



ARLINGTONIAN  
GRAND SPONSOR

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## SAVE THE DATE

### ANNUAL MEETING 2011

#### DECEMBER 9

11:30 a.m. – 2:15 p.m.  
Sheraton National Hotel

### ANNUAL BUSINESS GALA

#### JANUARY 28

6:00 p.m. – 12:00 a.m.  
The Ritz-Carlton, Pentagon City

#### ANNUAL MEETING PREVIEW

### Join us for the 87th Annual Meeting

The Chamber invites you to attend the 87th Annual Meeting on Friday, December 9, from 11:30 a.m. to 1:30 p.m. at the Sheraton National Hotel. The Annual Meeting is a celebration of the Chamber's accomplishments in 2011 and will focus on the developmental plans for the coming year. The event will include the presentation of the prestigious Chair's Award, President's Award and Committee of the Year Award. We will also introduce the 2011 Directors and Officers, along with the Chamber's key initiatives for the coming year. The meeting is a must-attend event for every member and representative of the business community in and around Arlington. Be sure to secure your spot for the Chamber's largest event of the year!

► Go to the Arlington Chamber website for more information



#### ANNUAL GALA PREVIEW

### 88th Annual Business Gala

Mark your calendars for the 88th Annual Business Gala on Saturday, January 28, at the Ritz-Carlton, Pentagon City. Don't miss this opportunity to mix and mingle with your communities top business people! Get your dancing shoes on and prepare yourself for an evening full of the best food, drink, music and auction items in town. The evening kicks off at 6:30 p.m. with a cocktail hour. Shortly after, guests will have their shot at some amazing auction items that are perfect for reigning in the New Year. Don't miss Arlington's best night out!

► Go to the Arlington Chamber website for more information

**THE CHAMBER**

■ **EXECUTIVE COMMITTEE**

**Michael Foster**, Chair  
**Doug Brammer**, Chair-Elect  
**Chris Domes**, Treasurer  
**David DeCamp**, Assistant Treasurer  
**Greta Menard**, Vice Chair- Communications  
**Scott McCaffrey**, Vice Chair- Economic Development & Government Affairs  
**Deborah Johnson**, Vice Chair- Member Affairs  
**Bob McCoy**, Vice Chair- Membership Development  
**Joe Prentice**, Vice Chair- Special Interests  
**Ellen Rainey**, Past Chair  
**Rich Doud**, President

■ **DIRECTORS**

Susan Anderson, **Arlington County Treasurer's Office**  
 Doug Brammer, **Verizon**  
 Charles Clohan, **Dittmar Company**  
 David DeCamp, **Grubb & Ellis**  
 JR Diffee, **Colony House**  
 Chris Domes, **Marymount University**  
 Rich Doud, **The Arlington Chamber of Commerce**  
 Bill Eisnaugle, **Comcast Cable Communications**  
 Michael Foster, **MTFA Architecture, Inc.**  
 Nancy Goodman, **Main Event Caterers**  
 Brian Gordon, **Apartment and Office Building Association**  
 Tom Grantham, **Cardinal Bank**  
 Donna Rowe Hamaker, **KDH Real Estate**  
 Bob Hawthorne, **United Bank**  
 Sean Hosty, **Morgan Stanley Smith Barney LLC**  
 Tim Hughes, **Bean, Kinney & Korman, P.C.**  
 Todd Ihrig, **H.D. Vest Investment Services**  
 Todd Jerscheid, **The Fashion Centre at Pentagon City**  
 Deborah Johnson, **Dominion**  
 Sonia Johnston, **John Marshall Bank**  
 Deborah Lipman, **Metropolitan Washington Airports Authority**  
 Sharon Lockwood, **Crystal Gateway Marriott**  
 Scott McCaffrey, **Sun Gazette Newspapers**  
 Bob McCoy, **Virginia Commerce Bank**  
 Andrew McGeorge, **Monday Properties**  
 Greta Menard, **Capital Marcom, Inc.**  
 John Murphy, **Washington Workplace**  
 Patrick Murphy, **Arlington Public Schools**  
 Barbara Nicastro, **The Law Offices of Barbara E. Nicastro**  
 Ron Novak, **Segue Technologies**  
 Brendan Owen, **Vornado/Charles E. Smith**  
 Joe Prentice, **State Department Federal Credit Union**  
 Ellen Rainey, **Animal Welfare League of Arlington**  
 Angella Reid, **The Ritz-Carlton, Pentagon City**  
 Stephan Rodiger, **Kettler**  
 Diane Parisi, **BAE Systems**  
 Grace Shea, **Lebanese Taverna**  
 Kevin Shooshan, **The Shooshan Company**  
 Adrian Stanton, **Virginia Hospital Center**  
 Karolyn Stuver, **Fluor**  
 Gordon Thrall, **Guernsey Office Products**  
 Brenda Turner, **Arlington Community Federal Credit Union**  
 Jim Whelan, **The ProActive Corporation of America**  
 Pat Williamson, **WETA**  
 Todd Yeatts, **The Boeing Company**

■ **U.S. ARMY LIAISON TO THE BOARD**

COL Carl R. Coffman,  
**Joint Base Myer-Henderson Hall**

■ **STAFF**

**Rich Doud**, President  
**Kate Roche**, Director of Member Services & Development  
**Chris Hunter**, Director of Membership  
**Leticia Cano**, Member Services Administrator  
**Amy Fisher**, Publications Coordinator  
**Joshua Boehm**, Design/Web Coordinator  
**Aaron Guerrieri**, Staff Accountant

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

**DECEMBER AT THE CHAMBER**

SMART START	1 THURSDAY 4:00 – 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE	2 FRIDAY 9:00 – 10:00 a.m. Chamber Board Room
AMBASSADORS COMMITTEE	5 MONDAY 4:00 – 5:00 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE	5 MONDAY 5:00 – 6:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE	7 WEDNESDAY 8:00 – 9:00 a.m. Chamber Board Room
BREAKFAST CONNECTION	8 THURSDAY 7:30 – 9:30 a.m. Knights of Columbus
ORGANIZATIONAL BOARD MEETING	9 FRIDAY 10:30 – 11:30 a.m. Sheraton National Hotel
ANNUAL MEETING AND LUNCHEON	9 FRIDAY 11:30 a.m. – 2:15 p.m. Sheraton National Hotel
BUSINESS AFTER BUSINESS	14 WEDNESDAY 9:00 – 10:15 a.m. TBA
BOARD MEETING	15 THURSDAY 11:30 a.m. – 12:30 p.m. TBA
HOLIDAY BREAK	26 MONDAY - 30 FRIDAY The Chamber office is closed for the holiday

**NON-PROFIT BREAKFAST CONNECTION**

Come prepared to mix and mingle at this organized speed-networking event catered to non-profits with the Arlington Chamber of Commerce. You'll have the opportunity to give your elevator pitch and exchange information with double the amount of contacts this month! Bring plenty of business cards—you'll need them!

10 THURSDAY  
7:30 – 9:00 a.m.  
Knights of Columbus

**GRAND SPONSOR**



**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.

20 THURSDAY  
5:00 – 7:00 p.m.  
Simplicity Urgent Care  
3263 Columbia Pike  
Arlington, VA 22204



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.

## Looking Forward

This time last year we were looking forward to the end of the recession and building optimistically on the many great relationships, initiatives and ideas that drive the Arlington Chamber of Commerce. Challenges continue on many fronts, but we are fortunate to live in a community where creative solutions can make a difference. This is a unique Chamber, a diverse and multidimensional reflection of our community, with many bright spots to accentuate. Comprised of a wide range of large and small businesses, along with important social service and arts organizations, the Chamber provides a venue to improve business and quality of life for everyone.



Michael Foster

Having served many roles in this community from business to nonprofits, to participation in volunteer government commissions and task force assignments for over 25 years, I thought I knew at least a little. But this year as chair of the Arlington Chamber, I learned just how important it is for all facets of this community to work together in meaningful ways to sustain, preserve and improve what we have.

This year we saw business leadership partnering with government to maintain the lowest unemployment in the state while sustaining property values that are the envy of the nation. County Board Member Jay Fiset continued his leadership on a visionary energy initiative supported by the business community to ensure our secure, sustainable, and economically sound energy future. County Board Chair Chris Zimmerman engaged businesses and key County staff in several small business roundtables to address the regulatory concerns and critical issues that affect how a business starts, grows and perseveres in Arlington. It is encouraging to see leadership from all aspects of the community invest time and resources to improve the overall business and economic climate in Arlington.

While we each may approach business from different perspectives, we all need to build on current values that have served this community well including reinvestment in excellent transit planning, sustainable building leadership, and proactive housing policy. We must also seek new ways to respond to changing dynamics in the regional and global economy and continue to attract and grow business interests. Your involvement, ideas and engagement will be embraced by this Chamber and will return dividends to your business and the overall marketplace in Arlington.

While much has happened over the past year, there is much more to do going forward as we look to the future. I want to convey my greatest appreciation and many thanks for the dedicated service of the Chamber staff and the many volunteer hours of the Arlington Chamber Board and Executive Committee over the past year; we are a better community for their service. We have much to look forward to in the coming year under the leadership of Douglas Brammer of Verizon as the 2012 Chair of the Arlington Chamber of Commerce. Doug's dedication to this Chamber and the tremendous commitment of Verizon to this community is truly remarkable. Doug, we wish you well and are looking forward to another great year!

May you all have a healthy and prosperous 2012.

Michael Foster, FAIA

Michael Foster, MTF Architecture



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

## ■ IT SERVICES

**ANSWERWARE**

5005 14th Street North  
Arlington, VA 22205  
Phone: 703-807-2401  
Email: jreuter@answerware.com  
Website: www.answerware.com  
Rep: Jill Reuter, Vice President  
**Sponsor: Chris Hunter, Staff**  
IT consulting group which works contractually with small to mid-size businesses to ensure their IT needs. All aspects from Strategic Planning/Budgeting to Help Desk Support.

## ■ MARKETING CONSULTANTS

**ETELLIGENT STRATEGIES**

901 South Highland Street, Suite 307  
Arlington, VA 22204  
Phone: 703-688-3454  
Email: tracy@etelligentstrategies.com  
Website: www.etelligentstrategies.com  
Rep: Tracy Swain, Owner/Founder  
**Sponsor: Chris Hunter, Staff**  
eTelligent Strategies is a strategic marketing consulting firm helping small businesses and non-profits develop and implement marketing plans using Social Media, Video and Mobile marketing techniques.

## ■ CATERING

**PICKLE BARREL CATERING**

3445 North Washington Boulevard  
Arlington, VA 22201  
Phone: 703-623-4633  
Email: contact@mypicklebarrelcatering.com  
Website: www.mypicklebarrelcatering.com  
Rep: Zac Culbertson, Owner  
**Sponsor: Chris Hunter, Staff**  
Pickle Barrel Catering is a high quality catering company specializing in corporate and government catering. In addition we do large events and holiday parties. We offer the highest quality product at an affordable government and corporate approved budget.

## ■ NONPROFIT ORGANIZATIONS AND FOUNDATIONS

**SMART BEGINNINGS ALEXANDRIA/ARLINGTON**

418 South Washington Street  
Alexandria, VA 22314  
Phone: 703-224-2342  
Email: smartbeginnings@campagnacenter.org  
Website: www.smartbeginningsalexar.org  
Rep: September Jones, Executive Director  
**Sponsor: Michael Foster, MTFA**  
Architecture, Inc.

## MEMBERS IN THE NEWS

## ■ ARLINGTON RED TOP CAB

**Arlington's Karaoke Cab Driver Gains National Attention on NBC's Today Show**

**Red Top Cab** driver **Joel Orbina Laguidao**, who entertains his passengers with a karaoke machine, received national attention thanks to a feature story on NBC's Today Show on Monday, October 10th. In a five-minute segment, Today Show co-host Savannah Guthrie took a musical ride around Arlington in **Joel's "Karaoke Cab"** joined by various passengers, including NBC White House correspondent Chuck Todd. Joel's unique approach to cab driving was also featured on NPR's All Things Considered program and in the Arlington Now blog. **Red Top Cab** was also honored with a 2011 Community Champion Award for its efforts to fight drunk driving. The award was given by the non-profit Washington Regional Alcohol Program (WRAP).

## ■ ARLINGTON MAGAZINE

**New Magazine Launched to Cover Community Life in Arlington, McLean and Falls Church**

Residents in and around Arlington, Va. now have a magazine to call their own with the launch of **Arlington Magazine**. The new print magazine, the sibling publication of Bethesda Magazine, explores and celebrates life in Arlington, McLean and Falls Church. **Greg Hamilton**, publisher and co-founder of **Arlington Magazine**, launches the new bimonthly magazine with partner **Steve Hull**, a veteran publisher who owns Bethesda Magazine. Published six times a year, Arlington Magazine brings the editorial and design standards of a national magazine to the community while covering the lives and lifestyles of local residents. Twenty-five thousand copies of the first issue will be distributed to subscribers and prospective subscribers, local newsstands and other retail establishments, and prominent public places, such as doctors and dentists' offices.

## ■ VIRGINIA COMMERCE BANK

**Peter Converse Named Business Leader of the Year by Alexandria Chamber of Commerce**

The Alexandria Chamber of Commerce honored **Peter A. Converse**, President and Chief Executive Officer of **Virginia Commerce Bank**, as the 2011 Business Leader of the Year. **Converse** was recognized at the Chamber's Business Awards Dinner on October 6 at the U.S. Patent and Trademark Office. The Chamber's selection of **Converse** as the recipient of its top business award was based on his dedication and exemplary leadership in the business community. From the time he joined VCB as its CEO in 1994, the Bank has grown under his leadership from two branches with \$54 million in assets to what is now Northern Virginia's largest community bank with over \$2.9 billion in assets, 28 branches, a residential mortgage lending office and a wealth management services department. **Converse** joins a distinguished list of honored business leaders since the awards program began in 1994.

## ■ BEAN, KINNEY &amp; KORMAN, P.C.

**James W. Korman Recognized by Best Lawyers as "Lawyer of the Year"**

**Bean, Kinney & Korman**, one of Arlington's largest law firms and one of the most widely recognized independent law firms in Northern Virginia, announced today that Best Lawyers has named firm Shareholder **James W. Korman** "Washington DC Best Lawyers Family Law Lawyer of the Year" for 2012. Only a single lawyer in each high-profile legal specialty in large legal communities is honored as "Lawyer of the Year." As one of the oldest and most respected peer-review publications in the legal profession, Best Lawyers compiles its lists of outstanding attorneys by conducting peer-review surveys in which thousands of leading lawyers confidentially evaluate their professional peers. The lawyers being honored as "Lawyers of the Year" have received particularly high ratings in the surveys by earning a high level of respect among their peers for their abilities, professionalism and integrity.

## ■ SPARKLES CHILDCARE CENTER

**Grand Opening of Sparkles! Childcare Center in Crystal City**

**Sparkles!** at Crystal City will be celebrating its grand opening on Wednesday, December 7 from 11am-1pm. The grand opening will include a light lunch, tours, raffle tuition discounts and a visit from Clifford "The Big Red Dog." Beginning as early as 6 weeks, **Sparkles!** at Crystal City has child care available up to age five. All classrooms are equipped with Internet Camera Viewing, lunch and snack are catered with USDA Approved foods, and its state of the art, well-shaded playground with rubber turf includes age appropriate play areas, tricycles, and games. **Sparkles!** at Crystal City also has all the latest reading nooks, developmental toys, computer stations and more available to encourage children's development.

## ■ ARLINGTON JAYCEES

**Santa Claus is Coming to Town!**

The **Arlington Jaycees**, a non-profit leadership-training and community service organization, will host Photos with Santa at the **Ballston Common Mall**, beginning Friday, November 25, 2011 and on select days through Saturday, December 24, 2011. All are welcome to visit and have their photo taken with Santa. During the first two Sundays in December, the **Arlington Jaycees** will also host Pet Photos with Santa, when pets are welcomed to have their photo taken with Santa. All proceeds will benefit the Arlington Jaycees and local, non-profit charities, including the **Animal Welfare League of Arlington**.

## ■ HABITAT FOR HUMANITY OF NORTHERN VIRGINIA

**7 Renovated Condominiums Available for Arlington's Low-to Middle Income Families**

**Habitat for Humanity of Northern Virginia** is searching for 7 low-to middle income families to purchase homes at their newly renovated 12 unit condominium. The units are Earth Craft green certified, 3 bedroom, 1000 square feet, totally renovated, and are conveniently located near I-395, public transportation, The Village at Shirlington, WO&D Bike Trail, Walter Reed Community Center, Columbia Pike Restaurants & Redevelopment District. For more information please contact Myrtle Washington at 703-521-9890 ext. 102 or mwashington@habitatnova.org.

## ■ ARLINGTON PHILHARMONIC

**The Music as Medicine Project**

The **Arlington Philharmonic** introduces The Music as Medicine Project, a new outreach program which seeks to bring live classical music concerts to hospitals, nursing homes and retirement communities. This program strengthens the Philharmonic's mission to make classical music accessible to every citizen. This program as a way to introduce alternative comfort and healing practices to the medical residents who rotate through health institutions. The Music as Medicine Project will spend the next 12 months securing financial and volunteer support for the program in hopes of holding its first performance in the fall of 2012. Funding for this project will be sought from individual donors, corporate sponsors, grants, and fundraising special events. For more information and to learn how to contribute to The Music as Medicine Project, visit [www.arlingtonphilharmonic.org](http://www.arlingtonphilharmonic.org).

## ■ ANIMAL WELFARE LEAGUE OF ARLINGTON

**AWLA Hosts Dog Training Program**

The **Animal Welfare League of Arlington** hosted representatives and volunteers from DC-area animal shelters at a workshop focusing on behavior modification for shelter dogs on November 7 and 8. The behavior modification and training program for shelter dogs titled "Playing for Life!" was presented by Aimee Sadler, a nationally recognized trainer and the Director of Behavior and Training at the Longmont (Colorado) Humane Society. Workshop participants learned techniques and skills to help improve the behavior of shelter dogs to encourage adoption. The program was sponsored by The Animal Farm Foundation, Inc.

## MILESTONE ANNIVERSARIES

■ THIRTY-FIVE YEARS  
**American Apparel & Footwear Association**

■ TWENTY-FIVE YEARS  
**Sequoia Management Company, Inc.**

■ TWENTY YEARS  
**Crystal Gateway Sport & Health Club  
Lawson, Tarter & Charvet, PC  
TCS Building, Inc.**

■ FIFTEEN YEARS  
**McEneaney Associates, Inc.**

■ FIVE YEARS  
**Crystal City Business Improvement District  
Westwood College Arlington – Ballston**

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?

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

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

Please submit press releases for consideration by the first of the month to Amy Fisher:

■ communications  
@arlingtonchamber.org

MEMBERS IN THE NEWS (CONTINUED)

■ ARLINGTON FOOD ASSISTANCE CENTER

"Jim Pitches In" Series Visited the Arlington Food Assistance Center

Congressman Jim Moran continued his "Jim Pitches In" event series by volunteering with the **Arlington Food Assistance Center (AFAC)** to distribute turkeys and sides for Thanksgiving meals. Through "Jim Pitches In," the Congressman dedicates a day to volunteering with a local non-profit to highlight their work, the people they serve, and the causes they promote. **AFAC** is an independent, community-based non-profit food pantry that provides dignified access to nutritious supplemental groceries to all our Arlington neighbors in need.

ARLINGTON NEWS

It's Great to be an Arlingtonian!

Bloomberg Businessweek recently conducted a survey of America's 50 Best Cities and our very own Arlington, VA came in high at number two. Arlington received recognition for being a highly educated city, having a high median income, and low unemployment and foreclosure rates.



How Arlington ranked:

Percent with bachelor's degrees: 68.8  
 Percent under poverty level: 13.9  
 Median household income: \$93,806  
 Violent crime rate: 492.9  
 Property crime rate: 3,403.2  
 School score: 70.99  
 Pro sports teams: 0  
 Foreclosure rate: .0019

Percent Unemployment: 3.8  
 Park acres per 1,000 residents: 8.4  
 Bars: 25  
 Restaurants: 566  
 Museums: 16  
 Colleges: 8  
 Libraries: 17  
 Air Quality Index: 91

## The Alliance for Housing Solutions: Affordable Housing for our Workforce

Founded in 2003 by civic leaders motivated by the belief that Arlington was rapidly becoming a community in which only affluent families could afford to live, the Alliance for Housing Solutions (AHS) works to increase the supply of affordable housing in Arlington County and Northern Virginia through public education, research, facilitation and advocacy.

AHS is probably best known for public education events like the annual Leckey Forum, the State of Affordable Housing meeting and the Ellen M. Bozman Affordable Housing Award Celebration. They do much more work behind the scenes as well, such as the land swap that led to the recently completed 90-unit affordable complex located in Ballston named The Jordan. AHS was honored to be added this year to AHC, Inc's "Housing Hall of Fame."

### Why Affordable Housing Matters to Employers and all Arlingtonians

The lack of affordable housing is an impediment to the fulfillment of Arlington's vision of a diverse and sustainable community. Many moderate and low income households cannot afford to live in Arlington neighborhoods, forcing workers to commute long distances to their jobs here. Nationally, employers report that the lack of affordable housing makes it more difficult to recruit and retain employees. A recent research report by GMU's Center for Regional Analysis flatly concludes that the region's robust economic growth is threatened by the lack of sufficient affordable housing (cra.gmu.edu).

Arlington is at a critical period. Our supply of committed affordable units (required to stay affordable for a period of years in consideration of County contribution) has not kept pace with need. Further, AHC is losing many formerly affordable units to private redevelopment.

### Tell Us Your Story and Learn More

In helping build community support for affordable housing, Arlington-based stories are important. The Alliance for Housing Solutions would appreciate hearing from employers large, medium and small about challenges they and their workers face. Please contact me at maryrahs@gmail.com or 703-859-0452.

Please visit the AHS website (allianceforhousingolutions.org) for a good starting point when looking for basic information about affordable housing, with links to County and other sources.

### SAVE THE DATE

## ANNUAL BUSINESS GALA

**JANUARY 28**

6:00 p.m. – 12:00 a.m.

The Ritz-Carlton, Pentagon City  
1250 South Hayes Street,  
Arlington, VA

Arlington's Best Night Out is almost here! Come mingle with the best of the Arlington business community and dance the night away at the 88th Annual Business Gala! The evening will feature delicious food and fabulous cocktails, including the legendary Chambertini! The Silent Auction will give you the shot at some fabulous items and terrific get-a-ways for all to enjoy! Don't forget to dress in your finest because the Chamber is puttin' on the Ritz!

### BEFORE, DURING & AFTER



#### Its Showtime!

##### BEFORE:

- Develop a "30-Second Commercial" around your key business feature to grab the audience's attention and summarize what you do.

- Bring a pen, a ton of business cards and your most charming attitude!

##### DURING:

- 90% of networking is showing up. The more face-time with the group, the better.

- When you meet someone it's not about whether you will do business with that person, it's about forming a relationship and being introduced to their entire network of contacts.

- Use that pen you brought *during the event* to write on people's business cards things like who you'd like to introduce them to, and when you said you are going to follow up with them.

##### AFTER:

- Act II is on you: 9 out of 10 times business is not done in that room.

- Follow up is arguably the most important step of networking so block out a portion of the day afterward to do so.

- Contacts have about the shelf-life of bananas and start to go bad after 3 days!

For more info about networking events, contact the Chamber:

- [www.arlingtonchamber.org](http://www.arlingtonchamber.org)
- ✉ [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)

GET LINKED

Are you LinkedIn?



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

SEARCH GROUPS FOR:  
ARLINGTON CHAMBER OF COMMERCE, VA  
✉ [www.linkedin.com](http://www.linkedin.com)

You can also visit the Chamber's Facebook page and "Like" us!  
✉ [www.facebook.com](http://www.facebook.com)

WEB FEATURE

Find ChamberConnect on the Find A Business page.



ARLINGTONCHAMBER.ORG

Chamber Website Yields Results!

Top Categories displayed from the Chamber Website for October 2011

- 1 Non-profit Organizations & Foundations
- 2 Financial & Investment Services
- 3 Advertising Marketing and PR
- 4 Banks
- 5 Hotels & Motels

Top member clicks displayed from the Chamber Website for October 2011

- 1 Pure Media Sign Studio
- 2 MidAtlantic Urgent Care of Clarendon
- 3 Capital Caring
- 4 Calrendon Fitness Collection
- 5 Minuteman Press - Crystal City

Web Feature Spotlight: Posting and Using Coupons

Did you know that the Arlington Chamber website has a coupon section? Be sure to check it out for deals from Arlington Chamber of Commerce members and post coupons for your own business at <http://www.arlingtonchamber.org/coupons>. You can choose to specify whether you want the offer available to the general public or Chamber members only. Use this free tool to help bring in more business as well as finding deals for other Chamber member businesses.

If you have any questions or comments regarding the chamber website, please e-mail the webmaster at [web@arlingtonchamber.org](mailto:web@arlingtonchamber.org)



Did You Know?

Businesses everywhere are turning to web advertising more and more as a great opportunity to reach consumers who are increasingly going online to find the information they need.

What's great about advertising on the Chamber's website is that it gives long term exposure for a very small investment.

Take a look at the Chamber web page About the Chamber > Newsroom > Promotional Opportunities for a full list of website sponsorship opportunities.



For more information contact Amy Fisher: ☎ 703-525-2400 ✉ [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org)

## Relocation of Leadership Arlington Office

Leadership Arlington is pleased to announce that we will be moving into a new office on December 15, 2011!

We hope that Chamber members and Leadership Arlington members will continue to drop in and say "hello" once we are settled in our new home.

For updates on our events and programs, please visit our website, [www.LeadershipArlington.org](http://www.LeadershipArlington.org).

**Leadership Arlington**  
**4420 North Fairfax Drive**  
**Suite 102**  
**Arlington, VA 22203**



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](mailto:chamber@arlingtonchamber.org)

## 2012 Networking Passport Now Available

Save money and enjoy the convenience of pre-registration for 2012's monthly networking events.

Attention Business After Business and Breakfast Connection regulars: gear up for the new year with pre-registration for the Arlington Chamber of Commerce monthly events with a Networking Passport. You won't have to worry about remembering to register for events individually, not to mention the money you will save! After purchasing your passport, if you end up being unable to attend one of the 2012 events you can send a representative from your company to take your place.

For 2012 there are three Networking Passport options to choose from:

- A year-long Business After Business Passport...pay for 11 events and get the 12th month FREE
- A year long Breakfast Connection Passport...pay for 11 events and get the 12th month FREE
- The Combination Passport: admittance, convenience and savings to both Business After Business and Breakfast Connection events for one year -- BEST VALUE!

For more information about the Networking Passport and to get an order form, please contact Leticia Cano at 703-525-2400 or email [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org).

## Advertise in The Arlingtonian

Advertising in *The Arlingtonian* is one of the most efficient ways to reach the business community. Do you have services specifically suited for businesses? The monthly *Arlingtonian* is received by more than 1,700 people. While people receive the publication in a business setting, each of those individuals is also a consumer. Advertising in *The Arlingtonian* is a great way to get the word out about a key product or service you offer, an upcoming event you're hosting, or just to build name recognition. Advertising in *The Arlingtonian* is extremely affordable, and the Chamber offers discounts for six and twelve month commit-

For more information contact Gaby Zamora:

- ☎ 703-525-2400
- ✉ [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org)

## 2011 was the Year of the University

By Terry Holzheimer, Ph.D.; FAICP Director, Arlington Economic Development

The Three major university expansions occurred in Arlington in 2011. In January, Founders Hall, Phase II of the **George Mason University Arlington Campus**, opened for classes in Virginia Square (Fairfax Dr. at N. Kenmore St.) **The Virginia Tech Research Center – Arlington** was dedicated in June, in the Ballston area (900 N. Glebe Rd.) October saw the ribbon cutting for an expanded presence of **The George Washington University** (950 N. Glebe Rd.) All three are graduate level institutions and/or research facilities.

**George Mason University Phase II** is a \$50 million, 244,000 square foot, LEED-certified expansion of the campus for faculty offices, classrooms, a 438-seat library with 100,000 volumes, a 300-seat auditorium and a public plaza. The Arlington Campus in its entirety houses the School of Public Policy, the School of Law, the School of Conflict Resolution and a series of research institutes. All told, some 2,000 graduate students are enrolled here.

The seven-floor, 144,000-square-foot **Virginia Tech Research Center – Arlington** is U.S. Green Council LEED Silver certified. The facility features computational laboratories, offices and a conference center to accommodate meetings, forums, symposia and other events. The second floor conference center is available to the science and technology communities throughout the region for meetings and events not specifically related to the university.

The **VT** building is among the best connected research facilities in the world, incorporating next-generation Internet with direct fiber access to National LambdaRail, Internet 2 and multiple federal networks. High-performance connectivity links this research center to **Virginia Tech's** main campus in Blacksburg, as well as to other major universities. The network provides access to international peering points in New York, Chicago, Seattle, Los Angeles and Florida, and the building includes a secure data center for high performance computing (HPC)-based research.

A number of established **Virginia Tech** research centers and institutes are located in this facility including the Advanced Research Institute; Center for Geospatial Information Technology; Center for Technology, Security and Policy; Computational Bioinformatics and Bio-imaging Laboratory; Naval Postgraduate School; and the Virginia Bioinformatics Institute among others.



Virginia Tech Research Center – Arlington

**The George Washington University (GWU)** opened its 26,000 square foot Arlington Graduate Education Center in October, offering a variety of public safety degrees and certificates plus Masters Programs in Systems Engineering, Sustainable Urban Planning and Tourism Administration among others. GWU has offered continuing graduate education in Arlington for more than a decade and the new and expanded center demonstrates the strength of the education market in Arlington.

Universities and their associated research centers can be worth their weight in gold to economic development. For one, they attract smart, talented students who then use their education to become a smart, talented workforce. They can also be engaged in applicable real world applied research directed toward the community through student and faculty research projects and living labs. In addition, universities offer benefits to the residents and workers alike through lectures, forums, and a general intellectual life that would not otherwise exist. Gaining three major university facilities in a single year truly marks a landmark accomplishment for Arlington.

■ Visit the Arlington Economic Development Web Site at <http://www.arlingtonvirginiausa.com/>.



## Fraud Risk and Your Business

The Many thanks to **Sarah DeVoe** and **MaryEllen Redmond** of **Dixon Hughes Goodman Solutions** for leading the discussion on the risks of fraud in a business and preventative measures that can reduce those risks.

There is both external (vendors and others outside the company) and internal (employee) fraud. In small business internal fraud is more prevalent if receipts, deposits, disbursements and bank reconciliation are handled by the same individual. Usually fraud occurs in one of two ways:

1. A person who has been honest and reliable for a long time suffers a personal setback and perpetrates fraud
2. An individual who is dishonest studies money handling procedures and develops a scheme to steal

Preventive measures include:

- Divide the duties to include more individuals in the process – that then would require collusion to commit the crime
- The owner is primarily responsible for the financial health and safety of the company. The bank statements and reconciliation should be under the owner's control
- Bring in a third party to spot check the system and integrity of the financial reporting
- Make sure employees are aware that there are checks and balances in the system, but do not reveal what they are
- Perform background and credit checks on potential new hires and scheduled credit checks on employees in a position to embezzle
- Be alert – are there any employees living beyond their income level? Any employees who do not take a vacation? Any employees who do not have a backup replacement who knows how the process works?
- Have an anonymous hot line to report suspicious behavior

Bottom line from this Roundtable?

Constant vigilance is necessary to prevent fraud. Review each process in the financial system and put preventative measures in place.

The Small Business Roundtable, a member benefit of the Arlington Chamber of Commerce, is a discussion group sponsored by The Business Bank, facilitated by Jim Whelan of ProActive Corporation. The mission of the Small Business Roundtable is to conduct, in a confidential and secure atmosphere, an open discussion of topics essential to the success of small businesses. It is held the last Wednesday of the month in the Chamber's Board Room.

■ The Chamber's monthly Small Business Roundtable offers an important educational opportunity to smaller businesses. The roundtable discussion, facilitated by Jim Whelan, expert strategic planner with the ProActive Corporation of America, allows business people to learn from their peers and knowledgeable experts for free!

REGISTER NOW:

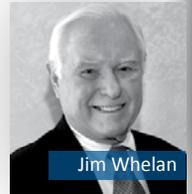
NOVEMBER SMALL BUSINESS ROUNDTABLE

30 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**.



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.



## FEATURED MEMBER BENEFIT

### Help Welcome Them Home

A "Chamber Welcome" is a relocation packet that was developed for potential Arlington County residents who request information about Arlington by the Chamber. We typically receive more than 500 requests every year. Requests have been received from all 50 states.

Packets include real estate and demographic information, as well as cultural, recreational, educational opportunities, and much more information that people moving to Arlington need to know. Take this opportunity to be among the first to introduce yourself and your company to potential new residents of our area. Arlington Chamber of Commerce members can gain the benefit of having a flyer inserted into these relocation packets at an annual cost of \$160.



Contact Leticia Cano for more information: ☎ 703-525-2400 ✉ chamber@arlingtonchamber.org



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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!**

- Comfort Inn near Arlington Cemetery for hosting the August Business after Business and for providing door prizes.
- Bernie Cohen- Insurance Solutions and to FRC Marketing for also providing door prizes for the August Business After Business.

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