



ARLINGTONIAN GRAND SPONSOR

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SAVE THE DATE

UNDERSTANDING TODAY'S TECHNOLOGY

NOVEMBER 13
12:00 - 1:30 p.m.
Chamber Board Room

CAP OFF THE HOLIDAYS

DECEMBER 4
5:30 - 7:30 p.m.
World of Beer Ballston
Co-hosted by the Chamber,
Ballston BID and World of Beer



FALL OUTING REVIEW

61st Annual Fall Golf Outing

On Monday, September 24, the Chamber hosted the Fall Outing at Fort Belvoir Golf Club. The Fall Outing provided the perfect opportunity for Chamber members to take a break from their usual nine-to-five routine in the office to join fellow members and business people for a round of golf and networking on the greens. Golfers also enjoyed some friendly competition, with contests including longest drive, closest to the pin and a putting contest.



(L-R) Matt Klapmush, Mike Behrmann and Ron Novak, Segue Technologies

One of the players on the 1st Place Team **Greg Mullan** of **Bank of America Home Loans** reflected on the outing, saying, "What a fantastic day for golf with the Chamber. The Fort Belvoir Golf Club was a great host and the weather was absolutely picture perfect. I'm looking forward to playing again in next year's Fall Golf Outing!"

▶ Turn to page 6 to view the full list of winners, photos and our sponsors.

BIZBUZZ SOCIAL MEDIA SERIES REVIEW

"Content is the Greatest Sales Tool in the World. Period."

Marcus Sheridan, founder of sales and marketing blog The Sales Lion, presented ways to help revolutionize business' marketing by creating focused content for web and social media to a group of Chamber members on Monday, October 22. During this forum, Sheridan explained how to tailor content to gain greater marketing success, strategies for using blogs to gain and retain attention, and how to build brands by becoming a thought leader.

Here are a few quotes and take-aways from the presentation:

- A blog isn't a component to a website, it's who you are. It's an education center where you can answer your consumers' problems.
- It doesn't matter if you answer the question specifically, you just have to be willing to address the question.
- We all think we're like the Big Mac, why? Because they have a secret special sauce. We all think we have a secret special sauce... You are special, but don't act like its a secret - you don't have a secret sauce, it's just thousand island dressing.
- It's called a blog not a brag. The purpose is to be real, not to boast about your company.
- Google doesn't reward ostriches with their head in the sand... This is the information age and we need to be the ones willing to inform.

The BizBuzz Social Media Series is a quarterly forum organized by the Chamber's Communications Council providing social media tips, trends and topics for local businesses and organizations to help them utilize social media in their marketing strategies. Special thanks to the Communications Council for organizing this event and to **Segue Technologies** for arranging the space in the Navy League Building.

THE CHAMBER

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U.S. ARMY
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Amy Fisher, Communications Coordinator
Cassie Bate, Events Associate
Aaron Guerrieri, Staff Accountant

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

NOVEMBER AT THE CHAMBER

| | |
|---|--|
| SMART START | 1 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room |
| GREEN BUSINESS COMMITTEE | 2 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room |
| AMBASSADORS COMMITTEE | 5 MONDAY 4:15 - 5:00 p.m. Chamber Board Room |
| EXECUTIVE COMMITTEE | 7 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room |
| BREAKFAST CONNECTION WITH ALEXANDRIA CHAMBER | 8 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn |
| VETERANS DAY | 12 MONDAY The Chamber office is closed in observance of Veterans Day |
| MEMBERSHIP DEVELOPMENT COMMITTEE | 13 TUESDAY 8:00 - 9:00 a.m. Chamber Board Room |
| UNDERSTANDING TODAY'S TECHNOLOGY | 13 TUESDAY 12:00 - 1:30 p.m. Chamber Board Room |
| BUSINESS AFTER BUSINESS | 15 THURSDAY 5:00 - 7:00 p.m. The Front Page Arlington |
| BOARD OF DIRECTORS | 16 FRIDAY 11:45 a.m. - 2:00 p.m. Hosted by the Rosslyn BID at Artisphere |
| THANKSGIVING | 22 THURSDAY / 23 FRIDAY The Chamber office is closed Thursday and Friday |
| COMMUNITY ACTION COMMITTEE | 28 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room |
| SMALL BUSINESS ROUNDTABLE | 28 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room |
| EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE | 28 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center |
| GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE | 30 FRIDAY 8:00 - 9:00 a.m. Chamber Board Room |

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.

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

GRAND SPONSOR

Bank of America
Home Loans

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. This month's Breakfast Connection is combined with the Alexandria Chamber.

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

GRAND SPONSOR

CARDINAL
Bank

Premier Sponsor: Alexandria/Arlington Workforce Investment Board
 Host Sponsor: M&T 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.

15 THURSDAY
5:00 - 7:00 p.m.
The Front Page
4201 Wilson Blvd.
Arlington, VA 22203

HOST

The Front Page
RESTAURANT & GRILL

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.

Hiring Our Heroes

Whether American citizens agree or disagree with the wars our soldiers have fought, whether they agree or disagree with defense budgets, defense strategies or how defense assets are used, I suspect all citizens unite in their respect for and appreciation of our veterans. But after their years of service, after they've hung up their uniform, secured their firearms, been honorably discharged and are ready to enter the workforce, what becomes of our veterans?

The current unemployment rate in the United States is 7.8%. Yet the national unemployment rate for veterans is 8.3%. And among those most commonly known as 'transitioning military' (18-25 year olds) the unemployment rate is 12%. Given the skills and attributes of our military personnel one can't help but ask, 'How could this be?'

The United States military is one of the most technologically advanced institutions in the world with an incredible culture of meeting/exceeding objectives. Besides an impressive portfolio of proven skills, veterans offer character and leadership traits that have passed the harshest tests, often in hostile environments. Veterans are entrepreneurial, accountable and they often have advanced team-building skills, including the ability to lead cross-cultural teams that encourage and motivate team members to high levels of achievement. Veterans are comfortable in disruptive environments and are adept at leveraging their training as well as teaching others.

Unfortunately, these qualities are often overlooked because civilian employers may not see or understand the transferability of these qualities for their business. There is no doubt organizations that recognize and understand the value of these assets and include the intentional hiring of veterans into their recruitment strategy gain a competitive edge. The government is also invested in making sure veterans successfully transition into civilian jobs. They offer companies a tax credit of up to \$5,600 for hiring a veteran or up to \$9,600 for hiring a veteran with a service-related disability.

In 2011 the U.S. Chamber of Commerce's National Chamber Foundation launched Hiring Our Heroes, a nationwide initiative to help veterans and military spouses find meaningful employment. Working with their network of 1600 state and local chambers and other strategic partners from the public, private, and non-profit sectors, their goal is to create a movement across America in hundreds of local communities where veterans and military families return every day. Hiring Our Heroes has hosted more than 300 hiring fairs in 49 states, Puerto Rico, and the District of Columbia; more than 10,000 veterans have secured jobs.

The Arlington Chamber of Commerce supports these efforts by encouraging members to participate in associated programs, including job fairs. And over the years the Chamber has developed a close working relationship with the various base commanders of Joint Base Myer-Henderson Hall which has helped sensitize members to the needs and the opportunities associated with both active duty military personnel as well as veterans.

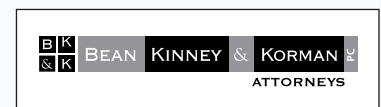
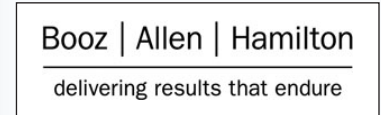
As we recognize Veterans Day this year let us do so not only with appreciation for their sacrifice and service but also with a deliberate strategy that seeks to identify, recruit and hire veterans for available jobs.



Doug Brammer, Verizon



Doug Brammer



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

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203. 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, 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

AUDIO-VISUAL SERVICES AUDIO VISUAL ACTIONS

Mohamed Elhajjam, CEO
5641-C General Washington Dr.
Alexandria, VA 22312
Phone: (703) 750-0950
Email: info@avactions.com
Website: www.avactions.com
SPONSOR: Chris Hunter, Staff
AVactions is a full services audio/visual rental and multimedia productions company.

BANKS FVC BANK

Michael Donovan, Senior Vice President,
Commercial Banking
11325 Randon Hills Rd., Suite 240
Fairfax, VA 22030
Phone: (703) 436-3827
Email: mdonovan@fvcbank.com
Website: www.firstvirginiacommunitybank.com
SPONSOR: Rich Doud, Staff
First Virginia Community Bank is a full-service banking organization, offering exceptional personalized service to conduct all of your banking needs for both businesses and individuals.

CREDIT CARD SERVICES SAM TOEMA - DIRECT CONNECT

Sam Toema, Regional Sales Manager
3901 Center View Dr.
Chantilly, VA 22204
Phone: (202) 205-1288
Email: stoema@udcc.com
Website: www.directconnectps.com
SPONSOR: Mark Hadeed, Hadeed Carpet Cleaning, Inc.
Direct Connect is a company that provides businesses with financial solutions to help increase foot traffic, save money and increase the bottom line.

FINANCIAL & INVESTMENT SERVICES ANDREW GORDON - EDWARD JONES

Andrew Gordon, Financial Advisor
410 S. Maple Ave.
Falls Church, VA 22046
Phone: (703) 534-3383
Email: andrew.gordon@edwardjones.com
Website: www.edwardjones.com
SPONSOR: Chris Hunter, Staff
Andrew Gordon helps individuals and businesses achieve their financial goals through personalized investment planning and tailored solutions while developing a personal relationship with every client.

COLLINGWOOD ASSET MANAGEMENT

Nicholas Jordan, Managing Director
1700 Pennsylvania Ave., NW, Suite 200
Washington, DC 20006
Phone: (202) 626-9723
Email: njordan@collingwoodassetmanagement.com
Website: www.collingwoodassetmanagement.com
SPONSOR: Chris Hunter, Staff
Collingwood Asset Management provides access to operating capital, infrastructure services, and strategic business-development support, to help small companies grow and effectively compete for new business.

HEALTHCARE SERVICES BALLSTON DENTAL ARTS

Nev Doric, Practice Administrator
900 N. Taylor St.
Arlington, VA 22203
Phone: (703) 931-5555
Email: frontdesk@ballstondentalarts.com
Website: www.ballstondentalarts.com
SPONSOR: Chris Hunter, Staff
Ballston Dental Arts is a customer service oriented comprehensive dental office with services ranging from preventive care to dental implants, cosmetics and rehabs.

MEMBERS IN THE NEWS

TULLY RINCKEY PLLC

CEO of Tully Rinckey PLLC Awarded Purple Heart

Tully Rinckey PLLC is honored to announce that its founding partner was awarded the Purple Heart last month for wounds he sustained in a suicide bombing while serving in Afghanistan. New York Army National Guard **Lt. Col. Mathew B. Tully**, who earlier this year stepped down from his chief executive role at one of the nation's largest federal employment law firms to carry out his military duties, received this medal on August 20. He is currently recovering from his injuries and is expected to return to his leadership role at the firm in spring 2013. **Tully** sustained his injuries on August 7 when a suicide bomber, using a vehicle-borne improvised explosive device, attempted to kill him and others from his unit. Fortunately, no U.S. service members were killed in this attack. Since founding **Tully Rinckey PLLC** in 2003, **Tully** has thrice temporarily left his multi-million dollar company for deployments in Iraq, Egypt, and Afghanistan. He is currently on military leave of absence from the firm, as provided for by the Uniformed Services Employment and Reemployment Rights Act, also known as USERRA.

ARLINGTON COMMUNITY FOUNDATION

Over \$4 Million Reached in Campaign for Arlington

The Board of Trustees of the **Arlington Community Foundation (ACF)** is pleased to announce that the \$4 million mark has been exceeded in its Campaign for Arlington. The Campaign is well on its way in an exciting, ambitious effort to triple **ACF's** assets in order to do even more to improve and strengthen the community. All new funds established by individuals, families, businesses and organizations to support their charitable interests – locally or globally – count toward the \$15 million goal. For information on being part of the Campaign for Arlington or creating a charitable fund or scholarship fund, please call 703-243-4785, email wpierce@arlc.org or visit www.arlc.org.

THE BUSINESS BANK

The Business Bank Rated Superior for the 20th Quarter

The Business Bank has achieved a 5-Star Superior rating from Bauer Financial Inc. for 20 consecutive quarters. The rating is based on the overall financial picture of a bank and indicates that **The Business Bank** is one of the strongest banks in the nation, receiving the 5-Star Superior rating for maintaining a solid capital base, excellent loan and investment quality and strong liquidity. In addition to this distinction, as of June 30, 2012, **The Business Bank** also complies with 100% of the 15 safety tests conducted in the SNL Canary Report. The SNL Canary Report is formatted to duplicate the 15 risk measurement tools that the Office of the Comptroller of the Currency (OCC) uses to identify institutions at risk for future financial distress. These tests measure ratios in regard to Credit Risk (six tests), Interest Rate Risk (four tests), and Liquidity Risk (five tests). An institution with a score greater than eight is considered to be at a higher risk for future financial distress. The national median risk rating is four. **The Business Bank's** risk rating is zero which is a perfect score.

CRYSTAL CITY BUSINESS IMPROVEMENT DISTRICT

Crystal City BID Receives 2012 Downtown Merit Award

During its 2012 annual conference, the International Downtown Association recognized the **Crystal City Business Improvement District (BID)** with a Downtown Merit Award for its success with a series of creative initiatives dubbed "ACTIVATION = TRANSFORMATION." The **Crystal City BID's** submission in the "Events and Programming" category focused on programs and events that improve the image and vitality of the area with events that promote downtown and attract visitors while communicating its vision, mission, function, and achievements. The basis of ACTIVATION = TRANSFORMATION is to identify opportunities to accentuate highly visible, underutilized assets in a way that changes how people see, perceive, and experience Crystal City. Consistent yet unanticipated uses of these spaces bring people, economic business, and a growing sense of excitement, change and progress. These efforts pave the way and add momentum as the Crystal City Sector Plan prepares to break ground with the first major building redevelopment, road network improvements, and a new transit-way.

■ MARYMOUNT UNIVERSITY

Marymount University Named Military Friendly School

Marymount University has been named to the list of Military Friendly Schools for the third year by *G.I. Jobs* magazine. The 2013 list honors the top 15 percent of colleges, universities, and trade schools that are serving students who are members of the U.S. Military, veterans, and their families. **Marymount** currently enrolls more than 200 military service members, veterans, and their dependents. **The University** provides a variety of programs and services to meet the unique needs of these students and to ensure that they receive all the benefits they are entitled to under the G.I. Bill and the Yellow Ribbon Program, a provision of the Post-9/11 G.I. Bill. With dedicated personnel and a website with key information and links, **Marymount** facilitates the application and benefits process.

■ BEAN, KINNEY & KORMAN P.C.

Carol Schrier-Polak Named a 2013 "Lawyer of the Year"

Bean, Kinney & Korman, P.C. announced that **Carol Schrier-Polak** has been named *Best Lawyers'* 2013 Washington D.C. Family Law Mediation "Lawyer of the Year." After more than a quarter of a century in publication, *Best Lawyers* is designating "Lawyers of the Year" in high-profile legal specialties in large legal communities. Only a single lawyer in each specialty in each community is honored as "Lawyer of the Year." The lawyers honored are selected based on high voting averages received during the assessments conducted with thousands of their peers each year. **Schrier-Polak** is Senior Counsel to the firm, limiting her practice to consultations and Alternative Dispute Resolution including, but not limited to, mediation, arbitration and neutral case evaluation. **Schrier-Polak** is widely recognized for her work in spousal and child support guidelines. She has written and lectured on the legal aspects of child custody, child abuse, mental health, mediation, support guidelines, equitable distribution of property and tracing of separate assets, prenuptial agreements, and confidentiality.

■ LINDEN RESOURCES, INC.

Del. Patrick A. Hope Among Those Honored at Linden Annual Meeting

Fifty-three years after its founding by a group of Northern Virginia parents seeking jobs for their adult children with disabilities, **Linden Resources, Inc.** remains focused on its mission to increase employment opportunities for people with disabilities. In that spirit, the organization presented its Partner Awards on September 20 to Del. Patrick A. Hope, representative of the 47th District of the Commonwealth of Virginia; Joanna Wise Barnes, Bureau Chief of Intellectual and Developmental Disability Services at Arlington County Department of Human Services; the Aurora Hills Library; and the Arlington Public Schools. In addition, **Madi Green** and **Jennifer Murphy** received awards for their outstanding board service; **Garrett Daxon** received the Outstanding Employee Service Award; 35 **Linden** employees received service awards recognizing years of employment; and **Lauren Unger** received the Employee Excellence Award.

■ ARLINGTON COUNTY OFFICE OF SUSTAINABILITY & ENVIRONMENTAL MANAGEMENT

Arlington Green Games

Let the games begin! Restaurants and retailers can now register for the Arlington County Green Games—a friendly, yearlong competition for businesses to reduce costs while reducing emissions. The Green Games encourages businesses to assess their sustainability practices and make improvements in the race for business gold. The Green Games: Offices recently concluded with participants in over 1/3 of Arlington office spaces saving approximately \$2 million in avoided energy and water costs. Restaurants and retailers will now compete simultaneously, with scorecards, trainings, and assistance tailored to each sector. Competitors currently in the Games include: Crystal City Sports Pub, Elevation Burger, **Main Event Caterers**, Northside Social Coffee & Wine, **Pinzimini**, PetMAC and more. Register to play at www.ArlingtonGreenGames.com.

■ HEALTHCARE SERVICES
WASHINGTON DERMATOLOGY CONSULTANTS

Kenneth Neal, Medical Director
611 S. Carlin Springs Rd., Suite 406
Arlington, VA 22204
Phone: (703) 431-6175
Email: info@wdcskin.com
Website: www.wdcskin.com

SPONSOR: Chris Hunter, Staff
Washington Dermatology Consultants specializes in the prevention, diagnosis, and treatment of skin cancer, and also provides a full-range of dermatologic and aesthetic skin care services.

■ HOTELS & MOTELS
HILTON CRYSTAL CITY AT WASHINGTON REAGAN NATIONAL AIRPORT

Harold L. Bassler, General Manager
2399 Jefferson Davis Highway
Arlington, VA 22202
Phone: (703) 418-6800
Email: harold.bassler@hilton.com
Website: www.crystalcitynationalairport.hilton.com

SPONSOR: Rich Doud, Staff
Conveniently located next to Ronald Reagan Washington National Airport, the hotel is the perfect base to see the sights of the USA's capital city.

■ LEGAL SERVICES

SAUL EWING LLP

Cheryl Shifflett, Office Manager
1919 Pennsylvania Ave., NW
Washington, DC 20006
Phone: (202) 333-8800
Email: cshifflett@saul.com
Website: www.saul.com

SPONSOR: Chris Hunter, Staff
Saul Ewing LLP is a full service business law firm with offices throughout the Mid-Atlantic region in specialties like IP, litigation, employment, business and financial transactions and real estate.

■ MARKETING & COMMUNICATIONS
ARLINGTON STRATEGY

Jennifer Mulchandani, President
3801 27th St.
Arlington, VA 22207
Phone: (202) 669-2662
Email: info@arlingtonstrategy.com
Website: www.arlingtonstrategy.com
SPONSOR: Chris Hunter, Staff
Arlington Strategy provides marketing solutions that drive your mission, including business plans, market research, advertising, PR, social media and strategy development.

(CONTINUED ON PAGE 8)

MILESTONE ANNIVERSARIES



CONGRATULATIONS!

■ TEN YEARS
SYNERGY HOMECARE

■ FIVE YEARS
SONNY ODOM, PHOTOGRAPHER

FALL OUTING (CONTINUED)

Fall Outing Winners and Sponsors

With excellent weather and a great group of golfers, the Chamber's 2012 Fall Golf Tournament was a fun day of networking and golfing. Congratulations to all of the 2012 winners!

1st Place Team: Greg Mullan, Bank of America Home Loans, Al Quiniones and Chris Reed, Linden Resources, and Cabell Wilkes, West, Lane & Schlager Realty Advisors

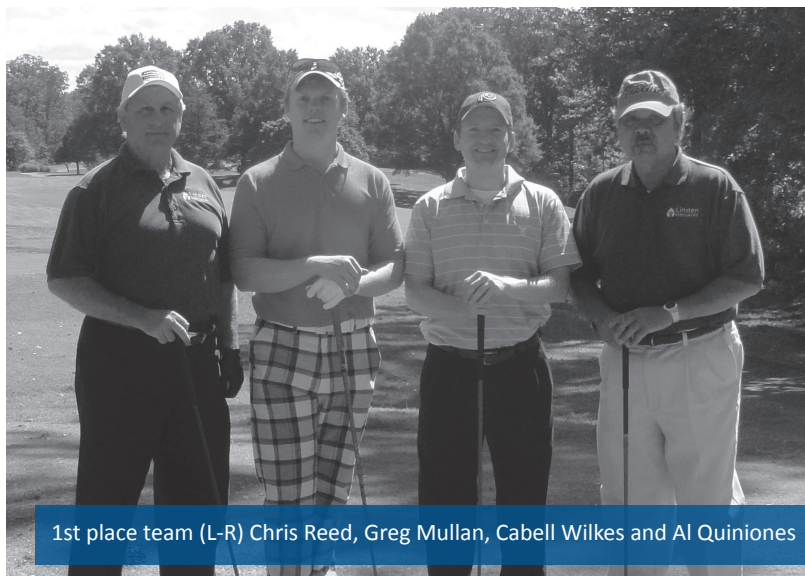
2nd Place: Martin Fetherson, Michael Garcia, State Farm Insurance and John Ruff

Closest to the Pin: Michael Garcia, State Farm Insurance

Longest Drive: Walt Chuda, Burger King on Columbia Pike

Putting Contest Winner: Andrew Powell, Halt, Buzas & Powell

50/50 Raffle Winner: Michael Garcia, State Farm Insurance



1st place team (L-R) Chris Reed, Greg Mullan, Cabell Wilkes and Al Quiniones

The Chamber would like to thank all of our sponsors who contributed to make this event possible. In addition, the Chamber extends its gratitude to Fort Belvoir Golf Club for allowing us to host the tournament on their greens for the second year in a row. Special thanks to the following businesses that donated items for prizes and goodie bag items:

Bean Kinney & Korman, P.C.
Buck & Associates
Capitol Shine
The Front Page
Golfsmith
KDH Real Estate

Key Bridge Marriott
Michael Garcia - State Farm Insurance
Segue Technologies
Sheraton Pentagon City Hotel
Technology Management, Inc.
Washington Workplace

Special Thanks to Our Sponsors:

Golf Cart Sponsor

SEGUE 
TECHNOLOGIES
www.seguetech.com

Hole Sponsors

Arlington Magazine/MTFA
Architecture, Inc.

Burger King on Columbia Pike
Halt, Buzas & Powell

Linden Resources

M&T Bank

Marymount University

Michael Garcia - State Farm
Insurance

Virginia Commerce Bank
Washington Workplace

Driving Range Sponsor

West, Lane & Schlager
Realty Advisors

Fairway Sponsor

HSBC Bank



2nd place team (L-R) Martin Fetherson, John Ruff and Michael Garcia



Longest Drive Winner Walt Chuda (R) with Chamber President Rich Doud (L)



(L-R) Sean Hosty, Michael Foster, Greg Hamilton and John Murphy on the greens during the tournament

HOLIDAY PARTY

Cap Off the Holidays!

Join the Arlington Chamber of Commerce, the **Ballston Business Improvement District** and **World of Beer** on December 4, 2012 to Cap Off the Holidays! Come celebrate the holiday season with your colleagues, friends and neighbors at **World of Beer** in



Ballston from 5:30 - 7:30 p.m. Enjoy beer, cider, soft drinks and appetizers (included in registration cost) while networking with fellow local business leaders.

To add to the fun and festivities, attendees will have the chance to win prizes from the **Washington Capitals!** With these prizes, you'll be able to cheer on your favorite hockey team. Go Caps!

► To register, visit our website www.arlingtonchamber.org or call Leticia Cano at 703-525-2400.

UNDERSTANDING TODAY'S TECHNOLOGY

Making Your Smartphone Work for Your Business



Smartphones today are amazing, with the ability to search the web, schedule meetings, video chat, find local restaurants, listen to music and more. However, most people only scratch the surface of their power and usefulness. This month's Understanding Today's Technology event will focus on how to better utilize smartphones for your business, discussing which apps and features can be helpful for your job and work efficiency.

Get Smart With Your Smartphone

Tuesday, November 13 from 12:00 - 1:30 p.m.
Chamber Board Room

Understanding Today's Technology is moderated by **Mark Dickerson** of **LEROS Technologies**, with lunch provided by **LEROS Technologies**.

► To register, visit our website www.arlingtonchamber.org or call Leticia Cano at 703-525-2400.

Reduce Your Mortgage Payments Today, While Rates Are at an All-Time Low.

30-Year Fixed:

3.25% | **3.277%** APR

- For loan amounts up to \$417,000
- No origination points
- \$665 administrative fee
- Primary residence only

Benefits:

Extremely low rates and competitive loan programs
In-house processing, underwriting and closing for expedited service
Local market knowledge

Also Offer Mortgage Loans for:

Second homes
Investment properties

Other Options Available:

High-balance conventional
Jumbo

To learn more about our flexible loan options, call us at **703-334-2387** or visit us online at **VCBmortgage.com**.

Member FDIC



Northern Virginia's Largest *Community Bank*.

VIRGINIA COMMERCE BANK

Credit is subject to approval. For the 30-Year Fixed Rate Loan, the rate and payment example is for a \$417,000 loan with a 30-year amortization, no origination points, a \$665 administrative fee, other standard closing costs apply, a 3.277% Annual Percentage Rate and a payment of \$1,814.81 per month (principal and interest). The payment example does not include amounts for taxes and other insurance. The actual payment obligations may be greater. Rates and terms are subject to change without notice. NMLS ID: 302944. Accurate as of publication date.

WELCOME NEW MEMBERS

PROFESSIONAL SERVICES
RUCKER-HUFF SERVICES

Roxane Rucker, Program & Operations Executive
6341 11th Rd. N
Arlington, VA 22205
Phone: (703) 395-7468
Email: roxyrucker@gmail.com
SPONSORS: **Chris Hunter, Staff**
Rucker-Huff Services provides management consulting, project and program management, mortgage underwriting and mortgage origination.

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THE CHAMBER SCENE

THE CHAMBER SCENE MID-SEPTEMBER THROUGH MID-OCTOBER

Your Chamber in the Community

Below are a few highlights of the events Chamber staff and Board members participated in on behalf of the Chamber.

Mid-September through Mid-October:

September 21 - PLACE initiative presentation attended by Chamber Chairman **Doug Brammer** and President **Rich Doud**. The Chamber is partnering with the County on this initiative.

September 21 - Doorways for Women and Families Brighter Futures Breakfast. Attendees: Staff **Kate Roche** and **Chris Hunter**, as well as a large number of Chamber Directors and members.

September 25 - Met with a trade delegation from China in the Chamber office. Staff **Rich Doud** served as host.

September 26 - Luncheon meeting of the County Manager's Institutional Leaders Roundtable. Attendees: Staff **Rich Doud**, Chamber Directors **Patrick Murphy (Arlington Public Schools)** and **Col. Fern Sumpter (Joint Base Myer/Henderson Hall liaison to the Board)**, and Chamber members **Jack Potter (MWAA)**, **Jim Cole (Virginia Hospital Center)** and **Dr. Matt Shank (Marymount University)**.

September 27 - Alexandria/Arlington Workforce Investment Board meeting. Staff **Rich Doud** represents the Chamber on this body.

September 29 - **Fuego Cocina y Tequileria's** Pre-Grand Opening reception and celebration. Attendees: Staff **Chris Hunter, Kate Roche** and **Leticia Cano**.

October 4 & 9 - **Westwood College** Arlington-Ballston campus One Year Anniversary Celebration & Business Mixer. Attendees: Staff **Rich Doud, Kate Roche** and **Chris Hunter** as well as several Chamber Directors and members.

October 11 - **Rich Doud** moderated a panel on the topic of "The Arlington Way" for the current class of **Leadership Arlington**. 2010 Chamber Chair **Michael Foster (MTFA Architecture)** served on the panel. Directors **David Isaacson (TMI)**, **Lindsey Rheaume (Virginia Commerce Bank)**, and 28 other Chamber members are in this class.

October 12 - **Washington Business Journal's** collaborative breakfast and forum with Kaiser Permanente, focusing on how to create and maintain a healthy workforce through business strategy and how it can affect a business's bottom line. Attendees: Staff **Chris Hunter**.

October 18 - USS Arlington Commissioning Committee meeting. **Rich Doud** is a committee member. Also present were a number of members who serve.

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Give Back to Your Nonprofit Chamber Community this Holiday Season!

By Kerry Lombard (Doorways for Women and Families) & Jan-Michael Sacharko (A-SPAN), Community Action Committee Co-Chairs

Looking to make a difference in your community as the year comes to a close? Want to make a donation or volunteer? Here are a number of ways you and your business can support some of the nonprofit organizations that are also your fellow Chamber members:

Animal Welfare League of Arlington, contact: mail@awla.org, 703-931-9241

- Set-up a food drive for animals: Friskies brand wet food liver and chicken or chicken and tuna flavor for cats or Purina brand wet food for dogs.
- Donate large kongs, kong wobblers, kibble nibble, or nylabones to help the dogs in the shelter.

Arlington Food Assistance Center (AFAC), contact: communications@afac.org, 703-845-8486

- Organize a holiday food drive and help AFAC feed the 1600 Arlington families in need of a little extra food assistance each week.
- No time to shop? Donate via Virtual Food Drive at www.afac.org/virtual.

Arlington Partnership for Affordable Housing, contact: syao@apah.org, 703-851-3635

- Adopt-a-Family/Secret Santa – adopt a whole family, child or individual and purchase a gift or gift card.
- Donate gift cards (\$20, \$25, \$30) or make a monetary contribution to APAH and designate the Secret Santa or Adopt-a-Family Program.

Arlington Street People's Assistance Network (A-SPAN), contact: smorse@a-span.org, 703-842-0168

- Sponsor a move-in: A-SPAN is moving 25 clients from streets to housing by 2013, help us gather household items & furniture to furnish an apartment.
- Sponsor a client: A-SPAN will try to meet the holiday wishes of more than 40 housed clients who need items & wish to get gifts for their families. Help us fulfill their wish lists.

Arlingtonians Meeting Emergency Needs (AMEN), contact: amen@emergencyneeds.org, 703-558-0035

- \$100 will help pay an Arlington family's utility bill so they may stay warm during the holidays.
- \$50 will pay for the prescription of a sick and uninsured worker so he can return to work more quickly.

Doorways for Women and Families, contact: rdove@doorwaysva.org, 703-504-9400

- Organize a Giving Tree in your office/neighborhood or Adopt a Room through our Holiday Wishes Program to make the holidays brighter for our families experiencing domestic violence and/or homelessness.
- Donate grocery gift cards for our clients to create their own holiday dinners for their families, or Target giftcards to let our parents shop for gifts for their children.

Habitat for Humanity of Northern Virginia, contact: jsboot@habitatnova.org, 703-521-9890

- Join HopeBuilders (Habitat for Humanity of Northern Virginia's Monthly Giving Program) and support low income families with a "Hand Up Not a Hand Out."
- Donate your used furniture and building supplies to Habitat for Humanity of Northern Virginia's ReStores to help us build and rehab more homes in Northern Virginia.

Homeward Trails Animal Rescue, contact: sueb@homewardtrails.org, 202-486-7077

- Foster a cat or dog temporarily while we secure a loving, adoptive home for the animal.
- Volunteer as a dog handler at a weekend dog event or transport a dog or a cat to an event where he/she can get adopted!

Volunteers of America Chesapeake/Residential Program Center, contact: csimms@arlingtonva.us, 703-228-0017

- Donate SmartTrip Cards for our winter transportation needs.
- Donate items including umbrellas, rain pouches, sweat pants and shirts (sizes s, m, l, xl, 2-5 xl), belts and portfolios to put resumes in.

In addition, you can support a number of Arlington charities, many of whom are Chamber members, at the Gifts That Give Hope Fair on Saturday, December 8 from 10:00 a.m. to 2:00 p.m. at Calvary United Methodist Church, 2315 South Grant Street. The purpose of this event is to promote and expand the practice of charitable, alternative gift giving among the residents of the Arlington community. For more information, visit www.giftsthatgivehope.org/arlington.



ARLINGTON ECONOMIC DEVELOPMENT

First Crystal City Next Generation Project Underway

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

The first major redevelopment project designed to create a more vibrant, walkable community in Crystal City is underway. Last month, the Arlington County Board approved a plan to demolish a block-long vacant office building and replace it with a 24-story Class A office building, complete with ground floor retail and an interim park for community beautification and enjoyment. This is the first major project under the Crystal City Sector Plan.

“This is a down payment on a new vision,” said Arlington County Board Chair Mary Hynes. “1900 Crystal Drive will be a catalyst for the sort of redevelopment that will reinvigorate the area with quality office space and more retail, and help ensure this area remains one of the region’s premier neighborhoods for decades to come.”

When finished, the new office building at 1900 Crystal Drive will be the tallest building in Crystal City, featuring nearly 720,000 square feet of office space above ground floor retail. The site also will include a temporary park on Crystal Drive, which will eventually become part of Center Park, a major open space that is also part of the Crystal City Sector Plan. The County adopted the Crystal City Sector Plan to help ensure vacancies created by BRAC become an opportunity for the community to create a more walkable, transit-oriented Crystal City with better open space, more mixed-use buildings, more ground-floor retail and more housing.

Under the County’s Affordable Housing Ordinance, the developer, Vornado/Charles E. Smith, will contribute \$3 million to the County’s Affordable Housing fund and another \$7 million in community benefits, including public art and transportation improvements.



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Using Social Media to Fuel Business Growth

by Jim Whelan, Proactive Smart Business Thinking, LLC

The September Roundtable explored the role social media can play in growing a business. Many thanks to our presenters Susan Ahlstron of JPWilliams (www.jpwilliams.net), a social media services firm, and Kay Bransford of MemoryBanc (www.memorybanc.com), a business that collects and stores individual memories and personal wishes online.

What is Social Media

Social media is a communication tool, so you should develop a communication strategy. Make sure to:

- Identify your audience
- What is your message?
- Select the most effective method to reach them: Blogging, FaceBook, LinkedIn, Pinterest, Google Plus, Twitter, etc.

Why Social Media

Social Media is an extension of brand building and trust developed over time. For Kay Bransford, blogging started as an outlet regarding her support of two parents with dementia. It has since transformed into a platform for evangelism around the topic of recording and collecting the information to make it easy for a loved one to step in and help if someone is temporarily disabled. She has since developed products and now has a business.

Investment and results

To derive maximum effectiveness you must make the investment of time and resources. Select which of the tools you plan to use and be prepared to invest resource and time to set up and maintain the program

Bransford admitted that time is her biggest investment in blogging since she does the writing, tracking results and adding enhancements. Typically it takes around 50 - 60 blogs before people started finding her through search engine optimization (SEO).

Bransford is still in her first year of using Social Media, she has seen the impact it's had on her visitors and SEO. While only being able to attribute a handful of online sales to blogging, it has helped her secure partners that makes her site appear as a larger operation, speaking engagements and media placement that increase her visibility. Her social media has established her as an expert on topics of supporting a loved one with dementia as well as on the topic of streamlining personal papers.

When Bransford launched her blog it was her first real step into social media. She's had a Facebook and a LinkedIn page for several years and once she started blogging linking to her Facebook and LinkedIn accounts was seamless. She also created a Twitter account and has found that she has a varied distribution of followers over the four different platforms.

Bottom line from this Roundtable

Using social media to fuel your business growth is marketing. The key components of social media marketing are:

- Investment of time and resources to start and maintain the process
- Develop a strategy that identifies your target audience and your message
- Be sensitive to the changes that the programs are instituting

■ 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:

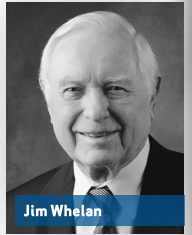
OCTOBER SMALL BUSINESS
ROUNDTABLE

31 WEDNESDAY

11:45 a.m. - 1:00 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**.



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.





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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.



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THANK YOU!

- The Curious Grape and John Marshall Bank for co-hosting the September Business After Business event
- Answerware, Bernie Cohen - Insurance Solutions, Capitol Shine and Double Your Sales for providing door prizes for the September Business After Business
- VOAC Residential Program Center for hosting the September Board of Directors meeting
- Jamie Nicholas Printing & Graphics for providing a door prize for the October Breakfast Connection