

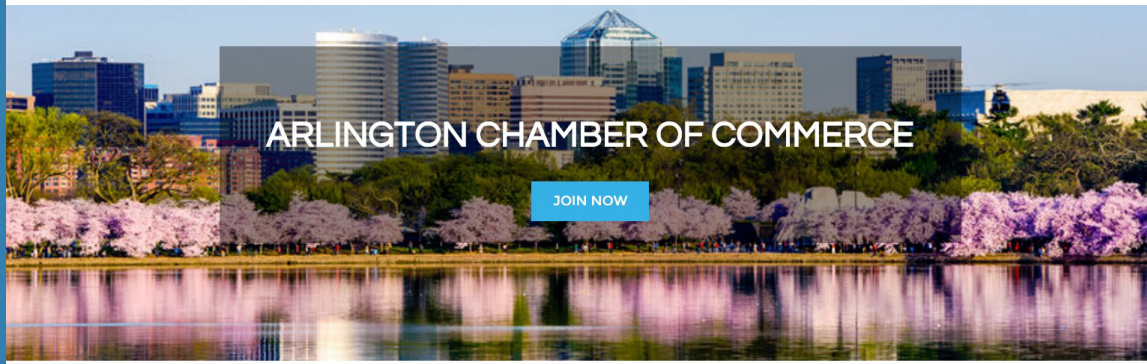
# the Arlingtonian

THE OFFICIAL VOICE OF THE  
ARLINGTON CHAMBER OF COMMERCE

VOL. LXI, NO. 10 OCTOBER 2016

FEATURED PHOTO: Sneak peak of the Chamber's brand new website. Read about all the new features and updates on page 6.

SPECIAL THANKS TO  
ARLINGTONIAN  
GRAND SPONSOR



## ARLINGTON CHAMBER OF COMMERCE

JOIN NOW

Welcome to the Arlington VA Chamber of Commerce

### ■ SCHOLAR'S CUP REVIEW

## 11th Annual Scholar's Cup

On Tuesday, September 13, approximately 80 golfers of all ages attended the Chamber's 11th Annual Scholar's Cup Mini-Golf Tournament at **Upton Hill Regional Park**. The event featured an 18 hole mini-golf competition, a delicious barbecue dinner provided by **ROCKLANDS Barbeque and Grilling Company**, and music from A Sound Plan.



The event was a great success, with 100 percent of the net proceeds going toward the **Rich Doud Arlington Chamber Scholarship Fund**, which annually awards two scholarships to Arlington high school seniors. In July 2016, two high school seniors from Arlington were awarded scholarships to apply to their college tuition. The Chamber is proud to support education, and we look forward to presenting two more students with scholarships next summer.

➤ Turn to page 9 to view photos and see a list of the winners and sponsors.

### ■ COMMUNICATIONS EVENT PREVIEW

## Social Media Miracles in Unlikely Organizations



Are you skeptical of social media's ability to create a positive impact for your business or organization? Join the Chamber for an interactive panel discussion, *Social Media Miracles in Unlikely Organizations*, to learn how social media can help your business! The event will be held on Wednesday, October 19 from 11:30 a.m. - 1:00 p.m. at the Navy League Building.

This featured event will be led by three panelists, all from different types of businesses and organizations, who will discuss the crucial role of social media in promoting the important work you are doing in our community to your viewers and reaching an even greater audience. From a local police department, to a law firm and rehab facility, all three panelists have experienced vast success through social media, despite working in industries that are not commonly expected to thrive through this outlet. They are here to share their success stories that prove that if they can do it, you can too!

During this event, attendees will learn how to:

- Utilize tools and best practices to expand engagement and increase following
- Choose the best platform to promote certain types of content
- Measure social media success across various platforms
- And much more!

➤ The registration deadline is Monday, October 17 at 12:00 p.m. For registration questions, contact Hannah Dannenfels at (703) 525-2400 or [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org).

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### FEATURED EVENTS

#### BREAKFAST CONNECTION

Empowering Small Businesses  
20 OCTOBER  
7:30 a.m. - 9:00 a.m.  
HOLIDAY INN ROSSLYN

#### SMALL BUSINESS ROUNDTABLE

What You Need to Know About  
the Criminal Justice System  
26 OCTOBER  
11:45 a.m. - 1:00 p.m.  
CHAMBER BOARD ROOM

**THE CHAMBER**

■ EXECUTIVE COMMITTEE

Todd Yeatts, Chair  
 Tina Walker, Chair-elect  
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 Tim Hughes, Past Chair  
 Kate Bates, President & CEO  
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 Charles Clohan, Vice Chair - Community Engagement

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 Tristan Wright, M&T Bank  
 Todd Yeatts, The Boeing Company  
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■ U.S. ARMY LIAISON TO THE BOARD

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■ STAFF

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

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

**OCTOBER AT THE CHAMBER**

AMBASSADOR COMMITTEE MEETING	3 MONDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
COMMUNICATIONS COUNCIL MEETING	4 TUESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	5 MONDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMART START	6 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	7 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	11 TUESDAY 8:00 a.m. - 9:00 a.m. Bayou Bakery
EXECUTIVE COMMITTEE MEETING	12 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
CHINA TRIP	17 MONDAY - 25 TUESDAY
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE WORKING SESSION	19 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SOCIAL MEDIA MIRACLES IN UNLIKELY ORGANIZATIONS	19 WEDNESDAY 11:30 a.m. - 1:30 p.m. Navy League Building
GALA COMMITTEE MEETING	19 WEDNESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
BREAKFAST CONNECTION	20 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
BOARD OF DIRECTORS MEETING	21 FRIDAY 11:45 a.m. - 2:00 p.m. Holiday Inn Rosslyn
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	25 TUESDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE MEETING	26 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	26 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	27 THURSDAY 5:00 p.m. - 7:00 p.m. Lebanese Taverna

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

**SMART START**

Maximize your Chamber membership by attending this free networking seminar and information session about meeting new clients, business associates and how to utilize the benefits of Chamber membership.

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

GRAND SPONSOR  
 Greg Mullan -  
 GEORGE MASON  
 MORTGAGE, LLC<sup>SM</sup>  
 A Subsidiary of Cardinal Bank

PREMIER SPONSOR  
 Michael Garcia - State Farm Insurance

**BREAKFAST CONNECTION**

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

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

GRAND SPONSOR  
  
 America's Most Convenient Bank<sup>SM</sup>

HOST SPONSOR Michael Garcia - State Farm Insurance

**BUSINESS AFTER BUSINESS**

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

27 THURSDAY  
 5:00 - 7:00 p.m.  
 Lebanese Taverna  
 1101 South Joyce Street  
 Arlington, VA 22202

  
 LEBANESE  
 TAVERNA

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

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

## CHAIR'S MESSAGE

### Exciting Times at the Chamber and in Arlington

I am now in my tenth month as Chair, it has been a good time and it has been a busy time. The best part of being Chair is being engaged and seeing the great things that are happening because of the hard work of our staff, Board members, and volunteers.

It is a true team approach that allows so many quality events to happen each month, but beyond the events is where the true work of the Chamber gets done.

Advocacy, networking and recruiting are all essential to ensuring the relevance and effectiveness of the Chamber. Attracting new members and retaining existing members is literally a full time job for our Membership Director, Mike Rosenow. He works hard and has success, but this month I am asking the Board, volunteers, and our members to help Mike and our Chamber recruit new businesses.

There are many opportunities this month to bring a guest to an event and share why they should join and how they can benefit from Chamber membership. If you have a business that is interested and needs to learn more, send Mike their contact information and he will close the deal!

By now many of you have seen the Chamber's new website. If you haven't, I encourage you to check it out. The Chamber's website was constructed to better serve our members. It is responsive and mobile friendly. With just a few clicks, information ranging from community engagement to networking to public policy can be found. The streamlined Business Directory makes it easier for potential customers to find businesses. There is also job bank feature that provides members another venue for posting employment opportunities at no cost.

The website is the culmination of many months of effort and would not have been possible without the hard work of the Website Task Force. Special thanks to **Shannon Bailey - Global Thinking**, **David Isaacson - Beach Geeks**, and **Ron Novak - Segue Technologies**. Additionally, the contributions of **Greta Menard - Capital MarCom** and **Lawrence Cheng - Lawrence Cheng Photography** are greatly appreciated.

In case you missed it, next month there is an election on November 8. In addition to electing a new President and Vice-President, the 8th Congressional District, an Arlington County Board seat, and two seats on the Arlington School Board will be decided. There will also be two proposed amendments to the Virginia Constitution and four proposed County Bond referenda. While the National Election gets the bulk of the attention, the local elections are no less important and have the most impact on our day to day lives.

The last day to register to vote in the November 8 election is October 17.

Get registered and vote!



**Todd Yeatts**  
The Boeing Company



## 2016 ANNUAL CORPORATE SPONSORS



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Members in the News article submissions must be emailed to [communications@arlingtonchamber.org](mailto: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.



## OCTOBER MILESTONE ANNIVERSARIES

### CONGRATULATIONS!

#### ■ TEN YEARS

##### CAPITAL CARING

**GREG MULLAN - GEORGE MASON MORTGAGE, LLC**

**JOHN MARSHALL BANK**

**KETTLER CAPITALS ICEPLEX**

#### ■ FIVE YEARS

**PROMISE LAND TITLE, LC**

**REBUILDING TOGETHER ARLINGTON/FAIRFAX/FALLS CHURCH, INC.**

## WELCOME NEW MEMBERS

#### ■ BUSINESS & PROFESSIONAL SERVICES CONSULTING **JWA, INC.**

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3800 Fairfax Drive #804  
Arlington, VA 22203  
Phone: (703) 402-1907  
E-mail: JoeWholey@aol.com  
Sponsor: Staff

*JWA, Inc. conducts research and provides consultation.*

#### ■ BUSINESS & PROFESSIONAL SERVICES - CONSULTING **MDB STRATEGIES**

Matthew Benka  
8901 River Road  
Richmond, VA 23229  
Phone: (804) 240-7984  
E-mail: matt@mdbstrategies.com  
Web Address: www.mdbstrategies.com  
Sponsor: Staff  
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#### ■ BUSINESS & PROFESSIONAL SERVICES - OTHER BUSINESS & PROFESSIONAL SERVICES **MR. WASH CAR WASH**

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Web Address: www.mrwash.com  
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*We have been washing cars for 58 years in the Maryland-DC-Virginia region.*

## MEMBERS IN THE NEWS

### ■ LEADERSHIP ARLINGTON/LEADERSHIP CENTER FOR EXCELLENCE (LA/LCE)

## Leadership Center for Excellence Welcomes 31 Young Professionals to Membership

**Leadership Center for Excellence**, powered by **Leadership Arlington**, welcomed its newest class of the Young Professionals Program as it gathered for the first time at a day-long retreat hosted by **Bean, Kinney & Korman, PC**. Thirty-one participants were selected to engage in the tenth session of this experiential program for fast-track leaders in the region. Through its three leadership programs, **Leadership Center for Excellence** has graduated 1,400 leaders representing over 600 organizations across the region.



Leadership Center for Excellence  
Young Professional Program Fall  
Class of 2016

"Our program, offered in the Fall and Spring, provides a launchpad for up-and-coming leaders to expand their leadership footprint regionally. We provide training on essential skills necessary for both professional and personal leadership while also connecting participants with other leaders in their peer group as well as established leaders from the private, public and nonprofit sectors. It's our hope that this program results in retention of young leaders in our region who will mold the future of our community," says **Liz Nohra**, Chief Operating Officer at **Leadership Center for Excellence**.

"Our region is filled with a large population of young professionals. They have the talent; we help them tap into that talent, build upon it and develop additional skills and resources to become agents of change," explains **Betsy Frantz**, President & CEO at **Leadership Center for Excellence**.

Over the next four months, the Young Professionals Program will focus on civic and philanthropic awareness to promote a deeper level of community engagement throughout the DC metro region. In addition to these program goals, they will receive valuable leadership skills training.

### ■ CONGRESSIONAL SCHOOL

## Congressional School Launches a New School Year and a New Brand

**Congressional School**, a leader in independent education in the Washington Metropolitan area, recently launched a new brand position, logo, and website as it welcomed back students, parents and teachers for the beginning of the 2016-2017 school year. The rebranding represents the school's successful and ongoing evolution as a school and follows closely on the announcement of its accreditation by the Virginia Association of Independent Schools, the premier accrediting agency for independent schools in the state of Virginia.

"It has never been a more exciting time to be part of the **Congressional School** community, said **Janet Marsh**, Head of School. Our new brand and logo reflect our energy and dedication to providing students with the best educational experience possible. Our brand transformation truly reflects where we are today as a school, and represents our vision for the future."

The school's rebranding campaign includes five characteristics that set the school apart as a premier learning environment for students. These characteristics include: Explorers Wanted, Learning That's More Than Test Deep, Taking Teaching Personally, All Inclusive, and Dedicated to Young Learners.

"This brand campaign has enabled us to clearly define the unique characteristics of Congressional School in a way that differentiates us in the independent school marketplace", said **Marsh**. We are an amazing school doing incredible things, and we now have a powerful new way of telling our story."

## ■ LMO ADVERTISING

## LMO Named Agency of Record for The Maple Guild

**LMO Advertising**, a full-service marketing communications agency, has been named as The Maple Guild's agency of record. This announcement comes as a welcome addition to **LMO's** client roster, following their work on The Maple Guild's recent branding campaign. As The Maple Guild moves to challenge the industry with products such as enhanced maple water, maple cream and maple sweetened iced teas, **LMO** will support the company's growth through complete marketing solutions which include content marketing, direct marketing, web design and development, and much more.

"Over the past few years, we have established sector expertise in various industries, and have been able to expand our service offering alongside our many client successes. We're especially excited to continue working with The Maple Guild, as this was an exciting 'top to bottom' branding campaign where **LMO** worked as a true partner in the launch and growth of their brand in the marketplace," says **Mike Kapetanovic**, President of **LMO Advertising**.

The Maple Guild will exhibit its newly complete branded line of products at the National Products Expo East, Sept. 22-24, 2016 at the Baltimore Convention Center, Baltimore, Maryland.

## ■ MARYMOUNT UNIVERSITY

## Marymount Group Takes Student-Inspired Trip to Panama

After working with severely disabled children at a Costa Rican orphanage as part of a **Marymount University** service trip, student Maria Paredes wanted her peers to do the same thing at a school where she volunteered in her native Panama, so she shared her idea.

"Students have a big voice at **Marymount**," said **Dr. Clara Hauth**, an assistant professor of special education. "If they tell us they want something to happen, we say, 'Let's talk about a way to make that happen.' That's one of my favorite things about being here. Students feel comfortable bringing ideas to faculty. If we're going to do something, we're going to do it together."

They did just that, and came up with a plan to make such a trip as part of MU's Global Classroom Series. Led by **Hauth** and **Dr. Jennifer Gray**, an assistant professor of education, a group of eight **Marymount** students, traveled to Panama in July, where they worked with students and teachers at the Instituto Preparatorio Pedagogico in Panama City. The group administered academic assessment tests to the school's students and provided professional development for teachers, mostly focused on classroom management and intervention strategies for students with autism.



Marymount students work with a student at the Instituto Preparatorio Pedagogico



"A trip like this not only gives you the opportunity to share with the teachers there some of the things you've learned, but also to learn from them and bring that back," **Hauth** said. "When you're exposed to other ways of doing things, your toolbox expands."

**Marymount** plans to continue to provide classroom support to the Panamanian school, with MU pre-service teachers collaborating with teachers in Panama. **Hauth** hopes MU can send student teachers to Panama and have Panamanian teachers study in Arlington.

## ■ COMMUNICATIONS &amp; IT - IT SERVICES

**HIBU, INC.**

Lavina Nangia  
3835 9th Street North  
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Phone: (703) 517-5310  
E-mail: Lavina.Patel@hibu.com  
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*Digital marketing made easy. Hibu is the simple, affordable way to help your business compete online.*

## ■ COMMUNICATIONS &amp; IT - IT SERVICES

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E-mail: oadmin@mobileposse.com  
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*Mobile Posse works with mobile carriers, OEMs and advertisers to engage consumers and provide additional revenue through their home screen content, web portal and CRM products.*

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*Senior living community offering assistance with personal care, daily living services, dining, cleaning & laundry. We offer therapy services, licensed nursing and memory care for those with cognitive impairment.*

## WELCOME NEW MEMBERS

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 Arlington, VA 22202  
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 Web Address: www.petgroomingnova.com  
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 Arlington, VA 22210  
 Phone: (703) 910-5161  
 E-mail: info@arlingtonphilharmonic.org  
 Web Address: www.arlingtonphilharmonic.org  
 Sponsor: Lucy Bowen McCauley, Bowen McCauley Dance  
*The Arlington Philharmonic is a professional orchestra dedicated to serving the residents of Arlington County. We perform three classical concerts and one pops concert per year.*

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 Arlington, VA 22201  
 Phone: (703) 824-2000  
 E-Mail: inquiries@cna.org  
 Web Address: www.cna.org  
 Sponsor: Herb Cohen, Executive Leaders Radio  
*CNA is an objective research and analysis organization. We run the Navy's Federally Funded Research and Development Center (FFRDC) and the Institute for Public Research (IPR).*

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**KIM KLINGLER - ARLINGTON COMMITTEE OF 100**

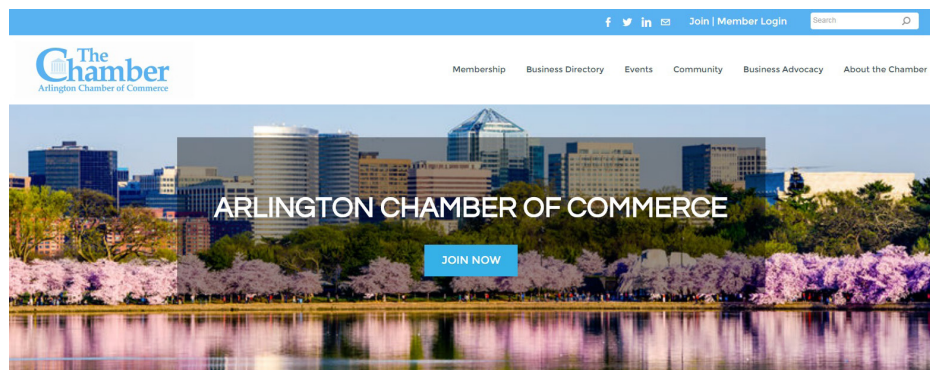
Kim Klingler  
 5637 Lee Highway  
 Arlington, VA 22207  
 Phone: (703) 489-7408  
 E-Mail: hellofromk2@gmail.com  
 Web Address: www.arlingtoncommitteeof100.org  
 Sponsor: Barbara Nicastro, The Law Offices of Barbara E. Nicastro  
*The Committee of 100, founded in 1954, provides a forum where topics of the day can be presented, analyzed, and discussed in a productive and non-political manner.*

■ RESTAURANTS & FOOD SERVICES  
**CHEESETIQUE BALLSTON**

Jill Erber  
 800 N. Glebe Rd.  
 Arlington, VA 22203  
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 E Mail: ballston@cheesetique.com  
 Web Address: www.cheesetique.com  
 Sponsor: Tina Leone, Ballston BID  
*We're a cheese shop. We're a restaurant. We're all things to all cheese lovers, so join us to shop, dine or both!*

## THE CHAMBER LAUNCHES A NEW WEBSITE

## Visit the Chamber's New Website!



The Arlington Chamber of Commerce is excited to announce the launch of a new website! The Chamber's revamped website has a fresh new look and design, focused specifically on providing the user with easy navigation and accessibility to all of the great things the Chamber has to offer.

With the updated layout, it is easier than ever for users to explore the website and learn about our events, job opportunities at Chamber businesses, how to get involved, and more.

The Chamber's new website includes features such as:

- A mobile-friendly display
- A streamlined, easily navigable business directory
- Increased information about Chamber advocacy efforts
- Job Bank
- Enhanced overviews of Chamber events

**Advertise with the Chamber:**

Promote your business on the Chamber's new website. With improved visibility and increased web traffic, more people will be able to find your listing or view your ad. The Chamber offers exclusive low-cost advertising opportunities to help you market your business, strengthen your brand, and recruit new customers, clients, volunteers, or donors. Take advantage of our web advertisement prices while they last!

Level 1 Web Sponsorship: \$4,000/year  
 Includes ad placement on Chamber homepage  
 Level 2 Web Sponsorship: \$2,000/year  
 Level 3 Web Sponsorship: \$850/year  
 Enhanced Business Directory: \$250/year

For questions and to learn more about our advertising opportunities, contact Caroline Taylor at communications@arlingtonchamber.org or (703) 525-2400.

## CHAMBER SCENE: SEPTEMBER

## Your Chamber in the Community

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

*September 12 – Kate Bates gave a presentation at the **Arlington Jaycees** meeting. Hannah Dannenfelser is an active member of the **Jaycees** and also attended.*

*September 14 – Kate Bates attended **Bean, Kinney & Korman's** Leadership Forum, featuring Governor Terry McAuliffe. A number of Chamber Directors were in attendance at the event hosted by past Chair **Tim Hughes** and Delegate **Rip Sullivan**.*

*September 20 – Mike Rosenow spoke at the Arlington Hotel Summit, hosted by **Arlington Convention & Visitors Service** and co-hosted by the Chamber. Alex Held also attended.*

*September 22 – Alex Held spoke to the Awesome Women Entrepreneurs (AWE) about the **Young Entrepreneurs Academy (YEA!)** and the benefits of Chamber membership.*

*September 22 – Kate Bates attended the Virginia Velocity Tour Northern Virginia opening breakfast at **Virginia Tech's** campus in Arlington.*

## Chamber Voices Concerns with Codification of Realize Rosslyn Plan

In a letter to the Arlington County Board, the Chamber expressed concerns over potential codification of building heights as part of the codification of the Realize Rosslyn Plan, which could severely limit Rosslyn's ability to attract creative innovative development. The Chamber sent the letter as a follow up to a previous letter regarding issues with a lack of flexibility in the Realize Rosslyn language.

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



Members of the Virginia General Assembly joined the Government Affairs & Economic Development Committee meeting.

### Additional Business Advocacy updates include:

- August 31 - The Chamber co-hosted the Northern Virginia Elected Leaders Forum – along with the Northern Virginia Chamber of Commerce, Alexandria Chamber of Commerce, Loudoun County Chamber of Commerce, Prince William Chamber of Commerce, and the Northern Virginia Regional Commission – featuring the Chairs of the Fairfax, Loudoun, and Prince William County Boards, as well as the Vice-Chair of Arlington County Board and the Mayor of the City of Alexandria. Arlington Chamber members made a strong showing at this combined event.

- September 15 - Kate Bates attended the Arlington Towing Advisory Board Meeting.

- September 21 - The Chamber's Government Affairs & Economic Development Committee held a meeting featuring several of the delegation members of the Virginia General Assembly. Senator Adam Ebbin and Delegate Rip Sullivan, Delegate Patrick Hope, Delegate Mark Levine, and Delegate Alfonso Lopez led the meeting, focusing on important policy issues impacting the Arlington community. Topics included Medicaid expansion, education, and environmental issues.

Members can be involved in shaping policy positions through the Government Affairs & Economic Development Committee. To be added to the distribution list, email [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org).

## YOUNG ENTREPRENEURS ACADEMY (YEA!)

### Support the Future Business Leaders of Arlington

The Arlington Chamber of Commerce is looking for community-oriented members who are interested in youth entrepreneurship to serve as sponsors of the YEA! Investor Panel, one of the culminating events for the Chamber's **Young Entrepreneurs Academy (YEA!)**. The role played by those on the Investor Panel may be compared with that of the "sharks" on the TV hit show Shark Tank. As a "shark" on the YEA! Investor Panel, not only will your organization be promoted before, during, and after the event, but you will have the opportunity to provide students with business, based on the merit of their presentation, with the necessary seed funding so they can turn their business into reality. The YEA! Investor Panel will be held on March 30, 2017 at **Marymount University** in the Reinsch Library Auditorium.

In preparation for the YEA! Investor Panel, students participating in YEA! work tirelessly on their business plans and presentations for 17 weeks, with help from their mentor, numerous guest speakers, program instructor, and other program volunteers. YEA! students have five minutes to pitch their ideas to local business leaders for real funding. After each student makes their ask, the "sharks" deliberate how much money each business will receive, as well as which student's business will represent Arlington at the Saunders Scholars Semi-Finals, a national competition where the top businesses from each YEA! chapter compete to win scholarship dollars and business prize packages. Winners from the regional semi-finals competitions move on to compete nationally at America's Small Business Summit hosted by the U.S. Chamber of Commerce in Washington, D.C.



2016 YEA! student participants and the Investor Panel

"Participating in YEA! has allowed me the opportunity only to improve my skills, and has also provided me with the opportunity to make valuable connections with local business leaders, all while learning from their experiences as entrepreneurs," said 2016 participant Michael Freeman II when asked about his experience in the YEA! Program. Michael was selected last year to represent Arlington in Rochester, New York at the Saunders Scholars Semi-Finals.

For more information about sponsoring, volunteering, or supporting the YEA! program, please contact YEA! Program Manager Alex Held at [aheld@arlingtonchamber.org](mailto:aheld@arlingtonchamber.org).

## STAY TUNED: NONPROFIT FORUM

## Creating Community Partnerships between Non-Profits and For Profits

In today's business world, partnerships between nonprofit and for profit organizations go far beyond writing a check. Partnerships can vastly benefit both organizations when formed strategically. Many businesses support local nonprofits, but a relationship that is based on mission alignment and core values can produce maximum results for both organizations.

Join the Chamber's Community Action Committee at the next Nonprofit Forum, **Creating Strategic Partnerships between Non-Profits and For Profits: How to Align Missions for a Triple Bottom Line**, on November 9 to learn how to form successful partnerships. The Forum will be led by six panelists from a mix of nonprofit and for profit organizations, who will walk through the most effective ways to create partnerships between nonprofit and for profit organizations and how to deepen existing relationships.

During this interactive presentation, panelists will address the questions:

- As a for profit business, how can your organization strategically engage the community to boost its bottom line?
- As a nonprofit, how can you engage businesses beyond event sponsorship and volunteering, but a true partner?

Stay tuned for more informatin about the Nonprofit Forum, including the date and location. Registration is \$25 for members and \$45 for prospective members and includes lunch. For questions, contact Hannah Dannenfelser at [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org) or (703) 525-2400.

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

NONPROFIT FORUM PRESENTED BY THE COMMUNITY ACTION COMMITTEE

## 92ND ANNUAL MEETING

## ■ ANNUAL MEETING PREVIEW

## 92nd Annual Meeting

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

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

Registration for members is \$60. Registration includes parking, program, and lunch. Sponsorships are available starting at \$300. For questions and further information, contact Mike Rosenow at (703) 525-2400 or [mrosenow@arlingtonchamber.org](mailto:mrosenow@arlingtonchamber.org).

■ Registration deadline is Monday, December 5. For questions, contact Member Services Administrator Hannah Dannenfelser at [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org) or (703)525-2400.



## ARE YOU READY? PREPARING YOUR BUSINESS FOR NEW FLSA IMPLEMENTATION

## ■ LABOR SEMINAR REVIEW

## Are You Compliant with New Labor Regulations?

On Tuesday, September 20, the Arlington Chamber of Commerce hosted a seminar to educate business professionals on the implementation of changes to the Labor Departments Fair Labor Standards Act (FLSA) and what this means for businesses and organizations across Arlington.



Doug Taylor of Bean, Kinney & Korman leads a discussion about upcoming implementation of changes to FLSA

The new changes to FLSA, which will be officially implemented on December 1, 2016, mean serious change for employers. Under the new changes, the salary threshold for exempt employees is more than doubling – from \$23,660 to \$47,476. This means that every employee that is currently making below \$47,476 will no longer be exempt and will now be eligible for overtime, unless an employer increases their compensation.

During the seminar, **Doug Taylor**, Shareholder at **Bean, Kinney & Korman**, led a discussion about FLSA, explaining the options for dealing with the changes to help equip people with the knowledge needed to protect their business or organization, as well as themselves.

Some of the options detailed by Doug included reclassifying employees who are below the salary threshold, requirements and tips for ensuring compliancy, and handling non-exempt employees in terms of time sheets, hour restrictions, and overtime.

The Chamber would like to thank **Doug Taylor** for leading the discussion and all who attended this important seminar.



## Thanks to All Who Supported the Chamber's Scholarship

The 11th Annual Scholar's Cup Mini-Golf Tournament was a huge success, with 100 percent of the proceeds going to the **Rich Doud Arlington Chamber Scholarship Fund**. The event was attended by approximately 80 golfers, and all 18 hole sponsorships were filled. Congratulations to all of our 2016 winners!

**1st Place:** John Snedden of **ROCKLANDS Barbeque and Grilling Company**, Donna Hamaker of **Buck & Associates**, Former Chamber President **Rich Doud**, and **Fran Doud**

**2nd Place:** Darren Tully of **Freedom Bank**, Bobby Wright of **Fulton Bank**, Karly Tomlin of **MainStreet Bank**, and Kelly Matthews of **Equity Residential**

**Highest Individual Score:** Chip Nordlinger, son of **Lorraine Nordlinger** of **Nordlinger Consulting Group**

**Lowest Individual Score:** **Robert Martinson** of **Wells Fargo Home Mortgage**

The Chamber would like to thank **Upton Hill Regional Park** for hosting this year's Scholars Cup. We would also like to thank **ROCKLANDS Barbeque and Grilling Company** for providing the delicious picnic food and A Sound Plan for deejaying the event. An excellent time was had by all. We look forward to seeing you next year!



11th Annual Scholar's Cup 1st place winners (L-R) Rich Doud, Fran Doud, Donna Hamaker, and John Snedden



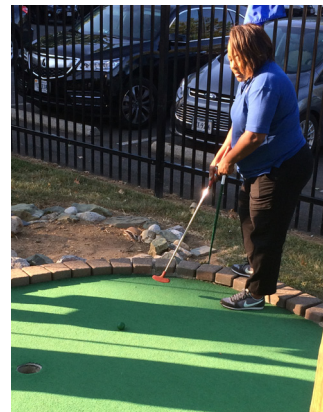
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## SHOPCHAMBER



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

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

OCTOBER

Communications  
& IT

## CHAMBER BLOG

## Be a Thought Leader: Contribute to the Chamber Blog!

Boost your website visibility, grow your page views, and gain new business prospects by contributing to the Chamber's Blog!

The Chamber Blog is a useful and credible source of information for business leaders in the Arlington, Virginia area. The blog serves as a resource for business professionals in the community to stay informed about trends, innovation, best practices, and other business-related information. It also features a variety of industry-specific business topics written by Arlington's thought leaders.

As a free Chamber member benefit, members are able to provide an informational article or how-to post about your area of expertise for our blog. Drive traffic to your website while sharing your knowledge with Arlington business community. The Chamber has dates available in October and November. Articles are posted weekly.



If you are interested in contributing to the Chamber Blog, please contact Caroline Taylor, Communications Manager, at [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org) or call (703) 525-2400 to request a copy of the Chamber Blog Guidelines. You can also visit [www.arlingtonchamber.org/blog](http://www.arlingtonchamber.org/blog) to view past blog posts and to download the Blog Guidelines and Template.

## ARLINGTON ECONOMIC DEVELOPMENT

## Arlington Economic Development Launches BizLaunch Small Business Directory

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

Arlington Economic Development's BizLaunch is always looking for new and exciting ways in which Arlington's small businesses and collaborate and network. After all, small business partnership within the community strengthens the entire business community. To that extent, BizLaunch has launched a new new BizLaunch Small Business Directory, which is its way of bringing small businesses together. What's more, the service is completely complimentary to Arlington businesses.

The BizLaunch Small Business Directory will allow users to search for Arlington businesses by industry, location, metro accessibility and by keyword search. Arlington-based small business owners looking to be a part of the directory can upload business information to market and advertise products and services — and it's all free. Spend less time searching the web for local shops or potential business associates or partners. With the BizLaunch Small Business Directory, the information is never more than a click away.

The BizLaunch Small Business Directory can be found by visiting Arlington Economic Development online at [arlingtoneconomicdevelopment.com](http://arlingtoneconomicdevelopment.com) and clicking on "Business Services." It's a convenient, simple opportunity for businesses to promote their products and services and find others that may suit their needs. It's a great way to think local, act local.



## Supporting Fathers, Strengthening Communities

By Linda H. Chandler, CEO of Linden Resources

*Men returning to civilian life after military service. Men reintegrating into the community following incarceration. Men rebounding from homelessness and ready to rejoin the workforce. Men acclimating to a new culture as recent immigrants.*



These are just some of the challenging life scenarios that men throughout the greater DC area are trying to overcome. The Fathers Forward program directed by **Linden Resources** is helping men with significant barriers to employment to find meaningful jobs. But, perhaps more importantly, Fathers Forward enables fathers or father figures to become healthy, productive role models to their children. The overall goal is to fortify families by providing fathers with the resources they need to be successful caregivers and breadwinners.

The program has two parts: six weeks of evidence-based curriculum to tackle relationship-related issues and six months of evidence-informed employment services to gain and maintain long-term economic stability. On the relationship side of the equation, **Linden** partners with Granato Counseling Services, a leading provider of counseling and wellness services, to deliver a series of workshops and facilitated group discussions covering positive parenting, healthy relationships, conflict management, and financial literacy. To address the employment dilemma, **Linden** leverages over 50 years of experience as a nonprofit agency providing employment services for people with disabilities to identify barriers to employment and to help potential employees overcome those challenges.

Why the focus on fathers? Studies show that the absence of a father or father figure in the home results in a variety of social, academic, and economic problems for children and families. There are many reasons for a father's absence, but the lack of continuous employment can be a major stumbling block to a father's engagement with his children. The **Linden** Fathers Forward methodology is rooted in the idea that a career path is more valuable than a job, skill development and training are critical to maintaining an upward trajectory, and ongoing support is vital – especially to those surmounting employment obstacles.

Families and broader communities rely on enduring, positive connections. When men who face adversity are given a path to transform their lives and to restore their family relationships, the result is stronger, healthier communities. Fathers Forward enables fathers, despite their personal hardships, to create a balance between employment and family that paves the way for the next generation.

**Fathers Forward works with community partners and employers to provide employment support, build healthy relationships, and develop parenting skills. To refer a candidate or to serve as a partner or job resource, please visit [www.linden.org](http://www.linden.org) or call (703) 299-3258.**

### CONNECT WITH THE CHAMBER ON SOCIAL MEDIA



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**The Chamber**  
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Opportunity. Leadership. Results.

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

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

**THANK YOU!**

- **Michael Garcia, State Farm Insurance** for donating a door prize for the September Breakfast Connection
- **Crytal City Sports Pub** for hosting the September Business After Business
- **Reston Limousine Service** for donating a door prize at the September Business After Business
- **Bistro 360** for hosting the September Board of Directors meeting

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