



## ■ HOSPITALITY AWARDS REVIEW

### Recognizing Arlington's Hospitality Superstars

On March 17, the Chamber honored exceptional members of Arlington's hospitality industry at the 11th Annual Hospitality Awards held at the **Crystal Gateway Marriott**. This lively event focused on those who make Arlington County a wonderful place to live and visit. Hospitality workers that received awards are not managers, who are often recognized at this type of awards ceremony, but rather the employees whose work directly affects the customers on a daily basis.

"The efforts of these individuals ensure that visitors keep coming back to Arlington," said Arlington Chamber of Commerce President & CEO **Kate Roche**, "and we are thrilled to celebrate their contributions to the hospitality and tourism industry today."

**Dori Familiant**, General Manager of the **DoubleTree Crystal City** hotel and co-chair of the Arlington Chamber Hotel General Managers Committee opened the ceremony with welcome remarks. In addition to **Familiant**, **Chris Raines**, General Manager of the **Holiday Inn Rosslyn** and co-chair of the Arlington Chamber Hotel General Managers Committee, and 2015 Chair **Kevin Shooshan** assisted with the presentation of the awards. **Roche** announced the winners, including the Bob Klein Legendary Service Award Winners who have served 25 or more years.

► Turn to pages 8-9 to view photos, event sponsors, and more details about the event.



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## SAVE THE DATE

### RAISE THE BAR: THE POWER OF YOUR PERSONAL BRAND

APRIL 24  
11:30 a.m. - 1:00 p.m.  
WETA

### ARLINGTON BEST BUSINESS AWARDS

MAY 19  
7:30 a.m. - 9:30 a.m.  
Sheraton Pentagon City

## ■ VALOR AWARDS PREVIEW

### Honor Arlington's Heroes

April 15, 2015 • 11:30 a.m. - 2:00 p.m.  
**Fort Myer Officers' Club**  
**Joint Base Myer-Henderson Hall**

On Wednesday, April 15, the Chamber will host the 33rd Annual Valor Awards to recognize the men and women who keep Arlington safe. For their heroic efforts in the line of duty, members of Arlington County's **Office of Emergency Management**, **Police Department**, **Fire Department** and **Office of the Sheriff** will be recognized. This year, the Chamber will also be honoring Arlington County Chief of Police **M. Douglas Scott** who retired in March following a 40-year career in law enforcement, 12 of which were as Arlington County Chief of Police.

► To register, visit [www.arlingtonchamber.org/events](http://www.arlingtonchamber.org/events) or call 703-525-2400. Sponsorship opportunities are still available, call for details.



SPECIAL THANK YOU TO

GRAND SPONSOR



**VIRGINIA HOSPITAL  
CENTER**

THE CHAMBER

EXECUTIVE COMMITTEE

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 Todd Yeatts, Chair-elect  
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 Ron Novak, Segue Technologies  
 Robb Parker, Vornado/ Charles E Smith  
 Joe Prentice, State Department Federal Credit Union  
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 Tristan Wright, M&T Bank  
 Todd Yeatts, The Boeing Company  
 Mark Zetlin, Mercedes - Benz of Arlington

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 COL. Michael Henderson, Joint Base Myer-Henderson Hall

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Kate Roche, President & CEO  
 Cassie Bate, Events & Development Director  
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 Meredith Smith, Communications Manager  
 Alex Held, Membership Engagement Manager  
 Hannah Dannenfeler, Member Services Administrator  
 Joseph Meyer, Part-time Events Associate

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

APRIL AT THE CHAMBER

GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	1 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
SMART START	2 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	3 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
AMBASSADOR COMMITTEE MEETING	6 MONDAY 4:15 p.m. - 5:15 p.m. Chamber Board Room
COMMUNICATIONS COUNCIL MEETING	7 TUESDAY 8:30 a.m. - 9:30 a.m. Chamber Board Room
EXECUTIVE COMMITTEE MEETING	8 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	9 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	14 TUESDAY 4:30 p.m. - 5:30 p.m. Chamber Board Room
OPPORTUNITY WORKS NETWORKING RALLY (OPEN ONLY TO VOLUNTEERS AND BOARD MEMBERS)	14 TUESDAY 5:00 p.m. - 6:00 p.m. TBA
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE MEETING	15 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
THE 33RD ANNUAL VALOR AWARDS	15 WEDNESDAY 11:30 a.m. - 2:00 p.m. Ft. Myers Officers' Club
BOARD OF DIRECTORS MEETING	17 FRIDAY 11:45 a.m. - 2:00 p.m. AHC, Inc.
VOLUNTEER ARLINGTON DAY	21 TUESDAY 12:00 p.m. - 4:00 p.m. Various Locations
BUSINESS AFTER BUSINESS	23 THURSDAY 5:00 p.m. - 7:00 p.m. Bean, Kinney & Korman, P.C.
RAISE THE BAR: THE POWER OF YOUR PERSONAL BRAND	24 FRIDAY 11:30 a.m. - 1:00 p.m. WETA
PROFESSIONAL DEVELOPMENT SERIES: BALANCING YOUR WORK & LIFE	28 TUESDAY 7:30 a.m. - 9:30 a.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE	29 WEDNESDAY 8:30 a.m. - 9:30 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	29 WEDNESDAY 11:45 a.m. - 1:00 p.m. Chamber Board Room

SMART START

Maximize your Chamber membership by attending this free networking seminar and information session about meeting new clients, business associates and how to utilize the benefits of Chamber membership.

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

GRAND SPONSOR

Greg Mullan -  
**GEORGE MASON MORTGAGE, LLC**  
 A Subsidiary of Cardinal Bank

PREMIER SPONSOR  
**Michael Garcia-State Farm Insurance**

BREAKFAST CONNECTION

Promote your business before the workday even begins! The format of the Breakfast Connection gives attendees a chance to bring their business to the table, literally. This event 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.

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

Interested in becoming the Grand Sponsor of Breakfast Connection? Contact Cassie Bate at 703-525-2400 or [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org).

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.

23 THURSDAY  
5:00 - 7:00 p.m.  
Bean, Kinney & Korman, P.C.  
2300 Wilson Blvd.,  
Suite 700  
Arlington, VA 22201



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

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

REGISTER TODAY! ☎ 703-525-2400  
 ▶ [WWW.ARLINGTONCHAMBER.ORG](http://WWW.ARLINGTONCHAMBER.ORG)

## Arlington's "Tipping Point" leads to new Leadership

"The Arlington Way." If you've lived or worked in Arlington for any significant amount of time, you've probably heard this term. This essentially refers to any process controlled by Arlington County, and the various levels of review required, including dialogue and input received from the community, to receive that word that many of us long to see, "APPROVED." This relates to everything from applying for a small business license, doing a renovation to your home or building a 30 plus story office tower. For years "the Arlington Way" led to an ever-growing local economy. Businesses flocked to an area so easily accessible to the nation's capital via a well-designed, below grade Metro system, with cheaper real estate taxes and operational costs. Today, we find ourselves in a different time than the robust economy of the early 80's, late 90's and early 2000's, as other neighboring jurisdictions are rapidly catching up to the Arlington model:



Kevin Shooshan

- Washington DC is providing tax incentive programs for qualified "tech tenants," thus allowing DC to compete with or beat the previous tax discounts of Arlington.
- Mixed-Use neighborhoods are growing in DC neighborhoods such as the 14th Street Corridor, Shaw, U Street Corridor, H Street Corridor, the Ballpark/Navy Yard, etc., and Tysons is not far behind with ample residential and retail development in the pipeline.
- And of course Tysons now has what Arlington always had, the Metro. Albeit different due to the above-grade design and a less "walkable" model, but that box can now be checked for Tysons.

All of these reasons are allowing neighboring jurisdictions to catch up to the innovative transient-oriented mixed-use development model once created and implemented by "the Arlington Way."

But new leadership can bring change, the change we need to not only sustain our successful model, but to compete in today's new market. We can look back just a few short years and point to so many critical leadership positions changing for various reasons:

- Our own Chamber's Rich Doud retired last year after 23 years of wonderful service to Arlington. After a national search spanning hundreds of applicants, Kate Roche claimed the position.
- John Vihstadt won a seat on the Arlington County Board last year, the first non-democrat to do so in 15 years.
- Two of the current Five County Board seats will turnover later this year per the recent announcements of Mary Hynes and Walter Tejada to not seek reelection this fall. This is the first time since 1975 that two incumbents have chosen not to run in one year.
- The sad and tragic passing of Terry Holzheimer last year forced the County to bring in a new Director of Economic Development. Terry was a great man and his leadership helped create what Arlington is today. Enter Victor Hoskins, who comes to us with a lot of energy and some great plans for the future.
- This month Steve Cover will take over as the Director of Planning, Housing and Development, a position previously held by Robert Brosnan since 2011.
- Just last week we heard of Barbara Donnellan stepping down as County Manager after 5 years in the position, and a total of 32 years with the County. Another pair of tough shoes to fill for Arlington.

A turnover period like this is not easy, but this creates an opportunity for Arlington. I see us turned in the right direction, but will we move forward and at a new pace? Victor Hoskins has only been here for a couple short months, but he said something that really resonated with me for the future.

"Arlington needs to stop using word like **us** and **they**, within our own County, and start using the word **we**. When that happens, success will follow."

**Kevin Shooshan**  
The Shooshan Company



*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](mailto:communications@arlingtonchamber.org) and received by the first of the month prior to the publication month (i.e. May 1 for June *Arlingtonian*).

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



## APRIL MILESTONE ANNIVERSARIES

### CONGRATULATIONS!

#### TEN YEARS

NAUTICON IMAGING SYSTEMS  
THE SHOOSHAN COMPANY  
WALKER TITLE, LLC

#### FIVE YEARS

EAGLEBANK  
INNS OF VIRGINIA

## WELCOME NEW MEMBERS

#### COACHING SEMINARS & PROFESSIONAL DEVELOPMENT

#### THRIVE CONSULTING & COACHING, LLC.

Maura Fredericks  
401 South Highland Street  
Arlington, VA 22204  
Phone: (703) 400 7242  
E Mail: maura@everydayleadersthive.com  
Web Address: www.everydayleadersthive.com  
Sponsor: Rick Reinsch, Digital Recollections  
Maura Fredericks is an Executive & Leadership coach committed to assisting successful, action-oriented business owners and executives discover practical insights

#### INFORMATION TECHNOLOGY

#### ALECTRONA LLC

Hiroto Orlandella  
2776 South Arlington Mill Drive, #175  
Arlington, VA 22206  
Phone: (571) 210 0012  
E Mail: partners@alelectrona.com  
Web Address: www.alelectrona.com  
Sponsor: Karen Bate, KB Concepts PR  
Alectrona loves Cloud solutions. After we replace your server, what will you do with all that extra cash and space? (Hint: interns don't need windows)

#### MERIDIAN

Khris Fenton  
5775 General Washington Drive  
Alexandria, VA 22312  
Phone: (571) 488 6187  
E Mail: kfenton@whymeridian.com  
Web Address: www.whymeridian.com  
Sponsor: Elena Yearly, Nostalgia Baskets  
Managed IT Services and Copier provider that helps small to mid-sized organizations more effectively plan and manage their enterprise technology.

## MEMBERS IN THE NEWS

#### PORRO ASSOCIATES

### Porro Associates Moves to Arlington

**Porro Associates**, Chamber member since 2010, is now an Arlington-based business. "I'd been based in the District for over 20 years, but more and more of my work has been in Northern Virginia," said **Jeff Porro**, Speechwriter and Principal of **Porro Associates**. "It made sense to make the move into Arlington to be close to my clients, plus I was able to get a nicer office for a much more reasonable rent. And I found my new space by using the Chamber business directory. I'm now a tenant at **Metro Office's** Ballston building."

#### ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING

### Columbia Hills Apartments Approved by the Arlington County Board

The Arlington County Board unanimously voted to approve **Arlington Partnership for Affordable Housing's (APAH)** Use Permit to develop The Columbia Hills Apartments on February 24, 2015. The approval puts **APAH** one step closer to its goal of building 229 new, affordable homes in the revitalizing Columbia Pike corridor. For more information, please contact **Emily Simmonds**, Communications & Development Assistant, at [esimmonds@apah.org](mailto:esimmonds@apah.org) or (703) 276-7444 x109.

#### HALT, BUZAS & POWELL, LTD

### Halt, Buzas & Powell Named Top 50 Accounting Firm in Washington Business Journal's Book of Lists

**Halt, Buzas & Powell, Ltd.** a leading full-service CPA firm serving the Washington, DC region's nonprofits, businesses, and individuals since 1969, has ranked #28 in the 2015 **Washington Business Journal** list of Top 50 Accounting Firms.

Published yearly, the **Washington Business Journal** Book of Lists is the premier reference tool for surrounding counties in the greater Washington metropolitan area, providing information on leading companies in their respective fields. The list of accounting firms is ranked by the current number of professional accounting staff.

#### LMO ADVERTISING

### LMO Advertising Wins 5 Consecutive Best in Class From Interactive Media Awards

**LMO Advertising**, the largest advertising agency in metropolitan Washington, announced that it has been awarded Best in Class by the Interactive Media Awards™ for its work on the Military Officers Association of America (MOAA) 2013 Annual Letter Microsite. The honor recognizes that the project met and surpassed the basic standards of excellence that comprise the web's most professional work. The site was honored specifically for excellence in Nonprofit.

**Chris Laughlin**, President of **LMO Advertising**, said, "I am extremely proud of our team. Receiving Best in Class for the fifth year in a row proves **LMO's** ability to develop powerful and appealing communication platforms for our clients."

#### ANIMAL WELFARE LEAGUE OF ARLINGTON

### Animal Welfare League of Arlington Launches 'Paws and Read' Program

Schoolchildren in the Northern Virginia and Washington D.C. metropolitan will have an opportunity to improve their literacy by reading books to cats through the Paws and Read program, which launched March 2, 2015. The program is an **Animal Welfare League of Arlington** educational initiative designed to help children improve and enhance their reading skills, while at that same time providing shelter cats with socialization and TLC. To register for the Paws and Read program, visit [www.awla.org](http://www.awla.org) or call (703) 931-9241 ext. 213.

## ■ ARLINGTON EMPLOYMENT CENTER

## Arlington Employment Center to Host 19th Annual Teen Summer Expo

Finding the perfect summer job, or volunteer experience, will be easier for students who attend The Arlington Teen Summer Expo, Saturday April 11, at **Wakefield High School**, located at 1325 South Dinwiddie Street in Arlington, Virginia. This free event offers students a chance to meet with local employers from 11 a.m. to 1 p.m. and explore available opportunities while also preparing youth for the workforce by learning to engage employers and build on future career goals. An estimated 50 employers are expected to participate in The Arlington Teen Summer Expo. Last year, more than 2,000 jobs were posted and over 200 local businesses, non-for-profit agencies and citizens participated. For more information, call 703-228-1417.

## ■ NOSTALGIA BASKETS

## Nostalgia Baskets Announces Independent Owner Program

**Nostalgia Baskets** has launched an "Independent Owner Program" for people to start their own gift basket company based on **Nostalgia Baskets** unique business model. Independent Owners will be able make their own decisions while running their gift basket business under their own unique name. **Nostalgia Baskets** will provide complete and comprehensive training and support. You can visit [www.nostalgiabaskets.com](http://www.nostalgiabaskets.com) and click on "Learn Our Business" for full details. For further information on the Independent Owner Program, contact **Elena Yearly**, Owner of **Nostalgia Baskets** at (571) 354-6025 or email her at [customer@nostalgiabaskets.com](mailto:customer@nostalgiabaskets.com).

## SHOPCHAMBER

Thank you to everyone who supported the Chamber's Nonprofit Organization members during the month of March! Please support the Chamber's Home & Professional Services members during the month of April. A full list of Home & Personal Services members can be found on the Chamber website.

**Resat Mursaloglu** of **Halt, Buzas & Powell** was recently having issues with the heat in his home. After a referral to **CroppMetcalf Services**, he scheduled an appointment with one of **CroppMetcalf's** 5-Star Technicians who explained everything that was causing the heat problems in **Resat's** home and provided him with solutions that ended up helping him save money and make his home more energy efficient. This is just one of the many ways using ShopChamber during Home & Personal Services month can help you too!

Create buzz online! Use #ShopARL on social media every time you shop at a member retail location, attend an event at a member business, or refer a friend to a Chamber business. The first Friday of each month is ShopChamber Friday! For April, share with your followers some of the Home & Personal Services members you work with.



The Chamber is now accepting applications for the **2015 Best Business Awards**.

Submissions must be received by **Friday, April 25**.

Save the date for Tuesday, May 19 from 7:30am - 9:30am at the **Sheraton Pentagon City**.

For more information, contact [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org).



## ■ LANGUAGE SERVICES

### ICA LANGUAGE SERVICES

Steven Sabia  
1901 North Moore Street, Suite ML 02  
Arlington, VA 22209  
Phone: (703) 527 8666  
E Mail: [ssabia@icalanguages.com](mailto:ssabia@icalanguages.com)  
Web Address: [www.icalanguages.com](http://www.icalanguages.com)  
Sponsor: Staff  
ICA Language Services is a Woman-Owned foreign language services provider with a network of 250 affiliated and partnered language service companies and schools.

## ■ LEGAL SERVICES

### LEGALMATCH

Chas Blackwell  
395 Oyster Point Blvd. Suite 550  
South San Francisco, CA 94080  
Phone: (866) 686 5342  
E Mail: [legalmatching@legalmatch.com](mailto:legalmatching@legalmatch.com)  
Web Address: [www.legalmatch.com/find/virginia-lawyers.html](http://www.legalmatch.com/find/virginia-lawyers.html)  
Sponsor: Staff  
LegalMatch is a smart way to market your practice. We use leading edge internet strategies and techniques so you don't have to.

## ■ NON PROFIT ORGANIZATIONS &amp; FOUNDATIONS

### BETTER SPORTS CLUB OF ARLINGTON

Richard Schumann  
PO Box 50052  
Arlington, VA 22205  
Phone: (703) 241 0390  
E Mail: [bscrsvp@gmail.com](mailto:bscrsvp@gmail.com)  
Web Address: [www.bettersportsclub.org](http://www.bettersportsclub.org)  
Sponsor: Staff  
The Better Sports Club is dedicated to serving Arlington youth and to fostering the principle of fair play, good sportsmanship, a competitive spirit, tolerance and friendship.

## ■ NOVASALUD, INC.

Hugo Delgado  
2946 Sleepy Hollow Rd., Suite 3C  
Falls Church, VA 22044  
Phone: (703) 789 4467  
E Mail: [info@novasaludinc.org](mailto:info@novasaludinc.org)  
Web Address: [www.novasaludinc.org](http://www.novasaludinc.org)  
Sponsor: Rick Reinsch, Digital Recollections  
NovaSalud provides free HIV and Hepatitis C prevention, education, testing, counseling and referrals.

### ROSSLYN BUSINESS IMPROVEMENT DISTRICT

Mary-Claire Burick  
1911 North Fort Myer Drive, Suite LL 10  
Arlington, VA 22209  
Phone: (703) 522 6628  
E Mail: [mburick@rosslynva.org](mailto:mburick@rosslynva.org)  
Web Address: [www.rosslynva.org](http://www.rosslynva.org)  
Sponsor: Staff  
The Rosslyn Business Improvement District provides high-quality, customer-oriented services designed to define, enhance and continually improve Rosslyn for those who work, live, visit and do business here.

## WELCOME NEW MEMBERS

## ■ REAL ESTATE - RESIDENTIAL

**TONYA MCKEE FINLAY**  
**NEIGHBORHOOD REAL ESTATE, LLC.**

Tonya McKee Finlay  
2219 S. Arlington Ridge Rd.  
Arlington, VA 22202  
Phone: (703) 979 2300  
E Mail: tmf110567@aol.com  
Web Address:  
www.neighborhoodrealestatellc.com  
Sponsor: Todd Yeatts, The Boeing Company;  
John Finlay, Crystal City Sports Pub  
I am a real estate professional in the 22202.  
I love working in Arlington and specialize in  
South Arlington neighborhoods.

## ■ RESTAURANTS &amp; FOOD SERVICES

**BISTRO360**

Art Hauptman  
1800 Wilson Blvd.  
Arlington, VA 22203  
Phone: (703) 522 3600  
E Mail: art@bistro360.net  
Web Address: www.bistro360.net  
Sponsor: Sonia Johnston, John Marshall Bank  
Bistro360 offers a wine bar with a full  
selection of premium wines, craft beers,  
gourmet nibbles and small plates; a market  
and, a full-service, international bistro.

**CASSATT'S**

Art Hauptman  
4536 Lee Highway  
Arlington, VA 22207  
Phone: (703) 527 3330  
E Mail: hauptman\_a@yahoo.com  
Web Address: www.cassattscafe.com  
Sponsor: Sonia Johnston, John Marshall Bank  
Where restaurant meets coffee shop. Cassatt's  
is a cozy, bistro-style restaurant serving tasty  
dishes featuring a New Zealand flair.

**YONA**

Nicholas Pagonis  
4000 Wilson Blvd, Suite C  
Arlington, VA 22203  
Phone: (240) 238 9641  
E Mail: eat@yonava.com  
Web Address: www.yonava.com  
Sponsor: Kevin Shooshan, The Shooshan  
Company  
The first concept by Jonah Kim, Yona will be  
a full-service, Japanese noodle bar and small  
plates restaurant open daily for lunch and  
dinner.

## ■ TECHNOLOGY &amp; COMPUTER SERVICES

**BAILEY SYSTEMS LLC**

Myran Hunter  
4141 N. Henderson Rd, Plaza Suite 7  
Arlington, VA 22203  
Phone: (703) 581 7319  
E Mail: mhunter@baileysystems.net  
Web Address: www.baileysystems.net/  
Sponsor: Staff  
As an Outsourced IT/Solutions Provider, Bailey  
Systems manages many of the responsibilities  
a CTO would handle – engineering support,  
network support services, help desk, and  
more.

## ■ TELECOMMUNICATIONS

**MCENROE VOICE & DATA**

Bryan Del Monte  
7700 Leesburg Pike, Suite 117  
Falls Church, VA 22043  
Phone: (703) 903 9881  
E Mail: bdelmonte@mcenroevoice.com  
Web Address: www.mcenroevoice.com  
Sponsor: Ron Novak, Segue Technologies  
McEnroe Voice and Data designs, implements  
and maintains voice and data networks  
by leveraging our portfolio of platforms  
and applications from today's leading  
communications equipment.

## THE CHAMBER SCENE

## ■ THE CHAMBER SCENE FEBRUARY-MARCH

## 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. This is why the Chamber's Directors, staff and members are dedicated to supporting community events and happenings. Below are a few highlights of the events Chamber staff and Board members participated in on behalf of the Chamber.

*February 25 – Mike Rosenow and Alex Held presented about the Chamber at a meeting of the Crystal City-Pentagon Rotary Club.*

*February 25 – Cassie Bate attended the Enterprising Women Foundation Mentoring Young Enterprising Women Luncheon at Westwood Country Club. Three of the Chamber's Young Entrepreneurs Academy students were recognized as Young Enterprising Women.*

*February 27 – Kate Roche, Chamber Chair **Kevin Shooshan**, Vice Chair of Economic Development & Government Affairs **David Kinney**, and Government Affairs & Economic Development Committee Co-Chair **Tad Lunger** attended the Business Brain Trust Breakfast coordinated by Arlington County Board Chair Mary Hynes as designated Chamber representatives. A number of other Chamber Directors and members attended in different capacities as well.*

*March 15 – Kate Roche and Alex Held attended **Leadership Arlington's** Monte Carlo Night on behalf of the Chamber. Several of the Chamber Board of Directors and other members were also present.*

*March 18 – Kate Roche attended the **Marymount University** Blue Goose Demolition Party on behalf of the Chamber. Other Directors and Chamber members were also in attendance.*

*March 18 – Kate Roche attended the Arlington County Commission Budget Work Session in support of the Economic Development Commission as did several other Chamber Directors and members.*

*March 20 – Kate Roche and Alex Held attended the **A-SPAN** Coming Home Breakfast. Other Directors and members were also in attendance.*



Do you practice safe tax? If you don't, you should.

Let Jay help.



**JAY E. REINER**

CERTIFIED PUBLIC ACCOUNTANT

p 571 480 5460  
jay@mycpajay.com • mycpajay.com

1220 N Fillmore St • Ste 400 • Arlington, VA 22201

## NONPROFIT SPOTLIGHT

## Volunteering for OAR – A Life-Changing Experience

by Christine M. Searle, CIA, CRMA, Owner, Searle Business Solutions, LLC

Their website tells the story: **Offender Aid and Restoration (OAR)** changes the lives of more than 2,600 individuals a year who are returning to society post-incarceration or fulfilling court-assigned community service hours. **OAR** also changes the lives (aka “bottom lines”) of local organizations that get \$1.5 million-worth of client-provided community services they would otherwise pay for.

One story is missing from **OAR’s** website, though: how **OAR** changes the lives of its volunteers.

**OAR** changed the life of this volunteer starting about two years ago. At that time, things were pretty terrific for me already: rewarding job; professional achievements; strong relationships. But volunteering with **OAR** took all that to a new level. Facilitating the Employability Readiness program in the Arlington County Detention Facility and meeting inmates who are focused on their future thoroughly energized me, inspiring a new career launch and deeper community involvement.

How could I not be inspired by the **OAR** story? For 41 years, **OAR** has provided re-entry and pre-release services for incarcerated individuals in Northern Virginia who need help re-establishing themselves after their release. **OAR** advisors and clients work together on an individualized plan to address needs for housing, employment, food, medical care, and other basics. One-on-one counseling and group sessions are also available to help clients set a course for the future that prevents them from repeating the past.

**OAR’s** program for individuals with court-assigned community services hours matches the client’s need to perform the assignment by a certain deadline with the community-based organizations that have a need to complete a project or a task. Talk about a win-win proposition!

In addition to its other programs, **OAR** advocates for the civil and legal rights of incarcerated and formerly incarcerated individuals so they will be more fairly treated in employment, housing, and other basic aspects of being a member of society.

Making one mistake can result in being incarcerated or assigned community service hours. This can impact individuals and their families financially, emotionally, and physiologically. Since 1974, **OAR** has changed the lives of over 43,500 clients by supporting them through their transition back to society. During that time, more than 5,500 volunteer’s lives were also changed.

Learn more about **OAR’s** work in our community at <http://oaronline.org/>. Consider donating to **OAR** so they can continue to change lives. It could change your life, too.

## VOLUNTEER ARLINGTON DAY

### Support Local Nonprofits

Local volunteers from various businesses will lend a helping hand to area nonprofit organizations as part of Volunteer Arlington Day 2015 on Tuesday, April 21. Produced by the Arlington Chamber of Commerce’s Community Action Committee, this annual tradition pairs members of the business community with rewarding half-day service projects throughout Arlington County.

Are you looking for more opportunities to “do good” and get involved in the Arlington community? This event is a great way to meet new people and learn about Arlington nonprofits while helping organizations in need. Volunteer as an individual or a business.

Are you a nonprofit with volunteer projects that need to get done? Then make sure to register your organization as a project site for Volunteer Arlington Day 2015.

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Volunteers at Volunteer Arlington Day 2014

Sponsorships are still available. Contact Cassie Bate at [cbate@arlingtonchamber.org](mailto:cbate@arlingtonchamber.org) for more information.

Register yourself, your business or your organization for Volunteer Arlington Day online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call 703-525-2400.

11TH ANNUAL HOSPITALITY AWARDS

Celebrating Susperstars in Hospitality

More than 90 front-line workers within Arlington's hospitality industry were honored at the 11th Annual Hospitality Awards held at the **Crystal Gateway Marriott**. Nominees included a range of hospitality workers from all realms of the industry, from cleaning and maintenance staff to chefs and pantry, to servers and front desk personnel. Because of this distinction, the Chamber's Hospitality Awards are unlike any other annual Arlington awards ceremony. Hospitality Award winners are nominated for outstanding customer service, excellence in profession and continuously exceeding their job description. The ceremony also honors those who have served in the Arlington hospitality industry for 25 or more years through the Bob Klein Legendary Service Award.

During the awards presentation, incredible testimonials were given that represented the excellence and dedication of the award winners and their continuous efforts to go above and beyond their job requirements to provide superior customer service to their guests. One winner, **Jonathan Alderson** of the **Residence Inn Arlington Ballston**, met a recent guest and his two teenage sons after they moved into the hotel for 45 days after their house caught on fire. He arranged everything they needed and made their transition as easy as possible. He even completed all of the paperwork with the relocation company so the guests did not have to worry about the payment and billing of their room.

**Barbara Stella Jacobs** of the **Crystal City Marriott** is another example of someone who goes "above and beyond" to assist guests. When her hotel received a call from concerned parents after their daughter's flight had been cancelled and she was stuck in the airport with nowhere to stay, this nominee helped arrange accommodations for her and had her escorted to her room to stay the night. The parents were so glad to know that their young daughter was in good hands thanks to the initiative and kindness of **Ms. Jacobs**.

**Kenneth Little** of **Key Bridge Marriott** has worked in the front office, housekeeping, and food and beverage operations. He mentors new hires and goes the extra mile to make all of his team members feel like part of the family. He is one of the first to volunteer when a guest needs help, even coming in on his days off to help out the team. One night, when a guest spilled mustard on his tie before a big party, **Mr. Little** took off his own tie, ironed it, and gave it to the guest to wear. This kind of service is true hospitality.

Tourism and the hospitality industry are among the most important business sectors in our community, and those being honored are key in continuing the success of the industry. The Arlington Chamber of Commerce is proud to honor the "Superstars" of our important hospitality industry.

Hospitality Award Superstars

Hospitality Award winners are nominated for outstanding customer service, excellence in profession and continuously exceeding their job description. The Hospitality Award Superstars for 2015 are:

- |                                           |                              |                                 |                                |                        |
|-------------------------------------------|------------------------------|---------------------------------|--------------------------------|------------------------|
| <b>Mohamed Abdulkadir Williams Ackaah</b> | <b>Eddie Casteneda</b>       | <b>Felisha Glosson</b>          | <b>Jackie Loreto</b>           | <b>Jennifer Scott</b>  |
| <i>Ever Aguilar</i>                       | <i>Vieng Chanthachack</i>    | <b>Kenneth Glymph</b>           | <i>Thanh Ly</i>                | <b>Jenny Seo</b>       |
| <b>Jonathan Alderson</b>                  | <b>Jose Chavez</b>           | <b>Gerald Gminder</b>           | <b>Pablo Martinez</b>          | <b>Victor Shaw</b>     |
| <b>Samuel Alfaro</b>                      | <i>Thoeun Chay</i>           | <b>Benita Gonzales</b>          | <i>Nelis Mejia</i>             | <i>Joydene Smith</i>   |
| <b>Arquimedes Amaya</b>                   | <b>Richard Coles</b>         | <b>Cesar Gonzales</b>           | <b>Pedro Mendoza</b>           | <b>Brooke Tadesse</b>  |
| <b>Toniann Amodeo</b>                     | <b>Maritza Cordova</b>       | <b>Bruce Griffith</b>           | <i>Vino Mohan</i>              | <i>Hien Tho</i>        |
| <i>Fidel Andrades</i>                     | <i>Juana Cruz de Saravia</i> | <i>Teka Habtemariam</i>         | <b>Barbara Moore</b>           | <b>Andrea Urquidí</b>  |
| <b>Azeb Arega</b>                         | <b>Helina Degaga</b>         | <i>Claude Hawkins</i>           | <b>Jerome Moten</b>            | <i>Gloria Urrutia</i>  |
| <i>Isaac Armstead</i>                     | <b>Jose Delcid</b>           | <b>Joanne Hemsley</b>           | <b>Michael Natoli</b>          | <b>Ana Valdez</b>      |
| <b>Marietta Azero</b>                     | <b>Mohammad Doudzai</b>      | <b>Ada Hernandez</b>            | <b>Serki Narayo</b>            | <b>Blanca Vasquez</b>  |
| <b>Tariku Bayou</b>                       | <b>Antonio Doy</b>           | <b>Belter Hernandez Escobar</b> | <b>Esther Portillo</b>         | <b>Oscar Vigil</b>     |
| <i>Gardenia Benjamin</i>                  | <i>Sheila Ennison</i>        | <b>Frederico Hernandez</b>      | <b>Muhammad Qayyum</b>         | <i>Hanh Vu</i>         |
| <b>Yodit Berhe</b>                        | <b>Omar Etemadi</b>          | <b>Marta Hernandez</b>          | <b>Luz Elena Ramirez</b>       | <b>Kyle Warren</b>     |
| <b>Mario Bernero</b>                      | <b>Rashid Farah</b>          | <b>Barbara Stella Jacobs</b>    | <b>Dawn Kathryn Reyes</b>      | <b>Tyler Whitman</b>   |
| <b>Jorge Blanco</b>                       | <b>Ehsanullah Fnu</b>        | <b>Andrew Laverdiere</b>        | <b>Isabel Reyes</b>            | <b>Tirhas Yohannes</b> |
| <b>Tigist Bulto</b>                       | <b>Mary Ford</b>             | <b>Kenneth Little</b>           | <b>Lucio Rodriguez</b>         | <b>Maria Zavala</b>    |
| <b>Madeliza Carrasquillo</b>              | <b>Ghennet Gabremedhin</b>   | <b>Percy Lo</b>                 | <b>Blanca Rodriguez-Acosta</b> | <b>Xiao Zou</b>        |
| <i>Fidel Castellanos</i>                  | <b>Sylvia Gabutin</b>        | <b>Juan Lopez</b>               | <b>Alex Rose</b>               |                        |
|                                           | <b>Ermias Geberwold</b>      | <b>Ofelia Lopez</b>             | <b>Ahmed Sarsour</b>           |                        |



Kevin Shooshan, Barbara Stella Jacobs, Dori Familiant

\*Italics Denote Legendary Service Award Recipient

## 2015 Bob Klein Legendary Service Award Winners

Of all of the awards, some of the most inspiring are those for legendary service of 25 or more years. The award was renamed The Bob Klein Legendary Service Award several years ago in honor of the late General Manager of the **Holiday Inn National Airport** who was instrumental in creating the Hospitality Awards program and its success for the first five years. The stories told of the Legendary Service Award Winners were some of the most inspiring.

**Pedro Mendoza** of the **Hyatt Regency Crystal City** has been a key component of his hotel's day to day housekeeping operation for over 25 years. His consistency and accuracy on the job have earned him the respect of his coworkers and the appreciation of hotel guests. His dedication shone through last year during one of the snow storms; when public transportation was down because of the poor road conditions, he walked over 5 miles to work to ensure he would not miss a day.

**Joydene Smith** of the **Crystal City and Crystal Gateway Marriott hotels** has worn many hats in her 42 years of service in her hotel's housekeeping and laundry departments. She has served as acting supervisor when necessary and is never afraid to take the lead when her team needs to get a tough job done. She gives her all every day to make sure the laundry department is operating at top efficiency. Her exceptional commitment to her work and the well being of her team has earned her great respect and admiration.

The following are this year's Legendary Service Award Winners listed with their years of service:

- Pedro Mendoza, Hyatt Regency Crystal City, 25+ years**
- Fidel Castellanos, Ritz-Carlton Pentagon City, 25+ years**
- Fidel Andrades, The DoubleTree Hotel Washington DC-Crystal City, 25+ years**
- Blanca Rodriquez-Acosta, Key Bridge Marriott, 25+ years**
- Barbara Moore, Holiday Inn Arlington at Ballston, 27 years**
- Vino Mohan, Holiday Inn Rosslyn, 27+ years**
- Ever Aguilar, Holiday Inn Arlington at Ballston, 27+ years**
- Thanh Ly, Crystal Gateway Marriott, 28 years**
- Jennifer Scott, Hyatt Regency Crystal City, 28+ years**
- Juana Cruz de Saravia, Westin Crystal City, 29+ years**
- Hanh Vu, Hyatt Regency Crystal City, 30 years**
- Hien Tho, Key Bridge Marriot, 30+ years**
- Teka Habtemariam, Crystal City and Crystal Gateway Marriott hotels, 30+ years**
- Joanne Hemsley, Americana Hotel, 30+ years**
- Gardenia Benjamin, Americana Hotel, 30+ years**
- Theoun Chay, Hyatt Regency Crystal City, 31 years**
- Blanca Vasquez, Crystal City and Crystal Gateway Marriott hotels, 31 years**
- Isaac Armstead, Crystal Gateway Marriott, 33 years**
- Claude Hawkins, Crystal Gateway Marriott, 33+ years**
- Maria Zavala, Americana Hotel, 34 years**
- Juan Lopez, Americana Hotel, 34 years**
- Gerald "Jerry" Gminder, Crystal City Marriott, 35+ years**
- Vieng Chanthachack, Crystal City and Crystal Gateway Marriott hotels, 35 years**
- Sheila Ennison, Crystal City and Crystal Gateway Marriott hotels, 35 years**
- Gloria Urrutia, Crystal City and Crystal Gateway Marriot hotels, 41 years**
- Joydene Smith, Crystal City and Crystal Gateway Marriot hotels, 42 years**



Pedro Mendoza accepts his award from Chris Rainse while Kevin Shooshan and Dori Familiant look on.



Kevin Shooshan, Joydene Smith, Dori Familiant

### Special Thanks to Our Hospitality Award Sponsors

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Key Bridge Marriott**

**Renaissance/Residence Inn - Arlington  
Capital View  
Residence Inn Arlington Ballston  
The Ritz-Carlton, Pentagon City  
Sheraton Pentagon City  
The Westin Crystal City**

## ARLINGTON ECONOMIC DEVELOPMENT

## Arlington to License ConnectArlington in Commercial Corridors

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

Arlington is one step closer to creating a technology infrastructure that is unparalleled in the region. Guided by a new policy statement, license agreement and rate structure adopted by the County Board, Arlington is moving forward with the new phase of its ConnectArlington program with the goal of it being a primary economic development tool for the County.

The policy adopted allows for the County to own and maintain 10-miles of ConnectArlington's dedicated dark fiber – the so-called “middle mile” - and will license its use to interested parties, who will be responsible for connecting the fiber to offices, businesses, and apartments in Arlington. Interested businesses will work directly with licensees to connect to the high-speed fiber. The route traverses the Rosslyn-Ballston corridor, Glebe Road, Columbia Pike and Crystal City. A key requirement of the policy is that the “middle mile” must connect to businesses located in Arlington.

“This is an exciting step forward in Arlington’s plan to be a technological hub in our region,” said Arlington County Board Chair Mary Hynes. “Arlington’s strategic investments are building a technology infrastructure second to none, that will help us attract the businesses of the 21st century. Just as Arlington had the foresight to insist that Metro be built under the heart of our commercial corridors, it had the foresight, when building ConnectArlington, to build in additional capacity to meet future needs – for our businesses and County government.”

Dark fiber has the capacity to offer the highest levels of speed, redundancy, security and affordability for the overall telecommunications infrastructure in the County’s commercial corridors. Based on market research, the presence of this tool at an affordable rate is expected to enhance Arlington’s desirability as a location for the most technologically advanced businesses and entrepreneurs. As the number of businesses expand, the County’s investment in ConnectArlington is expected to lead to additional tax revenues from businesses that choose to locate or remain in Arlington because of this infrastructure.

The County has begun installation of the 864 strands of dark fiber for ConnectArlington and work is expected to be completed by autumn 2015.



## OPPORTUNITY WORKS CORNER

## ENERGY OF EXCELLENCE

Make the FIVE STAR connection.

The Opportunity Works 2015 Campaign has officially begun as campaign volunteers follow the campaign's theme *ENERGY OF EXCELLENCE* which incorporates our Grand sponsor, **CroppMetcalf Services**, and also recognizes volunteers contributing their time and energy in helping to grow the Chamber.

Volunteers celebrated the campaign kickoff at **Fire Works** on March 3, with networking, delicious food and specialty drinks. Since then, they have been working hard to reach the Chamber's goal of raising \$252,015 by June 30. Our volunteers are off to a great start, having reached the \$124,172 mark by March 25!

This is thanks in large part to campaign co-chairs **Barbara Nicastro** of the **Law Offices of Barbara E. Nicastro** and **Joe Prentice** of the **State Department Federal Credit Union**. Throughout their seven years as co-chairs for the campaign, **Nicastro** and **Prentice** have developed a sense of fellowship with the other volunteers who have taken active roles in the campaign. With a dedicated team under their leadership, this year promises to continue with great success and many fun times along the way.

opportunityworks



Prohibition themed decorations at Fire Works kickoff event.



Jon Hoffmeyer (Fire Works) with Campaign Co-Chairs Barbara Nicastro, and Joe Prentice.

## Words That Move Audiences

During the February Small Business Roundtable, **Jeffrey Porro**, PhD, Speechwriter and Principal of **Porro Associates**, shared his unique speechwriting tips and attendees enjoyed a presentation on how to engage their audience through speeches.

**Jeff** kicked off the presentation by telling attendees to ask themselves one important question during the speechwriting process - who cares? Speechwriting is a great way to gain new clients, be seen as an expert in your field, and establish a reputation, but you always need to make sure your audience cares about what you're saying.

### Research

A great speech starts with research long before you present. Research helps to ensure that your presentation is powerful. The acronym EATS is a helpful way to remember the most important things to research before your speechwriting process begins.

**E - Event** - Where are you on the program? Who else is speaking?

**A - Audience** - Appeal to what your listener knows and understands. When you start speaking, your audience will ask themselves, "Does he/she have anything to say that relates to me? Do I want to listen to them for the next 20-25 minutes?" You don't want the audience to tune you out.

**T - Theme** - Match your speech to the topic of the event.

**S - Speaker** - Be sure your speech is aligned with who you are and what you're comfortable with. Don't force it.

### When You're Writing

- Make it personal. Show the audience who you are and give them something to connect with. When you make it personal, it will engage you (or your speaker if you're writing for someone else). For example, if you are speaking at a convention in Pittsburgh, do you have any personal connections to Pittsburgh that you could share with the audience? By getting personal, you can connect to the audience and your listeners will identify with you and pay more attention.
- Use stories, not statistics. Putting too many statistics in a speech makes it boring. Talk about the impact of a statistic instead of just reading off the statistic; for example, you can talk about the impact of energy savings on the life of a family.
- Repeat yourself repeatedly. Repetition can be a powerful rhetorical device. Use the "rule of three" and repeat yourself three times for emphasis. Always remember that there's a difference between writing for the eye and writing for the ear.
- Conflict can be a good thing. Draw contrasts between opposing points of view, describe how your company is struggling with another, how your division is helping your company overcome challenges, or find other ways to get conflict into your speech. It will add drama and keep your audience tuned in.



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The Small Business Roundtable is an open forum discussion of 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.

### REGISTER NOW:

APRIL SMALL BUSINESS ROUNDTABLE

29 WEDNESDAY

11:45 a.m. - 1:00 p.m.

Chamber Board Room

Topic: Marketing and branding on shoe string budget with **Martiza Lizama** of **LiMon, LLC**

### SOCIAL MEDIA

Connect with the Chamber on all of our social media outlets!



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**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.

### THANK YOU!

- **Bank of Georgetown** for hosting the March Business After Business.
- **Capriotti's and Taylor Gourmet** for donating door prizes for the March Business After Business.
- **Linden Resources** for hosting the March Board of Directors meeting.
- **Arlington County Treasurer Carla de la Pava** for donating to the Arlington Business Gala Silent Auction.

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