



ARLINGTONIAN GRAND SPONSOR

IN THIS ISSUE

- 2 Calendar
- 2 SMART Start
- 2 Breakfast Connection
- 2 Business After Business
- 3-4 Chair's Message
- 4-5 Welcome New Members
- 4-5 Members in the News
- 5 Milestone Anniversaries
- 6-7 Arlington Business Gala
- 8-9 Welcome New Members (cont.)
- 8 The Chamber Scene
- 9 Nonprofit Spotlight - AHC, Inc.
- 10 Arlington Economic Development
- 10 Nonprofit Spotlight - Philharmonic
- 11 Small Business Roundtable
- 11 Chamber Staff Update
- 12 Chamber Thank You

SAVE THE DATE

HOSPITALITY AWARDS

MARCH 6
7:30 - 9:30 a.m.
Crystal Gateway Marriott

BUSINESS AFTER BUSINESS

MARCH 21
5:00 - 7:00 p.m.
Bean, Kinney & Korman office



■ 89TH ANNUAL ARLINGTON BUSINESS GALA REVIEW

Beginning 2013 on a High Note

The Arlington Chamber of Commerce hosted its 89th Annual Business Gala on Saturday, January 26 at **The Ritz-Carlton, Pentagon City**. The Business Gala was the Chamber's first major event of 2013 and entertained approximately 300 guests. 2013 Chamber Chair **David DeCamp** of **Newmark Grubb Knight Frank** hosted the evening.

"This year's gala was a grand success," said **DeCamp**. "**The Ritz-Carlton, Pentagon City** helped us host a thoroughly fun celebration of our engaged and generous business community."

The Arlington Business Gala is the Chamber's most significant fundraising event, featuring live and silent auctions, grab bags, the Heads or Tails game, a tropical vacation raffle and more. The event proved successful again this year thanks to the gracious support of our members.

- ▶ Please turn to page 6 and 7 for more about the event, as well as photos, event sponsors, and auction donors.

■ VALOR AWARDS PREVIEW

Honoring Arlington County Heroes

On Wednesday, April 17, the Arlington Chamber of Commerce will host the 31st Annual Valor Awards to recognize the men and women who keep Arlington safe. For their heroic efforts in the line of duty, members of Arlington County's Office of Emergency Management, Police Department, Fire Department and Office of the Sheriff will be recognized. Year after year, the Valor Awards honorees include men and women whose quick and decisive actions have saved the lives of many. Join us for the event and hear their great stories.

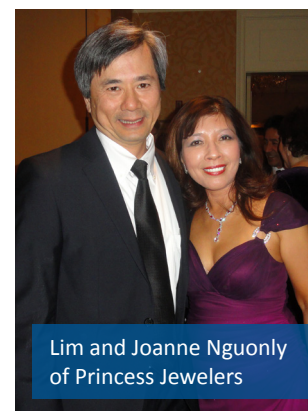
- ▶ To register or become a sponsor, visit www.arlingtonchamber.org or call ☎ 703-525-2400.

■ NEW LOOK FOR THE ARLINGTONIAN

IN COLOR

You may have noticed that this month's newsletter includes photos and logos in color. Thanks to our friends at **ASAP Printing, Mailing & Fulfillment Center**, *The Arlingtonian* will now be printed in full color. This will allow the Chamber to present our Annual Corporate Sponsor logos and event Grand Sponsor logos in color, show off photos from our events in vibrant colors, as well as provide the option for color advertisements to our members at the same affordable price.

- ▶ Interested in placing an advertisement in *The Arlingtonian*? Contact Amy Fisher, Communications Manager, at ☎ 703-525-2400 or ✉ communications@arlingtonchamber.org.



Lim and Joanne Nguonly
of Princess Jewelers

SPECIAL THANK YOU TO

GRAND SPONSOR



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Tim Hughes, Chair-elect
Doug Brammer, Immediate Past Chair
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Chris Domes, Treasurer
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Joe Prentice, Vice Chair - Member Affairs
Kevin Shooshan, Vice Chair - Membership Development
Greta Menard, Vice Chair - Special Interests

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 Todd Yeatts, **The Boeing Company**
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Kate Roche, Director of Member Services & Development
Chris Hunter, Director of Membership
Amy Fisher, Communications Manager
Cassie Bate, Member Services Administrator
Kristina Villavicencio, Events Associate
Aaron Guerrieri, Staff Accountant

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

MARCH AT THE CHAMBER

OPPORTUNITY WORKS TRAINING	1 FRIDAY 8:00 - 9:15 a.m. Chamber Small Conference Rm.
GREEN BUSINESS COMMITTEE	1 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room
AMBASSADORS COMMITTEE	4 MONDAY 4:15 - 5:00 p.m. Chamber Board Room
OPPORTUNITY WORKS KICKOFF <i>*OW Volunteers Only</i>	5 TUESDAY 5:00 - 6:30 p.m. Fire Works Restaurant
HOSPITALITY AWARDS	6 WEDNESDAY 7:30 - 9:30 a.m. Crystal Gateway Marriott
COMMUNICATIONS COUNCIL MEETING	7 THURSDAY 8:00 - 9:00 a.m. Chamber Board Room
SMART START	7 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	13 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
BREAKFAST CONNECTION	14 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn
OPPORTUNITY WORKS PHONE BANK <i>*OW Volunteers Only</i>	19 TUESDAY 2:00 - 5:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	21 THURSDAY 5:00 - 7:00 p.m. Bean, Kinney & Korman
GOV'T AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	22 FRIDAY 8:00 - 9:00 a.m. Chamber Board Room
BOARD OF DIRECTORS MEETING	22 FRIDAY 11:30 a.m. - 2:00 p.m. Joint Base Myer-Henderson Hall
COMMUNITY ACTION COMMITTEE MEETING	27 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	27 WEDNESDAY 11:45 a.m. - 1:15 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	27 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center

SMART START

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

7 THURSDAY
4:00 - 5:15 p.m.
Chamber Board Room
4600 Fairfax Drive
Suite 804
Arlington, VA 22203

GRAND SPONSOR

Greg Mullan -

GEORGE MASON MORTGAGE, LLC
A Subsidiary of Cardinal Bank

BREAKFAST CONNECTION

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 several tables of people.

14 THURSDAY
7:30 - 9:00 a.m.
Holiday Inn Rosslyn
1900 N. Fort Myer Dr.
Arlington, VA 22209

GRAND SPONSOR

CARDINAL Bank

BUSINESS AFTER BUSINESS

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

21 THURSDAY
5:00 - 7:00 p.m.
Bean, Kinney & Korman
2300 Wilson Blvd.
Suite 700
Arlington, VA 22201

HOST

B K & K BEAN KINNEY & KORMAN ATTORNEYS

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.

Support the Columbia Pike Streetcar

Arlington's businesses have an opportunity to make a big difference in the on-going discussion about a Streetcar for Columbia Pike. Our voice is not always this influential in County policy matters. This time it's different.

After more than a decade of community meetings, citizen planning sessions and comments, a revitalization plan has been developed for the strategic – but comparatively neglected – Columbia Pike Corridor. A crucial, enabling component of this revitalization plan is a Streetcar line that will run 4.9 miles back and forth with stops along Columbia Pike from the high-rise offices and apartments of Skyline to the shops at Pentagon City. At Pentagon City, Streetcar passengers can transfer to the Blue or Yellow Lines enroute to destinations all over the metropolitan area. Opposing voices who do not like the outcome of Arlington's public process are now trying to derail progress on the Streetcar. County Board members want to know where the business community stands on this issue.

Arlington tax dollars collected from businesses and ear-marked for transportation improvements are one of the key funding sources for the Streetcar. After studying the matter, I am convinced that the Streetcar is a worthwhile investment of our tax dollars, for which we can expect a return on investment, and here's why:

- A fixed rail (streetcar) transit investment supports the development of new and denser apartments, condos, offices, retail stores and hotels a lot better than enhanced bus service. Before I became a real estate broker & developer, I was a commercial banker. Bankers are far more apt to finance projects next to a rail line as opposed to a bus route.
- The Streetcar will attract and support more jobs, customers, disposable income and employees for Arlington's businesses without increased congestion. Consider the lessons we have learned from the development corridors along the Orange and Blue Lines in Arlington. Do you believe for a moment that we would have attracted and constructed that many buildings full of businesses with a fancy bus line instead of Metrorail? We built more office space in Arlington than exists in downtown Dallas or Atlanta. On top of that, we added plenty of retail and thousands of residential units. Best of all, we avoided the crippling traffic that plagues those Sunbelt cities as well as our area's own outer suburbs. One of the keys to Arlington's track record is to get car owners to leave their vehicle behind and choose transit. Rail did this on Arlington's Metro Corridors. Research tells us that the Streetcar will do this better than buses along Columbia Pike.
- In order to see if a Streetcar would induce successful development in the same manner as Metrorail, I flew out to Portland, Oregon for a tour of their streetcar system. I found over \$2.8 billion in new apartments, condos, offices, retail stores and hotels built within three blocks of their streetcar's right-of-way. Their streetcar, which replaced a number of previous bus lines, is so successful, they have expanded the routes. Portland's Streetcar did nothing less than turn a declining city into a thriving, affordable alternative to San Francisco for new companies and job-seekers. What works in Portland, will work even better along Columbia Pike with the tailwind provided by Arlington's legacy of vibrant, mixed-use development.
- Bottom-line: The capital required to build the Streetcar is budgeted for \$250 million (includes 3% per annum inflation factor & 18% contingency). In my view, this is a good investment because of the economic development and revitalization that will occur as a direct result. My early days as a banker and my more recent experience as an Arlington real estate developer in the Metro corridor combine with my fact-checking mission to Portland to give me confidence in this conclusion. Best of all, the investment in a Streetcar will pay us back with growing annual revenues as new buildings are delivered in the same way that we have seen development along Arlington's Metro corridors produce a virtuous circle of growing tax receipts that keep a lid on tax rates and contribute enormously to the quality of life in Arlington.

[continued on page 4]



David DeCamp



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POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203.

Members in the News article submissions must be emailed to communications@arlingtonchamber.org and received by the first of the month prior to the publication month (i.e. May 1 for June *Arlingtonian*).

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

WELCOME NEW MEMBERS

■ ASSOCIATIONS & PARTNERSHIPS WASHINGTON ACADEMY OF SCIENCES

Jim Egenrieder, President Elect
1615 N. Cleveland St.
Arlington, VA 22201
Phone: (703) 599-3643
Email: jim@deepwater.org
Website: www.washacadsci.org
SPONSOR: Jim Egenrieder, Arlington Public Schools

The Academy was incorporated in 1898 under the leadership of the Philosophical Society of Washington and now represents over 60 affiliated scientific and engineering societies.

■ AUTOMOBILE SERVICES ROSENTHAL AUTO

CC Sloan, Corporate Sales
1902 Association Dr.
Reston, VA 20191
Phone: (703) 553-4300
Email: ccsloan@rosenthalauto.com
Website: www.rosenthalauto.com

SPONSORS: Kevin Shooshan, Tim Hughes, David Isaacson and Mark Zetlin
Rosenthal Automotive has 15 dealerships serving the Washington DC area for over 50 years and featuring Mazda, Audi (opening 2013) and Porsche in Arlington.

■ BANKS

VIRGINIA HERITAGE BANK

Bobby Wright, Senior Commercial Loan Officer
8245 Boone Blvd.
Tysons Corner, VA 22182
Phone: (703) 277-2200
Email: rwright@vhbank.com
Website: www.vhbank.com

SPONSOR: Chris Hunter, Staff
Virginia Heritage Bank is a full-service community bank providing an array of retail and commercial financial services, including deposits, full-service lending, mortgages, sba loans, etc.

■ BUSINESS SERVICES

ENIGMA BUSINESS SOLUTIONS

Judy Schandua, President
4201 Wilson Blvd. #110522
Arlington, VA 22203
Phone: (703) 980-7606
Email: judyschandua@enigmabusinesolutions.com
Website: www.enigmabusinesolutions.com
SPONSOR: Chris Hunter, Staff

■ CONSTRUCTION & CONTRACTORS SKANSKA

Mary Humphreys, Communications Manager
99 Canal Center Plaze, Suite 125
Alexandria, VA 22314
Phone: (703) 340-1200
Email: mary.humphreys@skanska.com
Website: www.skanska.com

SPONSOR: Chris Hunter, Staff
Skanska is one of the world's leading development and construction groups. Skanska Commercial Development is located in Arlington; Skanska Infrastructure Development is located in Alexandria.

■ CONSULTING

SJD ASSOCIATES

Sally Duran, Principal
P.O. Box 7442
Arlington, VA 22207
Phone: (703) 489-6097
Email: sallyjduran@gmail.com

SPONSOR: Karen Bate, KB Concepts PR
Provide customized consulting services to clients in the healthcare/insurance industry using expertise in health insurance, integrated delivery system operations, laws/regulations and product development

CHAIR'S MESSAGE (CONTINUED)

I invite you to join me in support of the Streetcar. County leaders want to hear from business on this issue. New and improved bus service is still just "bus service" and will not serve as an acceptable substitute for the economic development inducing catalyst of a Streetcar. Take a look at the website (www.arlingtonstreetcarnow.org). You can learn more about the Streetcar and register your support like I did.

Continue this conversation by sharing it with others or by contacting me (daviddecamp@yahoo.com).



David DeCamp

Newmark Grubb Knight Frank

[Editor's Note: For 2013 and the past several years, the Chamber's Public Policy Position encourages the addition of rapid-transit (i.e. streetcars) in the Crystal City/Potomac Yard and Columbia Pike corridors, and, ultimately, into Shirlington. To learn more about the Chamber's Public Policy Positions please join us at our next Economic Development & Government Affairs Committee meeting or visit our website: www.arlingtonchamber.org > About the Chamber > Newsroom > Public Policy Positions.]

MEMBERS IN THE NEWS

■ PROSHRED OF NORTHERN VIRGINIA

Proshred Acquires Security On/Offsite Shredding, Inc.

Proshred of Northern Virginia announced that it has acquired the assets and customers of Security On/Offsite Shredding, Inc. (SOS), of Falmouth, VA. The transaction nearly doubles **Proshred's** size. Former SOS customers can look forward to enjoying the same high-quality, competitively-priced service with **Proshred** that they had with SOS, and they can rest assured that **Proshred** will honor their SOS contracts.

■ JOHN MARSHALL BANK

John Marshall Bank named Fastest Growing Bank in Virginia

John Marshall Bank was named the fastest growing bank in Virginia by BestCashCow, an online resource for comprehensive bank rate information. **John Marshall Bank** tops the list of the fastest growing banks for the five-year period ending June 30, 2012. Between 2007-2012, **John Marshall's** assets have grown 1,835%, totaling \$484,594,000 at the end of second quarter 2012. Arlington Chamber of Commerce board member, **Sonia Johnston**, is the Arlington regional president for the bank, with its offices conveniently located at 2300 Wilson Boulevard.

■ RED TOP CAB

Red Top Cab Rolls Out New Taxi App

Red Top Cab has introduced a free taxi App for iPhone and Android. The new Red Top Cab App makes booking a cab amazingly quick and easy. It allows passengers to store identifying information and recent trips. To repeat a trip taken recently, like to work or home, passengers can quickly click on a repeat trip instead of typing the information. The new App is available at the App Store for iPhones or at Google Play for Androids by searching "Red Top Cab."

■ ENIGMA BUSINESS SOLUTIONS

President Judy Schandua Receives Official Certification

Judy Ann Schandua, President of **Enigma Business Solutions**, has completed and received official certification for the administration and interpretation of the Resource Associates Corporation Attribute Index, DISC Index, and Values Index. This Certification enhances **Enigma Business Solutions** ability to service new and existing consulting/coaching clients as these assessment tools provide organizations with a powerful way to maximize their human capital—their people.

■ CORPORATE APARTMENT SPECIALISTS, INC.

Corporate Apartment Specialists Hires Director of Sales

In January, **Corporate Apartment Specialists, Inc.** (CAS) announced the hiring of **Thomas Curcio** as its new Director of Sales. This is Curcio's second tour of duty at **CAS**. **Curcio**, a graduate of Virginia Tech's Department of Hospitality and Tourism Management, was an outstanding performer in his previous role as Sales Associate from February 2009 to June 2011. His knowledge of the corporate housing landscape in Metropolitan Washington, DC is extensive, as is his knowledge of many of **CAS'** current clients and their needs and expectations. **CAS**, founded in December, 1995, is a leading provider of short-term furnished apartments in the Washington, DC Metropolitan area.

■ LINDEN RESOURCES

Ed Suggs Receives SmartCEO's Executive Management Award

Ed Suggs, CFO of **Linden Resources**, has received SmartCEO's Executive Management Award (EMA) for Chief Financial Officer. The EMAs recognize the achievements of the Mid-Atlantic's top management all-stars: Chief Financial Officers, Chief Information Officers, Chief Technology Officers, Chief Operating Officers and other Chief Officers. Winners were selected by an independent panel of judges for representing the best of what Greater Washington, D.C. has to offer: an extraordinary work ethic, passionate leadership and a success-driven management strategy. **Suggs** will be profiled in the March issue of SmartCEO magazine and honored, along with his fellow award winners, at the Executive Management Awards reception in March.

■ USO OF METROPOLITAN WASHINGTON

Celebrating the Service of U.S. Armed Forces with USO-Metro

The USO-Metro Annual Awards Dinner is a patriotic, black tie affair attended by senior government and military leaders, members of Congress, as well as business and community leaders. This event is a remarkable celebration of the service and sacrifice of the U.S. Armed Forces. **USO-Metro** raises a large portion of its annual budget through the Annual Awards Dinner. These funds provide programs and services to the troops and their families. This year's event is being held on March 14, at the **Renaissance Arlington Capital View Hotel**. For questions call 703-696-4827.

■ BOWEN MCCAULEY DANCE

Bowen McCauley Dance Celebrates 100 Years of Rite, Invites Artistic Partners to Celebrate 17 Years of BMD

Around the world, the centennial of Stravinsky's groundbreaking work, *Le Sacre du Printemps* (*Rite of Spring* – four hand piano score), is being celebrated. **Bowen McCauley Dance** (BMD) honors the occasion with an interpretation *The Washington Post* called artistic director and choreographer **Lucy Bowen McCauley's** "strongest work to date...muscular, theatrically arresting." The concert will run at The John F. Kennedy Center for the Performing Arts Terrace Theater on April 5 and 6 at 7:30 pm. In keeping with her commitment to collaborations and live music accompaniment, **McCauley** brings together artistic partners to celebrate the 17th season of **BMD**: Director Alan Paul, scenic designer Tony Cisek, lighting designer Martha Mountain, the Witkowski Piano Duo, and Italian virtuoso saxophonist Gaetano DiBacco.

■ DOORWAYS FOR WOMEN AND FAMILIES

An Evening of Empowerment for Women

On Thursday, March 7, **Doorways for Women and Families** and PAVE: Promoting Awareness, Victim Empowerment, will present an evening of empowerment at the 2013 International Women's Day Gala. **Doorways for Women and Families** and PAVE bring together national and local strategies aimed at preventing sexual abuse and domestic violence, supporting and empowering survivors, and ultimately, creating safe and healthy communities. This festive evening will gather members of the metropolitan DC area together to support these two well-recognized nonprofit organizations. The event will include live music, and art exhibit and silent auction, networking, drinks, and Asian inspired food. For more information, visit <http://tiny.cc/womensdaygala>.

■ CONSULTING

STRATEGIC CONSULTING PARTNERS

Jasmine Gould, Director of Business Development
901 Pollard St., Apt. #1603
Arlington, VA 22203
Phone: (717) 433-4134
Email: jasmine@yourstrategicconsultant.com
Website: www.yourstrategicconsultant.com

SPONSOR: Chris Hunter, Staff

SCP is a full-scope globe management consulting firm specializing in strategic planning, organizational development, change management leadership development, and customized training curriculum development and delivery.

THE WHEELHOUSE GROUP

Beth McDonald, President
2200 Wilson Blvd., Suite 102-455
Arlington, VA 22201
Phone: (703) 536-5262
Email: beth.mcdonald@wheelhousegroup.com
Website: www.wheelhousegroup.com

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The Wheelhouse Group helps public, private and nonprofit organizations utilize a variety of organization effectiveness and change management disciplines to address their critical business challenges.

■ ENTERTAINMENT

TROPICAL TROLLEY LLC

Harry Holly, Owner/Operator
P.O. Box 5253
Springfield, VA 22105
Phone: (703) 850-5560
Email: flavcpa@aol.com
Website: www.tropicaltrolley.com

SPONSOR: Chris Hunter, Staff

Tropical Trolley provides unique party equipment for business, office and home events, including frozen drink machines, soft serve machines, karaoke & more.

■ FINANCIAL & INVESTMENT SERVICES

WOODWARD & ASSOCIATES

Mark Woodward CRPC, APMA, Financial Advisor
133 Maple Ave. E., Suite 306
Vienna, VA 22180
Phone: (703) 766-9300
Email: mark.h.woodward@ampf.com
Website: www.ameripriseadvisors.com/mark.h.woodward

SPONSOR: David Isaacson, Technology Management, Inc.

A family practice, designed to leverage our diverse backgrounds and specialties to help families and business owners achieve their goals through an ongoing advisory relationship.

[Continued on pages 8-9]

MILESTONE ANNIVERSARIES

■ TWENTY YEARS

ARLINGTON INDEPENDENT MEDIA

■ FIVE YEARS

ARLINGTON BENEFITS GROUP

C&C UNIQUE GIFTS & GIFT BASKETS

PAUL FERGUSON, CLERK OF THE CIRCUIT COURT

COMMUNITY RESIDENCES

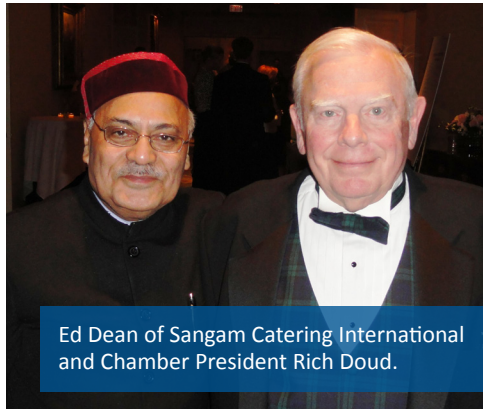
MICHAEL GARCIA - STATE FARM INSURANCE

TEAMLOGICIT OF ARLINGTON, VA

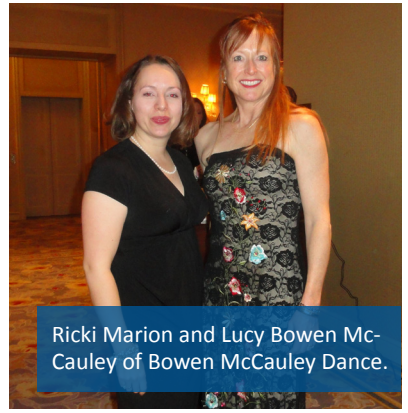
Arlington's "Best Night Out"



Arlington Business Gala guests network and browse auction items in the auction room.



Ed Dean of Sangam Catering International and Chamber President Rich Doud.

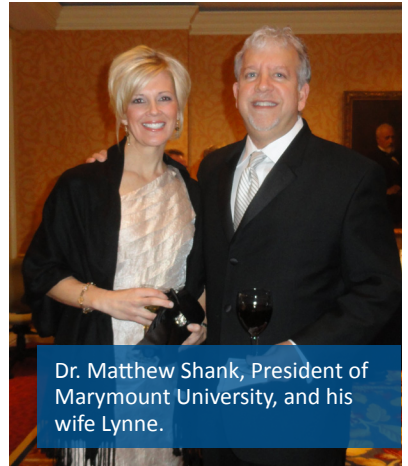


Ricki Marion and Lucy Bowen McCauley of Bowen McCauley Dance.

Attendees of the 89th Annual Arlington Business Gala enjoyed a three-course dinner, mingling with fellow Arlington business people and music by the Odyssey Band, as well as some friendly competition with the Silent and Live Auctions. The Gala featured over 100 items in the Silent Auction and an exciting Live Auction, which included a trip to New York for two with tickets to *The Book of Mormon* on Broadway and a wine reception for 30 people at the Washington Wine Academy Education Center, among other items. See a list of our generous auction donors on page 7.

In addition to the auctions, the Chamber hosted a Tropical Vacation Raffle and a "Heads or Tails" event. The lucky winner of the raffle was **David Isaacson of Technology Management, Inc.**, who will enjoy a seven-night stay for four at Morgan Bay Beach Resort in St. Lucia and all-inclusive fees for two. The winner of the "Heads or Tails" event, walking away with an iPad Mini, was **Kimberly Snedden of ROCKLANDS Barbeque and Grilling Company.**

"Thank you to all the sponsors, volunteers, Chamber members and friends who pitched in to make the event 'Arlington's Best Night Out!'" said **David DeCamp.** The Chamber also expresses our appreciation for all of our members who contributed to the evening's success through their generous donations and attendance. We hope all who attended the event had a wonderful evening.



Dr. Matthew Shank, President of Marymount University, and his wife Lynne.



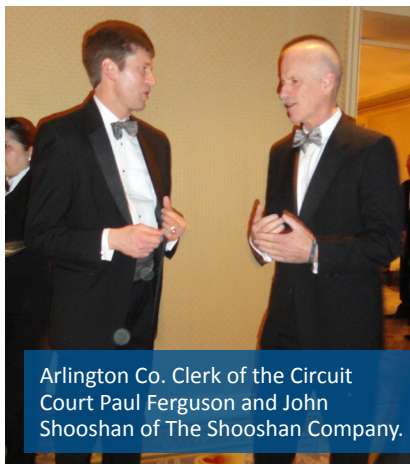
Kelly Heinrich of Global Freedom Center and her husband Grant.



Rick Cheetham of Buck & Associates and Bill Powell of HSBC Bank USA.



Special thanks to our Grand Sponsor, **Verizon**, and our many other sponsors/donors (listed on pg. 7) for making this event possible.



Arlington Co. Clerk of the Circuit Court Paul Ferguson and John Shooshan of The Shooshan Company.



(L-R) Darren Tully of Virginia Heritage Bank, Liz Nohra of Leadership Arlington, Allison Lewis of the Arlington Community Foundation and Chamber Member Services Administrator Cassie Bate.



Luis Urbina of HSBC Bank USA and his wife, Jessica.

Gala Sponsors and Auction Donors

The Silent and Live Auctions at the Gala were made possible thanks to the generous contributions of our members and local businesses, as well as Brooks Business Transfer for delivering the items to the event. Donors for 2013 include:

Advance Car Rental

Ah Love Oil & Vinegar
 All Friends Pet Care
American Disposal Services
American Realty
 American Taproom
Animal Welfare League of Arlington
Arlington Auto Care
Arlington Center for Dentistry
Arlington County Commissioner of Revenue
Arlington County Sheriff's Office
Arlington Food Assistance Center
Arlington Magazine
Arlington Promotional Products
Arlington Soccer Association
 Arrowine
 Avison Young
Ballston Dental Arts
Bergmann's Cleaning, Inc.
Body By Ginny
Body Dynamics, Inc.
Bowen McCauley Dance
 Bradford Renaissance Portraits
 Briar Patch Bed & Breakfast
Buffalo Wild Wings
 Cabot Cheese
Casual Adventure
Cava Mezze
Clarendon Dental Arts
Clarendon Home Services
 Cowboy Cafe
Crystal City BID
 Crystal City Wine Shop
Crystal Gateway Marriott
 Dandy Dinner Boat
DC United
DoubleTree by Hilton Washington, DC-Crystal City
 Elevation Burger
 Elite Island Resorts

Encore Stage & Studio

Enigma Business Solutions
 Filmfest DC
Fire Works
Fuego Cocina y Tequileria
Fur-Get Me Not
George Mason University
Ireland's Four Courts
Jane Franklin Dance
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Andrew Sloniewsky, Attorney
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Washington, DC 20036
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Email: asloniewsky@steptoe.com
SPONSOR: Chris Hunter, Staff
Sloniewsky is a trial attorney who focuses on commercial disputes for business clients.

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Edwin Fountain, Partner
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Jones Day provides a full range of legal services to corporate and institutional clients in 37 offices around the United States and globally.

THE CHAMBER SCENE

■ THE CHAMBER SCENE JANUARY THROUGH MID-FEBRUARY

Your Chamber in the Community

The Chamber recognizes the importance of being involved in the community in which you do business. That is why our staff and Directors make it a priority to participate in and contribute to community organizations and events. Below are a few highlights of the events Chamber staff and Board members participated in on behalf of the Chamber.

January through Mid-February:

January 8 - Economic Development Commission meeting. Several members serve on this commission and President **Rich Doud** represents the Chamber.

January 8 - USS Arlington Commissioning Committee meeting. Several members serve on this committee and President **Rich Doud** represents the Chamber.

January 10 - **Ballston BID** Launch-Pad kickoff event at Ballston Common Mall. Staff **Kate Roche** and **Rich Doud** represented the Chamber, and a number of members and elected officials attended.

January 31 - USS Arlington Commissioning Committee reception and program at Army-Navy Country Club. The event was attended by a number of Directors and members who served as sponsors. Senator Tim Kaine and Senator John Warner were in attendance, as well as Rep. Jim Moran and a number of local elected officials. Staff **Kate Roche** and **Rich Doud** represented the Chamber.

February 6 - **Leadership Arlington** Board of Regents meeting. Numerous Chamber Directors and members serve and President **Rich Doud** represents the Chamber.

February 7 - Graduation for the **Leadership Arlington** Young Professionals Class of 2013. **Cassie Bate** (staff) was part of the graduating class, Treasurer **Chris Domes** spoke at the event, and **Amy Fisher** (staff) attended.

February 12 - Economic Development Commission meeting. Various members serve on this commission and President **Rich Doud** represents the Chamber.

February 19 - Economic Development Commission Executive Committee meeting. President **Rich Doud** represents the Chamber on this committee.



The Leadership Arlington Young Professionals Class of 2013 Graduation Ceremony.

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Affordable Housing for Arlington's Workforce

by Celia Slater, Communications Manager, AHC, Inc.

AHC Inc. is the largest nonprofit developer of affordable housing in Arlington. Since 1975, **AHC** has provided top-quality homes for low- and moderate-income families. Over the years, the organization has developed 22 rental communities in Arlington with more than 2,800 apartments. Deeply rooted in the community, **AHC** provides stable housing for more than 1,000 Arlington school students, and partners with 30+ local community groups. We are grateful for the 175 volunteers who work closely with teens and elementary students in our educational programs.



Housing the workforce

Affordable housing is critical to Arlington's economic vibrancy. Sixty percent of **AHC's** residents are between the prime working ages of 20 and 60. More than half work in service industries, such as hospitality and housekeeping. Our residents also reflect Arlington's diversity – more than a third are Hispanic, 23% are African American, 18% are Caucasian, and 7% are Asian. (For more details, see **AHC's** insert.)

Meeting the challenges of affordable housing

Building new affordable housing is challenging – and expensive. **AHC** works hard to find creative ways to develop cost-effective apartment communities that provide welcoming home environments for residents. We have partnered with local churches, swapped land parcels, carved projects out of existing parking lots and gas stations, built market-rate condominiums that subsidize affordable apartments, and preserved historic properties.



AHC after-school students.

Housing + Education = Success

For 20 years, **AHC** has provided educational programs for more 2,000 children, families and adults right where they live. We offer a continuum of programs – after-school for elementary students, evening tutoring for teens, and summer camp to

prevent learning loss while school is out. We are proud of our success rate – students' literacy skills have improved dramatically and 100% of the youth in our program graduate from high school. Many go on to college – often the first in their families to achieve this milestone.

■ For more information about AHC's new projects, properties, volunteer opportunities or to donate to our Resident Services educational programs, please visit www.ahcinc.org and follow us on Twitter (@AHCInc) and Facebook (search AHC Affordable Housing).

A Note About Affordable Housing

Affordable housing is a vital resource for the business community. Providing affordable housing ensures quality homes for the workforce, supports economic development, stabilizes families and schools, and keeps Arlington diverse – economically and culturally.

According to **George Mason University's** Center for Regional Analysis, Arlington will gain nearly 47,000 new jobs between 2010 and 2030 – a huge jump. If these employees can't live near where they work, their after-work energy and expenditures will be spent elsewhere, and more cars will flood our roads. Supporting Arlington County's efforts to increase and maintain affordable housing is essential to the area's ongoing economic health and cultural vibrancy.

■ MORTGAGE SERVICES BRIAN KEMPF - GEORGE MASON MORTGAGE

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■ NONPROFIT ORGANIZATIONS ARTISPHERE

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Jason Curry is a residential real estate expert advisor that focuses on helping his clients and the industry grow as a whole.

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ARLINGTON ECONOMIC DEVELOPMENT

AED Welcomes Entrepreneur in Residence

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

In an effort to meet the changing needs of entrepreneurs in Arlington and the surrounding region, Arlington Economic Development (AED) has begun a special Entrepreneur in Residence (EIR) program to specifically target the issues of fast growth startups and entrepreneurs. A program usually only seen in large corporations or university settings, The Entrepreneur in Residence is an extension of AED's BizLaunch program and will provide other startups and entrepreneurs with specific advice and share ideas with Arlington's growing startup community.

"The Entrepreneur in Residence program is an excellent way to further assist and help grow the startup community," said Jennifer Ives, Director of Business Investment for Arlington Economic Development. "Having entrepreneurs on hand who've faced the same issues and succeeded to guide business leaders of tomorrow is just the type of program that has helped Arlington gain its reputation as the place for startups to succeed."

AED's first EIRs will be Will Fuentes and Cary Scott, co-founders of Arlington-based tech startup Lemur Retail. Fuentes and Scott will provide regular office hours for meetings with budding entrepreneurs and fast growth startup companies in an effort to share ideas and best practices. They will also be hosting quarterly workshops and/or panel discussions on topics relevant to the entrepreneur community.

The AED Entrepreneur in Residence will serve for six months to one year and will provide the counseling and advice to other startups in the community in exchange for office space at AED.



NONPROFIT SPOTLIGHT

■ THE ARLINGTON PHILHARMONIC

Arlington's Professional Orchestra

by Carol Singer, Vice President & Marketing Chair



The Arlington Philharmonic is a true Arlington treasure - a first-class symphony orchestra. The mission of this non-profit organization is to make classical music accessible to every Arlington citizen and to build strong, creative partnerships with schools, local government, and business. To further this mission, the **Philharmonic** offers FREE concerts at the Washington-Lee Auditorium.

Conducting the orchestra is **Maestro A. Scott Wood**, who has studied both in the United States and abroad. **Wood** is the Music Director for both adult and youth orchestras throughout the region. New for 2013, **Wood** is teaching a course for ENCORE Learning (formerly ALRI) entitled "The Conductor's Perspective." Join the view from the podium as **Wood** shares his insights on composers from four great musical periods: the Baroque, the Classical, the Romantic and the Modern. The course will bring this music to life with sounds, stories and an understanding of the conductor's role. For more information visit: <http://www.arlingtonnlri.org>.

The Arlington Philharmonic presents a series of concerts, holds demonstrations and provides educational opportunities within the Arlington community. Members of the **Philharmonic** work with middle and high school students and their teachers in workshop sessions designed to highlight particular aspects of orchestral music.

All **Philharmonic** programs are supported solely by grants and donations, and although there is no charge to attend **Arlington Philharmonic** concerts, donations (\$20 suggested) help defray the costs of the performances and are greatly appreciated.

Join **the Arlington Philharmonic** in April 14 for a concert featuring music by Beethoven -- Piano Concerto No. 2 with Edvinas Minkstimas as soloist and Brahms -- Symphony No. 3.

The Arlington Philharmonic Concert

Sunday, April 14 at 3:00 p.m.

Washington-Lee Auditorium

1301 N. Stafford Street, Door 5, Arlington, VA

Whether you are a lifelong fan or new to the classical music genre, this concert offers selections to be enjoyed by all! For more information, please visit www.arlingtonphilharmonic.org.

Talk Your Business - *How to Make More and Better Sales Right Away*

by Jim Whelan, Proactive Smart Business Thinking, LLC

At the January Roundtable, Dick Davies, President of Sales Lab, presented "Kickoff the New Year Right - Talk Your Business - How to make more and better sales right away!"

Face-To-Face

In sales we endure a good deal of inconvenience to get face-to-face with citizens and customers. We know that face-to-face is the shortest path to a decision. Good or bad, we would rather know where we stand; because the alternative is that we will never come to a conclusion.

Davies points out that he's a good thinker. "As a matter of fact, some of my best conversations are in the shower rehearsing the day's main conversations. But those conversations have never come out the way I imagined during the actual conversation."

A polished and persuasive dialogue is the result of developing several short pieces that can be used within the other person's conversation framework, so your pieces should be short, interesting, and make you look good.

The reason we use the other person's framework to tell our stories is if we don't, they wander away looking for someone else they can talk to.

Introduction - The introduction consists of:

- Name, Title, Organization
- The value you bring to clients
- Why you are at the meeting

Your name, title and organization set the reference of your current status. Listen for volume, articulation, and ability to understand what was said.

The value you bring to the table requires more thought. You help the person by predicting the type or relationship they could have with you.

You can be active or passive in a meeting. People who attend meetings for trivial reasons attend trivial meetings. Pick and articulate an important goal for this meeting.

Stories

Stories are the best way to teach. By telling a prospect a story about your relationship with a client, you are explaining what you do, and also telling your prospect how successful clients behave.

Bottom Line from this Roundtable

Practice, Practice, Practice, to achieve a polished and persuasive dialogue. That dialogue is the result of developing several short pieces that can be used within the other person's conversation framework, so your pieces should be short, interesting, and make you look good.

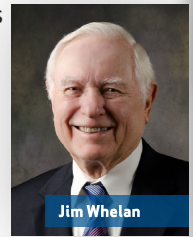
■ The Chamber's monthly Small Business Roundtable offers an important educational opportunity to smaller businesses. The roundtable discussion, facilitated by Jim Whelan, expert strategic planner with Proactive Smart Business Thinking, LLC, allows business people to learn from their peers and knowledgeable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

REGISTER NOW:

MARCH
SMALL BUSINESS ROUNDTABLE

MARCH 27
11:45 a.m. - 1:15 p.m.
Chamber Board Room

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 **Proactive Smart Business Thinking, LLC**, 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.



GRAND SPONSOR

New Member Services Administrator and Events Associate

The Chamber is pleased to announce that Cassie Bate, former Events Associate, began her new role as Member Services Administrator on February 1. Taking over her previous role, Kristina Villavicencio began as the Chamber's Events Associate in mid-February. Please join the Chamber in welcoming Kristina and congratulating Cassie on her new position.



About Kristina (pictured left) - Kristina Villavicencio has been living in Northern Virginia since childhood, growing up in Leesburg and then attending **George Mason University**. She loves the Washington, DC metropolitan area and is excited to learn more about Arlington. Kristina graduated from **GMU** last year with a BS in Marketing. Currently, she is also an Event Coordinator Intern for another nonprofit organization, Roots of Development, based in Washington, DC. Kristina is fascinated with networking, business and the nonprofit sector.



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The mission of the Arlington Chamber of Commerce is to strengthen businesses and the economic environment for those who work, live and do business in Arlington.

The vision of the Arlington Chamber of Commerce is to be the essential partner for business success.



A Team You Can Depend On

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THANK YOU!

- George Mason University for hosting the January Board of Directors Meeting
- Ruth's Chris Steak House in Crystal City for hosting the January Business After Business
- Jamie Nicholas Printing and Graphics, Ruth's Chris Steak House and Dimension Creative Promotions for donating door prizes for the January Business After Business