

the Arlingtonian

THE OFFICIAL VOICE OF THE
ARLINGTON CHAMBER OF COMMERCE

VOL. LIV, NO. 10 OCTOBER 2012

FEATURED PHOTO: Kids enjoying the BBQ picnic provided by ROCKLANDS Barbeque and Grilling Company at the Scholar's Cup Mini-Golf Tournament.



ARLINGTONIAN GRAND SPONSOR

IN THIS ISSUE

- 2 Calendar
- 2 SMART Start
- 2 Breakfast Connection
- 2 Business After Business
- 3 Chair's Message
- 4-5 Welcome New Members
- 4-6 Members in the News
- 5 Milestone Anniversaries
- 6 Scholar's Cup
- 7 Chamber Strategic Plan
- 8 New Staff Member
- 8 The Chamber Scene
- 9 Nonprofit Spotlight
- 10 Arlington Economic Development
- 10 Social Media Series (BizBuzz)
- 11 Small Business Roundtable
- 11 2013 Networking Passport
- 12 Chamber Thank You

SAVE THE DATE

SOCIAL MEDIA SERIES

OCTOBER 22

7:45 - 9:30 a.m.

Navy League Building

BUSINESS AFTER BUSINESS

OCTOBER 25

5:00 - 7:00 p.m.

Carr Workplaces

► COMPLETE CHAMBER CALENDAR: PAGE 2



■ SCHOLAR'S CUP REVIEW

7th Annual Scholar's Cup Mini-Golf Tournament

Adults and kids of all ages attended the 7th Annual Scholar's Cup Mini-Golf Tournament at **Upton Hill Regional Park** on September 19. The event kicked-off with an exciting 18 hole mini-golf competition. Following the tournament, golfers enjoyed a delicious barbeque dinner provided by **ROCKLANDS Barbeque and Grilling Company**. All in all, the event was a great success and was the first year all 18 hole sponsors were filled! Net proceeds go to the Chamber's Scholarship Fund, which awards two scholarships annually to high school seniors in Arlington. This past year, a seniors from Wakefield High School and Washington-Lee High School were awarded scholarships for colleges of their choice in the fall.



Todd Ihring with his wife Jane, daughter Madison and her friend Caroline.

One of this year's scholarship recipients, Josie Butler, recently wrote to the Chamber in a letter: "I must thank you for the wonderful contribution and opportunity you have given me to study in college. I am only two weeks into my first semester at Georgia Tech but I have already [acclimated] to my new schedule and have started to join clubs and activities...All of the people I have met at these [activities] have been extremely kind and helpful. It wouldn't have been possible to meet these great people and have these great opportunities without your contribution to my tuition."

Thanks to all who came out to the Scholar's Cup tournament, more students like Josie will benefit from the Chamber's Scholarship Fund. The Chamber would also like to give a special thank you to those who worked hard to make the Scholar's Cup a possibility this year, as well as **Upton Hill Regional Park** for allowing us to hold our event there year after year.

► Turn to page 6 to view photos, the winners and our sponsors.

SPECIAL THANK YOU TO

GRAND SPONSOR



■ CHAMBER UPDATE

Chamber Three-Year Strategic Plan

In June, the Chamber announced that the Board of Directors adopted a three-year strategic plan to prioritize the Chamber's many offerings in an effort to serve our membership even better. The plan, which will be updated annually, is currently well under way including the hiring of our new part-time Events Associate, Cassie Bate. Cassie works 16 hours a week and is typically in during the mornings.

The strategic plan started with Chairman **Doug Brammer, Verizon**, who appointed a task force that, with the assistance of professional facilitator Michael Brunner, created the basic structure. The task force analyzed a limited member survey, and from there developed and refined a plan to establish specific goals and objectives. Chamber staff then added the strategies necessary to execute the plan, including specific steps to be accomplished and the assignment of responsibilities. Those responsibilities are spread among the Chamber's Officers, Board of Directors, committees and staff.

► Turn to page 7 for more details about the goals outlined in the strategic plan.

THE CHAMBER

■ **EXECUTIVE COMMITTEE**

Doug Brammer, Chair
David DeCamp, Chair-Elect
Chris Domes, Treasurer
Tim Hughes, Assistant Treasurer
Ron Novak, Vice Chair— Communications
Scott McCaffrey, Vice Chair— Economic Development & Government Affairs
Joe Prentice, Vice Chair—Member Affairs
Kevin Shooshan, Vice Chair—Membership Development
Greta Menard, Vice Chair—Special Interests
Michael Foster, Past Chair
Rich Doud, President

■ **DIRECTORS**

Doug Brammer, Verizon
 Jerry Caliguire, Renaissance Arlington Capital View, Residence Inn Arlington Capital View
 Charles Clohan, Dittmar Grubb
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 Todd Ihrig, H.D. Vest Investment Services
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 Ron Novak, Segue Technologies
 Brendan Owen, Vornado/Charles E. Smith
 Joe Prentice, State Department Federal Credit Union
 Lindsey Rheaume, Virginia Commerce Bank
 Stephan Rodiger, Kettler
 Grace Shea, Lebanese Taverna
 Kevin Shooshan, The Shooshan Company
 John Snedden, Rocklands Barbeque & Grilling Company
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 Pat Williamson, WETA
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 Mark Zetlin, Mercedes-Benz of Arlington

■ **U.S. ARMY LIAISON TO THE BOARD**

COL Fern O. Sumpter, Joint Base Myer-Henderson Hall

■ **STAFF**

Rich Doud, President
Kate Roche, Director of Member Services & Development
Chris Hunter, Director of Membership
Leticia Cano, Member Services Administrator
Amy Fisher, Communications Coordinator
Cassie Bate, Events Associate
Aaron Guerrieri, Staff Accountant

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

OCTOBER AT THE CHAMBER

AMBASSADORS COMMITTEE MEETING	1 MONDAY 4:15 - 5:00 p.m. Chamber Board Room
SMART START	4 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	5 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	9 TUESDAY 8:00 - 9:00 a.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	10 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
BREAKFAST CONNECTION WITH A NONPROFIT FOCUS	11 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn
BOARD OF DIRECTORS MEETING	19 FRIDAY 11:45 a.m. - 2:00 p.m. Fort Myer Officers' Club
COMMUNICATION COUNCIL SOCIAL MEDIA SERIES	22 MONDAY 7:45 - 9:30 a.m. Navy League Building
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	24 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center
BUSINESS AFTER BUSINESS	25 THURSDAY 5:00 - 7:00 p.m. Carr Workplaces
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	26 FRIDAY 8:00 - 9:00 a.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE MEETING	31 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	31 WEDNESDAY 11:45 a.m. - 1:00 p.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.

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

GRAND SPONSOR

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 has a nonprofit focus.

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

GRAND SPONSOR

CARDINAL Bank

BUSINESS AFTER BUSINESS

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

25 THURSDAY
5:00 - 7:00 p.m.
Carr Workplaces
1001 19th St., N.
Arlington, VA 22209

HOST

carr workplaces

Don't forget to check the Chamber's website calendar for upcoming events and schedule updates.

Fast and easy, the website allows you to register for events online and provides information on the location, time, and topic of a function.

The Voice

One of my wife's favorite television show is "The Voice". I watched it for the first time last fall, having been drawn to the basement by the laughter and cheers of my wife who, it turns out, was watching an episode. As I soon discovered, the show offers a pretty compelling format. Four celebrity musicians coach and mentor amateur vocalists whom they have selected to be on their team. Contestants compete against one another through a series of vocal auditions. Ultimately, with one team member remaining for each coach, the contestants compete against each other in a finale where the outcome is decided by public vote. The winner receives the grand prize of a recording contract.



Doug Brammer

One of the benefits of "The Voice" is that it gives each vocalist a chance to be heard. Regardless of their talent or the musical genre they have chosen, each contestant has the opportunity to represent themselves in a way that is important to them while in front of a large audience. All of which leads to a question: From a business perspective, does your voice have a chance to be heard by a large and influential audience? If you are a member of the Arlington Chamber the answer is 'yes'!

As a Chamber member, here are some ways your business may have a voice:

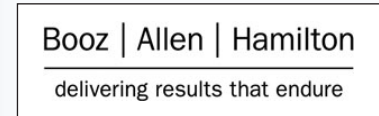
- Add a coupon to the Chamber's website
- Submit press releases to *The Arlingtonian* for free publicity
- Represent your organization at one of our networking events
- Join the Arlington Chamber Group on LinkedIn, Facebook and Twitter
- Sponsor or host a Chamber event that is attended by your target market
- Join our Government Affairs and Economic Development Committee

The last bullet item is particularly relevant at this time of year. Members of our Government Affairs and Economic Development committee are busy planning for the 2013 Virginia General Assembly session. This committee serves as a forum for business executives, business owners, industry professionals and sometimes government officials to exchange information and ideas on issues of importance to the Arlington business community, as well as to raise awareness of what is happening at the local and state levels. The committee recommends a formal Chamber position on such matters to the Board of Directors, and communicates approved positions to our members and to state and local elected officials. Issues that are currently being addressed include transportation, taxation, affordable and workforce housing, and education. The members of this important committee are much like you and me. They are professionals who seek to "strengthen businesses and the economic environment for those who work, live and do business in Arlington," which just so happens to be the mission of the Arlington Chamber.

So whether or not you are a fan of "The Voice," why not consider the impact of having your voice heard by a large, influential audience by partnering with the Arlington Chamber. You may not win a recording contract but you just might achieve collectively what cannot be achieved individually. Simply by adding your voice.

Doug Brammer, Verizon

2012 ANNUAL CORPORATE SPONSORS



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

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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.

WELCOME NEW MEMBERS

■ ARCHITECTURE

KERNS GROUP ARCHITECTS, P.C.

Brian Frickie, Vice President
4600 North Fairfax Dr.
Arlington, VA 22203
Phone: (703) 528-1150
Email: bfrickie@kernsgroup.com
Website: www.kernsgroup.com
SPONSORS: Michael Foster, MTFA Architecture & Sonia Johnston, John Marshall Bank
Kerns Group Architects is dedicated to solving problems with creative, yet practical, design solutions. They love what they do and enjoy knowing what they do matters.

■ BEAUTY, COSMETICS & SPAS

HOUSE OF STEEP

Lyndsey DePalma, Founder
3800 Lee Highway, Suite D
Arlington, VA 22207
Phone: (703) 334-2632
Email: lyndsey@houseofsteep.com
Website: www.houseofsteep.com
SPONSOR: Mark Hadeed, Hadeed Carpet Cleaning, Inc.
House of Steep is a tea house and foot sanctuary offering reflexology and foot massages.

■ COACHING SEMINARS & PROFESSIONAL DEVELOPMENT

DOUBLE YOUR SALES

Katia Billeci, President
1001 Connecticut Ave NW, Suite 1030 C
Washington, DC 20036
Phone: (202) 669-2662
Email: katia@doubleyoursales2x.com
Website: www.doubleyoursales2x.com
SPONSOR: Mark Hadeed, Hadeed Carpet Cleaning, Inc.
Double Your Sales helps small businesses increase sales by designing, implementing, installing and executing a systematic marketing program that delivers predictable results.

■ FINANCIAL & INVESTMENT SERVICES

PHIL CORSO - WELLS FARGO ADVISORS

Phil Corso, Financial Advisor
1900 Duke St, Suite 100
Alexandria, VA 22314
Phone: (703) 548-5700
Email: philip.corso@wellsfargoadvisors.com
Website: www.wellsfargoadvisors.com
SPONSOR: Chris Hunter, Chamber Staff
As one of the nation's largest retail brokerages, Wells Fargo Advisors provide advisory services, asset management, estate and retirement planning, brokerage, and portfolio monitoring services

■ LEGAL SERVICES

THE ERLICH LAW OFFICE

Joshua Erlich, Principal
2111 Wilson Blvd, Suite 700
Arlington, VA 22201
Phone: (703) 791-9087
Email: jerlich@erlichlawoffice.com
Website: www.erlichlawoffice.com
SPONSOR: Chris Hunter, Chamber Staff
The Erlich Law Office's employment, litigation, and tax attorneys offer solutions-oriented, aggressive representation, committed to client satisfaction and efficient, dependable results in all practice areas.

MEMBERS IN THE NEWS

■ ARLINGTON COUNTY POLICE DEPARTMENT

ACPD Earns Award for Best Traffic Safety Program in VA

The **Arlington County Police Department (ACPD)** was recently recognized with an award for the best traffic safety program in the state during 2011 at the 87th Annual Virginia Association of Chiefs of Police. Arlington earned a first place finish for a municipal Police Department with 301-450 sworn officers. Providing over 70 years of professional police services to the citizens and guests of Arlington County, **ACPD** continues a long commitment to the enforcement of all traffic laws. The primary goal of the department traffic safety program is to facilitate the safe and efficient flow of vehicular and pedestrian traffic. This goal is accomplished through education, enforcement and engineering.

■ ARLINGTON PROMOTIONAL PRODUCTS, LLC

Arlington Promotional Products LLC Helps Get Message to 20,000 AIDS Conference Attendees

The biennial international AIDS conference was held in Washington, DC with over 20,000 attendees from around the world committed to ending AIDS. **Arlington Promotional Products, LLC** worked with **George Washington University's** School of Public Health and Health Services to provide a useful giveaway for the attendees. Participants were given bike bottles containing a card that read "The George Washington School of Public Health and Health Services welcomes you to Washington D.C. and AIDS 2012. As the only school of public health in the nation's capitol, we join you in the fight against this public health epidemic." This underscored the importance of working together to end this worldwide epidemic.

■ VIRGINIA HOSPITAL CENTER

Prep for Cold Season with Flu Shots

Thinking about flu shots yet? **Virginia Hospital Center's** corporate wellness program, HealthWorks, would like to help businesses and their employees enjoy this fall and winter without being slowed down by the flu. HealthWorks will bring a quick and easy flu shot clinic to offices that request it, and is currently booking clinics for businesses in Arlington and the rest of the DC/metro area. Visit their website for more information: www.virginiahospitalcenter.com -> Programs & Classes -> Corporate Wellness. To book a clinic call: (703) 558-6740.

■ SIR SPEEDY ARLINGTON

Sir Speedy Arlington Named Top 25 Franchise

Sir Speedy Arlington recently received a Top 25 Sales Volume Award recognizing the business as one of the top twenty-five in the worldwide Sir Speedy franchise network. The award is based on 2011 annual sales revenue. The Top 25 Award was announced at the annual Sir Speedy Convention and Vendor Show held August 15-19 at the Hyatt Regency in Baltimore. **Sir Speedy in Arlington** is owned by **Gabe Knowlton**.

■ ARLINGTON COMMUNITY FOUNDATION

ACF Announces Two New Funds

The Board of Trustees of the **Arlington Community Foundation (ACF)** is pleased to announce the creation of two new funds, The National Chamber Ensemble Endowment Fund and The USS Arlington Fund. The National Chamber Ensemble (NCE) is a society of internationally acclaimed capital area musicians performing chamber music with creative programming incorporating different musical genres like tango, ballet, jazz, guitar, opera, children's choruses, stage sets and multimedia with traditional classical fare at the Rosslyn Spectrum Theatre at Artisphere. The USS ARLINGTON, an amphibious class Navy ship, has been named to honor the first responder heroes on 9-11-2001 in memory of the victims of the attack that day and will bear the name of the community that is home to the Pentagon. As one of three ships commemorating the victims, families and heroes of that tragic day, the USS ARLINGTON will be commissioned in March 2013 in Norfolk, Va.

■ EPIC SMOKEHOUSE

Epic Smokehouse Opens in Pentagon City

Epic Smokehouse, the highly anticipated concept from **Joon Yang** and **Wayne Halleran**, opened its doors at 1330 S. Fern Street, Arlington, Va. on September 10. **Yang** and **Halleran**, veterans of the The Palm in Tysons Corner, have positioned their restaurant to become an integral part of the Pentagon City neighborhood. **Epic** serves quality smoked meats and seafood paired with innovative cocktails and high-caliber wine at affordable prices - complete with incomparable service. Set within a sophisticated décor of rustic barn wood and brushed concrete, the restaurant seats 108 patrons indoors and outdoors, including a 10-stool eat bar that faces into the open kitchen and patio with space for 24 patrons.

■ VIRGINIA COMMERCE BANK

VCB Appoints New Manager of Clarendon Branch

Virginia Commerce Bank (VCB) proudly announces the recent appointment of **Ladonna L. "Donna" Coley** as Assistant Vice President, Branch Manager, of the Clarendon Branch. Prior to joining the Bank, **Coley** served as a Branch Manager for PNC. In addition to managing the daily operations of the branch, **Coley** will focus on business development and community outreach to continue **VCB's** commitment to and impact in the vibrant Clarendon market.

■ HOUSE OF STEEP

Arlington Tea House Opens

Arlington's first tea house, **House of Steep**, opened at 3800 Lee Highway, Suite D in September. Conceived in 2010 as a place where people could simply relax while caring for their health through ancient practices, **Lyndsey Clutteur DePalma**, **House of Steep** proprietor, has spent nearly two years bringing her idea to market. "It's hard to put House of Steep in a box," explains **DePalma**. **House of Steep** aims to bring the ancient teahouse concept to today's busy lifestyle. It's more relaxed than a café and more focused (on feet) than a spa. It's a modern tea house that allows patrons to take time out to relax and reconnect with themselves, and hopefully resume life in a way that's balanced with health and peace.

■ CARDINAL BANK

Cardinal Bank Promotes James Estep to Vice President

Cardinal Bank is pleased to announce that Commercial Lender **James Estep** has been promoted to Vice President of **Cardinal Bank**. Estep joined **Cardinal's** Lending Team in June 2004, as a Loan Officer on the Retail Lending Team. He transitioned to the role of Credit Analyst in March 2006, and was promoted to Small Business Lending Officer in June of that year. In January, 2011, **Estep** became a Commercial Lending Officer, managing a commercial loan portfolio focused primarily in **Cardinal's** Fairfax West Market. **Estep** holds a Bachelor of Science degree from **Virginia Tech**, and is an honor graduate of the Virginia School of Bank Management. He is a current student at the Graduate School of Bank Management, Class of 2014.

■ BEAN, KINNEY & KORMAN, LLC

Joseph P. Corish Named "Leader in the Law"

Bean, Kinney & Korman announced today that **Joseph P. Corish** has been recognized as a "Leader in the Law" honoree by *Virginia Lawyers Weekly*. Each year, *Virginia Lawyers Weekly* presents this award to those in the legal field who are changing and advancing the law, improving the justice system, serving the community and setting the standard for other lawyers. **Corish** was named a "Leader in the Law" for his efforts in developing, leading and managing **Bean, Kinney & Korman's** financial institution practice and his involvement in various professional and community organizations. Since 1988, **Corish** has increased **Bean, Kinney & Korman's** lender clientele from one primary financial institution to a substantial number of institutions lending nationally and in the Washington metropolitan area.

■ RESTAURANTS & FOOD SERVICES

EPIC SMOKEHOUSE

Joon Yang, General Manager
1330 S. Fern St.

Arlington, VA 22202

Phone: (571) 319-4001

Email: jyang@epicsmokehouse.com

Website: www.epicsmokehouse.com

SPONSOR: Chris Hunter, Chamber Staff

Epic Smokehouse takes barbecue concepts to the next level with smoked entrees, an open kitchen eat bar, spacious patio and an extensive cocktail and wine selection.

MILESTONE ANNIVERSARIES



CONGRATULATIONS!

■ TWENTY YEARS

DITTMAR COMPANY

**THE FASHION CENTRE AT
PENTAGON CITY**

GOOD FOOD COMPANY

**HOLIDAY INN NATIONAL
AIRPORT**

ORGANIZE YOUR ESTATE, INC.

PEKING PAVILLION

SHERATON CRYSTAL CITY HOTEL

**WEILER'S LAWN & LANDSCAPE,
INC.**

■ FIFTEEN YEARS

**DONNA HAMAKER - KDH REAL
ESTATE**

■ TEN YEARS

**ARLINGTON PROMOTIONAL
PRODUCTS, LLC**

**CORPORATE APARTMENT
SPECIALISTS, INC.**

KETTLER

**KENNETH MATZKIN - BUCK &
ASSOCIATES**

■ FIVE YEARS

FRC MARKETING

IO PIAZZA BY WINDSOR

FACEBOOK

You like us, you really like us!

Did you know the Chamber has a Facebook page?

The Chamber's Facebook is a great way to show your support for the Chamber while staying informed about Chamber events and news!

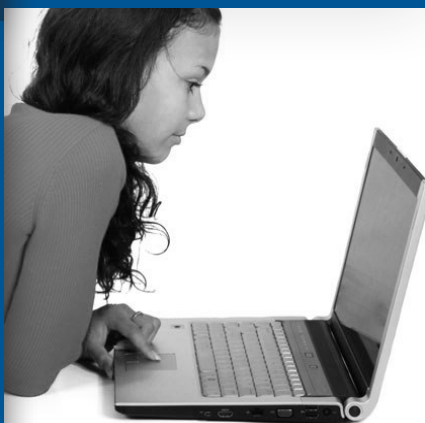
Interact with other members, share your opinions on the Chamber's posts and see photos from the Chamber's most recent events. You might be in them!



Make sure to visit the Chamber's Facebook page and "Like" us!

www.facebook.com/ArlingtonChamberVA

JUST A CLICK AWAY



It's no secret that the internet is here to stay. With all kinds of people using the internet to gather quick information, businesses who advertise on the web reach consumers in a convenient way - with the ability to lead consumers directly to their website.

Advertising on the Chamber's website gives your business long term exposure for a very small investment. There are a range of advertising levels to fit the needs and budget of any business.

For a full list, take a look at the Chamber website.

www.arlingtonchamber.com
 About the Chamber > Newsroom
 > Promotional Opportunities

To advertise, contact:

AMY FISHER
 communications
 @arlingtonchamber.org

SCHOLAR'S CUP (CONTINUED)

Congratulations to the Mini-Golf Tournament Winners!

The 7th Annual Scholar's Cup Mini-Golf Tournament had an excellent turnout. Congratulations to all of the 2012 winners!

1st Place: Jan Sacharko and Sarah Morse, A-SPAN
Kerry and Ryan Lombard, Doorways for Women and Families

2nd Place: Scott Miller, Mary Fletcher, Hassan Sultan and Chris Wargo, EagleBank

Highest Individual Score: Chloe Agate, granddaughter of JoAnn Allen, Arlington County Medical Society

Best Individual Score: David Durand, husband of Kim Durand, Arlington Partnership for Children, Youth and Families

The Chamber would like to thank volunteers from the Education and Workforce Development Committee, including Past Chair **Kim Durand** with **Arlington Partnership for Children, Youth and Families**, for assisting with this fundraising event. In addition, thanks to **ROCKLANDS Barbeque and Grilling Company** for providing the delicious picnic food.



1st Place winners Jan Sacharko and Sarah Morse from A-SPAN



Lorraine Nordlinger with her two kids and one of their friends



Greg Mullin (far right) with his wife Mary, friend Reid Voss and brother Paul

Special Thanks to Our Sponsors:

Grand Sponsor



T-Shirt Sponsor



BBQ Sponsor



Hole Sponsors

- Arlington Magazine
- Arlington Community Federal Credit Union
- Arlington County Medical Society
- Arlington Transportation Partners
- Capital MarCom
- Capitol Shine
- Dittmar Company
- Donna Hamaker - KDH Real Estate
- Scott Miller - EagleBank
- Greg Mullan - Bank of America Home Loans
- H.D. Vest Investment Services
- Main Event Caterers
- Nordlinger Consulting Group
- Proshred of Northern Virginia
- Sean Hosty - Morgan Stanley Smith Barney, LLC
- Technology Management, Inc.
- United Bank
- WETA

Goals of the Chamber

In an effort to serve our members even better, the Chamber's three-year strategic plan has outlined five goals. These five goals align with our mission to strengthen businesses and the economic environment for those who work, live and do business in Arlington, as well as enforce our vision to be the essential partner for business success.

The first goal outlined in the strategic plan is to grow membership to 1,000 businesses by the end of 2015. This goal includes evaluating current membership base, developing targeted recruitment efforts and ensuring membership retention.

Increasing the Chamber's influence is the next goal. This goal entails exploring partnerships with other business-centered organizations, creating a community outreach plan, enhancing relationships with the County Board and staff, and positioning the Chamber as a thought leader on contemporary policy issues that impact business.

The third goal focuses on enhancing and expanding services to our members. One of the strategies to help achieve this goal is to hire a part-time Events Associate, which was completed in September with the hiring of Cassie Bate. Other strategies include evaluating current events and services offered, exploring additional/alternative networking opportunities, streamlining current educational offerings, developing a "Shop Chamber" strategy, and leveraging relationships to increase educational opportunities.

Ensuring good governance of the Chamber is the next goal defined in the strategic plan. Steps to achieve this goal include updating board expectations, implementing comprehensive new board member orientations, developing a board self-evaluation process, utilizing opportunities to engage volunteers more effectively and updating the strategic plan annually.

The final goal is to ensure excellent communications both within and outside the Chamber. This includes developing a strategy to make the Chamber's e-newsletter a must read communication, updating Chamber branding, creating tangible membership materials, continuing to upgrade the website and utilize social media, expanding PR opportunities and initiating sector-specific communications as appropriate.

► For more information about the strategic plan or to request a copy, contact Chamber President Rich Doud ◀ president@arlingtonchamber.org ☎ 703-525-2400

FOLLOW US ON TWITTER

As the use of Twitter within the businesses community has become increasingly popular, the Chamber has jumped in on the opportunity to connect with members in a new way. Twitter allows the Chamber to reach out to its members and the community in a new way, providing constant updates on Chamber events and Arlington news. Twitter has proven to be a great tool to connect with members and Arlington residents while sharing local news, events, information and happenings.

Follow **@ArlChamberVA** to become one of our "tweeps." Keep up to date on Chamber events and news through the hashtag **#acocva**. Don't forget to tag us in your tweets!



To follow the Arlington Chamber of Commerce sign into twitter, go to www.twitter.com/ArlChamberVA and click "follow."

FEATURED MEMBER BENEFIT

Mark *Our* Calendar!



Have an upcoming event you need to spread the word about? Take advantage of the Chamber's Community Calendar as a great way for your company's event to reach not only Chamber members, but also the number of Arlington residents and visitors who visit the Chamber's website.

The Community Calendar is located on the Chamber website and is exclusive to events held by Chamber members. To add an event, visit the Members Only section of the Chamber's website:

www.arlingtonchamber.org

GET LINKED

Are you LinkedIn?



The Chamber's LinkedIn group is a great way to network with fellow chamber members, jump in on interesting discussions, keep up to date on chamber news and events and promote your business! Get started today, visit the Chamber website for a direct link to the LinkedIn group!

SEARCH GROUPS FOR:
ARLINGTON CHAMBER OF COMMERCE, VA
► www.linkedin.com

You can also visit the Chamber's Twitter page and "Follow" us!

► [@ArlChamberVA](https://twitter.com/ArlChamberVA)

WEB FEATURE

Find ChamberConnect on the Find A Business page.

Information...price quotes...referrals...



...the fastest way to reach local businesses!

NEW STAFF

Cassie Bate, born and raised in Arlington, is the new Events Associate at the Chamber. A 2010 graduate of Christopher Newport University with a BA in History, Cassie also works part-time as the Events Coordinator for the **Columbia Pike Revitalization Organization (CPRO)**, planning events such as the annual Columbia Pike Blues Fest, Arlington Home Show and the Columbia Pike Development Reception. She is also a member of the 2013 class of **Leadership Arlington's** Young Professionals Program.



Cassie Bate

Cassie is in the office mornings Monday through Friday:

✉ cbate@arlingtonchamber.org

FEATURED MEMBER BENEFIT



Welcome Them Home

Be the first to introduce your company to new and potential residents of our area! For a low cost, include a year's worth of promotional materials in our "Chamber Welcome" packets.

"Chamber Welcome" packets are the official relocation packets mailed upon request to individuals who are moving to the area. We receive more than 500 requests every year, with requests from all 50 states. Packets include information provided by Chamber members, like you, who opt into providing promotional materials about their business. "Chamber Welcome" is a great way to market your business to new customers/clients!

To be included in the "Chamber Welcome," contact Leticia Cano:

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

THE CHAMBER SCENE

■ THE CHAMBER SCENE MID-AUGUST THROUGH MID-SEPTEMBER

Your Chamber in the Community

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

Mid-August through Mid-September:

August 25 - Korean Spirit & Culture Promotion Project documentary screenings and cultural demonstrations at the Arlington Library – Columbia Pike Branch to raise awareness of Korean history, culture, industry, business & trade in the U.S. and other countries. Attendees: **Leticia Cano** (staff).

September 5 - United Way Arlington Regional Council meeting. Attendees: **Rich Doud** (staff) is a council member.



President Rich Doud cutting the ribbon at the opening of EPIC Smokehouse

September 10 - Grand Opening, **EPIC Smokehouse** (Pentagon City). Attendees: **Rich Doud** (staff) assisted with the ribbon cutting.

September 11 – **Leadership Arlington** Board of Regents meeting. Attendees: **Rich Doud** (staff) is a Board member, in addition to many other Chamber members and Directors.

September 13 – USS Arlington Commissioning Committee meeting. Attendees: **Rich Doud** (staff) is a committee member along with **Scott McCaffrey** (Vice Chair Government Affairs/Economic Development).

September 13 – **Leadership Arlington** Kickoff event. Attendees: **Rich Doud** (staff) and a number of Chamber members.

NONPROFIT SPOTLIGHT

■ LINDEN RESOURCES

Meaningful Employment for the Disabled

by Linda Cassell, Director, Customer Solutions and Coaching, Linden Resources

Recently, a **Linden Resources** employee approached a fellow team member, and indicated that she had something she wanted to show her. She was wearing a pink holder (pink was her favorite color) with a strap around her neck and inside was a metro card.

She proudly pointed to the card and said "I can ride the bus alone!"

Those five words, which reflected a sense of accomplishment and independence, represented a significant milestone for this employee.

For those of us who work at **Linden**, they represent the heart of our mission: to expand employment opportunities for people with disabilities while exceeding the expectations of our customers. We envision a world where all people with disabilities have meaningful opportunities for employment.

This vision may seem daunting considering that unemployment for people with disabilities is more than twice the rate for others. Yet, our goal is to increase work opportunities by 15% annually. In fact, it's not just a goal, it is a commitment.

We are the largest employer of people with disabilities in Arlington County and we are growing.

How do we do this?

Linden provides rehabilitative services to people with disabilities that help them get and keep community jobs with a wide variety of small, medium and large businesses, government agencies and within our own commercial printing and warehousing businesses. We also have a special initiative that helps veterans secure employment: Vets Ready2Work program.

We recently launched a new secure document destruction business serving the IRS, the Peace Corps, and commercial clients and we expanded staffing and employment services to the District of Columbia and Maryland.

Two years ago, we changed our name from SOC to **Linden Resources**. We chose this name because the **Linden** tree represents transformation and hidden inner strength. The heart-shaped leaves of the tree symbolize our heart-felt passion for helping people with disabilities to reach their full work potential.

We invite you to support our mission by hiring people with disabilities. Our outstanding workforce development staff will provide the support and counseling to make the experience successful for both you and the employee. We invite you to join us for the event:

Miracle on 23rd Street

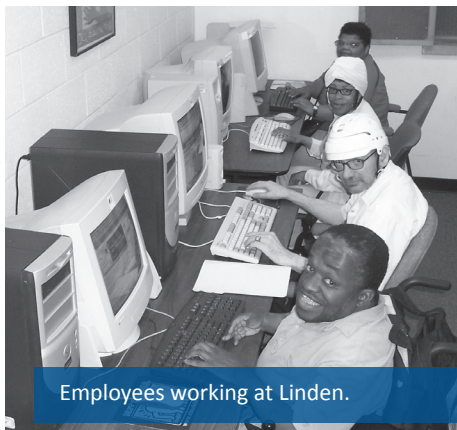
Friday, December 7, 2012 at 6:00 p.m.

Linden Resources

250 South 23rd Street, Arlington, VA 22202

This annual, free outdoor holiday festival for Arlington families and residents. Join us for a festive evening of music, food, and an appearance by Santa Claus!

► For more information, please call Linda Chandler, CEO, at 703-299-3237



Employees working at Linden.

FEATURED MEMBER BENEFIT



Share Your News

Have newsworthy events or new services and product lines to publicize?

Are you hiring, moving, building, changing or doing anything else that could benefit you by getting out the word?

Submitting items for *The Arlingtonian's* "Members in the News" section is a free benefit of membership.

Community members and Chamber members alike read *The Arlingtonian*. Submitting press releases to the "Members in the News" section is free publicity!

Please submit press releases for consideration by the first of the month for the following month's edition (i.e. send by May 1 to be included in the June edition) to:

Amy Fisher, Communications Coordinator:

► afisher@arlingtonchamber.org

GET INVOLVED

Get involved in one of the Chamber's Committees!

- Ambassadors Committee
- Community Action Committee
- Communications Council
- Education and Workforce Development Committee
- Green Business Committee
- Membership Development Committee
- Fall Outing Committee
- Gala/Silent Auction Committee
- Government Affairs and Economic Development Committee

To join, contact Leticia Cano:

► 703-525-2400

► lcano@arlingtonchamber.org

ARLINGTON ECONOMIC DEVELOPMENT

Four Lenses on the Value of Public Art in Arlington

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

Community identity. Placemaking. Inspiration. These are all things that public art can provide for a community, and Arlington's public art program is considered to be one of the best in the country. Arlington is currently home to more than 60 permanent public art projects, with many more underway. In addition to hosting works from some of the country's most well-respected public artists, Arlington has also become a home for new and emerging artists to showcase their work. Arlington Public Art has become a model for other communities across the nation interested in establishing a dedicated public art program.

Newly relocated within AED as part of the Real Estate Development Group (REDG), the County's highly-regarded public art program also adds significant value to that new development projects and can now get involved at a much earlier stage in the process.

Many people are intrigued to learn of the significant role public art can play in economic development. In truth, the presence of a vibrant cultural community and public art are integral to creating vibrant, exciting and prosperous urban places; that is, places in which companies (and ployees) want to live and do business. The economic and value of the arts in Arlington is undisputable.

AED has prepared a report demonstrating the impor- it plays in placemaking and promoting our community. arlingtonvirginiausa.com



bizbuzz is back!

“Revolutionize your marketing by creating **focused content** for your web, social media and e-mail communication.”

Make your target audiences come running back for more. Join **Marcus Sheridan**, the founder of the sales and marketing blog, **The Sales Lion**, as he presents:

- ◆ How to tailor content to gain greater marketing success
- ◆ Strategies for using blogs to gain and keep attention
- ◆ Building your brand by becoming a thought leader

Monday, October 22 ◆ 7:45 – 9:30 a.m.

Navy League Building, 2300 Wilson Blvd.

\$10 Chamber Members ◆ \$25 Prospective Chamber Members

Register online: ArlingtonChamber.org, click on events

bizbuzz

Tools for successful communication.

An event by the
Arlington Chamber of Commerce
Communications Council

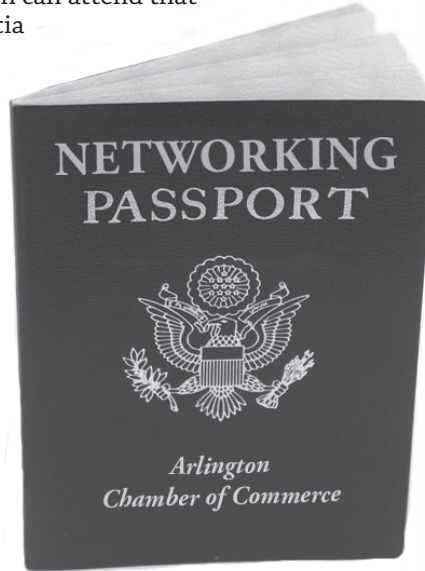
2013 Networking Passports

It may only be October, but 2013 is fast approaching. Gear up for the new year by pre-registrating for the Chamber's monthly events Business After Business and/or Breakfast Connection with a Networking Passport. You won't have to worry about remembering to register for events individually, not to mention the money you will save!

The great thing about purchasing a networking passport - besides the money you save - is that the admittance is transferrable. If for some reason you are unable to attend one month, another person from your organization can attend that month's event on your behalf. Simply inform Leticia Cano at 703-525-2400 in advance when you are unable to attend and who from your business will attend in your place.

For 2013, there are three Networking Passport opportunities to choose from:

- **Business After Business Passport**
Pay for 11 events and get the 12th month free
- **Breakfast Connection Passport**
Pay for 11 events and get the 12th month free
- **Combination Passport**
Admittance to both Business After Business and Breakfast Connection events for one year with free attendance to one month of each event...*best value!*



To secure your passport, download the 2013 Networking Passport form online at:

www.arlingtonchamber.com > Events & Calendars > Networking Passport

You can also contact Leticia Cano at ☎ 703-525-2400 or ✉ lcano@arlingtonchamber.org to order a passport or if you have questions.

■ 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:

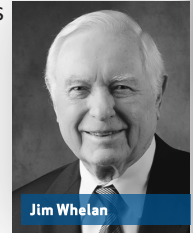
OCTOBER SMALL BUSINESS ROUNDTABLE

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**.



Jim Whelan

The roundtable, facilitated by **Jim Whelan** of **Proactive Smart Business Thinking, LLC**, discusses topics essential to the success of small businesses. It is free for members, though registration is required, and is held the last Wednesday of each month in the Chamber Board Room.



ADVERTISE IN THE ARLINGTONIAN

Do you have services specifically suited for businesses? Advertising in *The Arlingtonian* is one of the most efficient ways to reach the business community. The monthly *Arlingtonian* is received by more than 1,700 business people in the Arlington area. 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. Advertise in our next publication with either an ad or an insert. Both options are extremely affordable, with discounts for nonprofits, and for six/twelve month commitments.

Contact Amy Flsher, Communications Coordinator, for more information
☎ 703-525-2400 ✉ afisher@arlingtonchamber.org





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

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



A Team You Can Depend On

Our team knows Arlington business and cares about its community. We are accessible, approachable and helpful. Please stop by for a visit or give us a call. We're here for you.

703-528-1770
JohnMarshallBank.com

Paul Velasquez, AVP-Branch Manager
Chris Lipscomb, VP-Lending
Sonia Johnston, Regional President
Drew Brown, SVP-Lending

JOHN
MARSHALL
BANK

2300 Wilson Boulevard
Arlington, VA 22201



THANK YOU!

- Arlington Center for Dentistry for hosting the August Business After Business
- Arlington Magazine and Dimension Creative Promotions for providing door prizes for the August Business After Business