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December 2, 2015

Jim Corcoran
President & CEO
Fairfax County Chamber of Commerce
7900 Westpark Drive, Suite A550
Tysons Corner, VA 22102

Dear Jim,

The Arlington Chamber of Commerce appreciates and values the strong working relationships that have been a hallmark of the local Chambers of Commerce in Northern Virginia. We look forward to continuing to partner with other Chambers when appropriate and remain open to future regional collaboration. However, the Arlington Chamber has significant qualms with the manner in which the Fairfax Chamber's impending branding change has been undertaken.

We believe that the Fairfax Chamber's unilateral decision to change course and become the Northern Virginia Chamber of Commerce will be confusing to the market. This branding change is likely to create the perception that you are an entity that covers the responsibilities that embody the mission of our Chamber.

The Arlington Chamber of Commerce is built on 91 years of history focused on business here in this great County, and just over the past year we've undergone some major changes with a new President & CEO, new commitment to Arlington business advocacy and a new strategic plan for the future. The Arlington Chamber speaks on behalf of our members to inform the development, evolution and execution of Arlington's plans for taxation, zoning, land use, transportation improvements, public-private partnerships and much more. Our Chamber cultivates and nurtures direct personal relationships with Arlington County Board members, Arlington County School Board Members, the County Manager, the professionals who staff the County's departments and many actively involved citizens.

We do not believe that this announcement and subsequent actions are in keeping with the collegial atmosphere enjoyed among Northern Virginia Chambers of Commerce, nor are they the exemplars of regional collaboration as they are being touted. If the goal is true regional collaboration, the Arlington Chamber believes that it would have been more appropriate to seek participation from the regional Chambers prior to

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any press release. The way the outreach took place, it was done as an announcement without any opportunity for true input on what is best for the region.

Our primary concern is the misconception the rebranding creates that the Fairfax Chamber will become a pseudo-mezzanine association, somehow above other regional Chambers. The Arlington Chamber will continue to represent its approximately 700 members, and the newly branded Fairfax Chamber may continue to represent its own list of members. Other Chambers around the region will do likewise. We believe that any suggestion to the contrary harms the collaborative nature of Northern Virginia's Chambers rather than fostering it.

Our Board of Directors felt it necessary to clearly state for the record that the Northern Virginia Chamber does not speak for the Arlington Chamber of Commerce or our members. We remain committed to strengthening businesses and the economic environment for those who work, live and do business in Arlington. When regional collaboration is beneficial to our members, we will pursue it with zeal and are actively seeking opportunities that meet those criteria.

The Arlington Chamber remains focused on our role in the Arlington community and will continue to diligently serve as the voice of Arlington business.

Sincerely,

Kate Roche
President & CEO

CC: Arlington Chamber of Commerce Membership
Arlington Delegation to the Virginia General Assembly
Arlington County Board