



■ FALL OUTING PREVIEW

The 64th Annual Fall Golf Outing

Take advantage of the opportunity to escape the office and gain valuable exposure for your company while enjoying the company of fellow Chamber members at the 64th Annual Fall Golf Outing. This year, the event will be held at Pleasant Valley Golf Club on Tuesday, October 20 with a shotgun start at 10:00 a.m.

Registration for golfers includes 18 holes of golf, access to the driving range and putting green, golf cart rental, food and beverages throughout the day, and the awards reception with dinner (beer included).

The Fall Outing is a great time, and you won't have to hide your competitive side! The tournament will include a variety of fun contests including: Longest Drive (Men's and Women's) and Closest to the Pin (Men's and Women's). Plus, get a hole-in-one on the designated hole, and you'll win a \$5,000 Dream Vacation Package, courtesy of **Trinita Brown-CruiseOne!** Don't miss your chance to take that shot.

Interested in sponsoring this event? All sponsorships include registrations in the tournament and your company logo featured on Chamber promotional materials for the event and signage at the golf club. For more information about sponsorships, contact Cassie Bate at cbate@arlingtonchamber.org or (703) 525-2400.

Donate a prize and/or goodie bag item for the Fall Outing, and be noticed by all event attendees. Your donation will give your business great promotional opportunities, along with a special mention in the November issue of *The Arlingtonian*. Interested in donating? Contact Joseph Meyer at jmeyer@arlingtonchamber.org. Deadline for donations is Monday, October 5.

► Registration deadline is October 16. Sponsorship deadline is October 13. For registration questions, call Member Services Administrator Hannah Dannenfelser at 703-525-2400.



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SAVE THE DATE

RAISE THE BAR: THE POWER OF INFLUENCER MARKETING

OCTOBER 2

11:30 a.m. - 1:00 p.m.
Navy League Building

BREAKFAST CONNECTION COMBINED WITH ALEXANDRIA CHAMBER

OCTOBER 8

7:30 a.m. - 9:30 a.m.
Holiday Inn Rosslyn



Turn to page 10 for a preview of the 10th Annual Scholar's Cup. For more information, visit the Chamber website or call the Chamber at 703-525-2400.

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 Alex Held, Membership Engagement Manager
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 Joseph Meyer, Part-time Events Associate

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

SEPTEMBER AT THE CHAMBER

COMMUNICATIONS COUNCIL MEETING	1 TUESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE OPEN MEETING	2 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMART START	3 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	4 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
LABOR DAY	7 MONDAY Chamber Office Closed
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	8 TUESDAY 4:00 p.m. - 5:00 p.m. Heavy Seas Alehouse
EXECUTIVE COMMITTEE MEETING	9 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
MEMBERSHIP ENGAGEMENT COMMITTEE	9 WEDNESDAY 4:00 p.m. - 5:00 p.m. Small Conference Room
BREAKFAST CONNECTION	10 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
AMBASSADOR COMMITTEE MEETING	14 MONDAY 4:00 p.m. - 5:00 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE CLOSED SESSION	16 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
10TH ANNUAL SCHOLAR'S CUP	16 WEDNESDAY 3:30 p.m. - 7:00 p.m. Upton Hill Regional Park
BOARD OF DIRECTORS MEETING	18 FRIDAY 11:45 a.m. - 2:00 p.m. George Mason University
COMMUNITY ACTION COMMITTEE MEETING	23 WEDNESDAY 8:30 a.m. - 9:30 a.m. Chamber Board Room
EDUCATION & WORKFORCE DEV. COMMITTEE MEETING	23 WEDNESDAY 4:00 p.m. - 5:00 p.m. Arlington Career Center
BUSINESS AFTER BUSINESS	24 THURSDAY 5:00 p.m. - 7:00 p.m. Crystal City Sports Pub
SMALL BUSINESS ROUNDTABLE	30 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.

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

GRAND SPONSOR

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

PREMIER SPONSOR
 Michael Garcia-State Farm Insurance

BREAKFAST CONNECTION

Promote your business before the workday even begins! The format of the Breakfast Connection gives attendees a chance to bring their business to the table, literally. This event focuses on roundtable power networking and provides attendees the chance to exchange business cards, develop new prospects and share a 60 second commercial with each table.

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

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 Northern Virginia Community College
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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.

24 THURSDAY
Crystal City Sports Pub
529 23rd St. South
Arlington, VA 22202



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.

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

CHAIR'S MESSAGE

Work, Live, Learn and Play

Since the 1980s, Arlington County has been at the forefront of the mixed-use development, a model which is clearly now taking over the DC Metro region. As a Chamber we focus on that first word, "work," but in today's new market it's that last word, "play," that differentiates one location from another. Developers throughout the region are searching for ways to make their product unique, providing different amenities for both office and residential buildings, as well as the best possible retail to attract tenants. More than ever, both companies and tenants (office and residential) want to make their lives more "efficient," and that word applies not only to money, but also to time. We're willing to live and work in less space for a better location, limiting our wasted time and money.



Just like the office market, Arlington has to compete with other jurisdictions for great retailers, and over the last few years has come away with some major wins. Celebrity Chefs like Jose Andres (Jaleo), Robert Wiedmaier (Mussel Bar), and Mike Isabella (**Kapnos Taverna**) have made the jump to Arlington, adding to a great list of existing local favorites such as **Liberty Tavern, Lyon Hall, Willow Restaurant, The Italian Store, Crystal City Sports Pub, ROCKLANDS Barbeque and Grilling Company, Earl's Sandwiches, Fuego Cocina y Tequileria**, and more. All of these locations provide such a diverse mix of options for anyone spending time in this county, be it as a guest, employee or resident.

And just like the office industry, the retail industry has "anchor tenants" who can really make a difference. However, contrary to office tenants, these retail anchors don't come in huge sizes paying high rents and taxes, but they do attract people and other retailers. Tenants like Harris Teeter and Macy's in Ballston, Whole Foods and the Apple Store in Clarendon, or Target Express coming to Rosslyn, these groups draw people and companies looking for a more efficient lifestyle. The desire to walk, Metro or have a short drive to these amenities continues to grow, and Arlington's mixed-use development model is well designed to accommodate this demand.

If we look back just 15 years we can point directly to two drivers for this new model: the internet and cell phones. These developments have enabled our society to do almost everything without face-to-face communication, and nowadays not even verbal communication. Everything from swiping your Starbucks app in the morning for a cup of coffee, holding thousands of songs on your iPod/phone, reading hundred page documents electronically or even teleconferencing across the world, this desire for "instant gratification" continues to trend through the market, proving a proper mix of places to eat, shop and entertain plays a major role in allowing Arlington to remain competitive.

So while you go about your daily routines, by all means continue to live well and work hard, but please maintain some balance in your lives and remember that last word which is often overlooked, play!

"Life moves pretty fast. If you don't stop and look around for a while, you could miss it." – Ferris Bueller

Kevin Shooshan
The Shooshan Company

2015 ANNUAL CORPORATE SPONSORS



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Members in the News article submissions must be emailed to communications@arlingtonchamber.org and received by the first of the month prior to the publication month (i.e. May 1 for June *Arlingtonian*).

Articles printed in this newsletter submitted by members represent their ideas and beliefs and do not necessarily reflect the views of the Arlington Chamber of Commerce.



SEPTEMBER MILESTONE ANNIVERSARIES

CONGRATULATIONS!

■ TWENTY YEARS

WHITLOW'S ON WILSON

■ FIVE YEARS

ARLNOW.COM

MINUTEMAN PRESS PRINTING & MARKETING SOLUTIONS

WELCOME NEW MEMBERS

■ COACHING SEMINARS & PROFESSIONAL DEVELOPMENT

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Cobra Leadership Development Inc, a human capital consulting firm that creates customized solutions focused on high-performance leadership / team development, and business growth.

■ FELL COACHING GROUP

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Phone: (301) 275-3252

E Mail: deborah@fellmarketinggroup.com

Web Address: www.fellcoaching.com

Sponsor: Staff

The purpose of Fell Coaching is to help CEOs, Executives break through the roadblocks to effectively engage the board, leaders and team with their vision.

■ ENGINEERS

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Mark Leeman

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Phone: (703) 842-0699

E Mail: mark.leeman@mosaiceng.com

Web Address: www.mosaiceng.com

Sponsor: Patty Leeman, Leeman Consulting Services

Engineering services for existing buildings: assessment, repair design, and construction administration services. Specialty is roofing, waterproofing, garages, facades, pavements, structural engineering, and condition assessments.

MEMBERS IN THE NEWS

■ A-SPAN & LEADERSHIP ARLINGTON

A-SPAN Wins 2015 Board Leadership Award, Leadership Arlington receives Honorable Mention

A-SPAN was recognized in July by the Center for Nonprofit Advancement as the 2015 winner of the Board Leadership Award, and **Leadership Arlington** was a 2015 honorable mention recipient. Both **A-SPAN** and **Leadership Arlington** will receive communication exposure through print, radio, television and social media; and training and development opportunities for the board and leadership from BoardSource and through the Center's Learning & Leadership Institute. In addition, **A-SPAN** will receive a \$10,000 grant.



Members of A-SPAN's Board with President /CEO Kathleen Sibert

"**A-SPAN** is honored to have won such a prestigious recognition. I am proud the Board's leadership has been recognized for its innovative practices," says **Kathleen Sibert**, **A-SPAN** President/CEO. **Sibert** notes, "that with the Board's leadership and good governance, **A-SPAN** has made a tremendous impact ending homelessness in the Arlington community."

"It is an honor and a privilege to have been considered for this prestigious award. We are proud to be the honorable mention recipient," said **Betsy Frantz**, President & CEO of **Leadership Arlington**.

■ PEPITA CANTINA

Chef Mike Isabella's Pepita Opens in Arlington

Washington D.C. chef and restaurateur **Mike Isabella's Pepita Cantina**, his coastal Mexican cantina located in the Ballston neighborhood of Arlington, VA at 4000 Wilson Boulevard, opened July 30. The 1,300 square foot bar is the brainchild of **Isabella** and Taha Ismail, the beverage director for Mike Isabella Concepts. The space includes indoor seating for 32, with an additional 44 seats available on the patio.

"I'm so excited about **Pepita**," said **Isabella**, "Not just because I'm proud of it as a business owner, but because I can't wait to hang out there. It's going to be such a great neighborhood spot, a place to while away a Saturday afternoon or stop in for a margarita after work. I love Mexican food, and I associate it with happy gatherings and long, casual celebrations. **Pepita** is going to embody that spirit."

■ BEAN, KINNEY & KORMAN, P.C.

Eight Attorneys from Bean, Kinney & Korman Listed in 2016 Best Lawyers in America

Bean, Kinney & Korman announced that eight of its attorneys were recently selected by their peers for inclusion in The Best Lawyers in America® 2016. The attorneys were recognized for their distinguished legal work in eight different practice areas. "We are thrilled to continue to be recognized by Best Lawyers," said **Tim Hughes**, executive managing shareholder of the firm and Immediate Past Chair of the Chamber. "Having so many attorneys listed exemplifies the high level of service we dedicate to our clients."

The **Bean, Kinney & Korman** lawyers included in Best Lawyers are:

- **Jennifer Brust**: Bankruptcy and Creditor Debtor Rights / Insolvency and Reorganization Law (2010-2016) and Litigation – Bankruptcy (2010-2016)
- **Joseph Corish**: Banking and Finance Law (2013-2016)
- **Leo Fisher**: Commercial Litigation (2013-2016)
- **Timothy Hughes**: Construction Law and Litigation – Construction (2012-2016)
- **Jonathan Kinney**: Real Estate Law (2008-2016)
- **James Korman**: Family Law (1995-2016)
- **Christian Lapham**: Family Law (2014-2016)
- **James Schroll**: Bankruptcy and Creditor Debtor Rights / Insolvency and Reorganization Law (2005-2016)

ARLINGTON COUNTY

James Schwartz Named Arlington Deputy County Manager
Arlington County Fire Chief **James Schwartz** will take a new position of Deputy County Manager following a 31+ year career with Arlington County Fire Department. In his new position, **Chief Schwartz** will be responsible both for the County's public safety agencies, including Arlington County Fire Department (ACFD), **Arlington County Police Department (ACPD)**, the **Office of Emergency Management (OEM)**, which includes the Emergency Communications Center (ECC – 9-1-1 center), and for the **Department of Technology Services**. **Chief Schwartz** will represent Arlington in a number of important regional preparedness efforts, including those led by the Metropolitan Washington Council of Governments.

Acting Arlington County Manager **Mark Schwartz** made the appointment, which is effective September 8, 2015. "No one is more qualified than **Jim Schwartz** to help lead our region's preparedness efforts," said **Mark Schwartz**. "His leadership on September 11, and every day since, has helped to improve the safety of our entire region. I am very pleased that he is joining the County Manager's Office in this critical role."

THE BOEING COMPANY

The Boeing Company Recognizes Local First Responders



Local first responders join Boeing at a Redskins preseason game

Arlington Chamber of Commerce Chair-Elect **Todd Yeatts** of **The Boeing Company** recently hosted more than 30 guests from the **Arlington County Police Department**, Fire Department and **Sheriff's Department**, including **Arlington County Sheriff Beth Arthur**, at a Redskins preseason game to recognize them for their work and commitment to keeping the community safe.

"**Boeing** appreciates the dedication and hard work that Arlington County's first responders do on a daily basis," said **Yeatts**. "These men and women put their lives at risk to ensure the safety of those working, living and transiting through the county. This is great way to say thank you."

TUTORING CLUB OF MCLEAN & AHC, INC.

Tutoring Club of McLean Donates Over 600 Books to AHC, Inc.

Tutoring Club of McLean donated more than 600 books to **AHC, Inc.** for its after-school and summer programs for elementary-age, low-income students. **Tutoring Club of McLean** families and friends provided the books to help spread the joy of reading, improve literacy and close the achievement gap.

"I am grateful to the families and friends who donated books to help share the love of reading with children who may not have access to books," said **Michelle Scott**, owner and director of **Tutoring Club of McLean**. "I know that these books will be well-loved by the children who receive them."

AHC, Inc. runs after-school teen tutoring and summer programs for low-income children at its six community centers in Arlington. The programs are aimed at improving literacy and building reading, writing and vocabulary skills.

"We are very thankful to **Tutoring Club of McLean** for hosting a book drive to benefit the children in **AHC's** literacy programs," said **Emily Ward**, **AHC's** Assistant Director of Resident Services. "Having 600 more books to choose from is a huge benefit to our programs."



(L-R) AHC's Assistant Director of Resident Services Emily Ward, Tutoring Club Owner/Director Michelle Scott, and Tutoring Club tutor Rachel Thompson

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Web Address: www.dentaldevotion.com
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Dental Devotion and Drs. Movaghari and Urteaga are devoted to general, cosmetic, and family dentistry of Arlington, VA.

NONPROFIT ORGANIZATIONS & FOUNDATIONS
ALEXANDRIA SYMPHONY ORCHESTRA, INC.

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Alexandria's professional orchestra that serves the Northern Virginia community. ASO focuses on inter-arts performances and creating the next generation of musicians and music lovers.

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Omnifics is an 8(a) SBA certified full service contract furniture dealership with 30 years of experience. We are based in Alexandria, VA and service the DMV and surrounding markets.

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Carney Labs is an educational technology firm located in Alexandria, VA.

CHAMBER SCENE

THE CHAMBER SCENE JULY-AUGUST

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 Chamber staff and Board members participated in on behalf of the Chamber.

July 22 - Mike Rosenow and Alex Held attended "Excuse me, will you network with me?" Networking 101 put on by **Arlington Strategy** at Cowork Cafe.

July 23 - Cassie Bate attended the Arlington PRIME Celebration Breakfast at the **Arlington Career Center** with the Chamber's PRIME intern Nana Gongadze.

July 23 - Mike Rosenow and Alex Held attended the **Carr Workplaces** Work Ready Summer Celebration.

July 26-30 - Kate Roche completed her second year at Institute for Organization Management, a four-year nonprofit leadership training program. Through a combination of required courses and electives in areas such as leadership, advocacy, marketing, finance, and membership, Institute participants are able to enhance their own organizational management skills and add new fuel to their organizations, making them run more efficiently and effectively.

July 31 - Alex Held was a judge at the 2nd Annual Public Speaking Challenge hosted by **Urban Alliance**. Several other Chamber members were also in attendance.

SHOPCHAMBER



Arlington high school rivals in the Chamber office unite to #ShopARL during Government & Education month.

Thank you to everyone who supported the Chamber's Government & Education members during the month of August! Please support the Chamber's Government & Education members during the month of September. A full list of Real Estate & Construction members can be found on the Chamber website.

When **Shannon Bailey** of **Global Thinking** was in the market for a new house, she worked with **Donna Hamaker** of **Buck & Associates** to purchase her new home. This is just one of the many ways you can ShopChamber not only during Real Estate & Construction month, but all year round.

"**Donna** helped my husband and I purchase our first home in Arlington," said **Shannon Bailey**, Vice-Chair of Communications for the Chamber. "We had an incredible experience working with her. She was so helpful educating us on the process and patient to answer any and all of our questions."

"There was never a moment when we felt pressured or unsure about anything. I think we went to see the house at least three or four times on top of all the inspections and other visits that happen through the process. She also took the time to connect us with a contractor to discuss possible work needed on the house and future budget considerations."

"It was a huge help and comfort working with someone so familiar and knowledgeable about the area and local market. I would recommend **Donna** to any home buyer looking for property in the Northern Virginia area. She is an absolute gem."

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! For September, share with your followers some of the Real Estate & Construction members you enjoy working with.



SEPTEMBER

Real Estate & Construction

JOB FAIR



& Business Talent Show

The Westin Arlington Gateway
801 North Glebe Road
Arlington, VA 22203

September 24
4 - 7 PM



CHANCE TO
WIN AN iPad

Our **Job Fair** is open to all members of the community. The event will also feature a **Business Talent Show**, a special competition of entrepreneurial ideas and/or solutions, which will present great investment opportunities and fresh talent to recruit for companies.

In order to attend as a professional, company or general public, or to compete in the Talent Show, please register at gjo@calums.edu. **Registration will also give you the option to win an iPad.**

FREE ADMISSION

Organized by:



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YOUNG ENTREPRENEURS ACADEMY

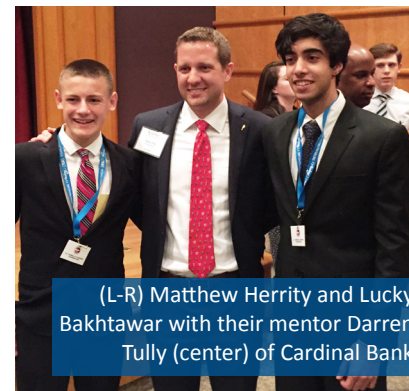
Volunteers Needed as Business Mentors for 2015-2016 Academic Year

Would you like to guide students on their path to success in the world of business? Consider becoming a **Young Entrepreneurs Academy** Mentor.

Mentors commit to seven fun-filled weeks of 90 minute sessions on Wednesdays from 5:30 p.m. to 7:00 p.m. at **Marymount University**, with limited out-of-class support through email and phone. Mentors provide guidance and feedback as students think through all aspects of their business creation, write their business plans, and prepare their Investor Panel presentations. Mentoring sessions begin January 13 and continue through February 24. Limited spots remain, so sign up today!

"Volunteering as a mentor for the **Young Entrepreneurs Academy** was an incredibly rewarding experience that I will not soon forget," said **Darren Tully, Cardinal Bank** Vice President, Commercial Lending Officer and a recent **YEA!** mentor. "The **YEA!** program is more than just a forum where students can play with their ideas; we watched these young entrepreneurs develop real-world skill sets directly applicable to the modern business world, from public speaking to finance to persuasive writing. To see the talent and burgeoning ambition in the hearts and minds of local middle and high school students was inspiring, challenging, and honestly, a little humbling. Here are these kids, taking something from their brain, seeing something missing in their world, and making it their purpose to see it a reality – how many of us can say they have done that? I learned just as much from them as they did from me."

Applications are still available for this year's **Young Entrepreneurs Academy** class. Students interested in applying for **YEA!** class of 2016 should complete the **YEA!** student application found on the Chamber website. Students can also be nominated using the student nomination form also found on the Chamber website. Students do not have to attend school in Arlington, but need to be able to attend class at **Marymount University** on Wednesdays from 4:00 p.m. - 7:00 p.m.



(L-R) Matthew Herrity and Lucky Bakhtawar with their mentor Darren Tully (center) of Cardinal Bank

Special Thanks to Our Sponsors

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For more information, please contact Alex Held at 703-525-2400 or aheld@arlingtonchamber.org.

RAISE THE BAR: THE POWER OF INFLUENCER MARKETING

■ RAISE THE BAR PREVIEW

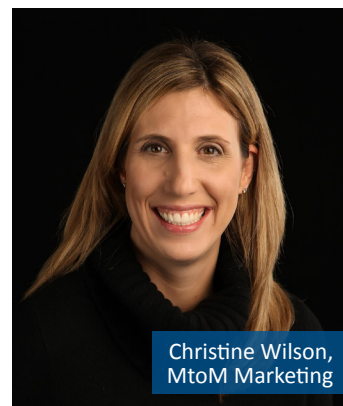
The Power of Influencer Marketing

Influencer marketing is one of the most effective types of marketing and social media. While influencer marketing is fairly new, marketers and businesses are starting to realize it's amazing potential. Why? Because it comes from the most trusted source: Word of Mouth.

Join **Christine Wilson**, Founder and CEO of **MtoM Consulting**, and a panel of Influence social media personalities that have established their own personal brand and emerged as trusted sources to the everyday consumer.

You've heard that content is king? Compelling and relevant content from influencers is gold! According to Nielsen, 84% of consumers trust recommendations from people they know.

As a brand you can choose to either join your community's conversation, or ignore it and see your customers go elsewhere. Join the Communications Council on Friday, October 2, at the Navy League Building to learn how to identify the right influencers, connect with them and work with them to get your message heard. It's the next big thing!



Christine Wilson, MtoM Marketing

RAISE THE BAR: =====

===== **The Power of Influencer Marketing**

PRESENTED BY THE COMMUNICATIONS COUNCIL

Arlington Partnership for Affordable Housing

by Linda Kelleher, Director, Community and Resident Relations, Arlington Partnership for Affordable Housing (APAH)

For more than 25 years, the **Arlington Partnership for Affordable Housing (APAH)** has helped thousands of families, individuals, young professionals, senior citizens and persons with disabilities find quality affordable rental housing in Arlington. **APAH's** resident services programs provide opportunity and stability through partnerships and programs.



Why do we need affordable housing in Arlington?

- Arlington has 17,000 low income households, but only 9,500 homes affordable to these households. As a result, 7,500 individuals and families live in overcrowded conditions or are rent-burdened in order to remain in Arlington.
- Arlington lost 13,500 affordable rental homes between 2000-2013 due to rent increases, demolitions and condo conversions.
- Affordable housing is cost effective and good for local business. **APAH** leverages \$3 in federal, state and philanthropic funds for every \$1 borrowed

through Arlington's revolving loan fund, the Affordable Housing Investment Fund (AHIF). Employers can find workers at all income levels within our community to fill jobs.

About **APAH**

Our mission is to develop, preserve, own and advocate for affordable housing in Arlington and promote opportunity for our residents through partnerships and programs. **APAH** is an award-winning, entrepreneurial developer. Today, our 14 properties are home to more than 1,200 households. Our bilingual resident services program helps residents to increase their personal and financial stability through onsite programs and partnerships with Arlington County and local nonprofits.

Join **APAH** during Affordable Housing Month in September at an informative Open House to learn more:

<u>Date/Time</u>	<u>Property</u>	<u>Address</u>
September 2, 8:00 a.m. - 8:45 a.m.	Columbia Grove Apartments	1010 S. Frederick St.
September 9, 11:30 a.m. - 12:15 p.m.	Parc Rosslyn Apartments	1531 N. Pierce St.
September 16, 8:00 a.m. - 8:45 a.m.	Arna Valley View Apartments	2300 S. 25th St.
September 23, 11:30 a.m. - 12:15 p.m.	Arlington Mill Residences	901 S. Dinwiddie St.
September 30, 8:00 a.m. - 8:45 a.m.	Buchanan Gardens Apartments	926 S. Buchanan St.

What is affordable housing?

APAH supports the Arlington community by promising to keep our apartments affordable for 60+ years to households who earn less than 60% of the area median income, or \$44,940 for individuals and \$64,000 for a family of four. Our average household earns \$39,000/year.

To learn more about APAH, ways to get involved and volunteer opportunities, visit www.apah.org or contact us at apah@apah.org or (703) 276-7444.

SAVE THE DATE

THE ARLINGTON CHAMBER OF COMMERCE PRESENTS

THE 91st

Annual MEETING

Friday, December 11
11:30 AM - 2:00 PM
Sheraton Pentagon City

Arlington in Top 50 of U.S. Meetings, Events Destinations

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

Arlington has been named one of the top 50 cities for meetings and events in the United States, according to Cvent, a leading cloud-based enterprise event management platform. Arlington ranked #36 on the list, which is based on meeting and event booking activity in the Cvent Supplier Network. The only Virginia locality to make the list, Arlington is amidst neighbors Washington, D.C. (#6), Baltimore (#30) and National Harbor, Md. (#35).



"We're very pleased to be recognized among America's top meetings and events destinations," said **ACVS** director **Emily Cassell**. "The ranking validates the successful partnership between **ACVS** and our 43 hotels in promoting Arlington as an excellent place for meetings. It also reflects Arlington's appeal as a vibrant urban destination in the heart of the nation's capital – one that offers the convenience of downtown D.C. with hotel rates averaging up to 20 percent less."

According to Virginia Tourism Corporation, Arlington generated more than \$2.8 billion in domestic visitor spending in 2013, more than any other County in Virginia. The Arlington travel and tourism industry supports more than 24,000 local jobs and generates more than \$173 million in state and local tax receipts.

Cassell says a key factor in Arlington's success is the close collaboration of **ACVS**, meeting planners and hotel representatives to provide a highly tailored event experience for attendees. Customized amenities such as free on-site convention services and destination promotional materials help pique guests' desire to fully experience Arlington's national history and local flavor.

Cvent evaluated more than 5,000 U.S. cities featured on the Cvent Supplier Network to create the list. Activity was tracked between July 2014 and June 2015, and rankings were then determined by a set of qualifying criteria including Unique Requests for Proposal (RFP) Received, Total Room Nights, Awarded RFPs, Awarded Room Nights and more.

SCHOLAR'S CUP

■ SCHOLAR'S CUP PREVIEW

10th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host the 10th Annual Scholar's Cup Tournament on September 16 at **Upton Hill Regional Park**.

This family-friendly event includes a mini-golf tournament, dinner, and music. Join us for food, networking, and fun to help raise funds for the Rich Doud Arlington Chamber of Commerce Scholarship Fund.



This annual mini-golf tournament offers fun for all ages, numerous opportunities to mingle and network, and is the Chamber's most popular family-friendly event. It is a great way to escape the office on an afternoon and gain valuable exposure for your company while creating lasting connections with fellow Chamber members and their families.

100% of the proceeds will benefit the Rich Doud Arlington Chamber of Commerce Scholarship Fund. The Chamber's Scholarship Fund provides financial assistance to two graduating Arlington high school students each year.

More than 80 golfers have already registered for this exciting event, and all 18 hole sponsorships have been sold. There are other sponsorships still available starting at \$500. All sponsorships include one foursome in the tournament and your company featured in all Chamber

promotional materials for the event. For the first time in years, the Grand Sponsorship is available! Don't miss this great opportunity for exposure! For more information about sponsorships, contact Cassie Bate at cbate@arlingtonchamber.org or (703) 525-2400.

■ Registration deadline is September 11. Sponsorship deadline is September 9. For registration questions, call Member Services Administrator Hannah Dannenfelsler at ■ 703-525-2400.

Who Needs a Writer?

At the July Small Business Roundtable, **Rebecca Mashaw** of **Rebecca Mashaw Copywriting & Editing** explained to attendees reasons why you should hire a writer and provided some helpful tips for working with writers. She emphasized the relationship between how many spelling and grammatical errors a professional makes and how much he or she is able to earn.

Why Hire a Writer?

• **To help your business avoid common mistakes in crafting content for their website and marketing materials, such as:**

- **Making it all about you.** Your prospective customers want to know what you can do for them; they don't really care about you. Your copy should include the words "you" and "your" more frequently than "we" and "our". It should focus on the benefits of your product or service to the customer.
- **Using jargon and buzzwords.** Even in a business-to-business communication, stuffing your copy full of arcane terms, alphabet soup and corporate-speak pretty much ensures that your prospective clients will toss your brochure in the trash or go to another website.
- **Making mistakes.** Spell check can only do so much. It will not, for example, understand that you meant "than" instead of "then", and it doesn't know the differences among "they're", "their" and "there".

• **To help you create and adhere to a style.**

A copy style can refer to the tone - friendly and humorous, or elegant and understated, for example - that you would like for your business to communicate. But it also refers to style as in how you represent and use numbers, dates, abbreviations, hyphenations and punctuation in copy. Is it Sept. 8 or September 8 or 8 September? Nine or 9? Non-compliant or noncompliant? Your copy needs a style and it needs to be consistent, from print to electronic media and from one issue of a newsletter to the next.

• **To help you understand why you can't just drop the copy from your brochure onto your website and call it done.**

Different media require different ways of organizing content. Your brochure may be a good starting point, but a good writer can make it work for the website by editing, breaking up the flow, using bullets and subheads and creating sidebars.

Finding and Working With a Writer

- Get referrals from trusted colleagues.
- Check references and websites.
- Really read any samples you are provided.
- Interview possible candidates to find a good "feel" and fit with your organization and needs.
- Communicate your expectations clearly from the beginning.
- Trust the writer's expertise and knowledge.
- Understand subjectivity (yours and others).
- Live up to your part of the deal (information, cooperation, time/attention).

Buzzwords to Avoid

- | | | |
|-------------------------------|------------------------|---------------|
| • Drill down (or dive deeper) | • Outside the box | • Benchmark |
| • Impact (as a verb) | • Metrics | • Circle back |
| • Wheelhouse | • Strategy / strategic | • Value-added |
| • Going forward | • Robust | • Amazing |
| • Granular | • State of the art | • Bandwidth |
| • Synergy | • Hack | • Proactive |
| • Iconic | • Holistic | |

This is just a small selection of words that are overused, incorrectly used, or clichéd in business communications. If you're overusing these and similar words, your audience won't understand what you do. You may be driving people away instead of making them want to use you. First impressions are everything.

Other Tips

- Slow down. Read before you hit post.
- You can't proof your own content. You read it as you intended it to be read, and you might miss something.

GRAND SPONSOR



The Small Business Roundtable is an open forum discussion of topics essential to the success of small businesses. It is free for members, though registration is required, and is held the last Wednesday of each month in the Chamber Board Room.

REGISTER NOW:

SEPTEMBER SMALL BUSINESS ROUNDTABLE

30 WEDNESDAY

11:45 a.m. - 1:00 p.m.
Chamber Board Room

SOCIAL MEDIA

Connect with the Chamber on all of our social media outlets!



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The Chamber

Arlington Chamber of Commerce
Opportunity. Leadership. Results.

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

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

Your Community Bank in Arlington

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THANK YOU!

- Crowne Plaza Washington National Airport for hosting the August Business After Business.
- Crowne Plaza Washington National Airport, Capriotti's Sandwich Shop, and Michael Garcia - State Farm Insurance for donating door prizes for the August Business After Business.