



ARLINGTONIAN
GRAND SPONSOR

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SAVE THE DATE

ANNUAL MEETING 2011

DECEMBER 9

11:30 a.m. – 2:15 p.m.
Sheraton National Hotel

ANNUAL BUSINESS GALA

JANUARY 28

6:00 p.m. – 12:00 a.m.
The Ritz-Carlton, Pentagon City

► COMPLETE CHAMBER CALENDAR: PAGE 2



FALL OUTING REVIEW

60th Annual Fall Outing

On Thursday, October 6th, the Arlington Chamber hosted its 60th Annual Fall Outing at Ft. Belvoir. The Fall Outing provided the perfect opportunity for Chamber members to take a break from their usual 9 to 5 routine to join fellow Chamber members for a round of golf and networking on the greens. The event was a great success with members of the Arlington Business Community enjoying some friendly competition. Contests included the longest drive, closest-to-the-pin, and a putting contest.



Thank you to everyone who sponsored, donated, participated, or volunteered! Without your support this year's event would not have been possible.

► Please turn to page 6 for a full list of sponsors and winners.

ANNUAL MEETING PREVIEW

87th Annual Meeting

Please join the Arlington Chamber for the 87th Annual Meeting, a celebration of 2011 and the future that lies ahead. The Chamber's Annual Meeting will reflect on the achievements of this past year and detail the key initiatives and developmental plans for this coming year.


Arlington Chamber of Commerce
Opportunity.Leadership.Results.

The Annual Meeting is a Chamber tradition where the infamous slideshow chronicles this year's events and the awards for 2011 are presented; the Chair's Award, President's Award and Committee of the Year Award. Join us December 9 at the Sheraton National Hotel to celebrate a successful 2011 and look forward to an even brighter 2012.

► Go to the Arlington Chamber website for more information

THE CHAMBER

EXECUTIVE COMMITTEE

Michael Foster, Chair
Doug Brammer, Chair-Elect
Chris Domes, Treasurer
David DeCamp, Assistant Treasurer
Greta Menard, Vice Chair- Communications
Scott McCaffrey, Vice Chair- Economic Development & Government Affairs
Deborah Johnson, Vice Chair- Member Affairs
Bob McCoy, Vice Chair- Membership Development
Joe Prentice, Vice Chair- Special Interests
Ellen Rainey, Past Chair
Rich Doud, President

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 Brendan Owen, **Vornado/Charles E. Smith**
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 Ellen Rainey, **Animal Welfare League of Arlington**
 Angella Reid, **The Ritz-Carlton, Pentagon City**
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 Gordon Thrall, **Guernsey Office Products**
 Brenda Turner, **Arlington Community Federal Credit Union**
 Jim Whelan, **The ProActive Corporation of America**
 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

NOVEMBER AT THE CHAMBER

NON-PROFIT FOCUS BREAKFAST CONNECTION	10 THURSDAY 7:30 a.m. – 9:00 a.m. Knights of Columbus
VETERANS DAY	11 FRIDAY Chamber Office Closed
COMMUNICATIONS COUNCIL	15 TUESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
BOARD MEETING	17 THURSDAY 11:45 a.m. - 12:45 p.m. Arlington/Alexandria Workforce Investment Board
BUSINESS AFTER BUSINESS	17 THURSDAY 5:00 p.m. – 7:00 p.m. Simplicity Urgent Care
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	18 FRIDAY 8:00 a.m. – 9:30 a.m. Chamber Board Room
THANKSGIVING DAY	24 THURSDAY Chamber Office Closed
THANKSGIVING	25 FRIDAY Chamber Office Closed
COMMUNITY ACTION COMMITTEE	30 WEDNESDAY 8:00 a.m. – 9:15 p.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	30 WEDNESDAY 11:45 a.m. – 1:15 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	30 WEDNESDAY 4:00 p.m. – 5:00 p.m. Chamber Board Room

NON-PROFIT BREAKFAST CONNECTION

Come prepared to mix and mingle at this organized speed-networking event catered to non-profits with the Arlington Chamber of Commerce. 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!

10 THURSDAY
7:30 – 9:00 a.m.
Knights of Columbus

GRAND SPONSOR



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.

20 THURSDAY
5:00 – 7:00 p.m.
Simplicity Urgent Care
3263 Columbia Pike
Arlington, VA 22204



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.

The Design of Business

As fall redesigns our environment for the season with color, crisp air and dramatic sun angles, it is a good time to reflect on and be thankful for what really matters - family, friends and hopefully our health and that of our businesses. It is more important than ever to look out for one another and how our actions and businesses are effected by and affect change. Everyone has diverse gifts and abilities that when combined, design our community and help make it work.

Design is too important to be limited to the artists and architects. It is easy to become consumed with the critical budgets and schedules that we forget about what we can all do to create lasting and transformative value. Businesses, much like architecture and planning, benefit from the three D's: Diversity in customers, products, and services; Density, in the concentration of effort, productivity and results; and Design, the way we make our businesses and communities more accessible through how we perceive and experience results. Through design we can propagate the synergy and value of business to benefit our community.

Whether through products or services, design excellence shows up everywhere in business and our marketplace responds accordingly. The recent loss of Steve Jobs brought to light how design aesthetics and user engagement made computers and technology accessible. Beyond innovations in software, his use of design transformed an industry that continues to shape business productivity and social life. It has also enabled millions to find their hidden creative resources.

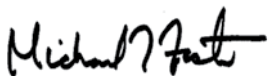
Business Week, best known for journalism on economic trends and market data, has a signature design issue recognizing great companies, large and small, that have prospered through the implementation and affect of design. From business systems, industrial design, graphics and architecture, great design is transformative resulting in sustained success. Even the federal government has continued to advance the Design Excellence program to raise the bar, providing guidance and scrutiny in design from everything from websites to federal buildings. We all know they need it.

Throughout the past year, one of the great privileges of serving as chair of the Arlington Chamber of Commerce is that I have come to know so many more Arlington businesses and philosophies. It is fascinating to see patterns reflect how design plays such a vital role in their success as well as challenges. Through innovation or refinement, design is making the difference in this community that is increasingly sophisticated in taste and expectation.

In this and most issues of *The Arlingtonian* you will find many venues for growing or refining your business with greater access to networking, education and advocacy that will help sustain and grow business. We should all recognize, and come to expect the benefit of design excellence as a business and community value.

I look forward to seeing and learning about your successes in business through design.

Michael Foster, FAIA



Michael Foster, MTF Architecture



Michael Foster



FLUOR



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

■ NONPROFIT ORGANIZATIONS & FOUNDATIONS

ARLINGTON GAY & LESBIAN ALLIANCE

Kris McLaughlin- Treasurer
PO 100324

Arlington, VA 22210

E-Mail: treasurer@agla.org

Website: www.agla.org

Sponsor: Chris Hunter, Staff

AGLA is a grassroots membership organization that strives to improve the quality of life and meet the needs of the Arlington gay and lesbian community through education and leadership.

■ REAL ESTATE - COMMERCIAL
CHIP FLEMING (AVISON YOUNG)

Chip Fleming- Associate

7901 Jones Branch Dr, Suite 130

McLean, VA 22102

Phone: (301) 520-9151

E-Mail: chip.fleming@avisonyoung.com

Website: www.avisonyoung.com

Sponsor: Kevin Shooshan, The Shooshan Company

Avison Young's experienced professionals work with clients to offer innovative solutions for their real estate needs, whether investing, leasing, or broad ranging corporate real estate advisory services.

DAVID MILLARD (AVISON YOUNG)

David Millard- Principle

7901 Jones Branch Dr, Suite 130

McLean, VA 22102

Phone: 703-752-4921

E-Mail: dave.millard@avisonyoung.com

Website: http://www.avisonyoung.com

Sponsor: Kevin Shooshan, The Shooshan Company

Avison Young's experienced professionals work with clients to offer innovative solutions for their real estate needs, whether investing, leasing, or broad ranging corporate real estate advisory services.

■ EDUCATIONAL SERVICES
NORTHERN VIRGINIA TUTORING SERVICE, LLC

Ralph G. Perrino- Owner/Director

P.O. Box 6621

Falls Church, VA 22040

Phone: 703-534-5779

E-Mail: drperrino@nvtutoring.com

Website: www.nvtutoring.com

Sponsor: Chris Hunter, Staff

Northern Virginia Tutoring Services provides in-home tutoring services for elementary, middle, high school, college, and graduate level students. Tutors are fully qualified to teach in a variety of areas, including math, science, reading, writing, study and organization skills, languages, SAT/ACT prep, other standardized examinations.

■ TITLE INSURANCE CARRIERS
PROMISE LAND TITLE, LC

Mary Fletcher- Settlement Agent and Attorney

5235 Wilson Blvd

Arlington, VA 22205

Phone: 703-469-1880

Email: promiselandtitlelc@verizon.net

Sponsor: Pat Newman, American Realty Group

A real estate settlement and title insurance company, licensed in Virginia, Washington, DC and Maryland. Fletcher & Fletcher, PC is of counsel to Promise Land.

MEMBERS IN THE NEWS

■ ARLINGTON FOOD ASSISTANCE CENTER

AFAC Reaches an All Time High in Clients Served

Arlington Food Assistance Center (AFAC) hit an all time high in the number of families served - 1572 families (4006 individuals) came to their doors for help. The previous high was November 21, 2009 with 1524 families, traditionally a high turnout due to Thanksgiving distribution. Just last month, **AFAC** saw the highest average number of families served - 1450 families. Full expansion of AFAC's Backpack Buddies Program will occur in the first week of October, potentially adding 150 to 200 students. Food donations are beginning to increase with the start of the school year and cash donations are on the rise. Both should continue to increase through the holidays. **AFAC** is an independent, community-based non-profit food pantry that provides dignified access to nutritious supplemental groceries to all our Arlington neighbors in need.

■ CARDINAL BANK

Cardinal Bank Empowers High School Students to Make Informed Financial Decisions

Cardinal Bank announced a new three-year partnership initiative to bring financial literacy education to students across the region through the My Money, My Future Financial Literacy Platform. Using this innovative platform, students will become certified in over 600 topics in financial education, allowing them to become more informed, responsible citizens. **Cardinal Bank** has partnered with EverFi, Inc. to bring the interactive financial management program to all public high school students in Loudoun, Fairfax, Arlington, and Prince William Counties, as well as those in Alexandria, at Bishop Ireton, Bishop O'Connell, and Bethesda Chevy-Chase High Schools at no cost to the schools. The platform uniquely tracks the progress and score of every student and provides students who successfully complete the course with Certification in Financial Literacy, a valuable mark of distinction on college applications and resumes.

■ HARD CORPS, INC.

TwisterWire™ Presented to Marine Corps

TwisterWire™, a leading social media monitoring, trending and news release company based in Crystal City, demonstrated its services during a presentation entitled "Strategic Communication and Social Media" given to the U.S. Marine Corps Combat Correspondents Association during its annual convention held Sept 11-17 in New Orleans. TwisterWire™ is a wholly-owned subsidiary of **Hard Corps, Inc.**, a Chamber member since 2003. Landon Hutchens, a former Marine and Chief Marketing Officer, spoke on the operational value of strategic communications using social media and presented actual case studies showing best practices. **Will Donaldson**, the first Marine Corps webmaster and Chief Technical Officer, provided live data for the Marines using TwisterWire™ to demonstrate how the Marine Corps' brand was being perceived.

■ RED TOP CAB

Red Top Cab Presents Check for \$3,188 to Arlington Police, Fire and Sheriff's 9-11 Memorial 5K

Red Top Cab founder and President **Neal Nichols** presented a check for \$3,188 to Arlington Police Captain Matt Smith (Retired) and Sergeant Sean Bryson on Wednesday, September 21st, in support of the Arlington Police, Fire & Sheriff 9-11 Memorial 5K Run. The check represented \$1 for each time a **Red Top Cab** was dispatched on 9/11/2011 plus contributions from **Red Top Cab** employees and drivers. Proceeds from this year's 10th anniversary event went to the Wounded Warriors Project, which supports injured veterans in a variety of ways, and Homes for Our Troops, which builds specially adapted housing for wounded veterans. Twenty-four **Red Top Cab** employees and drivers also volunteered during the race.

■ WALSH, COLUCCI, LUBELEY, EMRICH AND WALSH, P.C

Walsh Colucci Expands Talent

Walsh, Colucci, Lubeley, Emrich and Walsh, P.C. welcomed three new associate attorneys into their primary practice groups in September. **Jonathan Puvak** joined the land use/zoning practice, **Antonia Miller** joined the transactional practice and **Matthew Westover** joined the litigation practice group. The associates previously worked for the firm as summer associates in 2010. **Jon** attended Bridgewater College, graduating, summa cum laude, in 2004 with double majors in Business Administration and Economics. **Antonia** graduated from William & Mary Law School in 2011 where she was inducted into the Order of the Coif. **Matt** graduated, magna cum laude, from The Dickinson School of Law at Penn State University in 2011. **Walsh, Colucci, Lubeley, Emrich & Walsh, P.C** is a leading land use and zoning firm in the Northern Virginia area with offices in Arlington, Prince William and Loudoun counties.

■ TOP OF THE TOWN

Arlington Restaurant Hosts 4th "Raise the Roof" Fund-raiser for Bridges to Community's Nicaragua Programs

The IT Professional Community in the DC metro area held their Fourth Annual "Raise the Roof" Cocktail Party and Fundraiser for Bridges to Community's Nicaraguan projects at the **Top of the Town Restaurant** on October 6th. **Top of the Town**, which is known for its spectacular view of the Capitol, has been a patron of this event every year since it started and its owners have volunteered with Bridges to build homes in Nicaragua. "Raise the Roof" organizers raised a record breaking amount of more than \$60,000, enough to meet their goal to build an addition on a school in the Nicaraguan community of Las Conchitas, Masaya. Approximately 150 tickets were sold for the event and the participants ate, drank and bid on auction items. All donations will go to support Bridges to Community's projects including new homes, schools, health clinics, water projects in impoverished rural areas of this Nicaragua.

■ WENDROFF & ASSOCIATES, LLC

SmartCEO Magazine Names Brian Wendroff a SmartCPA

Brian Wendroff, CPA, the managing partner for **Wendroff & Associates**, a leading accounting and consulting firm, was recently selected as a SmartCPA award recipient by SmartCEO magazine. The SmartCPA award recipients are celebrated as the top accountants for their leadership, accomplishments, expertise, innovation and relationship development. **Brian** was profiled in the September issue of SmartCEO Magazine. As the managing partner for **Wendroff & Associates**, **Brian** works with the firm's small business clients advising on CFO Consulting and Tax and Compliance Strategies. **Brian** is also a board member of the Virginia Society of CPAs, Northern Chapter and a member of the Arlington Chamber of Commerce and the American Institute of Certified Public Accountants.

■ MARYMOUNT UNIVERSITY

Matthew D. Shank Inaugurated as President of Marymount University

Matthew D. Shank, Ph.D., was officially invested as president of **Marymount University** at an Inauguration Mass held in the campus chapel on October 7, 2011. **Marymount's** Chaplain and Director of Campus Ministry **Father David Sharland**, Y.A., was the Mass celebrant, and **Barry J. Fitzpatrick**, chairman of **Marymount University's** Board of Trustees, conducted the investiture. In the weeks ahead, **Marymount** will continue to celebrate **President Shank's** inauguration at a series of already-scheduled campus events. Homecoming Weekend, Family Weekend, and the Fall Faculty and Staff Reception will provide opportunities for him to share his enthusiasm and vision for **Marymount's** future, and to hear ideas from members of the **Marymount** community.

■ NONPROFIT ORGANIZATIONS & FOUNDATIONS
REBUILDING TOGETHER ARLINGTON/FAIRFAX/FALLS CHURCH, INC.

Patti D. Klein- Executive Director
2666 Military Road
Arlington, VA 22207
Phone: (703) 528-1999
E-Mail: pattik@rebuildingtogether-aff.org
Website: www.rebuildingtogether-aff.org
Sponsor: Allen Schirmer, United Bank RTAFF provides assistance through staff and volunteers to homeowner and special needs homes to improve their living conditions

VIRGINIA EARLY CHILDHOOD FOUNDATION

Cathryn Lowe- Vice President of Resource Development
8001 Franklin Farms Dr., Suite 116
Richmond, VA 23229
Phone: 804-358-8323
E-Mail: Cathryn@vecf.org
Web Address: www.smartbeginnings.org
Sponsor: Chris Hunter, Staff
The Virginia Early Childhood Foundation serves as a public-private partnership with state government and the business community to support the next generations of working Virginians.

MILESTONE ANNIVERSARIES

■ THIRTY YEARS
Arlington Public Schools

■ TWENTY YEARS
Arlington County Treasurer's Office
Courtyard by Marriott - Arlington Rosslyn

■ TEN YEARS
M.A.R. Reporting Group, LLC

■ FIVE YEARS
Apollonia Business Solutions
Ascot Diamonds
Hurt Cleaners, Inc.
Norm Odeneal, Keller Williams Realty

Upton Hill Regional Park
Christopher Wilkes Re/Max Distinctive

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

FALL OUTING

Congratulations to the winners of the 2011 Fall Outing!

1st Place Lowest Net

Ron Novak, Mike Behrmann, Matt Kelley and Charlie Koch, Segue Technologies

1st Place Lowest Gross

Greg Mullan, Bank of America Home Loans; Cabell Wilkes, West, Lane & Schlager; Gordan Thrall and Mike Betts, Guernsey Office Products

Contest Winners

Closest to the Pin – Women: **Elena Kochman, Morgan Stanley Smith Barney**

Closest to the Pin – Men: **Mike Behrmann, Segue Technologies**

Longest Drive – Women: Deborah Kunin

Longest Drive – Men: **Matt Kelley, Segue Technologies**

Putting Contest Winner: **Matt Klapmust, Segue Technologies**

Thank you to the following sponsors:

Golf Cart Sponsor - **Segue Technologies**

Hole Sponsors - **Burger King, Halt, Buzas & Powell, M&T Bank, Marymount University, Sean Hosty – Morgan Stanley Smith Barney; Segue Technologies; Virginia Commerce Bank**

Closest to the Pin Sponsor - **Guernsey Office Products, Inc.**

Longest Drive Sponsor - **The Shooshan Company**

Driving Range Sponsor - **Wells Fargo Private Bank**

Prize and goody bag items for the event compliments of:

Alexandria Symphony Orchestra

Arlington County Fair

Bean, Kinney & Korman P.C.

Buck & Associates

Crystal City Marriott

Hotel Palomar

Key Bridge Marriott

Segue Technologies

Wendroff & Associates

ARLINGTON NEWS

It's Great to be an Arlingtonian!

Bloomberg Businessweek recently conducted a survey of America's 50 Best Cities and our very own Arlington, VA came in high at number two. Arlington received recognition for being a highly educated city, having a high median income, and low unemployment and foreclosure rates.



How Arlington ranked:

Percent with bachelor's degrees: 68.8
 Percent under poverty level: 13.9
 Median household income: \$93,806
 Violent crime rate: 492.9
 Property crime rate: 3,403.2
 School score: 70.99
 Pro sports teams: 0
 Foreclosure rate: .0019

Percent Unemployment: 3.8
 Park acres per 1,000 residents: 8.4
 Bars: 25
 Restaurants: 566
 Museums: 16
 Colleges: 8
 Libraries: 17
 Air Quality Index: 91

Homeward Trails Animal Rescue

Homeward Trails (HT) is a nonprofit animal rescue organization based in Arlington, VA. **HT** finds foster and permanent adoptive homes in the Mid-Atlantic Region for dogs and cats from high-kill shelters or whose owners can no longer care for them. In so doing, we seek to reduce the rate of euthanasia of adoptable animals through the rescue and placement of homeless animals; to support proactive spay/neuter practices; to promote positive and ongoing behavioral training; and to educate the public about how to care for their animals in a humane way.



Homeward Trail relies on a large network of foster volunteers who take homeless dogs and cats into their homes, care for them, rehabilitate them when needed, and prepare them for their permanent adoptive homes.

Founded in 2001 by Arlingtonian **Sue Bell**, **HT** has rescued and placed more than 10,000 since its inception! **HT** works with shelters in Virginia, Maryland, DC, West Virginia, North Carolina, South Carolina and even Georgia. **HT** also works with local DC-area residents who are giving up their pets or find animals as strays.

HT relies tremendously on donations of supplies and money as well volunteers who help with the intake and care of approximately 1,500 homeless animals annually. "Without donations and volunteers we would be able to rescue only a fraction of the animals we do," says Founder and Executive Director, **Sue Bell**. "At the end of the day, it still comes down to money and manpower. If we do not have the funds to pay for a surgery or to board an animal or provide food, we simply cannot take that animal from the shelter and he or she is euthanized. The same goes for volunteers. Because we do not have our own facility, we rely on volunteers to take the animals into their homes while we secure adoptions. Without foster volunteers we would be lost."

HT is now one of the largest all-breed cat and dog rescues in the DC area. **HT** also has become a "go-to" group for helping stray and feral cats as well as animals with special needs. "We push our limits and resources every day to help injured and sick animals, those living on the streets and those in abusive and neglectful situations," says **Bell**. "In doing so, we now get more than double the requests every week then we used to. It's tough because we cannot always say yes, but we get creative as much as we can and say yes every chance we have."

You can see the animals needing foster and adoption at www.homewardtrails.org.

SAVE THE DATE

ANNUAL BUSINESS GALA

JANUARY 28

6:00 p.m. – 12:00 a.m.

The Ritz-Carlton, Pentagon City
1250 South Hayes Street,
Arlington, VA

Arlington's Best Night Out is almost here! Come mingle with the best of the Arlington business community and dance the night away at the 88th Annual Business Gala! The evening will feature delicious food and fabulous cocktails, including the legendary Chambertini! The Silent Auction will give you the shot at some fabulous items and terrific get-a-ways for all to enjoy! Don't forget to dress in your finest because the Chamber is puttin' on the Ritz!

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
- ✉ 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 also visit the Chamber's Facebook page and "Like" us!

✉ www.facebook.com

WEB FEATURE

Find ChamberConnect on the Find A Business page.



ARLINGTONCHAMBER.ORG

Chamber Website Yields Results!

Top Categories displayed from the Chamber Website for October 2011

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

Top member clicks displayed from the Chamber Website for October 2011

- 1 Pure Media Sign Studio
- 2 MidAtlantic Urgent Care of Clarendon
- 3 Capital Caring
- 4 Calrendon Fitness Collection
- 5 Minuteman Press - Crystal City

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>. You can choose to specify whether you want the offer available to the general public or Chamber members only. Use this free tool to help bring in more business as well as finding deals for other Chamber member businesses.

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

The screenshot shows the Arlington Chamber of Commerce website. At the top, there's a navigation bar with links for Home, Visiting Arlington, Live & Work, Find a Business, Events & Calendars, and About the Chamber. Below that is a large banner ad for Arlington, Virginia, with the tagline "Opportunity. Leadership. Results." and a "Join the Chamber" button. The main content area features a "Welcome to the Arlington Chamber of Commerce" message, followed by a "Found in 1924..." paragraph. There are sections for "Upcoming Events" and "Spotlight". The "Upcoming Events" section lists several events with dates and times, such as "July 2011 Business after Business" and "August 2011 Breakfast Connection". The "Spotlight" section features a photo of a person and text about "Get the hottest scoop in town as we discuss innovative ways to bring your organization's brand to life." At the bottom right, there's a "Join the Chamber" button and a "Featured Programs" section with the "opportunityworks" logo and a "Connect with the Chamber" button.

Did You Know?

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 of website sponsorship opportunities.



For more information contact Amy Fisher: ☎ 703-525-2400 ✉ communications@arlingtonchamber.org

Leadership Arlington Welcomes 38 Young Professionals to Membership

Leadership Arlington is pleased to announce its newest class of the Young Professionals Program. Thirty-eight talented individuals were selected to participate in an experiential program, now in its second year, for emerging leaders in the region. The new class joins Leadership Arlington's 800 members representing 500 organizations. Twenty five members of this year's class are employed at organizations new to the Leadership Arlington membership.

"The program is designed to help our young professionals develop strong ties, open the door to deeper engagement within the civic and philanthropic landscape, and plant roots within the Northern Virginia, Maryland and Washington, DC communities," says Liz Nohra, Chief Operating Officer at Leadership Arlington.

"By connecting them with local leaders, we encourage participants to broaden their perspectives and feel motivated to affect change in their professional, civic and volunteer endeavors," says Betsy Frantz, President and CEO at Leadership Arlington.

Over the next four months, the Young Professionals Program will focus on civic and philanthropic awareness, and community engagement. In addition to these program goals, they will receive valuable leadership skills training.



Congratulations to the Leadership Arlington Signature Program Class of 2012!

Sara Allen, Waterstone Consulting LLC

Stephanie Berman, The Reading Connection

Jennifer Bodie, The George Washington University

Julie Burgess, Arlington County Fire Department

Chris Caravelli, Cardinal Construction & Management

Dave Congdon, Deloitte

Amy Beth Connick, Virginia Hospital Center

Kyle Cook, Vangent

Sam Coombs, Bill of Rights Institute

Carl Crockett, Arlington Food Assistance Center

Jordan Crouse, BE&K Building Group

Cliff Cummings, Cummings and Associates, Inc.

Casey Etzel, Marymount University

Cole Fazenbaker, Arlington County Government, Library Department

Michael Giles, Burke & Herbert Bank

Gina Grantham, Washington Workplace

Thomas Henry, Johnston McLamb, A CRGT

Company

Patrick Ingram, Advance Car Rental Inc.

April Johnson, AHC, Inc.

Natalie Kent, Systems Planning Corporation

Maxwell Kruger, Deloitte

Fritz Kuhnlenz, Marymount University

Megan Lake, Bean Creative

Cory Lipman, New York Life

PJ Maierhofer, SRA International

Randi Milton, The Liberty Tavern

Sarah Morse, A-SPAN

Carlos Navarrete, BB&T

Marissa Rauner, Northrop Grumman

Jenna Ryckebusch, National Center for Missing and Exploited Children

Catherine Saadat, Thompson, Greenspon & Co.

Josh Sacks, Pariveda Solutions

Lauren Schuette, National Center for Missing and Exploited Children

Nicole Varma, Break The Cycle

Liliana Vedia, Marymount University

Stephen Vu, SRA International

Latrice Witcher, Center City Public Charter School

Justin Wortman, Venable LLP

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

Advertise in The Arlingtonian

Advertising in *The Arlingtonian* is one of the most efficient ways to reach the business community. Do you have services specifically suited for businesses? The monthly *Arlingtonian* is received by more than 1,700 people. While people receive the publication in a business setting, each of those individuals is also a consumer. 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. Advertising in *The Arlingtonian* is extremely affordable, and the Chamber offers discounts for six and twelve month commit-

For more information contact Gaby Zamora:

- ☎ 703-525-2400
- ✉ communications@arlingtonchamber.org

Arlington Approves Boeing Regional HQ at Monument View

By Karen Vasquez, Public Relations Manager at Arlington Economic Development

The Arlington County Board approved a plan by MR Monument View LLC/ Monument Realty LLC to build the **Boeing** Company's regional headquarters at Monument View, a prime location north of Crystal City adjacent to Long Bridge Park.

The Board agreed to major changes to a previously approved site plan that will allow development of a single-use office building, rather than the originally planned mixed-use development. In voting for the changes, the Board cited the economic benefits to the County of enabling Boeing, a major corporate tenant, and one of Arlington's top-20 employers, to consolidate and expand its presence in the Crystal City area and its commitment to the County.



Project will benefit Arlington

Benefits that the **Boeing** project will bring to the County include:

- Realization of a key component of the County's economic development strategy to recruit and retain major employers, particularly within the defense industry. This headquarters will retain 550 jobs and attract upwards of 20,000 business travelers annually.
- The project solidifies Boeing's commitment to Arlington County, at a time of increased economic uncertainty, especially in Crystal City, with the full impact of the Pentagon's 2005 Base Realignment and Closure (BRAC) decisions still to be fully felt.
- Significant tax revenues that the County can use to fund future infrastructure and community improvement commitments, including nearly \$2 million in property tax dollars annually, a \$500,000 annual contribution to the Crystal City TIF (tax increment financing) fund which will help finance redevelopment of Crystal City and over \$200,000 annually in transportation taxes.
- Execution of the land swap for the Twin Bridges site, and the return of about 240,000 square feet of density to the Twin Bridges site.

Six-story secure office building planned

The new site plan will allow development of a six-story, 453,000 square-foot office building, with two floors of underground parking, instead of a mixed-use development that would have included homes, office and retail uses.

The County is the current owner of the site of Boeing's future regional headquarters. The 4.7-acre site is located on the northside of Crystal City, on the block bounded by 6th Street South to the north, South Ball Street South to the east, 10th Street South to the south, and Old Jefferson Davis Highway to the west. Long Bridge Park lies just across 6th Street South from the proposed office building.

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

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

Doing Business with Metro

The September Small Business Roundtable explained the benefits of qualifying for business opportunities with Metro. Many thanks to our guest presenter, Necola Shaw, Coordinator, Small Business & Local Preference Program (SBLPP), Office of Procurement & Materials, Washington Metropolitan Area Transit Authority.

The Benefits

The Small Business and Local Preference Program enhances contracting opportunities for small businesses in the District of Columbia, Maryland, and Virginia. The program targets and gives preference to qualified small businesses in the procurement of goods, services and equipment when Metro awards contracts for non-federally funded purchases of less than \$150,000.

How To Qualify

To participate in this program and receive preferred status, a firm must:
 Qualify as a small business by the Small Business Administration's guidelines
 Have a principal office located in one of the three jurisdictions (DC, MD, VA)
 Become self-certified by completing the "Declaration of Certification" affidavit.

How It Works

Metro's procurement representatives will first select small, local bidders who are registered in the Vendor Registration System and are matched with the solicitation's requirements. Qualified and registered small and local businesses competing against large businesses will be allowed a five percent margin on their prices when bids are evaluated to make an award.

The SBLPP enhances opportunities for firms that meet the specific qualifications for its program. In an effort to increase participation in the SBLPP's pool of qualified bidders, firms are encouraged to schedule an appointment with the Coordinator – Small Business and Local Preference Program any Wednesday between 2:00 and 4:30 p.m. for an introductory session to discuss the benefits of the program, the firm's capabilities, and the strategic method by which the business may participate in Metro's procurement process.

The Bottom Line from this roundtable
 Small companies can open up new business opportunities by registering in Metro's Small Business and Local Preference Program and first registering on the Vendor Registration System at: www.wmata.com. Make sure that you utilize the material category codes that best reflect your firm's capabilities.

■ 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:

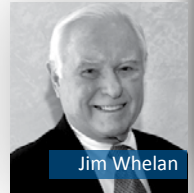
NOVEMBER SMALL BUSINESS ROUNDTABLE

30 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

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!

- Comfort Inn near Arlington Cemetery for hosting the August Business after Business and for providing door prizes.
- Bernie Cohen- Insurance Solutions and to FRC Marketing for also providing door prizes for the August Business After Business.

Dedicated to making Arlington a better place to bank



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