



83rd Annual Meeting

Friday, December 7, 11:30 a.m.

Sheraton National Hotel, 900 South Orme Street

Featuring – Dr. Charles W. Steger, President of Virginia Tech



Dr. Charles W. Steger, 15th President of Virginia Tech, will join us as our keynote speaker for the Arlington Chamber's 83rd Annual Meeting on **Friday, December 7** at the **Sheraton National Hotel**. It will be a celebration of our accomplishments in 2007 and will include the presentation of the prestigious Chairman's Award, President's Award and Committee of the Year Award. We will also be introducing the 2008 Directors and Officers. The meeting is a must attend

event for every member of the business community in and around Arlington. Additionally, this meeting is a landmark opportunity to hear the President of Virginia Tech reflect on his university and Virginia's past events of 2007.

Register early, seats are limited, at www.arlingtonchamber.org.

Grand Sponsor


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SMITH BARNEY
2007 GRAND SPONSOR

2008 Budget Approved By Board of Directors

The Chamber's Board of Directors has approved the budget for the calendar year 2008. The 2007 Total Resources Development Campaign came to a successful conclusion and will help offset the annual onslaught of rising expenses.

The process that leads to the final budget begins with a draft budget compiled by the staff under the leadership of Staff Accountant Tami Anderson. All staff members have budgetary responsibilities and participate. An appointed Budget Committee reviews the draft version and sends their recommendations to our Executive Committee. The Executive Committee utilizes the same method before passing the budget to the full Board of Directors. The three-month process is at times labor intensive for volunteers and staff alike. This exhaustive process ensures that ample consideration is given to each line item of income and

continued on page 5

84th Annual Arlington Business Gala



Saturday, January 26, 2008
 Ritz Carlton Pentagon City
 1250 South Hayes Street

Register online at www.arlingtonchamber.org

The 84th Annual Arlington Business Gala is fast approaching. Mark your calendars and make your plans early. Don't miss the premier event of the season! This is an opportunity to mix and mingle with Arlington's top business professionals, dance the night away and enjoy fabulous food and drinks, including the Chambertini! The night also includes our famous Silent Auction... known for its exciting items, exotic get-a-ways and posh packages. Dress in your finest because the Chamber is 'puttin' on the Ritz'!

Guarantee a spot for you and your guests by taking advantage of our remaining sponsorship opportunities. Market your business to over 300 area business leaders and get noticed! Additionally, we are still collecting items for our silent auction. Show off the face of your company! Email Kate Roche for further sponsorship and donation information at kroche@arlingtonchamber.org.

Thank you to the following sponsors!
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The Chamber

Arlington Chamber of Commerce

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Kate Roche, Member Services Manager
***Executive Committee Member & Director**



Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in DECEMBER



- 1 Saturday**
Arlingtonian Contents Due
- 3 Monday**
Ambassador Committee
4:30–5:30 p.m.
Chamber Board Room
- 4 Tuesday**
Community Action Committee
8–9 a.m.
Chamber Board Room
- 5 Wednesday**
SMART Start
7:45–9:30 a.m.
Chamber Board Room
- 7 Friday**
Annual Meeting
11:30 a.m.
Sheraton National Hotel
- 11 Tuesday**
Communications Council
5–6 p.m.
Chamber Board Room
- 12 Wednesday**
Executive Committee
8–9 a.m.
Chamber Board Room
- 13 Thursday**
Business After Business
5–7 p.m.
Bank of Georgetown
- 20 Thursday**
Board Meeting
11:45 a.m.–1:45 p.m.
Westin Arlington Gateway

Information is accurate as of press time. Please consult the Chamber's website (www.arlingtonchamber.org) for updates and changes that may have occurred.

Events listed in color are open to both members and guests.

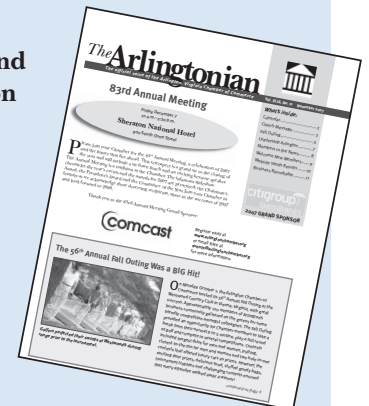
You can register for all events by visiting www.arlingtonchamber.org or by calling the Chamber office, 703-525-2400.

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Chamber telephone system courtesy of **Lockridge Communications**. Broadband internet capability courtesy of **Comcast Communications**. Office WiFi capability courtesy of **Washington Workplace**.

DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

DISPLAY ADS—The first of the month prior to publication. i.e. For December, the ad must be submitted by November 1.
PRESS RELEASES—Same deadline as Display Ads
ARTICLES—Same deadline as Display Ads
INSERTS—Must deliver 2,000 inserts before noon on the 22nd of the month prior to publication. i.e. For December, the insert must be at the mail house by November 22. If less than the full number is provided, no inserts will be mailed and no refunds can be given.

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

Chair's Message



Barbara Nicastro

When I realized that this is my last Chair Message, I almost started to cry... tears of joy... no, just kidding. I was amazed by how quickly this year has flown by and how blessed I have been with all of the wonderful experiences I have had, the people I have met or gotten to know better and the good things that have happened to Arlington and our Chamber in 2007. I want to thank each of you for your support of our Chamber and for the contributions you have made to the business environment of Arlington. In the midst of economic uncertainty around the country about real estate, taxes,

jobs and prosperity, the business community of Arlington has continued to thrive and grow. This is due in no small part to your efforts and your desire to improve where we work and live.

I hope that each of you values Arlington and our community as much as I do. It's so easy to take what we have for granted or to presume that life here is not so different from other parts of the country. Many of you know I have two daughters away at college and a son who graduated in 2006. Each of them learned, to their astonishment (and sometimes dismay) that life outside of the DC metropolitan area was far, far different... but not much, much better... than what they had grown up with in Arlington. Their enhanced appreciation for their home town and a lifestyle they had previously taken for granted is a lesson we can all afford to reflect on as this year draws to a close.

While each of us bustles about making holiday preparations and looking forward to gathering with family and close friends during December, please join with me in taking the time to do good deeds for those among us who are serving our country or who are in need. Walk up to a person in uniform and simply thank them for serving their country. Invite a soldier to your home for Christmas, or for a neighborhood or other holiday event. Volunteer at or make a donation to one of our many extraordinary non-profit organizations that are doing such valuable work in our community. Give up those unwanted (or maybe even those wanted) sports, theater and other event tickets to our **Patriot Passes** program.

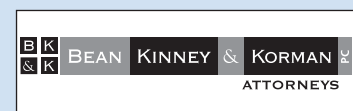
Finally, I ask that each of you welcome **Margaret McKeough**, our incoming Chair, her Executive Committee and Board of Directors with the same enthusiasm you showed to me, and work with her... as will I... to make 2008 a most spectacular Chamber year. Happy Holidays and Happy New Year!

Barbara E. Nicastro

The Law Offices of Barbara E. Nicastro, Esq.
2007 Chair

Have a Question?
Ask the Chair!
BNicastro@aol.com

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Arlington Economic Development Brings 4,000 Jobs to Arlington County, Virginia

Corporate Relocations and New Facility Openings Emphasize Economic Strength in Arlington

During the last quarter of 2007, Arlington became home to several top employers, bringing 4,000 new jobs to the county. Under the leadership and coordination of Arlington Economic Development (AED), private-sector companies BNA and DeticadFI, as well as publicly traded Corporate Executive Board (Nasdaq: EXBD) will now call Arlington home. Collectively, the relocations represent three of Arlington's largest employers and over 1,000,000 square feet of Class A office space.

In concert with the relocations, Quarter 4 2007 also marked the opening of the Base Realignment and Closure Commission (BRAC) Transition Center in Crystal City—a new Arlington job growth center—and the Hotel Palomar Arlington in Rosslyn—a new facility to boast in the promotion of Arlington's travel and tourism offerings.

"While Arlington's economic improvement effort has been heavily involved in development issues recently, we have maintained our objective to fill vacant office spaces," said Terry Holzheimer, director of AED. "The county's economic development team is proud of the significant economic growth that will be happening over the course of the next few months, and we welcome these influential business players to Arlington."

A synopsis of notable office relocations includes the following:

- In early November, BNA—the largest independent publisher of information and analysis products for professionals in law, tax, business and government (www.bna.com)—moved from Washington, D.C. to Crystal City. Its 1,000 employees work for one of the top private employers in the county. **Vornado/Charles E. Smith** and AED held a welcome event for the company on November 7 where they were presented with a "Key to the County" by County Board Chairman Paul Ferguson and member Jay Fisette.
- Another key Arlington private employer, DeticadFI, relocated from Washington, D.C. to Ballston in late November. It employs 250 people in its work as a

consultancy delivering information services, knowledge management and tailored solutions to senior decision makers in the US government. (www.deticadfi.com)

- In January 2008, the Corporate Executive Board—a leading provider of best practices research and analysis focusing on corporate strategy, operations and general management issues (www.executiveboard.com)—moves from Washington, D.C. into the Waterview building in Rosslyn. Corporate Executive Board's Arlington relocation makes it the largest private sector employer in the county with 2,500 employees.

Detail on the opening of significant tourism and job growth resource centers includes:

- November 5 marked the opening of the Hotel Palomar Arlington in Rosslyn, a boutique Kimpton property with 154 guest rooms that offers a vibrant energetic décor that matches its neighborhood. www.hotelpalomar-arlington.com
- On November 15, the BRAC Transition Center opened in Crystal City, offering counseling, financial and technical assistance to as many as 300 area small businesses and employees affected by BRAC outcomes. Establishment of the Transition Center is a county-wide response to the expected loss of 17,000 jobs and the emptying of some 3 million square feet of office space over the next six years. Learn more about the BRAC Transition Center by visiting the AED Website at www.arlingtonvirginiausa.com.

citigroup
SMITH BARNEY

George C. Cabalu
First Vice President - Wealth Management
Financial Advisor
703-556-8143

Welcome New Staff Member

Many of you have already met **Kate Roche**, the Chamber's new Member Services Manager who started this past September. **Roche** most recently worked with a non-profit organization in Washington, DC, where she coordinated over 25 nation-wide conferences and events yearly. **Roche** graduated from The George Washington University with a Bachelors Degree in International Affairs with a double major in Political Science. Please welcome Kate. We are excited to have her as part of our team!



Marc Tohir Joins Board of Directors



We are pleased to announce the addition of **Marc Tohir** to the Board of Directors. He began his service on our Board this past September. **Tohir**, a senior vice president for **PNC Bank**, is responsible for business banking in the greater Arlington area and has spent his 29 year banking career helping small and middle market businesses with their banking and financial service needs in the Baltimore, Washington region. **Tohir** is a graduate of Johns Hopkins University and resides in Arlington with his wife Susan.

2008 Budget, continued from page 1

expense and reflects the most reasonable estimates possible.

The Chamber takes its financial affairs seriously. An independent CPA firm conducts a full audit annually. For years, the Chamber has received a "clean" audit report without the need for a management letter due in large part to establishing and following strict rules for cash control, check signing and bank statement review.

SAVE THE DATE!

Leadership Arlington Monte Carlo Night 2008

Saturday, March 15th
Opening Reception 7:30 p.m.
Reagan National Airport, Historic Terminal "A"



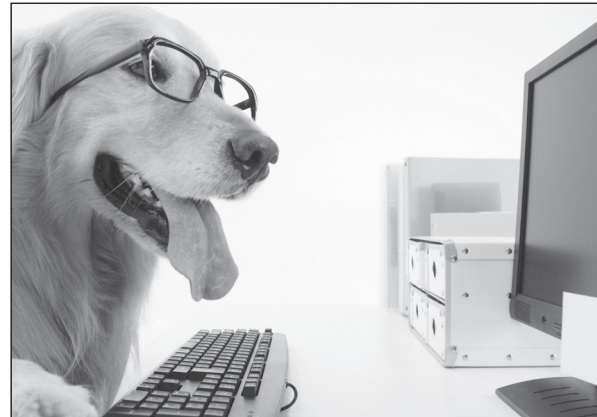
Leadership Arlington will host its third annual Monte Carlo Night on **Saturday, March 15th** at Reagan National Airport.

This fundraiser promises to be an exciting night of fun and entertainment with gaming tables of Black Jack, Roulette and Texas Hold'em. There will also be music for dancing!

Funds raised in the silent auction go to support the Leadership Arlington Youth Program, which is designed to develop leadership skills and awareness of the need for community service, civic participation and philanthropy in high school students.

For more information please visit www.leadershiparlington.org or contact Erika Mendez at 703-528-2522.

Mark your calendars today!



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Scholar's Cup

The 2nd Annual Scholar's Cup mini-golf tournament at **Upton Hill Regional Park** was a big hit and fun for all who attended. The kid in all of us played the 18-hole course along with the real kids of Arlington County. In addition to the mini-golf, there were many other activities and tasty treats for attendees to enjoy. A face painter and balloon artist entertained participants while they listened to music complementary of **A Sound Plan**, ate ice-cream from **Maggie Moo's** and barbeque from **ROCKLANDS** and spun the **Chick-fil-A** prize wheel for free coupons. The Scholar's cup was a great day for all who attended, and all the money raised directly benefits the Arlington Chamber Scholarship Fund. Special thanks to **Upton Hill Regional Park** for letting the Chamber take over!

Final Results for the 2nd Annual Scholar's Cup Miniature Golf Tournament

**Best Individual (lowest score) – Joseph Prentice,
Joseph Prentice – New York Life Insurance**
**Amateur Award (highest score) – Jess Bushkoff,
daughter of Robert Bushkoff, Dittmar Company**



Amateur Winner Jess Bushkoff gets her face painted after her great round of mini-golf.



First place team (left to right) Joe Prentice, Robert Martinson, Greg Mullan & Kevin Frye)

1st Place Team

Kevin Frye, Interstate Moving and Storage
Robert Martinson, Bank of America Mortgage
Greg Mullan, Bank of America Mortgage
Joseph Prentice, Joseph Prentice - New York Life Insurance

2nd Place Team

Madison Ihrig, daughter of Todd Ihrig, H.D. Vest Investment Services
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Donna Hamaker, KDH Real Estate
Barbara Nicastro, The Law Offices of Barbara E. Nicastro

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Special Thanks to our Sponsors:

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Entertainment Sponsors – **A Sound Plan, Chick-Fil-A of Ballston Common Mall**

Trophy Sponsor – **Hughes & Associates, PLLC**

T-Shirt Sponsor – **Arlington Virginia Federal Credit Union**

Special Thanks to our Hole Sponsors:

Donna Hamaker – KDH Real Estate

Frank Ruffing, Certified Financial Planner

Patricia L. Newman – American Realty Group

Post Pentagon Row Apartment Homes

Sean Hosty – Smith Barney

WETA

Thank You to our Goody Bag Contributors

Arlington Employment Center (*provided the actual bags*)

Chick-fil-A of Ballston Common Mall

Educational Options, Inc.

Donna Hamaker – KDH Real Estate

Hilltop Golf Club

Snowspring Ltd DBA Kinder Haus Toys

Sunrise of Arlington

WETA

Thank you to the following members of the Education and Workforce Development committee who volunteered at the event:

Kim Durand – Arlington Public Schools, Committee Chair

Patty Browne – Arlington Virginia Federal Credit Union

Diane Cohen – Cohen and Company

Kate Heffley – Educational Options, Inc.

Susan Pyatt – Snowspring Ltd DBA Kinder Haus Toys

David Sklar – Ballyhoo!

Read Your E-news! One simple email.



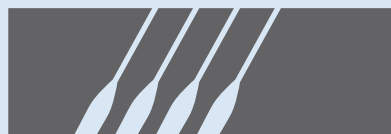
Are you reading your weekly Chamber emails? The purpose of our Monday e-news is to keep our members informed and up-to-date with all Chamber news, events and business and government concerns. They also include all committee meetings, events (with links to registration) and other key information. We only send one email a week so you won't get bogged down in emails! If you miss your Monday e-news, check online at www.arlingtonchamber.org/guide/publications.

FALL INTO DECEMBER'S BusinessAfterBusiness!

Is business cooling off this December? Fall into Business After Business on **December 13** at the **Bank of Georgetown**! This event makes it easy to meet key business contacts and network amongst Arlington's top business professionals. Business After Business will increase you and your business' visibility. This month will be particularly festive, as we celebrate the holiday season. Register early for December's must attend networking event!

Our monthly cash jackpot has grown to **\$2,000!** If you're a member, this could be your chance to win! You must be present to receive prizes.

Please register for this event before noon, on **December 13**. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!



BANK OF GEORGETOWN

Bank of Georgetown

Thursday, December 13

2300 Wilson Boulevard

1st Floor

Arlington, 22201

5-7 p.m.

SMART Start

SMART Start is a free Networking Seminar and Information Session held monthly at the Chamber and led by **Joe Prentice** of **New York Life Insurance**. Whether you are a new member or someone looking to kick up your potential a few levels, attending **SMART Start** will teach you how to maximize your investment with the Chamber!

- Learn how to meet new clients and future business associates
- Network with the Chamber's new members
- Listen and learn from actual Chamber members who know how to create customers and business relationships using this Chamber

Next SMART Start

Wednesday, December 5

7:45-9 a.m.

Chamber Board Room

Register online: www.arlingtonchamber.org

For more information contact **Brian Hefner**

at 703-525-2400 or

membership@arlingtonchamber.org

Thank you to our SMART Start Grand Sponsor,

Randy Morrow – Keller Williams!



Members IN THE News

► DANCE CLASSES & COMPANIES

Begin the holiday season with **The Center Dance Company's** exciting twist on the holiday classic, "The Nutcracker." The company will perform this family holiday classic at Thomas Jefferson Community Theatre on Saturday, December 1 at 2 p.m. and 7:30 p.m., and Sunday, December 2 at 1 p.m. and 5 p.m. Director, **Nancie Woods**, and Caroline Frankil Warren choreographed these performances. Tickets for the performances at Thomas Jefferson Community Theatre are available at www.arldance.org and at **Arlington Center for Dance** at 3808 Wilson Blvd in Arlington. Call 703-522-2414 for more information. Advance ticket prices are adults \$22/\$25; youth and seniors \$17/\$22. Group rates for ten or more are available.

► ENTERTAINMENT

Sam Sweet, Managing Director of **Signature Theatre**, announced that he will be stepping down from his position at the nationally renowned Arlington, Virginia theatre on December 31, 2007. Over the last six years, **Sweet** has been a key leader in **Signature's** transition from a small, artistically respected local theatre performing in a refitted auto body garage, to a national force developing and producing musical theatre and drama in a new, two-theater \$16 million complex. His other accomplishments include leading **Signature's** first capital campaign raising \$10.5 million (150% of goal), and growing the organization's budget from \$1.8 to \$6 million, while expanding main stage, community, and educational programming. He has been instrumental in developing the Board of Directors and strengthening the staff. During his tenure, subscriptions increased by 36% and the number of donors increased 500%. Of **Signature Theatre** **Sweet** said, "I am very proud of what **Signature** has accomplished in the six years I've served — not only building a great new space which serves the art better, but strengthening **Signature** across every dimension."

► NON-PROFIT ORGANIZATIONS & FOUNDATIONS

The second phase of Hollybrooke Condominiums, **AHC's** first affordable rental apartment project in Fairfax County, was completed ahead of schedule on October 1. Built in the early 1950s, the 50-unit project has been completely renovated with new HVAC, floors, kitchens, bathrooms,

and custom windows. **AHC** has now renovated 148 units in the Hollybrooke complex, 3012 Patrick Henry Drive in Falls Church. Sixty percent of the new apartments are already occupied. For leasing information, contact **AHC's** rental office at 703-534-2050 or visit www.ahcinc.org.

The **Arlington Kiwanis Club** installed new officers for the coming fiscal year. **Ted Kramer** of **RE/MAX Allegiance, Arlington** was installed as President, **Khalid Siraj** as President-elect, **Timothy Hughes** of **Hughes and Associates** as Vice President, **Richard Barr** as Secretary, **Dale Kane** as Assistant Secretary, **Bankhead Davies** of **Davies and Davies** as Treasurer and **Ben Chatfield** as Assistant Treasurer. Visit www.arlingtonvakiwanis.org to find out more.

There is a new way to support the **Arlington Partnership for Affordable Housing, Inc. (APAH)**. Now you can donate your vehicle; this is an easy, no-hassle way to make a tax-deductible contribution to a worthy cause while avoiding the trouble and expense of selling a used vehicle. Support **APAH** by donating your vehicle through Vehicles for Charity (VFC). Cars, trucks, motorcycles, boats, recreational vehicles and campers are accepted. The pick up of the vehicle at your home or office is free. **APAH** and VFC will provide the donation documentation you need for your records. Designate **APAH** as your charity of choice and complete the online form at www.vehiclesforcharity.org or call 1-866-628-2277.

Doorways for Women and Families unveiled their new Freddie Mac Foundation Family Home in Arlington this November. The Freddie Mac Foundation graciously donated a \$500,000 grant to support the new home. The new Arlington shelter was made possible through their and other's lead contributions. Supporters include Arlington County, substantial in-kind donations from HomeAid Northern Virginia and NVHomes and support from many foundations, organizations and individuals, including the National Kresge Foundation. Family homelessness is a growing problem in the DC area. Visit www.doorwaysVA.org to see how you can help.

► PET & ANIMAL SERVICES

Ownership of the **Wild Birds Unlimited** store in the Lee-Harrison shopping center is offering their business for sale. For fur-

ther information contact **Michael Zuiker**, President, at Wildbirdmez1@comcast.net.

► RESTAURANTS & FOOD SERVICES

To celebrate its 10th Anniversary, **Sushi-Zen Japanese Restaurant** in Lee Harrison Shopping Center has successfully completed 10 fundraisers with 10 Arlington non-profits. **Sushi-Zen** would like to thank all those who supported these worthy non-profits this year. Due to the success of the non-profit fundraisers, they will be continuing the non-profit fundraising days in 2008. To qualify, the non-profit must be Arlington based or have a significant number of Arlington County members as participants. If interested, please e-mail RGordon@sushizen.com for the application form. Applications should be received by Dec. 21, 2007.

► TELEPHONES

WiGo Wireless celebrating its fifth anniversary of serving customers in Arlington and Falls Church, is proud to announce an innovative **CELL PHONE & IPOD TRADE-IN PROGRAM**. This is a great opportunity to stop filling up landfills and trade-in your old cell phones or iPods for instant store credit, a donation to charity or to simply recycle them. Bring them by their location at 1130 West Broad Street in Falls Church during normal business hours of Monday to Saturday 10 a.m. to 7 p.m. You can use your store credit to purchase a new phone or for one of their many great wireless phone accessories. **WiGo Wireless** is concerned about the millions of unused cell phones that end up in our landfills each year. Every working phone that **WiGo Wireless** receives will be given a new home. They understand that 'reuse' is an important part of global sustainability. For more information visit www.wigowireless.com.

► UNIVERSITIES & COLLEGES

European Master Chef **Edwin Schölly** has accepted a teaching post in the Culinary Arts Program at **The Art Institute of Washington**. Only sixty-one culinarians comprise an elite group of ACF-certified master chefs in the United States. "We are honored to have on board a chef the caliber of **Edwin Schölly**, who has met the highest and most demanding level of certification in our profession," stated culinary academic director **Chef Paul Magnant**. **Schölly** was born in South Africa and was educated in Germany. He trained in classical French cooking as an apprentice to **Paul Bocuse**, a founder of nouvelle cuisine, and has won fourteen Culinary Olympic medals — six of them gold. **Schölly** is currently ranked 21 in the world among professional chefs.



ADVERTISING, MARKETING & PUBLIC RELATIONS

FRC MARKETING

Ann McIntyre, Marketing Consultant
22446 Davis Drive, Suite 166
Sterling, VA 22315
Phone: 703-313-8367

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FRC Marketing specializes in providing promotional products, especially apparel with logos, giveaways, client/employee gifts, e-commerce capability and fulfillment services.

APARTMENTS

IO PIAZZA BY WINDSOR

Mindi Kissling, Property Manager
2727 South Quincy Street
Arlington, VA 22206
Phone: 703-379-2070

SPONSOR: Brian Hefner, Staff

IO Piazza by Windsor, located in the trendy Shirlington Village area, offers contemporary 1, 2 and 3-bedroom luxury apartment homes with outstanding amenities.

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Phone: 703-533-2324

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The coaching process utilizes a system of inquiry that encourages answers and solutions to emerge from those being coached and can take clients in many developmental directions. Coaching is an adventure worthy of your time...of your future.

DANCE CLASSES & COMPANIES

SAFFRON DANCE

Saphira, Owner
3260 Wilson Boulevard
Arlington, VA 22201
Phone: 703-276-2355

SPONSOR: Brian Hefner, Staff

Saffron Dance is a world dance and yoga studio which features world dance, bellydance, African dance and Bollywood Indian dance.

EMPLOYMENT SERVICES

VOLT SERVICES GROUP

Bill Harris, Branch Manager
1800 North Kent Street, Suite 1140
Arlington, VA 22209
Phone: 703-243-8223

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Volt provides temporary and direct placement opportunities with dynamic companies located throughout the Washington Metro area. We offer competitive pay, holiday and tenure premium pay, and medical/dental/vision benefits starting immediately.

INFORMATION TECHNOLOGY

GLOBAL COMPUTER TRAINING CENTER

Ronald Hietala, Manager
6711 Lee Highway, Suite 209
Arlington, VA 22205
Phone: 703-921-1000

SPONSOR: Brian Hefner, Staff

Global Computer Training Center provides training in information technology. We help individuals advance in IT careers; we help organizations develop and maintain excellent IT skills.

NON-PROFIT ORGANIZATIONS & FOUNDATIONS

AGAPE INTERNATIONAL, INC.

Scott Brannon, Director
2904 South 13th Road, Suite 202
Arlington, VA 22204
Phone: 703-979-4673

SPONSOR: Brian Hefner, Staff

AGAPE is a print shop that hires people with mental illness and trains them to use computers.

PAYROLL SERVICES

ADP

Kevin Riordan, District Manager
401 North Washington Street
Suite 200
Rockville, MD 20850
Phone: 301-296-7837

SPONSOR: Joe Prentice, New York Life

ADP is the leader in helping small businesses with payroll, tax filing, human resources and employee benefits. We have over 500 small business clients in the Arlington area.

REAL ESTATE—RESIDENTIAL

HOME INVESTMENT MANAGEMENT CORP.

Patricia Fairman, Principal Broker
1023 Arlington Boulevard
Arlington, VA 22209
Phone: 703-276-1900

SPONSOR: Brian Hefner, Staff

Home Investment Management Corp., its brokers and agents are natives and residents of Arlington and have managed, rented and sold real estate in Arlington since 1987.

RESTAURANTS & FOOD SERVICES

ENTREE VOUS

Chris Eldridge, Owner
2200 North Westmoreland Street, #101
Arlington, VA 22213
Phone: 703-856-5005

SPONSOR: Brian Hefner, Staff

Entree Vous is a make and take kitchen that allows you to create meals for your family without all the prep and clean up.

HAPPY ANNIVERSARY!

The Chamber is pleased to recognize the great organizations that celebrated their membership anniversaries in November. We thank the following members for their continued support of the Arlington business community.

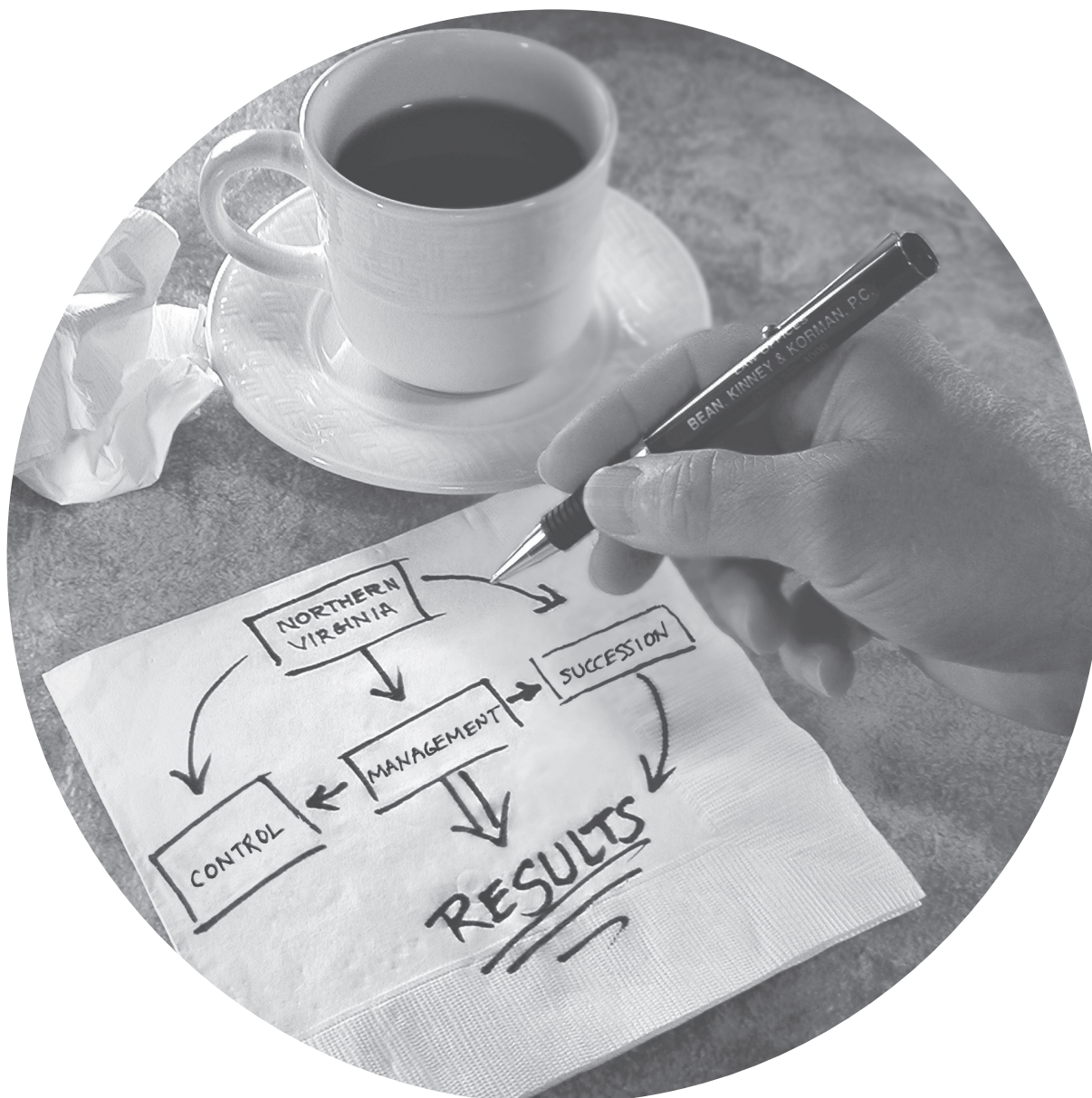
NOVEMBER ANNIVERSARIES

Dittmar Company	15
The Fashion Centre at Pentagon City	15
Good Food Company	15
Holiday Inn National Airport	15
KDH Real Estate	10
Kettler	5
Organize Your Estate, Inc.	15
Peking Pavillion	15
Specialty Auto Body	15
Weiler's Lawn & Landscape, Inc.	15

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Business Roundtable

The Chamber sponsored Roundtable is an open discussion forum held on the fourth Wednesday of each month at the Chamber, facilitated by **Jim Whelan** of **The ProActive Corporation of America**. There is no Business Roundtable in December.

By *Jim Whelan, The ProActive Corporation of America*

On October 31st, the Arlington Business Roundtable focused on a common small business dilemma, **Marketing Mistakes**. The attendees discussed 10 mistakes that, all too often, are committed by small businesses.

CUSTOMERS

1. Thinking that you know what's best for your customer.

Customers buy for their reasons and when they're ready to buy. Don't try to short circuit the process.

2. Not understanding your customer's goals

Stop talking and listen to the customer's needs and goals, then work at fulfilling those needs.

3. Not romancing your "A" customers

Focus on the most profitable business—repeat orders. Stop spending time on the "B" & "C" customers who take up your time and effort for little reward.

4. Forget the importance of superior customer service

Customers buy for quality; poor customer service is not quality; customers buy for quality—Get it?

COMPETITION

5. Assume competitors will let you have the field without a fight.

If you're not alert to the changes your competitors make, then you'll be on the outside looking in next year.

6. Not being ProActive

You get better or you get worse. Status quo is not an option. Keep improving.

7. Not analyzing the reasons for your success or failure

Unless you're perfect the minute you hang out your shingle,

you will stumble or, at times, fly. The way to grow is to understand the "why" and incorporate that into your system.

CONSISTENCY

8. Relax marketing until things go bad

Marketing is an everyday occurrence. The world is changing every day. Marketing every day will keep you in tune with your environment and keep you in the marketplace.

9. Become too entrenched to try new ideas

Have you looked into podcasts, blogs or other new marketing ideas? Have you written articles, given speeches, held training classes? Marketing is getting your name and presence out there.

10. Neglecting self improvement

You are the chief marketing guru. Are you reading books to learn new ideas or different ways at looking at marketing? Do you seek out individuals who may challenge your thoughts or provide an insight to new ways of approaching the market?

The bottom line from this roundtable? Marketing is an all year job. Neglect it at your peril.



Jim Whelan of **ProActive Corporation** is a specialist in strategic and business planning. He creates business plans to grow revenue, increase profits, and improve performance. To contact him, go to www.ProActiveCorp.net or call 703-862-6758. To learn about the upcoming Business Roundtable topic, go to www.arlingtonchamber.org or contact the Chamber office at 703-525-2400.



Deck the Halls with the Communications Council



Next Meeting:
Tuesday, Dec. 11,
5:00 p.m. at the
Chamber!

Join the CC on December 11, when we will host a holiday open house at the Chamber. Feel free to bring your favorite holiday snack and get acquainted with your fellow CC members. Also, if you have been thinking of attending, this will be a great opportunity to find out what we are all about. To learn more, visit arlingtonchamber.org. Click on membership guide / committees. Or, send an e-mail to communications@arlingtonchamber.org.

communicate & connect!

Thanks go to...

The **Arlington Public Schools** for hosting our October Board meeting at the Arlington Career Center. The lunch was great!

The **Knights of Columbus/Columbus Club of Arlington** for hosting our multi-chamber October Business After Business with the Alexandria and Central Fairfax Chambers. The food and its presentation were outstanding!

Jesse Corning and **Stephanie Kingree** of the **Knights of Columbus** for providing several door prizes at our October Business After Business.

Bernie Cohen of **Insurance Solutions** for providing a door prize at our October Business After Business

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chamber@arlingtonchamber.org
www.arlingtonchamber.org

The mission of the Arlington Chamber of Commerce is to promote businesses and economic development within Arlington County. The Chamber will represent the interests of Arlington County businesses by: participating as a business advocate to government; endorsing regional solutions to infrastructure and educational challenges; and striving to create the conditions that encourage a healthy community and business environment within the County and the Commonwealth of Virginia.

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