



IN THIS ISSUE

- 2 Calendar
- 3 Chair's Message
- 4 Milestone Anniversaries
- 4-6 Welcome New Members
- 4 Members in the News
- 5 Young Entrepreneurs Academy
- 5 Chamber Office Move
- 6 The Chamber Scene
- 7 Travel to Eastern Europe
- 8-9 Holiday Giving Nonprofit Spotlight
- 10 Arlington Economic Development
- 11 Small Business Roundtable
- 12 Chamber Thank You

SAVE THE DATE

BEYOND BASICS: A+B+C =
GOOGLE+ TRAINING WITH
CYNTHIA DELORENZI

DECEMBER 5

9:00 a.m. - 10:30 a.m.
Chamber Office

91ST ANNUAL ARLINGTON
BUSINESS GALA

JANUARY 31

7:00 p.m. - 12:00 a.m.
The Ritz-Carlton, Pentagon City

■ YEA! PREVIEW

The Chamber Launches the Young Entrepreneurs Academy

The Arlington Chamber of Commerce is pleased to announce the launch of the **Young Entrepreneurs Academy (YEA!)**, an innovative program that transforms local middle and high school students into entrepreneurs. **YEA!** is a national program that started in 2004 at the University of Rochester, through support from the Kaufmann Foundation, and has since grown to 95 successful affiliate program locations.

YEA! is a cutting-edge program that takes students through the process of starting and launching a real business or social movement. Through the program, students develop business ideas, write business plans, conduct market research, pitch their plans to a panel of investors, and actually launch and run their own real, legal, fully formed businesses.

"We are very excited about this program, which I believe will help our Chamber meet the evolving needs of the business community. **YEA!** will position us as a partner for startup businesses and help us engage that growing sector of the Arlington business community. The program offers numerous opportunities for our members to engage with the students and share their experience and talents with these budding entrepreneurs. It also opens the door for the Chamber to enhance our organizational partnerships and further our collaboration with Arlington County," said Kate Roche, President & CEO of the Arlington Chamber of Commerce.

▶ Turn to page 5 for more information.

■ ANNUAL MEETING PREVIEW

The Chamber's 90th Annual Meeting Announced

The Arlington Chamber of Commerce will host its 90th Annual Meeting on Friday, December 12 at the **Sheraton Pentagon City Hotel** at 11:30 a.m. A key event for the Arlington business community, the Annual Meeting will celebrate the Chamber's 2014 accomplishments while looking ahead to what's to come in 2015.

The luncheon will feature keynote speaker, **Timothy Keating**, Senior Vice President of Government Operations at **The Boeing Company**, as well as the introduction of the new Directors and Officers, and the presentation of the prestigious Chair's Award, President's Award and Committee of the Year Award. The Chamber's Annual Meeting is a can't miss event for Arlington business and community leaders.

▶ To register, visit www.arlingtonchamber.org/events or call ▶ 703-525-2400. Sponsorship opportunities are still available. For more information email ▶ events@arlingtonchamber.org.



THANK YOU TO OUR PREMIER PARTNER



TECHNOLOGY MANAGEMENT, INC.

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 Rheume, 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 Rheume, 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
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 Todd Yeatts, The Boeing Company
 Mark Zetlin, Mercedes-Benz of Arlington

U.S. ARMY LIAISON TO THE BOARD

COL. Michael Henderson, Joint Base Myer-Henderson Hall

STAFF

Kate Roche, President & CEO
 Mike Rosenow, Membership Director
 Cassie Bate, Events & Development Director
 Lisa Shapiro, Communications Manager
 Devin Joyce, Member Services Administrator
 Joseph Meyer, Part-time Events Associate

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

NOVEMBER AT THE CHAMBER

| | |
|---|--|
| AMBASSADOR COMMITTEE MEETING | 3 MONDAY 4:15 - 5:15 p.m. Chamber Board Room |
| COMMUNICATIONS COUNCIL MEETING | 4 TUESDAY 8:30 - 9:30 a.m. Chamber Board Room |
| SMART START | 4 TUESDAY 4:00 - 5:15 p.m. Chamber Board Room |
| GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE MEETING | 5 WEDNESDAY 9:00 - 10:00 a.m. Chamber Board Room |
| BREAKFAST CONNECTION | 6 THURSDAY 7:30 - 9:00 p.m. Holiday Inn Rosslyn |
| GREEN BUSINESS COMMITTEE MEETING | 7 FRIDAY 9:00 - 10:00 a.m. Chamber Board Room |
| MEMBERSHIP DEVELOPMENT COMMITTEE MEETING | 10 MONDAY 4:30 - 5:30 p.m. Chamber Board Room |
| VETERANS DAY HOLIDAY | 11 TUESDAY Chamber Office Closed |
| EXECUTIVE COMMITTEE MEETING | 12 WEDNESDAY 8:00 - 9:30 a.m. Chamber Board Room |
| YEA! INFORMATION SESSION | 12 WEDNESDAY 4:00 - 5:00 p.m. Chamber Board Room |
| BUSINESS AFTER BUSINESS | 13 FRIDAY 5:00 - 7:00 p.m. Sheraton Pentagon City Hotel Hosted by VOAC |
| GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE WORKING SESSION | 19 WEDNESDAY 9:00 - 10:00 a.m. Chamber Board Room |
| SMALL BUSINESS ROUNDTABLE | 19 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room |
| BOARD OF DIRECTORS MEETING | 20 THURSDAY 11:45 - 2:00 p.m. Embassy Suites Crystal City - National Airport |
| YEA! INFORMATION SESSION | 20 THURSDAY 5:00 - 6:00 p.m. Chamber Board Room |
| COMMUNITY ACTION COMMITTEE | 26 WEDNESDAY 8:30 - 9:30 a.m. Chamber Board Room |
| EDUCATION & WORKFORCE DEVELOPMENT COMMITTEE MEETING | 26 WEDNESDAY 4:00 - 5:00 p.m. Arlington Career Center |
| THANKSGIVING HOLIDAY | 27-28 THURSDAY - FRIDAY Chamber Office Closed |

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.

4 TUESDAY
4:00 - 5:15 p.m.
Chamber Board Room
2009 14th Street, North Suite 100
Arlington, VA 22201

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PREMIER SPONSOR
Michael Garcia-State Farm Insurance

BREAKFAST CONNECTION

This month's Breakfast Connection is focused on connecting businesses to Chamber nonprofit organizations, allowing nonprofits to educate dozens of local businesses on the mission and needs of their organization. Hear about what fellow members are doing in the community and how you can get involved.

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

GRAND SPONSOR



HOST SPONSORS
Mobility Lab & Michael Garcia - State Farm Insurance

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.

13 THURSDAY
5:00 - 7:00 p.m.
Sheraton Pentagon City Hotel
900 South Orme St.
Arlington, VA 22204



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

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

All Hail The Business Ombudsman!

On March 18, County Manager **Barbara Donnellan** announced that she had created a Business Ombudsman for Arlington County. She named Assistant County Manager **Shannon Flanagan-Watson**, a highly regarded professional and **Leadership Arlington** member, to the position. The appointment came after a listening tour by **Barbara Donnellan** that included extended and frank conversations with the business community geared towards process improvements and customer service. While the business community reacted very positively to this news, there was still a bit of a "wait and see" view on how much impact this change would have.

I can now officially attest that I have seen the Business Ombudsman process first hand, and it is a dramatic step in the right direction. In my practice, I had a situation where a client was having significant difficulties getting an issue resolved. We had an effective legal remedy, but one which would involve extreme expense and hardship. While we knew that the legal process would ultimately lead to the relief we wanted, the associated delays were going to cascade into their business in an exponential way that would have caused serious damage.

Enter **Ms. Flanagan-Watson**. She responded immediately to our outreach. She quickly gathered the information, data and facts. She got the right people talking and responding. The problem was solved literally the next day (in fact, in less than twelve hours from my initial call).

In sharing this story at a recent Chamber meeting, another individual shared that **Ms. Flanagan-Watson** had helped solve a crisis level permitting and occupancy situation for their company. I was previously familiar with another situation where **Ms. Flanagan-Watson** helped ensure that certain County efforts were coordinated in a way that did not shut a Chamber business down at a critical time as originally planned. I am ready to call three anecdotal examples a trend.

In each of these situations, the County's safety, permitting, business and process interests were met while still helping the businesses involved to effectively manage that process and stay open for business. This balance is utterly critical to the County being a place that people recognize as a "good place to do business". Kudos go to the County Board, and in particular Chair **Jay Fisette**, for highlighting economic sustainability as key to the success of our community and supporting the creation of the Business Ombudsman position.

On a final note, it is exciting and gratifying to see the fruits of increased communication, partnering and collaboration. Our Chamber's strategic plan emphasized those points as key goals several years ago, and the partnership with the County was a lynchpin of our efforts. Having gone through **Leadership Arlington**, and practicing law with a highly engaged Arlington firm, we have many excellent relationships with County staff and a high degree of respect for the professionalism and skills they possess. It is truly a benefit to our whole community to see the impact of those professionals supported and encouraged from the top leadership of the County with the values and ethics of servant leadership.



Tim Hughes

Tim Hughes
Bean, Kinney & Korman P.C.

2014 ANNUAL CORPORATE SPONSORS

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street North, Suite 100, Arlington, VA 22201. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA.

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

■ APARTMENTS

LEGEND MANAGEMENT

Carol Douglass
2001 Clarendon Blvd.
Arlington, VA 22201
Phone: (703) 807-2001
E Mail: cdouglass@2001clarendonapts.com
Web Address: www.2001clarendonapts.com

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■ AUTOMOBILE SERVICES

MASERATI OF ARLINGTON

Alex Macatuno
2710 S. Glebe Rd.
Arlington, VA 22206
Phone: (571) 723-4801
E Mail: alex@maseratofarlington.com
Web Address: www.maseratofarlington.com

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Maserati of Arlington is a car dealership that is devoted to providing our clients with the best experience.

■ CONSULTING

ELDER RESEARCH, INC.

2101 Wilson Blvd., Suite 900
Arlington, VA 22201
Phone: (434) 227-5875
E Mail: info@elderresearch.com
Web Address: www.elderresearch.com
SPONSOR: Shannon Bailey, Global Printing
Founded in 1995, Elder Research, Inc. is a leading consulting company in data science, predictive analytics, and text mining. Founded in 1995, Elder Research has helped government agencies and Fortune Global 500® companies solve real-world problems.

FINDING RESOLUTION

Ann Rosser
P.O. Box 7583
Arlington, VA 22207
Phone: (703) 536-6915
E Mail: arosser@findingresolution.net
Web Address: www.findingresolution.net

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Finding Resolution is a consulting firm helping organizations and individuals find the courage to communicate about what they want to change through mediation, leadership development, training, and executive coaching.

MILESTONE ANNIVERSARIES



CONGRATULATIONS!

■ TWENTY YEARS

DELASHMUTT ASSOCIATES LTD.

■ FIFTEEN YEARS

H. D. VEST INVESTMENT SERVICES

■ FIVE YEARS

NEONICHESTRATEGIES

MEMBERS IN THE NEWS

LEADERSHIP ARLINGTON

- **Leadership Arlington Announces 40 Under 40 Honorees**
Leadership Arlington announced the honorees for its regional 40 Under 40 event. These honorees will be recognized for the positive leadership impact they make personally and/or professionally at a luncheon on Thursday, December 4, 2014 from 11:30 a.m. until 1:30 p.m. at **Army Navy Country Club** (1700 Army Navy Drive, Arlington, VA 22202). **Kate Roche**, Chamber President & CEO is included as an honoree, as is Chamber Director, **Ron Novak, Segue Technologies, Inc.** Other Chamber member honorees include **Nyambo Anuluoha, Arlington Community Federal Credit Union; Scott Brodbeck, Local News Now, LLC; Billy Buck, Jr., Buck & Associates, Inc.; Nadia Conyers, Arlington Employment Center; Jeffrey DiLisi, Virginia Hospital Center; Elizabeth Jones Valderrama, Offender Aid and Restoration (OAR); Ann McCarty, Arlington County Public Schools; Joseph Petty, Crystal City Business Improvement District (BID); Kelly Shooshan, The Shooshan Company and Marcio Silveira, Pavlov Financial Planning.**

■ LINDEN RESOURCES

Linden Resources Celebrates 55 Years

Linden Resources celebrated its 55th Anniversary on Tuesday, September 23 at the **Fort Myer Officers' Club**. The event was in honor of **Linden Resources'** 55 years of success in expanding employment opportunities for people with disabilities and Wounded Veterans as a nonprofit in Arlington, Virginia. Barbara Harrison served as the emcee for the program, along with attendees including Congressman Jim Moran, former Senator, Mary Margaret Whipple, **Delegate Patrick Hope**, Deputy Secretary of Health and Human Services for the Commonwealth of Virginia, Dr. Jennifer Lee and **Timothy Hughes**, Chair of the Arlington Chamber of Commerce.

■ ARLINGTON HISTORICAL SOCIETY

Arlington Historical Society Hosts House History Workshop

The Arlington Historical Society, the Arlington County Historic Preservation Office, Arlington Public Library's Center for Local History, and Preservation Arlington are hosting a House History Workshop on November 5 to help Arlington residents research the history of their homes. Participants will learn how to research the history of their own home or any historic property in Arlington, and will learn how to use the collection of maps, building permit data, photo archives and other materials available at the main library's Center for Local History (CLH) and the Arlington County Historic Preservation Office.

■ VIRGINIA TECH

Virginia Tech Study Released On Remuneration For Real Estate Appraisals in Virginia

Virginia Tech researchers conducted a survey of Virginia residential real estate appraisers to analyze the patterns of fees earned in 2013. Prior to the release of this report, no data existed that defined "customary and reasonable" residential real estate appraisal fees in Virginia. This report is the third report of its type to be conducted in the United States, and the first in Virginia. The research was conducted in response to recent amendments to the Truth in Lending Act modified by the Wall Street Reform and Consumer Protection Act, also known as Dodd-Frank. This legislation requires lenders to pay appraisers a "customary and reasonable fee" for residential real estate appraisal services in their geographic market. The study found that the average non-AMC fee for a single-family residential appraisal in Virginia is \$401. The full report is available through the Virginia Center for Housing Research at **Virginia Tech**.

■ ALLIANCE FOR HOUSING SOLUTIONS

The Alliance for Housing Solutions Announces Homeless Services Center Opening Date

Construction of the Homeless Services Center to be co-located with Arlington County offices at 2020 14th Street North, in the Courthouse area, is underway and scheduled for completion in late March 2015, with Center program operations expected to begin Spring 2015.

The Young Entrepreneurs Academy (YEA!), guides students ages 11-18 through the process of starting and running a legitimate business or social movement over the course of a full academic year. **YEA!** students nationwide have started over 1,000 businesses and social movements! Program participants start as students, and graduate the program as CEOs of their own companies.

Over the course of the program, students will:

- Brainstorm business ideas and write a business plan
- Pitch their business plan to potential “investors” (think ABC’s “Shark Tank”!)
- Obtain funding and legally register their businesses
- Actually launch their own businesses or social movements

The class (comprised of 24 students) meets after school every Wednesday for five months. Classes will be held at our University Partner, **Marymount University** from January – May 2015. Through the class, students develop business ideas, write business plans, conduct market research, pitch their plans to a panel of investors, and actually launch and run their own real, legal, fully formed companies.

Please let us know if you know a budding entrepreneur in middle school or high school who might be a good fit for the program. Students do not have to attend school in Arlington, but need to be able to attend the class on Wednesdays at **Marymount University** from 4:00 p.m. – 7:00 p.m. Interested students should complete the **YEA!** student application. Please send your completed application to Cassie Bate at cbate@arlingtonchamber.org. **Applications are being accepted on a rolling basis with a final deadline of November 30, 2014.**

The Arlington Chamber of Commerce will host two **Young Entrepreneurs Academy Information Sessions** in November for students currently in grades 6-12, their families, and local business leaders. Join us on Wednesday, November 12 from 4-5 p.m. or Thursday, November 20 from 5-6 p.m. at the Chamber offices to learn about the program. Business leaders will also be able learn how to get involved with **YEA!** as a mentor, guest speaker, field trip host, or even an investor!

▣ For more information, please visit the Chamber YEA! website www.arlingtonchamber.org/about_the_chamber/yea!



CHAMBER OFFICE MOVE UPDATE

The Arlington Chamber of Commerce Office Has Moved!

As of Monday, November 3, 2014, the Arlington Chamber of Commerce office has relocated to 2009 14th Street North, Suite 100, Arlington, VA 22201.

As some Chamber members may recall, this is the Chamber's former location. For the last two years, the Chamber has eagerly anticipated the completion of the new building at 2009 14th Street. In the meantime, the 4600 Fairfax Drive office served as our interim location.

The new Arlington Chamber office will be on the street level in a brand new LEED Gold certified building, walking distance to the Court House Metro Station located on the orange and silver lines.

Please feel free to come by and visit the new Arlington Chamber of Commerce office at 2009 14th Street North, Suite 100, Arlington, VA 22201!



■ EDUCATION
GRAHAM HOLDINGS COMPANY
 Stefanie Fedor, Executive Director
 Pinkie Mayfield
 1300 North 17th Street, 17th Floor
 Arlington, VA 22209
 Phone: (703) 345-6300
 E Mail: contact@ghco.com
 Web Address: www.ghco.com
Referred by: Staff
 Graham Holdings Company, formerly The Washington Post Company, is a diversified education and media company whose principal operations include educational services, television broadcasting, cable systems and online, print and local TV news.

TUTORING CLUB OF MCLEAN
 Michelle Scott
 6228 Old Dominion Drive
 McLean, VA 22101
 Phone: (703) 237-8886
 E Mail: mcleanva@tutoringclub.com
 Web Address: www.tutoringclub.com/mcleanva
Referred by: Mike Rosenow, Staff
 Recently named "Best Tutoring Service" by the readers of Arlington Magazine. Tutoring Club of McLean is an independent learning center that provides a fun and rewarding learning environment for all ages and academic levels. We offer tutoring in reading, writing, all levels of math and sciences, history, English, foreign languages, study skills, and more.

■ EVENT PLANNING & MANAGEMENT
EVENTSTAGERS
 Abba Doku
 1390 Chain Bridge Road
 McLean, VA 22101
 Phone: (703) 303-1781
 E Mail: adoku@eventstagers.com
 Web Address: www.eventstagers.com
Referred by: Greg Mullan, George Mason Mortgage
EVENTSTAGERS is a woman-owned event staging, planning and staffing company located in McLean. The team specializes in creating breath-taking visuals to stage company special events, charity galas and fashion shows, as well as designing cutting edge and heartwarming weddings, and functions to celebrate rites of passage.

■ HOTELS & MOTELS
IMAGINE IF, INC.
 Andy Stewart
 3033 Wilson Blvd., 7th Floor
 Arlington, VA 22201
 Phone: (706) 593-4226
 E Mail: andy.stewart@imagineifinc.com
 Web Address: www.stayathand.com
Referred by: Staff
 StayAtHand (Apple store) and StayFaster (Web) provide consumers the world's fastest, most powerful hotel search engine. See all hotels in one place and earn your rewards points.

■ MUSEUMS & HISTORICAL SOCIETIES
ARLINGTON HISTORICAL SOCIETY
 John Richardson
 P.O. Box 100402
 Arlington, VA 22210
 Phone: (703) 201-4435
 E Mail: johnjoyce2@verizon.net
 Web Address: www.arlingtonhistoricalsociety.org
Referred by: Scott McGeary, Washington Gas
 The Arlington Historical Society's goal since its founding in 1956 is to help Arlingtonians better understand our community through its history.

■ RESTAURANTS & FOOD SERVICES

HEAVY SEAS ALE HOUSE

Keith Kirkland
1501 Wilson Blvd. Suite 105
Arlington, VA 22209
Phone: (703) 879-4388
E Mail: keith@heavyseasalehouse.com
Web Address: www.heavyseasalehouse.com

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Where beer enthusiasts can plunder the shores of Baltimore's finest craft brewery, alongside outstanding seasonal cuisine in a fun casual atmosphere.

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Web Address: www.littlecaesars.com

SPONSOR: Staff

Little Caesars Pizza has been proudly serving delicious products for over 50 years. We only use the finest ingredients. Our dough is made fresh each day and our cheese is freshly shredded. Our world famous pizza sauce contains a secret blend of spices that our customers love.

■ TECHNOLOGY & COMPUTER SERVICES

TOTALPASS

Masha Sharma
2720 South Arlington Mill Drive
Suite 307
Arlington, VA 22206
Phone: (571) 276-8021
E Mail: masha@totalpass.mobi
Web Address: www.totalpass.mobi

Referred by: Karen Bate, KB Concepts

Totalpass helps businesses create engaging, unique and effective marketing campaigns and deliver it to customer's mobile wallets (ios passbook and google wallet). This is a new marketing communication channel which is loved by consumers. Using Totalpass will increase repeat visits, frequency of visits, and your bottom line.

■ THE CHAMBER SCENE SEPTEMBER-OCTOBER

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.

September 23 – **Linden Resources** celebrated its 55th Anniversary at the **Fort Myer Officers' Club**. Barbara Harrison served as the emcee. VIP attendees included Congressman Jim Moran, former Senator, Mary Margaret Whipple, **Delegate Patrick Hope**, Deputy Secretary of Health and Human Services for the Commonwealth of Virginia, Dr. Jennifer Lee and **Timothy Hughes**, Chair of the Arlington Chamber of Commerce. Kate Roche & Cassie Bate attended on behalf of the Chamber.



Kate Roche, Tim Hughes, Delegate Patrick Hope and Cassie Bate.

October 2 – **The Ballston BID** and **Virginia Tech** held a Cloud workshop in which teams of 2-4 each programmed the Raspberry Pi microcomputer located inside their "cloudlet" and shaped its light and sound output, as well as its response to the light and sound stimuli emanating from its nearby environment. These "cloudlets" became a part of a piece of art called "Cloud" that was displayed in Ballston last month. Cassie Bate and Joseph Meyer participated on behalf of the Chamber.

October 3 – The Community Energy Plan Implementation Review Committee was held at the Arlington County Central Library Auditorium. The meeting provided the community with an update as to how this initiative will be implemented over the next several years. **Kevin Shooshan**, Chair-Elect and Green Business Committee Chair, other members of the Green Business Committee and Mike Rosenow attended on behalf of the Chamber.

October 3 – Youth Employment Matters hosted by the **Urban Alliance** and the US Chamber of Commerce to address the high unemployment rate for youth. Vice President, Joe Biden attended and gave remarks. Kate Roche attended on behalf of the Chamber.

October 8 – The 2014 Virginia Small Business Summit held at the Westin in Tysons Corner, featured Breakfast Keynote Speaker the Honorable Maurice Jones, Virginia Secretary of Commerce and Trade. The luncheon concluded with Keynote Speakers: Ed Gillespie, Republican Candidate for Senator, Supervisor John Foust, Democratic Candidate for VA-10 and House Delegate Barbara Comstock (R-34), Republican Candidate for VA-10. Mike Rosenow attended on behalf of the Chamber.

October 15 – The Arlington Transportation Projects Overview & Tour, hosted by **Arlington Transportation Partners**. Arlington's Transportation Director **Dennis Leach** presented an overview of the County's latest transportation projects and planned investments for the future, via bus to see transportation sites around the County, including the Rosslyn Metrorail Station second entrance and the streetcar route along the Route 1 and Columbia Pike corridors. Mike Rosenow attended on behalf of the Chamber.

CHRISTMAS TREE "O" CHRISTMAS TREE

The Arlington Optimist Club's Christmas Tree Lot Opens

Saturday, November 29 @ 12:00 noon

Mon. – Thurs. 2:00 – 8:00 p.m. | Fridays: 12:00 – 8:00 p.m.

Sat. – Sun. 9:00 am to 8:00 pm

SAME LOCATION FOR 68 YEARS!!

Lee Highway & Glebe Road --- On the Wells Fargo Parking Lot

Help Support the Youth of Arlington!

Purchase Your Tree From the Optimist Club of Arlington!



oiarlington.org



Last Call: Imperial Splendors - Discover & Explore Europe with the Chamber

Don't miss the chance to travel with fellow business leaders and community members to Eastern Europe to tour Vienna, Budapest and Prague this spring. The deadline to register for this eight day trip is **November 19, 2014**.

Departing on March 9th, this eight day trip features visits to Eastern Europe's "Imperial Splendors," including the Royal Palace in Budapest, The Vienna Opera House and many more.

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.



Parliament, Budapest

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. 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

For more information, please contact Devin at chamber@arlingtonchamber.org or (703) 525-2400

**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.*

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■ HOLIDAY GIVING

Give Back to Your Nonprofit Chamber Community this Holiday Season

By Kerry Lombard, Doorways for Women and Families, & Linda Kelleher, APAH, Community Action Committee Co-Chairs

Looking to make a difference in your community during the holidays? Your fellow Chamber members working in the nonprofit sector have compiled ways you and your business can contribute to their organization during the holiday season.



American Red Cross in the National Capital Region, contact: jessica.adams@redcross.org, 703-584-8407

- Donate blank holiday cards, in bundles of three, with a stamped envelope to give to members of the Armed Services that are wounded, ill or injured staying at Walter Reed National Military Medical Center and Fort Belvoir Community Hospital or Veterans being served by the VA.
- Volunteer, donate blood, or host a blood drive. For information on these and other ways you can help your American Red Cross, visit www.redcross.org/support.

Animal Welfare League of Arlington, contact: mail@awla.org, 703-931-9241

- Donate Purina wet dog food and large Kongs to provide enriching treats to dogs in the shelter.
- Donate Friskies wet cat food to feed homeless cats.

Arlington County Department of Human Services, contact: klarrick@arlingtonva.us, 703-228-1775

- Arlington County Secret Santa Program: Donate gift cards to benefit children in foster care, people with disabilities and families with low incomes. Please donate cards in denominations of \$25 or less.
- Interested in exploring other ways to help those in need this holiday season? Visit the Volunteer Arlington website at: www.arlingtonva.us/volunteer.

Arlington Free Clinic, contact: jody@arlingtonfreeclinic.org, 703-979-1425, ext. 124

- Donate Gift Cards.
- Donations to cover pizza for clinic volunteers who come to volunteer right after their workday.

Arlington Food Assistance Center (AFAC), contact: joy.myers@afac.org, 703-845-8486

- Organize a food drive to help AFAC collect food for Arlington families struggling against food insecurity and hunger.
- Donate to our Virtual Food Drive and help AFAC purchase holiday meals for families in-need.

Arlington Partnership for Affordable Housing (APAH), contact: ewillard@apah.org, 703-276-7444

- Donate gifts or gift cards amounting to \$25 each to make the holidays brighter for children at APAH properties. Gifts may include toys, books, sports equipment, arts & crafts, puzzles, and more.
- Make a monetary contribution to APAH designated for the Holiday Gift Drive.

Arlingtonians for a Clean Environment, contact: elenor@arlingtonenvironment.org, 703-228-6427

- Volunteer your time or contribute energy efficiency supplies to help Arlington families improve the comfort of their homes and save money on their utilities.
- Organize a team to help Arlington's streams by cleaning up trash or marking storm drains with "Don't Dump" labels.

Arlington Soccer Association, contact: justinwilt@arlingtonsoccer.com, 703-527-0157

- Donate to give over 200 at-risk children ages 7-11 who participate in our after-school soccer program the chance to participate in a special end-of-Fall-season Day of Play, including soccer games and refreshments, via the donation of refreshments (drinks and healthy snacks) and volunteer support during the event.

Bowen McCauley Dance, contact: abigail@bmdc.org, 703-910-5175

- Donate to support BMD's Dance for PD program, a free dance classes for people with Parkinson's disease (Suggested beginning donation amount: \$50.00).
- Donate professional graphic design services, free printing services, and basic office supplies such as a laptop, staples, gift cards, paper, pens, printer toner, mailing envelopes, and stamps.

Capital Caring, contact: crichar@capitalcaring.org, 703-351-2802

- Gift certificates to grocery stores so that families in need can have a special meal(s) for the holidays.
- Gift certificates to department stores (Walmart/Target preferred) so families can purchase gifts or meet other daily needs. These donations would help supplement the gift/money drives Capital Caring does with our staff to help families in need enjoy the holiday season with enough food, a few gifts and some basic daily needs.

■ HOLIDAY GIVING CONTINUED

Doorways for Women and Families, contact: rdove@doorwaysva.org, 703-504-9400

- Adopt a family through our Holiday Wishes Program and make the holidays brighter for a family experiencing homelessness.
- Set up a grocery gift card/Target gift card drive at your place of business or apartment complex to provide much needed items for our shelters.

Encore Stage & Studio, contact: sara.duke@encorestage.org, 703-548-1154

- Support for \$10 tickets for low-income children for *Cinderella* and *The Three Musketeers*.
- Donate Home Depot gift cards to purchase lumber and paint for scenery.

Habitat for Humanity of Northern Virginia, contact: info@habitatnova.org, 703-521-9890

- Donate a late-model commercial truck, van or pickup used to transport building materials and equipment to our construction sites.
- Donate new and gently used building materials, large appliances, furniture and home improvement items to our ReStores, whose profits support our mission to provide affordable home ownership opportunities. www.restorenova.org.

Homeward Trails Animal Rescue, contact: info@homewardtrails.org, 703-249-5066

- Donate canned dog and cat food, leashes, martingale collars, cat litter, cleaning supplies, paper towels, laundry detergent or dish soap.
- Check out our Amazon wish list <http://amzn.com/w/3HIEQLQC63BK5> or simply go to www.amazon.com ->Wish lists ->Find a wish list or registry and search for Homeward Trails.

Jane Franklin Dance, contact: janefranklindance@gmail.com, 703-933-1111

- Donate a laptop, computer, photography, or free printing services.
- Send a child from an AHC resident family to Jane Franklin Dance spring break or summer camp by donating a gift card scholarship or help set up a free after-school workshop series at your child's school.

Linden Resources, contact: azhang@linden.org, 703-521-4441

- Donate \$37 to help an adult and/or veteran with a disability receive a half-hour of resume review and preparation, \$74 to help an adult and/or veteran with a disability receive an hour of job coaching, including a mock interview.
- Donate \$148 to provide a Candidate Skills Assessment; \$300 donation will provide a Personalized Job Search and Interview Scheduling.

The National Chamber Ensemble, Inc., contact: ncecontact@aol.com, 703-685-7590

- Sponsorship of a post-concert reception.
- Tax preparation services for FY2015.

Offender Aid and Restoration (OAR), contact: ksteinbruck@oaronline.org, 703-228-7519

- Donate \$15 Target cards for clients who are reentering the community to use for personal items, food and clothing.
- Donate smart trip cards with loaded metro fare for clients to job search.
- Donate individually wrapped snack items and individual size beverages.

The Reading Connection, contact: sberman@thereadingconnection.org, 703-528-8317, ext. 10

- Donate stamps to mail books and materials to at-risk kids enrolled in our Book Club program.
- Donate new children's books for kids of all ages to be given to children in our Read-Aloud and Reading Families Workshops programs to foster a love of reading in at-risk kids.

USO of Metropolitan Washington, contact: usometroholidayprograms@gmail.com, 703-888-7602

- Light up a military child's holiday season! Sign up for Project USO Elf to receive a name(s) and a wish list to shop for and create some holiday magic for our littlest patriots <http://bit.ly/USOElf>.
- Warm the home and hearts of a junior enlisted family by donating \$50 to purchase a complete holiday meal at www.usometro.org/donate.

Wesley Housing Development Corporation, contact: ajackson@whdc.org, 703-642-3830 ext. 224

- Donate \$20 Target gift cards or set up a gift card drive to provide holiday gifts for at-risk teens at our affordable housing communities.
- Adopt-a-Family through our Holiday Help Program by fulfilling holiday wish lists of families with low incomes.

Governor Terry McAuliffe Visits Tandem NSI, NoVA Tech Entrepreneurs

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



Governor Terry McAuliffe Visits Tandem NSI

As part of Virginia's "Techtober" effort of highlighting technology and entrepreneurship in the Commonwealth, Tandem NSI hosted an event that brought Governor Terry McAuliffe and Secretary of Technology Karen Jackson to meet with Northern Virginia entrepreneurs in October. The invitation-only event included demonstrations from a variety of local startups and a discussion designed to provide further insight into the community and more broadly, the technology entrepreneurs.



"We have the (technology) assets ... we can use that in the private sector to build on cybersecurity," said Governor Terry McAuliffe in addressing the entrepreneurs in attendance. Questions from the attending tech founders ranged from raising capital and possible state funding/programs available for entrepreneurs to educational programs and using the Commonwealth itself as a client for some of the new technology products and services being created by Arlington companies.

The Governor and his staff also had the opportunity to learn more about some of the local companies in attendance through special demonstrations of products. Companies represented included Sentien Robotics, Databuoy, AXON Ghost Sentinel, PFP Cybersecurity, GXM Consulting, Invincea, and Eucleo.

▣ For more information about Tandem NSI visit their website www.tandemnsi.com



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Presented by the Arlington
Chamber of Commerce

Legal Tips for Small Business Owners

by Jim Whelan, Proactive Smart Business Thinking, LLC

Maria Simon, The Geller Law Group, alerted small business owners to key legal tips.

Avoid Online Legal Websites & Tools

Legal websites like LegalZoom or LegalShield can seem like great, inexpensive options. But be wary! These sites are not always jurisdiction specific or leave out major terms that if not properly included can cost lots of money.

As found in Consumer Reports, these sites do not always tailor to jurisdiction. Merely paying a membership fee to use a lawyer when you need one is not the same as having a lawyer who knows you and knows your business that you trust.

Permitting Matters

Make sure to get your appropriate business permits. Each county has different reporting requirements. Running afoul could incur fines.

Own Your IP

- **Portfolio:** Make sure if you are contracting with someone as a designer or producing a work product that you see about keeping the right to use it for marketing or portfolio purposes. solicit other work.
- **Trademark:** If you have a unique name, slogan or logo, make sure it stays yours. File a trademark application with the US Patent & Trade Office. This will protect your name for the specific good or service you provide. Filing a Trade Mark application requires doing a comprehensive search of all similar names in the similar class of goods and services offered to determine if something will be construed as confusingly similar to the public.
- **Contract:** Make sure to always include provisions about who owns the work product in the contracts you sign with your customers / clients. If the client wants to buy the IP, what exactly are they buying. And what do you retain as the creator. Have a lawyer review the contract if you are receiving it. Alternatively, if you have a template you found online, have a lawyer review it. Chances are if it is something you found online, there may be important provisions missing within it.

The bottom line: Short & Simple Can be Dangerous

Having a short contract is not always the way to go. Make sure to include provisions such as payment terms, liability coverage and waivers. The point of a contract is to set forth all of the terms in advance, so all parties are fully knowledgeable going into the agreement about expectations. A short contract that does not provide for the what-ifs - such as if there is a bounced check, or how to terminate the agreement - are what will end up costing you more in the long run with lawyer fees and litigation costs to determine what the appropriate remedy is if there is a breach.

This Chamber's monthly Small Business Roundtable discussion led by **Jim Whelan, Proactive Smart Business Thinking, LLC** provides business people the opportunity to learn from their peers and knowledgeable experts. It is held the last Wednesday of the month in the Chamber's Board Room.



The Small Business Roundtable, a free member benefit of the Arlington Chamber, is an open forum discussion.



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.

NOVEMBER GRAND SPONSOR



REGISTER NOW:

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SMALL BUSINESS ROUNDTABLE

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

WELCOME THEM HOME



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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:

DEVIN JOYCE
chamber@arlingtonchamber.org

POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 100 Arlington, VA 22201



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The Chamber

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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.



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THANK YOU!

- Arlington Promotional Products, Jamie Nicholas Printing & Graphics, Michael Garcia - State Farm Insurance, and CroppMetCalfe Services for donating door prizes for the September Business After Business.
- Cosi for donating a door prize for the October Breakfast Connection.