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■ FALL OUTING REVIEW

65th Annual Fall Outing

On Friday, September 30, the Chamber hosted the 65th Annual Fall Outing at Pleasant Valley Golf Club. Each year, the Chamber hosts the Fall Outing to provide members with the opportunity to take a break from their usual workdays and join fellow members and Arlington business professionals for a day of golf and networking out on the greens. Nearly 40 golfers participated in this year's tournament and enjoyed a day of friendly competition, with contests including longest drive, closest to the pin, and a putting contest.

This year's Fall Outing also included a silent auction during the awards reception, with 25 percent of the proceeds going directly to the Chamber's Young Entrepreneurs Academy (YEA!).

➤ Turn to page 7 to view photos and see a list of the winners and sponsors.



■ NONPROFIT FORUM PREVIEW

Creating Strategic Partnerships between Nonprofits and For Profits

In today's business world, partnerships between nonprofit and for profit organizations go far beyond writing a check. Many businesses give back to the community and support local nonprofits, but a relationship that is based on mission alignment and core values can produce maximum results for both organizations.

Join the Arlington Chamber of Commerce's Community Action Committee at the next Nonprofit Forum, **Creating Strategic Partnerships between Nonprofits and For Profits: How to Align Missions for a Triple Bottom Line**, on November 7 to learn how to form successful partnerships. The forum will be led by four panelists from a mix of nonprofit and business organizations, who will walk through the most effective ways to create partnerships and how to deepen existing relationships.

Registration is \$25 for members and \$45 for prospective members and includes lunch.

➤ The deadline to register is Thursday, November 4 at 5:00 p.m. For registration questions, contact Hannah Dannenfelser at chamber@arlingtonchamber.org or (703) 525-2400.

Creating Strategic Partnerships Between
Non-Profits & For Profits:
How to Align Missions for a Triple Bottom Line Benefit

NONPROFIT FORUM PRESENTED BY THE COMMUNITY ACTION COMMITTEE

FEATURED EVENTS

BREAKFAST CONNECTION: NONPROFIT-FOCUSED

NOVEMBER 10
7:30 a.m. - 9:00 a.m.
HOLIDAY INN ROSSLYN

HOLIDAY CHEER ON TAP CO-HOSTED BY BALLSTON BID

DECEMBER 1
5:00 p.m. - 7:00 p.m.
CHEESETIQUE BALLSTON

THE CHAMBER

■ EXECUTIVE COMMITTEE

Todd Yeatts, Chair
 Tina Walker, Chair-elect
 Kevin Shooshan, Immediate Past Chair
 Tim Hughes, Past Chair
 Kate Bates, President & CEO
 Lindsey Rheume, Treasurer
 Scott Ritter, Assistant Treasurer
 Shannon Bailey, Vice Chair - Communications
 David Kinney, Vice Chair - Business Advocacy
 Joe Prentice, Vice Chair - Member Affairs
 David Isaacson, Vice Chair - Membership Development
 Charles Clohan, Vice Chair - Community Engagement

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Shannon Bailey, Global Thinking
 Kate Bates, Arlington Chamber of Commerce
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 Michael Garcia, State Farm Insurance
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 Brian Gordon, Apartment and Office Building Association
 Greg Hamilton, Arlington Magazine
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 Sonia Johnston, John Marshall Bank
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 Deborah Lipman, Metropolitan Washington Airports Authority
 Pinkie Dent Mayfield, Graham Holdings Company
 Greta Menard, Capital MarCom
 Greg Mullan, George Mason Mortgage, LLC
 Dr. Patrick Murphy, Arlington Public Schools
 Barbara Nicastro, The Law Offices of Barbara E. Nicastro
 Robb Parker, Vornado/ Charles E. Smith
 Joe Prentice, State Department Federal Credit Union
 Jay Reiner, Jay E. Reiner, CPA
 Lindsey Rheume, EagleBank
 Scott Ritter, United Bank
 James Ryerson, Marymount University
 Marie Schuler, Comcast Cable Communications
 Kevin Shooshan, The Shooshan Company
 John Snedden, ROCKLANDS Barbeque and Grilling Company
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 Todd Yeatts, The Boeing Company
 Mark Zetlin, Mercedes - Benz of Arlington

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COL. Patrick M. Duggan, Joint Base Myer-Henderson Hall

■ STAFF

Kate Bates, President & CEO
 Mike Rosenow, Membership Director
 Caroline Taylor, Communications Manager
 Alex Held, Membership Engagement Manager
 Hannah Dannenfelser, Member Services Administrator
 Victoria Klisch, Events Associate

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

NOVEMBER AT THE CHAMBER

GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	2 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMART START	3 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	4 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
NONPROFIT FORUM	7 MONDAY 11:30 a.m. - 1:30 p.m. WETA-TV 26/90.9 FM
AMBASSADOR COMMITTEE MEETING	7 MONDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
MEMBERSHIP ENGAGEMENT COMMITTEE MEETING	8 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	9 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION: NONPROFIT FOCUSED	10 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
VETERAN'S DAY	11 FRIDAY Chamber office closed for holiday observance.
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	15 TUESDAY 4:00 p.m. - 5:00 p.m. Ireland's Four Courts
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	16 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	16 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
HOTEL GENERAL MANAGERS COMMITTEE MEETING	17 THURSDAY 3:00 p.m. - 4:00 p.m. TBA
BUSINESS AFTER BUSINESS	17 THURSDAY 5:00 p.m. - 7:00 p.m. Knucklepuck
BOARD OF DIRECTORS MEETING	18 FRIDAY 11:45 a.m. - 2:00 p.m. Joe's Pizza & Pasta
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	22 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
THANKSGIVING	24 THURSDAY - 25 FRIDAY Chamber office closed for holiday observance
COMMUNITY ACTION COMMITTEE MEETING	30 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room

REGISTER TODAY! ▶ 703-525-2400
 ▶ WWW.ARLINGTONCHAMBER.ORG

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.

3 THURSDAY
4:00 - 5:15 p.m.
Chamber Board Room
2009 14th Street, North Suite 100
Arlington, VA 22201

GRAND SPONSOR
 Greg Mullan -
GEORGE MASON MORTGAGE, LLC
 A Subsidiary of Cardinal Bank

PREMIER SPONSOR
 Michael Garcia - State Farm Insurance

BREAKFAST CONNECTION

Calling all nonprofits — promote your organization before the workday even begins! This month's Breakfast Connection will focus on empowering nonprofits. The format of this event includes roundtable power networking to provide attendees with the opportunity to exchange business cards, develop new prospects, and share a 60 second sales pitch with each table.

10 THURSDAY
7:30 - 9:00 a.m.
Holiday Inn Rosslyn
1900 North Fort Myer Drive
Arlington, VA 22209

GRAND SPONSOR

 America's Most Convenient Bank®

HOST SPONSOR Michael Garcia - State Farm Insurance

BUSINESS AFTER BUSINESS

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

17 THURSDAY
5:00 - 7:00 p.m.
Knucklepuck
1005 N. Glebe Rd. Ste. 300
Arlington, VA 22201

Knucklepuck

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 all events.

Giving Thanks and Looking Ahead

Time flies when you are having fun, and now the end of my term as Chair is a little more than a month away. With that said, my mission is not complete, and my efforts to help the business community and our community as a whole continue.

There are five big days in November: Election Day, Marine Corps Birthday, Veterans Day, Mama's Birthday, and Thanksgiving.

Election Day will mark the end of what seemed to be a never-ending reality TV show. I, for one, will be glad to see the drama end, and I hope to see the real issues challenging our County, Commonwealth, and country met, addressed, and solved. And no, I am not that naive or confident it will happen.

I fully realize that hope is not a plan, but maybe without the sideshow dominating the media, light can be shed on what needs to be done to move us forward.

My beloved Corps will celebrate 241 years of existence this month. Our humble beginnings can be traced to 1775 at Tun Tavern in Philadelphia, Pennsylvania, after the Continental Congress authorized the formation of two battalions of Marines. Since that time, in every clime and place, Marines have distinguished themselves as an elite group of warfighters dedicated to Corps and Country. Happy birthday to those that went before, those that served with me, and those that continue to answer the call and stand ready to answer the charge.

Veterans Day was first established as Armistice Day to mark the end of World War I, on the 11th hour of the 11th day of the 11th month in 1918. It now honors all who have served in our military forces, Army Navy, Air Force, Marines, and Coast Guard. More than just a Federal holiday, it is a time to thank those who served – because of the brave, we are the free.

Next up is Mama's Birthday. Only a few reading this message know my Mama, but she will always be the one that made me who I am. She has always been a good time when she wanted to be, a hard woman when she had to be, and always the voice of encouragement, the helping hand and shoulder to lean on. I am a college graduate because of her, the Marine Corps was "easier" because of her, and I know I am a better man and citizen because of her. Cheers, Mama, and congratulations on another year of making a difference!

Last but not least is Thanksgiving. It was originally celebrated as a day of giving thanks for the blessing of the harvest, and it is now a special time to give thanks and celebrate the good things in our lives. Sometimes the good things are not as apparent, but there are always good things.

I am thankful to call Arlington my home. It is a great place to live, work, and play, made even better by great friends.

But most of all, I am thankful for my family: Roger Williams University Hawk-Virginia, Old Dominion University Monarch-Cara, Wakefield High School Warriors-Colton and Cason, Gunston Middle School Hornet-Caine and of course, my smoking hot bride Cindy, who makes everything better!

Wishing you all a great November and a happy start to the holiday season!

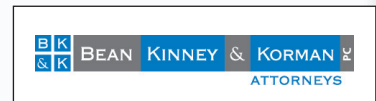


Todd Yeatts
The Boeing Company



Todd Yeatts

2016 ANNUAL CORPORATE SPONSORS



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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.



NOVEMBER MILESTONE ANNIVERSARIES

CONGRATULATIONS!

- THIRTY-FIVE YEARS
ARLINGTON PUBLIC SCHOOLS
- TWENTY-FIVE YEARS
ARLINGTON COUNTY TREASURER'S OFFICE
- COURTYARD BY MARRIOTT - ARLINGTON ROSSYLN**
- TEN YEARS
APOLLONIA BUSINESS SOLUTIONS
UPTON HILL REGIONAL PARK

WELCOME NEW MEMBERS

■ **AUTO AND INDUSTRIAL**
AL'S TOWING AND STORAGE, INC.
Al Leach
11 Douglas Ct.
Sterling, VA 20166
Phone: (703) 435-8888
E-mail: al@alstowingandstorage.com
Sponsor: Staff

■ **FINANCIAL ADVISORS**
BRANDT ZIMMERMAN - MERRILL LYNCH
Brandt Zimmerman
1425 Eads St
Arlington, VA 22202
Phone: (703) 302-8498
E-mail: brandt.zimmerman@ml.com
Web Address: fsa.merrilledge.com/brandt-zimmerman
Sponsor: Staff
I can offer you a more personalized way to help you pursue your financial goals.

■ **GOVERNMENT AND EDUCATION - K-12 SCHOOLS**
THE SYCAMORE SCHOOL
Karyn Ewart
6224 12th Road North
Arlington, VA 22205
Phone: (703) 350-8197
E-mail: karyn.ewart@thesycamoreschool.com
Web Address: www.thesycamoreschoolva.org
Sponsor: Greg Hamilton, Arlington Magazine; Tina Leone, Ballston BID
The Sycamore School is an innovative secondary school opening in Arlington, September 2017 that inspires a passion for learning, self discovery and a connection to the community.

MEMBERS IN THE NEWS

■ JOE'S PLACE PIZZA & PASTA

Joe's Place Maximizes Chamber Involvement and

Joe's Place Pizza & Pasta, celebrating its first anniversary as a member of the Arlington Chamber, provided complimentary pizzas to the **Young Entrepreneurs Academy (YEA!)** kickoff meeting on Wednesday, October 26.

Joe's Place will also host the Chamber's monthly meeting of the Board of Directors on Friday, November 18. Additionally, the family-run restaurant featuring classic Sicilian specialties will offer 20 percent off on all dine-in and catering orders for Chamber members throughout the entire month of December, as part of ShopChamber's Restaurant & Retail Month.

"We want to show our appreciation for all the great friends we've made and benefits we've received since joining the Chamber, including winning a 2016 Best Business Award this year," explained **Rosario Farruggio**, owner and manager of **Joe's**. "This is our way of saying 'thank you' to the Chamber community for making us feel so welcome."



Joe's Place Owner and Manager Rosario Farruggio shows off his pizza dough tossing skills

■ METROPOLITAN WASHINGTON AIRPORTS AUTHORITY (MWA)

Airports Authority and United Airlines Execute Long-Term Lease at Dulles International

The **Metropolitan Washington Airports Authority (MWA)** and United Airlines have agreed to sign an extension of the Airport Use Agreement and Premises Lease for **Washington Dulles International Airport** through 2024. The long-term lease extension continues United's long-standing presence at **Dulles** since establishing domestic and international hub operations there in 1986.

"Today's agreement is critical to the economic prosperity of Northern Virginia and air service throughout the Commonwealth," said Virginia Governor Terry McAuliffe. "The extension of the United lease solidifies **Dulles** as Virginia's gateway to the country and the world and a critical piece of our efforts to build a new Virginia economy."

Jack Potter, President and CEO of **MWA**, said, "**Dulles International Airport** is vital to the economy of Virginia and the National Capital Region. The **Airports Authority** is grateful to United Airlines and the Commonwealth of Virginia for their commitments to **Dulles International**."

The Use and Lease Agreement governs significant operational and financial aspects of airlines' use of airport facilities, as well as business arrangements between airlines and the airport. The **Dulles** agreement also establishes a new capital program from 2018 through 2024 for the upkeep and improvement of airport infrastructure.

■ ARLINGTON STREET PEOPLE'S ASSISTANCE NETWORK (A-SPAN), ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING (APAH)

A-SPAN and APAH Partner to Preserve Affordable Housing and End Homelessness in Arlington

The Arlington County Board unanimously approved the **Arlington Partnership for Affordable Housing's (APAH)** proposal to acquire eight buildings, totaling 68 units, with Arlington County Affordable Housing Investment Fund (AHIF) support. **APAH** will renovate and preserve these privately owned rental apartments in the Westover area.

In response to the Board's approval of the purchase plan, **A-SPAN** President and CEO **Kathleen Sibert** said, "**A-SPAN** is pleased to be a partner with **APAH** as they are setting aside one building with 8 units for **A-SPAN** to provide a supportive housing option for Arlington's chronically homeless veterans and individuals."

A-SPAN will provide onsite case management services and supervision for this vulnerable population. These newly housed veterans and individuals will have leases in their own names, **APAH** will be the landlord and **A-SPAN** will provide the onsite supportive services.

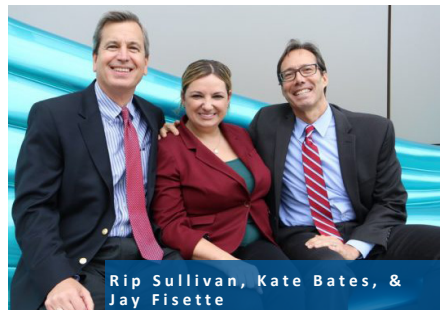
MEMBERS IN THE NEWS

■ HYATT PLACE ARLINGTON/COURTHOUSE PLAZA

Hyatt Place Arlington Celebrates Opening with Ribbon-Cutting Ceremony

On October 13, the new 168-room **Hyatt Place** hotel in Courthouse celebrated its opening with a ribbon-cutting and champagne ceremony.

At the ceremony, various Arlington dignitaries and business community members, including Chamber President & CEO Kate Bates, lauded the hotel as an economic asset for Arlington that was built with the support of local residents, thanks to a focus on public outreach by developer **Schupp Companies**. In her remarks, Kate congratulated all involved on accomplishing this project, adding that the Chamber looks forward watching this new hotel thrive.



Rip Sullivan, Kate Bates, & Jay Fisette

■ SIGNATURE THEATRE

Signature Theatre and Broadway Producer Join Forces on Heidi Thomas Initiative Grant

Broadway producer Jenna Segal joins forces with the Tony Award®-winning **Signature Theatre** in their continued effort to highlight the work of exciting female playwrights. Through a generous grant from The Jenna and Paul Segal Foundation, Segal will sponsor a world premiere by a female playwright with a female director for the next five years through SigWorks: The Heidi Thomas Writer's Initiative, which is named after the acclaimed British playwright and screenwriter. Slated to begin in the 17/18 Season, the grant also gives **Signature** the resources to help playwrights secure second and third productions by bringing artistic directors from across the country to **Signature** during the run of their plays to meet with the playwright and plan for future productions of the work.

"We are so proud to partner with **Signature Theatre** and sponsor a world premiere by a woman each year along with a female director," said Jenna Segal. "These full productions are essential for women to hone their craft. We hope the writers will draw inspiration from Heidi Thomas whose writing across all media reminds us of the fundamental impact women's works bring to the world."

"Arlington is a vibrant community that enjoys both a warm neighborhood feel and an ever-expanding list of must-see places and experiences," said **Ray Schupp**, president and owner at **Schupp Companies**. "We are fortunate **Hyatt Place Arlington/Courthouse Plaza** is centrally located so guests are just steps away from the best of Arlington. We are confident this hotel will exceed expectations and deliver a memorable experience for all."

To be considered for the Members in the News section of the *Arlingtonian*, email press releases and new articles to Caroline Taylor at communications@arlingtonchamber.org.

WELCOME NEW MEMBERS

■ HEALTHCARE ARLINGTON ORAL AND MAXILLOFACIAL SURGERY

Dipa Patel
3801 Fairfax Drive, Suite 20
Arlington, VA 22203
Phone: (703) 597-5990
E-mail: arlingtonoralsurgery@gmail.com
Web Address: www.arlingtonnoms.com
Sponsor: Staff
Dr. Dipa Patel, DDS, practices a full scope of oral and maxillofacial surgery with expertise ranging from corrective jaw surgery to wisdom tooth removal.

■ NONPROFIT ORGANIZATIONS & ASSOCIATIONS RAYMOND TOWLE - U.S. CHAMBER OF COMMERCE

Raymond Towle
1615 H Street, NW
Washington, D.C. 20062
Phone: (202) 463-5853
E-mail: rtowle@uschamber.com
Web Address: www.uschamber.com
Sponsor: Staff

■ REAL ESTATE AND CONSTRUCTION - ARCHITECTURE & CONSTRUCTION GARRETT GROUP, INC.

Jessica Mills
4600 N Fairfax Drive
#406
Arlington, VA 22203
Phone: (703) 937-7488
E-mail: jessica@garrett-group-inc.com
Web Address: www.garrett-group-inc.com
Sponsor: Staff
Garrett Group, Inc. is a full service project management, interior design and construction company serving the mid-Atlantic region for commercial interiors.

■ RESIDENTIAL REAL ESTATE THE LEWIS TEAM/WASHINGTON FINE PROPERTIES

Diane Lewis
1364 Beverly Road, Suite 100
McLean, VA 22101
Phone: (703) 973-7001
E-mail: diane@lewisteam.com
Web Address: www.lewisteam.com
Sponsor: Staff
Diane Lewis is an expert in real estate and finance who is passionate about helping clients achieve their real estate buying and selling dreams.

CHRISTMAS TREE "O" CHRISTMAS TREE

The Arlington Optimist Club's Christmas Tree Lot Opens

Friday, Nov. 25 12:00 p.m. – 6:00 p.m. | Saturday, Nov. 26 10:00 a.m. – 8:00 p.m.

Hours of Operation

Mon. – Thurs. 2:00 – 8:00 p.m. | Fri. 12:00 p.m. – 8:00 p.m.
Sat. 9:00 a.m. – 8:00 p.m. | Sun. 10:00 a.m. – 8:00 p.m.

SAME LOCATION FOR 70 YEARS!

Lee Highway & Glebe Road --- on the Wells Fargo Parking Lot

Help Support the Youth of Arlington!

Purchase Your Tree From the Optimist Club of Arlington!



oiarlington.org



SHOPCHAMBER



Invest in Arlinton

Thank you to everyone who supported the Chamber's Communications & IT members during the month of October! Please support the Chamber's Health Care members during the month of November. A complete list of members can be found on the Chamber website in the Business Directory.

Create buzz online! Use **#ShopARL** on social media every time you shop at a member retail location, attend an event at a member business, or refer a friend to a Chamber business. The first Friday of each month is ShopChamber Friday!

NOVEMBER

Health Care

#StayTuned: Chamber Social Media Contest Coming Soon!

The Chamber is planning a social media photo contest! Details about the contest are coming soon, so stay tuned. In the meantime, be sure to follow the Chamber on social media to stay up-to-date on all important news and updates.



Arlington Chamber Blog
arlingtonchamber.org/blog



@ArlChamberVA
twitter.com/ArlChamberVA



Arlington Chamber of
 Commerce - Virginia
facebook.com/ArlingtonChamberVA



Search companies for:
 Arlington Chamber of
 Commerce

CHAMBER SCENE

■ THE CHAMBER SCENE SEPTEMBER - OCTOBER

Your Chamber in the Community

In many ways, the success of Arlington is directly tied to the success of its business community, and the success of the Arlington Chamber is directly tied to its membership base. This is why the Chamber's Directors, staff and members are dedicated to supporting community events and happenings. Below are a few highlights of the events our staff and Board members participated in on behalf of the Chamber.

September 24 – Alex Held attended **Arlington Career Center's** Back to School Breakfast to promote the Young Entrepreneurs Academy (YEA!), while learning more about the programs that are offered.

October 5 – Kate Bates delivered welcoming remarks at **Mobile Posse's** open house. Chamber members who attended include **Ballston BID, Leadership Center for Excellence, and A Main Event Caterers**. Mike Rosenow and Alex Held were also present.

October 13 – Kate Bates spoke at the ribbon-cutting ceremony for **Hyatt Place Arlington/Courthouse Plaza**. Mike Rosenow, Alex Held, and Caroline Taylor were also in attendance.

October 13 – Kate Bates attended an **A-SPAN** Open House & 25th Anniversary Kick-Off Celebration.



Celebrating Mobile Posse's grand opening with a ribbon-cutting ceremony

SAVE THE DATE



The Arlington Chamber of Commerce, **Ballston BID**, and **Cheesetique Ballston** invite you to the 5th Annual Holiday Cheer On Tap!

Come celebrate the holiday season with colleagues, friends and neighbors at **Cheesetique Ballston** on Thursday, December 1 from 5:00 p.m. - 7:00 p.m. You'll enjoy drinks and appetizers while working with fellow local business leaders, which come included with your paid registration. Don't miss this great annual event co-hosted by the Chamber and **Ballston BID**!

Pre-registration closes Friday, November 25 at noon. For more information, visit the Chamber website or call the Chamber at (703) 525-2400.

A Great Day for Golf at the 65th Annual Fall Outing

The 65th Annual Fall Outing was a huge success! Thank you to all of those who came out and joined us for a great day of golf, networking, and fun.

Congratulations to all of the 2016 winners!

1st Place: **Walt Chuda** of **Burgers of Columbia Pike**, **John Courembis** of **Burgers of Columbia Pike**, **Nick Sposa** of **Edward Jones**, and **Michael Garcia** of **State Farm Insurance**

2nd Place: **Mark Leeman** of **Mosaic Engineering and Consulting**, **John Morrill** of **Arlington County Department of Environmental Services**, and **Matt Leuck** of **Mosaic Engineering and Consulting**

Closest to the Pin: (ladies) **Danielle Grant** of **Halt, Buzas & Powell**; (men) **Nick Sposa** of **Edward Jones**

Longest Drive: (ladies) **Jennifer Snodgrass** of **Halt, Buzas & Powell**; (men) **Ru Toyama** of **Wells Fargo Mortgage**

Putting Contest: **Phil Quintana** of **Cardinal Bank**

The Chamber would like to thank Pleasant Valley Golf Club for hosting this year's Fall Outing, as well as **Dr. Taylor Taylor** from **Full Motion Life and Sport** for providing complimentary Active Release Therapy treatments during the tournament.



1st Place Winners (L-R) Nick Sposa, Michael Garcia, & Walt Chuda



2nd Place Winners (L-R) John Morrill, Mark Leeman, & Matt Leuck



Special Thanks to Our Sponsors:

Hole Sponsors

Burgers of Columbia Pike, Inc.

Energesco, LLC

Halt, Buzas & Powell

Murphy Funeral Homes

ROCKLANDS Barbeque and Grilling Company

Golf Cart Sponsor

Buck & Associates

We're working on some exciting new changes to the 2017 Fall Outing that we can't wait to share with you. Stay tuned for the announcement!



NONPROFIT SPOTLIGHT: HOLIDAY GIVING

Give Back to Your Nonprofit Chamber Community this Holiday Season

By Linda Kelleher, Culpepper Garden, & Meg Rapelye, Phoenix Bikes, Community Action Committee Co-Chairs

Looking to make a difference in your community during the holidays? Your fellow Chamber members in the nonprofit sector have compiled a list of ways you and your business can contribute during the holiday season.

Arlington Arts Center (AAC)

Contact: Holly Koons, holly.koons.mccullough@arlingtonartscenter.org

- Donate to AAC's end-of-year fundraising campaign, which helps keep AAC's critically acclaimed gallery program and many educational programs FREE to the public.
- Fund a day of summer camp for a worthy student for \$62. A \$155 donation provides one summer camp class (half-day) for a local student who would otherwise be unable to attend. A \$310 donation provides two classes for a full day of camp.

Arlington Food Assistance Center (AFAC)

Contact: Jolie Smith, jolie.smith@afac.org, (703) 845-8486

- AFAC will provide Thanksgiving turkeys and holiday hens to more than 3,000 Arlington families this year. Each \$10 turkey or chicken that you or your business sponsors is matched 1:1 by one of our generous donors! Visit afac.org for holiday match details.
- Organize a food drive to help AFAC collect food for Arlington families struggling against hunger. We'll provide you with boxes and will pick up the donated food!

Bridges to Independence, Contact: Jeanette Norton, jnorton@bridges2.org, (703) 525-7177 x112

- Donate a new winter coat to a homeless adult or child.
- Donate a gas or grocery store gift card to help a family who has recently moved from our emergency shelter maintain independence.

Child Care Aware of America (CCoA), Contact: Dawn Brown, Dawn.Brown@usa.childcareaware.org, (571) 303-2341

- Donate Emergency Response Care Kits for child care providers and families with young children who have been affected by natural and man-made disasters. Kits can include: first reader books, flashlights, first aid kits, blankets, batteries, radios, etc.
- Contribute financially to CCoA to support our advocacy, public policy, emergency response, and professional development efforts that work to ensure accessible, affordable, quality child care for all.

Culpepper Garden/Arlington Retirement Housing Corporation (ARHC), Contact: Linda Kelleher, lkelleher@culpeppergarden.org, (703) 528-0162, ext. 128

- Donate Target, Safeway, or Giant gift cards (\$10, \$15, \$20) for low-income, assisted living residents or make a contribution online.
- Donate wool socks, gloves, scarves, or hats for independent living seniors.

Homeward Trails Animal Rescue, Contact: Rebecca Goodhart, rebeccag@homewardtrails.org

- Donate items to make the holidays great for homeless animals: canned dog and cat food, leashes, martingale style dog collars, cleaning supplies, and gift cards for Amazon, gas stations, Wal-Mart, or office supply stores.
- Sponsor an animal so we can bring them to safety for the holidays.

Junior Achievement of Greater Washington, Contact: Caitlin Hennessy, Caitlin.Hennessy@JA.org, (703) 426-1563

- Volunteer in the classroom or at JA Finance Park® Fairfax County to help K-12 students in the region envision their future success and teach them important lessons related to financial literacy, entrepreneurship, and work readiness.
- Donate to JA of Greater Washington to provide classroom kits, volunteer training opportunities, and help us expand our reach.

Linden Resources, Contact: philanthropy@linden.org, or (703) 299-3247

- Individuals with disabilities seeking employment need gift cards to stores for interview clothes, restaurants for skills building and community outings, SmarTrip or gas cards for job interview transportation, and general stores for classroom supplies.
- Volunteers needed for mock interview and resume workshops or to teach people about career opportunities in Arlington County.

Offender Aid and Restoration (OAR), Contact: Heather Pritchett, hpritchett@oaronline.org, (703) 228-7435

- We are collecting donations for Project Christmas Angel, an annual OAR event where we provide gifts to children of incarcerated parents. Donations should be new and unwrapped for ages newborn to 18 (no clothing, please). Items can also be purchased from our Amazon Wish List and shipped directly to the OAR office.
- Gift cards needed for Project Christmas Angel for hard-to-shop-for teens, as well as for our clients returning to the community out of incarceration. Amazon and Target are excellent choices, and denominations of \$25 are most needed.

Phoenix Bikes, Contact Meg Rapelye, meg@phoenixbikes.org, (703) 575-7762

- Conduct a used bike drive or donate a used bike for the youth Earn-a-Bike program, collect and donate cotton shirts/towels for use as bike shop rags, or donate hardware store gift cards for stocking up bike shop supplies. Visit our Amazon Wishlist.

PRS/CrisisLink, Contact: Lauren Padgett, lpadgett@prsinc.org, (703) 531-6351

- Donate nonperishable snacks or candy for crisis hotline volunteers, Starbucks gift cards, hand sanitizer, Clorox wipes, 1 inch binders, or notepads.

The Reading Connection, Contact Charlie Pham at cpham@thereadingconnection.org, (703) 528-8317 ext. 13

- Donate stamps to mail books and materials to at-risk kids enrolled in our Book Club program.
- Donate new children's books for kids of all ages to be given to children in our Read-Aloud and Reading Families Workshops programs to foster a love of reading in at-risk kids.



■ All holiday contribution opportunities were submitted by nonprofit members of the Chamber. All nonprofit Chamber members were notified about the opportunity to submit items to this list.

Chamber Supports Sign Regulations for Regional Shopping Centers

The Arlington Chamber of Commerce recently sent a letter to the Arlington County Board, expressing support for the proposed amendments to the Sign Regulations for Regional Shopping Centers, as well as the proposed amendments to Regulations for Comprehensive Sign Plans adopted prior to July 24, 2012. These two updates to provide timely and needed enhanced sign regulations for Arlington County's regional shopping centers, which are key economic drivers for the County, are an important first step towards overall signage reform. While commending the Board for its effort, the Chamber urged the Board to recognize signage as significant issue impact County businesses and to reorganize working plans to include critical signage needs.



The full text of this letter and information about other Chamber advocacy efforts can be found on the Chamber's website under the "Recent Advocacy" section.

Additional business advocacy updates include:

- September 28 – Kate Bates participated in the Economic Development Committee Regional Economic Development Subcommittee meeting.
 - October 4 – Kate Bates and Chamber Director and Government Affairs and Economic Development Committee Co-Chair **Brian Gordon** of **AOBA** met with County Board Vice Chair Jay Fisette and County Board Member John Vihstadt regarding the Board of Equalization.
 - October 5 – The Chamber's Government Affairs & Economic Development Committee held a meeting featuring Virginia State Senator Barbara Favola.
 - October 11 – Kate Bates participated in the Economic Development Committee meeting.
- ▣ Members can be involved in shaping policy positions through the Government Affairs & Economic Development Committee. To be added to the distribution list, email chamber@arlingtonchamber.org.

ANNUAL MEETING

92nd Annual Meeting



The Arlington Chamber of Commerce will host its 92nd Annual Meeting on Friday, December 9 at the **Sheraton Pentagon City Hotel** from 11:30 a.m. - 2:00 p.m.

A key event for the Arlington business community, the Annual Meeting will celebrate the Chamber's 2016 accomplishments and detail our highly-anticipated key initiatives and developmental plans for 2017. The annual President's Award, Chair's Award, and Committee of the Year Award will be presented to this year's winners. Attended by the who's who of Arlington, this event provides guests with high level networking opportunities.

Sponsorships are available starting at \$300. For questions and more information about sponsorships, contact Mike Rosenow at mrosenow@arlingtonchamber.org or (703) 525-2400.

▣ The registration deadline is Monday, December 5. For registration questions, contact Hannah Dannenfesler at chamber@arlingtonchamber.org or (703) 525-2400.

Thank you to our Grand Sponsor:



YOUNG ENTREPRENEURS ACADEMY (YEA!)

Welcome YEA! Class of 2017!

The Arlington Chamber of Commerce welcomed the 11 outstanding middle and high school students that have been accepted to the 2016-2017 Young Entrepreneurs Academy (YEA!) at the student and parent orientation on October 19. Chamber President & CEO Kate Bates kicked off orientation by delivering welcoming remarks. Students and parents also had the chance to meet YEA! Program Manager Alex Held and one of the program instructors, **Barbara Nicastro** of **The Law Office of Barbara Nicastro**. During orientation, students and parents were given a preview of what to expect throughout the next 30 weeks.

"We are excited to have these exceptional students participating in the program, and we look forward to watching them grow as young entrepreneurs and pursue their business dreams," said Kate Bates.



Young Entrepreneurs Academy (YEA!) Class of 2017

Out of a number of applicants from across the Washington metro area, the following students were accepted to the 2016-2017 program: Tasnim Alam, Sofia Brodsky, Ann Chen, Charlotte Cunningham, Gaoyang Ganjin, Bethel Ghide, Selamawit Ghide, Ethan Mauger, Tyler Muse, Anneka Noe, and Bodhi Patil.

During the next 30 weeks the students engage with different Chamber members who have donated their time to participate as guest speakers, mentors, or instructors. Students will also visit businesses across a variety of industries, including **TechShop** and **Signature Theatre**.

In addition to **Barbara Nicastro**, who volunteered as the "Big Idea" instructor, the Chamber is excited to announce two additional instructors. **Mary Carson**, an entrepreneur and member of **Marymount University's** Board of Visitors will serve as the "Pitch" instructor, helping students perfect their pitch and business plan. **Rebecca Dunn**, the COO of **NeoNiche Strategies** will conclude the academic year as the "Launch" instructor, helping the students launch their business and prepare for the YEA! Trade Show hosted by the **Ballston BID**.

Members who are interested in getting involved in the program should contact Alex Held at aheld@arlingtonchamber.org. A limited number of volunteer opportunities are available; however, there are several sponsorship opportunities available, starting as low as \$200.

The Young Entrepreneurs Academy (YEA!) is made possible thanks to our sponsors, including:

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ARLINGTON ECONOMIC DEVELOPMENT

Arlington Economic Development Seeking Applications for Annual "Arlington Fast Four"

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

Arlington Economic Development is seeking applications from technology companies in Arlington for its second annual "Fast Four" competition. The competition ranks companies on the fastest level of growth in four revenue categories.

Companies interested in being considered for the Fast Four honor can fill out a simple online application. AED will evaluate all entries and name the fastest growing companies in four revenue categories: businesses with revenue up to \$500,000, with revenue between \$500,000 and \$1.5 million, with revenue between \$1.5 and 5 million and revenue of more than \$5 million with a cap of \$50 million. Eligible companies must be privately held and based in Arlington, showing year over year revenue growth over a three year period. Finalists for the Arlington Fast Four will be required to provide income statements to show proof of growth and revenue, which will be verified by an independent accounting firm.

Applications are now online at arlingtoneconomicdevelopment.com and are being accepted through November 18. Winners will be announced at the Arlington Premiere reception being held December 7 and will be honored with a trophy and in AED promotional channels.



Digital Marketing for Beginners

During our September Small Business Roundtable, **Jennifer Mulchandani** of **Arlington Strategy** discussed how to integrate digital marketing and marketing automation into your business practices, as well as how to integrate lead generation into your sales and marketing programs.

Many businesses are already using digital marketing, whether they realize it or not. So, what can you do to make sure your business uses digital marketing to gain success?

Know Your Audience

- Understand your content and messaging and how your audience will best receive it. Think about what you're trying to say, what content you already have generated, and what your audience wants to know.
- If you aren't using video marketing you're missing out on a huge opportunity.

Reach Viewers via Various Platforms and Tools

1. Social Media

- Pick platforms and tools based on whether they will reach *your* audience.
- In general, marketing costs on various platforms (e.g. social media advertising) are decreasing. If you can't afford a specific tool now, watch for prices to come down later.
- Research the user base and opportunities available for various platforms and tools so you know who to target. A few pieces of information about social media platforms to consider:
 - 90% of people on Instagram are under 35
 - Pinterest tends to skew female
 - Snapchat has a younger base, but age group is increasing with time
 - Many professional settings block Youtube for their employees
 - 71% of American adults with Internet access use Facebook
 - Twitter's marketing opportunities are becoming more reliant on algorithms to decide who sees your content
- Google Adwords is an excellent and inexpensive platform to increase Google visibility and traffic to your website.
- Big Brother tools: some Customer Relationship Management programs allow you to assign a Visitor ID to users on your website, giving you the ability to score leads.
 - This is a particularly helpful tool in relationship markets
 - These programs give you information on who is doing what on your website

2. Email

- Email marketing is the greatest driver of traffic to your website. Link to your website and proofread content very carefully.
- Be thoughtful and proactive about building your email lists.
 - Don't add contacts unless you've been given permission.
 - For lead capture, ask for the smallest amount of information necessary to entice the user to sign up.

3. Search Engine Optimization (SEO)

- It's highly recommended to do an annual SEO evaluation and you probably need to update your settings every two years.
- Consider reviewing and redesigning your site roughly every five years.
- Blogging is a useful platform to establish your brand.
 - You should aim to post content at least once a month and content doesn't always have to be original.
 - The length should be under 500 words and include pictures and videos.

4. Marketing Calendar

- It's important to have a general marketing calendar that outlines all of your outreach.

5. Measuring Results

- If you're going to do digital marketing you have to measure your results. You may be surprised by what they tell you!
- Measurement tactics include tracking the number of visitors to your website, clicks in your email newsletters, video views, and social media followers

GRAND SPONSOR



The Small Business Roundtable is an open forum discussion of 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.

REGISTER NOW:

NOVEMBER SMALL BUSINESS ROUNDTABLE

16 WEDNESDAY

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

Chamber Board Room

TOPIC: TBA

POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 100 Arlington, VA 22201

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The Chamber
Arlington Chamber of Commerce
Opportunity. Leadership. Results.

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.

THANK YOU!

- **Waterford, Inc.** for donating a door prize at the October Breakfast Connection
- **Lebanese Taverna** for hosting the October Business After Business
- **Holiday Inn Rosslyn** for hosting the October Board of Directors meeting

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