

# the Arlingtonian

THE OFFICIAL VOICE OF THE  
ARLINGTON CHAMBER OF COMMERCE

VOL. LIV, NO. 8 AUGUST 2012

FEATURED PHOTOS: 2012 Opportunity Works Campaign  
Co-Chairs Joe Prentice and Barbara Nicastro with Jon  
Hoffmeyer of Fire Works for the OW Victory Celebration.



ARLINGTONIAN GRAND SPONSOR

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## SAVE THE DATE

### BUSINESS AFTER BUSINESS

AUGUST 16

5:00 - 7:00 p.m.

Arlington Center for Dentistry

### SCHOLAR'S CUP TOURNAMENT

SEPTEMBER 19

3:30 - 7:00 p.m.

Upton Hill Regional Park

► COMPLETE CHAMBER CALENDAR: PAGE 2



## CHAMBER UPDATE

### Chamber Office Relocates to Ballston

After 23 years on 14th Street, North, the Chamber has embarked on a two-stage relocation of our offices. The Chamber's new office location as of July 17 is **4600 Fairfax Drive, Suite 804, Arlington, VA 22203**. This new space will provide the same ability to host small roundtable events (such as Small Business Roundtable), SMART Start and committee meetings. Our telephone number and fax number will remain the same: 703-525-2400. and 703-522-5273 (fax). The Chamber's previous building owners at 2009 N. 14th Street plan to tear down the existing building and replace it with a multi-story apartment building. The first floor of this new building is designated for commercial space, and the Chamber's office will return once the new building is completed. The office building at 4600 Fairfax Drive will act as the Chamber's interim office for approximately two years.

► If you have questions about the relocation, please contact the Chamber at 703-525-2400.

## OPPORTUNITY WORKS REVIEW

### Opportunity Works Campaign Victory Celebration

The Chamber is proud to announce that the 2012 Opportunity Works campaign raised \$254,473.95! This money provides over one-third of the Chamber's operating budget. The end of a successful 2012 campaign was celebrated at **Fire Works** on Tuesday, July 17. This great achievement is due in large part to the leadership, encouragement and support of campaign co-chairs **Barbara Nicastro** of the **Law Offices of Barbara E. Nicastro, Esq.** and **Joe Prentice** of the **State Department Federal Credit Union**. Special thanks to campaign Grand Sponsor **Technology Management, Inc.**

► Turn to page 7 for more about the campaign.

#### SPECIAL THANK YOU TO

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Joe Prentice at Fire Works

## SCHOLAR'S CUP PREVIEW

### 7th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host its 7th Annual Scholar's Cup Tournament at **Upton Hill Regional Park** on Wednesday, September 19 from 3:30 - 7:00 p.m. with two tee-times, one at 4:00 p.m. and the second at 5:30 p.m. This family-friendly and fun for all ages event is a fundraiser for the Arlington Chamber of Commerce's Scholarship Fund, and will include a mini-golf tournament and delicious BBQ dinner from award-winning **Rocklands**.

100% of the proceeds will benefit the Arlington Chamber's Scholarship Fund. The Chamber's Scholarship Fund provides financial assistance to several Arlington high school students each year using funds raised through donations and at the annual Scholar's Cup Tournament. Don't forget to sponsor a hole, a very limited number are still available! (Turn to page 6 for more information about sponsorships).

► Register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call 703-525-2400. To sponsor a hole, register online. Registration questions? Contact Leticia Cano [lcano@arlingtonchamber.org](mailto:lcano@arlingtonchamber.org)

#### SPECIAL THANK YOU TO

GRAND SPONSOR



## THE CHAMBER

## ■ EXECUTIVE COMMITTEE

**Doug Brammer**, Chair  
**David DeCamp**, Chair-Elect  
**Chris Domes**, Treasurer  
**Tim Hughes**, Assistant Treasurer  
**Ron Novak**, Vice Chair—Communications  
**Scott McCaffrey**, Vice Chair—Economic Development & Government Affairs  
**Joe Prentice**, Vice Chair—Member Affairs  
**Kevin Shooshan**, Vice Chair—Membership Development  
**Greta Menard**, Vice Chair—Special Interests  
**Michael Foster**, Past Chair  
**Rich Doud**, President

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 Sean Hosty, **Morgan Stanley Smith Barney LLC**  
 Tim Hughes, **Bean, Kinney & Korman, P.C.**  
 David Isaacson, **Technology Management, Inc.**  
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 Adrian Stanton, **Virginia Hospital Center**  
 Karolyn Stuver, **Fluor**  
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 Gordon Thrall, **Guernsey Office Products**  
 Brenda Turner, **Arlington Community Federal Credit Union**  
 Tina Walker, **BAE Systems**  
 Charlene Whitfield, **Dominion Virginia Power**  
 Pat Williamson, **WETA**  
 Todd Yeatts, **The Boeing Company**  
 Mark Zetlin, **Mercedes-Benz of Arlington**

## ■ U.S. ARMY

## LIAISON TO THE BOARD

COL Fern O. Sumpter, **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**, Communications Coordinator  
**Aaron Guerrieri**, Staff Accountant

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

## AUGUST AT THE CHAMBER

**SMART START**  
 2 THURSDAY  
 4:00 - 5:15 p.m.  
 Chamber Board Room

**GREEN BUSINESS COMMITTEE MEETING**  
 3 FRIDAY  
 9:00 - 10:00 a.m.  
 Chamber Board Room

**AMBASSADORS COMMITTEE MEETING**  
 6 MONDAY  
 4:15 - 5:00 p.m.  
 Chamber Board Room

**MEMBERSHIP DEVELOPMENT COMMITTEE MEETING**  
 7 TUESDAY  
 8:00 - 9:00 a.m.  
 Chamber Board Room

**EXECUTIVE COMMITTEE MEETING**  
 8 WEDNESDAY  
 8:00 - 9:00 a.m.  
 Chamber Board Room

**BREAKFAST CONNECTION**  
 9 THURSDAY  
 7:30 - 9:00 a.m.  
 Holiday Inn Rosslyn

**BUSINESS AFTER BUSINESS**  
 16 THURSDAY  
 5:00 - 7:00 p.m.  
 Arlington Center for Dentistry

**EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE**  
 22 WEDNESDAY  
 4:00 - 5:00 p.m.  
 Arlington Career Center

**COMMUNITY ACTION COMMITTEE MEETING**  
 29 WEDNESDAY  
 8:30 - 9:00 a.m.  
 Chamber Board Room

**GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE**  
 31 FRIDAY  
 8:00 - 9:30 a.m.  
 Chamber Board Room

**PLEASE NOTE** - The Chamber's new office location is:

**4600 Fairfax Drive  
 Suite 804  
 Arlington, VA 22203**

All events and meetings held in the Chamber Board Room will meet at this address.

## 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.

**2 THURSDAY**  
 4:00 - 5:15 p.m.  
**Chamber Board Room**  
**4600 Fairfax Drive**  
**Suite 804**  
**Arlington, VA 22203**

## 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.

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

## 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 Center for Dentistry**  
**1050 N. Highland St.**  
**Suite 300**  
**Arlington, VA 22201**

**Arlington Center for DENTISTRY**

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

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

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



## CHAIR'S MESSAGE

### Oh, the Places You'll Go!

Ok, so the title of this article doesn't necessarily remind one of sophisticated literature. The late **Phil Keating**, a great board Chairman and great friend, quoted the Roman poet Horace in one of his Chamber articles. I think **Michael Foster** mentioned 17th Century English author John Milton in one of his articles. Me? I reference Dr. Seuss! Hey, there are some great pearls of wisdom in some of the silly stories penned by the Pulitzer Prize-winning Mr. Geisel. Besides, let's take a quick inventory of recent events.

The Derecho. Eleven consecutive days of temperatures exceeding 95 degrees at Reagan National airport. Stephen Strasburg losing his third consecutive game. It's been a tough couple of weeks. Time for a road trip!

Yup, it's that time of year. Load 'em up. Move 'em out. Break-out the sun protection, the shades and for some of us, the hat. Cancel the paper, call the neighbor, arrange for pet care and head to wherever it is you love to go at this time of year. The beach? Always popular, though some call it 'the shore'. National Parks? Great choice. Visiting family? I'll leave that one up to you. :) A good friend and colleague recently sent me an email message from Africa, for goodness sake. You know, Africa. Lions, tigers and bears. Ok, well maybe not the bears. But still, a pretty intriguing place to go.

Me? After almost one and half of years of planning I am co-leading a small group of boy scouts on a back-country expedition at Philmont Scout Ranch in northern New Mexico. When you read this article I will be living out of a backpack, engaging in a number of great activities, hanging bear bags at night and camping at altitude. (One night we'll be sleeping at ~12,000 feet, or something like that - I stopped asking questions at that point in the briefing). Incredible opportunity to be with some great boys and some great men. And my 15 year old son, who kindly granted his approval for my attendance.

Some people are going to London to see the Olympics. The daughter of one of our Board members is going to London to compete in the Olympics. Rhythmic gymnastics. How cool is that? (Best of luck, Julie!)

And there are many other great places, too. One is right here in Arlington. County Board Chair Mary Hynes launched her PLACE initiative in January. Participation, Leadership, and Civic Engagement. Great idea. What is PLACE? "A county government initiative to update the "Arlington Way" by expanding the ways in which our residents engage with each other and our government to enrich Arlington." As Ms. Hynes noted on January 2nd, "Our goal is for more members of our community to be involved - actively and constructively - in the important local government decisions that affect their lives and those of their neighbors."

The Chamber supports that goal and in fact is a sponsor of PLACE. The Chamber has links and relationships with many businesses and nonprofit organizations so it just makes sense for us to be a partner and to engage in the dialog surrounding important decisions. Like the upcoming vote on the streetcar proposal. That's an important decision. It is a proposal the Chamber supports.

So be safe this summer. And remember that no matter where you may go there is no PLACE like home, and no home like Arlington.



Doug Brammer, Verizon



Doug Brammer

## 2012 CORPORATE SPONSORS



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**Booz | Allen | Hamilton**  
delivering results that endure



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

**The Arlingtonian** (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203. 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, 4600 Fairfax Drive, Suite 804, Arlington, VA 22203.

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

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

## WELCOME NEW MEMBERS

■ HEALTHCARE SERVICES  
**ALWAYS BEST CARE OF ARLINGTON**

Erik Davis, CEO  
2300 Pershing Dr., Suite 201  
Arlington, VA 22201  
Phone: (571) 255-0418  
Email: edavis@abc-seniors.com  
Website: www.alwaysbestcarearlingtonva.com  
**SPONSOR: Chris Hunter, Staff**  
Representing a wide range of illnesses and personal needs, Always Best Care of Arlington provides of in-home care, assisted living placement assistance and skilled home health care.

■ **HEALTH FUTURES**

Rhonda Ozanian, Director  
811 4th St. NW, Unit 813  
Washington, D.C. 20001  
Phone: (202) 709-9177  
Email: rozanian@hfdc.org  
**SPONSOR: Chris Hunter, Staff**  
Health Futures is a nonprofit organization that will help communities and organizations identify and promote alternative solutions to delivering services to senior citizens.

■ INFORMATION TECHNOLOGY  
**SYNC 3**

Jamie Sanchez, Founder/CEO  
1855 St. Francis Street #404  
Reston, VA 20190  
Phone: (703) 981-5004  
Email: jsanchez@sync3.com  
Website: www.sync3.com  
**SPONSOR: Chris Hunter, Staff**  
Our team at Sync 3 is committed to providing fast and reliable enterprise technical support for home offices and small/mid-size businesses.

■ PAYROLL SERVICES  
**RYAN PERKINS - PAYCHEX INC.**

Ryan Perkins, Sales Consultant  
3060 Williams Dr. #200  
Fairfax, VA 22031  
Phone: (703) 698-6910  
Email: rwperkins@paychex.com  
Website: www.paychex.com  
**SPONSOR: Joe Prentice, State Department Federal Credit Union**  
Paychex is the leader in small to medium size payroll processing partnering with America's businesses, providing solutions pertaining to payroll, tax, HR and insurance services.

■ REAL ESTATE - RESIDENTIAL  
**BRIAN KELLENBERGER - MCENEARNEY ASSOCIATES, INC.**

Brian Kellenberger, Realtor  
4720 Lee Highway  
Arlington, VA 22207  
Phone: (703) 510-0343  
Email: bkellenberger@mcenearney.com  
Website: www.mcenearney.com  
**SPONSOR: Barbara Nicastro, The Law Offices of Barbara E. Nicastro**  
Brian Kellenberger assists in the process of buying and selling real estate here in Northern Virginia with over 20 years of sales experience.

## MEMBERS IN THE NEWS

■ **CAPITOL SHINE****Capitol Shine Adds Orange Line Corridor Locations**

Locally-owned auto-detailer **Capitol Shine** has opened three new Arlington, VA locations in Ballston, Courthouse and Clarendon, bringing total **Capitol Shine** locations to seven throughout Washington, DC and Northern Virginia. The new locations include Two Liberty Center at 4075 Wilson Boulevard (open Wednesdays), The Hartford at 3101 Wilson Boulevard (open Thursdays) and The **Verizon** Building at 1310 N. Courthouse (open Fridays). The high-end auto-detailing company has focused on Metro-oriented locations where office tenants and local commuters can readily take advantage of their complete detailing services. The **Capitol Shine** model emphasizes a high level of service by offering free pick-up and delivery service by insured staff. For further information on locations and services, please visit [www.capitolshine.com](http://www.capitolshine.com).

■ **CARDINAL BANK****Cardinal Bank Community Fund Awards Grant to The Foundation for Fairfax County Public Schools**

**Cardinal Bank** announces that the Cardinal Bank Community Fund has awarded \$5,000 to The Foundation for Fairfax County Public Schools. The Foundation, founded almost 30 years ago, is a partnership of the Fairfax County Chamber of Commerce and the Fairfax County Public Schools, supporting the mission of a world-class school system to inspire, enable and empower students to meet high academic standards. **Cardinal Bank's** School Bank program, established in 2005, has created a forum to teach students at elementary and middle schools life and financial skills through hands-on experiences. Through its grant program, the Cardinal Bank Community Fund has benefited more than 60 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.

■ **ARLINGTON PHILHARMONIC****Arlington Philharmonic Awarded "Elizabeth Campbell Award for Advancement of the Arts in Arlington"**

In a May 19th ceremony, the **Arlington Philharmonic** was awarded the "Elizabeth Campbell Award for Advancement of the Arts in Arlington" by the Arlington chapter of the American Association of University Women (AAUW) in recognition of the **Arlington Philharmonic's** commitment to making live classical music accessible to all Arlington citizens. The **Arlington Philharmonic** is a professional orchestra led by Music Director **A. Scott Wood** and provides concerts free of charge for Arlingtonians to enjoy, which attracted the attention of the AAUW. Maestro **A. Scott Wood** accepted the award on behalf of the orchestra, and shared, "one of my goals has been to reach out and bring together those who have yet to discover the magic of classical music" and what better way to do that than free concerts for the Arlington community.

■ **TULLY RINCKEY PLLC****Local Law Firm Takes New Road to Justice**

**Tully Rinckey PLLC** is already a nationally recognized federal employment law firm, but it is now much more than that in Virginia. At its Arlington, Va. law office, the firm has launched three new practice areas outside of the federal sector sphere. The multi-state law firm has hired attorneys who will practice in family and matrimonial law, criminal defense and bankruptcy law, building on its standard menu of legal services in the areas of federal sector employment and labor law, military law and security clearance representation. The three practice areas, while new to **Tully Rinckey PLLC's** Virginia office, are not new to the firm. **Tully Rinckey PLLC** currently employs several attorneys who practice family & matrimonial law, criminal defense and bankruptcy law at its headquarters in Albany, N.Y. The Virginia office at 1300 Wilson Blvd., Suite 320 opened in May 2011.

## MEMBERS IN THE NEWS

### ■ BEAN, KINNEY & KORMAN

## Johnathan Kinney Recognized as Northern Virginian of the Year and Arianna Gleckel Named to Leadership Arlington Class of 2013

**Bean, Kinney & Korman**, one of Arlington's largest law firms and one of the most recognized independent law firms in Northern Virginia, announced that Shareholder **Jonathan Kinney** has been recognized by Northern Virginia Magazine as a Northern Virginian of the Year for his work on affordable housing. In addition, attorney **Arianna Gleckel** has been named to **Leadership Arlington's** Class of 2013. **Kinney** is a widely recognized land use attorney with over 35 years of experience. He provides legal counsel for housing developments throughout Arlington County and Northern Virginia, as well as volunteers with and provides pro bono work for several local organizations. **Gleckel** practices law in the areas of commercial litigation and employment law, as well as lending services and landlord-tenant law. She also represents creditors in bankruptcy proceedings. **Gleckel** currently serves as Chair of the Arlington Chamber of Commerce Membership Development Committee and sits on the Board of Directors for the Arlington-Alexandria Coalition for the Homeless.

### ■ VIRGINIA COMMERCE BANK

## Virginia Commerce Bank Appoints Commercial Lending Officers for Core Markets

**Virginia Commerce Bank (VCB)** proudly announces the appointment of three senior Commercial Lending officers: **Kevin V. Shaner**, **Robert M. Cramp** and **Elias Faddoul**. **Shaner** joins **VCB** as Senior Vice President, Commercial Banking Head, responsible for developing and managing commercial relationships in the Bank's Alexandria and Arlington markets. **Shaner** joins the Bank with over 17 years of experience in the financial services industry. **Cramp** joins **VCB** as Senior Vice President, Commercial Lending Officer, in the Bank's Prince William, Fredericksburg and Southern Fairfax regions. **Cramp** has over 23 years of lending experience with over 17 years in the DC Metro area. **VCB** also welcomes **Faddoul** as Senior Vice President, Commercial Lending Officer, in the Bank's Western Fairfax region. **Faddoul** has spent over 22 years serving the DC Metro area in the financial services industry.

### ■ ARLINGTON COMMUNITY FOUNDATION

## Arlington Community Foundation Announces New Officers and Board Members

At its June 20, 2012 Annual Meeting, the **Arlington Community Foundation** Board of Trustees elected its officers and two new Trustees for the new fiscal year, beginning July 1. The officers elected are: Julian Fore, President; Vicki Foster, Vice President; **R. B. "Randy" Anderson, Jr.**, Treasurer; **David W. Briggs**, Assistant Treasurer; and, **Mary Margaret Whipple**, Secretary. Joining the Board as new Trustees are **Deborah T. Johnson**, Senior Manager, State & Local Affairs, **Dominion**, and **Dr. Matthew D. Shank**, **Marymount University** President. The other Arlington business and community leaders who comprise the Foundation's Board are: John Andelin, Chuck Bean, **David Bell**, Jeanne Broyhill, **William "Billy" Buck, Jr.**, Bradford Coyle, Leni Gonzalez, **Robert Hawthorne**, **Fernanda Howard**, **Jonathan Kinney**, Artemis McDonald, **Christine Milliken**, **Lola Reinsch**, Peggy Richardson, Libby Ross, **John Shooshan**, Nancy Snell, Marion Spraggins, Michael Timpane and **Jim Whittaker**.

## WELCOME NEW MEMBERS

### ■ RESTAURANT AND FOOD SERVICES

#### CAVA MEZZE

Ted Xenohristos, COO  
2940 Clarendon Blvd.  
Arlington, VA 22201  
Phone: (703) 276-9090  
Email: ted@eatcava.com  
Website: www.cavamezze.com

#### SPONSOR: Dave DeCamp, Grubb & Ellis

Cava Mezze is a Greek-inspired restaurant serving the freshest and finest Mediterranean ingredients through a variety of mezze/tapas selections.

### ■ CORNER BAKERY

Angel Mauricio, General Manager  
2111 Wilson Blvd.  
Arlington, VA 22201  
Phone: (703) 236-2818

Email: cb0242@cornerbakerycafe.com  
Website: www.conrnerbakerycafe.com

#### SPONSOR: Chris Hunter, Staff

Casual fast food restaurant, dine in and carry out, also with an excellent catering department ready to feed your knead.

### ■ WINE STORE

#### VEGAN SOMMELIER

Gina Trippi, LLC Member/Owner  
2407-A Wilson Blvd.  
Arlington, VA 22201  
Phone: (202) 436-6743

Email: sgtrippi@gmail.com

Web Address: www.vegansommelier.com

#### SPONSOR: Rich Doud, Staff

Vegan Sommelier is an internet wine retailer offering great wines made with traditional methods for great prices.

## MILESTONE ANNIVERSARIES

### ■ TEN YEARS

#### FUR-GET ME NOT PET CARE, LLC

### CONGRATULATIONS!



## WEB FEATURES

Find ChamberConnect on the website's Find A Business page.

Information...price quotes...referrals...

**ChamberCONNECT**

...the fastest way to reach local businesses!

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](http://www.arlingtonchamber.org)



## SUMMER INTERN

## Meet Our PRIME Intern



Audrey Batcheller was the Chamber's summer intern throughout the month of July. She was part of the Arlington Career Center's PRIME program. Audrey is a rising junior at Washington-Lee High School. She hopes to pursue Journalism and Communications, and was excited to gain her first job experience this summer.

Audrey is an avid Washington Capitals fan, captain of her school volleyball team and a director for her school's morning announcements.

The Chamber would like to thank Audrey for all of her hard work throughout the summer. We wish you all the best!

## CHAMBER MESSAGE

## Chamber Welcomes New Board Member Jerry Caliguire

**Jerry Caliguire**, General Manager for **Renaissance Arlington Capital View Hotel** and **Residence Inn Arlington Capital View Hotel**, has recently been appointed to the Arlington Chamber of Commerce's Board of Directors to carry out the term for Sharon Lockwood.

With over 35 years of experience in the United States and abroad, **Caliguire** has made the Hospitality business his life. A Native of Detroit, MI, he graduated with high honors from the Hotel Restaurant and Institutional Management program at Michigan State University.

A three time resident of Northern Virginia, **Caliguire** has played a management role in five hotels in the Metro D.C. area. He has also held management positions in Philadelphia, San Diego, Denver, Vail, Puerto Vallarta, Cancun, Mexico City and Cebu (Philippines). During his international assignment he opened the first Marriott hotel in the Philippines. It was one of only five Marriott hotels in the Far East at the time. Through his assistance with development efforts, Marriott's presence has since grown to over 100 hotels in Eastern Asia.

**Caliguire's** contributions to Marriott International have been recognized through various awards including "General Manager of the Year for Latin America and Caribbean" in 2000 and "Outstanding Annual Revenue Increase Award" in 2007, Sales Leadership Award in 2009 and 2011, and Mustang Award in 2011. He has also been an active part of community affairs throughout his career, having sat as a board member of the Ministry of Tourism of the Philippines, President of the Marriott Business Council of Mexico, Board member of the Greater Reston Chamber of Commerce and Treasurer of Visit Loudoun.



Jerry Caliguire



Wednesday,  
September 19

3:30 - 7:00 p.m.

Upton Hill  
Regional Park  
6060 Wilson Blvd.  
Arlington, VA 22205

Register online at  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)  
or call 703.525.2400



**Sponsor a Hole!** Support the Chamber's Scholarship Fund by taking part in a sponsorship opportunity! By sponsoring a hole, you'll receive your company's name at the hole, registration for four players, and will be featured in event promotional materials for only \$150. To sponsor, register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org).

# opportunityworks

## Thanks to All of the Opportunity Works Volunteers!

The Chamber would like to extend a sincere thank you to **Barbara Nicastro** of the **Law Offices of Barbara E. Nicastro, Esq.** and **Joe Prentice** of the **State Department Federal Credit Union** for leading the successful volunteer efforts as our 2012 Opportunity Works Campaign Co-Chairs, as well as Grand Sponsor **TMI**!

In addition, the Chamber thanks the following volunteers for their production:

**Margaret Bishop** - Metropolitan Washington Airports Authority  
**Doug Brammer** - Verizon  
**Jen Cadman** - DeVry University  
**Jesse Corning** - HospitalityStaff  
**Robin Coracci** - Virginia Commerce Bank  
**Tom Cymer** - Opulen Financial Group  
**Dave DeCamp** - Newmark Grubb Knight Frank  
**Mark Dickerson** - Leros Technologies  
**Kim Durand** - Arlington Public Schools  
**Bill Eisnaugle** - Comcast  
**Robert Esguerra** - Virginia Commerce Bank  
**Amanda Fischer** - Grade A Marketing  
**Michael Foster** - MTFA Architecture, Inc.  
**Michael Garcia** - State Farm Insurance  
**Arianna Gleckel** - Bean, Kinney & Korman  
**Nancy Goodman** - Main Event Caterers  
**Tom Grantham** - Cardinal Bank  
**Mark Hadeed** - Hadeed Carpet Cleaning  
**Donna Hamaker** - KDH Real Estate  
**Bob Hawthorne** - United Bank  
**Sean Hosty** - Morgan Stanley Smith Barney LLC

**Tim Hughes** - Bean, Kinney & Korman  
**David Isaacson** - Technology Management, Inc.  
**Sonia Johnston** - John Marshall Bank  
**John Kell** - M&T Bank  
**Greg Mullan** - Bank of America Home Loans  
**Pat Newman** - American Realty Group  
**Ron Novak** - Segue Technologies  
**Ellen Rainey** - Hamilton College  
**Rick Reinsh** - Digital Recollections  
**Lindsey Rheame** - Virginia Commerce Bank  
**Allen Schirmer** - United Bank  
**Kevin Shooshan** - The Shooshan Company  
**Naina Singh** - United Bank  
**Shannon Swahn** - Global Thinking  
**Joey Tackett** - Clear Sky Creative  
**Gordon Thrall** - Guernsey Office Products  
**Mel Voight** - Lincoln Financial Services  
**Jim Whelan** - Proactive Smart Business Thinking, LLC  
**Todd Yeatts** - The Boeing Company



Frank D'Silva and David Isaacson of TMI.



Jon Hoffmeyer of Fire Works

### Special thanks to our Opportunity Works Grand Sponsor:



### Special thanks to the businesses who hosted Opportunity Works events:

**Fire Works Restaurant**  
**John Marshall Bank**  
**Rocklands Barbeque & Grilling Co.**  
**Vantage Point at the Holiday Inn Rosslyn**

## FEATURED MEMBER BENEFIT

### Mark Our Calendar!



Have an upcoming event you need to spread the word about? Take advantage of the Chamber's Community Calendar as a way for your company's event to reach Chamber members, Arlington residents and tourists who visit the Chamber's website.

The Community Calendar is located on the Chamber website. To add an event, visit the Members Only section of the Chamber's website:

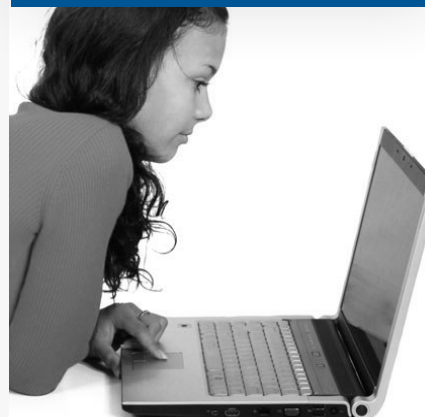
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)

Questions? Contact Leticia Cano:

☎ 703-525-2400

✉ [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)

## JUST A CLICK AWAY



It's no secret that the internet is here to stay. With all kinds of people using the internet for almost everything, advertising on the web reaches consumers in a convenient way while driving traffic to your business' website.

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 more information or to advertise, contact:

AMY FISHER

✉ [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org)

@arlingtonchamber.org



## THE CHAMBER SCENE

## ■ THE CHAMBER SCENE MID-JUNE THROUGH MID-JULY

## Focused on Community Building

The Arlington Chamber of Commerce is a community builder. We focus on ways to make the community a better place to work, live and visit, while striving to make Arlington's businesses stronger and fostering an environment where business can prosper. In many ways, the success of Arlington is directly tied to the success of its business community, and the success of the Arlington Chamber is directly tied to its membership base. This is why the Chamber's Directors, staff and members are dedicated to supporting community events and happenings. Below are a few highlights of the events Chamber staff and Board members participated in on behalf of the Chamber.

**Mid-June through Mid-July:**

*June 25-26* - Kiwanis Club of Arlington's 25th annual Antiques Show and Sale. Volunteers: **Tom Grantham** (Director) and **Scott McCaffrey** (Vice Chair, Economic Development & Government Affairs).

*June 29* - Investiture of new Circuit Court Judge Louise DiMatteo. Attendee: **Scott McCaffrey** (Vice Chair, Economic Development & Government Affairs).

*July 13* - **Col. Carl Coffman** Farewell Lunch. Attendees: **Rich Doud** (staff), **Kate Roche** (staff) and **Sonia Johnston** (Director) presented **Col. Coffman** with a small token of appreciation on behalf of the Chamber.

*July 16* - Grand Opening of **Buffalo Wild Wings** in Ballston. Attendees: **Rich Doud** (staff) and **Kate Roche** (staff), along with Chamber members **Wilson Cochran** and **Rick Cheetham**.

*July 17* - **Joint Base Myer-Henderson Hall** Change of Command Ceremony. Command changed from **Col. Carl Coffman** to **Col. Fern Sumpter**. Attendees: Chamber Directors **Nancy Goodman**, **Scott McCaffrey**, **Joe Prentice**, **Todd Yeatts**, **Charlene Whitfield** and Chamber Staff **Rich Doud** and **Kate Roche**. Congressman Moran and a number of Chamber members and distinguished guests were also present.

## NETWORKING STRATEGIES

## Put the Needs of Your Networking Contacts First

by Audrey Batcheller, Chamber Intern

When networking, you and your business will find that you have more success when you put the needs and interests of your contacts first. Here are a few tips to help you do so:

- 1) **Be friendly** – Even though networking is a part of business, it's still important to be as friendly and helpful to new contacts as you would be to someone you know.
- 2) **Know the real goal is to help others** – Always network with the intent of helping others before yourself. Of course you want their assistance, but refrain from asking for favors until a strong relationship has been established.
- 3) **Don't assume any contact to be insignificant** – Even the smallest contact can prove to be beneficial to your business somewhere down the road.
- 4) **Take care of your current network** – Stay as involved with old contacts as you are with potential contacts. Good relationships can aid in you in making additional contacts through that business.
- 5) **Keep records** – Staying organized by keeping a list of contacts with their personal and contact information is important to maintaining strong relationships.



The Chamber hosts a number of networking events for you to put these strategies into practice, such as our monthly Breakfast Connection and Business After Business events. Visit our online calendar at [www.arlingtonchamber.org/](http://www.arlingtonchamber.org/) events to register for upcoming events.

For more tips on effective networking strategies, attend a SMART Start event.



## NONPROFIT SPOTLIGHT

■ ENDEPENDENCE CENTER OF NORTHERN VIRGINIA, INC.

### Ending Dependence for People with Disabilities

The **ENDependence Center of Northern Virginia, Inc. (ECNV)**, is a community-based resource and advocacy center that is managed by and for people with disabilities. We strive to assist people with disabilities to end dependence and live their lives independently to the greatest extent possible.



**ECNV** is a Center for Independent Living (CIL) serving people with disabilities in the counties of Arlington, Fairfax and Loudoun, and the cities of Alexandria, Fairfax and Falls Church. Our main office is in Arlington County with a satellite office in Loudoun County. We promote a more accessible and inclusive community through advocacy, educational programs, technical assistance and more to individuals, businesses and government. Partnering and working together with the community to ensure that our community is a community for all!



ECNV Staff at Celebrating Communication 2012

We do this by helping people find jobs, find and obtain assistive technology, learn how to independently navigate the public transportation system in the Washington, D.C. Metropolitan area, or deal with other issues that arise because of a disability.

In 2012, ECNV will celebrate our 30th Anniversary with a celebration on Saturday, October 20 at the Westin Arlington Gateway in Ballston. We will be celebrating 30 years of helping people with disabilities end dependence and as

society too often continues to marginalize people with disabilities, we will be preparing for the next 30 years, as well.

#### ENDependence Center 30th Anniversary Gala

Saturday, October 20, 2012

Westin Arlington Gateway

801 North Glebe Road, Arlington, VA

We invite you to join us on October 20 and we also invite you to help us achieve our goal of assisting people with disabilities to end dependence by supporting us in our efforts. ECNV serves your potential customers in the Northern Virginia area. We can help you reach them, their family and friends! Nearly 90,000 people with disabilities who have buying power reside in our service area according to the 2010 American Community Survey, at the U.S. Census Bureau Website. You can help us help them and help your business at the same time by visiting [www.ecnv.org/gala/gala.html](http://www.ecnv.org/gala/gala.html) and becoming a sponsor!

Thank you in advance!

► For more information about the ENDependence Center of Northern Virginia and their 30th Anniversary Gala, please visit [www.ecnv.org](http://www.ecnv.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

@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's Economic Ecosystem

by Adam Beebe, Business Development Manager, Arlington Economic Development

Arlington Economic Development (AED) has long understood the importance of supporting entrepreneurship as part of a sound economic development strategy. Now in its tenth year, the duration and success of BizLaunch, Arlington's small business assistance network, continue to reflect the growing demand for entrepreneurship support services.

Perhaps never before has the need to support entrepreneurship been so imperative. Recent developments affecting the commercial real estate market in the region and beyond have led AED to reexamine its approach to business attraction and retention. Still in a tentative state of economic recovery, businesses are cautiously expanding and more often looking for ways to maximize efficiency of existing resources. Meanwhile, the impacts of BRAC and shifts in federal spending have resulted in decreased government demand for office space throughout the metropolitan region.

Whereas traditional business attraction and retention efforts have dedicated considerable resources to attracting large companies, with fewer deals in the market for jurisdictions to vie over, today's successful economic development strategies must look increasingly to homegrown opportunities. A significant part of growth in the new economy will come from promising entrepreneurs and start-ups in the high-growth service and technology-based industries. Only by supporting entrepreneurship in our own community can AED help sustain Arlington's diversified economy and create new jobs.



One-on-one counseling at the BizLaunch Office

Over the past year, a wide variety of stakeholders have reenergized the region's entrepreneurial ecosystem, and Arlington is where a lot of this activity is happening. Since its late January launch at Founders Hall, Startup Virginia has been providing valuable resources to help young companies grow and make connections within the ecosystem. AED's Beyond Smart Growth seminar and ongoing Executive Speaker Series have showcased Arlington's business-conducive culture. Recent events such as Bisnow's Northern Virginia Science & Technology Summit, Day of Foster.ly, and SBA's Regional Accelerator Summit are expanding infrastructural support for entrepreneurs. Additionally, a myriad of partnerships, for-profit and nonprofit organizations in the region have sprouted up to provide a host of other entrepreneurial support services: ÜberOffices with premium peer-to-peer workspace, Fortify.vc with technology startup funding and FounderCorps with its supportive infrastructure for high growth entrepreneurship, among others.

At its core, entrepreneurship is fundamentally hyper-local. Promising entrepreneurs gravitate toward a central repository of resources, ideas, capital, customers and ultimately toward one another. The region's entrepreneurial ecosystem will continue to look toward Arlington and its highly educated workforce, cluster of science and research organizations, diverse business base and institutional support as a community welcoming to startup activity. As the greater Washington region becomes more and more comfortable with embracing the entrepreneurial lifecycle—and embracing failure as a precursor to success—AED will continue to support and promote entrepreneurs as central actors in the region's continued economic recovery.



Attendees at the recent Foster.ly event at Artisphere



## Proven Strategies for Effective Email Marketing

by **Jim Whelan**, Proactive Smart Business Thinking, LLC

On June 27, Carolyn Carlson, Carlson Political Consulting LLC, shared her strategies on effective email marketing. A successful email campaign requires a well thought out strategy customized for the type of email lists that are being sent to.

- 1) **Organically harvest as many email addresses you can on your own.** Does your website have a capability for an interested reader or customer to provide their email address so they can get future communications from your business or entity?
- 2) **Testing.** Always test your message. Send a test to yourself and check all of the hyperlinks. Before sending out an email, make sure to preview the email you are about to send. If you have more than one personal email address, send it to all email addresses that you have, and to email addresses of your co-workers and friends who have the time to edit and proof your message.
- 3) **Subject line is key.** For most prospecting messages, you only have a few seconds of the recipients' attention to grab them or lose their attention. The first things they see are the "from" name and subject of your email.
- 4) **Have proper hyperlinks in your message.** What is the call to action in your message?
- 5) **Timing.** Deliver your message during the time of the week in order to obtain the best open rate.
- 6) **Be personal.** Email content with the recipients First Name may give you a higher open rate and click through rate.
- 7) **Keep it short and sweet.** Content should be short - one or two screens of text.
- 8) **Universal design.** To ensure the greatest compatibility with the many email clients used by your recipients, you should use tables when possible.
- 9) **Reporting.** Look at reporting stats. Look at the open rate and see which message or messages have the best open rate and click through rate.
- 10) **Plan ahead.** Email outreach is sometimes considered the tail end of an outreach effort and not as effective as starting an email outreach campaign months in advance.
- 11) **Target Opt-ins.** Email broadcast platform and deploying a message to your opt in list. Generally, there are two ways to think about email lists: Opt-in and opt-out. Opt-in email lists are those that the recipient has asked to be on. Opt-out email lists are usually acquired from a third party and the recipient has not asked to receive the specific communications.

### The bottom line from this roundtable?

Email is critical to driving traffic to a website, promoting events and fundraisers, securing donations and volunteers, and most importantly, activating supporters. Email communications is the lifeblood of an online digital campaign.

## ROUNDTABLE

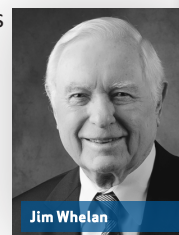
■ The Chamber's monthly Small Business Roundtable offers an important educational opportunity to smaller businesses. The roundtable discussion, facilitated by Jim Whelan, expert strategic planner with Proactive Smart Business Thinking, LLC, allows business people to learn from their peers and knowledgeable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

### NOTICE:

#### THERE IS NO AUGUST SMALL BUSINESS ROUNDTABLE

The next Small Business Roundtable will be in September on Wednesday, September 26 from 11:45 a.m. to 1:15 p.m.

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 **Proactive Smart Business Thinking, LLC**, 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.



## CONNECT WITH US!

As the use of social media within the businesses community has become increasingly popular and effective, the Chamber has jumped in on the opportunity to connect with members in a new way. Social media allows the Chamber to reach out to its members and local businesses in a conversational way, providing constant updates on Chamber events through photos, news postings and registration information, as well as providing Arlington and business news. Make sure to like, follow and join us on social media!

**Facebook:** [www.facebook.com/ArlingtonChamberVA](http://www.facebook.com/ArlingtonChamberVA)

**Twitter:** [www.twitter.com/ArlChamberVA](http://www.twitter.com/ArlChamberVA)

**LinkedIn:** Search under groups for "Arlington Chamber of Commerce - Virginia"





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

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



## A Team You Can Depend On

Our team knows Arlington business and cares about its community. We are accessible, approachable and helpful. Please stop by for a visit or give us a call. We're here for you.

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**JohnMarshallBank.com**

Paul Velasquez, AVP-Branch Manager  
Chris Lipscomb, VP-Lending  
Sonia Johnston, Regional President  
Drew Brown, SVP-Lending

**JOHN MARSHALL**  
BANK

2300 Wilson Boulevard  
Arlington, VA 22201



## THANK YOU!

- Lebanese Taverna for hosting the June Business After Business
- Lebanese Taverna and Bernie Cohen - Insurance Solutions for providing door prizes for the June Business After Business
- Holiday Inn Arlington at Ballston for hosting the June Board of Directors Meeting