

# the Arlingtonian

THE OFFICIAL VOICE OF THE  
ARLINGTON CHAMBER OF COMMERCE

VOL. LIV, NO. 4 APRIL 2012

FEATURED PHOTO: Attendees of March's Breakfast Connection enjoy friendly conversation and networking as they learn about each other's companies.



ARLINGTONIAN GRAND SPONSOR

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## SAVE THE DATE

## VALOR AWARDS

**APRIL 11**  
11:30 a.m. - 2:00 p.m.  
Fort Myer Officers' Club  
Joint Base Myer-Henderson Hall

## VOLUNTEER ARLINGTON DAYS

**APRIL 21**  
8:30 a.m. - 1:00 p.m.  
Various Project Sites  
**APRIL 24**  
1:00 - 4:00 p.m.  
Various Project Sites

» COMPLETE CHAMBER CALENDAR: PAGE 2



## 2012 HOSPITALITY AWARDS REVIEW

### The 8th Annual Hospitality Awards

Have you ever received outstanding service while staying at a hotel? Felt like you were at home away from home? Had a staff member go out of his/her way to make sure your visit was perfect?

The Hospitality Awards honor those people who go above and beyond what's written in their job description to make you feel welcome and comfortable. Hospitality management from businesses throughout Arlington nominated the best of their staff to receive Hospitality Superstar awards, in addition to the Legendary Service Award for those who have completed 25 or more years of service.



Hospitality Award winners

**Greg Raines**, General Manager of the **Holiday Inn Rosslyn** and Chair of the Arlington Chamber Hotel General Managers Committee, opened the ceremony at the **Crystal Gateway Marriott** and introduced distinguished guests Arlington County Board Vice-Chair Walter Tejada and Arlington Country Board Member Jay Fisette. Chamber President Rich Doud then announced the winners.

» Turn to page 6 and 7 for a full list of winners.

## OPPORTUNITY WORKS CORNER

### Continuing to Excel to the Next Level

Opportunity Works 2012 continues as campaign volunteers live up to this year's theme, *Excel to the Next Level*. With the most ambitious campaign goal ever, the Chamber is already on the way to reaching our goal of \$260,000 by June 30, 2012.

This is thanks in large part to campaign co-chairs **Barbara Nicastro** of the **Law Offices of Barbara E. Nicastro Esq.** and **Joe Prentice** of the **State Department Federal Credit Union**. This is their fourth year as co-chairs for the campaign.

Throughout their experiences, **Nicastro** and **Prentice** have developed a sense of fellowship with the other volunteers who have taken active roles in the campaign. With a dedicated team of over 50 volunteers under their leadership, this year promises to continue with great success and many fun times along the way.

Thanks to all of our volunteers who are working hard to reach our goal! Opportunity Works volunteers can register for campaign events at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by contacting Leticia Cano at 703-525-2400.

opportunityworks

April Opportunity Works Events:

Phone Bank – Wednesday, April 25, 2:00 - 5:00 p.m., Chamber Board Room

» For more info contact Kate Roche at 703-525-2400 » [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org)

## SPECIAL THANK YOU TO

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APRIL AT THE CHAMBER

AMBASSADORS COMMITTEE MEETING	2 MONDAY 4:00 - 5:00 p.m. Chamber Board Room	
SMART START	5 THURSDAY 4:00 - 5:15 p.m. Chamber Board Room	
GREEN BUSINESS COMMITTEE MEETING	6 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room	
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	10 TUESDAY 8:00 - 9:00 a.m. Chamber Board Room	
EXECUTIVE COMMITTEE MEETING	11 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room	
VALOR AWARDS	11 WEDNESDAY 11:30 a.m. - 2:00 p.m. Fort Myer Officers Club	
BREAKFAST CONNECTION	12 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn	
UNDERSTANDING TODAY'S TECHNOLOGY	17 TUESDAY 12:00 - 1:30 p.m. Chamber Board Room	
BOARD OF DIRECTORS MEETING	20 FRIDAY 11:45 a.m. - 2:00 p.m. TBD	
VOLUNTEER ARLINGTON DAY	21 SATURDAY 8:30 a.m. - 1:00 p.m. Various Project Sites	
VOLUNTEER ARLINGTON DAY	24 TUESDAY 1:00 - 4:00 p.m. Various Project Sites	
COMMUNITY ACTION COMMITTEE MEETING	25 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room	
SMALL BUSINESS ROUNDTABLE	25 WEDNESDAY 11:45 a.m. - 1:15 p.m. Chamber Board Room	
OPPORTUNITY WORKS PHONE BANK	25 WEDNESDAY 2:00 - 5:00 p.m. Chamber Board Room	
EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE MEETING	25 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center	
BUSINESS AFTER BUSINESS	26 THURSDAY 5:00 - 7:00 p.m. Arlington Community Federal Credit Union	
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE MEETING	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.

5 THURSDAY  
4:00 - 5:15 p.m.  
The Chamber Boardroom  
2009 14th St. N.  
Suite 111  
Arlington, VA

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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.  
Holiday Inn Rosslyn  
1900 N. Fort Myer Dr.  
Arlington, VA

GRAND SPONSOR

CARDINAL Bank

BUSINESS AFTER BUSINESS

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

26 THURSDAY  
5:00 - 7:00 p.m.  
Arlington Community Federal Credit Union  
5666 Columbia Pike  
Falls Church, VA

ARLINGTON COMMUNITY FEDERAL CREDIT UNION

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

Mr. Smith Goes to...Richmond (!?)

You may recall that 1939 classic movie, "Mr. Smith Goes to Washington," wherein a naive man (played by Academy Award winner Jimmy Stewart) is appointed to fill a vacancy in the US Senate. His plans promptly collide with political corruption, but he doesn't back down. And, well, make a batch of popcorn and watch the movie sometime to see how things turned out for the idealistic Mr. Smith...

In the meantime, I want to offer a quick update on how things turned out in Richmond at this year's General Assembly. Throughout the session, the Arlington Chamber and many of its members monitored legislation, contacted legislators and, in some instances, became involved in the public debate of various policy issues. The Chamber also partnered with other organizations to ensure a business environment that encourages growth and investment while simultaneously working to defeat bills that would have increased the cost of doing business. Following are some highlights (or not) of this year's session. While there were some successes for business, Legislators have yet to pass the biennial budget:

**Taxes** - The General Assembly approved compromise legislation that will require online retailers to collect and remit sales tax in Virginia.

**Transportation** - Legislators agreed on a watered-down transportation bill. It does not include the Senate's proposal to index the gas tax or the House's proposal to divert a portion of the sales tax revenue to fix roads.

**Education** - The Senate defeated Governor McDonnell's proposed overhaul of contract procedures for teachers and principals, and bills that would have allowed Virginia schools to begin before Labor Day. However, both houses passed bills to allow businesses to receive tax credits for donations to educational improvement scholarships, which provide low income families and certain students with disabilities with scholarships to attend private schools.

**Eminent Domain** - A proposed amendment to the Virginia constitution will be on the ballot in November. The proposed legislation would amend the process for determining just compensation during eminent domain takings to include compensation for lost access and lost profits.

**Economic Development** - Both Houses passed bills to extend the current capital gains tax exemptions to encourage small business to expand investment in science and technology start-up businesses. The House and Senate also voted to adjust the qualification for the Virginia Investment Partnership program to more effectively incentivize expansion of existing Virginia businesses. They also created a new Virginia Jobs Investment Plan to more effectively administer Virginia's job creation and training programs.

Regardless of your assessment of this year's Session, the value of your engagement in the legislative process cannot be over-stated. Nor can the value that your business may realize by making a strategic investment in the Chamber be over-stated. So what is a strategic investment? It is placing your hard-earned dollars into attending the Chamber's many events and programs. Doing so will increase visibility for your business, allow you to interact with key target markets, give you access to training and education opportunities, and position you to benefit from networking, advocacy, etc.

Not sure as to the best 'first step' to take? Speak with Chris Hunter, Director of Membership, or Kate Roche, Director of Member Services and Development. They are rock star teammates with the expertise and experience to help ensure a maximum return on your investment. In short, a strategic investment allows you to team with the Arlington Chamber of Commerce, the essential partner for business success.



Doug Brammer, Verizon



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Dominion

VIRGINIA COMMERCE BANK

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

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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.

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WELCOME NEW MEMBERS

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625 Elden Street  
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Phone: (703) 318-1400  
Email: drichardson@fultonbank.com  
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**SPONSOR: Betsy Frantz, Leadership Arlington**  
Fulton Bank is part of Fulton Financial Corp., a \$16 billion company with more than 270 offices in Virginia, Maryland, Delaware and Pennsylvania.

■ **BUSINESS SERVICES**  
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Julie Gray, Organizer Coach  
P.O. Box 4535  
Arlington, VA 22204  
Phone: (703) 517-2449  
Email: Julie@profound-impact.com  
Web Address: www.profound-impact.com  
**SPONSOR: Greg Mullan, Bank of America Home Loans**  
Profound Impact is passionate about teaching entrepreneurs how to organize their time, space and energy to skyrocket their business, regain their freedom and contribute more.

■ **REAL ESTATE - RESIDENTIAL**  
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2519 Wilson Boulevard  
Arlington, VA 22201  
Phone: (703) 528-2288 ext. 27  
Email: rcheetham@BuckRealtors.com  
Web Address: www.BuckRealtors.com  
**SPONSOR: Chris Hunter, Staff**  
Rick Cheetham is part of a locally owned Real Estate firm in Clarendon. Cheetham can help you buy your next home or sell your current one. He knows Arlington.

■ **NONPROFIT ORGANIZATION**  
**SPECIAL OLYMPICS VIRGINIA**  
Ellen Head, Director of Development  
11350 Random Hills Road  
Fairfax, VA 22030  
Phone: (703) 359-4301  
Email: ehead@specialolympicsva.org  
Web Address: www.specialolympicsva.org  
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Special Olympics Virginia is a year-round program of sports training and athletic competition for children and adults with intellectual disabilities, serving more than 10,000 athletes.

■ **OFFICE SUPPLIES, EQUIPMENT, FURNITURE & LEASING BUSINESS**  
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Beltsville, MD 20705  
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W.B. Mason Co. is a 113 year-old office supply and furniture company that specializes in industry best prices and service.

MEMBERS IN THE NEWS

■ **CASSIDY TURLEY**  
**DC Region Top Performing Investment Market in 2011**

**Cassidy Turley**, a leading commercial real estate services provider in the U.S., announced in its 2012 State of the Capital Markets Report that the DC-metro area's office sales volume totaled \$7.2 billion in 2011 – an increase of 68 percent over 2010 and far exceeding the \$5.4 billion historical average. The average price per square foot for office property in the region was \$400 in 2011 – the second highest price per square foot on record. The region saw 73 transactions completed over the year and ranked second, behind Manhattan, in sales volume among all office markets for 2011. The average cap rate in the DC region was 6.8 percent, shrinking by 10 basis points from 6.9 percent in 2010. Cap rates in the District averaged 6 percent in 2011.

■ **ROCKLANDS BBQ & DOORWAYS FOR WOMEN AND FAMILIES**  
**"Shed Your Coat" with Your Dog for a Good Cause at Rocklands in Arlington**

On Thursday, April 19, from 5:00 to 8:00 pm, **Rocklands BBQ & Grilling Company** will kick off the patio season and popular Thursday night "Doggy Yappy Hour" with a benefit for **Doorways for Women and Families**. Guests will "shed" their (clean) winter coats into donation boxes, then mingle on the patio munching on pork pulled from a whole roast pig and fresh oysters roasted over a wood fire while drinking happy hour specials from the bar. In addition to collecting winter coats, **Rocklands** is encouraging outrageous tipping for the bartenders, as all cash proceeds will go to support **Doorways for Women and Families**. Coats will go to St. Luke's. For more information visit [www.rocklands.com](http://www.rocklands.com) or [www.doorwaysva.org](http://www.doorwaysva.org).

■ **SUE GRUSKIEWICZ & BILL SWANSON**  
**Edward Jones Ranks No. 1 on 2012 Best Places to Work in Virginia List**

The financial-services firm Edward Jones was recently named the number one large company on the Best Places to Work in Virginia ranking, according to the two Edward Jones financial advisors in Arlington. The Arlington financial advisors include **Sue Gruskiewicz**, AAMS ® and **Bill Swanson**, CFP, AAMS ®. Edward Jones, which ranked number five on FORTUNE magazine's "100 Best Companies to Work For" in 2012, is headquartered in St. Louis.

■ **COMCAST**  
**Comcast Newsmakers Provide Visibility for Arlington Nonprofits**

Comcast Newsmakers is a unique local news program that provides local, state and federal officials, as well as community leaders, with a platform to discuss issues and ideas important to the community. In Arlington, **Comcast** will be filming clips of local nonprofit organizations that sign up for a time on May 22 beginning at 1:40 p.m. for the Comcast Newsmakers segment. Nonprofits can promote their organization or an upcoming event, and in return will recognize **Comcast** as a media sponsor for the organization. For more information, contact **Veronica Santos**, Comcast Community Relations Manager, at (703)567-4655.

■ **DOMINION**  
**Arlington County Student Wins Dominion Award**

Annually, **Dominion** hosts a program called Strong Men Strong Women, which commemorates African American history month. The program involves an essay contest with high school juniors and seniors who write about African American leaders who make an impact on students today. The essay winner receives a laptop computer and their school receives a grant for \$1,000. This year's essay winner from Northern Virginia was Sam Bosley, who attends Langston High School Continuation Program in Arlington as a Senior. In addition, the program involves honoring African-American men and women whose accomplishments and determination demonstrate true excellence in leadership.

MEMBERS IN THE NEWS

■ **VERVE HEALTH AND FITNESS**  
**CrossFit Rosslyn Opens**

CrossFit Rosslyn, part of **Verve Health & Fitness** at 1100 Wilson Boulevard, hosted their Grand Opening on March 3, 2012. CrossFit combines elements of gymnastics, Olympic weightlifting and cardiovascular conditioning to challenge all fitness levels. The Grand Opening celebration offered a complimentary CrossFit workout and yoga class where people of all ages were welcome to join in the fun and fitness.

■ **ANIMAL WELFARE LEAGUE OF ARLINGTON**  
**Animal Welfare League of Arlington Recruits Foster Volunteers for "Kitten Season"**

Each spring and summer the **Animal Welfare League's** shelter receives orphaned kittens that are too young to survive on their own and need foster parents. They require round-the-clock feeding and nurturing for several weeks before they are old enough to be adopted. Once the kittens are ready for adoption, the foster parent returns them to the shelter for adoption into permanent homes. In search of these desperately needed foster parents with very flexible schedules who can care for these unweaned animals, **The League** hosted a Foster Volunteer Recruitment meeting at the beginning of March. For more information about fostering kittens in need, visit [www.awla.org](http://www.awla.org).

■ **METROPOLITAN WASHINGTON AIRPORTS AUTHORITY**  
**Washington's Airports Set Two New Air Service Records**

**The Metropolitan Washington Airports Authority** released the 2011 passenger statistics for Ronald Reagan Washington National Airport and Washington Dulles International Airport. Together, Washington's airports served more than 42 million passengers last year. Reagan National served 18.8 million passengers in 2011, a nearly 4 percent increase over 2010 and ahead of the national average growth of 1.5% last year. Dulles International served 23.2 million passengers in 2011—continuing to serve the highest number of passengers among the three area airports.

■ **CARDINAL BANK**  
**Credit Administration Department Manager Named at Cardinal Bank**

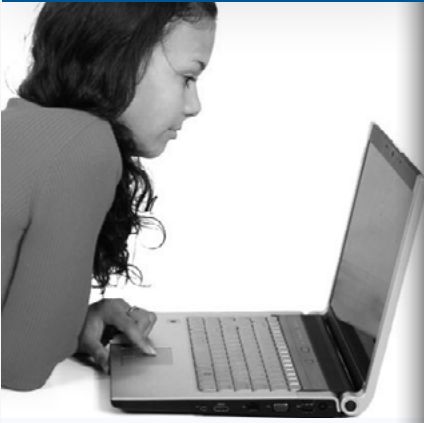
The Board of Directors of **Cardinal Bank** recently announced the election of **Cheryl S. "Libby" Goldman** as Vice President and Credit Administration Manager. **Goldman** will manage the lending operations unit and help maintain credit administration policies and procedures. She has over two decades of experience in the financial services sector, bringing particular strengths in operations and credit administration to **Cardinal Bank**. Most recently, **Goldman** was Senior Vice President and Manager of the Loan Administration Department for Millennium Bank.

■ **Chamber Member Universities' Educators Among Virginia Governor McDonnell 2012 Outstanding Faculty Award Recipients**

Governor Bob McDonnell honored 12 Virginia educators with the 26th annual Outstanding Faculty Award for excellence in teaching, research and public service. Faculty members from public and private colleges and universities across the Commonwealth were recognized in mid February. The annual program is administered by the State Council of Higher Education for Virginia and sponsored by Dominion Resources.

*Chamber Member 2012 Virginia Outstanding Faculty Award Recipients*  
**Dr. Giorgio Ascoli**, University Professor in the Molecular Neuroscience Department at **George Mason University**  
**Dr. Kathleen Garces-Foley**, Associate Professor of Religious Studies at **Marymount University**  
**Dr. Robert Hazen**, Professor of Earth Science at **George Mason University**  
**Dr. Charles Poland**, Professor of History at **Northern Virginia Community College**

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Advertising on the Chamber's website gives your business long term exposure for a very small investment. There are a range of advertising levels to fit the needs and budget of any business.

For a full list, take a look at the Chamber website.  
➤ [www.arlingtonchamber.com](http://www.arlingtonchamber.com)  
*About the Chamber > Newsroom > Promotional Opportunities*

To obtain a sponsorship, contact:  
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**SYNETIC THEATER**
- **TEN YEARS**  
**VORNADO/CHARLES E. SMITH**

CONGRATULATIONS!





HOSPITALITY AWARDS

HOSPITALITY AWARDS REVIEW

2012 Bob Klein Legendary Service Awards

The **Holiday Inn Arlington** has received numerous complimentary letters about Bellman **Jay Alemu**. One described how **Alemu** gave a guest who was waiting for her friend to finish a job interview maps of the area with suggestions of places to visit and instructions on how to use the metro. The guest wrote how she had an amazing visit because of his guidance.

Banquet Captain **Cristina Fenjiro** is considered an anchor of her department at the **Key Bridge Marriott**. With over 25 years of service, she fills in wherever needed and has received countless guest compliments for her fabulous cooking skills.

A Laundry Engineer with great loyalty to the **Crystal City Marriott** for over 39 years, **Maurice Grey** has been always willing to fill in when needed. He has stepped in other rolls on multiple occasions to help lighten the load for his team.

**Aziz Husam** is a Banquet Server who has served 34 years at the **Holiday Inn Arlington**. He is extremely attentive and helpful, receives many compliments, and is even mentioned by name on Trip Advisor. The Chamber staff worked with him for several years at our regular breakfast events and know that with him in charge, everything ends up flawless.

Always ready to help without needing to be asked, **Francisca Martinez** of the **Doubletree by Hilton, Crystal City** has worked there for 27 years beginning as a Housekeeper. Currently a Pantry Cook, she is a true expert at her job.

**Carlos Merino** of the **Crowne Plaza National Airport** has worked as an Engineer for 25 years and is heavily relied on in his department. He recently fixed a problem with three guest rooms tripping an electrical breaker. The Chief Engineer and Engineering Supervisor were both tied up at the time, so **Merino** offered to take charge and flawlessly solved the issue.

In addition to her hard work as Laundry Supervisor at the **Crystal City Marriott**, **Janet Nellums** is a true contributor to the community. She volunteers for **Arlington Food Assistance Center**, collects funds for the homeless and helps out at her church. She also maintains great relationships with her coworkers.



Cecil Exum, Sr. (Photo by Deb Kolt)

Over the course of the Hospitality Awards, there have been a number of incredible stories, but none quite as spectacular as that of **Crystal Gateway Marriott** Buffet Chef **Cecil Exum, Sr.** He has worked for his company for 55 years (serving 54 years in Arlington), beginning his career in 1956 at the age of 19 where over the years he moved up from Dishwasher to Cook to Supervisor. In 1989, he transferred to the current hotel's location where he has become a living legend as the Omelet Cheff at the Breakfast Buffet. A true believer in treating others the way you wish to be treated, **Exum's** dedication is incredible. Known as an eloquent speaker and a kind soul, **Exum** is the perfect example of a Legendary Hospitality Award Superstar.

Throughout her 30 years as a Laundry Attendant at the **Crystal City Marriott**, **Thao Nguyen** has never been absent or tardy. She has received numerous awards for her dedication and is truly valued by her colleagues. Not only does she send money to her family in Vietnam, but she also helps buy food and other items for coworkers facing tough times.

A top performer who consistently exceeds expectations, **Nazika Orman** is an Inspector who has been with the **Holiday Inn Rosslyn** for 25 years. She is incredibly responsible and her work is extremely accurate.

**Jose Quiroz** has worked as a Maintenance Technician for the **Holiday Inn Rosslyn** for 31 years. He is truly a jack of all trades. No job is too big or too small for him to handle, and he is an extremely valuable member of the team.

**Barbara Revis** has been a Laundry Attendant for the **Holiday Inn Arlington** for 25 years. A true team player, she is always willing to learn new things and handles the pressure of the job with true grace, ensuring that all guest needs are met.

One of the employees who originally opened the **Ritz-Carlton, Pentagon City** in 1982, **Jeffrey Roberts** is a Banquet Captian who remains one of the most dedicated and influential members of the Banquets Team. He has trained and developed every individual currently in the department and serves as a true model of hospitality and customer service.

Regarded as someone you can always count on, **Juan Saravia** of the **Sheraton Crystal City** has worked for 27 years as a Kitchen Steward. He always takes great pride and joy in his work, and is an incredibly thoughtful person. This year on Valentine's Day, he brought roses to pass out to his coworkers, just to show his appreciation and make them smile.

Currently a Hostess, **Almaz Tegegne** has been a key contributor in many areas of the restaurant during her 28 years at the **Crystal Gateway Marriott**. After all these years, her service is still top notch. She recently recieved a guest compliment for brewing the guest a cup of coffee at 5:30 a.m. before the restaurant even opened.

**Saim Un** has worked at the **Doubletree by Hilton, Crystal City** for 33 years, greeting guests and coworkers with a cheerful smile as the Lobby Attendant. She is incredibly helpful to the guests and rarely misses work.

HOSPITALITY AWARDS

HOSPITALITY AWARDS REVIEW

Hospitality Service Awards

Nearly 90 front-line workers within Arlington's hospitality industry were honored at the 8th Annual Hospitality Awards Ceremony. The following award recipients were honored for their achievements, exceptional concern for customer care and strict attention to detail. Congratulations to all of the winners!

Thank you to the following sponsors who made this event possible.

Premier Sponsors:  
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**Crystal City Marriott**  
**Crystal Gateway Marriott**  
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**Embassy Suites Hotel**  
**Holiday Inn Rosslyn at Key Bridge**  
**Key Bridge Marriott**  
**Sheraton Crystal City Hotel**  
**The Ritz-Carlton, Pentagon City**

Patron Sponsors:  
**Jay E. Reiner, CPA**  
**Marymount University**



The 2012 Hospitality Superstars

2012 Hospitality Superstars:

**Daniel Agamso**  
**Takele Antenyistegne**  
**Shanta Artis**  
**Solomon Asaminew**  
**Satya Barua**  
**George Bekoe**  
**Zewdi Berhe**  
**Wilfredo Bermudez**  
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**Maria Coreas**  
**Ruth Crone**  
**Catherine Erin Demarr**

**Mike Domenech**  
**Diosdado "Dado" Doral**  
**Nevena Dshundzhurova**  
**Kate Ehlers**  
**Mohammed Elbahlouli**  
**Gifty Gomba**  
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**Senayit Hailemariam**  
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**Edgar Kadjo**  
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**Corissa Kochan**  
**Joseph Kulang**  
**Leanna Lee**  
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TWEET TWEET

Are you one of our Tweepers?



The Chamber's Twitter is a great way to stay informed about Chamber events and news using the #acocva hashtag while also receiving news about local businesses and events. Chamber members, jump in on the chance to be mentioned by letting @ArlChamberVA know about your events.

SEARCH PEOPLE FOR:  
ARLINGTON CHAMBER, VA  
www.twitter.com

You can also visit the Chamber's Facebook page and "Like" us!  
www.facebook.com

WEB FEATURE

The website's Community Calendar allows members to include their events for everyone to see. Submit your business' event by logging in online at  
www.arlingtonchamber.org

FEATURED MEMBER BENEFIT

Great Deals and Great Exposure

Have great deals to share with other Chamber members and Arlington residents? The Arlington Chamber website has a coupon section where members can post coupons for free! Gain visibility for your organization on our website while driving more business.

To post a coupon for your business using this member benefit, visit:  
www.arlingtonchamber.org/coupons

You can choose to make your offer available to the general public or to Chamber members only. It's also a great way for you to find deals from other Chamber members!



ARLINGTONCHAMBER.ORG

Chamber Website Yields Results!

Most referred member categories for the month of February

- 1 Nonprofit Organizations & Foundations
- 2 Advertising, Marketing & Public Relations
- 3 Hotels & Motels
- 4 Financial & Investment Services
- 5 Restaurants & Food Services

Top 5 Keywords for the month of February

- 1 Hotels
- 2 Financial
- 3 Real Estate
- 4 Restaurant
- 5 Car Rentals



GOVERNMENT AFFAIRS UPDATE

Mary Hynes Speaks with Chamber Members

By Scott McCaffrey, Sun Gazette Newspapers  
Arlington Chamber of Commerce Vice-Chair for Government Affairs/Economic Development

Mary Hynes hopes to use her year at the helm of the County Board to help improve government services offered to the business community, and create a better spirit of cooperation among county staff when dealing with those who want to create or expand businesses in Arlington. Hynes came to the offices of **Bean, Kinney and Korman** in February to speak with the Government Affairs and Economic Development Committee members.

At the committee meeting, concern was voiced about what one participant called "a culture of 'no'" inside the county government. Another concern was that a vocal minority could derail efforts at development and establishing new businesses, and a sense of disenfranchisement from the process both among residents and commercial-property owners. After hearing a range of concerns about roadblocks put in the way of development and business growth, Hynes acknowledged that the county government has to consider overhauling practices that don't make sense.

"For us to put barriers in the way ... is just stupid," Hynes said. "We have to stop periodically and look at this stuff and say, 'Is it working?'"

Hynes briefed members on her "PLACE" initiative, which debuted when she took over the chairmanship at the beginning of the year. That effort - which stands for Participation, Leadership and Civic Engagement - is designed to modernize the longstanding "Arlington Way" community-decision-making process.

The Chamber has signed on as a sponsor of community forums that will kick off the effort, and former Chamber Chair **Michael Foster** has been tapped to be the organization's liaison to the PLACE planning effort.

The board chairman, who will serve throughout 2012, said that one of her goals for the year is to have customer-service requirements built into the job descriptions of county staff members, and then collect feedback from the public on how they are meeting those requirements.

The county government has made inroads in recent years in involving the business community in its planning processes. The Chamber was strongly represented on County Board Chairman Jay Fisette's energy task force, and also played a major part in County Board Chairman Chris Zimmerman's small-business initiative.

NONPROFIT SPOTLIGHT

HABITAT FOR HUMANITY OF NORTHERN VIRGINIA

A Brush With Kindness

By Alyssa Chapman, Resource Development Coordinator

In addition to providing safe, decent and affordable housing, **Habitat for Humanity of Northern Virginia** offers *A Brush with Kindness*, a program dedicated to preserving the vibrant character of neighborhoods in Northern Virginia by assisting families in need with exterior home repairs. Homeowners impacted by age, health concerns or family circumstances often struggle to maintain the exterior of their homes or find their homes require modifications in order to accommodate a family member with limited mobility. As with all of **Habitat for Humanity's** programs, able-bodied homeowners are encouraged to work alongside the volunteers in a cooperative effort.



*A Brush with Kindness* is part of **Habitat's** broader holistic community development with the goal of revitalizing neighborhoods, strengthening connections within the community through community volunteer days, awareness building and helping to preserve affordable housing.

Help Us Spread the Word

Habitat for Humanity of Northern Virginia is accepting applications for *A Brush with Kindness*. If your organization serves a community, or has employees or customers that would benefit from *A Brush with Kindness*, we would appreciate hearing from you.

For more information, please visit the **Habitat for Humanity of Northern Virginia** website at [www.habitatnova.org](http://www.habitatnova.org) or call 703-521-9890.

UNDERSTANDING TODAY'S TECHNOLOGY

Disaster Recovery: Business Preparation and Recovery from a Natural or Man-Made Disaster

Technology is a vehicle every business and client depends on. But what happens when a system your business relies on fails? Business halts and there can be excessive costs to resume function. Does your business have a plan set in place for unforeseen technology disasters? Many firms know they need a disaster recovery plan, but may not know how to create one.

Join speakers **Mark Dickerson** and **Tony Barnett** of **Leros Technologies** on Tuesday, April 17 as they discuss Business Continuity Planning and Disaster Recovery. Learn how to effectively plan ahead for your business while enjoying catered lunch from **Restaurant 3**, provided by **Leros Technologies** (gluten-free options will be available).

Understanding Today's Technology: Disaster Recovery

Tuesday, April 17  
12:00 - 1:30 p.m.  
Chamber Board Room

This event is part of the Understanding Today's Technology series. Advance registration required. The event is free for Chamber members, \$25 for non-members.

To register, visit [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or contact Member Services Administrator Leticia Cano: 703-525-2400 [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org).

FEATURED MEMBER BENEFIT



Share Your News

Have newsworthy events or new services and product lines to publicize?

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.

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 for the following month's edition (i.e. send by May 1 to be included in the June edition) to:

AMY FISHER  
communications  
[communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org)

GET INVOLVED

Get involved in one of the Chamber's Committees!

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

To join, contact Leticia Cano:  
703-525-2400  
[chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)



## ARLINGTON ECONOMIC DEVELOPMENT

## Beyond Smart Growth New Thoughts on Economic Sustainability for Communities

by Cynthia Richmond, Deputy Director, Arlington Economic Development

For decades, Arlington has been a role model for smart growth. Our forefathers (and mothers) made critical infrastructure decisions that allowed us to develop our metro corridors in such a way that we have density, diversity and transit. We are an employment center – our population numbers and workforce numbers are practically identical. Our revenue streams are balanced between residential sources and business sources – a very coveted statistic. Our residents are highly educated and our jobs are highly advanced. These are all the things that other cities are aspiring to achieve. Even during the recent recession, Arlington's economy did not really suffer. Bloomberg Businessweek named our community "the best community to ride out the recession." Unemployment rates were a little bit higher, but still half the national average. BRAC reduced our defense employment by 17,000 workers (the largest of any BRAC closer decision in history), but the community successfully attracted major tenants, such as Deloitte and Accenture, added additional university and research institutions, such as **Virginia Tech** and Oakridge Associated Universities, and grew our technology sector (Opower, Evolent Health, GroupLogic) to offset the BRAC losses. Although Arlington's usual horizon of cranes was reduced, Arlington still accounted for 66 percent of all new development in the region.

So how do we move forward? Can we rely on the same strategies to ensure that we continue to prosper and evolve? Can we still be as competitive, resilient and innovative in the future as we are now?

Recently, the Arlington Economic Development Commission (EDC), in collaboration with **George Mason University** (Mason), hosted a highly successful event to facilitate discussions on new thoughts on economic sustainability for communities and how Arlington County defines the term and implementation strategies to grow our economy for both the short and long term. View excerpts of the discussion from Jonathan Perrelli and Eric Schaeffer.

When the EDC considers Arlington's future, it believes that we need a different approach. Focusing on the traditional topics of transportation, housing, development, education, jobs, etc. is too restrictive in our complex community. We need a different lens to consider our critical issues – community affordability, changing demographics, shifting federal economies, evolving technologies and business formats, new regions of competition due to Metro expansion and others. We need a new way of thinking. Perhaps thoughts that are interconnected, value-based and enable us to really consider what is important to our community. Thoughts that will sustain us. Grand thoughts.

The EDC's recent work in Economic Sustainability has resulted in just that. A different way of thinking about Arlington and an approach – using 20 Grand Thoughts – as a lens to evaluate our critical issues, have community conversations and develop strategies for the future. The #BeyondSmartGrowth event was the perfect lens by which all involved had the opportunity to discuss where we are now and where we want to go – and what that should look like.

By the end of the event, the twitter world was abuzz with new ideas: chronicled by InTheCapital and led by @AEDBizinvest, taking Jonathon Perrelli, Fortify.vc, up on his idea for Arlington to host a "hackathon" at the Artisphere; new ventures were on the verge of taking off; and, as the audience applauded, Arlington was branded as a place to "keep weird."

No. It does not seem as if Arlington will look at the future in the traditional way. If community conversations that are already occurring as a result of the conference are any indicator, Arlington's approach to moving beyond smart growth will be both different and successful. And as Buzz Lightyear once said... "To infinity and beyond!"



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April 14

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July 9-20

## SMALL BUSINESS ROUNDTABLE

## Effective Selling to Associations and Nonprofits

by Jim Whelan, The ProActive Corporation of America

On February 29, **Linda Chandler**, CEO of **Linden Resources, Inc.**, shared her experience as an Association, Social, Entrepreneur and Charity executive with the 24 roundtable attendees.

The two overriding questions were:

- How can I attract a nonprofit's attention to my product or service?
- Why does it take so long for nonprofits to make a decision?

The key to both questions is to understand nonprofits: why they are formed, where they derive revenue, and how they are managed.

- Professional Societies (i.e. American Bar Association) - Members are solo or small shops - the association is formed to provide help administering the practice such as training, certification, licensing, and credit card processing - it is managed primarily by the staff with board oversight - rely on dues and support fees for the bulk of the income.
- Trade Associations (i.e. American Manufacturer Association) - Large company members - carry the message of their members to legislators - large source of income is through trade shows and exhibitions - are run like a business with many functions outsourced, major decisions by board.
- Social Entrepreneurs (i.e. **Linden Resources, Inc.**) - Mission based - Run like a small business with services such as printing, fulfillment center, and secure document destruction. Earn money through fees from the business activities they operate - Board concern with strategy, CEO and staff make buying decisions.
- Charities (i.e. Easter Seals / **Arlington Food Assistance Center**) - Depend on volunteers - Need help getting message out - rely on personal relationships - raise money through fund raisers, donations, grants - Board is involved overseeing staff decisions.

### The Bottom Line from this roundtable?

As in any sales effort, the more you study the mission, operation and pressures of the organization to identify and understand their "pain," the more effective and successful your outcome will be. Our thanks to **Linda Chandler** for her insights into the non-

## ROUNDTABLE

■ 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:

APRIL SMALL BUSINESS  
ROUNDTABLE

**25 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.



GRAND SPONSOR

## Advertise in The Arlingtonian

Do you have services specifically suited for businesses? Advertising in *The Arlingtonian* is one of the most efficient ways to reach the business community. The monthly *Arlingtonian* is received by more than 1,700 business people in the Arlington area. 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. Advertise in our next publication with either an ad or an insert. Both options are extremely affordable, with discounts for nonprofits, and for six/twelve month commitments.

Contact our Communications Coordinator for more information  
703-525-2400 communications@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."

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#### THANK YOU!

- Ruth's Chris Steak House for hosting the February Business After Business
- Dimension Creative Promotions for providing a door prize for the February Business After Business
- Bernie Cohen for providing a door prize for the February Business After Business
- Linden Resources for hosting the February Board of Directors Meeting