

the Arlingtonian

THE OFFICIAL VOICE OF THE
ARLINGTON CHAMBER OF COMMERCE

VOL. LVI, NO. 8 AUGUST 2014

FEATURED PHOTO: Ballston Common Mall
redevelopment rendering courtesy of Forest City

SPECIAL THANKS TO
ARLINGTONIAN
GRAND SPONSOR

**JOHN
MARSHALL**
BANK

IN THIS ISSUE

- 2 Calendar
- 3 Chair's Message
- 4 Milestone Anniversaries
- 4-5 Welcome New Members
- 4-5 Members in the News
- 5 Annual Fall Outing
- 6 Future of Ballston Common Review
- 6 Meet our PRIME Intern
- 7 Nonprofit Forum: Planned Giving
- 7 Chamber Travel
- 8 The Chamber Scene
- 9 Nonprofit Spotlight
- 10 Arlington Economic Development
- 11 Small Business Roundtable
- 11 Arlington Chamber Map
- 12 Chamber Thank You

SAVE THE DATE

9TH ANNUAL SCHOLAR'S CUP MINI-GOLF TOURNAMENT

SEPTEMBER 17

3:30 p.m. - 7:00 p.m.
Upton Hill Regional Park

63RD ANNUAL FALL OUTING

OCTOBER 28

8:30 a.m. - 4:00 p.m.
Fort Belvoir Golf Course

► COMPLETE CHAMBER CALENDAR: PAGE 2



■ STATE OF THE COUNTY REVIEW

The Future of Ballston Common

On July 22, the Arlington Chamber of Commerce in conjunction with the **Ballston Business Improvement District**, hosted an unprecedented panel discussion and information session to showcase the upcoming plans and redevelopment of the **Ballston Common Mall**. More than one hundred fifty community members, including residents and business leaders, convened to hear directly from the team responsible for the project to “de-mall the mall.” The new design will allow lots of natural light, open spaces, and fresh air.



Ballston Common Mall Renderings

The team assembled by **Forest City** has plans to transform the current **Ballston Common Mall** to invigorate the street life and meet the needs of Ballston's urban, walkable community. Project leaders from **Forest City**, President of the Mid-Atlantic office, **Deborah Ratner Salzberg**; COO, **Thomas Henneberry**; and Regional Vice President, **John Moore** discussed in detail the development and operations, both current and future. Vice President of **RTKL**, **Marc Fairbrother** and Principal of **Cooper Carry**, **David Kitchens** discussed the design and aesthetic plans for both the retail and residential components of the project.

“Essentially, the mall is going to ‘de-mall’ and turn itself inside out,” said **Moore**. He added, “We plan to transform the mall into a vibrant, urban mixed-use district, similar to Pentagon Row.”

► Please turn to page 6 for a full recap and photos.

■ SCHOLAR CUP PREVIEW

9th Annual Scholar's Cup Mini-Golf Tournament

The Chamber will host its 9th Annual Scholar's Cup Tournament on September 17 at Upton Hill Regional Park.

The mini-golf tournament offers an opportunity to mix, mingle and network with other Chamber members, while spending quality time with your family. The mini-golf tournament is one of the Chamber's more popular family-friendly events, offering fun for all ages.

One hundred percent of the proceeds will benefit the Rich Doud Arlington Chamber of Commerce Scholarship Fund. The Chamber's Scholarship Fund annually awards two scholarships to Arlington students graduating from high school and going to college or to pursue their education. A limited number of sponsorships are still available!



► To become a sponsor, contact Cassie Bate: events@arlingtonchamber.org 703-525-2400.

THE CHAMBER

■ EXECUTIVE COMMITTEE

Tim Hughes, Chair
 Kevin Shooshan, Chair-elect
 David DeCamp, Immediate Past Chair
 Doug Brammer, Past Chair
 Kate Roche, President & CEO
 Lindsey Rheame, Treasurer
 Tina Walker, Assistant Treasurer
 Shannon Bailey, Vice Chair - Communications
 Scott McCaffrey, Vice Chair - Economic Development
 & Government Affairs
 Joe Prentice, Vice Chair - Member Affairs
 David Isaacson, Vice Chair - Membership
 Development
 Donna Hamaker, Vice Chair - Special Interests

■ DIRECTORS

Renee Aldrich, United Bank
 Shannon Bailey, Global Thinking
 Lucy Bowen-McCauley, Bowen McCauley Dance
 Doug Brammer, Verizon
 Jeffrey Burnham, Turner Construction
 Linda Chandler, Linden Resources
 Crystal Christmas-Watson, Crystal City Marriott
 Charles Clohan, Dittmar Company
 David DeCamp, Newmark Grubb Knight Frank
 Amanda Fischer, Grade A Marketing
 Betsy Frantz, Leadership Arlington
 Michael Garcia, State Farm Insurance
 Nancy Goodman, Main Event Caterers
 Brian Gordon, Apartment and Office Building
 Association
 Mark Hadeed, Hadeed In-Home & Office Carpet
 Cleaning Services
 Donna Hamaker, Buck & Associates
 Greg Hamilton, Arlington Magazine
 Sean Hosty, Morgan Stanley
 Tim Hughes, Bean, Kinney & Korman, P.C.
 David Isaacson, Technology Management, Inc.
 Todd Jerscheid, The Fashion Centre at Pentagon City
 Deborah Johnson, Dominion
 Sonia Johnston, John Marshall Bank
 Dan Laurenzi, EagleBank
 Deborah Lipman, Metropolitan Washington
 Airports Authority
 Scott McCaffrey, Sun Gazette Newspapers
 Greta Menard, Capital MarCom, Inc.
 Greg Mullan, George Mason Mortgage
 John Murphy, Washington Workplace
 Dr. Patrick Murphy, Arlington Public Schools
 Barbara Nicastro, The Law Offices of Barbara E.
 Nicastro
 Ron Novak, Segue Technologies
 Robb Parker, Vornado
 Joe Prentice, State Department Federal Credit Union
 Jay E. Reiner, Jay E. Reiner CPA, PLLC
 Lindsey Rheame, JP Morgan Chase
 Kate Roche, Arlington Chamber of Commerce
 Jim Ryerson, Marymount University
 Marie Schuler, Comcast
 Grace Shea, Lebanese Taverna
 Kevin Shooshan, The Shooshan Company
 John Snedden, ROCKLANDS Barbeque & Grilling
 Company
 Adrian Stanton, Virginia Hospital Center
 Karolyn Stuver, Fluor
 Tina Walker, BAE Systems
 Jim Whelan, Proactive Smart Business Thinking LLC
 Pat Williamson, WETA
 Todd Yeatts, The Boeing Company
 Mark Zetlin, Mercedes-Benz of Arlington

■ U.S. ARMY LIAISON TO THE BOARD

COL Fern Sumpter, Joint Base Myer-Henderson Hall

■ STAFF

Kate Roche, President & CEO
 Mike Rosenow, Director of Membership
 Cassie Bate, Events & Development Director
 Lisa Shapiro, Communications Manager
 Devin Joyce, Member Services Administrator
 Megan Young, Events Associate

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

AUGUST AT THE CHAMBER

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

CANDIDATE FORUM
 FOR THE 48TH
 DISTRICT HOUSE
 OF DELEGATES **5 TUESDAY**
 8:00 - 9:30 a.m.
 Fairfax County Chamber of
 Commerce

SMART START **11 MONDAY**
 4:00 - 5:15 p.m.
 Chamber Board Room

MEMBERSHIP
 DEVELOPMENT
 COMMITTEE
 MEETING **12 TUESDAY**
 4:30 - 5:30 p.m.
 Chamber Board Room

EXECUTIVE
 COMMITTEE
 MEETING **13 WEDNESDAY**
 8:00 - 9:30 a.m.
 Chamber Board Room

BREAKFAST
 CONNECTION **14 THURSDAY**
 7:30 - 9:00 a.m.
 Holiday Inn Rosslyn

BUSINESS AFTER
 BUSINESS **21 THURSDAY**
 5:00 - 7:00 p.m.
 Holiday Inn National Airport

GOVERNMENT
 AFFAIRS/ECONOMIC
 DEVELOPMENT
 COMMITTEE
 MEETING **29 FRIDAY**
 8:30 - 9:30 a.m.
 Chamber Board Room

LOOKING AHEAD TO SEPTEMBER

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

EXECUTIVE
 COMMITTEE
 MEETING **10 WEDNESDAY**
 8:00 - 9:30 a.m.
 Chamber Board Room

BREAKFAST
 CONNECTION **11 THURSDAY**
 7:30 - 9:00 a.m.
 Holiday Inn Rosslyn

9TH ANNUAL
 SCHOLAR'S CUP **17 WEDNESDAY**
 3:30 - 7:00 p.m.
 Upton Hill Regional Park

BOARD OF
 DIRECTORS
 MEETING **19 FRIDAY**
 11:45 a.m. - 2:00 p.m.
 Gates of Ballston (Hosted by AHC)

SMALL BUSINESS
 ROUNDTABLE **24 WEDNESDAY**
 11:45 a.m. - 1:00 p.m.
 Chamber Board Room

BUSINESS AFTER
 BUSINESS **25 THURSDAY**
 5:00 - 7:00 p.m.
 Virginia Heritage Bank

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.

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

GRAND SPONSOR

Greg Mullan -

**GEORGE MASON
 MORTGAGE, LLC®**
 A Subsidiary of Cardinal Bank

PREMIER SPONSOR
 Michael Garcia-State Farm Insurance

BREAKFAST CONNECTION

This speed-networking event begs attendees to come prepared to mix and mingle. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people.

14 THURSDAY
 7:30 - 9:00 a.m.
 Holiday Inn Rosslyn
 1900 N. Fort Myer Dr.
 Alexandria, 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. This month's Business After Business focuses on highlighting local nonprofits.

21 THURSDAY
 5:00 - 7:00 p.m.
 Holiday Inn National
 Airport
 2650 Jefferson Davis
 Highway
 Arlington, VA 22202

Holiday Inn
 NATIONAL AIRPORT
 AT CRYSTAL CITY

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.

ShopChamber!

As Chamber members, we all enjoy making friends, building relationships and coming to learn about and trust one another. These ties naturally lead to Chamber members doing business with one another on a regular basis. As a member since 1998, I can attest to many, friendships formed and clients cultivated through Chamber involvement.

For some time, the Chamber's leaders have discussed how to support this core value and purpose of our membership. As a result of the Chamber's strategic plan, we are launching a truly exciting upcoming initiative: ShopChamber. The Communications Council has been instrumental in developing the program including the branding as well as the outreach efforts.

The ShopChamber campaign will be rolled out over the next several months. You will see a campaign designed to directly encourage member-to-member business, referrals and support of Arlington businesses. ShopChamber will go beyond retail merchants and benefit all member businesses and organizations.

Whether you're planning an event, buying or remodeling a home, renting and furnishing an office, seeking tax or legal advice, going out to dinner or shopping, our members offer excellent products and services for all your professional and personal needs. We can and should encourage and support each other – after all, why not do business with your friends and the people you trust? Best of all, when we “shop” our local community, and specifically Chamber members, we directly promote and stimulate a strong and vibrant local economy.

Each month the ShopChamber program will spotlight Chamber members within a particular industry. The Chamber will share and promote all members' involvement on our website, in our weekly electronic newsletter, in our monthly print publication, our Chamber blog and via our social networks using hashtag #ShopARL. There will be a toolkit, information and lots of ways to participate in and support the program. The goal is to create excitement and buzz around these businesses to help drive sales.

Keep an eye out on the Chamber website for a ShopChamber calendar and Member Directory for a complete member list. Most of all, let's all keep the concept of



Tim Hughes

Bean, Kinney & Korman P.C.



Tim Hughes



► Please turn to page 5 for more information.

2014 ANNUAL CORPORATE SPONSORS

FLUOR®



MARYMOUNT
UNIVERSITY



BAE SYSTEMS



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.

Members in the News article submissions must be emailed to 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

■ CATERING
A LA CARTE CATERING
George Mastorakis, Catering and Sales Manager
6608 James Madison Highway
Haymarket, VA 20169
Phone: (703) 249-4409
E Mail: george@alacartecaters.com
Website: www.alacartecaters.com
SPONSOR: Staff
Whether it's a romantic wedding, a corporate gathering or a country brunch on a bright spring day, À la Carte has years of experience catering a wide range of occasions for DC area residents.

■ FINANCIAL & INVESTMENT SERVICES
AHMAD AHMADY - EDWARD JONES
Ahmad Ahmady, Financial Advisor
ManagerPhone: (703) 425-3214
E Mail: Ahmad.Ahmady@edwardjones.com
Website: http://tinyurl.com/ASAhmady
SPONSOR: Staff
Ahmad Ahmady with Edward Jones seeks to help individuals reach their long-term financial goals by building one-on-one relationships, offering personalized attention and financial guidance.

■ GRAPHIC DESIGNER & ILLUSTRATION SIGNS BY TOMORROW
John Kell, CFO
3000 10th Street, N Suite A
Arlington, VA 22201
Phone: (703) 524-0019
E Mail: john.kell@signsbytomorrow.com
Website: www.signsbytomorrow.com/arlington
SPONSOR: Kevin Shooshan, The Shooshan Company
Signs By Tomorrow offers a wide variety of sign products and graphic services guaranteed to get your message noticed. With the industry know-how and resources of a nationwide sign company, state of the art technology, and dependable customer service, Signs By Tomorrow proudly serving the Arlington community.

MILESTONE ANNIVERSARIES



- CONGRATULATIONS!
- FIFTEEN YEARS
THE READING CONNECTION
 - FIVE YEARS
HABITAT FOR HUMANITY OF NORTHERN VIRGINIA, INC.
PURE MEDIA SIGN STUDIO
RESIDENCE INN BY MARRIOTT
ARLINGTON COURTHOUSE
WILLIAM HARRISON - AVISON
YOUNG
WINDOWS CATERING

MEMBERS IN THE NEWS

■ LEADERSHIP ARLINGTON
Leadership Arlington Names Brian Scull as New Board Chair
Leadership Arlington announced that **Brian Scull** has been appointed Chair of the organization's Board of Regents, beginning his term on July 1, 2014. **Scull** is the Director of Commercial Development for **The Shooshan Company** and completed the **Leadership Arlington** Signature Program in 2009. His commitment to the community is evident through his membership in and service to numerous area organizations. 2014 Arlington Chamber of Commerce, Chair **Mr. Tim Hughes** was selected as the Chair-Elect. He is a Shareholder at **Bean, Kinney & Korman, PC**.

■ ARLINGTON FREE CLINIC
Arlington Free Clinic Announces Retirement of Executive Director, Nancy Sanger Pallesen
After almost 21 years, **Arlington Free Clinic** Executive Director, **Nancy Sanger Pallesen**, has announced her retirement at the end of 2014. **The Arlington Free Clinic** has provided affordable medical care in Arlington for thousands of people. This achievement is due to the commitment of hundreds of volunteers, staff members and donors who are the heart of **AFC**. Over the years, they have successfully expanded their scope of care to meet the many complex medical needs of the community.

■ ARLINGTON COMMUNITY FOUNDATION
NextGenNow Awards The Reading Connection with Grant
On June 24, **Arlington Community Foundation's** initiative to engage young professionals in philanthropy, **NextGenNow**, awarded its inaugural grant of \$5,000 to **The Reading Connection's** summer reading program for under-privileged children, We are Readers. The check was presented to **Dan Vivarelli**, a **The Reading Connection** Board member, by **NextGenNow** co-chairs **Kevin Shooshan** of **The Shooshan Company** and **Susan Anderson** of the **County Treasurer's Office**.

■ JANE FRANKLIN DANCE
Animal Show Receives Grant by Alexandria Arts Commissioners
Jane Franklin's project, Stop, Drop & Roll and Cute Animals was selected for a Special Opportunity Grant by Alexandria Arts Commissioners and Public Art Committee to engage the community and bring awareness to public art. Both shows, are free for participants. Cute Animals is a practice and performance project with dogs and owners. Stop, Drop & Roll is a practice and performance project for two groups in an opposing structure of athletic-inspired movement. They encourage participants to take part in creating a movement plan that explores competition and random opposition.

■ FEDERAL MANAGEMENT PARTNERS INC.
Federal Management Partners Inc. Ranked as Top Workplace
The Washington Post ranked **Federal Management Partners, Inc.** 7th out of 80 small employers in its inaugural Top Workplaces ranking – a list of the best places to work in the Greater Washington, DC area. The evaluation for the Top Workplaces 2014 report is based upon feedback from an employee survey on a host of factors, including the quality of leadership, pay and benefit practices, work-life balance issues and more. The 150 organizations that made the list this year scored the highest all around on their employee surveys.

■ CARDINAL BANK
Cardinal Bank Announces New Chief Information Officer
Cardinal Bank announced that **Ralph J. Edwards, Jr.** has joined the company as Senior Vice President, Chief Information Officer. **Edwards** will have responsibility for the corporate Information Technology and Information Systems division, network infrastructure, banking operations and service delivery capabilities.

■ ROCKLANDS BARBEQUE & GRILLING COMPANY

ROCKLANDS Partners With Doorways for Women and Families Hosted 6th Annual Fundraiser

ROCKLANDS Barbeque & Grilling Company has partnered for six years with **Doorways for Women and Families** to host the annual "Shed Your Coat" fundraiser. **ROCKLANDS** provided all food and drink for the event, held on the back patio of **ROCKLANDS** Arlington. For the last 46 years, **Doorways for Women and Families** has served thousands of women, men and children throughout Arlington by helping them create pathways out of domestic violence and homelessness, ultimately leading to more safe and stable lives. Together, they help serve the Arlington community.

■ METROPOLITAN WASHINGTON AIRPORTS AUTHORITY

Flying High With Jazz: For Your Listening Pleasure

Ronald Reagan Washington National (DCA) and **Washington Dulles International (IAD)** airports will host a series of jazz performances this summer, through August 14, offering passengers additional entertainment as they travel through the airports. The performances are pre-security and open to the public. Information about the music series and performances can be found online at mwaa.com/SummerJazz.

■ LEBANESE TAVERNA

The Lebanese Taverna Celebrates 35 Years

The Lebanese Taverna, owned and operated since 1979 by the **Abi-Najm** family, celebrates its 35th anniversary. **The Lebanese Taverna** will feature the original menu and 1979 prices at all of its restaurants and cafes in Arlington, DC and Maryland on specified dates throughout August. The 35th anniversary celebration will culminate with a block party on Sunday, September 21. Social media contests inviting longtime customers to share their favorite **Lebanese Taverna** memories along with a trivia contest and additional menu specials will run through September.

■ ARLINGTON STREET PEOPLE'S NETWORK

Arlington Swim Team Hosts Fundraiser for A-SPAN

The Donaldson Run Swim Team "The Thunderbolts", which competitively swim in Division III of the NVSL, hosted a very successful Swim-A-Thon on July 17 to benefit **Arlington Street People's Network (A-SPAN)**. The Donaldson Run Swim-A-Thon raised more than \$2,300 to contribute to the mission of the **A-SPAN**, which provides life-sustaining services for Arlington's street homeless. Their mission is to secure permanent housing for one of Arlington's most vulnerable populations through outreach and relationships built on trust and respect.

■ HEALTHCARE SERVICES

JOULE WELLNESS PHARMACY

Freweini Tewelde, Owner
1028 S Walter Reed Drive
Arlington, VA 22204
Phone: (571) 699-3593
E Mail: info@joulepharmacy.com
Website: www.joulepharmacy.com

SPONSOR: Staff

An independent pharmacy providing the community with a personalized experience by promoting healthy living for overall health and wellness.

■ INFORMATION TECHNOLOGY

CAPITOL OFFICE SOLUTIONS

Blaine Honea, Account Executive
8229 Boone Boulevard Suite 200
Vienna, VA 22182
Phone: (888) 937-2345
E Mail: bhonea@gotocos.com
Website: www.gotocos.com

SPONSOR: Staff

A Xerox Company and technology company that sells, services & supplies MFP, printers, and professional services.

SYNEREN TECHNOLOGIES CORPORATION

Meg Vootukuru, President
2000 14th Street N, Suite 730
Arlington, VA 22201
Phone: (571) 970-3663
E Mail: info@syneren.com
Website: www.syneren.com

SPONSOR: Staff

Syneren delivers high quality IT services, migration to cloud, cyber security assessments and preparedness, training, mobile application development and engineering services.

■ LEGAL SERVICES

THE DUA LAW FIRM, PLLC

Raj Dua, Founder and Attorney
3923 Old Lee Highway Suite 63A
Fairfax, VA 22030
Phone: (703) 539-8092
E Mail: support@fairfaxcriminalattorney.com
Website: www.fairfaxcriminalattorney.com

SPONSOR: Staff

The Dua Law Firm, PLLC is a Fairfax criminal defense law firm.

■ NON PROFIT ORGANIZATIONS &

FOUNDATIONS

THE NATIONAL CHAMBER**ENSEMBLE, INC**

Leo Sushansky, Artistic Director
3700 South Four Mile Drive
Arlington, VA 22206
Phone: (703) 685-7590
E Mail: ncecontact@aol.com
Website: www.nationalchamberensemble.org

SPONSOR: Lucy Bowen McCauley, Bowen McCauley Dance

NCE's mission is to entertain, provide opportunities to appreciate and enjoy the art of chamber music, bringing together performers, audiences and composers.

NATIONAL COUNCIL ON AGING

Matthew McCloy, Project Director
85 South Bragg Street Suite 301
Alexandria, VA 22312
Phone: (571) 335-4027
E Mail: VAResourceCenter@ncoa.org
Website: www.ncoa.org

SPONSOR: Staff

For over 40 years, the National Council on Aging has operated SCSEP, which places mature workers in community service jobs until they obtain permanent employment.

63RD ANNUAL FALL OUTING

■ FALL OUTING PREVIEW

The 63rd Annual Fall Golf Outing

Join the Chamber for a fun-filled day of networking with fellow members and business leaders while enjoying a day on the golf course!

The 2014 Fall Outing Golf Tournament will be held on Tuesday, October 28 at Fort Belvoir. The event will feature a friendly 18-hole competition followed by a BBQ reception and awards ceremony.

The cost of registration for golfers includes 18 holes of golf, driving range fees, golf cart rental, food and beverages (beer included) throughout the day and the BBQ reception (beer and wine included). Hope to see you there!

■ To register, visit www.arlingtonchamber.org/events or call 703-525-2400. For more information about the Fall Outing, contact Cassie Bate at events@arlingtonchamber.org.



John Snedden, David DeCamp, Greg Mullan and Matthew Ramos at the 2013 Fall Outing.

The Future of Ballston Common

The "Future of Ballston Common" held at the **Westin Arlington Gateway** hotel, featured a panel discussion comprised of the team who will transform the current **Ballston Common Mall** into a concept designed specifically to invigorate street life and to better meet the needs of Ballston's urban, walkable community. At the event, project leaders from **Forest City**, President of the Mid-Atlantic office, **Deborah Ratner Salzberg**; COO, **Thomas Henneberry**; and Regional Vice President, **John Moore** discussed in detail the development and operations, both current and future. Vice President of **RTKL**, **Marc Fairbrother** and Principal of **Cooper Carry**, **David Kitchens** discussed the design and aesthetic plans for both the retail and residential components of the project.

The redevelopment of the **Ballston Common Mall** includes plans to create a mixed-use urban center with a new modern 393-unit residential tower, street-facing retail and pedestrian plaza with some of the existing space being converted into an open-air shopping plaza (including the movie theater and Macy's) remaining as an indoor mall. According to the plans, more than 275,000 feet of retail space will be added. The all-new, modern 393-unit apartment building, at the corner of Wilson and N. Randolph Street, is projected to be completed by 2017.

The mall is owned and operated by **Forest City**, which purchased the Macy's Furniture Store last September. The new building is expected to have four floors of underground parking and two floors of retail space below the studio, one- and two-bedroom rental apartments. According to the plans, the new apartment building and attached parking will have a separate entrance from the restaurants and remaining mall.

According to the plans, along Wilson Blvd, parts of the mall — which originally opened as the Parkington Shopping Center in 1951 before it was rebuilt and reopened as **Ballston Common Mall** in 1986 — will be torn down and replaced with an open-air, town center-like plaza. Demolition is expected to begin by late 2015. The pedestrian bridge from the mall to the current National Science Foundation headquarters across the street is tentatively slated to be torn down. The plans for the new Ballston redevelopment are ambitious, knowing that the community is excited for the change. **Forest City** confirmed that the current **Ballston Common Mall** will stay open during all the renovations over the next few years.



Ballston BID CEO Tina Leone introduces the panelists.

THE CHAMBER'S SUMMER INTERN

Meet Our PRIME Intern

Erik Knisely was the Chamber's summer intern during the month of July. He participated in the internship through an **Arlington Public Schools** program called PRIME. The PRIME program provides internships to rising high school juniors and seniors, and the opportunity to experience working in a professional environment related to a field of interest. The internship program is designed to help the student gain knowledge and real-world experience of what the business world is like. This program benefits students throughout Arlington County by giving them the confidence that they need and skills that they can use throughout their future endeavors.

Erik worked on many different projects during his internship from July 1 - 25. He assisted with the Chamber's social media, researched and reached out to potential members, worked on accounting billing and filing, and wrote a post for the Chamber's Blog.

He also attended networking events hosted by the Chamber, such as the monthly Breakfast Connection. Erik said, "Through the internship, I've had the chance to participate in events organized by the Chamber that introduced me to a side of business that I only knew of conceptually. I had the chance to practice public speaking by giving my own pitch." Erik believes that through his work, he has experienced many aspects of what it is like to work in a business environment. He said, "I consider my time at the Chamber well spent. It introduced me to the small office set-up, and gave me a preview of the average work day, something that until now has only been shaped by stories from other interns and television shows like *The Office*, which probably aren't the most reliable sources. In addition, I have had the opportunity to take a look behind the scenes in regards to the way that Arlington and its economy run, an experience which I wish more high schoolers could have and one that I will remember."

Erik is a rising senior at **H-B Woodlawn High School**. He hopes to pursue Political Science or History in college. Erik loves music, playing guitar, and plays basketball in his recreational league. The Chamber would like to thank Erik for his hard work throughout his time with us. We wish you all the best!



Erik Knisely, PRIME Summer Intern

Panel of Experts Discuss Setting Up a Planned Giving Program

On July 15, more than thirty local nonprofits convened to listen to a panel of experts, including **Susan Kelly**, Principal of **Kelly Strategies**; Director, Planned Gifts at **WETA**, **Debbie Eliason**; and Principal of **Heidi Meinzer, PLLC**, **Heidi Meinzer** to discuss best practices on how to start a planned giving program. The panel was moderated by **Kerry Lombard**, Donor Relations Manager of **Doorways for Women and Families** and Chamber Community Action Committee (CAC) Co-Chair. The CAC hosts several educational events a year geared towards nonprofit organizations and their for-profit partners.

The panelists discussed all of the many planned gift options that exist, including gift annuities, gifts of life insurance, bequests, charitable remainder trusts and pooled income funds. In addition, the panelists, discussed tips for developing a planned giving program including planning alternatives, tax implications and legal requirements.



Panelists Susan Kelly, Debbie Eliason, Heidi Meinzer, and moderator, Kerry Lombard.

Gail Arnall, Ph.D., Executive Director of **Offender Aid and Restoration** (OAR) who attended the event said, "The panel of experts were truly experts. They could identify with those of us who have one person on staff that is working on fundraising." She added, "I am grateful to the Chamber for bringing us this training. As a result of this training we now know where to go to find the exact wording to put on our website, as well as ideas of how to talk about planned giving to our faithful volunteers. I am so glad I brought a Board member along with me, and she too was impressed with the expert advice we were given."

CHAMBER TRAVEL

The Arlington Chamber of Commerce is excited to offer our members and the community a unique opportunity to travel with fellow business leaders and community members to Eastern Europe to tour Vienna, Budapest and Prague in March 2015.

Eastern Europe

In the spring, join the Chamber to travel to Eastern Europe. Our travelers will spend two nights each in Prague, Vienna, and Budapest. Departing on March 9th, this trip features visits to Eastern Europe's "Imperial Splendors," including the Royal Palace in Budapest, The Vienna Opera House and many more. The deadline to register for this eight day trip is November 19, 2014.

Rich in culture and stunning scenery, immerse yourself in culture while in Budapest. Here you can view Parliament, and Heroes' Square to admire the imposing Millennium Monument, commemorating the 1000th anniversary of Hungarian Domination. As you cross over the Danube to the Buda Hills, enjoy the scenic Royal Palace and captivating views of Fisherman's Bastion with its white walls, towers and arcades for enthralling panoramic views of the city.

Your trip continues with a stop in Vienna where you can take a full day to explore stunning palaces, historical monuments, and fascinating museums. From there, lose yourself in the beauty of Cesky Krumlov. This fairytale town set in the Czech Republic is a UNESCO World Heritage Site, and its narrow cobbled streets will guide through a trip back in time. The "Golden City" of Prague is one of many settings on this breathtaking journey.

Enjoy an eight day journey to this historical country, renowned for having the largest ancient castle in the world. Take in a visit to the Royal Castle District, enjoy magnificent views of the city and Charles Bridge. While in Prague, explore St. Vitus Cathedral and St. George's Basilica.

Pricing for Chamber members, their families and guests is just \$2,499* and includes:

- Round trip scheduled airfare (including air fuel surcharges)
- Ground transportation while overseas
- 2 nights in Budapest; 2 nights in Vienna; 2 nights in Prague
- Breakfast Daily
- A unique opportunity to meet with business leaders
- Entrance fees per itinerary
- Air-Conditioned Motor coach

**Rates based on double occupancy. There is an additional fee for travelers who choose to have a single room.*

For more information, please call (703) 525-2400, or visit our website www.arlingtonchamber.org.



Parliament, Budapest



Charles Bridge, Prague

WELCOME NEW MEMBERS

■ **REAL ESTATE - COMMERCIAL VESTED BUSINESS BROKER**
Miloud Benzerga, Senior Broker
50 Karl Avenue, Suite 102
Smithtown, NY 11787
Phone: (202) 304-2244
E Mail: benzergamiloud@gmail.com
Website: www.vestedbb.com

SPONSOR: Staff
30 years of management, marketing and administration in governmental and private organizations.

■ **RESTAURANTS & FOOD SERVICES**
PATRICE AND ASSOCIATES
ARLINGTON, VA

Sajjan Betham, Franchisee
13592 Flying Squirrel Drive
Herndon, VA 20171
Phone: (703) 665-6636
E Mail: sajjanbetham@gmail.com
Website: www.patricecareers.com/sbetham

SPONSOR: Staff
Since 1989, Patrice & Associates Hospitality Recruiting has grown to become one of the largest restaurant recruiting and hospitality recruiting firms in the country.

■ **RETAIL**
MICROSOFT STORE
Marvin Urrutia, Business Specialist
1100 S Hayes Street
Arlington, VA 22202
Phone: (703) 347-3119
E Mail: marvin.urrutia@microsoft.com

Website: content.microsoftstore.com/detail/Pentagoncity
SPONSOR: Staff
The Microsoft Store is here to provide business solutions to the Arlington Chamber of Commerce members and the surrounding areas.

CHAMBER SCENE

■ THE CHAMBER SCENE JULY

Your Chamber in the Community

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. Below are a few highlights of the events Chamber staff and Directors participated in on behalf of the Chamber.

July 22 – Get On Up panel discussion and advance movie screening at the Newseum presented by **Comcast NBC Universal**. The panel featured Actor Chadwick Boseman, Director Tate Taylor and Rev. Al Sharpton. Kate Roche attended on behalf of the Chamber.



(L-R) Comcast's David Cohen, Actor, Chadwick Boseman, Senator Roger Wicker, and Director, Tate Taylor. Photo courtesy of *The Washington Post*

July 22 – ARLive Startup Smackdown, a competition among Arlington-based startup companies, took place at the Crystal Tech Fund. Cassie Bate and Mike Rosenow attended on behalf of the Chamber. Chamber Director, **Amanda Fischer**, of **Grade A Marketing** and founder of *Click* networking group that co-hosted the event with ARLive.

July 24 - PRIME Summer Program Celebration Breakfast held at the **Arlington Career Center** to congratulate the **Arlington County Public Schools** high school students who had internships throughout the county. The Chamber's PRIME Summer Intern, Erik Knisely provided remarks at the breakfast. Kate Roche and Lisa Shapiro attended on behalf of the Chamber.



Scott Miller
Ballston Branch Relationship Manager
571.319.4800
smiller@eaglebankcorp.com

VIRGINIA • WASHINGTON, DC • MARYLAND
WWW.EAGLEBANKCORP.COM

ARLINGTON: BALLSTON AND ROSSLYN
MERRIFIELD • OLD TOWN
RESTON • TYSONS CORNER



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* has a vast outreach and with a readership of more than 1,700. While the majority of the readership 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, with discounts for six and twelve month commitments, as well as non-profit organizations.

Contact our Communications Manager for more information:
703-525-2400 communications@arlingtonchamber.org



Habitat NOVA: Building a Better Community Through Affordable Home Ownership

by Rev. Jon Smoot, Ph.D., Executive Director, Habitat for Humanity

How many talented job applicants has your company lost because of high housing costs? How far do your company's lower-paid employees commute to own a home? Home ownership provides more than a roof over one's head. It allows lower-income families to stop chasing cheaper rents, so they can plant roots in a community, raise their children in a stable environment, increase their financial security and pass down wealth to the next generation.

For nearly 25 years, **Habitat for Humanity of Northern Virginia** (Habitat NOVA) has provided home ownership opportunities and hope to deserving families in Arlington and neighboring jurisdictions. As an independent, self-sustaining affiliate of **Habitat for Humanity International**, we have enabled more than 400 people, including 250 children, to benefit from home ownership by building 80 homes, rehabilitating another 10 and helping 25 homeowners through an exterior repair program.

As a non-profit developer and home builder we bring together businesses, faith groups and other organizations to provide a "hand up" to home ownership.

Our qualified home buyers invest in their futures by helping build their own homes and paying affordable mortgages. These mortgages help fund new Habitat homes that improve more lives. The benefits of home ownership extend beyond our partner families to local governments and businesses. Homeowners pay property taxes, tend to better maintain their properties and keep neighborhoods more stable, and are far more likely to participate in civic activities and contribute to neighborhoods. Researchers have also found that children of homeowners perform better on tests and have fewer behavioral problems. **Habitat NOVA** homes allow skilled workers with low-to-moderate incomes to live closer to jobs in Arlington. Shorter commutes and access to excellent public schools makes it easier for Arlington businesses to retain quality employees.



Habitat for Humanity
of Northern Virginia

Making a Difference in Arlington County

We have always had a close connection to Arlington County, where we have been headquartered since our founding in 1990. We are proud to have built town homes on South Glebe Road and South Kenmore Street. In the Nauck neighborhood, we rehabilitated the 9-unit Perry S. Hall Apartment Building, slated for demolition and redevelopment, converting it to a 12-unit three-bedroom condo building (pictured). **Habitat NOVA** partner families purchased five units, with very low down payments and no-interest mortgages. By doing so, we expanded the affordable housing stock in Arlington. Seven of the units were sold as workforce housing to Arlington County residents and workers, below market value with conventional financing. We are also partnering with Arlington-based businesses and Chamber members to raise awareness of our work and support our mission. For example:

- Grateful Red Wine and Gift Shop hosted a wine tasting event this spring that raised more than \$1,800 for **Habitat NOVA**.
- Employees of **NeoNiche Strategies** helped us test tools and inventory building supplies on Volunteer Arlington Day in April.
- The Lukmire Partnership provided pro-bono design services for a house we are finishing in Falls Church. E*Trade, Capital One and Scitor are sponsors of the house.
- Employees from RGS Title, **Shooshan Company** and **Mendenhall Properties**, lent a hand at our Princess Street rehabilitation in Alexandria in April.

Exciting Times Ahead

We are entering an exciting time at **Habitat NOVA** as we prepare for two new multifamily construction projects, explore potential projects for 2015 and beyond in Arlington and Alexandria, and expand our volunteer opportunities. For the latter, local businesswomen, alongside **Marymount University** staff and students, are expanding our Women Build program. **Arlington Chamber of Commerce** members can help us address the shortage of affordable home ownership opportunities in the County in many ways. For example, businesses can:

- Voice support for affordable home ownership opportunities and programs in Arlington as good for businesses.
- Donate to **Habitat NOVA** through the Virginia Neighborhood Assistance Program (NAP), which provides substantial state tax credits to eligible donors.
- Sponsor a build day at one of our construction sites, so your employees can have an unforgettable team-building experience while helping a family in need.
- Provide volunteers for our ReStore re-sale shops. Our Alexandria ReStore is relocating to the City of Alexandria this summer, bringing it closer to Arlington residents and businesses.
- Sponsor our 25th Anniversary Gala, which will take place next year.

We invite you to partner with us to provide hard-working, lower-income local families with the opportunity to purchase safe, decent and affordable homes, which improves our community.

Arlington Celebrates 30 Years of Public Art

by Cara O'Donnell, Public Relations Manager, Arlington Economic Development

Arlington Public Art traces its beginnings back to the completion of Dark Star Park in 1984. That piece, created by artist Nancy Holt and Arlington's first major commissioned art project, was unique in three ways. First, with its emphasis on site and local history, it was one of the first major examples of site specific urban land art in the nation. Secondly, it was the catalyst for more public art in Arlington, and the creation of a public art program which began as a developer initiated program and continues to rely upon patronage from the development community today. Finally, it represents an integrated approach to public art, one where the artist is leading a design team consisting of design professionals, engineers and other project stakeholders. Today, Arlington Public Art is home to 60 permanent public art projects and is considered one of the well-respected collections in the nation. August will mark the 30th anniversary of Arlington Public Art with "Dark Star Park Day," recognizing Arlington Public Art for 30 years of place making for the County.

Arlington Public Art has grown significantly since Dark Star Park was first unveiled 30 years ago. In 2000, the Arlington County Board approved a Public Art Policy and in 2004, adopted a Public Art Master Plan. In addition to its permanent collection, Arlington Public Art has hosted more than 40 temporary public art projects and continues to partner with local arts organizations, artists, and community organizations to develop, launch, and present interpretative projects, temporary works, exhibitions, and more.

Many of Arlington's public art projects focus on four high density, high visibility corridors – the Rosslyn-Ballston Corridor, Four Mile Run, Columbia Pike, and the Jefferson Davis/Route 1 Corridor – each with its own distinct purpose. In the R-B Corridor, projects aim to support larger urban design goals. Along Four Mile Run, projects focus on parkland and areas such as Shirlington, the Four Mile Run Industrial area, and Nauck. In the Columbia Pike Corridor, projects are designed to unify the streetscape of this major road and integrate public art into transit. Along the Jefferson Davis/Route 1 Corridor, Arlington Public Art integrates projects into various centers including the Four Mile Run restoration, Potomac Yard, Crystal City and Pentagon City.

Today, Arlington Public Art is an integral part of the community and helps make Arlington an attractive destination. Its 30 years of place making will be celebrated with a series of events, including special public art tours, lectures and more. Visit www.arlingtonarts.org/public-art for more information.



NOURA MINT SEYMALI (music)

FRI AUG 1 / 8pm / \$18

VIEUX FARKA TOURÉ (music)

FRI SEP 12 / 8pm / \$18-25

THE INTERGALACTIC NEMESIS: ROBOT PLANET RISING (theatre)

SAT SEP 20 / 8pm / SUN SEP 21 / 2pm / \$20-25

Earlier this year, Artisphere presented a whole new form of theatre, the Live-Action Graphic Novel, with The Intergalactic Nemesis, Book One: Target Earth. So it is with extreme pride that we present the sequel: Robot Planet Rising.

TOUMANI DIABATÉ & SIDIKI DIABATÉ (music)

FRI OCT 3 / 8pm / \$25-35

LAS CAFETERAS (music)

FRI OCT 10 / 8pm / \$15

BASSEKOU KOUYATE & NGONI BLUES (music)

FRI OCT 24 / 8pm / \$20-30

CRE.ART PROJECT: VISUALITY (multi-disciplinary)

NOV 6 + NOV 7 / 8 PM / \$18

DADDY ISSUES (theatre)

NOV 21 + NOV 22 / 8 PM / \$15



www.artisphere.com
1101 Wilson Boulevard
Arlington, VA 22209

Free Parking / Rosslyn Metro Two Blocks

Is Your 30-second Commercial Working?

by Jim Whelan, Proactive Smart Business Thinking, LLC

At the June Roundtable sponsored by **John Marshall Bank**, participants were able to test the effectiveness of their "Opener" by presenting it to the "Evaluators" for an objective analysis.

Carl Lander, C3 Financial Services, gave his 30 second commercial. It went over 30 seconds but that's OK. **Carl** provides his clients fee-for-service financial advice. Some members of the "advisors group" did not know what fee-for-service entailed. They suggested that he should provide more information about his credentials and background. After receiving feedback from the Roundtable, **Carl** has since revised his commercial to incorporate these suggestions. He will be better prepared for the next Breakfast Connection, which focuses on roundtable power networking and provides attendees the chance to exchange business cards, develop new prospects and share a 60 second commercial with each table.

C. Lee Cawley, Simplify You, has a crystal clear description of her ideal client. She fielded some questions to more clearly define her area of expertise and a passion for her work.

There was no doubt **Nadia McGeough, John Marshall Bank**, focuses primarily on small businesses from startups to organizations with \$20 million in sales.

The keys to a 30-second commercial:

- Use it as a hook
- Keep it short to develop interest
- Describe what you do (what is your value?)

To develop an on-going conversation

- Know what the other person does (what problem you can solve?)
- What do you have in common?
- Are they are interested or not? (Would it be worth additional time and effort?)
- Arrange a follow-up meeting

The goal of the "Elevator Speech" is to have it result in a meaningful conversation following the meeting. If you've engaged well with your commercial, and you've found something in common, then it's likely you can gain an appointment, and potentially a customer. Practice, Practice, Practice - A polished and persuasive dialogue is the result of developing several short pieces that can be used within the other person's conversation framework, so your pieces should be short, interesting, and make you look good.

Bottom line from the Roundtable?

- Make certain that the other person knows what you do
- Know what the other person does
- Keep it short
- You can go into more detail over coffee

CHAMBER MAP

Chamber Map Advertising

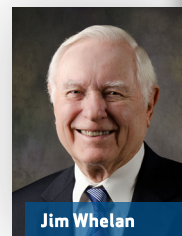
The Arlington Chamber of Commerce is pleased to partner again this year with the cartographic and marketing firm **Target Marketing** to publish a new, up-to-date, full color Arlington County Street Map. As a member of the Chamber, you will have the opportunity to advertise on the map, which will be distributed throughout the County and sent to new residents who request them. **Target Marketing** will be handling map advertising sales for the project.



- Interested in advertising? Contact Target Marketing: 1-800-933-3909.
Questions? Contact Lisa Shapiro at communications@arlingtonchamber.org.

ROUNDTABLE

The Small Business Roundtable, a free member benefit of the Arlington Chamber, 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. There will be no Small Business Roundtable in August.

SEPTEMBER GRAND SPONSOR



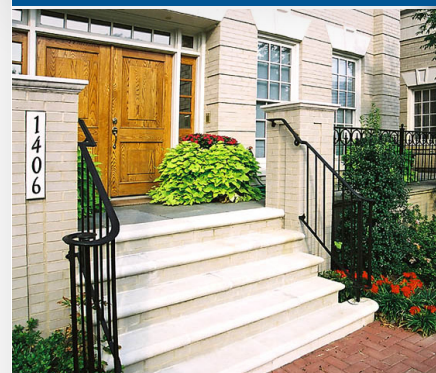
REGISTER NOW:

SEPTEMBER
SMALL BUSINESS ROUNDTABLE

24 WEDNESDAY

11:45 a.m. - 1:00 p.m.
Chamber Board Room

WELCOME THEM HOME



A "Chamber Welcome" is a relocation packet for potential Arlington County residents who request information about Arlington. We receive more than 250 requests every year, with requests from all 50 states. Take this opportunity to be among the first to introduce your company to potential new residents of our area. With a variety of opportunities to advertise, this is a great way to market your business and gain new customers/clients.

For more information, contact:

LISA SHAPIRO
► chamber@arlingtonchamber.org

POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 4600 Fairfax Dr., Suite 804, Arlington, VA 22203



BUCKCOMMERCIAL

A DIVISION OF BUCK & ASSOCIATES, INC.

*Real Estate Brokerage and
Consulting Since 1976*

2519 Wilson Boulevard • Arlington, Virginia 22201 • 703-528-2288
Fax 703-528-2324 • www.buckcom.com

The Chamber

Arlington Chamber of Commerce
Opportunity. Leadership. Results.

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.

Celebrating 5 years in Arlington!

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.



2300 Wilson Blvd
Arlington, VA 22201
JohnMarshallBank.com
703-528-1770



Paul Velasquez, Relationship Manager
Chris Lipscomb, Commercial Lending
Sonia Johnston, Regional President
Drew Brown, Commercial Lending



THANK YOU!

■ FVCbank for hosting the July Business After Business.