

FEATURED PHOTO: Guests mix and mingle while browsing auction items at the 87th Annual Business Gala



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SAVE THE DATE

OPPORTUNITY WORKS PHONE BANK

MARCH 22
2:00 p.m. – 5:00 p.m.
Chamber Board Room

VALOR AWARDS

APRIL 12
11:30 a.m. – 2:00 p.m.
Fort Myer Officer's Club at Joint
Base Myer-Henderson Hall

» COMPLETE CHAMBER CALENDAR: PAGE 2

■ ANNUAL ARLINGTON BUSINESS GALA REVIEW

Annual Arlington Business Gala

The Arlington Chamber of Commerce hosted its 87th Annual Arlington Business Gala Saturday, January 29th, at the **Ritz-Carlton, Pentagon City**. The Business Gala was the Chamber's first major event of 2011 and was attended by more than 300 guests.

Michael Foster of **MTFA Architecture** hosted the night and welcomed guests. Attendees enjoyed a three-course dinner and music by the Odyssey Band, in addition to a Silent and Live Auction. The Gala featured a 135 item Silent Auction and an exciting Live Auction that included a New York City getaway weekend, 2011 **Washington Capitals** Playoffs Tickets, a Delaware Beach House, and a **Washington Capitals'** hockey stick autographed by Alex Ovechkin. **Sean Beale** of **Select Printing and Copying** was the lucky winner of the Chamber's Tuscan Villa Raffle and will enjoy a seven day stay for four adults in a beautiful Tuscan Villa.

The Arlington Business Gala has historically been the Chamber's largest fundraiser and this year's event was no exception with its great turnout and exciting auction results. See the article on page 9 for pictures and participants!

» Turn to page 9 for pictures and a full list of sponsors and donors.

■ OPPORTUNITY WORKS PREVIEW

Opportunity Works

Opportunity Works, the Chamber's 6th annual development campaign, began with a kickoff on Tuesday, March 1. Opportunity Works is the Chamber's volunteer-based, ongoing development project with a concentrated four month campaign. This year's campaign goal is to raise funds for the Chamber by promoting the benefits of Chamber membership, sponsorship and advertising to new and prospective members. Chaired by **Joe Prentice** of **The State Department Federal Credit Union** and **Barbara Nicastro** of **The Law Offices of Barbara E. Nicastro, Esq.**, the volunteers are working hard to reach the goal of \$250,000 by June 30, 2011, the end of the four month campaign. This money represents more than one third of the Chamber's operating budget. Thank you to all the volunteers participating in this year's campaign. Their efforts are helping to increase the value of Chamber membership for all members. If you have any questions about Opportunity Works, or would still like to get involved with the campaign, please contact Kate Roche at 703-525-2400 ext. 204.

The next Opportunity Works campaign event is a phone bank held in the Chamber Board Room on Tuesday, March 22, from 2:00-5:00 p.m.

Special thank you to Grand Sponsor, **John Marshall Bank!**

» Contact Kate Roche at 703-525-2400 ext. 204 or events@arlingtonchamber.org if you have questions about Opportunity Works, or would like to get involved with the campaign.

A GREAT BIG THANK YOU!

GRAND SPONSOR



Thank you to all of our sponsors on p. 6 who made this event a great success!

SPECIAL THANK YOU TO

GRAND SPONSOR



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

MARCH AT THE CHAMBER

HOSPITALITY AWARDS	1 TUESDAY 7:30 a.m. – 8:30 a.m. Crystal Gateway Marriott
SMART START	3 THURSDAY 4:00 – 5:15 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	4 FRIDAY 8:00 – 9:30 a.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	4 FRIDAY 9:00 – 10:30 a.m. Chamber Board Room
AMBASSADOR COMMITTEE MEETING	7 MONDAY 4:00 – 5:00 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	7 MONDAY 5:00 – 6:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	9 WEDNESDAY 8:00 – 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	10 THURSDAY 7:30 – 9:00 a.m. Knights of Columbus
COMMUNICATIONS COUNCIL IdeaSwap	15 TUESDAY 11:45 – 1:00 p.m. Chamber Board Room
OPPORTUNITY WORKS PHONE BANK	22 TUESDAY 2:00 p.m. – 5:00 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	23 WEDNESDAY 4:00 – 5:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	24 THURSDAY 5:00 – 7:00 p.m. Bean, Kinney & Korman, P.C.
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	25 FRIDAY 8:00 – 9:30 a.m. Chamber Board Room
BOARD MEETING	29 TUESDAY 5:30 p.m. – 7:00 p.m. Main Event Caterers
COMMUNITY ACTION COMMITTEE MEETING	30 WEDNESDAY 8:00 – 9:15 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	30 WEDNESDAY 11:45 – 1:00 p.m. Chamber Board Room
SMART START	4 THURSDAY (APRIL) 4:00 – 5:15 p.m. Chamber Board Room

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. Bring plenty of business cards—you'll need them!

10 THURSDAY
7:30 – 9:00 a.m.

Knights of Columbus
5115 Little Falls Rd
Arlington, VA 22207

GRAND SPONSOR



HOST SPONSOR: M&T BANK

BUSINESS AFTER BUSINESS

End your busy work day on a high note with delicious food and drink, mixer-style networking, and chances to win great prizes.

24 THURSDAY

5:00 – 7:00 p.m.

Bean, Kinney & Korman, P.C.



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

THURSDAY, 4 APRIL

4:00 – 5:15 p.m.

The Chamber Boardroom

GRAND SPONSOR

Bank of America

Home Loans

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.

Warming Temperatures, Warming Business Climate

March brings warming temperatures and hope for continued warming in the economy. Many economic indicators appear cautiously optimistic, and it is good to see friends and local businesses thinking more about a positive vision for the future. Businesses are hiring once again and restaurants are getting a little more crowded. While there are still challenges ahead, the increase in signs of improved lending and new development are good news for our community. The Arlington Chamber continues to be active, promoting local businesses and addressing the issues that can help make our community more successful.



Michael Foster

The Arlington Chamber started the month with one of the most fun and energetic events of the year, the Hospitality Awards. This annual program recognizes the truly amazing men and women in the local hospitality industry. Hospitality is a critical component to our economy as the hotels and restaurants in Arlington contribute significantly to the tourism, vibrancy and economic well being of our community. The hard work and passion of the people who serve the visitors, guests and business travelers create a welcoming first impression and let everyone know how special it is to be in Arlington.

From a financial standpoint, this time of year is busy with tracking budget issues for the County. While the economy looks promising, there is still much financial sensitivity in the County and that will affect businesses. There will be public hearings this month on the budget that will take effect in July. Now is the time to voice any concerns to us and get involved with the Chamber's Government Affairs/Economic Development Committee to weigh in on the budget that will affect us all.

Our local economic conditions continue to hold their own, although over the past several years, along with much of the nation, we have had to redefine our priorities. Arlington has overcome many challenges in the marketplace, including loss of government jobs through BRAC and tight credit conditions that affected businesses and development of all sizes. We are well positioned to be responsive to change through diversity and our ability to attract large business and sustain an environment conducive to small and emerging business that enhances the overall market for all of us. Sometimes reprioritizing is healthy; however we should not get distracted by unanticipated change and should never compromise our commitment to the people and business we serve.

Building on our commitment to quality and service in the business environment, the Arlington Chambers Opportunity Works campaign kicks into full gear this month. The campaign sets the stage for growth in the Chamber and ensures a healthy foundation from which we will continue to support the business community. This is one of the most important ways to be visible to your customers and peers, as well as a great opportunity to support the Arlington Chamber. Thanks to the heroic efforts of **Barbara Nicastro** and **Joe Prentice** for their enthusiastic leadership and to **Sonia Johnston** and **John Marshall Bank** as this year's Grand Sponsor of the campaign. We have a tremendous team leading the effort and great folks who have exceeded goals and expectations at every turn. We look forward to seeing you and your business involved this year.

Michael Foster, MTF Architecture



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THE
SHOOSHAN
C O M P A N Y

FLUOR



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

Deadlines for submissions to *The Arlingtonian*

■ **DISPLAY ADS & PRESS RELEASES**

The first of the month prior to publication. (i.e., for April, the ad must be submitted by March 1st).

■ **ARTICLES**

Same deadline as Display Ads.

■ **INSERTS**

Must deliver 1,750 inserts before noon on the **22nd** of the month prior to publication (i.e., for April, the insert must be at the mail house by March 22). If less than the full number is provided, no inserts will be mailed and no refunds can be given.

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA. POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201.

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

WELCOME NEW MEMBERS

■ ADVERTISING, MARKETING & PUBLIC RELATIONS

GRADE A MARKETING
 Amanda Fischer, President
 1675 S Hayes St. Unit A
 Arlington, VA 22202
 Phone: (202) 656-7765
 Email: amanda@gradeallc.com
SPONSOR: Joe Prentice, State Dept Federal Credit Union
 Grade A Marketing is a tactical marketing firm for professional service organizations. We align marketing and sales goals and strategy to create an executable action plan for increasing revenue.

■ ADVERTISING, MARKETING & PUBLIC RELATIONS

HENNINGER MEDIA SERVICES
 Robert Anderson, Senior Director of Business Development
 2601-A Wilson Boulevard
 Arlington, VA 22201
 Phone: (703) 243-3444
 Email: HMSinfo@Henninger.com
SPONSOR: Shannon Swahn, Select Printing
 Henninger Media Services is a video and post-production company serving corporate, association, broadcast and government clients, with a full range of electronic and interactive media services.

■ AUTOMOBILE RENTALS & SHARING

ZIPCAR
 Jill Levin, Account Executive
 403 8th Street NW
 Washington, DC 20004
 Phone: (202) 737-4900
 Email: business@zipcar.com
SPONSOR: Shannon Swahn, Select Printing
 Zipcar is a membership-based car sharing service. Business members enjoy discounted weekday driving rates (gas and insurance included).

■ BANKS

BANK OF GEORGETOWN
 Nathan Winstead, Vice President & Branch Manager
 2300 Wilson Boulevard
 Arlington, VA 22201
 Phone: (703) 504-9100
 Email: nwinstead@bankofgeorgetown.com
SPONSOR: Erica Pristas, Staff
 Bank of Georgetown operates as a community bank, emphasizing personalized service, competitive rates and flexibility. They currently have eight locations in the DC Metro area to serve you!

CITIBANK

Michael Kollenberg, Citigold Relationship Banker
 1010 North Glebe Road, Suite 150
 Arlington, VA 22201
 Phone: (703) 516-2000 Fax: (703) 516-4394
SPONSOR: Erica Pristas, Staff
 Citibank provides banking, lending, insurance, and investment services to individuals and businesses.

■ CLUBS

CIVITAN CLUB OF ARLINGTON, VIRGINIA, INC.
 Christine Wahl, Co-Garage Sale Event Coordinator
 4805 Rock Spring Road N
 Arlington, VA 22207
 Phone: (703) 536-8686
 Email: chriswah4@gmail.com
SPONSOR: Leandra FINDER, Arlington Jaycees

MEMBERS IN THE NEWS

■ ARLINGTON COUNTY DEPARTMENT OF ENVIRONMENTAL SERVICES

Don't Ride the Bench - Get in the Game!

Arlington County has just extended the registration deadline to join in on the Arlington Green Games to June 30, 2011. Register and complete the appropriate benchmarks by that date and you can still compete to win the gold! Players receive lots of help throughout the competition. From a robust training schedule and promotional materials to customizable posters in seven different categories to display inside the office. Not to mention a unique and high level of interaction with County staff. Several free events are coming up this month and beyond – don't miss out! To register your office or building for the Inaugural Season visit www.arlingtongreengames.com. For more information or to schedule a meeting with the Arlington Green Games staff, please contact **Kelly Zonderwyk** at kzonderwyk@arlingtonva.us or 703.228.4822, or **Sarah O'Connell** at seoconnell@arlingtonva.us or 703.228.4797.

■ ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING

Arlington Mill Residences Approved by County Board

The Arlington County Board unanimously approved the Use Permit amendment and Option for Ground Lease for Arlington Mill Residences on February 12. The approval puts the **Arlington Partnership for Affordable Housing (APAH)** one step closer to its goal of building 122 new, affordable homes in the changing Columbia Pike corridor. **"APAH is honored to partner with Arlington County in pioneering the use of 'Public Land for Public Purpose,'" said APAH President/CEO Nina Janopaul.** "The discounted, 75-year ground lease is a great tool for creating affordable housing for lower-income families, offsetting the escalating land prices in our community." If financing is secured, construction will begin in spring 2012.



■ ARLINGTON COMMUNITY FEDERAL CREDIT UNION

Call for Nominations: 5th Annual "People Helping People" Community Service Award

Arlington Community Federal Credit Union is proud to be part of the history and success of Arlington County. Great communities are built, in part, by the social responsibility of their citizens. The "people helping people" philosophy that describes credit union is very much at work in our community through individual efforts. **ACFCU** invites you to nominate a teen or an adult who have made a difference in the lives of those living or working in Arlington County. The winners will also receive \$250 in the form of a donation to their favorite Arlington-based non-profit organization. To download your award Nomination Form, visit www.arlingtoncu.org. Deadline for nominations is March 25, 2011. Please contact Marketing and Community Relations VP, **Karen Rosales**, at 703-526-0200 x264 with any questions.

■ ARLINGTON COUNTY MEDICAL SOCIETY

2011 Arlington County Medical Society Officers Announced

The **Arlington County Medical Society** is pleased to announce their 2011 officers: **William Furlong**, M.D., President; **Andrea Giacometti**, M.D., President Elect; **Carl Waldman**, M.D., Vice President; **Terri Remy**, M.D., Treasurer; **Michelle Rivera**, M.D., Secretary. The **Arlington County Medical Society** is also pleased to announce that **Dr. John Mueller** was awarded the Welburn Award for outstanding service at the Annual Meeting in December at the **Westin Gateway**.

■ ARLINGTON STREET PEOPLE'S ASSISTANCE NETWORK

Local Restaurant Serves Up Special Meal For The Homeless

On February 2nd, staff members of Bertucci's of Clarendon delivered 16 large pizzas with trays of pasta, salad, and freshly made bread to serve at the Arlington County Emergency Winter Shelter (EWS) operated by **Arlington Street People's Assistance Network (A-SPAN)**. "We wanted to contribute something, do something for the homeless, something beneficial. We hope they enjoy this meal!" shared Ulas Gungor, Hospitality Manager. There have been approximately 70 clients a night at the EWS this winter. **A-SPAN** has a five-year contract to operate the shelter for the county. Among the new programs instituted by **A-SPAN** are nursing services provided by Capital City Nurses for check-ups, referrals, and prescriptions. To volunteer, please contact **Sarah Morse** at info@a-span.org.

■ EDWARD JONES

Edward Jones Makes a Difference in Clients' Lives

The opportunities available in the market today are as plentiful as ever, but so is the need for individual investors to work with a qualified financial-services professional, according to **Sue Gruskiewicz**, AAMS® and **Bill Swanson**, CFP, AAMS® of Arlington. **Edward Jones** has earned a reputation from its clients for delivering excellent service. The firm ranked highest in investor satisfaction in the J.D. Power and Associates Full Service Investor Satisfaction Study every year from 2005-2010. *SmartMoney* magazine named **Edward Jones** again as the No. 1 full-service brokerage firm in its June edition. Every aspect of the firm's business from options offered to location of branches is designed to cater to individual investors in the communities where they live and work.

■ BEAN, KINNEY & KORMAN, P.C.

Bean, Kinney & Korman, P.C. Login to Contribute to E-Learning Project

Bean, Kinney & Korman, P.C. attorney **Alain Lapter** has been selected to participate in a special project for the Office for Harmonization in the Internal Market's ("OHIM") Cooperation Fund that will focus on e-Learning. OHIM is an agency of the European Union ("EU") that registers trademark and design applications covering all 27 EU members. The Project's purpose is to develop an e-Learning tool on Community Trademarks and Registered Community Designs in order to raise awareness and enable initial online training in the industry. The participants in this project will work within groups to produce a product that will serve users and offices alike. **Mr. Lapter** is the only US-based member who has been selected to participate. **Mr. Lapter** focuses his practice on all facets of copyright and trademark law, as well as e-Commerce and domain name issues,

■ BODY DYNAMICS

Body Dynamics offers "Fitness Physicals"

In 90 minutes on Saturday, March 12, 2011, the physical therapy and training team at **Body Dynamics** can tell you where you stack up against the national population. Just like you schedule an annual appointment with your doctor, **Jennifer Gamboa**, owner of Arlington's **Body Dynamics**, wants you to save the date for a yearly "fitness physical." Individual tests focus on health risk factors, posture and alignment, upper and lower body strength, flexibility, core strength, agility, balance, and coordination, and aerobic endurance. Past Fitness Physical client Vince R. shared, "The fitness physical at **Body Dynamics** provided me with feedback you don't get at the doctor's office or the gym. I left with a detailed prescription for exercise that has enabled me to tackle running in the Cherry Blossom Festival this spring." Call 703.527.9557 to reserve your spot!

■ CONSULTING

NORDLINGER CONSULTING GROUP

Lorraine Barclay Nordlinger, MBA, President

1512 N. Johnson Street
Arlington, VA 22201
Email: LBN@Nordlinger.com
Phone: (202) 285-3935

SPONSOR: Nancy Goodman, Main Event Catering

Nordlinger Consulting Group partners with adults, youth, and organizations to achieve optimal results using a diagnostic model of strategy alignment to maximize customer loyalty and bottom line results.

■ EMPLOYMENT SERVICES

HOSPITALITYSTAFF

Jesse Corning, Managing Partner
5010 Nicholson Lane, Suite 202
Rockville, MD 20852
Phone: (301) 230-6585

Email: metrodc@hospitalitystaff.com
SPONSOR: Donna Hamaker, KDH Real Estate

HospitalityStaff is a full service staffing company for the Hospitality Industry. We have Temporary, Part Time, Full Time and Management Placement services available.

■ FITNESS

THE ENERGY CLUB

Michelle Roberts, Member Services Director

2900 South Quincy Street
Arlington, VA 22206
Phone: (703) 824-0600

Email: mroberts@theenergyclub.com

SPONSOR: Erica Pristas, Staff

The Energy Club is Shirlington's new fitness experience. With a climbing wall and over 15,000 square feet of exercise equipment and exercise studios, including the "Energy Cafe," it's not your typical gym!

■ FLORISTS

H. BLOOM

Devin Shoemaker, Account Executive
1701 Pennsylvania Ave, NW
Washington, DC 20006
Phone: (202) 349-3665

Email: dschoemaker@hbloom.com
SPONSOR: Barbara Nicastro, Law Offices of Barbara Nicastro

H.Bloom is a subscription based floral arrangement service that recently began in Washington, DC. H. Bloom services corporate offices, restaurants, hotels and residences with free delivery and low price points.

■ GOVERNMENT OFFICES

JERMAINE MINCEY, UNITED STATES PATENT & TRADEMARK

Jermaine Mincey, Patent Examiner
722 S Fayette St Apt 11
Alexandria, VA 22314
Phone: (703) 336-9351

Email: jmincey@gmail.com

SPONSOR: Erica Pristas, Staff

■ HOTELS & MOTELS

RENAISSANCE ARLINGTON CAPITAL VIEW HOTEL

Jerry Caliguire, General Manager
2800 South Potomac Avenue
Arlington, VA 22202
Phone: (703) 413-1300

SPONSOR: Sharon Lockwood, Crystal Gateway Marriott

Renaissance Capital View is located in the heart of Crystal City's dining and business districts and 1 mile from Reagan National Airport. This hotel exudes style and sophistication.

WELCOME NEW MEMBERS

**RESIDENCE INN BY MARRIOTT,
ARLINGTON CAPITAL VIEW**

Jerry Caliguire, General Manager
2850 South Potomac Avenue
Arlington, VA 22202
Phone: (703) 413-1300

SPONSOR: Sharon Lockwood, Crystal Gateway Marriott

The Residence Inn Arlington Capital View has easy access to Old Town Alexandria & Pentagon City, and is less than a mile from Reagan National with complimentary shuttle to Crystal City Metro stop.

**INSURANCE - LIFE AND HEALTH
OSTROW INSURANCE CO. (HARVEY J. OSTROW)**

Harvey Ostrow, Owner
3132 10th Street N, Suite 1
Arlington, VA 22201

Phone: (703) 527-7222

Email: harveyostrow@allstate.com

SPONSOR: Erica Pristas, Staff

An Allstate Insurance agency providing a variety of insurance and financial service products. They delve into your needs and share their observations with the most appropriate prices.

LEGAL SERVICES**RYAN A. BROWN, PLLC**

Kyle Epting, Associate Attorney
739 Clarendon Boulevard
Arlington, VA 22209

Phone: (703) 842-3025

Email: contact@rabpllc.com

SPONSOR: Erica Pristas, Staff

Ryan A. Brown, PLLC offers legal services focused on setting up and running small to medium sized businesses, as well as estate and tax planning for individuals.

**REAL ESTATE - COMMERCIAL
WEST, LANE & SCHLAGER REALTY
ADVISORS, LLC**

Cabell Wilkes, Associate
1155 Connecticut Ave, NW Suite 700
Washington, DC 20036

Phone: (202) 835-3388

Email: cwilkes@wlsrealty.com

SPONSOR: Greg Mullan, Bank of America Home Loans

West, Lane & Schlager is a commercial real estate company assisting office space users and investors in Washington, DC. They build lasting relationships with clients by being passionate about quality, creativity and accountability.

RESTAURANTS & FOOD SERVICES**CAFE PIZZAIOLO**

Christine Ponzi, Owner
507 South 23rd Street
Arlington, VA 22202

Phone: (703) 894-2250

Email: catering@cafepizzaio.com

SPONSOR: John Murphy, Washington Workplace

Cafe Pizzaiolo is an upscale casual restaurant specializing in house-made fresh ingredients, hand-tossed pizza, pasta and other Italian inspired comfort foods, for dine in, carry out, delivery or catered.

MEMBERS IN THE NEWS

CAFFI CONTRACTING SERVICES**Newly Renovated Showroom, Old Town Bath and Kitchen**

Caffi Contracting Services is a plumbing, heating, and remodeling company serving the Washington DC metropolitan area since 1967. This month, **Caffi** is celebrating the grand opening of Old Town Bath and Kitchen, its newly renovated showroom. It features the finest in bath and kitchen products from Kohler, Hansgrohe, Ginger, Newport Brass, Aquatic, Toto, Elkay, Steamist, Jacuzzi, Robern, and many more. Old Town Bath and Kitchen is also a great resource architects and designers in need of a vast library of product information to share with clients.

MARYMOUNT**University President Announces Retirement**

Dr. James E. Bundschuh, Marymount University's fifth president, has announced that he will retire on June 30, 2011, after serving for 10 years. **Marymount's** Board of Trustees has begun a national search for the University's next president and has assembled a committee that includes trustees and representatives from the campus community to evaluate applicants. Under **Dr. Bundschuh's** leadership, **Marymount** achieved record enrollments; completed the largest capital campaign in its history; constructed a new residential and academic complex; and expanded offerings to include an undergrad Honors Program and two doctoral programs. Reflecting on his years at the University, **Dr. Bundschuh** said, "I have had the privilege of seeing **Marymount** through the first decade of the 21st century and am so proud of what we have been able to accomplish.

RED TOP CAB**Red Top Cab President Receives Award**

Neal Nichols, President and founder of **Red Top Cab**, was honored with the Washington Regional Alcohol Program's Community Champion Award this December, during kickoff of WRAP's annual holiday season SoberRide initiative. "Under **Mr. Nichols'** leadership, **Red Top Cab** staffs the communication center that receives all of the SoberRide calls and provides dispatch service throughout the metro area on St. Patrick's Day, the 4th of July, Halloween and through the December holidays," said WRAP President and CEO Kurt Erickson. "This support, valued at \$49,000 annually, has helped save literally thousands of lives and makes him a true community champion." This year, SoberRide transported its 50,000th would-be impaired drivers this year.

SBE & ASSOCIATES**SBE & Associate's Announces "Man of the Year"**

SBE & Associates, Inc., Architects (formerly Sheridan, Behm, Eustice) is proud to announce that **Michael C. Stevens**, Senior Associate, has been named "Man of the Year" by Inter-Service Club Council. He has been a long standing member of Arlington Host Lions, which he has served as president. In 2009, he was awarded the Melvin Jones Fellow for his dedication to Humanitarian Services by the Lions Club International Foundation. **Michael Stevens** has also served on the Board of Arlington Housing Corporation and Sheltered Occupational Center Enterprises as well as Arlington County Commission for the Physically Disabled.

SYNERGY HOMECARE**Synergy HomeCare Ranks High!**

Synergy HomeCare is proud to announce their new ranking in *Entrepreneur Magazine's* Franchise500. The franchise system is listed 182nd among 500 top franchises for 2010. Each year, Synergy HomeCare increases in status and recognition (the company ranked at 406 of 500 in 2009). The Franchise500 will be published in the January issue of *Entrepreneur Magazine*. Chamber member **Mitch Opalski** was one of the first to join the **Synergy HomeCare** franchise, and is proud of its reputation for excellence. His **Synergy HomeCare** office serves Arlington, Alexandria, and Springfield with companionship, homemaker and personal care services to those aging in place and needing a little help to remain living independently at home.

MEMBERS IN THE NEWS

■ SWART, LALANDE & ASSOCIATION

Swart, Lalande & Associates Obtain CPA Designation

The local public accounting and consulting firm of **Swart, Lalande & Associates, P.C.** is pleased to announce **Scott Bragg, Robert L. Cherry** and **Kayla B. Tuggle** have earned their certified public accountant (CPA) certification. “**Scott, Robert** and **Kayla** continue to focus on their professional growth and development,” said **Paul D. Burke**, CPA, managing shareholder of **Swart, Lalande & Associates**. “Their new designation will allow them to extend their knowledge and skills, in addition to providing our clients with exceptional service.” Since 1960, **Swart, Lalande & Associates, P.C.** has provided reliable accounting and advisory services to clients throughout the Mid-Atlantic region, including audit and attest, business consulting, business valuation and litigation support, employee benefit plans, estate and trust planning, and tax compliance and planning.

■ USO OF METROPOLITAN WASHINGTON

USO Celebrates 70th!

The **USO of Metropolitan Washington (USO-Metro)** celebrated its 70th birthday this past February 4th. “Throughout our 70-year history **USO-Metro** has been committed to lifting the spirits and boosting the morale of our troops and their families,” said **Elaine Rogers**, president and CEO of the **USO of Metropolitan Washington**. “Thank you to the volunteers and supporters who are part of the **USO** family now, and to those who came before them, helping to get us where we are today. We couldn’t achieve our mission without support from our community.” In the past year alone, generous financial supporters and 5,000 dedicated volunteers enabled **USO-Metro** to serve 500,000 service members and families through USO Centers, Mobile USO Program, USO airport lounges and Operation USO Care Package.

■ WELLFIRE INTERACTIVE

Wellfire Launches New Website

On January 26th, the design and development team at **Wellfire Interactive** launched the newly designed website for Ballston-based National Water Resources Association. NWRA is a “federation of state associations and caucuses representing a broad spectrum of water supply interests.” The new design gives the association’s public site a modern look and the new platform allows staff to quickly update constituent members with news from Capitol Hill. Hosting is being provided NWRA’s IT provider, **Ascend Technology**. Visit nwra.org to see the site, and wellfire.net for more information about **Wellfire Interactive**.



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Rich Rieger

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Diana Simonton

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VIRGINIA HOSPITAL CENTER

■ TEN YEARS

ARLINGTON OUTDOOR
EDUCATION ASSOCIATION

■ FIVE YEARS

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AND CLARK VENTURES

THE BOEING COMPANY

CONGRATULATIONS!



FEATURED MEMBER BENEFIT

GET IN THE NEWS!



Do you want a way to publicize new or newsworthy services, events and product lines?

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

Remember, community and Chamber members alike read *The Arlingtonian*. Submitting items to *The Arlingtonian's* “Members in the News” section is a free benefit of membership and can provide free publicity to a wide local audience!

Please submit press release items for consideration by the **first of the month** to Gaby Zamora communications@arlingtonchamber.org

CHAMBER NONPROFIT ORGANIZATIONS WORKING IN THE HEALTHCARE SECTOR:

- CAPITAL HOSPICE
- CULPEPPER GARDEN



Editor's Note:

As an initiative of the Community Action Committee, *The Arlingtonian* now regularly highlights a particular nonprofit category.

The article will be written by a member of the Community Action Committee, and will include a list of all of the Chamber's nonprofit members who belong to that category (as of the production date).

For more information about the nonprofit sector articles or about how to get involved with the Community Action Committee, contact **Maria Pugliese** of **TeamLogicIT** at (703) 528-8548 or mpugliese@teamlogicit.com

- www.arlingtonchamber.org
- chamber@arlingtonchamber.org

GET LINKED

Are you LinkedIn?



The Chamber's LinkedIn group is a great way to network, keep up with Chamber events and participate in interesting discussions. Join our group to start participating!

SEARCH GROUPS FOR:

ARLINGTON CHAMBER OF COMMERCE, VA

- www.linkedin.com

NONPROFIT SPOTLIGHT

■ CAPITAL HOSPICE, HELPING PEOPLE MAKE THE MOST OF EVERY MOMENT

by **Amanda Sobanet**, Director of Communications, **Capital Hospice**

An advanced illness can be overwhelming. Patients and families must make a lot of complicated decisions, often very quickly. It's not easy to know how to navigate the health care maze, how to keep a loved one living as independently as possible, and how to identify the unique care they need to be comfortable.

Whether someone is living with a progressive illness such as dementia, or is caring for someone who is, we at **Capital Hospice** understand just how challenging this can be. We also know, based on the thousands of patients we've served, that once people reach out for help, life will truly get a lot easier for them. Anyone who is medically eligible can access **Capital Hospice's** services, regardless of their ability to pay.

Capital Hospice, a leading nonprofit organization, provides comprehensive, coordinated care, spanning physical, emotional and spiritual needs. These include: care navigation; palliative care (pain management); loss counseling; homemaker services; hospice services; and, occasional respite care. Our health professionals, including 22 board-certified palliative care physicians on staff, deliver some of the best care in the United States.

Capital Hospice is rooted in a rich tradition of community. For over 33 years, our volunteers, staff, donors, business partners, faith-based allies, civic groups and other friends have joined arms and walked in lock step towards the future for one simple reason: we all care deeply about helping patients and families living with serious illness.

Whether you are a local employer that wants to give back, a health care organization that shares a common purpose, or a group that may benefit from our involvement with yours—**Capital Hospice** is open to creative partnership opportunities. By working with like-minded organizations and individuals, we can help families and loved ones make the most of every moment together.

To learn more or make a donation, please contact us at ■ 1-800-869-2136 or visit ■ www.capitalhospice.org.

VOLUNTEER ARLINGTON DAY

Give Back to Your Community - Volunteer Today!

If you're interested in making a difference in the Arlington community, we want you! Volunteer Arlington Day is an annual tradition, hosted by our Community Action Committee, which engages businesses and individuals in acts of goodwill around the community in a half-day of service.

The Volunteer Arlington Day event is a great way to give back to our community and to connect with fellow Arlingtonians! The dates are set, so come out and show your love for our beautiful community! Last year, over 75 volunteers participated in projects including clean up of the **Animal Welfare League of Arlington**, gardening around **Capital Hospice**, packaging food with the **Arlington Food Assistance Center** and spending time with young people at the **YMCA**.

Visit the Chamber website to register for one (or both!) of the following days:

Saturday, April 16
8:30 am – 1:00 pm

Tuesday, April 19
1:00 pm – 4:00 pm

Kick off will be on Saturday, April 16, from 8:30 a.m. – 9:00 a.m. at the **Arlington Career Center**,
Arlington Career Center,
816 South Walter Reed Drive,
Arlington, VA 22206

To apply to be a nonprofit project site or to match your group to an available project, please contact the Chamber:
■ 703.525.2400 , or ■ events@arlingtonchamber.org



■ THE 87TH ANNUAL ARLINGTON BUSINESS GALA REVIEW

Arlington's Best Night Out

The 87th Annual Arlington Business Gala once again lived up to its name of Arlington's Best Night Out. The evening was full of dancing, dining and, of course, some friendly competition for some great items in the Live and Silent Auctions. All in all, the event was a huge success and a great start to a new year! Thank you to all of our members who contributed to the evening's success through their volunteer work, generous donations and above all – attendance! Thank you to our Grand Sponsor, **Verizon!** The generous support of all of our sponsors is greatly appreciated.



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SPECIAL THANKS!

Special Thanks To:

The **Ritz Carlton, Pentagon City** for being such a great host!

Brooks Business Transfer for transporting the auction items.

Frank Rizzo of Marymount University for giving the invocation.

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ARLINGTON ECONOMIC DEVELOPMENT

“Hot Markets, Cool Places”

by Karen Vasquez, Public Relations Manager at Arlington Economic Development

The theme of this year’s report on the Arlington economy is “Hot Markets, Cool Places.” No market is hotter than Rosslyn, where we have seen four ground-breakings for new construction within the past few weeks. The biggest event was the start of 1812 N. Moore Street this past October, soon to be Arlington’s tallest building and one of our largest at 570,000 square feet of office space.

December saw the beginning of construction on Gaslight Square, a 117 unit luxury condominium project by ABDO and the only new condo project in years. More residential development began construction with the groundbreaking of two residential towers by JBG – Sedona and Slate, containing 479 rental units and 12,600 square feet of retail space. Finally, demolition has taken place and construction has begun on Skanska’s 1779 Wilson project, a 109,000 square foot office project with 28,000 square feet of retail space. And that is just for “starters.”

A number of new development projects are working their way through the entitlements process, including JBG’s Gateway project and the redevelopment of Rosslyn Plaza project by the Vornado/Gould interests. The latter proposes a replacement for the Spectrum, which would add to the Artisphere which opened in October as Arlington’s largest cultural and entertainment venue.

After a couple of years that have been a little light in terms of new development, Rosslyn is jumping. To learn more about Arlington’s other “hot markets” including statistics on Arlington’s 2010 economic performance and the 2011 outlook, visit the AED Web site at www.arlingtonvirginiausa.com beginning March 11th and download a copy of the presentation.



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Upcoming Communications Council Events

ideaswap

Marketing communications
roundtable discussion.

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

◆ Free, members only event

Join discussion leader **Van Bond** with **Henninger Media Services** to share your experiences about successfully using video to enhance your communications strategy.

“They’re creating buzz again...
this time learn how to **bring your
brand to life.**”

Thursday, May 5
11:30 a.m. – 1 p.m.
WETA in Shirlington

bizbuzz

Tools for successful
communication.

Join our panel of **communications all stars** to learn how to enhance your marketing success by becoming your brand’s strongest representative.

◆ For members & prospective members

Space is limited! Registration now open!

Register online at ArlingtonChamber.org ◆ click on events

Why Should I Do Business with You?

by Jim Whelan, The ProActive Corporation of America

The January Roundtable focused on the age-old question we face every time we are in front of a prospect. Not stated as such, yet it's the 600-pound gorilla blocking the way to a sale. Hmm...What do you look for when making a purchase that will have a significant impact on your operation or life?

- Low rate? - only if you can take a chance on the outcome
- A fancy glossy 14-page proposal? - Where's the meat?
- An incomplete description of the work that lacks a clear statement of the outcome and completion date?

No way - you are inclined to select the vendor that achieves:

1. A meeting of the minds through shared communications so each party is clear on the process and outcome
2. Open ended questions lead to openness in defining the scope of the job
3. Use probing questions to fully understand your (the prospect) needs and desired outcome
4. Explain the process used to arrive at the deliverables
5. Show track record of delivering on promised results

A process of investigating priorities leading to the value you bring to the table leads to developing your trust that you are dealing with a true professional. When you employ similar techniques that define what success looks like, the results will be the same in the mind of your prospects.

Bottom line from this roundtable?

Increase probability of success. It establishes trust, which is the yellow brick road to a prospect's acceptance.

BIG IDEAS:

- Be clear about the service or product you are offering. Explain how and why it will benefit your client.
- Work with your clients to identify and meet needs.
- Your best selling point is having a successful track record

REGISTER NOW:

MARCH SMALL BUSINESS ROUNDTABLE

Social Media Tips & Tricks That Work for Businesses

30 WEDNESDAY

11:45 a.m. - 1:15 p.m.

Chamber Board Room
2009 14th St. N., Suite 111
Arlington, VA 22201

The Small Business Roundtable, a free member benefit of the Arlington Chamber of Commerce, is an open forum discussion sponsored by **The Business Bank**.



Jim Whelan

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



COMMITTEE HIGHLIGHT

■ AMBASSADOR COMMITTEE

The Ambassador Committee is at the very heart of the Arlington Chamber as its focus is to welcome the Chamber's newest members. Ambassadors reach out to each new Chamber member by offering support and advice about how to become engaged and involved.

If you are a new Chamber member you know that there are many, many activities and opportunities available. The question to ask yourself is, how do I navigate through all these offerings to find what will be meaningful for my business? Ambassadors take the time to find out what your objectives are and suggest ways to best utilize your time and resources to accomplish your goals.

Whether it's an introduction to another Chamber member with whom you'd like to do business, information on ways to get involved with a particular committee, or getting maximum visibility through a sponsorship, there are ways for every Chamber member to achieve his or her objectives!

Finally, if you are a long-time Chamber member and are looking for new ways to maximize your membership objectives or would like for someone to help you think outside of the box for a fresh perspective, please feel free to contact an Ambassador Committee member. Remember, the strength and vitality of the Chamber is built with each and every member. Let us help you make the most of your membership!

For more information about the Ambassador Committee or to become involved, please contact **Donna Hamaker** at donna@kdhteam.com.



Ambassador Committee

Donna Hamaker

KDH



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The mission of the Arlington Chamber of Commerce is to promote businesses and economic development within Arlington County.

The Chamber will represent the interests of Arlington County businesses by: participating as a business advocate to government; endorsing regional solutions to infrastructure and educational challenges; and striving to create the conditions that encourage a healthy community and business environment within the County and the Commonwealth of Virginia.

THANK YOU!

- Arlington Community Federal Credit Union and Washington Workplace for hosting the January Business After Business and providing door prizes
- Bernie Cohen – Insurance Solutions and Café Pizzalo for providing door prizes for the January Business After Business
- WETA for hosting the January Board Meeting
- Lebanese Taverna for sponsoring the food at the January Board Meeting.

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