer. **Stevens**, who last year was awarded the Melvin Jones Fellow by the Lions Club International Foundation, Man of the Year ISCC's, has been with the firm over 34 years handling American Disability Act compliance and building code requirements and zoning regulations along with all residential and commercial projects. The firm has been in business 55 years designing over 60,000 apartment units, 60 hi-rise buildings and over 50 religious related projects along with many townhouse projects and single family housing, both spec and custom. **SBE & Associates, Inc.** is located at 3508 Lee Highway and can be reached at (703) 525-0270.

## ■ BAYOU BAKERY, COFFEE BAR AND EATERY

**Chef David Guas of Bayou Bakery featured in Southern Living Magazine**

**David Guas** first opened the doors to **Bayou Bakery** located in the Courthouse neighborhood of Arlington in November 2010, and it has been a whirlwind year since then. Not only does **David** work in Arlington, he lives in the area with his family, and he has truly made NoVa his home. **David** was able to share his love of the Arlington community in a big way, with a feature in Southern Living magazine. When **David** was approached by the magazine and asked to name his favorite dining locations when off the clock, he knew he didn't need to look any further than right here in Arlington. **David** recognized fellow Arlington restaurants **Lebanese Taverna**, Lost Dog Café, Uncle Julio's and Fortune Chinese Seafood Restaurant.

## ■ RED TOP CAB

**Red Top Cab Receives Elder Service Award**

**Red Top Cab** and its founder and owner, **Neal Nichols**, received an Elder Service award at the Culpepper Gardens 2011 Elder Service Awards Ceremony Monday, November 14th at **Signature Theater**. The award is presented in recognition of work for the well being of seniors in Arlington. **Red Top Cab** was recognized for its discount program for seniors, the courtesy taxi hotline phones throughout the county, and its contributions to the development of the county-wide Super Senior Taxi discount program. Doreen Gentzler, who emceed the program, also noted that **Red Top** became the first northern Virginia cab company to offer wheelchair accessible taxi service, "thereby keeping many elderly and disabled Virginians from becoming shut-ins."

## ■ ANIMAL WELFARE LEAGUE OF ARLINGTON

**Catsino Night and Silent Auction 2011**

The Catsino Night on November 5, 2011 was another successful event, raising more than \$60,000 in support of the **Animal Welfare League of Arlington**. The evening event drew a record number of guests and was tremendously successful, with the silent and live auctions drawing enthusiastic bids on 115 items donated by individuals and businesses in the community. Money raised from ticket sales and auction proceeds was supported by the generous sponsorship of several local businesses, including Ayrshire Farm. All proceeds from the event will help the **Animal Welfare League of Arlington** protect animals and educate people in our community about animal welfare.

## ■ VIRGINIA COMMERCE BANK

## Christopher J. Ewing Joins Virginia Commerce Bank as Chief Operations Officer

**Virginia Commerce Bank** proudly announces the recent appointment of **Christopher J. Ewing** as Executive Vice President, Chief Operations Officer. **Ewing** joins the Bank with over 26 years of experience in the financial services industry. Most recently he was Senior Vice President of Retail Banking Operations and Support Services for Beneficial Bank in Philadelphia. With expertise in strategic planning and project management, **Ewing** will play a pivotal role in taking the Bank's operations and technology systems to a higher level of sophistication, further enhancing the Bank's reputation as Northern Virginia's premier community bank. In his new role, **Ewing** will be responsible for the strategic management of all operations and technology of the Bank, including deposit and loan operations, loan administration, information technology and business process improvement.

## ■ ORGANIZE YOUR ESTATE, INC.

## Learn how to Organize Your Estate Information, Assets & Documents

Help yourself, your family and loved ones while you still can through the Arlington County Adult Education Class "Organizing Your Estate Information & Documents" at 10 a.m. on January 28. The class, lead by **Norman Zalfa** from **Organize Your Estate, Inc.**, will teach and motivate you to identify, locate and record all your personal and business estate information and documents in a systematized manner. Ensuring your estate is in administrative order makes estate planning easier for you and your family, which is why **Organize Your Estate, Inc.** works to educate individuals through many events such as this. For more information and to register for the class visit [www.apsva.us/adulted](http://www.apsva.us/adulted) or call 703-228-7200.

## ■ ARLINGTON STREET PEOPLE ASSISTANCE NETWORK

## Jan-Michael Sacharko Named Outstanding Young Virginian

Arlington's own **Jan-Michael Sacharko** of **Arlington Street People's Assistance Network (A-SPAN)** has been named a 2011 Outstanding Young Virginian by the Virginia Jaycees, along with three other Virginians. The award is presented to young people across the commonwealth of Virginia who make a positive impact in their communities. The recipients were honored on November 12 during a black-tie awards ceremony at the Virginia Jaycees Annual Conference held in Alexandria. **Sacharko** along with the other Outstanding Young Virginians have now been submitted for consideration for the prestigious Ten Outstanding Young Americans Awards presented by the United States Junior Chamber.

## ■ CARDINAL BANK

## Lori Arceo Joins Cardinal Bank as Vice President, Commercial Services Executive

**Cardinal Bank** is pleased to announce that **Lori Arceo** has joined the company as Vice President, Commercial Services Executive. As Commercial Services Executive, **Arceo** will provide area business clients with personalized service and tailored business solutions. She brings extensive experience in business banking, most recently as Vice President, Business Banking, with **Bank of America**, serving the McLean and Tysons regions. **Arceo** is an active member of the local Kiwanis club, and has volunteered in a number of community fundraising activities in the region. She holds a Bachelor of Science (Business)

## ■ FIVE YEARS

**Craig Mastrangelo, RE/MAX Distinctive**  
**Jamie Nicholas Printing & Graphics**

## ■ TEN YEARS

**Post Pentagon Row**

## ■ TWENTY-FIVE YEARS

**Shirlington Shell**

## ■ THIRTY YEARS

**McEneaney Associates, Inc.**

## ■ THIRTY-FIVE YEARS

**Hyatt Arlington at Washington Key Bridge**

## ■ FORTY YEARS

**American Red Cross in the National Capital Region**

## ■ FIFTY YEARS

**Arlington Court Suites Hotel**

## ■ FIFTY-FIVE YEARS

**Arlington Funeral Home**

**Arlington Yellow Cab Co., Inc.**

## ■ SIXTY YEARS

**SunTrust Bank**

CONGRATULATIONS!



## FEATURED MEMBER BENEFIT

## GET IN THE NEWS!



Do you want a way to publicize newsworthy events or new services and product lines?

Are you hiring, moving, building, changing, or doing anything else that could benefit you by getting out the word?

Submitting items for *The Arlingtonian's* "Members in the News" section is a free benefit of membership.

Remember, community members and Chamber members alike read *The Arlingtonian*. Submitting press releases to the "Members in the News" section is free publicity!

Please submit press releases for consideration by the first of the month to Amy Fisher:

☐ communications  
@arlingtonchamber.org

## 87th ANNUAL MEETING (CONTINUED)

## Congratulations to the winners of this year's awards:

Committee of the Year Award: **Green Business Committee**

Chairman's Award: **Verizon**

President's Award: **Sonia Johnston, John Marshall Bank**

The following are the 2012 Arlington Chamber of Commerce Chair, Officers and Board Members announced at the Annual Meeting:

**2012 Chairperson**

Doug Brammer, Verizon

**2012 Board of Directors****NEW DIRECTORS**

John Kell – M&T Bank  
Lindsey Rheame – Virginia Commerce Bank  
John Snedden – Rocklands BBQ & Grilling Company  
Shannon Swahn – Goetz Printing Company  
Tina Walker – BAE Systems  
Mark Zetlin – Mercedes Benz of Arlington

**CONTINUING DIRECTORS**

Doug Brammer, Verizon  
Charles Clohan  
Col. Carl Coffman  
David DeCamp  
J.R. Diffe  
Dr. Chris Domes  
Rich Doud, Arlington Chamber of Commerce  
Bill Eisnaugle  
Michael Foster, MTF Architecture  
Nancy Goodman  
Brian Gordon  
Tom Grantham  
Donna Hamaker, KDH Real Estate  
Bob Hawthorne  
Sean Hosty  
Tim Hughes  
Todd Jhrig  
Todd Jerscheid  
Sonia Johnston  
Deborah Lipman  
Sharon Lockwood  
Scott McCaffrey  
Andrew McGeorge  
Greta Menard  
Dr. Patrick Murphy  
Barbara Nicastro  
Ron Novak  
Brendan Owen  
Joe Prentice  
Stephan Rodiger  
Grace Shea  
Kevin Shooshan  
Adrian Stanton  
Karolyn Stuver  
Gordon Thrall  
Brenda Turner  
Pat Williamson  
Todd Yeatts

**2012 Executive Committee****NEW EXECUTIVES**

Assistant Treasurer, Tim Hughes  
Treasurer, Dr. Chris Domes  
Vice Chair for Communications, Ron Novak  
Vice Chair for Economic Development and Government Affairs, Scott McCaffrey  
Vice Chair for Member Affairs, Joe Prentice  
Vice Chair for Membership Development, Kevin Shooshan  
Vice Chair for Special Interests, Sharon Lockwood  
Chair-Elect - to serve as the 2013 Chair, David DeCamp

**CONTINUING OFFICERS**

President, Rich Doud  
Immediate Past Chairman, Michael Foster

**Thank you to the following sponsors:**

Grand Sponsor  
**TD Bank**

President's Award Sponsor  
**Comcast**

Committee of the Year Award Sponsor  
**Dominion**

Premier Sponsors  
**Bean, Kinney, & Korman, P.C.**  
**Cardinal Bank**  
**Fluor**  
**John Marshall Bank**  
**Marymount University**  
**Monday Properties**  
**Sheraton National Hotel**  
**Virginia Commerce Bank**  
**Washington Workplace**

Benefactor Sponsors  
**The Shooshan Company**  
**United Bank**

Patron Sponsors  
**Donna Hamaker, KDH Real Estate**  
**HD Vest Investment Services**

## Down Syndrome Association of Northern Virginia (DSANV)

**DSANV** is a 501c3 organization of more than 900 members representing the thousands of individuals across Northern Virginia who have Down syndrome. We have become a trusted resource for these individuals and their families and friends, as well as educators, employers, legislators and members of the medical community. We engage a strong board of directors and a broad base of volunteer and financial support in achieving our mission to ensure that all individuals with Down syndrome and their families receive the support necessary to participate in, contribute to and achieve fulfillment of life in their community.



**DSANV** has a history of success in:

1. Helping families adjust to the birth of a child with Down syndrome;
2. Providing individuals with Down syndrome and their families with educational, financial, medical, legal and social support and resources;
3. Providing social and educational events for individuals with Down syndrome and their families to meet, interact and learn;
4. Increasing community awareness of the capabilities and contributions of individuals with Down syndrome;
5. Providing financial support to families in need with donations of durable medical equipment, educational toys and similar items;
6. Partnering with local, national, and international organizations that provide services to individuals with Down syndrome.

**DSANV's** current operations are guided by a three year strategic plan focused on growth and sustainability. In 2012, **DSANV** seeks to engage corporate partners in a variety of programs that support our vision for a world in which every person with Down syndrome is a valued and contributing member of their community. These programs include:

### Buddy Walk

DSANV's flagship event brings together more than 1,400 individuals, corporations and organizations each October for a fun walk and day of celebration that promotes awareness and inclusion for people with Down syndrome while raising funds for education, family support and advocacy.

### The Champion Football League

This league provides a special football experience for children with Down syndrome of all ages. The Champion Football League is about the entire football experience—the excitement of the sport, the unity of a team, the support of the fans and the reward of players pushing themselves to achieve. But most importantly, it's about every player contributing his or her own unique abilities to the team.

### The Learning Program

The Learning Program turns key research findings into practical methods for parents, empowering them to work more effectively with their children and give them a jump-start on education. At monthly classroom sessions, instruction and materials are shared with the parents, while across the hall the children work on literacy, math, occupational therapy and speech therapy skills in small groups.

**DSANV** is grateful for the support of our community, and would be delighted to discuss opportunities for engagement in these and other programs. For more information, please contact **Jennifer Greiner** at 703.615.0187 or [jennifergr@dsanv.org](mailto:jennifergr@dsanv.org).

### BEFORE, DURING & AFTER



#### Its Showtime!

##### BEFORE:

■ Develop a "30-Second Commercial" around your key business feature to grab the audience's attention and summarize what you do.

■ Bring a pen, a ton of business cards and your most charming attitude!

##### DURING:

■ 90% of networking is showing up. The more face-time with the group, the better.

■ When you meet someone it's not about whether you will do business with that person, it's about forming a relationship and being introduced to their entire network of contacts.

■ Use that pen you brought *during the event* to write on people's business cards things like who you'd like to introduce them to, and when you said you are going to follow up with them.

##### AFTER:

■ Act II is on you: 9 out of 10 times business is not done in that room.

■ Follow up is arguably the most important step of networking so block out a portion of the day afterward to do so.

■ Contacts have about the shelf-life of bananas and start to go bad after 3 days!

For more info about networking events, contact the Chamber:

- [www.arlingtonchamber.org](http://www.arlingtonchamber.org)
- ✉ [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)

TWEET TWEET

Are you one of our Tweeps?



The Chamber's Twitter is a great way to stay informed about Chamber events and news using the #acocva hashtag while also receiving news about local businesses and events. Chamber members, jump in on the chance to be mentioned by letting @ArlChamberVA know about your events.

SEARCH PEOPLE FOR: ARLINGTON CHAMBER, VA www.twitter.com



You can now also visit the Chamber's Facebook page and

WEB FEATURE

The website's Community Calendar allows members to include their events for everyone to see.

Submit your business' event by logging in online at www.arlingtonchamber.org

ARLINGTONCHAMBER.ORG

Chamber Website Yields Results!

Top Categories displayed from the Chamber Website for December 2011

- 1 Banks
2 Hotels & Motels
3 Non-profit Organizations & Foundations
4 Advertising Marketing & Public Relations
5 Financial & Investment Services

Web Feature Spotlight: Posting and Using Coupons

Did you know that the Arlington Chamber website has a coupon section? Be sure to check it out for deals from Arlington Chamber of Commerce members and post coupons for your own business at http://www.arlingtonchamber.org/coupons.

If you have any questions or comments regarding the chamber website, please e-mail the webmaster at web@arlingtonchamber.org



FEATURED MEMBER BENEFIT

Advertise in The Arlingtonian

Do you have services specifically suited for businesses? Advertising in The Arlingtonian is one of the most efficient ways to reach the business community.

Advertising in The Arlingtonian is a great way to get the word out about a key product or service you offer, an upcoming event you're hosting, or just to build name recognition.

Contact our Publications Coordinator for more information: 703-525-2400 communications@arlingtonchamber.org





## Highlights of 2011

As we enter into a new year, it is important to look back on the hard work and successes of the past year to properly acknowledge the accomplishments of the Chamber. From kicking off the year with the most highly attended Business Gala in the Chamber's history to wrapping it up with an eventful Annual Meeting with Keynote Speaker Senator Mark Warner, 2011 has been a fruitful year for the Chamber. We would like to recognize and thank all of the people who have contributed to a productive and impactful year. All of our members large and small play an integral role in shaping the Chamber and making the Arlington business community great. Thanks for being an active Chamber member and contributing to our successes.

Here are a few highlights of the exceptional Chamber accomplishments from 2011:

- Highly successful Gala
- The most successful development campaign in the Chamber's history: Opportunity Works
- Completion of a massive installation project for our back office database system, along with the release of a totally new website to benefit our members
- The initiative driven by the Chamber to establish a retail panel investigating retail issues, which led to the County formalizing that effort and, along with County Board Chairman Chris Zimmerman's related initiatives, led to re-examining the issues and a plan to rewrite the entire zoning code
- Exceptional work by our Hotel General Manager's Committee in dealing with the mess left in the wake of non-renewal of the dedicated Transient Occupancy tax that funded the Arlington Convention & Visitor's Service
- Authorization and 2012 funding by the Chamber Board to begin a milestone Strategic Planning Process.

With 2011 in our rearview mirror, let's make 2012 a year of positive impact on the local community and continued successes for the Chamber.

## FEATURED MEMBER BENEFIT

### Extra! Extra! Read All About It!

Make sure your business' newsworthy happenings are noticed...for free! The "Members in the News" section in *The Arlingtonian* displays newsworthy items submitted by our members, which is viewed by more than 1,700 members of the Arlington business community. By submitting your news you are garnering free news coverage that will reach community and chamber members alike.



To submit your news, contact our Publications Coordinator: ☎ 703-525-2400 ✉ [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org)

Get involved in one of the Chamber's Committees!

- Ambassador Committee
- Community Action Committee
- Communications Council
- Education and Workforce Development Committee
- Green Business Committee
- Hotel General Managers Committee
- Membership Development Committee
- Fall Outing Committee
- Gala/Silent Auction Committee
- Government Affairs and Economic Development Committee

To get involved, contact Leticia Cano at the Chamber:

- ☎ 703-525-2400
- ✉ [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)

## GET LINKED

Are you LinkedIn?



The Chamber's LinkedIn group is a great way to network with fellow chamber members, jump in on interesting discussions, keep up to date on chamber news and events and promote your business! Get started today, visit the Chamber website for a direct link to the LinkedIn group!

SEARCH GROUPS FOR:  
ARLINGTON CHAMBER OF COMMERCE, VA  
✉ [www.linkedin.com](http://www.linkedin.com)



You can also visit the Chamber's Facebook page and "Like" us!  
✉ [www.facebook.com](http://www.facebook.com)

## WEB FEATURE

Find ChamberConnect on the Find A Business page.



## Big Is Beautiful Too

By Terry Holzheimer, Ph.D.; FAICP Director, Arlington Economic Development



In Arlington Economic Development (AED) we pay a lot of attention to small businesses. We have the BizLaunch program of counseling and workshops (helping over 3,000 business persons annually); the ShopArlington and Concierge College programs aimed primarily at small retail and dining establishments; and the Chairman's 2011 Small Business Roundtable reforms. Our small businesses represent our local character and they are largely thought of as the "placemaking" element of economic development. However, the office market represents the majority of the commercial tax base in Arlington and it's the larger businesses that pay the bulk of the bills.

A quick analysis of data on office occupancy shows that the 105 tenants leasing over 50,000 square feet comprise 3.2 percent of all tenants but represent 52.4 percent of all leased space. The 2,435 tenants in less than 5,000 square feet comprise nearly 75 percent of all office tenants but only about 10 percent of leased space. And because the larger tenants tend to locate in the more expensive buildings, their tax contributions are greater than their proportion of space leased.

These observations are not intended to belittle the value and importance of smaller businesses, but to emphasize that retaining and recruiting large businesses is very important to our overall economic stability. When we have a major employer leave, and it happens more regularly than we would like, they are very difficult to replace. It is important to remember that large employers are vital to Arlington's success. Built-to-suit office buildings and large corporate and government tenants do represent special challenges to our development processes, however without them we would not have anywhere near the economic success we enjoy today.

▣ Visit the Arlington Economic Development Web Site at <http://www.arlingtonvirginiausa.com/>.



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## How to Create Referrals

On November 30th, 22 roundtable attendees shared marketing tactics on how to create referrals to optimize a small business' outreach. It appears that the economy's slow-down is having the effect of clients being somewhat reluctant to provide referrals. This makes it even more imperative to take action to initiate the process. Here are action steps to keep the referral pipeline working for you.

1. Be Referable – Ensure you deliver what you promise, when you promise and that it is truly value to your clients.
2. Have a clear description of the type of clients you are looking for and use your network effectively.
3. Stay Visible – Unless you are continuing to work for a client, “Out of Sight, Out of Mind” becomes the operative condition. Stay in touch with your clients; drop in, brief phone call, a lunch or coffee, anything that keeps your valuable work in their mind.
4. Give referrals – Those who give get. People who are not clients but who know the quality of your work is a large pool of potential referrals. By providing referrals to them you increase your chances of reciprocation.
5. Recognize and thank your referral sources.

### Bottom line from the Roundtable?

Referrals are consistently identified as the most effective marketing tool to grow a company. The theme that carried throughout the discussion is “capitalize on your strengths” by asking those who know your work best to recommend you to others. Take the positive step of reminding people of the quality of your work and ask them to refer you to others.

The mission of the Small Business Roundtable is to conduct, in a confidential and secure atmosphere, an open discussion of topics essential to the success of small businesses

■ The Chamber's monthly Small Business Roundtable offers an important educational opportunity to smaller businesses. The roundtable discussion, facilitated by Jim Whelan, expert strategic planner with the ProActive Corporation of America, allows business people to learn from their peers and knowledgeable experts for free!

### REGISTER NOW:

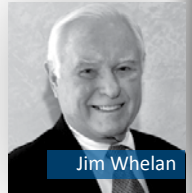
JANUARY SMALL BUSINESS ROUNDTABLE

25 WEDNESDAY

11:45 a.m. – 1:00 p.m.

Chamber Board Room  
2009 14th St. N., Suite 111  
Arlington, VA 22201

The Small Business Roundtable, a free member benefit of the Arlington Chamber of Commerce, is an open forum discussion sponsored by **The Business Bank**.



Jim Whelan

The roundtable, facilitated by **Jim Whelan of The ProActive Corporation of America**, discusses 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.



## FEATURED MEMBER BENEFIT

### Great Deals and Great Exposure

Have great deals that you want to share with other Chamber members and Arlington residents? The Arlington Chamber website has a coupon section where members can post coupons for free! Gain visibility for your organization on our website while driving more business.

To post a coupon for your business using this free member benefit, visit <http://www.ArlingtonChamber.org/coupons>. You can choose to make your offer available to the general public or to Chamber members only. It's also a great way for you to find deals from other Chamber members!



For more information contact the Chamber: ☎ 703-525-2400 ✉ [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)

**The mission of the Arlington Chamber of Commerce** is to promote businesses and economic development within Arlington County.

The Chamber will represent the interests of Arlington County businesses 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.