



ARLINGTONIAN  
GRAND SPONSOR

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## SAVE THE DATE

### CHINA TRIP ORIENTATION SESSION

JUNE 7  
5:30 p.m. – 7:30 p.m.  
TBD

### STATE OF THE COUNTY

JUNE 21  
7:30 a.m. – 10:00 a.m.  
Crystal City Marriott



## ARLINGTON BEST BUSINESS AWARDS REVIEW

### 25th Arlington Best Business Awards

The Arlington Chamber of Commerce celebrated the 25th Annual Arlington Best Business Awards (ABBIES) on Tuesday, May 17, at the **Sheraton National Hotel**. Sponsored by **Comcast**, the event recognized the most accomplished Arlington businesses dedicated to improving the local economy and quality of life.

The prestigious ABBIE awards were presented to those businesses that have consistently provided outstanding quality of service and products, have achieved significant growth or stability over the lifetime of their businesses and have displayed industry leadership.

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 Chairman of **CACI**, and **Elizabeth Campbell**, founder of **WETA**.

► Turn to page 9 for pictures of the event, and a full list of winners and sponsors.

## STATE OF THE COUNTY PREVIEW

### State of the County

The Arlington Chamber of Commerce and Leadership Arlington's State of the County will be held on June 21, 2011 from 7:30 – 9:30 a.m. at the **Crystal City Marriott**. The State of the County is an open forum where the Honorable County Board Chair Christopher Zimmerman will present an overview of the economic and development status of Arlington County. This event offers attendees the chance to find out how Arlington County is doing fiscally and developmentally.

► Register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org), or call the Chamber 703-525-2400.

## CHINA TRIP 2011 PREVIEW

### June Orientation Rolls Out New Chance to Explore China!



The Arlington Chamber of Commerce once again offers members and guests an opportunity to participate in an exciting cultural exchange and sightseeing tour of China.

Join us on Tuesday, June 7, for an orientation session to learn the benefits of this customized opportunity to travel to China with the Chamber. Excursions and events are selected to meet business and cultural interests and are available at a deep discount.

► Download information and registration form at [www.arlingtonchamber.org](http://www.arlingtonchamber.org).

#### SPECIAL THANK YOU TO

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**Joint Base Myer-Henderson Hall**

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**Kate Roche**, Director of Member Services and Development  
**Leticia Cano**, Member Services Administrator  
**Erica Pristas**, Director of Membership  
**Gaby Zamora**, Publications Coordinator  
**Susan Townsend**, Web Coordinator  
**Tami Anderson**, Staff Accountant

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

## JUNE AT THE CHAMBER

OPPORTUNITY WORKS NETWORKING RALLY	<b>1 WEDNESDAY</b> 5:00 – 6:00 p.m. John Marshall Bank
BREAKFAST CONNECTION (combined with Alexandria Chamber)	<b>2 THURSDAY</b> 7:30 – 9:00 a.m. Holiday Inn Old Town, Alexandria
SMART START	<b>2 THURSDAY</b> 4:00 – 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	<b>3 FRIDAY</b> 9:00 – 10:30 a.m. Chamber Board Room
CHINA TRIP ORIENTATION SESSION	<b>7 TUESDAY</b> 5:30 – 7:30 p.m. TBD
EXECUTIVE COMMITTEE	<b>8 WEDNESDAY</b> 8:00 – 9:30 a.m. Chamber Board Room
AMBASSADOR COMMITTEE	<b>13 MONDAY</b> 4:00 – 5:00 p.m. Chamber Board Room
MEMBERSHIP COMMITTEE	<b>13 MONDAY</b> 5:00 – 6:00 p.m. Chamber Board Room
OPPORTUNITY WORKS PHONE BANK	<b>15 WEDNESDAY</b> 2:00 – 5:00 p.m. Chamber Board Room
BOARD MEETING	<b>17 FRIDAY</b> 11:45 – 1:45 p.m. TBD
STATE OF THE COUNTY	<b>21 TUESDAY</b> 7:30 – 9:30 a.m. Crystal City Marriott
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	<b>22 WEDNESDAY</b> 4:00 – 5:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	<b>23 THURSDAY</b> 5:00 – 6:00 p.m. Carr Workplaces
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	<b>24 FRIDAY</b> 8:00 – 9:30 a.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE	<b>29 WEDNESDAY</b> 8:00 – 9:15 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	<b>29 WEDNESDAY</b> 11:45 – 1:00 p.m. Chamber Board Room

## 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

**2 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!

**2 THURSDAY**

7:30 – 9:00 a.m.  
 Holiday Inn Old Town  
 625 First Street  
 Alexandria, VA 22314

## 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.

**23 THURSDAY**

5:00 – 7:00 p.m.  
 Carr Workplaces  
 1001 19th Street North,  
 Suite 1200  
 Arlington, VA 22209

**Carr**  
 workplaces

Don't forget to check the Chamber's website calendar for upcoming events and schedule updates.

Fast and easy, the website allows you to register for events online and provides information on the location, time, and topic of a function.

## CHAIR'S MESSAGE

## Arlington's Best Businesses

When you think of business in Arlington, it is hard to find any one prototype. Each business is as personal and unique as the fascinating people that lead them. Good business schools teach formulas and business models, but in the end it is the ability to respond to your market, address real problems, and create true value for the people involved that carry the day.

The Arlington Chamber is constantly busy serving our unique members in response to the varied needs and interest that make Arlington businesses successful. We are always tweaking and refining what we do to serve you better and look for your participation to continue our quest to be ever more relevant and affective on your behalf. Staff and volunteers are hard at work on efforts ranging from business oriented programs to specific legislative advocacy; from networking to community service to showcasing your brand; and from tracking pending regulations to initiating policy to make Arlington more business friendly. All the while we are working hard on your behalf to connect businesses to one another so that we can grow in health and stature to serve our clients.

We are fortunate to have a rich mix businesses and business people that together shape the culture of our community. We are proud of our home grown heroes, our large corporate citizens, and the small entrepreneurs that show us that innovation and persistence go a long way to improve the future of business in every industry.

For 25 years the Arlington Chamber has recognized Arlington's Best Businesses in the annual ABBIES awards program. The Chamber organizes a qualifications based selection process with strict criteria to recognize ongoing businesses that have experienced significant growth, recognized by the public for exceptional quality or service, demonstrate leadership in their industry, and displayed commitment to Arlington corporately or through their key employees. The winners of this year's Arlington Chamber ABBIES, who you will read about in the issue of the *Arlingtonian*, are fine companies and organizations that help make Arlington a better place to live and do business.

Over the past few years the Arlington Chamber has established the Arlington Business Hall of Fame. This recognition has set a high bar for businesses that have been the catalyst for change and growth of the entire County and have come to not only reflect but establish the qualities and characteristics we value in the community.

**Elizabeth Campbell**, founder of **WETA**, **Dr. Jack London**, Executive Chairman **CACI**, and **Neal Nichols**, president and CEO of **Red Top Cab**, were this year's inductees to the Arlington Business Hall of Fame for their extraordinary contributions to Arlington business and for their role in shaping the wonderful community we know today. While their stories are diverse, they have shaped the culture and values of our community through commitment and perseverance of purpose and vision.

In addition to the other great inductees of the Arlington Business Hall of Fame, we are fortunate to have such fine examples of business leaders in our community. We salute them and recognize their great example to all of us.

Michael Foster, MTFA Architecture



Michael Foster

## 2011 CORPORATE SPONSORS

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VIRGINIA COMMERCE BANK

Booz | Allen | Hamilton  
 delivering results that endure

**verizon**

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

Deadlines for submissions to *The Arlingtonian*

## DISPLAY ADS &amp; 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

■ **FITNESS**  
**VERVE HEALTH & FITNESS**  
 John Sargent, General Manager  
 1100 Wilson Blvd, Suite M755  
 Arlington, VA 22209  
 Phone: 703 465 8100  
 E Mail: johns@vervehealthandfitness.com  
 Website: www.vervehealthandfitness.com  
**SPONSOR: Erica Pristas, Staff**  
 Verve Health & Fitness provides the best personal training in Rosslyn and is a one stop shop for all of your fitness needs.

■ **HEALTH CARE**  
**COMMONWEALTH MEDICAL CENTER**  
 Carol Rashid, Office Manager  
 3535 S. Ball St Suite A  
 Arlington, VA 22202  
 Phone: 703 907 9292  
 E-Mail: carolrashid@commonwealthmc.net  
 Web Address: www.commonwealthmc.net  
**SPONSOR: Erica Pristas, Staff**  
 Commonwealth Medical Center is revolutionizing modern medicine by combining traditional primary care with innovative wellness resources that will empower patients to live a healthy, productive and vibrant life.

■ **MARKETING**  
**DYNAMIC ADVERTISING SOLUTIONS**  
 Devin Cummins, Account Executive  
 1011 Arlington Boulevard, Suite 231  
 Arlington, VA 22209  
 Phone: 703 351 5152  
 E Mail: d.cummins@getdas.com  
 Web Address: www.getdas.com  
**SPONSOR: Shannon Swahn, Goetz Printing**  
 Headquartered in Arlington, Dynamic Advertising Solutions is a national, full-service Marketing firm specializing in making your brand identity stand out amongst the competition.

■ **NON-PROFIT**  
**ARLINGTON OPTIMIST CLUB**  
 Greg Clough, President  
 PO Box 224  
 Arlington, VA 22210  
 Phone: 703 585 8828  
 E Mail: arloptimist@gmail.com  
 Web Address: www.arloptimist.org  
**SPONSOR: Barbara Nicastro, Law Offices of Barbara Nicastro**  
 The Arlington Optimist Club sponsors academic and sports activities designed to give Arlington's youth a better chance to succeed in today's world.

■ **GOODWILL OF GREATER WASHINGTON DC**  
 Lisa Bauer,  
 Manager Workforce Development  
 10 South Glebe Rd  
 Arlington, VA 22204  
 Phone: 703 769 3706  
 E Mail: lisa.bauer@dcgoodwill.org  
 Website: www.dcgoodwill.org  
**SPONSOR: Erica Pristas, Staff**  
 Goodwill of Greater Washington, Arlington Career Campus is a nonprofit provider of employment and training services for unemployed and under-employed individuals in the community.

## MEMBERS IN THE NEWS

■ **ARLINGTON COMMUNITY FEDERAL CREDIT UNION**  
**Arlington's 'People Helping People' Winner Shines**  
**Arlington Community FCU** has selected Leni Gonzalez as the winner of its 5th Annual People Helping People Award. The award recognizes an individual who exemplifies actions addressing a critical need in helping those who are underserved in Arlington. Leni Gonzalez, was recognized for her efforts with the Shirlington Employment and Education Center (SEEC), which serves as a central point to employ workers and provide basic necessities, education and training. As described by her nominee, Leni's "marvelous work with the SEEC has provided an organized process for hiring day laborers, as well as providing basic necessities to help individuals become productive and successful members of society." The winner of the award receives a cash prize and a donation to the charity of their choice. Ms. Gonzalez contributed both to the SEEC.

■ **ANIMAL WELFARE LEAGUE OF ARLINGTON**  
**Two Chamber Members & A Troop of Generous Brownies!**  
**Lorraine Nordlinger**, President of **Nordlinger Consulting Group**, is co-leader of Brownie Girl Scout Troop #5613. Lorraine and her Brownie Group, consisting of 2nd graders from Jamestown Elementary School were recently able to make a significant contribution of \$300 dollars to purchase 1,000 pounds of pet food for the **Animal Welfare League of Arlington** on May 12th. The money they donated came from the proceeds of the Troop's first ever Girl Scout cookie sales effort.

■ **BEAN, KINNEY & KORMAN, P.C.**  
**Bean, Kinney & Korman Appoints Shareholder**  
**Bean, Kinney & Korman** announced today that it has appointed **Christian Lapham** as shareholder to the firm. **Mr. Lapham** brings more than nine years of experience in family law and civil litigation. In this new role with **Bean Kinney**, he will focus his practice on family law matters. Prior to joining **Bean Kinney**, **Mr. Lapham** was a partner at the law firm Cooch & Lapham in Fairfax. "We are so pleased to have **Christian Lapham** join the firm," said **Leo Fisher**, managing shareholder of **Bean, Kinney & Korman**. "He has a strong track record of success and his extensive experience in the areas of family law and civil litigation will benefit our clients and the firm greatly."

■ **CARDINAL BANK**  
**Cardinal Bank Promotes Local Branch Manager**  
**Cardinal Bank** is pleased to announce that **Bradford K. Leiby** and **Jose A. Rodriguez II** have been promoted to Vice President, Banking Center Manager in the Retail Banking division. Both **Leiby** and **Rodriguez** are branch managers and have responsibility for the day-to-day sales, services and operations of their respective banking offices. **Leiby**, a lifelong resident of Northern Virginia, joined **Cardinal Bank** in 2003. He has served as manager of the University Mall Banking Center since 2005, and has an outstanding customer service background. **Rodriguez** joined **Cardinal Bank** in 2005 and serves as manager of the Greensboro Banking Center. "**Brad** and **Jose** are outstanding bankers who have quality business development and customer relations experience," commented **Alice Frazier**, EVP and Chief Operating Officer at **Cardinal Bank**. "They are valued members of our Cardinal team."

■ **CULPEPPER GARDEN**  
**Arlington County-Culpepper Garden Partnership Wins "Best Practices" Award from Council on Aging**

Arlington County's partnership with a low-income apartment complex to provide cost-effective assistance helping older residents live independently won the top 2011 "Best Practices" award from the Commonwealth Council on Aging. **Culpepper Garden** provides federally-financed housing for older residents, and the partnership between the County's Aging and Disability Services division and **Culpepper Garden** provides the residents with affordable services normally found in assisted living facilities. The program will receive a \$5,000 donation in recognition of its efforts to help older Virginians age in their community. "This award recognizes Arlington's efforts...to work with community partners to ensure that Arlington is a good place to grow old," said Terri Lynch, director of the Arlington county Agency on Aging.

## MEMBERS IN THE NEWS

■ **MARYMOUNT UNIVERSITY**  
**New Marymount University President Announced**  
 The Board of Trustees of **Marymount University** has announced the selection of **Matthew D. Shank, Ph.D.**, as the University's sixth president, effective July 1, 2011. In announcing the appointment, **Barry J. Fitzpatrick**, chairman of the University's Board of Trustees, said, "**Dr. Shank** has demonstrated outstanding leadership ability, strong commitment to Catholic higher education, and an impressive academic background. The Board of Trustees and the entire campus community look forward to working with him as we embark on the next phase of our journey." **Shank** currently serves as dean of the School of Business Administration at the University of Dayton, a national, doctoral-level university sponsored by the Society of Mary. He said of his appointment, "I am honored to have the opportunity to lead **Marymount University**, an institution well known for its Catholic character, academic excellence, and strong commitment to students."

■ **NORDLINGER CONSULTING GROUP**  
**Certified to Increase Innovation & Business Potential**  
 Resource Associates Corporation and the Total Quality Institute of Wyomissing, Pennsylvania are pleased to announce that **Lorraine Barclay Nordlinger, MBA, CPLP®** of **Nordlinger Consulting Group** has successfully fulfilled all necessary qualifications of TQI Certification. She has now been awarded the title of Certified Quality Facilitator and proudly joins a handful of selected individuals across the nation to have achieved this designation. As a Certified Quality Facilitator, **Lorraine Nordlinger** partners with organizations to help them solve business problems and achieve higher levels of success in their business. With the distinction of Certified Quality Facilitator in addition to **Ms. Nordlinger's** past achievements and accomplishments, **Nordlinger Consulting Group** is uniquely qualified to help develop business and personal potential already existing within organizations—potential that frequently goes underutilized.

■ **VIRGINIA TECH RESEARCH CENTER**  
**Virginia Tech Research Center Opens New Facility**  
 The **Virginia Tech Research Center** -Arlington is opening its doors at 900 N. Glebe Road. All in the Arlington community are welcome to join in celebrating at an Open House, Sunday, June 26, from 1 to 3 pm. You can also tour the new center designed to serve as a nucleus of discovery and extend Virginia Tech's footprint in the **National Capital Region**. The seven-floor, 144,000 square foot building is certified LEED-Gold. Conforming with Arlington County requirements, it features first floor amenities including retail, exhibits, outdoor terrace restaurant, abundant green space, and public parking. The second through fifth floors include computational laboratories, offices, and a conference center available to the region's science and technology communities for meetings and events not specifically related to the university.

### FEATURED MEMBER BENEFIT

## Increase Traffic To Your Website!

Businesses everywhere are turning to web advertising more and more as a great opportunity to reach consumers who are increasingly going online to find the information they need.

What's great about advertising on the Chamber's website is that it gives long term exposure for a very small investment.

Take a look at the Chamber web page *About the Chamber > Newsroom > Promotional Opportunities* for a full list.

For more information contact Gaby Zamora: 703-525-2400 ■ communications@arlingtonchamber.org

## WELCOME NEW MEMBERS

■ **NON-PROFIT, continued**  
**HOMeward TRAILS**  
 Sue Bell, Executive Director  
 PO Box 100968  
 Arlington, VA 22210  
 Phone: 703 766 2647  
 E Mail: info@homewardtrails.org  
 Web Site: www.homewardtrails.org  
**SPONSOR: Jay Reiner, CPA**  
 Founded in 2002, Homeward Trails Animal Rescue is a non-profit animal rescue taking in an average of 1,500 homeless dogs and cats annually for placement into foster and permanent homes in the DC area.

## MILESTONE ANNIVERSARIES

■ **FIFTEEN YEARS**  
**ARLINGTON COMMUNITY FEDERAL CREDIT UNION**  
**MILLIE'S TAILORING AND DRY CLEANING**  
**RESIDENCE INN BY MARRIOTT, PENTAGON CITY**

■ **TEN YEARS**  
**ARLINGTON COUNTY FAIR**  
**ARLINGTON URGENT CARE CENTER**

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 Gaby Zamora:

communications@arlingtonchamber.org



## VOLUNTEER ARLINGTON DAYS

## Volunteer Arlington Days Make a Difference

by **Maria Pugliese**, Chair, Community Action Committee, **TeamLogicIT**

The Chamber's 12th annual Volunteer Arlington Days, while slated for two days, spanned across four days this year. The will and dedication of our volunteers and nonprofits refused to let the rain intrude on several outdoor projects. The Community Action Committee coordinated over 75 volunteers to work on 8 projects, leaving a few to be rescheduled in drier weather.

"It was great to see the business community come together as volunteers to make a difference, all while having a good time," said **Michael Foster**, Chair of the Arlington Chamber.

Each year, Arlington Chamber nonprofit members submit requests for volunteers to work on projects ranging from spring cleaning, outdoor yard work and painting, to filing and packaging. This year also included a bathroom renovation which was completed with the help of some excellent skilled labor, really bringing the project up to the next level.

These Volunteer Arlington Days provide much needed hands-on work for area nonprofits, and are a great way for the business community to learn more about the mission of Arlington's nonprofit members. Of course, there is much need and many ways to help out year round, but this annual event has become a great Arlington Chamber tradition.

For those interested in helping fill projects yet to be scheduled, please contact **Maria Pugliese**, Community Action Committee Chair at [MPugliese@TeamLogicIT.com](mailto:MPugliese@TeamLogicIT.com).

Special thank you to our participating nonprofit locations, **The Arlington Career Center** for hosting our kickoff, and **Burger King** on Columbia Pike for providing breakfast.

## SPECIAL THANK YOU

## GRAND SPONSORS

**E\*TRADE FINANCIAL**

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## PREMIER SPONSORS:

**Fluor**  
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**John Marshall Bank**

## PATRON SPONSORS:

**Jay Reiner, CPA**  
**TeamLogicIT of Arlington**

## VOLUNTEERS MADE THE DAY!

Thank you to all our volunteers from the following companies: **Arlington Community Federal Credit Union, Booz Allen Hamilton, Brandon Gulley of Capitol Financial Partners, Crown Plaza/Holiday Inn National Airport, Devry University, Eagle Bank Washington D.C., HSBC Bank, John Marshall Bank, KDH Real Estate, Sheraton National, The Shooshan Company, West Lane & Schlager Realty Advisors, The Westin Arlington Gateway, and WETA.**



## VIRGINIA LAND PRESERVATION TAX CREDIT

## The Best Tax Credit You Probably Never Heard Of

by **Brian Wendroff**, CPA of **Wendroff & Associates, CPA**

Few tax incentives accomplish as much as the Virginia Land Preservation Tax Credit. The credit, enacted in 1999 by the Virginia General Assembly, allows landowners to receive a Virginia tax credit for donating land to create a conservation easement.

If a landowner has a 1000-acre tract zoned to be divided into 1000 lots, they can donate the land interest as a conservation easement, which can only be divided into, say, five lots. The landowner then receives a 40 percent tax credit on the difference in the new land value after the easement. Example: Tom owns land appraised at \$1 million before a conservation easement and \$600K after donating the land toward an easement. Tom would receive a 40 percent tax credit of \$160K on the difference of the pre-easement value versus the post-easement value or "donated amount" (\$400K \* 40 percent = \$160K tax credit).

**If I'm not a landowner, how does this affect me?**

In 2004, the credit was made transferable, allowing land rich but cash poor landowners to monetarily benefit from their donation by selling the credit. More than 400,000 acres have been conserved since, and more than \$1 billion dollars in credit has been transferred. The credits, purchased directly from individuals or through an exchange for an average of 82 cents on the dollar, are a dollar for dollar credit on your Virginia State Income Tax. Example: If John owes \$50K in Virginia state income tax and purchases \$50k worth of tax credit for \$40K (80 cents on the dollar), he would save \$10K (\$50K tax liability - \$40K actually paid for tax credit) in Virginia taxes. The \$10K in savings would be taxable income the following year and would be taxed at John's tax rate if the credit was purchased and held for less than a year or as a long term capital gain if the tax credit was held for more than a year.

**How to Purchase Land Preservation Tax Credits**

There are important considerations when purchasing credit, such as working with a reputable CPA and brokerage firm. The land appraisal for the conservation easement needs to be accurate or the IRS may disallow the credit. A quality brokerage firm evaluates the appraisal to ensure the purchase of quality credit and manage the purchase process, filing the correct paperwork and negotiating a purchase price. Acquiring credit also has tax planning implications, so it is important that your CPA examines your tax liability to help calculate a proper purchase amount. Credits are a very limited resource each year, so it is important to know when credits are available for purchase.

**Who to Contact**

Since local land is generally not converted into conservation easements, the credit is not well known in Arlington or DC, but for individuals in the right situation, purchasing credit can be a powerful tax strategy for lowering your state income tax liability. For more information on donating land or locating a Preservation Credit brokerage, contact the Virginia Outdoors Foundation ([virginiaoutdoorsfoundation.org](http://virginiaoutdoorsfoundation.org), 540-347-7727).



**SUNRISE**  
INDEPENDENT &  
ASSISTED LIVING

AT BLUDEMONT PARK  
5910 Wilson Boulevard  
Arlington, VA 22205  
(703) 536-1060  
[www.sunriseseniorliving.com](http://www.sunriseseniorliving.com)

Independent Living  
Assisted Living  
Alzheimer's Care

## NETWORKING STRATEGIES

## BEFORE, DURING &amp; 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)

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



You can now also visit the Chamber's Facebook page and "Like" us!  
www.facebook.com

WEB FEATURE

Find ChamberConnect on the Find A Business page.

Information...price quotes...referrals...



...the fastest way to reach local businesses!

www.ARLINGTONCHAMBER.ORG

Chamber Website Yields Results!

Most referred member categories:

- 1 Financial & Investment Services
- 2 Restaurants & Food Services
- 3 Real Estate -  
Developers and Management
- 4 Information Technology
- 5 Healthcare Services

Web Feature Spotlight: the ChamberConnect Tool

Be sure to check out the ChamberConnect feature on the Chamber's new website. Now in a new location, but offering the same opportunity to receive timely price quotes from Chamber members, the ChamberConnect link can be found on the Find A Business page, listed underneath the keyword search field, or click the Featured Program button on the home page.

Use this free, unique quotation request tool to receive information from Arlington's best businesses. Fill out the ChamberConnect form and within your requested time frame you will receive responses from local Chamber members to help you complete your project on time & within budget. Information...price quotes...referrals. Its the fastest way to reach local businesses for the solutions you need.



OPPORTUNITY WORKS CORNER

OPPORTUNITY WORKS CORNER

A Race to the Finish!



The Chamber's sixth annual development campaign is coming to a close this month after four months of concentrated effort from its dedicated volunteers. Through promoting the benefits of membership, sponsorship and advertising to new and prospective members, this year's campaign is about to cross the finish line and achieve its goal of raising \$250,000.

The Chamber would like to express its heartfelt appreciation for all of the volunteers as the funds will provide one-third of the Chamber's annual operating budget. This enables the Chamber to continue focusing on helping all of its members reach their highest goals.

This year's campaign is sponsored by the **John Marshall Bank** and co-chaired by **Barbara Nicastro** of **The Law Offices of Barbara E. Nicastro** and **Joe Prentice** of the **State Department Federal Credit Union**.

Thank you to all of our volunteers for such hard work – keep it up!

ARLINGTON'S BEST BUSINESS AWARDS

Congratulations to all of the 2011 Arlington Best Business Award Recipients and the three new Arlington Business Hall of Fame Inductees! Thank you for making the Arlington community such a wonderful place to live and work!

2011 ABBIE AWARD 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



TOP ROW, FROM LEFT TO RIGHT:  
Jay E. Reiner, Jay E. Reiner, CPA  
Jim Cole, Virginia Hospital Center  
Joseph Sifer, Booz Allen Hamilton  
Stan Rodia, American Service Center  
  
BOTTOM ROW, FROM LEFT TO RIGHT:  
Donna Hamaker, KDH Real Estate  
Kathy Sibert, A-SPAN

2011 ARLINGTON BUSINESS HALL OF FAME INDUCTEES

- Elizabeth Campbell, WETA
- Neal Nichols, Red Top Cab
- Dr. Jack P. London, CACI



FROM LEFT TO RIGHT:  
Neal Nichols, Red Top Cab  
  
Sally Merten accepting on behalf of Elizabeth Campbell, WETA  
  
Dr. Jack P. London, CACI

CONGRATULATIONS HALL OF FAME INDUCTEES!

OPPORTUNITY WORKS

OPPORTUNITY WORKS NETWORKING RALLY

1 WEDNESDAY  
5:00 – 6:00 p.m.  
Chamber Board Room

OPPORTUNITY WORKS PHONE BANK

15 WEDNESDAY  
2:00 – 5:00 p.m.  
Chamber Board Room

GRAND SPONSOR:



ABBIE AWARD SPONSORS

GRAND SPONSOR



PREMIER SPONSORS

- American Service Center
- KDH Real Estate
- Fluor
- John Marshall Bank
- Marymount University
- Segue Technologies, Inc.
- Virginia Hospital Center
- Washington Workplace WETA

BENEFACTOR SPONSORS

- United Bank
- Virginia Commerce Bank

PATRON SPONSORS

- Colony House
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James W. Gaudin, Market Executive, Business Officer, Assistant Vice President and Branch Manager, Williamsburg Blvd.; Allen M. Cary, Vice President and Ray Heber, Credit First Mortgage Vice President

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- Willow Run Boulevard  
703.524.2638
- Arlington  
703.527.2478  
(jacobson@cardinal.com)
- Washington Boulevard  
703.527.2632



1<sup>ST</sup> IN MOBILE BANKING

## ARLINGTON ECONOMIC DEVELOPMENT

## Arlington Award Winners

by Karen Vasquez, Public Relations Manager at Arlington Economic Development

Arlington was a big winner at the Washington Business Journal's Best Real Estate Deals of 2010 event at the Mayflower Renaissance hotel in D.C. The event, held on April 28th showcased a variety of real estate deals across the Washington, D.C. region. Arlington's Gaslight Square project in Rosslyn took a top award, along with Deloitte's lease in the Waterview building.

"The debate was vigorous, and in the end, the judges and the Washington Business Journal editors opted to honor a project that not only filled headlines on numerous occasions, but that will also be making an impact in D.C. for years to come," said Alex Orfinger, publisher of the Washington Business Journal.

The annual event honors the best commercial real estate deals in the Washington region — and the people and companies behind them. The winners are selected by a panel of industry judges and the editors of the Washington Business Journal.

The 2010 Best Real Estate Deals Winners and Runners Up for Arlington:

- Financing Winner: Gaslight Square
- Lease Renewal Runner Up: Jacobs Engineering Group Inc. at Three Ballston Plaza
- Multifamily Deal Runner Up: Sale of The Metropolitan at Pentagon City
- Urban Office Lease Winner: Deloitte LLP at Waterview
- Suburban Office Sale Runner Up: The Hartford at 3101 Wilson Blvd.
- Land Winner: Monument View

The Arlington Convention & Visitors Service also earned awards this spring at the 2011 Virginia Tourism Summit. Two Virgo awards were presented by the Virginia Association of Convention & Visitors Bureaus (VACVB). VIRGO awards pay tribute to individuals and organizations that significantly contribute to the Commonwealth of Virginia's economy through tourism promotion. VACVB recognized Arlington's innovative electric-powered Mobile Visitors Center as the state's Visitor Center of the Year. Another VIRGO award was presented to Arlington for Regional Marketing Initiative.

The first of its kind in the country, Arlington's Mobile Visitors Center serves travelers and residents at six Metro locations five days a week, and at major annual events like the Taste of Arlington and the Marine Corps Marathon.

Along with its Northern Virginia and state partners, Arlington won the VIRGO for Regional Marketing Initiative for its success at the American Bus 2010 Marketplace. ACVS director Emily Cassell chaired the Northern Virginia evening event committee, which hosted more than 1,500 group-travel industry leaders at George Washington's Mount Vernon Estate and Gardens. Additionally, ACVS meetings & conventions manager Portia Conerly led the Northern Virginia sightseeing subcommittee for Marketplace.



## SMALL BUSINESS ROUNDTABLE

## Competition - Real or Imagined?

by Jim Whelan, The ProActive Corporation of America

## Competition encompasses three potential parties:

- Others offering the same or similar service or product
- The client or prospect
- Ourselves

Competition from others arises when you are part of the crowd making the same claims with no value proposition showing the benefit to the customer. Also, this type of competition can be another way of solving a problem such as finding it on the Internet. Because you don't position yourself as unique by offering a solution that others don't offer, your offering then turns into a commodity resulting in a contest of who can offer it at the lowest price.

The client or prospect becomes the competition when the pain isn't severe enough to create a call to action. Logic doesn't carry the day. The emotion from the pain of inaction is the only spur that will move to the solution of your benefit.

We become the competition when we don't focus on the value we bring to a client. If your prospect recognizes you as standing out from the competition because you offer something (or some way) that your competition does not, then you're unique. If you offer a benefit to the prospect that others do not the competition fades.

The key is the benefit the customer recognizes that only you offer and it relieves the pain. Since you are promising to alleviate the pain something no one else has, or does, it sets you apart from your competition and it makes you more visible in the market. It's not what you do; it's what benefits your customer receives from your efforts.

## Bottom line from the Roundtable?

Competition, real or imagined? There are many forces that work against your sales effort, but you don't have to be one of them. When you define either your target market -- who you wish to target as prospective clients -- or your professional specialty -- the services you specialize in providing, you carve out the territory in which you excel and any potential competition is minimized.

## BIG IDEAS:

■ The best way to stand apart from your competition is by offering something completely unique, whether it be a service or the manner in which you offer a service.

■ Avoid becoming your own competition by remaining vigilant of your client's needs and what you can do to meet those needs.

## REGISTER NOW:

JUNE SMALL BUSINESS ROUNDTABLE

29 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.



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

## Get Them Up Front and Center



You may have noticed the prominent brochure display rack in the Chamber's lobby. As a member, you have the opportunity to secure your own spot on the wall and showcase your products and services here. This is a great way for you to share your latest look with the many visitors who come by the Chamber office.

Committee members, SMART Start participants, and other groups frequently visit the office. Brochure pocket spots are a great way to catch their eye and are a steal of a deal.

Contact the Chamber for more information: ☎ 703-525-2400 ✉ chamber@arlingtonchamber.org

## FEATURED MEMBER BENEFIT

## Help Welcome Them Home

A "Chamber Welcome" is a relocation packet that was developed for potential Arlington County residents who request information about Arlington by the Chamber. We typically receive more than 500 requests every year. Requests have been received from all 50 states.

Packets include real estate and demographic information, as well as cultural, recreational, educational opportunities, and much more information that people moving to Arlington need to know. Take this opportunity to be among the first to introduce yourself and your company to potential new residents of our area. Arlington Chamber of Commerce members can gain the benefit of having a flyer inserted into these relocation packets at an annual cost of \$160.



Contact Leticia Cano for more information: ☎ 703-525-2400 ✉ chamber@arlingtonchamber.org



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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.

**THANK YOU!**

- **Segue Technologies** for their assistance creating a report through the Chamber's new database.
- **Crystal City Marriott** for hosting the April Business After Business.
- **Bernie Cohen – Insurance Solutions, Carr Workplaces, and Dimension Creative Promotions** for providing door prizes for the April Business After Business.
- **The Columbus Club of Arlington** for hosting the April Board of Directors meeting.

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Regional President-Arlington  
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