



ARLINGTONIAN GRAND SPONSOR

IN THIS ISSUE

- 2 Calendar
- 2 SMART Start
- 2 Breakfast Connection
- 2 Business After Business
- 3 Chair's Message
- 4-6 Welcome New Members
- 4-6 Members in the News
- 5 Milestone Anniversaries
- 6 Scholarship Reception
- 7 State of the County
- 8 The Chamber Scene
- 9 Nonprofit Spotlight
- 10 Arlington Economic Development
- 11 Small Business Roundtable
- 12 Chamber Thank You

SAVE THE DATE

BREAKFAST CONNECTION

JULY 12
7:30 - 9:00 a.m.
Holiday Inn Rosslyn

BUSINESS AFTER BUSINESS

JULY 26
5:00 - 7:00 p.m.
To Be Announced



STATE OF THE COUNTY REVIEW

Hynes Shares Arlington's Economic & Development Plans



Arlington County Board Chair
Mary Hynes

Mary Hynes, Arlington County Board Chair, joined members of the Arlington business community to speak about the economic and development status of Arlington County at the State of the County event on Tuesday, June 19. Co-hosted by the Arlington Chamber of Commerce and **Leadership Arlington**, the event at **DoubleTree by Hilton in Crystal City** drew a large crowd of approximately 170 guests to hear Hynes discuss some of the most pertinent issues affecting the Arlington community.

► Turn to page 7 for more about the event, photos and a full list of sponsors.

SPECIAL THANK YOU TO

GRAND SPONSOR



SCHOLARSHIP RECEPTION REVIEW

High School Graduates Receive Chamber Scholarship

The Arlington Chamber of Commerce recognized scholarship recipients **Rasheeq Ahmed** of Wakefield High School and **Josie Butler** of Washington-Lee High School at the annual Chamber Scholarship Reception at **Northern Virginia Community College** on Wednesday, June 6. Chamber President Rich Doud and **Jim Egenrieder**, Chair of the Education and Workforce Development Committee, presented the awards.

The Chamber's Academic Scholarship Program was created by the Education and Workforce Development Committee to provide assistance to Arlington County students who demonstrate leadership and academic success, as well as financial merit. The scholarships are funded through donations collected year-round and through the proceeds of the Chamber's annual Scholar's Cup mini-golf tournament.

► Turn to page 6 for more about the winners and photos.



Rasheeq Ahmed and Josie Butler

THE CHAMBER

EXECUTIVE COMMITTEE

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

DIRECTORS

Doug Brammer, Verizon
 Jerry Caliguire, Renaissance Arlington Capital View, Residence Inn Arlington Capital View
 Charles Clohan, Dittmar Company
 David DeCamp, Grubb & Ellis
 JR Diffee, William Diffee "JR"
 Chris Domes, Marymount University
 Rich Doud, Arlington Chamber of Commerce
 Bill Eisnaugle, Comcast Cable Communications
 Michael Foster, MTF Architecture, Inc.
 Nancy Goodman, Main Event Caterers
 Brian Gordon, Apartment and Office Building Association
 Tom Grantham, Cardinal Bank
 Mark Hadeed, Hadeed Carpet
 Donna Hamaker, KDH Real Estate
 Bob Hawthorne, United Bank
 Sean Hosty, Morgan Stanley Smith Barney LLC
 Tim Hughes, Bean, Kinney & Korman, P.C.
 David Isaacson, Technology Management, Inc.
 Todd Ihrig, H.D. Vest Investment Services
 Charles Jerscheid, The Fashion Centre at Pentagon City
 Sonia Johnston, John Marshall Bank
 John Kell, M&T Bank
 Deborah Lipman, Metropolitan Washington Airports Authority
 Scott McCaffrey, Sun Gazette Newspapers
 Andrew McGeorge, Monday Properties
 Greta Menard, Capital Marcom, Inc.
 Patrick Murphy, Arlington Public Schools
 Barbara Nicastro, The Law Offices of Barbara E. Nicastro
 Ron Novak, Segue Technologies
 Brendan Owen, Vornado/Charles E. Smith
 Joe Prentice, State Department Federal Credit Union
 Lindsey Rheahme, Virginia Commerce Bank
 Stephan Rodiger, Kettler
 Grace Shea, Lebanese Taverna
 Kevin Shooshan, The Shooshan Company
 John Snedden, Rocklands Barbeque & Grilling Company
 Adrian Stanton, Virginia Hospital Center
 Karolyn Stuver, Fluor
 Shannon Swahn, Global Thinking
 Gordon Thrall, Guernsey Office Products
 Brenda Turner, Arlington Community Federal Credit Union
 Tina Walker, BAE Systems
 Charlene Whitfield, Dominion Virginia Power
 Pat Williamson, WETA
 Todd Yeatts, The Boeing Company
 Mark Zetlin, Mercedes-Benz of Arlington

U.S. ARMY LIAISON TO THE BOARD

COL Carl R. Coffman, Joint Base Myer-Henderson Hall

STAFF

Rich Doud, President
Kate Roche, Director of Member Services & Development
Chris Hunter, Director of Membership
Leticia Cano, Member Services Administrator
Amy Fisher, Communications Coordinator
Aaron Guerrieri, Staff Accountant

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

JULY AT THE CHAMBER

| | |
|---|--|
| AMBASSADORS COMMITTEE MEETING | 9 MONDAY 4:00 - 5:00 p.m. Chamber Board Room |
| MEMBERSHIP DEVELOPMENT COMMITTEE MEETING | 10 TUESDAY 8:00 - 9:00 p.m. Chamber Board Room |
| SMART START | 10 TUESDAY 4:00 - 5:15 p.m. Chamber Board Room |
| EXECUTIVE COMMITTEE MEETING | 11 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room |
| BREAKFAST CONNECTION | 12 THURSDAY 7:30 - 9:00 a.m. Holiday Inn Rosslyn |
| COMMUNITY ACTION COMMITTEE MEETING | 25 WEDNESDAY 8:00 - 9:00 a.m. Chamber Board Room |
| SMALL BUSINESS ROUNDTABLE | 25 WEDNESDAY 11:45 a.m. - 1:15 p.m. Chamber Board Room |
| BUSINESS AFTER BUSINESS | 26 THURSDAY 5:00 - 7:00 p.m. TBA |
| GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE | 27 FRIDAY 8:30 - 9:30 a.m. Bean, Kinney & Korman |

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.

10 TUESDAY
4:00 - 5:15 p.m.
TBA

GRAND SPONSOR

Bank of America
Home Loans

BREAKFAST CONNECTION

Come prepared to mix and mingle at this organized speed-networking event. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people.

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

GRAND SPONSOR

CARDINAL
BANK

BUSINESS AFTER BUSINESS

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

26 THURSDAY
5:00 - 7:00 p.m.
TBA

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.

CHAIR'S MESSAGE

Our Lives, Our Fortunes and Our Sacred Honor

Ah yes, the July 4th holiday. The celebration of our nation's birthday. Parades, cook-outs, sparklers, fireworks... you know the routine. But before you put another burger on the grill or dig through the cooler for a cold beverage I want to take you back in time for a moment. Back over 200 years.

Walk with me on the streets of Philadelphia. Past red-brick buildings and steepled churches, past merchant shops and taverns, past the blacksmith and apothecary to an area that some consider to be the cradle of liberty: Chestnut Street between 5th and 6th streets, where in a chamber of the Pennsylvania State House, now known as Independence Hall, our founding fathers gathered to debate, create, and ultimately sign the Declaration of Independence. Ever wonder what the Signers of that document were like? Ever wonder what happened to them? Ever wonder how such principled men might compare with today's leaders?

Most of the Signers were men of means. Many were well educated (albeit not necessarily by colleges, some having been self-taught). And while I realize occupations often overlapped and that many people of these times served multiple roles permit me to offer some general categories. There were lawyers, merchants, surveyors, doctors, at least one farmer and well, you get the idea. Many were born into wealth. And a good portion would probably have described at least part of their work as being 'public service'.

By signing the Declaration of Independence our founders risked all of the security and comfort provided by their wealth. They also risked their lives, knowing full well the penalty would be death if they were captured. Our founders had everything to lose. And many did realize great financial and personal losses in the years following their decision. Yet by signing the Declaration of Independence and fulfilling their pledge they, as Lincoln said, "brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal."

Recent political and business scandals may have some asking, 'What has happened? Where are the principled business leaders so desperately needed? Where are those with character and integrity, those on whom we can trust and depend, whether in the marketplace or the courtyard square or in elected office?' Fortunately, they are right here in Arlington. Many are members of the Arlington Chamber. Our members are people on whom you can trust and depend to do the right thing, to engage in business with the highest ethical standards without discrimination, and to conduct business with the same sacred Honor that our forefathers pledged to one another over two hundred and thirty years ago.

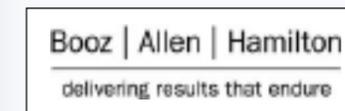
So enjoy the holiday. Celebrate our nation's birthday. And if you want more information about those for whom honor and integrity is a way of doing business then give us a call. That's where you'll find us. We're members of the Arlington Chamber of Commerce.

Doug Brammer, Verizon



Doug Brammer

2012 CORPORATE SPONSORS



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

The Arlingtonian (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, 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. POSTMASTER: Send address changes to *The Arlingtonian* c/o Arlington Chamber of Commerce, 2009 14th St., N, Suite 111, Arlington, VA 22201.

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

■ ACCOUNTING & BOOKKEEPING

BRUK'S TAX SERVICE
Dereje Mesfin, President
3650 S. Glebe Rd. #444
Arlington, VA 22202
Phone: (571) 332-4205
Email: dmesfin1@gmail.com
SPONSOR: Chris Hunter, Staff

■ RECKENEN, INC.

Hassan Sultan, Partner
1100 Glebe Rd., Suite 1010
Arlington, VA 22201
Phone: (703) 249-4509
Email: hsultan@reckenen.com
Web Address: www.reckenen.com
SPONSOR: Chris Hunter, Staff

■ AUTOMOBILE SERVICES

CAPITOL SHINE
Rob Mukherjee, Owner/CEO
1719 N. Troy St., Apt. 400
Arlington, VA 22201
Phone: (571) 268-8842
Email: rob@capitolshine.com
Web Address: www.capitolshine.com
SPONSOR: Kevin Shooshan, The Shooshan Company
Capitol Shine is a high-end auto-detailing service offering mobile and pick-up/delivery services. They use the best products and procedures to clean, protect and transform vehicles.

■ BEAUTY & COSMETICS

ROBERT ESGUERRA - ARBONNE INTERNATIONAL
Robert Esguerra, Area Manager
801 S Greenbrier St., Apt 409
Arlington, VA 22204
Phone: (703) 927-3913
Email: robshome432@yahoo.com
Web Address: robertesguerra.myarbonne.com
SPONSOR: Chris Hunter, Staff
Arbonne International is a Health and Wellness Company that has been in business for 32 years. Their products are vegan certified and gluten free.

■ BUSINESS SERVICES

RB VIRGINIA
Rahel Burayu, Owner
7406 Parkwood Ct.
Falls Church, VA 22042
Phone: (703) 489-6128
Email: Rachel4321@gmail.com
SPONSOR: Chris Hunter, Staff
RB Virginia is an independent company exporting and renting open top trailers for goods, ranging from factory materials to IT products, primarily to African countries.

■ CLEANING & REPAIR SERVICES

SERVPRO OF NORTH ARLINGTON
Bogdan Rati, Director of Business Development
7406 Lockport Place #A
Lorton, VA 22079
Phone: (703) 243-6666
Email: info@fwm1.com
Web Address: www.ServproNorthArlington.com
SPONSOR: Pat Newman, American Realty Group
Servpro of North Arlington's service lines include fire & water damage restoration, mold remediation services, biohazard cleaning, carpet cleaning, HVAC and Air Ducts cleaning, complete reconstruction and much more!

MEMBERS IN THE NEWS

■ RED TOP CAB

Red Top Cab Helps Deliver a Wish

When **Red Top Cab** learned of the dream of a very brave wheelchair bound young lady, they quickly offered to donate the transportation to make that dream come true. Caitlin is an incredible teenager who has battled congenital muscular dystrophy most of her life. The Kids Wish Network helped Caitlin's wish to meet her idol, Ty Pennington, happen. The meeting was arranged, but Caitlin and her family needed a wheelchair accessible cab plus another cab to take them from their hotel to the Washington Home Show where they were to meet Pennington and return them to the hotel afterwards. On the morning of March 10th, two **Red Top** cabs, one wheelchair accessible taxi driven by **DeLeon Fields** and one standard taxi driven by **Modesto Bretas**, pulled up at the hotel to take Caitlin and her family to meet Ty Pennington and make her dream come true.

■ SUE GRUSKIEWICZ & BILL SWANSON - EDWARD JONES

Edward Jones Ranks Highest in Investor Satisfaction

For the sixth year out of the past eight, financial-services firm **Edward Jones** ranks highest in investor satisfaction with full service brokerage firms, according to the J.D. Power and Associates 2012 Full Service Investor Satisfaction Study. The study measures overall investor satisfaction with full service investment firms based on seven factors: investment advisor, investment performance, account information, account offerings, commissions and fees, website and problem resolution. **Edward Jones** places its branch offices in the communities where its clients - long-term individual investors - live and work. This practice, which enables its branch teams to provide personalized service to all clients, has helped the firm attain the highest score in the "Investment Advisor" category of the study.

■ SRP & ASSOCIATES INC.

New Marketing Service Allows for Interactive Print Ads on Smartphones

SRP & Associates Inc., creator and implementer of successful marketing programs for small to medium-sized businesses, recently announced a new service that allows print ads to become interactive using an iPhone or Android Smartphone. The service is presently being marketed toward realtors. **SRP** will include a special QR Code in each print ad the realtor runs that the reader can scan using their Smartphone. This launches a 30-45 second presentation on their phone that includes a video tour of the property with professional voiceover. Additionally, the customer is presented with options that allow instant contact with the realtor by phone or email, allowing realtors to leverage a customer's interest when it is at its peak. Further information on the service can be obtained by calling 703-642-0783.

■ ARLINGTON COMMUNITY FOUNDATION

ACF Awards \$294,000 in Scholarships to Arlington Students

The **Arlington Community Foundation (ACF)** is providing \$294,000 in scholarship assistance for 134 students to attend college next year. The scholarship awards range from \$1,000 to \$10,000, many of which are renewable, allowing students to finish their undergraduate education with financial assistance. Recipients include 62 students who are receiving a Foundation scholarship for the first time and 72 returning college students. Of these scholarships, the Chamber awarded two \$2,000 scholarships to deserving Arlington high school graduates. Students' applications were reviewed by a panel of 26 community members who considered their merit, extra-curricular activities, community involvement, and other criteria, after which a seven member scholarship committee matched students who were eligible and qualified to the appropriate scholarships. Scholarships were presented at **ACF's** Scholarship Awards Reception on Tuesday, June 12.

MEMBERS IN THE NEWS

■ WORLD OF BEER

World of Beer in Ballston Opens Mid-July

Opening mid-July, **World of Beer** is an upscale social neighborhood establishment dedicated to the enjoyment of craft beer and education of the beer enthusiast. **World of Beer** offers over 500 different, ever changing bottles of beer from around the world, 50 different rotating taps, over twenty two HD 50" TVs to watch your favorite sports teams and a great selection of gourmet brats, dogs, sausages and hot stuffed pretzels. **World of Beer** also hosts local bands to play on the loft stage, patron appreciation, community and corporate events. Make sure to drop in for the Grand Opening (date and time TBA) and enjoy a friendly environment where patrons feel at home, as if they are visiting a neighbor and not just a neighborhood bar. For more information and the exact date/time of the Grand Opening, visit **World of Beer** on Facebook & Twitter.

■ ARLINGTON PARTNERSHIP FOR AFFORDABLE HOUSING

APAH and Bank of America Merrill Lynch Announce Tax Credit Equity Partnership

The **Arlington Partnership for Affordable Housing (APAH)** announced in May that Bank of America Merrill Lynch was selected as the Low Income Housing Tax Credit (LIHTC) equity partner for construction of Arlington Mill Residences. The \$2.1 million in annual tax credits will finance Arlington Mill Residences (901 S. Dinwiddie Street, 22209), the first new-construction committed affordable housing construction to be built along Columbia Pike. Construction for Arlington Mill Residences will begin in August 2012 atop the County-built parking garage, using the innovative concept of "public land for public good" to reduce development costs with a discounted, 75-year ground lease. The apartments will be completed before December 2013.

■ JANE FRANKLIN DANCE

Jane Franklin Receives Special Opportunity Grant

Jane Franklin has received a Special Opportunity Grant to create a temporary public art project for the City of Alexandria. Selected by the Alexandria Arts Commission and Public Art Committee, "Cute Animals and Happy Endings" will be performed at the Beatley Library on June 28, July 25, and on August 11 will continue on to the Duke Street Dog Park. For this final public art project, **Franklin** is seeking dog owners to participate with their dogs. Using clip-on lights for caps and glow necklaces, the participating dogs and owners will progress along the sidewalk to help bring a "glow" to the Duke Street dog park. To participate, please inquire at 703-933-1111.

■ BUFFALO WILD WINGS

Buffalo Wild Wings Flies into Ballston

Buffalo Wild Wings, winner of scores of best wings and best sports bar awards, is opening its newest location in Ballston on Monday, July 16th, bringing its mouth-watering wings to local residents. **Buffalo Wild Wings** is the destination for wing fanatics and sports fans alike and continues to prove to its guests again and again that "You Have to Be Here®" to experience the food, the sports and the fun, energetic atmosphere. The Ballston **Buffalo Wild Wings**, located at 950 N. Glebe Road, features big screens and wall-to-wall HD TVs for ultimate event and sports viewing.

■ NORTHERN VIRGINIA COMMUNITY COLLEGE

Dr. Ralph G. Perrino to be Awarded Outstanding Service to the College Award

The **Northern Virginia Community College (NVCC)** Education Foundation has chosen **Dr. Ralph G. Perrino** to receive the Foundation's Outstanding Service to the College Award for 2012. **Perrino** will receive the award at the College-wide Convocation on August 16, and will again be honored at the **NVCC** Educational Foundation's Annual Dinner scheduled for September 12 at the Hilton McLean Tyson's Corner. **Perrino**, who has taught at the college for 28 years, is stunned and honored beyond words to be receiving this award.

WELCOME NEW MEMBERS

■ HOME IMPROVEMENT & REPAIR

RTEC TREECARE
Andy Ross, President
2828 Mary Street
Falls Church, VA 22042
Phone: (703) 573-3029
Email: info@RTECtreecare.com
Web Address: www.RTECtreecare.com
SPONSOR: Chris Hunter, Staff
RTEC Treecare's Certified Arborists provides tree maintenance and care for residential, commercial and federal properties. Services include pruning, removal, fertilization, and insect/disease control.

■ INFORMATION TECHNOLOGY

ELEMENTAL DATA CORP

Ana Hurtado, President
1101 S. Arlington Ridge Rd.
Arlington, VA 22202
Phone: (917) 846-4667
Email: Ana.Hurtado@elementaldatacorp.com
Web Address: www.elementaldatacorp.com
SPONSOR: Melissa Voight, Lincoln Financial Services
Elemental Data Corp is a minority woman-owned, veteran employer small business dually focused on information technology consulting and Business Intelligence solutions, and on policy analysis and governmental affairs. The best solutions are elemental!

■ INFOLOCK TECHNOLOGIES

Chris Wargo, Owner
2301 Columbia Pike, Suite 125
Arlington, VA 22204
Phone: (877) 610-5625
Email: info@inflocktech.com
Web Address: www.inflocktech.com
SPONSOR: Chris Hunter, Staff
InfoLock Technologies is an IT Security consulting firm focused on data security solutions and services.

MILESTONE ANNIVERSARIES

■ TWENTY YEARS

DIMENSION CREATIVE PROMOTIONS

■ FIFTEEN YEARS

HOLLAND & KNIGHT LLP

■ TEN YEARS

VIRGINIA COMMERCE BANK, ALEXANDRIA

■ FIVE YEARS

PHARMACEUTICAL EDUCATION & RESEARCH INSTITUTE, INC.

CONGRATULATIONS!



WELCOME NEW MEMBERS

■ LEGAL SERVICES

COCHRAN & OWEN

Richard Holzheimer, Attorney
8000 Towers Crescent Dr., Suite 160
Vienna, VA 22182
Phone: (703) 874-4480

Email: info@cochranowen.com

Web Address: www.cochranowen.com

SPONSOR: Ron Novak, Segue Technologies
Cochran & Owen is a forward-thinking, women-owned law firm that meets the legal needs of clients in Virginia, Maryland and the District of Columbia.

■ MARKETING & COMMUNICATIONS

PORRO ASSOCIATES LLC

Jeff Porro, Speech Writer

1129 20th St. NW, Suite 2000

Washington, DC 20036

Phone: (202) 518-6485

Email: jeff@porrollc.com

Web Address: www.porrollc.com

SPONSOR: Sean Hosty, Morgan Stanley Smith Barney LLC

Jeff Porro's unique combination of talent and experience of the spoken word helps executives infuse the words they use with the power they want.

■ RESTAURANTS & FOOD SERVICES

BUFFALO WILD WINGS

Rena Stone, General Manager

950 N. Glebe Rd.

Arlington, VA 22203

Phone: (703) 243-7525

Email: 379@buffalowildwings.com

Web Address: www.buffalowildwings.com

SPONSOR: Chris Hunter, Staff

Buffalo Wild Wings is the ultimate tailgating experience, with over 30 beers on tap and 16 different signature sauces and spices for their world famous wings!

THIRSTY BERNIE

Lisa Cedrone, General Manager

3901 N. Chesterbrook Rd.

Arlington, VA 22207

Phone: (703) 307-2211

Email: lweehaa@aol.com

SPONSOR: Rich Doud, Staff

Thirsty Bernie is a neighborhood grill founded on quality food and drinks. We dedicate ourselves to crafting our own meats and breads using exceptional ingredients.

MEMBERS IN THE NEWS

■ PACIUGO GELATO & CAFFEE

Grand Opening for Paciugo Gelateria on July 21

Paciugo Gelato & Caffè will hold its Grand Opening at 1pm on July 21. The store is located in Clarendon at 3033 Wilson Boulevard, Arlington, VA 22201 (Wilson & Garfield). There will be special discounts, prizes, balloons and lots of fun! **Paciugo**, (pah-CHOO-go), offers a variety of authentic gelato made fresh on the premises every day. The upscale gelateria also serves a variety of gourmet coffee and coffee products—espresso, latte, cappuccino—frappe's, espresso shakes, smoothies, breakfast and lunch sandwiches, and a variety of other treats. The recipes are of the highest quality and use only the freshest ingredients, no preservatives. The store offers 28-32 flavors every day carefully selected from 240 recipes. **Paciugo** gelato is made with whole milk, not cream, and is 70% less fat than regular ice cream. The sorbetto, made with fresh fruit, water and a little sugar, has no fat, and is low in calories.

■ VIRGINIA TECH

Virginia Tech Executive Master of Natural Resources Graduate Named Presidential Management Fellowship Finalist

Danielle Williams of Falls Church, Va., who received an executive master of natural resources degree at **Virginia Tech's** National Capital Region on May 13, has been named a finalist for a Presidential Management Fellowship, a highly competitive two-year post-graduate fellowship with a federal agency. Finalists are selected for their exceptional leadership qualities, and agencies groom them to be future policymakers and leaders. She is among the first class of students to graduate from the intensive 18-month Executive Master of Natural Resources program in Leadership for Sustainability, which is part of the College of Natural Resources and Environment's graduate programs in the National Capital Region. Williams, who has until January to secure a position with a fellowship hosting agency such as the Department of the Interior or the Environmental Protection Agency, says she is particularly interested in environmental education, green infrastructure, forest recreation, and sustainability issues.

SCHOLARSHIP RECEPTION (CONTINUED)

Congratulations to Josie Butler and Rasheeq Ahmed!

This year's scholarship recipients were Josie Butler from Washington-Lee High School, who will be studying civil engineering at Georgia Tech and is already doing an engineering internship, and Rasheeq Ahmed from Wakefield High School, who will be studying biology at UVA and plans to pursue a career in medicine. Both winners attended the reception on Wednesday, June 6 with their families.



Rasheeq Ahmed accepting his award from Jim Egenrieder



Josie Butler accepting her award from Jim Egenrieder

Special thank you to all of our donors who made these scholarships possible.

STATE OF THE COUNTY (CONTINUED)

Arlington County "Economically Vibrant"

Before a crowd of private, nonprofit and civic leaders, County Board Chair Mary Hynes provided an update on the achievements and progress made on the County's economic and development goals and shared the Board's plans for the coming year.

Taking into account America's recent recession, Arlington County remains financially strong, which shines true in the retention of its AAA bond rating.

"It's a true measure of managing our money well and making great investments," said Hynes. "Arlington is economically vibrant. We've weathered this recent recession rather well when you look across the country."

Hynes noted some key topics affecting the Arlington community, mentioning plans of action including Building Arlington, emergency preparedness and transportation sustainability. Her big reveal was discussing the PLACE initiative, "a method to have civic conversations about big issues," according to Hynes.

"I'm proud of Arlington, and I'm glad to tell you this morning that our county is strong," declared Hynes. "One of the hallmarks of Arlington is looking ahead and planning to make situations opportunities."



Scott McCaffrey moderating the event



Chair Mary Hynes presenting at State of the County

Hynes also answered a number of pre-submitted audience questions, some of which included contentious issues such as funding questions for the Columbia Pike streetcar and Artisphere.

In addition, Hynes touched on what she sees as the three current major issues Arlington faces including the possibility of federal government spending cut-backs, terrorist threats and population growth. Despite these challenges, Hynes believes Arlington is holding strong and will handle these potentially threatening situations appropriately.

"None of it is easy, but it is doable," Hynes said. "We're blessed to live in this community with all of its challenges. It is still one of the very best places to live in America."

Special thanks to our State of the County sponsors:

Grand Sponsor:



Premier Sponsors:

Dominion Virginia Power
Linden Resources
The Shooshan Company
Washington Workplace

Benefactor Sponsor:
Union Bank

FEATURED MEMBER BENEFIT

Mark Our Calendar!



Have an upcoming event you need to spread the word about? Take advantage of the Chamber's Community Calendar as a way for your company's event to reach not Chamber members and Arlington residents and visitors who visit the Chamber's website.

The Community Calendar is located on the Chamber website and is exclusive to events held by Chamber members. To add an event, visit the Members Only section of the Chamber's website:

www.arlingtonchamber.org

Questions? Contact Leticia Cano:

☎ 703-525-2400

✉ chamber@arlingtonchamber.org

GET INVOLVED

Join a Chamber Committee!

The Chamber encourages all of our members to get involved in our organization. One way to do this is to join a committee. Joining also provides a great way to broaden your network of contacts and learn about issues that impact your business. Time commitments vary by committee. Committees include:

- Ambassador Committee
- Community Action Committee
- Communications Council
- Education and Workforce Development Committee
- Green Business Committee
- Membership Development Committee
- Fall Outing Committee
- Gala/Silent Auction Committee
- Government Affairs and Economic Development Committee

To join, contact Leticia Cano:

☎ 703-525-2400

✉ chamber@arlingtonchamber.org

THE CHAMBER SCENE

■ THE CHAMBER SCENE MID-MAY THROUGH MID-JUNE

Focused on Community Building

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

Mid-May through Mid-June:

May 16 - **Leadership Arlington** Board of Directors meeting. **Rich Doud** (staff), **Michael Foster** (past Chair), **Doug Brammer** (Chair), **Chris Domes** (Treasurer) and several past Directors.

May 20 - Taste of Arlington. Attendees: **Leticia Cano** and **Kate Roche** (staff) judged, along with several Chamber Directors and members. Participants: Several Chamber members had booths.

May 22 - DARPA Grand Opening. Attendee: **Rich Doud** (staff). Also present were Congressman Jim Moran and several other elected and appointed officials.

May 23 - **Leadership Arlington** dinner for the graduating class of 2012. Attendees: **Rich Doud** (staff) and a significant number of Chamber members.

May 30 - Better Sports Club of Arlington Annual Awards Dinner. **Rich Doud** (staff) presented two awards to exceptional high school students. Several Chamber members were also present.



Grand Opening of The Greene Turtle in Ballston. (R-L) John Kell, Kate Roche, VA Tech Representative, John Auville "Cakes" from 106.7 FM, Joe Prentice, Rich Doud, Chris Hunter, Rick Reinsch and Scott Miller

June 8 - Judge Fiore's swearing-in. Attendee: **Scott McCaffrey** (Vice Chair, Economic Development & Government Affairs).

June 9 - Ivano-Frankivsk walking tour of affordable housing at Colonial Village. Attendee: **Scott McCaffrey** (Vice Chair, Economic Development & Government Affairs).

June 11 - Virginia Foundation for Research and Economic Education (Virginia FREE) Leadership Forum. The Chamber was given a table and was represented by **Chris Hunter** (staff), **Kate Roche** (staff), **Michael Foster** (Past Chair), **Kevin Shooshan** (Vice-Chair, Membership Development), **Chris Domes** (Treasurer), **Tina Walker** (Director), **Pat Newman** (member) and **Alberto Donoso** (member). Director **Brian Gordan** and former Chair **Scott McGeary** also attended.



Col. Carl Coffman, U.S. Army Liaison to the Board, & Barbara Donnellan at the Army's 237th Birthday

June 12 - Economic Development Commission Executive Committee: **Rich Doud** is a member representing the Chamber.

June 14 - The U.S. Army's 237th Birthday Celebration with **Joint Base Myer-Henderson Hall**. Attendees: **Col. Carl Coffman** (Army Liaison to the Board), **Rich Doud** (staff), **Kate Roche** (staff), **Chris Hunter** (staff), **Ronnie Bates** (member) and **Tiffany Kudravec** (member).

June 15 - **Rich Doud** (staff) appeared on ABC7's *Washington Business Report* with Rebecca Cooper, providing an update on Arlington County's economy.

June 15 - Grand Opening of **The Greene Turtle** in Ballston. Attendees: **Chris Hunter** (staff), **Kate Roche** (staff), **Rich Doud** (staff), **Joe Prentice** (Director), **John Kell** (Director), **Rick Reinsch** (Chamber Ambassador) and **Scott Miller** (Chamber Ambassador).



Rich Doud on ABC7's *Washington Business Report*

NONPROFIT SPOTLIGHT

■ ENCORE STAGE & STUDIO

Theater by Kids, for Kids!

Encore Stage & Studio has been introducing young people to all aspects of theatre arts since 1967. Founded as the Children's Theatre of Arlington, **Encore** produces four shows each season where all of the cast and technical crew are students ages 9 to 18 years old. **Encore** works to empower, respect, and mentor children, offering them opportunities for artistic expression and growth in a safe and nurturing environment.

"We are unique in the Washington, DC area," says **Sara Strehle Duke**, Executive Director. "We believe that our students are learning essential skills like teamwork, public speaking, and leadership while working on a production." **Encore** is preparing students to achieve future success, whether in the arts or in the business community.

Encore also offers a complementary array of educational classes, summer camps and in-depth workshops. A special outreach initiative, **Encore** offers a class titled "In Your Own Voice" for English as a second language students at the middle school level. This program uses playwriting to help ESL students improve their English proficiency while exploring themes of "fitting in." The students work together throughout the 10 week course to create short plays which are presented to family and friends at the end of the class using professional actors.



Students onstage in Encore's October 2010 production of *The Best Haunted House Ever*

Encore's next production will be *The Pirates of Penzance* running July 19-29, 2012 at Thomas Jefferson Community Theatre.

The Pirates of Penzance

July 19 - 29, 2012

Thomas Jefferson Community Theatre
125 South Old Glebe Road, Arlington, VA

This production will feature Helen Hayes award winners Chris Sizemore and Erin Driscoll alongside high school and college

age performers. This is an outstanding opportunity for students to learn from professional actors, and participate in a challenging production.

Encore joined the Arlington Chamber of Commerce in 2011 with the hopes of getting better acquainted with Arlington's vibrant business community. "We are always seeking partnerships and sponsors for our various programs, it's a great way to get your business out in front of Arlington families and give back to the children in our community," says **Duke**.

■ For more information about Encore Stage & Studio, please visit www.encorestage.org or email ■ info@encorestage.org.

GREAT DEALS & GREAT EXPOSURE

Have great deals to share with other Chamber members and Arlington residents? The Arlington Chamber website has a coupon section where members can post coupons for free! Gain visibility for your organization on our website while driving more business. Check out our current coupons at www.ArlingtonChamber.org/coupons.

To post a coupon for your business using this free member benefit, visit our website and log in as a member. In the right hand column titled "Quick Links," click on "Add a Coupon."



Questions? Contact Leticia Cano: ■ 703-525-2400 ■ chamber@arlingtonchamber.org

FEATURED MEMBER BENEFIT



Welcome Them Home

A "Chamber Welcome" is a relocation packet that was developed for potential Arlington County residents who request information about Arlington by the Chamber. We receive more than 500 requests every year, and requests have come from all 50 states. Packets include real estate and demographic information, as well as cultural, recreational, educational opportunities, and much more information that people moving to Arlington need to know.

Take this opportunity to be among the first to introduce yourself and your company to potential new residents of our area. There are a variety of opportunities the Chamber offers for members to advertise, including having a flyer inserted into the packets, becoming a Grand Sponsor, or receiving monthly mailing lists of those who requested our packets.

To be included in the "Chamber Welcome," contact Leticia Cano:

■ chamber@arlingtonchamber.org
■ 703-525-2400

TWEET TWEET

Are you one of our Tweepers?

The Chamber's Twitter is a great way to stay informed about Chamber events and news using the **#acocva** hashtag while also receiving news about local businesses and events. Chamber members, jump in on the chance to be mentioned by letting **@ArlChamberVA** know about your events.

SEARCH PEOPLE FOR:
ARLINGTON CHAMBER, VA
■ www.twitter.com

DARPA Headquarters Grand Opening

Seven years of local, state and federal collaboration keeps DARPA in Arlington

by Karen Vasquez, Arlington Economic Development

It was Friday morning, May 13, 2005. As staff from Arlington Economic Development anticipated the release of the initial Department of Defense (DoD) recommendations for base closings and realignments, preparations were already underway for Arlington's response. Previous BRAC rounds had affected Arlington, and 2005 would surely be no different. However, as staff began reading page after page of the report, they quickly realized the severity of the situation at hand. When the totals were finally calculated, Arlington stood to lose nearly 4 million square feet of office space, including every single one of its Extramural Research Agencies. No other location – state, city or county – in the entire United States would face a greater loss than Arlington. It was a serious situation indeed. But could it be manageable?

Leadership across the region sprang into action. Local, state and federal representatives collaborated to identify the key agencies that must be kept in Arlington, including DARPA, the Office Naval Research and the Air Force Office of Scientific Research, collectively known as the Extramural Research Agencies. These high-value, key research agencies were responsible for millions of dollars of economic activity that drove the private sector and benefited both Arlington and the Commonwealth of Virginia. Their collective loss could create serious consequences for Arlington's economy, and leadership faced an uphill battle to remove them from the DoD's BRAC list. In addition, one of the most valuable of the research agencies, DARPA, was also in need of a new headquarters. Altogether, the task seemed nearly impossible.



New DARPA Building

Seven years and one week later, on May 22, 2012, DARPA did indeed move – down the block – to its beautiful new, state of the art headquarters, located securely in Arlington. Thanks to an unprecedented collaboration of local, state and federal leadership that spanned the terms of three Virginia Governors, an impossible success – saving the

Extramural Research agencies – had inevitably been accomplished. DARPA's new headquarters, developed on a former brownfield site, just steps away from the National Science Foundation, was constructed to meet LEED Silver requirements and DoD's minimum anti-terrorism force protection standards. And most importantly, it was accomplished in an urban setting that was in keeping with Arlington's development goals for the community. It was not only a success in itself, but it would be a model for the future.

The headquarters grand opening was especially significant for AED Director Terry Holzheimer, who had sat at his desk seven years ago and read through the initial recommendations. "We knew early on that the situation was serious, but manageable. But when you considered the battle we faced to not only save the Extramural Research Agencies, but to find a new headquarters for DARPA that would provide them the secure environment they needed, well, the task seemed practically impossible. We learned an important phrase from DARPA that we think holds true for Arlington: convert the impossible to the improbable and make it inevitable. So we took a situation that seemed impossible and we've made success inevitable. I can't underestimate the importance of the seven years of collaboration this success required. But we're pretty proud of the role we played."

To learn how Arlington can help you convert the impossible to the improbable and make it inevitable, visit www.arlingtonvirginiausa.com.

To view a short video of the headquarters grand opening, visit <http://www.youtube.com/watch?v=upKws9gQ4gE>



(L-R) Ken Gabriel, DARPA; Rep. Jim Moran (D-VA.); Desa Sealy, GSA; John Shooshan, The Shooshan Company

Effective Selling Strategies that Work

by Jim Whelan, The ProActive Corporation of America

On Wednesday, May 30, **Gordon Thrall**, Vice President Sales & Marketing, **Guernsey Office Products** shared his expertise gained from over 30 years selling and managing a sales staff. The sales people who consistently turned prospects into customers followed a system. **Thrall** calls this system Account Acquisition for Consultative Selling. It follows the track of a successful program that identifies the components of finalizing the sale. Here are the building blocks:

Value Proposition

- Do you offer a unique product or a special service?
- What are the benefits of your offering?
- How well have you researched the competition to understand what you are up against?
- What are your limitations?

Target Market

- Are you more effective working in a vertical market or horizontal market?
- What is your market footprint?
- Who is the decision maker?
- Finding prospects to call on

Prospecting

- The goal is to gather information to act on to close the sale
- The sales approach – shotgun or sniper?
- Managing activity – tracking and touching
- The big decision – prospect or suspect?
- The introduction – letter, phone, email – getting through & first impression
- If they say yes...or no

Preparing for the Appointment

- Do your homework – get to know the prospect
- Determine how your offering can benefit the prospect
- Develop a written meeting plan with objectives

Appointment

- Establish credibility
- Build rapport
- Be consultative – ask, listen, learn
- Leave with information to create a winning proposal

The bottom line from this roundtable?

Hope is not a strategy – the secret to sales success is to uncover a need and meeting it. Use the building block system of consultative selling to turn prospects into customers.

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

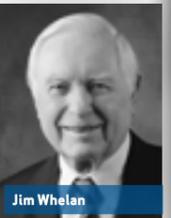
REGISTER NOW:

JULY SMALL BUSINESS ROUNDTABLE

25 WEDNESDAY

11:45 a.m. – 1:15 p.m.
TBA

The Small Business Roundtable, a free member benefit of the Arlington Chamber of Commerce, is an open forum discussion sponsored by **The Business Bank**.



Jim Whelan

The roundtable, facilitated by **Jim Whelan of The ProActive Corporation of America**, 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.



"LIKE" US ON FACEBOOK!

As the use of Facebook and social media within the businesses community has become increasingly popular and effective, the Chamber has jumped in on the opportunity to connect with members in a new way. Facebook allows the Chamber to reach out to its members and local businesses in a conversational way, providing constant updates on Chamber events through photos, news postings and registration information, as well as providing Arlington and business news. Facebook has proven to be a great tool to connect with members and Arlington residents while providing information about the Chamber to members.

Like **Arlington Chamber of Commerce - Virginia** on Facebook, and don't forget to comment on our posts. You could be named our "Fan of the Week!"

To like the Arlington Chamber of Commerce sign into Facebook, go to www.facebook.com/ArlingtonChamberVA and click "like."





BUCKCOMMERCIAL
A DIVISION OF BUCK & ASSOCIATES, INC.

*Real Estate Brokerage and
Consulting Since 1976*

2900 W. Wilson Boulevard • Arlington, Virginia 22201 • 703-528-3388
Fax 703-528-2111 • www.buck.com

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

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



A Team You Can Depend On

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

703-528-1770
JohnMarshallBank.com

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

JOHN MARSHALL BANK

2300 Wilson Boulevard
Arlington, VA 22201



THANK YOU!

- EagleBank for hosting the May Business After Business
- Answerware and Bernie Cohen - Insurance Solutions for providing door prizes for the May Business After Business
- Marymount University for hosting the May Board of Directors Meeting