

VOL LIII, NO. 5 MAY 2011

FEATURED PHOTO: Casey Golden shares social media strategies at the Nonprofit Forum. Turn to page 6 for a full event recap.



ARLINGTONIAN
GRAND SPONSOR



IN THIS ISSUE

- 2 Calendar
- 2 SMART Start
- 2 Breakfast Connection
- 2 Business After Business
- 3 Chair's Message
- 4-5 Members in the News
- 4-5 Welcome New Members
- 5 Welcome New Staff
- 6 Milestone Anniversaries
- 6 Opportunity Works Corner
- 6 Nonprofit Forum Recap
- 7 Nonprofit Spotlight: ACE
- 7 New Chamber Website and You
- 8-9 29th Valor Award Ceremony
- 10 Arlington Economic Development
- 10 Committee Highlight
- 11 Small Business Roundtable

SAVE THE DATE

ARLINGTON'S BEST BUSINESS AWARDS

MAY 17
7:30 a.m. – 9:45 a.m.
Sheraton National Hotel

STATE OF THE COUNTY

JUNE 21
7:30 a.m. – 9:30 a.m.
TBA

► COMPLETE CHAMBER CALENDAR: PAGE 2

■ HONORING ARLINGTON'S HEROES REVIEW

Honoring Arlington's Heroes

On Tuesday, April 12, the Arlington Chamber of Commerce gathered together to recognize those people who keep Arlington safe year round. The Valor Awards honored members of Arlington County's Office of Emergency Management, Police Department, Fire Department and Office of the Sheriff for their heroic efforts in the line of duty. This year's winners included excellent leaders who developed new leadership structures and kept offices running efficiently. There were also those men and women whose quick decision making skills saved the lives of a suicide victim, an injured child and an electrocution victim among many other heroic actions. We owe these great men and women honor and gratitude.

Thank you to our Grand Sponsor, **Virginia Hospital Center**, our Select Sponsor, **Verizon** and the Fort Myer Officers' Club for hosting the event.

► Turn to page 8 for pictures of the event, and a full list of winners and sponsors

■ ARLINGTON'S BEST BUSINESS AWARDS PREVIEW

Mark Your Calendar for the ABBIE Awards!

The Arlington Chamber of Commerce will celebrate the best that Arlington businesses have to offer with this year's Best Business Awards (ABBIES), to be held on Tuesday, May 17 at the **Sheraton National Hotel**. The Awards celebrate and recognize area businesses that go above and beyond serving their clients to make Arlington a great place to work and live.

SPECIAL THANK YOU TO

GRAND SPONSOR

Comcast

Businesses will be selected for their contributions to the Arlington community for awards in the categories of Retail, Service, Technology, Nonprofit, Home-based Business, Large Business, and a Green Award for a business showing leadership in environmental protections. The event also features the induction of Arlington business leaders into the Arlington Business Hall of Fame. Sponsorship opportunities are still available, for more information contact Kate Roche at kroche@arlingtonchamber.org.

■ TECHNOLOGY UPDATE

Chamber Website Makeover!

By now you have probably noticed that the Chamber website has received a bit of a makeover, most importantly featuring an enhanced Members Only section which will allow you to take advantage of member pricing for events.

You should have received an email from our office containing a unique username and password that will allow you to sign in to the Members Only portion of the website. If you have not, or if you are having any difficulties, please contact the Chamber at 703.525.2400.

► Turn to page 7 for info on how you and your business will benefit from the new site!

THE CHAMBER

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 Gaby Zamora, Publications Coordinator
 Susan Townsend, Web Coordinator
 Tami Anderson, Staff Accountant

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

MAY AT THE CHAMBER

AMBASSADOR COMMITTEE MEETING	2 MONDAY 4:00 – 5:00 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	2 MONDAY 5:00 – 6:00 p.m. Chamber Board Room
OPPORTUNITY WORKS NETWORKING RALLY	3 TUESDAY 5:00 – 6:00 p.m. Rocklands
COMMUNICATIONS COUNCIL BizBuzz	5 THURSDAY 11:30 – 1:00 p.m. WETA
SMART START	MAY 5 THURSDAY 4:00 – 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	MAY 6 FRIDAY 9:00 – 10:30 a.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	11 WEDNESDAY 8:00 – 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	12 THURSDAY 7:30 – 9:00 a.m. Knights of Columbus
COMMUNICATIONS COUNCIL BizBuzz Wrap-Up	16 MONDAY 11:45 – 1:00 p.m. Chamber Board Room
BEST BUSINESS AWARDS	17 TUESDAY 7:30 – 9:00 a.m. Sheraton National Hotel
COMMUNICATIONS COUNCIL IdeaSwap	17 TUESDAY 11:45 – 1:00 p.m. WETA
BUSINESS AFTER BUSINESS	19 THURSDAY 5:00 – 7:00 p.m. Strategic Analysis
BOARD MEETING	20 FRIDAY 11:45 a.m. – 1:45 p.m. TBD
COMMUNITY ACTION COMMITTEE	25 WEDNESDAY 8:00 – 9:00 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	25 WEDNESDAY 11:45 – 1:00 p.m. Chamber Board Room
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE	25 WEDNESDAY 4:00 – 5:00 p.m. Chamber Board Room
OPPORTUNITY WORKS PHONE BANK	18 WEDNESDAY 2:00 p.m. – 5:00 p.m. Chamber Board Room
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	27 FRIDAY 8:00 – 9:30 a.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

THURSDAY, 5 MAY
4:00 – 5:15 p.m.
The Chamber Boardroom

GRAND SPONSOR

Bank of America
Home Loans

BREAKFAST CONNECTION

Come prepared to mix and mingle at this organized speed-networking event. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people. Bring plenty of business cards—you'll need them!

12 THURSDAY
7:30 – 9:00 a.m.
Knights of Columbus
5115 Little Falls Rd
Arlington, VA 22207

GRAND SPONSOR

CARDINAL

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.

19 THURSDAY
5:00 – 7:00 p.m.
Strategic Analysis
4075 Wilson Boulevard,
Suite 200
Arlington, VA 22203

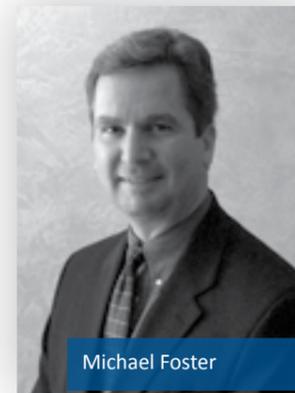
Don't forget to check the Chamber's website calendar for upcoming events and schedule updates.

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

CHAIR'S MESSAGE

Innovation and Business Recognition

You can always tell when there is a new and exciting era following a recession. Businesses seem to get a little sharper, and people tend to think a little more creatively about technology and the marketplace. As an architect and planner, I see this creativity in everything we do from innovations in the design process, to collaborating productively through integrated technology and communications. This results in delivery of greater value to clients, expedited services, and in improved quality of design in the built environment. Even the most difficult times can help spur us on to enhance our abilities and responsiveness ultimately achieving much more with a little less.



Michael Foster

In many ways the Arlington Chamber has sharpened its game as well this year with new technology and an ever more effective staff to meet membership needs. You will notice improved performance of the website as well as increased ease of communications. Many of the beneficiaries of this hard work will be recognized for their great accomplishments at the Arlington Best Business Awards this month.

This year the Arlington Chamber will recognize the best and brightest of Arlington's businesses. We will recognize how various businesses have thrived through difficult times to become better and stronger than ever. The Chamber will recognize great businesses that have delivered exceptional services, industry leaders who have developed unique approaches to management and innovators who are raising the bar throughout the business community. The Arlington business community is comprised of many shapes and sizes, but one thing is for certain; our Chamber and our community in general, is at its healthiest when we facilitate the growth of large and small businesses alike. By creating quality jobs, diversity of opportunity and providing exceptional services, we continue to improve the great experience of living in Arlington. Come out and support your fellow business leaders and be sure to congratulate all the award winning participants.

Advocacy and many ongoing discussions on behalf of small and large businesses alike are finding their way into the larger community conversation. Revisions of signage regulations, the Site Plan process and potential flexibility of some retail space throughout the county is in the works. These can be sensitive issues and require a balanced perspective of all stakeholders, so your Chamber is working hard to represent great business in a great community. We want you to be involved through your Chamber so together we can make the positive change that is needed.

Understanding that a healthy community is not complete unless everyone works together, the Arlington Chamber and the business community really came out in a show of support for those less fortunate during last month's Volunteer Arlington Days. Several days were packed with activities and good will, and it was great to see so many people pitching in to make a difference. Thanks to all who volunteered, helped organize and contributed time, money and sweat equity to help others. These were great days of camaraderie, fun and hard work. The wonderful show of support is only amplified by the many Arlington business people who contribute so much to local non profits, schools and the community throughout the year.

Michael Foster, MTFA Architecture

2011 CORPORATE SPONSORS

THE
SHOOSHAN
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METROPOLITAN WASHINGTON
AIRPORTS AUTHORITY

Marriott

MARYMOUNT
UNIVERSITY

BEAN KINNEY & KORMAN
ATTORNEYS

VIRGINIA COMMERCE BANK

Booz | Allen | Hamilton
delivering results that endure

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.

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

WELCOME NEW MEMBERS

■ ARLINGTON MAGAZINE

Greg Hamilton, President / Publisher
1319 North Greenbrier Street
Arlington, VA 22205
Phone: (202) 253 9213
Email: ghamilton1319@gmail.com
SPONSOR: Barbara Nicastro, Law Offices of Barbara Nicastro
Arlington Magazine is a lifestyle magazine and website for Arlington, McLean and Falls Church.

■ BERTUCCI'S ITALIAN RESTAURANT

James Milley, General Manager
2700 2800 Clarendon Blvd
Arlington, VA 22201
Phone: (703) 528 9177
Email: bert110@bertuccis.com
SPONSOR: Erica Pristas, Staff
Conveniently located in the Clarendon Market Common, Bertucci's Restaurant offers a variety of delicious Italian dishes. With their signature brick oven, culture of hospitality and the world's best pizza, Bertucci's provides you with an authentic Italian experience.

■ FARMERS INSURANCE

Dana Pace, Recruiting Specialist
11921 Freedom Drive, Suite 550
Reston, VA 20190
Phone: (703) 489 7369
Email: dana.pace@farmersinsurance.com
SPONSOR: Erica Pristas, Staff
Farmers Insurance is the nation's third largest Personal Lines Property & Casualty insurance group. Farmers provides homeowners, auto, business, life insurance, specialty products insurance and financial services.

■ THE GOETZ PRINTING COMPANY

Shannon Swahn, Account Executive
7939 Angus Court
Springfield, VA 22153
Phone: (703) 569 8232
E Mail: shannon@gotezprinting.com
Referred by: Joey Tackett, Clear Sky Creative
Goetz Printing Company is one of Greater Washington and Baltimore region's leading full-service commercial printers. They provide their customers with high-quality offset and digital printing, variable data printing and customization services.

■ KB CONCEPTS PR

Karen Bate, President
E Mail: kbate@kbconceptspr.com
1109 N. Powhatan Street
Arlington, VA 22205
Phone: (703) 402 2672
E Mail: kbate@kbconceptspr.com
SPONSOR: John Murphy, Washington Workplace
KB Concepts offers high-touch, personalized public relations services for all your organization's needs: branding & marketing, publications, websites, special events & photography. Great Ideas for good causes!

■ NEW WORLD TITLE

Helen Kraus, Marketing Director
11325 Random Hills Rd #330
Fairfax, VA 22030
Phone: (703) 415-6498
E Mail: Helen@newworldtitle.com
Sponsor: Donna Hamaker, KDH Real Estate
New World Title performs real estate settlements in Virginia, Maryland and the District of Columbia. Their goal is to help their clients have a stress-free refinance or home purchase closing.

MEMBERS IN THE NEWS

■ THE ALLIANCE FOR HOUSING SOLUTIONS

Nominations sought for Affordable Housing Award

The Alliance for Housing Solutions (AHS) invites nominations for the 3rd Annual Ellen M. Bozman Affordable Housing Award. The award honors the late Mrs. Bozman, a long time Arlington County Board member and leader on affordable housing issues, and a founder of **AHS**. The award recognizes an individual or organization that has significantly advanced efforts to increase the supply of and/or to improve the quality of affordable housing in Arlington through leadership, innovation and effectiveness over time. Recognition will also be given for contributions made through Commonwealth or Arlington County policies and programs, project design and implementation, services which improve the quality of life for residents of affordable housing developments, public advocacy, or public education. The award includes a \$1,000 contribution to a non-profit organization of the winner's choice. For more information, please visit the **AHS** website at www.allianceforhousing.org.

■ ANIMAL WELFARE LEAGUE OF ARLINGTON

League Celebrates 16th Annual Walk for the Animals

On Saturday, May 14, 2011, local animal lovers from across the Washington, DC area will gather in Arlington to raise money for homeless and neglected animals by participating in the **Animal Welfare League of Arlington's** 16th Annual Walk for the Animals presented by Pro Feed, Inc., Time for a Walk and Caring Hands Animal Hospital. "The Walk for the Animals is a great community event," says **Joanne Del Toro**, President, Board of Directors, **Animal Welfare League of Arlington (AWLA)**. "This is a terrific opportunity for people and their dogs to spend a morning in the park while raising funds to help homeless and neglected animals." Funds raised at the walk will care for birds, hamsters, guinea pigs, rabbits, cats, and dogs that enter the **AWLA's** doors every day.

■ ARLINGTON COUNTY DEPARTMENT OF ENVIRONMENTAL SERVICES

Make Your "Green" Play Soon!

AIRE's Arlington Green Games program now boasts over 120 competitors covering over 14 million square feet of office space. These competitors represent nearly a third of all commercial office space in Arlington! And they are working hard on their "green" plays! Program registration remains open through the end of June 2011. Visit www.arlingtongreengames.com to get in the game and join in on any of the free events.

■ CARDINAL BANK

Cardinal Bank Community Fund Awards Youth Program

Cardinal Bank announced that the Cardinal Bank Community Fund has awarded \$5,000 to Youth For Tomorrow. Based in Bristow, Virginia, Youth For Tomorrow was founded by NFL Hall of Fame Coach Joe Gibbs in 1986. **Cardinal's** grant will support its mission to deliver comprehensive counseling in a safe, healthy, and compassionate environment to at-risk youth who have been abandoned, abused, or otherwise alienated from family and community. Through its grant program, the Cardinal Bank Community Fund has benefited more than 40 local organizations and service programs since its inception, keeping sight of the Fund's mission and deep commitment to giving back to the communities where we live, work, and raise our families.

■ JOHN MARSHALL BANK

John Marshall Bank Supports Advocacy for Disabled

On March 24, 2011, **John Marshall Bank** presented a check in the amount of \$8,450.00 to the Warren G. Stambaugh Foundation to help fund its important work on behalf of the disabled. "We are proud to support such an important and worthy cause," stated **John Marshall Bank** President **Bill Ridenour**. The Warren G. Stambaugh Memorial Foundation was established in 1991 to honor the memory of Arlington Delegate Warren G. Stambaugh who served 7 years in the Virginia General Assembly and fought for rights and services for persons with mental and physical disabilities. "**John Marshall Bank** is completely committed to the communities we serve," explained **Sonia Johnson** president of John Marshall Bank's Arlington Region. "The Warren G. Stambaugh Foundation is an inspiration to us all."

MEMBERS IN THE NEWS

■ RED TOP CAP

Red Top Supports Annual Outing for Wounded

Red Top Cab was privileged to contribute complimentary transportation -- a 32-passenger bus and two wheelchair accessible vans -- to transport 34 wounded soldiers and their guests from Walter Reed Army Medical Center to Tysons Corner on March 24th for the "Home of the Free...Because of the Brave" dinner at Morton's Steakhouse. "This event continues to work so well because it provides grateful Americans the opportunity not just to buy a soldier dinner, but to dine with them and express their appreciation and respect for these young men and women," said event co-chair Paul Norman. "**Red Top** president **Neal Nichols** said, "We welcome the opportunity to show our appreciation to these wounded warriors," said **Red Top** president **Neal Nichols**, "**Red Top Cab** is proud to support this wonderful program."

■ RENAISSANCE CAPITAL VIEW HOTEL & RESIDENCE INN ARLINGTON CAPITAL VIEW

Two Landmark Hotels Open in Crystal City

Two new exciting additions to the Crystal City skyline opened recently -- the 300-room **Renaissance Arlington Capital View Hotel** and the 325 all-suite **Residence Inn Arlington Capital View**. Designed to be LEED® Silver certified, the duet of hotels showcase award-winning modern architecture and bring more than 250 new jobs to the community. Both properties are owned by The JBG Companies of Chevy Chase, Md. and are managed by Marriott International, Inc. "It has been over 20 years since Arlington's Crystal City has seen a new hotel development; and we are excited to provide many job opportunities to the area," said Jerry Caliguire, general manager, **Renaissance Arlington Capital View** and **Residence Inn Arlington Capital View**. "We are thrilled to open our doors and look forward to serving our community and our guests."

■ URBAN IGLOO

DC's apartment finder service is hiring!

If you are passionate about sales and real estate and want to join a dynamic company in the growing multi-family rental business, consider **Urban Igloo**. More information can be found at www.urbanigloo.com/about/jobs. If you're interested, please send a cover letter and resume to **Debbie Kaplan** at dkaplan@urbanigloo.com.

■ VIRGINIA COMMERCE BANK

Virginia Commerce Bank Announces Appointment

Virginia Commerce Bank is proud to announce plans to open a customer service call center, which will be known as VCB Customer Care, during the second quarter of this year. VCB Customer Care will provide direct contact for clients to access knowledgeable banking professionals, not an automated answering service. The center will be located in Manassas and will operate on a schedule similar to the Bank's branches, open from 8 a.m. to 7 p.m. weekdays and 9 a.m. to 12 p.m. on Saturdays. In anticipation of the soon-to-launch Customer Care center, **Virginia Commerce Bank** is proud to announce the appointment of **Melanie McAndrew** as Vice President, Customer Care Manager. A native of Northern Virginia, **Ms. McAndrew** brings more than 25 years of banking and call center experience at Wells Fargo/Wachovia.

■ DOWN SYNDROME ASSOCIATION OF NORTHERN VIRGINIA

Golf Tournament for a Cause

The Down Syndrome Association of Northern Virginia and the Northern Virginia chapter of Special Olympics Virginia are joining forces to host their 7th annual charity golf tournament on June 13, 2011 at the Springfield Country Club. Special Olympics in Northern Virginia is a non-profit organization dedicated to improving the lives of persons with intellectual disabilities through sport. **The Down Syndrome Association of Northern Virginia** is also a non-profit organization created to ensure that all individuals with Down syndrome receive the support necessary to achieve fulfillment of their life in the community. The two organizations have joined together to create a special event to support athletes and families in the Northern Virginia community. The money raised in this tournament will help athletes and families to believe in themselves and become vital contributors to the Northern Virginia Community.

WELCOME NEW MEMBERS

■ ARLINGTON PARTNERSHIP FOR CHILDREN, YOUTH & FAMILIES

Kim Durand, Coordinator
2100 Washington Blvd
Arlington, VA 22204
Phone: (703) 228 1667
E Mail: kdurand@arlingtonva.us
SPONSOR: Erica Pristas, Staff
The mission of the Arlington Partnership for Children, Youth & Families is to improve the health, wellbeing, and safety of children, youth, and families in Arlington through researching young people's needs, advocating for improved policies and programs to meet those needs, and engaging all members of our community as part of the solution.

■ PATCH

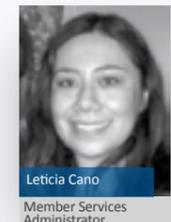
Emily Bice, Advertising Manager
6406 Seven Oaks Court
Falls Church, VA 22042
Phone: (703) 209-2821
E Mail: emily.bice@patch.com
SPONSOR: Erica Pristas, Staff
Patch is a community-specific news and information platform dedicated to providing comprehensive and trusted local coverage for individual towns and communities.

■ YOUR WORLD POTTERY

Lisa Aneiva, President/ Owner
6504R Williamsburg Blvd
Arlington, VA 22213
Phone: (703) 241 2379
E Mail: laneiva@yourworldpottery.com
SPONSOR: Sylvana Mascarenhas, Virginia Commerce Bank
Your World Pottery offers pottery painting, fused glass, potter's wheel, guitar and dance lessons. The studio's mission is to foster community by helping people explore creative expression together.

WELCOME NEW STAFF

The Chamber Welcomes Our New Member Services Administrator!



Leticia Cano
Member Services
Administrator

Leticia Cano is the new Member Services Administrator at the Arlington Chamber of Commerce.

She is a California native and graduated from the University of California at Berkeley in 1999. She holds a Masters degree in International Relations from Syracuse University's Maxwell School of Citizenship and Public Affairs.

Leticia most recently worked as an administrative and event planning assistant in Alexandria, VA. Immediately prior to that, she worked as a Member Services Department/Registrar Assistant at a member-based organization in Washington, DC. Please welcome Leticia to the Arlington Chamber!

MILESTONE ANNIVERSARIES

■ FIFTEEN YEARS

ASAP MIALING & FULFILLMENT CENTER, INC
THE JAVA SHACK
MACNEIL/LEHRER PRODUCTIONS
MTFA ARCHITECTURE, INC

■ TEN YEARS

THE ARLINGTON EMPLOYMENT CENTER
CAPITAL DEVELOPMENT STRATEGIES, LLC

■ FIVE YEARS

BALLSTON ANIMAL HOSPITAL
PACERS RUNNING STORES

CONGRATULATIONS!



FEATURED MEMBER BENEFIT

GET IN THE NEWS!

Do you want a way to publicize newsworthy events or new services 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 gcommunications@arlingtonchamber.org

OPPORTUNITY WORKS

■ OPPORTUNITY WORKS CORNER

Opportunity Works Campaign

The Chamber's sixth annual development campaign is in full swing and, with approximately 60 volunteers participating, is already more than 50 percent towards its June goal of \$250,000. This money represents more than one-third of the Chamber's operating budget. The month of April brought volunteers together for a networking rally, hosted by **United Bank**, Lee Harrison Branch.

Opportunity Works is a volunteer-based, ongoing development campaign. Volunteers raise funds for the Chamber by promoting the benefits of Chamber membership, sponsorship and advertising to new and prospective members.

This year's campaign is sponsored by the **John Marshall Bank** and co-chaired by **Barbara Nicastro** of **The Law Offices of Barbara E. Nicastro** and **Joe Prentice** of the **State Department Federal Credit Union**.

Thank you to all of our volunteers for such hard work – keep it up!

Upcoming events: May 18: Phone Bank, 2:00-5:00 p.m. at the Chamber.

SPECIAL THANK YOU TO

GRAND SPONSOR



NONPROFIT FORUM RECAP

■ NONPROFIT FORUM REVIEW

The Nonprofit Forum on Tuesday, April 12th, featured Casey Golden, CEO of Small Act, a company focusing on giving nonprofits and associations the tools to succeed in their social media outreach. Casey's entrepreneurial flair began early when he started his first business at age 11. Since his early endeavors, he has begun many successful companies and just recently won the "35 Under 35" award for top entrepreneurs in greater D.C.

Casey spoke of the many benefits of incorporating social media into both nonprofit and for-profit business model models. Social media has become an important tool for out-reach and image building in the past few years and it is important for companies to understand proper and effective ways to use it. As his key points to those gathered at the April Nonprofit Forum, Casey focused on the importance of crafting a message, and remaining consistent in the content distributed.

Special thank you to **WETA** for providing event space, **California Pizza Kitchen** for providing a delicious lunch, and Casey Golden for sharing his insights and experience.



Independent Living
Assisted Living
Alzheimer's Care

SUNRISE
INDEPENDENT &
ASSISTED LIVING

AT BLUEMONT PARK
5910 Wilson Boulevard
Arlington, VA 22205
(703) 536-1060

www.sunriseseniorliving.com

NONPROFIT SPOTLIGHT

■ ARLINGTONIANS FOR A CLEAN ENVIRONMENT

by Elenor Hodges, Executive Director, Arlingtonians for a Clean Environment

Promoting Practical Solutions for a Sustainable Lifestyle

Going green is goal for many Arlingtonians these days, whether it's a business cutting energy use to save money or a family making lifestyle choices to protect their health and the planet. Here in Arlington, a local nonprofit—**Arlingtonians for a Clean Environment (ACE)**—has been promoting green living in the Arlington community for 33 years.

Founded in 1978, **ACE** is a unique, local grassroots environmental education and service organization. **ACE** promotes a greener Arlington community by effectively mobilizing their members to address issues such as climate change, habitat destruction, and protecting natural resources.

ACE's programs include classroom presentations; monthly outdoor service projects; public forums and films; speaking to neighborhood, religious, and civic groups; and exhibits at community events. Service project opportunities include stream cleanups, invasive plant removals, storm drain markings, and wildlife habitat development.

One of **ACE's** newest initiatives is an annual Green Living Expo which helps residents learn how to green their home, apartment, condo, and lifestyle.

Last fall, **ACE** launched a Solar Raisers project which makes the cost of solar energy affordable for Arlington homeowners through volunteer-led installations of solar hot water systems. **ACE** also manages Arlington County's Tree Canopy Fund, increasing the County's tree canopy by funding projects to plant trees on private property.

For more information about **ACE** including details about registering for or organizing an environmental service project, please visit our website at www.arlingtonenvironment.org or call 703-228-6427.



CHAMBER NONPROFIT ORGANIZATIONS ADDRESSING ENVIRONMENTAL ISSUES

■ ARLINGTONIANS FOR A CLEAN ENVIRONMENT (ACE)

■ ARLINGTON INITIATIVE TO REDUCE EMISSIONS (AIRE)



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

ARLINGTONCHAMBER.ORG

■ TECHNOLOGY UPDATE

How the New Chamber Website Will Help YOU!

Your Chamber is proud to announce the launch of our new website last month. The site is accessible under the same URL, www.arlingtonchamber.org and retains most of the familiar features of our previous site, while adding new features to better promote our members.

The revised site has been re-engineered to increase Search Engine Optimization (SEO), boosting the visibility of your site on the web. With this change, text has been written to include prominent keyword phrases for title tags, description tags, keyword tags, alt tags, headings and many more methods which will increase the visibility of your business. Additionally, the enhanced Members Only portion of our website allows you to view real-time referral statistics, preview events that you have registered for, and view and pay invoices online.

In the near future, you will receive additional information on how to best use the site to your advantage. As always, if you have questions or problems, please contact the Chamber office at chamber@arlingtonchamber.org.



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Special Thanks to:

Joint Base Myer Henderson Hall for
allowing us to host the event at the
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and

Ruth's Chris Steak House
for providing
gift certificates for the winners!

VALOR AWARD CEREMONY

■ VALOR AWARDS REVIEW

The 29th Annual Valor Awards Ceremony

The Chamber would like to thank the men and women who risk their lives daily for the safety of the Arlington Community. Without their heroic efforts, Arlington would not be the safe community that it is. Special thank you goes out to all of those who made the Valor Awards Ceremony and Luncheon possible.

2011 Valor Awardees:

THE ARLINGTON COUNTY OFFICE OF EMERGENCY MANAGEMENT

Life-Saving Award: *ECT I Heather Horan*

On February 26, Emergency Communications Technician Heather Horan received a 911 call from the mother of a one year old child who reported that her baby had stopped breathing. ECT I Horan was able to keep the child's parents calm while she relayed instructions for CPR until paramedics arrived. On March 14, a member of the fire crew on the scene of the call reported that the child was going to be fine. It was the prompt and efficient actions of ECT I Horan during the initial receipt of the call that contributed greatly to this outcome.



THE ARLINGTON COUNTY POLICE DEPARTMENT

Meritorious Service Award: *Lieutenant Darrell Abate*

In 33 years with the Arlington county police department, Lieutenant Darrell Abate has been known for his no nonsense, detailed approach to his work. He has served as a patrol officer, a police agent, a patrol sergeant and safety officer, and supervisor of the property management unit, the burglary/auto unit, and the vice/narcotics unit. On June 28, 2011, Lt. Darrell Abate will retire as a member of the Arlington county police department. He will be greatly missed.

**Life-Saving Award:** *Officer Brent Olson*

On August 10, 2010, Arlington county police were dispatched to an apartment in reference to a young suicidal female that was attempting to jump out of a third story window. Officer Brent Olson arrived and observed the female hanging from the ledge. Without hesitation, he reached over and grabbed her. The woman began to struggle, but Officer Olson refused to let go, putting himself in harms way. Officer Ryan Reese arrived and pulled them both back into the apartment, saving both their lives. Medics arrived, and after the female was medically cleared, she was transported to the department of human services for an evaluation.



THE ARLINGTON COUNTY FIRE DEPARTMENT

Meritorious Service Award: *Firefighter Jaleel Davis*

Over the past 16 years Firefighter Jaleel Davis has developed into one of Arlington's finest firefighters. As one of the department's senior firefighters, firefighter Davis is smart, dependable, and is highly respected by his team members and peers. FF Davis' interactions with the public and with other county employees really highlights the true meaning of high quality customer service.

**Life-Saving Award:** *Fire/EMS Captain I Christopher Cox*

On November 19, 2010, Captain Cox was off duty attending a funeral at Arlington Cemetery when a citizen asked if there was a doctor in the group. Captain Cox went to see if he could be of assistance and he immediately determined that the person was

VALOR AWARD CEREMONY

not breathing and had no pulse. He initiated CPR and continued to help with the CPR even after fire department and paramedics arrived. Research shows that a person in cardiac arrest must receive CPR within 4 minutes of arrest or risk brain damage or death. Although off duty, the quick actions of Captain Cox showed his care for the citizens and visitors of Arlington and were a major factor in saving this life.

**Life Saving Award:***Firefighter/Paramedics Jason Hart and Mark Jaquays*

On June 16, 2010, Medic 104, Engine 101, and EMS 112 responded to a call for an injury from a fall. Upon arrival, a young male patient was found lying unconscious on the ground, not breathing and without a pulse. About 8 feet away was a fully extended aluminum ladder that was still in contact with an energized power line. The patient was in cardiac arrest and suffering from burns and other injuries from the electrocution. Advanced cardiac life support was initiated in the medic unit. In spite of his severe injury, and being in cardiac arrest for over 40 minutes, the patient is now almost fully recovered with minimal remaining effects of his injury. This is in large part due to the quick actions and excellent care of the responding crew.

**Life-Saving Award:***Firefighter/EMT III Sean Spencer and Deputy Fire Marshall Shawn Pendo*

On September 23, 2010, Firefighter/EMT III Sean Spencer and Deputy Fire Marshall Shawn Pendo were playing pick-up hockey at Kettler Capitals Iceplex in Arlington. A female employee came to the players' bench in obvious distress requesting a doctor and led them to a male patient who appeared apneic and pulseless. Deputy Fire Marshall Pendo requested that the employee get an automatic external defibrillator. While FF Spencer performed CPR, the AED was attached to the patient. The patient was analyzed, and a shock was advised. Deputy Fire Marshall Pendo delivered the shock, and CPR was resumed. Shortly thereafter fire department units arrived. Firefighter Spencer and Deputy Fire Marshall Pendo continued to assist with patient care, all while wearing full hockey gear and skates.



THE ARLINGTON COUNTY SHERIFF'S OFFICE

Meritorious Service Award: *Deputy Vincent Downes*

Deputy Vincent Downes began his career with the Arlington County Sheriff's Office in December 1989 as a Deputy Sheriff. Throughout his career in the Arlington County Sheriffs' Office, Deputy Downes has provided exemplary service to our judiciary and to our community. In 1993, he was selected to work in the Court Security Section and has remained in that section. Deputy Downes exhibits daily pride in his work and is constantly looking for ways to enhance operational efficiencies and service to the citizens of Arlington County.

**Valor with Life Saving Award:** *Deputy Therick Myers*

On July 12, 2008, Deputy Therick Myers was off-duty and on a platform of a Metrorail Station in Washington, DC. Deputy Myers observed a man fall from the platform and onto the tracks. Deputy Myers, with no thought to his own safety, jumped onto the tracks and pulled the man back onto the platform as a train was about to enter the station. The man was eventually transported to a hospital and was treated for his injuries. Deputy Myers is an extremely humble and private person and only told his family about this event. It was not until August 2010 when his mother contacted the Arlington County Sheriff's Office and spoke of her son's bravery that this incident was reported. As a result of Deputy Myers' quick action, a man is alive today.



GET LINKED

Are you LinkedIn?



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

SEARCH GROUPS FOR:

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COMMITTEE OPPORTUNITIES

Get involved in one of the Chamber's Committees!

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

To get involved, contact Leticia Cano at the Chamber:

■ 703-525-2400
■ chamber@arlingtonchamber.org

Inside, Outside, and All Around

by Karen Vasquez, Public Relations Manager at Arlington Economic Development

Updated Retail Policies Aim to Look at the Complete Picture

Vibrant. Busy. Loud. Colorful. Fun. Messy. These are adjectives often used to describe successful urban retail. Retail is an important component of a healthy community: it makes for an exciting and enlivened pedestrian environment which meets the needs of the community – people that live, work, stay and play in the area.

Numerous policies within Arlington have an influence over retail. They range from specific neighborhood plans to the larger Arlington-wide Zoning Ordinance. As Arlington's retail fabric has matured and broadened, the County has recognized the evolutionary nature of retail and, as a result, has increased awareness and experience about retail to better update the policies that govern it. Retail policies should enhance economic growth for the community and foster an environment in which businesses can be successful. So, how best can Arlington approach such an update? We can start by looking at the policies and how they influence retail from the inside, the outside and all around.

Inside

Appropriate definitions for uses that Arlington envisions on the first floor of buildings are paramount in creating the clarity and direction for successful and sustainable retail. We need to define retail and other uses within the Zoning Ordinance to allow certainty for residents, developers and tenants but with flexibility to permit the Zoning Administrator latitude to reflect upon the dynamic nature of retail.

Outside

As much as the use inside helps to define a space, the exterior of the space provides the public interface. In creating a pedestrian friendly environment, particularly one with successful retail, the retail needs to look like retail. Three policy elements: the design process, the sign ordinance and right-of-way regulations, each have significant influence over the outside. These policies, as well as others which contribute to the exterior of the space, will be examined.

All Around

The location of retail is important to review. Retail does not need to be in all places – residential and office use can achieve, through appropriate design, the interaction of people throughout the day in an enjoyable pedestrian environment. To have the successful and sustainable retail, we need to be cognizant of appropriate locations. Arlington has had a history of successful retail in its many popular neighborhoods; however, the nature of retail is ever changing and it is important for communities to periodically examine their policies so that they do not become overly burdensome to the businesses they regulate. Arlington's strategic approach to planning and development has served it well in the past: now it must apply this same lens to its retail strategies to insure success in the future.



Social Media Tips & Tricks That Work for Business

by Jim Whelan, The ProActive Corporation of America

A Strategy is Key

Develop a communication strategy first—social media is a communication tool to carry out your plan. Identify your audience and the message you want to deliver. Keep in mind that social media is a great resource for not only distributing information, but for receiving it. Use websites like LinkedIn, Twitter and Facebook to keep up to speed on trending topics, your competitors, and information that will influence your constituents. This Roundtable discussed key points to factor into your social media decisions.

Social Media Takes a Lot of Work

- Select which of the tools you plan to use (Facebook, Twitter, LinkedIn, etc.)
- Be prepared to invest significant resource and time to set up and maintain each.

Social Media Pluses

- Stay current with your industry and learn what the competition is doing.
- Monitor what is said about your company and respond quickly to negative comments.
- Use as a recruiting tool.
- With the right strategy it can be an effective method of communicating with clients.

And the Minuses...

- You are not a Facebook customer – you are a product used to generate ad income.
- Privacy settings do not always work.
- Facebook does not notify users about changes.
- For maximum effectiveness you must make the investment of time and resources.

Bottom line from this roundtable?

You may be on LinkedIn, Facebook, and Twitter and so is almost everyone else. But there are many products out there that you could be taking advantage of. Figure out what you want to accomplish with social media, then get out there and become part of the conversation.

Many thanks to **Dan O'Brien, Axon Solutions** for leading the discussion and lending his knowledge and expertise.

- Identify your audience and develop a strategy for using social media—then stick with your plan **and** your message!
- Social media is a great resource for keeping up with industry trends.

REGISTER NOW:

MAY SMALL BUSINESS ROUNDTABLE

25 WEDNESDAY

11:45 a.m. – 1:00 p.m.

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

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



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

GREEN BUSINESS COMMITTEE

This year, the Green Business Committee's focus has been Arlington County's Community Energy & Sustainability Task Force Report which went before the Arlington County Board for the first time on April 16th for a "request to advertise public hearings". Rich Dooley and John Morrill, who are both Arlington County Project Managers for this Community Energy Initiative, are leading this effort, and our committee has been in constant contact with both of them. They have presented to our committee three times over the past year, keeping our committee up to date with everything going on via this initiative.

Our committee studied this Task Force Report, had work-sessions to discuss major issues with the language, met with local attorney **Tad Lunger** of **Bean Kinney & Korman** to go over a plan, and finally drafted a document expressing our major concerns, questions, and recommendations to this report. That document was then approved by The Arlington Chamber of Commerce Board of Directors, and then submitted to the Task Force. The Green Business Committee has been working hard to have a voice in Arlington County regarding this Task Force Report, and was able to express major concerns and affect the final draft of the Report. This milestone goal achieved, although not close to a final goal, is quite an accomplishment for the year-old freshman Green Business Committee!

Because the county report has now been drafted and submitted, committee meetings will begin to vary from that topic, although an internal group will remain focused on the Community Energy and Sustainability Plan as it develops. The next meeting will take place on Friday May 6th, featuring Melissa Regan of Knoll Furniture who will speak about the growing "Green/LEED" certification of furniture. On Friday June 3rd, Isadora Bodian of EnviRelations, will speak regarding the growing movement toward composting in commercial buildings.

Please email the Chamber at chamber@arlingtonchamber.org if you are interested in joining the committee Roster.

Green Business Committee Chair



Kevin Shooshan
The Shooshan Company



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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!

- **Bean Kinney, & Korman** for hosting the March Business After Business.
- **Bernie Cohen – Insurance Solutions, Dimension Creative Promotions, Donna Hamaker – KDH Real Estate, and Mexicali Blues** for providing prizes for the March Business After Business.
- **Main Event Caterers** for hosting the March Board of Directors Meeting.

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