

VOL. LIII, NO. 10 OCTOBER 2011

FEATURED PHOTO: Greg Mullan aims for the hole at the Arlington Chamber of Commerce's annual Scholar's Cup mini-golf tournament. Also in the foursome are Devin Reise, Cabell Wilkes and David Adelman.



ARLINGTONIAN  
GRAND SPONSOR

## IN THIS ISSUE

- 2 Calendar
- 2 Breakfast Connection
- 2 Business After Business
- 3 Chair's Message
- 4-5 Members in the News
- 4-6 Welcome New Members
- 5 Milestone Anniversaries
- 6 Scholar's Cup
- 7 Nonprofit Spotlight
- 7 Networking Strategies
- 8 Web Feature Spotlight
- 9 Leadership Arlington
- 10 Arlington Economic Development
- 11 Small Business Roundtable
- 12 Chamber Thank You

## SAVE THE DATE

### BUSINESS AFTER BUSINESS

OCTOBER 20

5:00 p.m. – 7:00 p.m.  
Verve Health & Fitness

### SMALL BUSINESS ROUNDTABLE

OCTOBER 26

11:45 a.m. – 1:15 p.m.  
Chamber Board Room

► COMPLETE CHAMBER CALENDAR: PAGE 2



## ■ SCHOLAR'S CUP REVIEW

### 6th Annual Scholar's Cup

Kids and adults of all ages attended the 6th Annual Scholar's Cup Tournament at **Upton Hill Regional Park** on September 21st. The event kicked off with an 18-hole mini-golf competition, where the kid in all of us played with the real kids of Arlington County. Following the tournament was a delicious barbeque dinner catered by **ROCKLANDS Barbeque and Grilling Company** and some musical entertainment by **A Sound Plan**. All in all, the event was a big hit and a huge success with the net proceeds going to the Chamber's Scholarship Fund. The Fund exists to award scholarships to high school seniors from Arlington County. This past year, two seniors from Wakefield High School were awarded scholarships to attend the colleges of their choice this fall.

The Chamber would like to thank all of our volunteers and those who worked hard to make the Scholar's Cup a possibility this year. A special thank you also goes out to all who came out to support the Chamber's Scholarship Fund and **Upton Hill Regional Park** for allowing us to hold our event on their greens year after year!

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

#### COULDN'T MAKE THE TOURNAMENT?

You can still make a tax-deductible donation to the Chamber's Scholarship Fund!

Contact the Chamber for more details:

✉ [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)

☎ 703-525-2400

🌐 [www.arlingtonchamber.org](http://www.arlingtonchamber.org)

## ■ NEW STAFF MEMBERSHIP DIRECTOR

### The Arlington Chamber

Chris Hunter is the new Membership Director at the Arlington Chamber of Commerce. He is a local native of Fairfax, VA and graduated from Christopher Newport University in 2008 with a Bachelor of Science in Business Administration. Chris has attained a diverse background in a variety of management fields, including Administrative Leadership, Sales Management and Operations Management. Beginning his career in retail store management, Chris transitioned from an established specialty food business to a growing telecommunications company, and has previously served as an essential component in a start-up senior move management business.



Chris Hunter  
Membership Director

Chris has served as member of the Greater Reston Chamber of Commerce and the young professionals group of Reston Jaycees. In addition, he involves himself in the local business community through numerous volunteer programs all across Northern Virginia. Chris strives to enrich local businesses and is thrilled to have the opportunity to serve as Director of Membership for the Arlington Chamber of Commerce.

## 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

## ■ DIRECTORS

Susan Anderson, **Arlington County Treasurer's Office**  
 Doug Brammer, **Verizon**  
 Charles Clohan, **Dittmar Company**  
 David DeCamp, **Grubb & Ellis**  
 JR Diffie, **Colony House**  
 Chris Domes, **Marymount University**  
 Rich Doud, **The Arlington Chamber of Commerce**  
 Bill Eisnagle, **Comcast Cable Communications**  
 Michael Foster, **MTFA Architecture, Inc.**  
 Nancy Goodman, **Main Event Caterers**  
 Brian Gordon, **Apartment and Office Building Association**  
 Tom Grantham, **Cardinal Bank**  
 Donna Rowe Hamaker, **KDH Real Estate**  
 Bob Hawthorne, **United Bank**  
 Sean Hosty, **Morgan Stanley Smith Barney LLC**  
 Tim Hughes, **Bean, Kinney & Korman, P.C.**  
 Todd Ihrig, **H.D. Vest Investment Services**  
 Todd Jerscheid, **The Fashion Centre at Pentagon City**  
 Deborah Johnson, **Dominion**  
 Sonia Johnston, **John Marshall Bank**  
 Deborah Lipman, **Metropolitan Washington Airports Authority**  
 Sharon Lockwood, **Crystal Gateway Marriott**  
 Scott McCaffrey, **Sun Gazette Newspapers**  
 Bob McCoy, **Virginia Commerce Bank**  
 Andrew McGeorge, **Monday Properties**  
 Greta Menard, **Capital Marcom, Inc.**  
 John Murphy, **Washington Workplace**  
 Patrick Murphy, **Arlington Public Schools**  
 Barbara Nicastro, **The Law Offices of Barbara E. Nicastro**  
 Ron Novak, **Segue Technologies**  
 Brendan Owen, **Vornado/Charles E. Smith**  
 Joe Prentice, **State Department Federal Credit Union**  
 Ellen Rainey, **Animal Welfare League of Arlington**  
 Angella Reid, **The Ritz-Carlton, Pentagon City**  
 Stephan Rodiger, **Kettler**  
 Diane Parisi, **BAE Systems**  
 Grace Shea, **Lebanese Taverna**  
 Kevin Shooshan, **The Shooshan Company**  
 Adrian Stanton, **Virginia Hospital Center**  
 Karolyn Stuver, **Fluor**  
 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  
**Gaby Zamora**, Publications Coordinator  
**Joshua Boehm**, Design/Web Coordinator  
**Aaron Guerrieri**, Staff Accountant

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

## OCTOBER AT THE CHAMBER

EXECUTIVE COMMITTEE	<b>12 WEDNESDAY</b> 8:00 a.m. - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	<b>13 THURSDAY</b> 7:30 a.m. - 9:30 a.m. Knights of Columbus
NON-PROFIT FORUM	<b>17 MONDAY</b> 11:30 a.m. - 1:00p.m. WETA
COMMUNICATIONS COUNCIL	<b>18 TUESDAY</b> 11:45 a.m. - 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	<b>20 THURSDAY</b> 5:00 p.m. - 7:00 p.m. Verve Health & Fitness
BOARD MEETING	<b>21 FRIDAY</b> 11:45 a.m. - 1:00 p.m. Joint Base Myer-Henderson Hall
COMMUNITY ACTION COMMITTEE	<b>26 WEDNESDAY</b> 8:00 a.m. - 9:15 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	<b>26 WEDNESDAY</b> 11:45 a.m. - 1:00 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	<b>26 WEDNESDAY</b> 4:00 p.m. - 5:00 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	<b>28 FRIDAY</b> 8:00 a.m. - 9:30 p.m. Chamber Board Room

## BREAKFAST CONNECTION

Come prepared to mix and mingle at this organized speed-networking event with members of both the Arlington and Alexandria Chambers 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!

**13 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.  
Verve Health & Fitness  
1100 Wilson Blvd.,  
Suite M755  
Rosslyn, VA 22209



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.

## Minding the Future

Even in good times we are shaken by uncertainty from natural disasters, political wrangling and the economy. While Arlington enjoys a stable economic and business environment with the lowest unemployment in Virginia, the quality and future of employment is on the minds of employers and the government. Even with low unemployment, many quality people are underemployed and businesses are finding it difficult to grow at a pace to adequately plan for the future. Some sectors are more challenged than others, but overall Arlington provides a very strong base for business.



Michael Foster

More than a decade ago I was fortunate enough to participate on the Arlington Task Force for the Future. This experience provided tremendous insight, from housing, to jobs, to the culture that makes up our community. Ultimately this exploration into the future compelled the Task Force to write a vision statement that included the notion of a "diverse and inclusive world class community." We knew this could be perceived as uncomfortably ambitious at the time, yet few realized then the important role that business, in collaboration with the government and the non-profit sectors of Arlington, would play in fulfilling this vision.

Now more than 10 years later, this notion is not only an aspiration but a reality in many ways. From visionary urban planning, green building objectives, and diversity of affordable housing and businesses, to a well-established transit program that has matured well during the last half a century. There are many positive accolades that affect all of us. That being said, there is still much to do. A great community is made up of many parts; innovation, education, housing and health care are key components to complement good transit and good governance to provide a great climate for business.

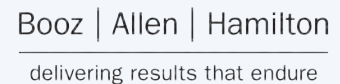
The presence of great education can be seen from the success our neighborhood schools and the Science, Technology, Engineering and Math (STEM) initiatives at the Arlington Career Center. New facilities, new leadership and increased community presence at **Marymount University**, **GMU** and **Virginia Tech** provide added options and build on solid undergraduate education giving us our community glimpses of the future. Our own **Virginia Hospital Center** is fulfilling its promise of truly great health care with the impressive expansion, including world-class specialty services that are attracting national attention. Their leading edge radiation oncology group is one of the most advanced and best run programs of its kind in the nation. This amazing program may be expanding to better serve many in this community, including myself, that feel truly blessed by their brilliance.

New large employers like DARPA, Boeing, and others will provide tremendous resources through well educated employees living and working in our community. While Arlington has much to build on, business cannot rest. The ever volatile global economy and competing transit hubs in Tyson's will continue to bring challenges. It is more imperative than ever to support and grow all of our existing employers, institutions and community leaders with new opportunities now and in the future.

A great place to begin your involvement is with the Arlington Chamber, which offers numerous venues for networking and advocacy. Come out and support Arlington and share your ideas.

Michael Foster, MFA Architecture

## 2011 CORPORATE SPONSORS



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

## ■ ADVERTISING MARKETING &amp; PUBLIC RELATIONS

**LIFELINE PARTNERS**

Chris Otu, President  
2051 Keith Street  
Suite 100  
Warrenton, VA 20186  
Phone: 703-349-5989  
Fax: 703-832-8994  
Email: cotu@lifelinepartners.org  
Web Address: www.lifelinepartners.org

**SPONSOR: Chamber Staff**

Lifeline Partners is an advertising service for businesses and professionals in the health industry sector.

## ■ CHILD EDUCATION SERVICES

**SPARKLES!**

Sonia Valdiza, Managing Member  
3919 Old Lee Highway  
Suite 82B  
Fairfax, VA 22030  
Phone: 703-501-7270  
Fax: 703-218-0394  
Email: sonia@sparklesontheweb.com  
Web Address: www.sparkleschildcare.com

**SPONSOR: Chris Hunter, Staff**

Sparkles! is a child care center that is different because of the Extended Hours, Remote Viewing Capabilities and Kindergarten Readiness program offering Full and Part Time Programs.

## ■ DANCE CLASSES &amp; COMPANIES

**Jane Franklin Dance**

Jane Franklin, Artistic Director  
3700 S Four Mile Run Drive  
Arlington, VA 22206  
Phone: 703-933-1111  
Website: www.janefranklin.com  
Email: info@janefranklin.com

**SPONSOR: Chamber Staff**

Jane Franklin Dance crosses disciplines in partnership with music, media, visual artists and community participants. The Arlington based Dance Company offers ongoing programs for older adults, performances for children, and collaborations blending dance with visual arts.

■ FINANCIAL & INVESTMENT SERVICES  
**AMERIPRISE FINANCIAL SERVICES, INC.**

Chris Allen, Financial Advisor  
4601 North Fairfax Drive  
Suite 1200  
Arlington, VA 22203  
Phone: 703-348-8439  
Fax: 703-955-3469  
Email: christopher.d.allen@ampf.com  
Web Address: http://www.ameripriseadvisors.com/christopher

**SPONSOR: Chamber Staff**

My mission is to help you reach your financial goals and instill greater confidence through a personal relationship based on personalized, knowledgeable advice.

**EVERMAY WEALTH MANAGEMENT**

Damon White, Managing Director  
900 17th Street, NW  
Suite 710  
Washington, DC 20006  
Phone: 202-293-9113  
Fax: 202-293-9114  
Email: dwhite@evermaywealth.com  
Web Address: www.evermaywealth.com

**SPONSOR: Michael Foster, MITFA Architecture, Inc.**  
Evermay Wealth Management offers wealth management services to individuals, families and institutions. They partner with clients and help them achieve their long term financial goals.

## MEMBERS IN THE NEWS

## ■ AMERIPRISE FINANCIAL SERVICES, INC.

**Chris Allen has recently completed the Behavioral Advice Services Program**

**Chris Allen** has recently completed the Behavioral Advice Services Program as facilitated by Doug Lennick of the Lennick Aberman Group (LAG). The program consisted of three full-day workshops in Timonium, MD including educational sessions and additional off-site work from the participants. LAG has established itself as the leading authority in the field of Behavioral Advice, which involves the integration of traditional finance, behavioral finance and neuroscience. The program is designed to help advisors and their clients make better decisions during the financial planning process by improving moral and emotional competencies. It also focuses on the alignment of personal values, goals and actions with the financial plan. **Chris Allen** is a Financial Advisor with **Ameriprise Financial Services, Inc.**, Member FINRA and SIPC, in Arlington, VA. **Ameriprise Financial, Inc.** is a diversified financial services company serving the comprehensive financial planning needs of the mass affluent and affluent. For more information, visit ameriprise.com.

## ■ CAFÉ CATURRA

**Café Caturra Opens in Arlington**

**Café Caturra** opened its door on September 16th at 2931 S. Glebe Road, the company's first Northern Virginia location. Founder **Jeff Grant** is excited about all that the new café will offer. "We've built a strong heritage as a social hub and 'go-to' spot for people in the communities we serve. Our wine tasting bar, small plates and stone hearth pizzas--not to mention our attentive hybrid service--make for a relaxed fun evening at a great value." The 3400 square-foot café was designed by Herb Heiserman, Rhena Saar and Gabriela Philippon of the award-winning strategic retail design firm Streetsense. The space will feature signature décor that blends reclaimed materials, worn leather banquettes, comfortable seating, local artwork and eclectic music. A centrally-located wine bar will offer 24 by-the-glass selections that customers are encouraged to "try before you buy."

## ■ CARDINAL BANK

**Cardinal Bank Community Fund Awards Grant to Boys & Girls Clubs of Greater Washington**

**Cardinal Bank** announced today that the Cardinal Bank Community Fund has awarded \$2,350 to the Boys & Girls Clubs of Greater Washington. Founded more than a century ago as a service agency for boys, the Club now serves more than 4 million children across America from all backgrounds, with an emphasis on at-risk youth. **Cardinal's** grant will help support after-school academic enrichment programs and athletic activities for children in DC, Maryland and Virginia. Through its grant program, the Cardinal Bank Community Fund has benefited more than 60 local organizations and service programs since its inception, keeping sight of the Fund's mission and deep commitment to giving back to the communities where we live, work, and raise our families.

## ■ BEAN, KINNEY &amp; KORMAN

**Seven Attorneys from Bean, Kinney & Korman Recognized as 2012 Best Lawyers**

**Bean, Kinney & Korman, P.C.**, one of Arlington's largest law firms and one of the most recognized independent law firms in Northern Virginia, announced that seven of its attorneys have been selected as 2012 Best Lawyers. **Jennifer A. Brust**, Bankruptcy and Creditor Debtor Rights/Insolvency and Reorganization Law, Litigation – Bankruptcy; **Timothy Hughes**, Litigation – Construction; **Jonathan C. Kinney**, Real Estate Law; **James W. Korman**, Family Law; **Tracy A. Meyer**, Family Law; **Carol Schrier-Polak**, Family Law, Family Law Mediation; **James R. Schroll**, Bankruptcy and Creditor Debtor Rights / Insolvency and Reorganization Law. *Best Lawyers*, one of the oldest and most respected peer-review publications in the legal profession, compiles lists of outstanding attorneys by conducting exhaustive peer-review surveys in which thousands of leading lawyers confidentially evaluate their professional peers.

## ■ BUKE &amp; HERBERT BANK

**Burke & Herbert Bank Opens Branch in Clarendon**

On Tuesday, August 30th, government and community leaders from Arlington joined executives from **Burke & Herbert Bank** for a ribbon cutting and reception to welcome the Bank to the Clarendon market. The Bank's new branch, which opened earlier this year, is located at 3020 Clarendon Boulevard. While new in Clarendon, **Burke & Herbert Bank** has been serving the banking needs of customers in the area for more than 159 years. The Bank now operates 24 branches across Northern Virginia. **John Tuohy**, Deputy Treasurer of Arlington, won the door prize, a reusable thermal tote filled with \$100 worth of goodies from Clarendon merchants. The Bank is an active member of both the **Clarendon Alliance** and Arlington Chamber of Commerce.

## ■ SIGNATURE THEATRE

**New Student Discount Ticket Prices for 2011/12 Season**

**Signature Theatre** has announced new discounted single ticket rates for students, effective immediately. Students, who present a current student I.D. and use the code word STUDENT, can now take advantage of Signature's new low \$20 ticket price for limited engagements – such as the Washington DC premiere of *Sweet Tea: Black Gay Men of the South* (playing now through October 9th in the intimate ARK Theatre). In addition, students can save on all mainstage productions with \$30 ticket prices – this reduced ticket rate is available the week of the selected performance (beginning Mondays). The \$30 tickets can be used towards the two new world premiere musicals now playing in repertory through October 16th – *The Hollow* and *The Boy Detective Fails*.

## ■ SPARKLES!

**Sparkles! Childcare Center in Crystal City is Now Open**

Addressing the quality childcare shortage in Arlington, **Sparkles!** childcare center opened its doors in Crystal City. Extended hours from 6:30am to 7pm, full time and part time programs are just a few of the services that have made **Sparkles!** so convenient. Beginning as early as 6 weeks, child care is available up to age five. All classrooms are equipped with Internet Camera Viewing. Catered USDA Approved meals are offered for lunch and snack. A new "state of the art" playground is completed. Developing your child's skills and encouraging them to explore and experiment through every age establishes a foundation for them to thrive. **Sparkles!** is located at 1235 South Clark St., Suite 101 in Arlington.

## ■ SYNETIC THEATER

**Angela Fox Joins the Board as Chair of Synetic Theater**

**Synetic Theater** is thrilled to welcome **Angela Fox**, President and CEO of the **Crystal City Business Improvement District**, as Chair of the Board of Directors of **Synetic Theater**. **Ms. Fox** was hired as the first President/CEO of the **Crystal City BID** in November 2006. Under her leadership, the **Crystal City BID** has grown in both size and scope, dramatically changing the way people see and perceive Crystal City. "I am thrilled to have **Angie Fox** join our Board as Chair. She brings a tremendous wealth of experience in both the theater and the Crystal City communities, and I am looking forward to working closely with her to propel **Synetic** to an even higher level of programming and sustainability and further our mission of being America's premier physical theater," said **Paata Tsikurishvili**, Founding Artistic Director and CEO.

## ■ VIRGINIA HOSPITAL CENTER

**Virginia Hospital Center Offers On-site Flu Shots**

Did you know that each episode of flu illness translates into 0.5-5 days of work missed and 5-6 days of symptoms?! Flu season is around the corner and we want you to be prepared! HealthWorks, **Virginia Hospital Center's** corporate wellness program would love to come to your worksite to provide flu shots for your employees! We are booking clinics now for October through December. Contact Jessy Mack at (703)558-6740 for more information and scheduling.

## ■ HEALTHCARE SERVICES

**MEDIFAST WEIGHT CONTROL**

Christina Reaves, Center Manager  
3313 Lee Highway  
Arlington, VA 22207  
Phone: 703-247-2749  
Fax: 703-247-2967  
Email: arlingtonva@medifastcenters.com  
Web Address: <http://medifastcenters.com/medifastarlingtonVA>

**SPONSOR: Chamber Staff**

Medifast is committed to effective, lasting weight control through a highly personalized approach. Our weekly counseling sessions offer education, accountability, and support.

**SONUS ARLINGTON HEARING CENTER**

Sandee Romano, Doctor of Audiology  
3260 Wilson Blvd  
Arlington, VA 22201  
Phone: 703-525-1898  
Fax: 703-525-0014

Email: [SRomano@sonusarlington.com](mailto:SRomano@sonusarlington.com)

Web Address: [www.sonus.com](http://www.sonus.com)

**SPONSOR: Chamber Staff**

Hearing Care Professional delivering comprehensive hearing testing, hearing aid evaluations, dispensing of hearing aids and assistive listening devices. They also make various hearing custom recreation and protection molds.

(continued on next page)

## MILESTONE ANNIVERSARIES

## ■ TEN YEARS

The ProActive Corporation of America, Inc.

## ■ FIVE YEARS

Arlington Sister City Association  
Bank of America Home Loans  
Capital Caring  
D&V Service Center  
Interstate Moving and Storage  
John Marshall Bank  
Kettler Capitals Iceplex  
Sunrise of Arlington

CONGRATULATIONS!



## WELCOME NEW MEMBERS

■ INSURANCE - LIFE AND HEALTH  
**AFLAC**

Seth Kutner, Insurance Producer  
516 North Longfellow Street  
Arlington, VA 22203  
Phone: 703-732-5053  
Fax: 240-487-6017  
Email: seth\_kutner@us.aflac.com  
Web Address: www.aflac.com

**SPONSOR: John Murphy, Washington Workplace**

AFLAC provides supplemental insurance; health insurance does not cover everything. The plans we offer are designed to work with health insurance to maximize coverage.

■ INSURANCE - PROPERTY & CASUALTY  
**NATIONAL INSURANCE CONSULTANTS, INC.**

Katrina Simkins, Senior Vice President  
7820 Sudley Road  
Suite 100 LL  
Manassas, VA 20109  
Phone: 703.579.1935  
Fax: 703.991.9486  
Email: ks@niciinsure.com  
Web Address: www.niciinsure.com

**SPONSOR: Chamber Staff**

Natural Insurance Consultants, Inc. is a full-service commercial insurance agency offering Risk Management Service, Insurance Products (Property & Casualty, Group Health), Bonding, Capital Assistance and Retirement Planning Services.

■ MANAGEMENT CONSULTING  
**IMPINGERE**

Peter Smith, President  
6347 12th Place North  
Arlington, VA 22205  
Phone: (703) 593-6811  
Email: psmith@impingere.com  
Web Address: www.impingere.com  
**SPONSOR: Joseph Smith, Infinite Technologies Orthotics & Prosthetics**  
Impingere Management Consulting works with companies to strengthen their internal processes and personnel so that they can maximize their external influence and impact.

■ REAL ESTATE - DEVELOPERS AND MANAGEMENT  
**CARR PROPERTIES**

Robert Carr - Managing Partner  
1776 Eye Street NW  
Suite 500  
Washington, DC 20006  
Phone: 202-303-3080  
Fax: 202-303-3088  
E-Mail: bcarr@carrprop.com  
Web Address: www.carrprop.com  
**Sponsor: Michael Foster, MTF Architecture, Inc.**

Carr Properties is a full-service real estate ownership and development company. They own and operate buildings and are developing projects in Arlington.

## SCHOLAR'S CUP

## Congratulations to this year's Scholar's Cup Winners!

The Chamber would like to thank all of the volunteers, the Education and Workforce Development Committee and Chair, **Kim Durand** with **Arlington Public Schools**, who worked hard in putting together the fundraising event! A special thank you also goes out to **ROCKLANDS Barbeque & Grilling Company** for catering the event and **A Sound Plan** for providing the musical entertainment.



## Congratulations to our 2011 Tournament Winners!

## 1st Place:

**John Sargent, Verve Health & Fitness**

Andy Poliakoff, Belmont, Inc.  
Andres Mancini, Belmont, Inc.

**Mike Nardolilli, Arlington Outdoor Education Association, Inc.**

## 2nd Place:

**Todd Ihrig, H.D. Vest Investment Services**

Jane Ihrig, wife of **Todd Ihrig**  
Madison Ihrig, daughter of **Todd Ihrig**  
Valerie Yoder, guest of **Todd Ihrig**

## Highest Individual Score:

Melissa Dell'Oro, daughter of **Jenny Dell'Oro, LYM Promotions**

## Best Individual Score:

Andres Mancini, Belmont, Inc.

## Thank you to our sponsors!

**GRAND SPONSOR**

**DeVry University**

**T-SHIRT SPONSOR**

**Segue Technologies**

**HOLE SPONSORS**

**Arlington County Medical Society**  
**Capital MarCom**

**Dittmar Company**

**Donna Hamaker - KDH Real Estate**  
**H.D. Vest Investment Services**

**Main Event Caterers**

**Michael Garcia - State Farm Insurance**

**Nordlinger Consulting Group**

**Proshred of Northern Virginia**

**READY Coalition**

**Sean Hosty - Morgan Stanley Smith Barney**

**Sun Gazette Newspapers**

**Technology Management, Inc.**

**WETA**

## AMEN's Work is Critical to Preventing Homelessness in Arlington

**Arlingtonians Meeting Emergency Needs, Inc. (AMEN)** provides emergency financial assistance to Arlington residents who are in crisis and unable to pay their bills. In doing so, **AMEN** has been on the frontline since 1975 preventing homelessness for hundreds of Arlington households every year. During the year ending June 2011, 622 households (802 adults and 742 children) faced eviction but are still in their homes because of **AMEN's** rental assistance. That same year, **AMEN** provided close to \$800,000 in emergency financial assistance—that is about \$66,000 every month. Assistance payments—always written to creditors—can be as small as \$10 for a prescription or as large as \$1500 for rent.



Volunteer Scarlet Jalden assists AMEN Program Manager Charlie Klein distributing assistance checks.

**AMEN** serves a population that includes the homeless, those on fixed incomes, the working poor and unemployed. The economic downturn has increased the demand for emergency financial assistance. Even in relatively prosperous Arlington, the downturn is having a disproportionate effect on lower income residents. **AMEN** works in collaboration with Arlington County and private social service agencies by responding to social workers' requests on behalf of their clients. **AMEN** will pay for rent, utility bills, medical and dental bills, prescriptions, transportation and work-related clothing and equipment. **AMEN's** emergency financial assistance is a critical and necessary component of Arlington's safety net programs because **AMEN** is the only organization in Arlington that provides same-day emergency assistance. **AMEN's** programs provide the vital financial resources that Arlington social workers seek in order to provide for their clients' immediate day-to-day emergency needs.

With **AMEN** aid, local social workers can better help their clients work towards economic self-sufficiency. **AMEN** receives most of its referrals from the County Department of Human Services, but also assists the clients of **Arlington Street Peoples Assistance Program (A-SPAN)**, **Doorways for Women and Children**, the **Alexandria-Arlington Coalition for the Homeless (AACH)** and several other private social service agencies. Volunteers manage **AMEN's** flagship program, the Daily Emergency Financial Assistance Fund. Each weekday 52 weeks per year excepting major holidays, a volunteer is on duty from 1:00-5:00 p.m. at home taking telephone calls from social workers who request financial assistance for their clients' emergency needs. The volunteer follows established program guidelines for granting assistance and can approve requests totaling \$1,400 each day. Clients can pick up their checks the same day.

Volunteers also manage the Dominion Virginia EnergyShare program that helps residents pay heating and cooling bills, and the Dress for Work Success Program that purchases new clothing for job interviews and work for individuals referred by the County Employment Office. **AMEN** is able to do as much as it does because of the support of citizens who care about helping their less fortunate neighbors. For more information about **AMEN** and to learn how you can help, see [www.emergencyneeds.org](http://www.emergencyneeds.org)

### 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](http://www.arlingtonchamber.org)
- ✉ [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)



**SUNRISE**  
INDEPENDENT &  
ASSISTED LIVING

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

Independent Living  
Assisted Living  
Alzheimer's Care



# ARE YOU PREPARED FOR THE REALITY OF THE EMERGING WORKFORCE?

**Arlington Employment Center has talented job candidates for you!**

***1 in 5 people in the United States are living with a disability today.***

By 2020, it is estimated that employers in the Greater Washington region will have 3,100,000 job vacancies created through a combination of new jobs and replacement openings from retirements and forced/unforced turnover.

***58,900 Virginians living with a disability today have earned a B.A. Degree or higher.***

The region's workforce is currently experiencing a significant talent shortage – and there is no end in sight. People living with disabilities are qualified and want to work.

***15% of workplace accommodations cost \$0; 68% cost less than \$500.***

Employers that do not have disability-inclusive HR practices in place run the risk of turning away approximately 20% of their potential and current talent base. And the number of people living with a disability is expected to increase as the average age of our population rises and as improved diagnostics and treatments enable more people with disabilities to work.

**Services Available to Employers:**

- Workplace and workstation accessibility guidance
- Accessibility survey services
- Work Opportunity Tax Credit information
- Pre-screen eligible candidates for open positions or all occupational categories
- Provide interview rooms and resources to conduct interviewing off-site
- Provide outplacement services (career counseling, resume writing, interview workshops, etc) for your workers who have been or will be laid-off
- Access to local labor market information

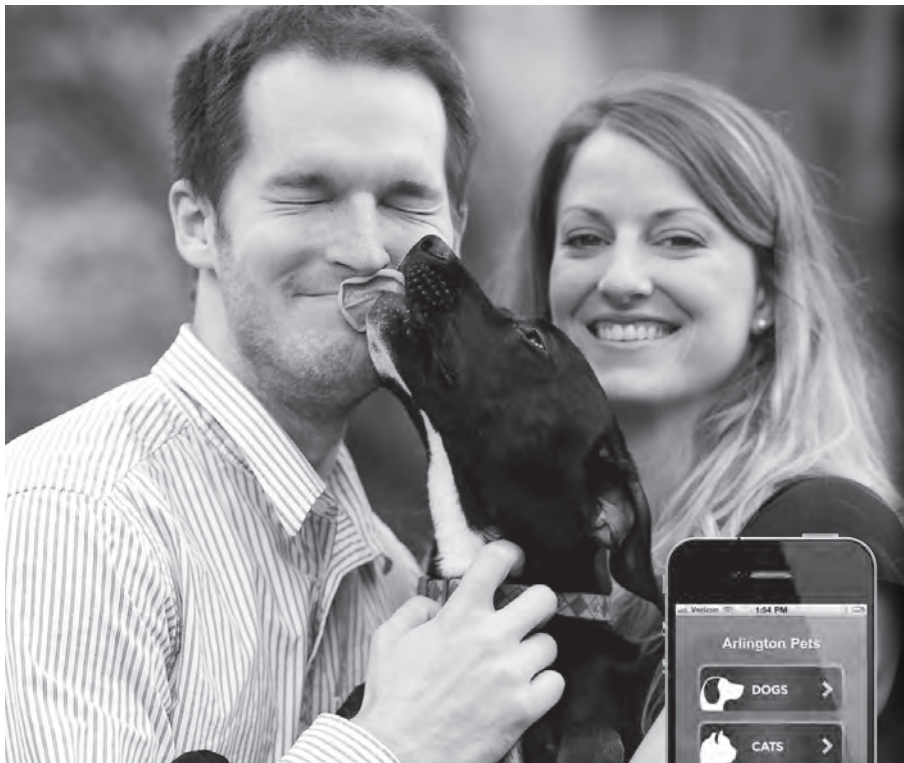
*For more information please contact:*

**Claudia Barrios**

**Arlington Employment Center**  
2100 Washington Blvd, First Floor  
Arlington, VA 22204

703-228-1419

[cbarrios@ourpeoplework.org](mailto:cbarrios@ourpeoplework.org)



Mobile devices connect people to each other, to their communities, and the products and services available to them. Segue works to understand your business goals and define cost-effective applications that can enhance communication and workflow within your organization and modernize your ability to reach your customers.

## A TECHNOLOGY PARTNER FOR **ARLINGTON BUSINESSES**

**SOFTWARE DEVELOPMENT**

- Mobile Application Development
- Custom Development
- Websites and Content Management Systems
- Web Applications
- Social Media Applications
- Database Front and Back End

**SEGUE**   
**TECHNOLOGIES**

2300 Wilson Blvd. Ste 420 | 703-549-8033

[www.seguetech.com](http://www.seguetech.com)



## Leadership Arlington Welcomes its Newest Class of Community Leaders and Activists

Leadership Arlington is pleased to announce the members of the Signature Program Class of 2012. Participants met for the first time at the opening retreat held on Thursday, September 15 and Friday, September 16 at Reagan National Airport. **Metropolitan Washington Airports Authority** generously sponsored the event.

The Signature Program Class of 2012 is comprised of 48 leaders from the business, public and non-profit sectors of our community. The class members will meet over the next 10 months to immerse themselves in the issues and opportunities facing Arlington while enhancing personal and professional leadership skills. Topics covered during the next year will include Economic Development, Arlington Neighborhoods, Health & Human Services, the Arts, Education and Justice, Crime & Public Safety. Participants will also travel to Richmond to visit the Virginia General Assembly.

The Signature Program Class of 2012 joins Leadership Arlington's membership of over 800 key decision makers from the business, non-profit, and public sectors who represent over 500 organizations in the region.



### Congratulations to the Leadership Arlington Signature Program Class of 2012!

Antonio Acevedo, Arlington County Government, Office of Human Rights  
**Curtis Adams, AHC, Inc.**

**Le-Ha Anderson, Dominion**

Lorig Armenian, Freddie Mac

**Darlene Bakke, Borromeo Housing, Inc.**

**Brandon Barg, Virginia Commerce Bank**

Melanie Barton, Pacific Consulting Group

Christina Biebesheimer, The World Bank

**Meghan Biggs, WETA**

**Daniel Blumenthal, Law Office of Daniel A.**

Blumenthal, PLLC

**Laurie Brown, Joint Base Myer-Henderson Hall**

Jenn Burnside, Junior League of Northern Virginia

Tracy Bushkoff, Licensed Professional Counselor

**George Cabalu, UBS**

**Leonard Chari, A-SPAN (Arlington Street People's Assistance Network)**

Sally Cook, Association Medical Meetings Manager

Lauren Cranman, Greenbrier Learning Center

Linc Cummings, Cummings and Associates, Inc.

Kathy Dwyer, Rock Spring Congregational

United Church of Christ

**Greg Emanuel, Arlington County Government, Department of Environmental Services**

Peter Evans, Interstate Council on Water Policy

Allison Foster, Association of Schools of Public Health

Anita Friedman, Arlington County Government, Department of Human Services

**Evelyn Gee, BB&T**

**Hayley Gefell, Linden Resources**

Chris Gordon, Kishimoto.Gordon.Dalaya PC

Elenor Hodges, Arlingtonians for a Clean Environment

Alan Howze, IBM

**Melissa Impastato, Clark Construction**

**Dona King, Virginia Hospital Center**

**Amy Maclosky, Arlington Public Schools**

**Ricki Marion, Bowen McCauley Dance**

**Tom O'Neil, The Meany & Oliver Companies**

**Linh Ong, Pure Media Sign Studio**

**Jessica Panfil, Arlington Public Schools**

Lisa Scala, Skanska USA Building

Carol Schadelbauer, Burness Communications

**Tara Smith, Arlington County Sheriff's**

**Department**

**Ron Somervell, Marymount University**

**Neil Trent, Animal Welfare League of Arlington**

Richard Tucker, Arlington County Government,

Dept. of Community Planning, Housing and Development

**Colin Uckert, The Shooshan Company**

**Erik Van de Poll, YMCA Arlington**

Andy VanHorn, The JBG Companies

**Leah Wallace, Citi**

John Warren, Arlington County Fire Department

Jacolyn Wetmore, Capital Fiduciary Advisors, LLC

**Ann Wilson, Keller Williams Realty**

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 commitments.

For more information contact Gaby Zamora:

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

## ARLINGTON ECONOMIC DEVELOPMENT

## Arlington Convention and Visitors Service and the Arlington Chamber Co-Host First Annual Hotel Summit

By Emily Cassell - Director, Arlington Convention and Visitors Service, Arlington Economic Development

Twenty Arlington hotel general managers, sales directors and revenue managers attended the first-ever Arlington Hotel Summit on Sept. 15, co-hosted by the Arlington Convention and Visitors Service (ACVS) and the Arlington Chamber Hotel Committee. Aimed at building upon the long-time collaboration among Arlington hotels, ACVS and the Chamber, this four-hour interactive event focused on FY 2012 joint plans for marketing Arlington to travelers and meeting professionals.

Kicked off by **Greg Raines**, General Manager of the **Holiday Inn** Rosslyn and Chair of the Arlington Chamber Hotel Committee, with **Terry Holzheimer**, Ph.D., FAICP, Director of **Arlington Economic Development**, the Summit covered a wide array of current tourism topics. ACVS Director Emily Cassell and team members Monica Cannon, Portia Conerly and Courtney Cacatian highlighted initiatives focused on destination marketing, visitor services and meetings and conventions.

Additionally, attendees heard from the County's BRAC Coordinator, Andrea Morris, Ph.D., the latest on Base Realignment and Closure (BRAC) activities affecting Arlington. Updates were also provided on Arlington's retail promotion initiatives, including the ShopArlington program, and tourism infrastructure improvements in areas such as hotel development, wayfinding/signage and tour bus parking. Prior to an open-forum discussion on issues including future Arlington tourism promotion funding, participants learned about expanded booking and vacation packaging capabilities through the new StayArlington Web site at <http://www.stayarlington.com/>.



The new StayArlington Web site.

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](mailto:chamber@arlingtonchamber.org)

## The One Marketing Question You Should Ask

By Jim Whelan, The ProActive Corporation of America

In our constant search to find the key to marketing success we tend to focus on the negative side of the equation.

### Why Ask - What's not working

Many times the assessment of marketing success focuses on what we are doing wrong.

- Why am I not seeing enough prospects?
- Why do people not understand what I do?
- Why am I not receiving a number of referrals?
- Where can I find prospects?
- Why is my web site not working to attract clients?
- I joined the Chamber and nothing happened – why not?
- I send out a lot of proposals and nothing happens - why?

### The Question To Ask - What does work

Why not turn to the other side of the equation – to the marketing success you have experienced over the prior year or so. Compile a list of clients that have recognized the value you bring to the relationship and analyze what went right.

- What did the client buy? Is that what you are selling? Is your message clear?
- How did the client find you? Are you “greasing the skids” to make it easier for other potential clients to find you as well?
- What is the client's industry? Should you put new (or renewed) emphasis on that sector?
- Is there a common thread that I can capitalize on?

Your marketing can then be more effective.

Working on your strengths will produce a pipeline of prospects that are looking to you for an answer to their problem. Now turn on your sales strategy.

■ The Small Business Roundtable did not meet in August. You are invited to participate in future meetings. The Roundtable, a member benefit of the Arlington Chamber of Commerce, is a discussion group sponsored by The Business Bank that is facilitated by Jim Whelan of ProActive Corporation. It is held the last Wednesday of the month in the Chamber's Board Room.

### REGISTER NOW:

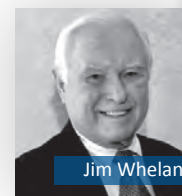
OCTOBER SMALL BUSINESS ROUNDTABLE

26 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



## BUCKCOMMERCIAL

A DIVISION OF BUCK & ASSOCIATES, INC.

*Real Estate Brokerage and  
Consulting Since 1976*

2519 Wilson Boulevard • Arlington, Virginia 22201 • 703-528-2288  
Fax 703-528-2324 • [www.buckcom.com](http://www.buckcom.com)

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.

**SONIA**

*Dedicated to making Arlington a better place to bank*



**Sonia Nga Johnston**  
Regional President-Arlington  
John Marshall Bank  
Member, Board of Directors  
Arlington Chamber of Commerce  
2002 Leadership Arlington

2300 Wilson Blvd, Arlington, VA 22201  
703-528-1770 • [www.johnmarshallbank.com](http://www.johnmarshallbank.com)



### 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.