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ANNUAL MEETING PREVIEW

The 91st Annual Meeting

The Chamber is pleased to announce Anesh Chopra, Co-Founder and Executive Vice President of Hunch Analytics and former Chief Technology Officer of the United States, as the Keynote Speaker for the 91st Annual Meeting. The Annual Meeting is a key event for the Arlington business community and celebrates the Chamber's accomplishments of 2015 while looking ahead to what's to come in 2016.

In addition to the keynote speaker, the luncheon will feature the introduction of the 2016 Directors and Officers as well as the presentation of the prestigious Chair's Award, presented to **Leadership Center for Excellence** (powered by **Leadership Arlington**), the President's Award, presented to **David Kinney of Kinco, LC**, and the Committee of the Year Award, presented to the Membership Engagement Committee.

With over 250 anticipated attendees, the Chamber's Annual Meeting is a can't miss event for Arlington business and community leaders and is a great opportunity to network and build relationships with many different Arlington businesses. Registration starts at \$55 for members and \$70 for non-members and includes parking, program, and lunch.

Registration deadline is December 4. Sponsorship deadline is December 2. For registration questions, call Member Services Administrator Hannah Dannenfeler at 703-525-2400.

ARLINGTON BUSINESS GALA PREVIEW

Mark Your Calendar for Arlington's Best Night Out

Put on your dancing shoes and prepare for an evening of mixing & mingling with your friends and fellow business leaders at the 92nd Annual Arlington Business Gala on Saturday, January 30, 2016 at **The Ritz-Carlton, Pentagon City**. This event is a celebration of businesses in Arlington, and serves as the Chamber's largest fundraiser.

Join the Chamber as we celebrate the new year with a delicious three-course dinner, music, dancing, open bar, and more. In addition to enjoying food, drink, and music, attendees will have the opportunity to bid on outstanding auction items perfect for kicking off 2016.

Don't miss your chance to enjoy an evening with Arlington's movers and shakers. Early Bird registration closes December 18th so secure your discounted ticket today! Early Bird tickets are \$195 and include delicious three-course dinner, music, dancing, open bar, valet parking during the event, and more.

Sponsorships are available starting at \$550. For questions and further information, contact Cassie Bate at 703-525-2400 or cbate@arlingtonchamber.org.

Registration and sponsorship deadline is January 22. For registration questions, call Member Services Administrator Hannah Dannenfeler at 703-525-2400.



SPECIAL THANK YOU TO

GRAND SPONSOR



SAVE THE DATE

BREAKFAST CONNECTION

DECEMBER 10

7:30 a.m. - 9:00 a.m.
Holiday Inn Rosslyn

BUSINESS AFTER BUSINESS

DECEMBER 16

5:00 p.m. - 7:00 p.m.
Eastern Foundry

THE CHAMBER

EXECUTIVE COMMITTEE

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 Todd Yeatts, Chair-elect
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 David DeCamp, Past Chair
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 David Isaacson, TMI Foundation
 Deborah Johnson, Dominion
 David Kinney, Kinco, LC
 Tina Leone, Ballston Business Improvement District
 Deborah Lipman, Metropolitan Washington Airports Authority
 Michael Malone, Virginia Hospital Center
 Greg Mullan, George Mason Mortgage, LLC
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 Barbara Nicastro, The Law Offices of Barbara E. Nicastro
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Kate Roche, President & CEO
 Cassie Bate, Events & Development Director
 Mike Rosenow, Membership Director
 Meredith Smith, Communications Manager
 Alex Held, Membership Engagement Manager
 Hannah Dannenfelser, Member Services Administrator
 Victoria Klisch, Events Associate

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

DECEMBER AT THE CHAMBER

GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE OPEN MEETING	2 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
HOLIDAY CHEER ON TAP CO-HOSTED BY BALLSTON BID	2 WEDNESDAY 5:00 p.m. - 7:00 p.m. SER Restaurant
SMART START	3 THURSDAY 4:00 p.m. - 5:15 p.m. Chamber Board Room
GREEN BUSINESS COMMITTEE MEETING	4 FRIDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
AMBASSADOR COMMITTEE MEETING	7 MONDAY 4:15 p.m. - 5:15 p.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING	8 TUESDAY 8:00 a.m. - 9:00 a.m. Northside Social
EXECUTIVE COMMITTEE MEETING	9 WEDNESDAY 8:00 a.m. - 9:30 a.m. Chamber Board Room
BREAKFAST CONNECTION	10 THURSDAY 7:30 a.m. - 9:00 a.m. Holiday Inn Rosslyn
ORGANIZATIONAL BOARD MEETING	11 FRIDAY 10:30 a.m. - 11:30 a.m. Sheraton Pentagon City
ANNUAL MEETING	11 FRIDAY 11:30 a.m. - 2:00 p.m. Sheraton Pentagon City
GOVERNMENT AFFAIRS/ECONOMIC DEV. COMMITTEE CLOSED SESSION	16 WEDNESDAY 9:00 a.m. - 10:00 a.m. Chamber Board Room
BUSINESS AFTER BUSINESS	16 WEDNESDAY 5:00 p.m. - 7:00 p.m. Eastern Foundry
BOARD OF DIRECTORS MEETING	17 THURSDAY 11:45 a.m. - 2:00 p.m. Key Bridge Marriott

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

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.

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.

3 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
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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.

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

GRAND SPONSOR

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 America's Most Convenient Bank[®]

BUSINESS AFTER BUSINESS

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

16 WEDNESDAY
5:00 p.m. - 7:00 p.m.
Eastern Foundry
2011 Crystal Drive Suite 400
Arlington, VA 22202

EASTERNFOUNDRY



Thank you to **Cosj, Inc.** for donating breakfast for a recent Young Entrepreneurs Academy (YEA!) morning class. We appreciate your support!

Ballston Quarter approved, but does this mean more for Arlington?

In June, I wrote a message focused on the site plan approval process for the current **Ballston Common Mall**, a \$300MM+ redevelopment which will ultimately bring us the much anticipated **Ballston Quarter**. **Ballston Quarter** will feature 621,000 square feet of total retail space and a new 406 unit residential tower located at the corner of N. Randolph Street and Wilson Blvd., a true game-changer for Arlington County. On Tuesday, November 17th, the Arlington County Board took the first step in approving this grand redevelopment for Arlington County via a 5-0 vote.



Kevin Shooshan

In this new era of real estate with companies far more focused on the lifestyle and efficiency of their employees, as well as superior recruitment and retention, a newly renovated **Ballston** certainly adds to the already attractive market that Arlington County has created. Not to mention the sales tax that Arlington will retain within its own County, rather than allowing those who have chosen to live in this great community to drive out to Fairfax County for their binge shopping days.

But what I'm more enthusiastic about is not the new **Ballston Quarter** development itself, but how Arlington's leadership worked with **Forest City** to make this deal happen. Using various financial tools at their disposal, including a combination of (1) Direct Public Funding, mainly for parking garage and transportation improvements and (2) Community Development Authority Bonds, using tax incremental financing (TIF's) to pay back the debt service as **Ballston Quarter** evolves into a fully occupied, sales tax generating, rent paying, real estate tax generating asset. This is a very creative approach by the Arlington County Board, and I commend them for finding a way to get this deal done. And let's not forget how lucky Arlington is to have a landlord like **Forest City**, who sees this opportunity and is willing to invest almost \$300MM themselves, while taking on the full risk. **Forest City** has done this successfully all over the country, from Las Vegas to Richmond to Florida, and needless to say, Arlington picked a more than competent partner for this ambitious undertaking.

Was this a minor stray from the old Arlington way, or a shift in the future way of thinking by our leaders? Only time will tell, but you have to be encouraged by the new efforts of **Victor Hoskins** and his staff at **Arlington Economic Development**, recently hiring five new positions mainly focused on business development. I'm inspired by **Victor's** energy and outside-the-box thinking, as we're no longer searching the Metropolitan areas for new tenants, we're searching the world.

Current Chair Mary Hynes led a "Business Brain Trust" effort in 2015, providing a series of meetings for various business leaders in Arlington County to share their gripes with the County process, while also sharing new ideas they may have learned from other jurisdictions.

This recent deal between **Forest City** and Arlington County shows a new way of thinking, and I hope that trickles down to all levels of the county. This is a display of the County showing faith in the private sector, working together in order to get something done, and this all starts with creating a level of trust.

"If you are always trying to be normal you will never know how amazing you can be." - Maya Angelou

Kevin Shooshan
The Shooshan Company



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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.



OCTOBER MILESTONE ANNIVERSARIES

CONGRATULATIONS!

■ THIRTY-FIVE YEARS

ANIMAL WELFARE LEAGUE OF ARLINGTON

■ THIRTY YEARS

CLARENDON SQUARE, LTD.

■ FIVE YEARS

CENTRAL MICHIGAN UNIVERSITY IN METRO DC & ONLINE
JAY E. REINER CPA, PLLC

WELCOME NEW MEMBERS

■ BUSINESS SERVICES

ULTIMATE STAFFING SERVICES

Jennifer Ford
2500 Wilson Blvd.
Suite 250
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Phone: (703) 312-9091
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Aspire! Afterschool expands learning opportunities that help young people fulfill their potential through afterschool and summer learning programs that support and connect families, schools, and communities.

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Open Blooms is a family owned and operated company serving the DMV area. Open Blooms' owners, creators and designers have more than 50 years of combined experience in the floral industry.

MEMBERS IN THE NEWS

■ A-SPAN

A-SPAN President/CEO Kathy Sibert Receives Excel Leadership Award

A-SPAN announced that President/CEO **Kathy Sibert** is a 2015 Excel Award recipient for excellence in nonprofit leadership. This prestigious award recognizes the achievements of outstanding nonprofit leaders in the Washington, DC metropolitan region and was bestowed by the Center for Nonprofit Advancement at its October 21 Annual Meeting at the **Key Bridge Marriott**. **Kathy** was chosen for her innovation, motivation, community building, inclusiveness and ethical integrity within the community.

In accepting the award, **Kathy** said "I am so honored to be recognized by my colleagues within the nonprofit community and thank my **A-SPAN** family and friends for their ongoing support".



■ THE BORELAND GROUP, INC.

Boreland Group CEO speaks at American University

Jennefer Witter, CEO/Founder of **The Boreland Group Inc.**, a boutique public relations agency specializing in corporate visibility, spoke to graduate and undergraduate students at the School of International Service and School of Communication at American University on "The Entrepreneur's Journey" and public relations. Jennefer addressed the business of public relations, the rewards, and challenges of being a small business owner, and how the field has changed since she first started in the early 1980s. **Jennefer** is a frequent speaker at academic, business, women's forums, and industry groups on business and public relations topics, including social media, media relations, personal branding, and networking.

■ SUSHI-ZEN JAPANESE RESTAURANT

Sushi-Zen Japanese Restaurant Celebrates 18th Year by Paying it Forward

Sushi-Zen Japanese Restaurant is celebrating its 18th year in business by holding more than 18 fundraisers for local Arlington nonprofit organizations, schools, and other educational programs.

"**Sushi-Zen** is a family owned independent restaurant," said **Rosie Gordon**, co-owner of **Sushi-Zen**. "We are still here in Arlington because of the generosity and support of the Arlington Community. We want to say "thank you" by supporting those Arlington organizations that are giving so much to so many."

■ RED TOP CAB OF ARLINGTON

Taxi Company Owner Given Major Transportation Award

Neal C. Nichols, the owner of one of Northern Virginia's most recognizable companies, **Red Top Cab of Arlington**, was honored with a Lifetime Achievement Award from the Taxicab, Limousine & Paratransit Association (TLPA), the highest honor from one of the world's oldest and largest transportation trade groups.

"**Neal** has built a fantastic brand, and has shown unwavering commitment to excellence in our industry," said Alfred LaGasse, CEO of the TLPA. "He's also a major force behind so many things that make a difference in people's lives, from helping people with disabilities to curbing drunk driving."

A community leader outside of his business, **Nichols** is a long-time supporter of SoberRide, a program that provides free, safe transportation during holidays. He was inducted into the Arlington Chamber of Commerce's "Best Business Hall of Fame" in 2011, and Washingtonian magazine readers named Red Top Cab the "Best Taxi Service" in the DC metro area.

MEMBERS IN THE NEWS

VIRGINIA CENTER FOR ORTHODONTICS & ARLINGTON SOCCER ASSOCIATION

Virginia Center for Orthodontics Awards Two Soccer Scholarships

Arlington Soccer Association (ASA) player Douglas Murcia was honored on Nov. 4 for receiving a generous \$800 needs-based scholarship from **Virginia Center for Orthodontics**.

“Being able to meet with Douglas, his family and his team was very special,” **Dr. Crissy Markova** said. “Commitment is a key attribute for anyone focused on achieving a goal, and Douglas is an excellent example of someone committed to achieving his goal and supporting his team.”

Dr. Markova awarded two **ASA** scholarships this year – an \$800 needs-based scholarship and a \$300 scholarship. **Dr. Markova** said she created the scholarships to reward players who are a great example of commitment in the Arlington soccer community. As part of the application process, players must say how their commitment to playing travel soccer now will benefit them later in life.



Douglas Murcia with his Arlington Soccer Association team

ARLINGTON COMMUNITY FOUNDATION

Arlington Community Foundation Hosts Record Breaking Golf and Tennis Tournaments

On Tuesday, October 6th the **Arlington Community Foundation** held its 19th Annual Community Cup Golf Classic and the 3rd Annual Long & Foster Tennis Open at the **Washington Golf and Country Club**. The golf tournament broke records with 80 players comprised of business, civic, and community leaders joining forces to raise over to \$77,000 to support the **Foundation**. Not to be outdone, the tennis committee raised a record breaking \$33,000 to benefit the **Arlington Community Foundation**. This year's goals were exceeded in large part thanks to a \$10,000 matching gift from Mr. Boomer Foster of Long & Foster. The tournaments were the most successful to date.

“The Community Cup Golf Classic and the Tennis Open have become fun and important events for the **Foundation** and well known in the community,” said Executive Director **Wanda Pierce**. “Thanks to the generosity of the many people who donated their time and resources to make these events such a success, we can continue to make a significant difference in Arlington through our grant and scholarship programs and the management of charitable funds.”

THE CHAMBER BLOG

Sponsor the Chamber Blog Today!

Are you interested in showcasing your business on one of the Chamber's most viewed webpages? Sponsor the blog today! For only **\$1,000** a year, your company logo will be featured on the blog homepage, as well as a special thank you to our sponsor in the e-news every week, and be seen every time a new blog is posted.

The Chamber blog is a source for Arlington business community news, serving as a resource for business professionals in the community to stay informed about economic development, the Chamber, industry-specific business topics, and other business-related news. The blog also adds a benefit to our members - the opportunity to contribute - and your sponsorship keeps the blog going.

For more information on sponsoring the blog or advertising with the Chamber in other ways, please contact Communications Manager Meredith Smith at 703-525-2400 or msmith@arlingtonchamber.org.



WELCOME NEW MEMBERS

HEALTHCARE SERVICES

FULL MOTION LIFE AND SPORT

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Phone: (703) 861-9310
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Technology today provides great solutions to all businesses, but it can be confusing to find the right solution. H&P Consulting can help you find the best solution for your business.

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4 Point Street
Columbia Falls, ME 04623
Phone: (207) 470-0967
E Mail: info@wreathscrossamerica.org
Web Address: www.wreathscrossamerica.org
Sponsor: Staff
501(c)(3) non-profit organization. Wreaths Across America coordinates wreath laying ceremonies in December at Arlington, veterans' cemeteries and other locations in all 50 states and beyond.

WELCOME NEW MEMBERS

■ REAL ESTATE - FINANCIAL SERVICES

FREEDOM DEVELOPMENT LLC
 Colin Hart
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 Freedom Development provides equity capital to acquire commercial multi-family properties in the Washington DC and Northern VA area.

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 Allied is a single source provider of Internet, Data, VOIP and network engineering services to companies across the DC Metro and MidAtlantic regions.

CHAMBER OFFICE CLOSED

■ HAPPY HOLIDAYS

Best Holiday Wishes



The staff at the Arlington Chamber of Commerce would like to wish you and your family a joyous holiday season. May it be filled with good spirits, warm hearts, and plenty of time spent with loved ones.

Please note: The Chamber office will be closed from Tuesday, December 24 through Wednesday, January 1 for the holiday season.

CHAMBER SCENE

■ THE CHAMBER SCENE OCTOBER - NOVEMBER

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.

October 28 - Kate Roche attended the 1776 Crystal City Grand Opening.

October 29 - Kate Roche attended Northern Virginia Veterans Transition Assistance Steering Committee Local Planning Council.

October 30 - Kate Roche and Alex Held attended **Leadership Arlington** Homecoming and LEAD Talks.

November 4 - Hannah Dannenfelser attended the Brown & Brown Distinguished Speaker Series featuring Dr. Jack London, hosted by **George Mason University**.

November 5 - Cassie Bate and Meredith Smith attended the **Washington Business Journal** On the Road: Arlington County panel. The Chamber and **Arlington Economic Development** were promotional partners for the event, and **Arlington Transportation Partners** was one of the sponsors.

November 5 - Alex Held attended **Smith | Schnider's** Grand Opening.

November 7 - Kate Roche attended Pawcasso hosted by **Animal Welfare League of Arlington** and **Homeward Trails**.

November 12 - Kate Roche attended **Arlington Community Foundation's** 2015 Spirit of Community Luncheon.

November 12 - Kate Roche, Mike Rosenow, and Cassie Bate attended Arlington Premiere, co-hosted by the Chamber, **Arlington Economic Development**, **Crystal City Improvement District**, **Ballston Business Improvement District** and the **Rosslyn Business Improvement District**.

November 12 - Alex Held and Kate Roche attended **EdBacker's** Grand Opening Ceremony. Kate gave remarks at the ceremony and participated in the ribbon cutting.

November 19 - Kate Roche attended **Encore Learning** Community Advisory Council Meeting.

November 20 - Kate Roche attended the Business Brain Trust Breakfast. Kate spoke on behalf of the Chamber and the Business Brain Trust. Several Chamber Directors and members were also in attendance at the event and participated in the Brain Trust.



Kate Roche assists with EdBacker's Ribbon Cutting Ceremony.

DECEMBER 2 5:00 PM - 7:00 PM

@ SER
 1110 North Glebe Road
 Arlington, VA 22201

Celebrate the holidays with your colleagues, friends and neighbors!
 Drinks and appetizers included in registration.

Co-hosted by **The Chamber** (Arlington Chamber of Commerce) and **Ballston**

Enjoy Convenience and Savings with a 2016 Networking Passport

Gear up for the new year by pre-registering for some of the Chamber's 2016 networking events. With a Networking Passport, there is no worry about registering on a per-event basis. In addition, you'll save money for registering early! If for some reason you are unable to attend an event, your registration will not go to waste. A co-worker may attend on your behalf by letting our Member Services Administrator, Hannah Dannenfesler, know prior to the event. Passport options include:

- **Premium Passport - \$215** (\$340 Value)

Secure your attendance to four Chamber premier annual events: Includes the Valor Awards in April, Best Business Awards in May, State of the County in June, and Annual Meeting in December. Includes a hanging name badge with recognition as a Passport Holder plus six months of an expanded business directory listing on the Chamber website.

- **Business After Business Passport - \$275** (\$300 value)

Pay for 11 Business After Business events at \$25 each and receive the 12th month free. Includes hanging name badge with recognition as a Passport Holder.

- **Breakfast Connection Passport - \$282** (\$307 value)

Pay for 10 Breakfast Connection events at \$25 each and one event at \$32 (combined with the Alexandria Chamber, hosted in Alexandria) and receive the 12th month free. Includes a hanging name badge with recognition as a passport holder as well as front page recognition in event program.

- **Combined Passport - \$557** (\$607 value)

Pay for 11 Business After Business events at \$25 each, 10 Breakfast Connection events at \$25 each and one month at \$32 (combined with the Alexandria Chamber of Commerce, hosted in Alexandria) and receive the 12th month free.



To secure a passport, fill out the information below, cut out this page and return to the Chamber by faxing to 703-522-5273 or mailing to 2009 14th Street, Suite 100, Arlington, VA 22201.

► For more information or questions, contact Hannah Dannenfesler at 703-525-2400 or chamber@arlingtonchamber.org.



2016 Networking Passport Order Form

Once you've completed the form, cut along the dotted line to remove from the newsletter. Then mail the form and payment to Arlington Chamber of Commerce, 2009 14th Street, North, Suite 100, Arlington, VA 22201 or email to chamber@arlingtonchamber.org.

Name: _____ Business Name: _____

Email (for event reminders): _____

Passport Type: _____ Amount: \$ _____

Payment (Circle One):

Check Credit Card

Make checks payable to **Arlington Chamber of Commerce**. Visa, MasterCard, American Express and Discover accepted. Please be sure to include your check in the mailing envelope if that is your chosen payment method.

Credit Card Payment:

Card Number: _____ Exp. Date: _____ Security Code: _____ Billing Zip: _____

Signature _____ Date: _____

BUSINESS ADVOCACY

■ **BUSINESS ADVOCACY UPDATE**

Transform66: Inside the Beltway and Ballston Quarter Update

In October, the Chamber sent a letter to the Virginia Secretary of Transportation and the Commonwealth Transportation Board, expressing general support for the Transform66: Inside the Beltway plan to reduce the traffic congestion inside the Capital Beltway. The Chamber strongly supports the development and maintenance of a safe and cost-effective multi-modal transportation network. The Chamber also supports the decision to explore alternate means of reducing congestion of Interstate 66 before widening. That letter can be found on the Chamber website.



At their meeting on November 17, the Arlington County Board unanimously approved three site plan amendments and a Letter of Intent (LOI) to pursue a financial partnership with **Forest City**. These plans will transform **Ballston Mall** into the more dynamic, accessible **Ballston Quarter** which will feature retail shops facing the street, and a new, mixed-use residential building. This is a very important development for the Arlington community and something that we have fully supported throughout the process. 2015 Chair **Kevin Shooshan** and President & CEO Kate Roche both testified in support of the project at the meeting on behalf of the Chamber. More information on the Ballston decision can be found on the County website.

Other Business Advocacy updates include:

- October 26 - Kate Roche attended the Northern Virginia Transportation Commission meeting.
- November 10 - Cassie Bate attended the Economic Development Commission meeting.
- November 12 - Business Advocacy Vice Chair **David Kinney** attended the County Board Meeting on General Assembly Positions.

In November, the Government Affairs & Economic Development Committee had two well-attended meetings. The first meeting featured Tracy Baynard from McGuireWoods Consulting LLC speaking about GoVirginia. The second meeting of the month featured **Delegate Patrick Hope** and **Senator Janet Howell** of the Arlington Delegation to the General Assembly. Committee members enjoyed learning about their plans for the upcoming session.

Members can be involved in shaping policy positions through the Chamber's Government Affairs & Economic Development Committee. The Government Affairs & Economic Development Committee typically meets on the first and third Wednesdays of the month at 9:00 a.m. in the Chamber Board Room. To be added to the committee distribution list, please email chamber@arlingtonchamber.org.

FIRE & WATER DAMAGE

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■ HOLIDAY GIVING

Annual Photos with Santa - Ballston Common Mall

By Chris Economou, Communications Vice President, Arlington Jaycees

The Annual Ballston Photos with Santa kicks off on Friday, November 27th, through Thursday, December 24th. This charitable event is organized by the **Arlington Jaycees** and Civitans organizations, but volunteers from the community are always welcome! All proceeds for the photos are used to support Camp Virginia Jaycee.



Founded in 1969, Camp Virginia Jaycee is a Summer Camp for children and adults with intellectual and developmental disabilities. The Camp was the first of its kind in the country and now serves over 300 children each summer! "Camp Virginia Jaycee perfectly represents the **Jaycees** credo, 'service to humanity is the best work of life,' said **Arlington Jaycees** President **Diego Soto**." Last year, Photos with Santa raised over \$10,000 for camp. We invite you to join us in having your photos taken at the Ballston Mall in order to support this great cause.

One of the highlights of this season's photos will be "Pet Photos with Santa," where participants are encouraged to bring in their pet dog, cat, etc. A portion of these proceeds will benefit the **Animal Welfare League of Arlington**. For a schedule of the hours for these events, please visit the **Ballston Common Mall** website at <http://www.ballston-common.com/>.

The **Arlington Jaycees** is a leadership-training and community service organization for people between the ages of 18 to 40. We've been serving the Arlington Community since 1948. For more information on the **Jaycees** and how to get involved, please visit our meetup page at <http://www.meetup.com/ArlingtonJaycees/>. More information on Camp Virginia Jaycee can be found at www.campvajc.org. Volunteers are always welcome for Photos with Santa. If you're interested, please contact president@varlingtonjaycees.org.



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ARLINGTON ECONOMIC DEVELOPMENT

Ballston Quarter Redevelopment Approved by Arlington County Board

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

Ballston Common Mall is one step closer to a complete makeover designed to update the shopping complex and reinvent Ballston as a community. **Forest City Enterprises'** plan for a \$317 million redevelopment of the mall into **Ballston Quarter**, as well as the plan to enter into a public-private partnership for the project, both received County Board approval.

"The new **Ballston Quarter** will reinvigorate shopping, dining, entertainment and living in the heart of one of our outstanding urban villages," said Arlington County Board Chair Mary Hynes. "This will benefit both the immediate neighborhood and the entire County for years to come -- warranting a public-private partnership to get it done."

The Board approved three site plans, including one to replace the Macy's furniture store with a 22-story residential building. The Board also improved a Letter of Intent for the public-private partnership, citing the broad placemaking and fiscal benefits the redevelopment will have on Ballston, and the fact that the public investments will be paid back by incremental tax dollars that would not exist but for the partnership in approving the financial partnership with **Forest City**.

Arlington County plans to invest about \$55.5 million in the project -- about 17.5% of the total estimated cost. \$10 million will be direct funding, and the rest will be through a Community Development Authority bond that will be paid back through a share of future incremental property, sales and uses and meals taxes anticipated as a result of the redevelopment. The County's investments will be used to improve the mall's public garage and public infrastructure such as street work on Wilson Boulevard, a new pedestrian bridge across Wilson Boulevard, and streetscapes. It also will fund publicly accessible improvements such as a new plaza and mews that will run behind the street-facing retail, and building and development improvements.

The County Manager expects to bring the County Board a Development Agreement, which will provide greater specificity on the terms and conditions of the partnership in early 2016, with the creation of the CDA and bond issuance by the summer of 2016.



YOUNG ENTREPRENEURS ACADEMY (YEA!)

YEA! Students Visit TechShop DC-Arlington

The 2015-2016 **Young Entrepreneurs Academy (YEA!)** program is off to a great start, with students narrowing down their business ideas. On Tuesday, November 10, the **YEA!** students went on a class field trip to **TechShop DC-Arlington** in Crystal City to experience the many resources available at the do-it-yourself design and fabrication space.

Students learned about the cutting-edge tools, equipment, and computers available at **TechShop** and saw demonstrations by **TechShop** staff of many of the machines, including the 3-D printer, laser cutter, and welding machines. The students came prepared with questions for our host, and some students were even inspired by the field trip to start businesses where they will be creating a tangible product for customers.

Thank you to **Gadsden Merrill**, General Manager of **TechShop DC-Arlington**, and the staff of **TechShop** for providing such an exciting and informative field trip for these students!

Even though the program has already begun, there's still time to get involved with **YEA!** The **Young Entrepreneurs Academy** is looking for Graphic Designers and Web Developers to volunteer their time and talents to the budding student businesses! The Graphic Designers work with the students to create their logo, brochure, business card, and web template. The Web Developers will help the students create a simple website.

The students will be pitching their business at the **YEA!** Investor Panel on March 31, and these designers and developers will be helping them get ready. The students will be providing all content for the website and design materials. The time commitment is minimal and involves only one short in class meeting.

For more information, please contact Alex Held at 703-525-2400 or aheld@arlingtonchamber.org. Limited spots remain, so sign up today!



Students observe designs in metal cut with the waterjet cutter.

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Financial Wellness and Tackling Debt

During the October Small Business Roundtable, **Carl Lander**, Personal Financial Coach and Owner of **C3 Financial Services**, discussed financial wellness perception vs. reality and tips for tackling debt.

Perception vs. Reality

- 75% of millionaires say that by avoiding debt you can create wealth and become a millionaire.
- Many people think your credit score actually reflects how much money you make. The reality is that it just reflects how well you manage your debt.
- Credit cards are not your friend.
- Overdraft protection is just another line of credit.
- The perception is that a new car makes you seem wealthy because you can afford it, but in reality, it just means you can accumulate debt. Instead of financing a new car, buy a used car that you can pay cash for to reduce debt.
- People think debt consolidation is an easy way to get out of debt. In reality, you're only moving debt around.
- Borrowing from friends and family only strains your relationships.
- 401K loans actually hurt you in the long run because it takes money from your earning potential.
- The easy way out. The reality is that there is no easy way out, no quick fix. Anyone claiming there's a quick fix is lying to you. Bankruptcy is definitely not a quick fix; it can tarnish your reputation and hurt your ability in the long run.

Tips for Tackling Debt

- Stop borrowing.
- Cut up your credit cards.
- Stick to a budget.
- Set up an emergency fund (about \$1,000) for unexpected medical bills, car problems, etc.
- The Debt Snowball: List all debts smallest to largest. Every time a debt is paid off, the minimum payment you were making on that debt gets added to the next highest debt.
- Finding extra money:
 - Adjust W2 withholdings. Large refunds means you're overpaying in taxes. It's better to use that money now to pay off debts.
 - Adjust retirement withholdings temporarily to pay off debt.
 - Shop around for auto and home insurance for better deals.
 - Applying bonuses and gifts to pay off debt.
 - Trade or sell your car.

SHOPCHAMBER



Invest in Arlington



Thank you to everyone who supported the Chamber's Health Care members during the month of November! Please support the Chamber's Retail & Restaurant members during the month of December. A full list of Retail & Restaurant members can be found on the Chamber website.

Crystal City Pentagon Rotary Club hosts their monthly meetings at **Crystal City Sports Pub**. Because of the relationship formed from these monthly meetings, these two members co-hosted a recent Business After Business together. This is just one of the many ways to ShopChamber with Retail & Restaurant members during December.

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 December, share with your followers some of the Retail & Restaurant members you enjoy working with.

GRAND SPONSOR



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:

JANUARY SMALL BUSINESS ROUNDTABLE

27 WEDNESDAY

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

Chamber Board Room

Presented by Scott Greenberg of Scott J. Greenberg Private Wealth Management

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The Chamber

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

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

THANK YOU!

- **Bistro360** for hosting the November Board of Directors Meeting.
- **VOAC Residential Program Center** for hosting the November Business After Business.
- **VOAC Residential Program Center, Capriotti's Sandwich Shop, Gingko Street Labs, and Mid-Atlantic Skin Surgery Institute** for donating door prizes for the November Business After Business.
- **Open Blooms and Arlington Arts Center** for donating door prizes for the November Breakfast Connection.

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