



## Honor Arlington's Best Businesses at the 10<sup>th</sup> Annual ABBIES Awards

On Friday, May 13<sup>th</sup>, the Arlington Chamber of Commerce, in conjunction with Arlington Economic Development, will honor Arlington's Best Businesses at the 10<sup>th</sup> Annual ABBIES Award Ceremony. The award is designed to celebrate the achievements and contributions of Arlington-based businesses. An ABBIE award winner represents an exceptional place to do business. It symbolizes success and growth over the life of the business. ABBIES winners focus on giving back to the community and making Arlington a better

place to live and work. This prestigious award serves as a testimonial to all that Arlington trusts and believes in a winner's business.

It only takes a moment to nominate a business *you* believe in—perhaps a customer or a vendor or yourself! Please e-mail **Cate Murray**, [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org), for more information regarding nomination. We look forward to making the 10th Annual ABBIES the best yet!

### What's inside:

- Calendar ..... 2
- Chairman's Message ..... 3
- BizLaunch Bootcamp .... 4
- Community Action Committee Survey..... 5
- Neighborhood Day ..... 6
- Members in the News ... 7
- New Members ..... 9
- Member-Guest Event a Success! ..... 10
- Business After Business ..... 11
- Borders Suggests ..... 12



### 10<sup>th</sup> Annual ABBIES Awards Ceremony

Honoring Arlington's best businesses.

Friday, May 13, 2005  
7:30 a.m.

**Crystal Gateway Marriott**  
1700 Jefferson Davis Highway  
Register:  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)



### Save the Date

### State of the County

Tuesday, June 28<sup>th</sup>, 2005  
7:30 a.m.

**Key Bridge Marriott**  
1401 Lee Highway

## 2005 Arlington Hospitality Winners Announced



Photo by Mark Young, *Sun Gazette* Newspapers

The Arlington Chamber of Commerce honored employees who make the Arlington County's hospitality industry world-class at the annual Hospitality Awards held on February 22 at the Hyatt Regency Crystal City.

*continued on page 5*



*Opportunity. Leadership. Results.*

Member: U.S. Chamber of Commerce  
Member: Virginia Chamber of Commerce

Diane McLaughlin, Editor, Communications Manager  
Joan Dall'Acqua, Graphic Designer, Acquagraphics

#### EXECUTIVE COMMITTEE

Stanley E. Taylor, Chairman, George Mason University  
Sean Hosty, Chairman-Elect, Legg Mason  
John Moore, Treasurer, Ballston Common Mall  
Fernanda Howard, Assistant Treasurer, BB&T  
Todd Ihrig, Vice Chairman - Communications Division, H.D.Vest Investment Services  
Scott McCaffrey, Vice Chairman - Economic Development & Government Affairs Division, Sun Gazette Newspapers  
Ellen Brown, Vice Chairman - Member Affairs Division, Hamilton College  
Scott Laughlin, Vice Chairman - Membership Development Division, LM&O Advertising  
Bob McDowell, Vice Chairman - Special Interests Division, HNTB Corporation  
Steve Barto, Past Chairman, UBS Financial Services  
Jim Whittaker, Past Chairman, SRA International

#### DIRECTORS

Loran M. Adams, Crescent Resources, LLC  
Steve Barto, UBS Financial Services  
Ellen Brown, Hamilton College  
Robert Bushkoff, Dittmar Company  
Dr. James Bundschuh, Marymount University  
James Cole, Virginia Hospital Center-Arlington  
David DeCamp, Grubb & Ellis  
Richard V. Doud, Jr. Arlington Chamber of Commerce  
Doug Dowling, Regardie, Brooks & Lewis  
Henry Fonvieuille, Charles E. Smith Commercial  
Michael T. Foster, MFA Architecture  
Matt Geary, E\*TRADE BANK  
Paul Giovanini, Sheraton National  
H. Mark Goetzman, Walsh, Colucci, Lubeley, Emrich & Terpak, P.C.  
Pam Gottfried, Dominion Virginia Power  
Robert Hawthorne, United Bank  
David Horowitz, Hyatt Regency Crystal City  
Sean Hosty, Legg Mason  
Fernanda Howard, BB&T  
Todd Ihrig, HD Vest Investment Services  
Mark Ingrao, Apartment and Office Building Association (AOBA)  
Vicki Kirkbride, Arlington Community Foundation  
Scott Laughlin, LM&O Advertising  
Timothy Lynch, Columbia Pike Revitalization Organization  
John Maxwell, James Monroe Bank  
Scott McCaffrey, Sun Gazette Newspapers  
Bob McDowell, HNTB  
Scott McGeary, Washington Gas  
John J. Moore, Ballston Common Mall  
Edward J. Murn, KSI Services  
Barbara Nicaastro, The Law Offices of Barbara E. Nicaastro, Esq.  
Leslie E. Parker, Virginia Commerce Bank  
Von Pelot, Red Top Cab  
Frank Poli, Keating Partners  
Yvonne Pover, Skardon Pover Visual Communications  
Timothy Reese, Buck Commercial  
Marie Schuler, Comcast  
Grace Shea, Lebanese Taverna  
Dr. Robert G. Smith, Arlington County Public Schools  
John Snedden, Rocklands Barbeque & Grilling Company  
Scott J. Spooner, ESQ., Bean, Kinney & Korman P.C.  
Stanley E. Taylor, George Mason University  
Gordon Thrall, Guernsey Office Products, Inc.  
Helen Tremont, US Airways  
Jim Whittaker, SRA International  
Pat Williamson, WETA  
Barbara A. Wyles, Northern Virginia Community College

#### LIAISON TO THE BOARD

COL Thomas Allmon, Fort Myer

#### STAFF

Richard V. Doud, Jr.,\* President  
Tami Anderson, Staff Accountant  
Diane McLaughlin, Communications Manager  
Melissa Murray Bailey, Director of Membership  
Deborah Kunin, Member Services Administrator  
Cate Murray, Member Services Manager

\*Executive Committee Member & Director



Visit our website: [www.arlingtonchamber.org](http://www.arlingtonchamber.org)  
Visit our wireless website: [www.chamberwap.com](http://www.chamberwap.com)

## Where you need to be in APRIL



- 1 Friday**  
Article deadline for May 2005  
*Arlingtonian*
- 4 Monday**  
Membership Committee Meeting  
4:30 p.m. - Chamber Board Room
- 5 Tuesday**  
Community Action Committee  
8:00 a.m. - Chamber Board Room
- 6 Wednesday**  
SMART Start  
7:45 a.m. - Chamber Board Room
- 13 Wednesday**  
Executive Committee Meeting  
8:00 a.m. - Chamber Board Room
- 21 Thursday**  
Breakfast Connection  
7:30 a.m. - **Holiday Inn Ballston**
- 22 Friday**  
Insert deadline for May 2005  
*Arlingtonian*
- 26 Tuesday**  
Education & Workforce  
Development Committee  
12:30 p.m. - Arlington Career Center

Information is accurate as of press time; however, please consult the Chamber's website for updates and changes that may have occurred. The website address is [www.arlingtonchamber.org](http://www.arlingtonchamber.org). Events listed in color are networking opportunities for members and their guests.

You can register for all events at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by calling the Chamber office, 703-525-2400.

- 27 Wednesday**  
Business Roundtable  
11:45 a.m. - Chamber Board Room
- 28 Thursday**  
Business After Business  
5:00 p.m. - **Ruth's Chris Steakhouse**
- 29 Friday**  
Legislative Affairs/Economic  
Development Committee  
8:15 a.m. - Chamber Board Room

### Business Roundtable

#### Save the Date

Business Roundtable

TOPIC:

**Learn How to Position Yourself  
for Success**

Wednesday, April 27

11:45 a.m. - 1:15 p.m.

Arlington Chamber of Commerce  
2009 14<sup>th</sup> Street, North

#### Register:

**[www.arlingtonchamber.org](http://www.arlingtonchamber.org)**

Facilitated by **Marilyn T. Keyes**,  
experienced marketing consultant with  
**iPrime Group, LLC.**

Roundtable is free but space is limited  
and registration is required.

Chamber telephone system courtesy of Lockridge Communications and Reynolds Maps. Broadband internet capability courtesy of Comcast Communications.

#### 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 - By the 22nd of the month prior to publication. i.e. For December, the insert must be at the mail house by November 22.

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 Street, North, Suite 111, Arlington, VA 22201

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.

## Chairman's Message

Without members, our Chamber would be very empty indeed. The Chamber's ability to foster connectedness among local businesses depends on the diversity of members, while the ability of the Chamber to act as an effective voice for the business community in the halls of government depends on the number of members. In sum, a large, diverse membership is more valuable and productive for everyone.

Our Chamber is strengthened considerably every time a new member joins. I want a more valuable, powerful and progressive Chamber. I imagine you do as well.

Our desires would be hollow indeed without a team of dedicated individuals to do the hard work of growing our membership. This year, the leaders of this team are **Melissa Murray Bailey**, your Membership Director, and **Sue Gruskiewicz** and **Elizabeth Adams**, your co-chairs of the Membership Committee. Next time you see them, please thank them for their service!

This team is committed to finding 160 new members this year, but they can't do it alone. The simple truth is this: the single best way for new members to come into our community is through the positive encouragement of current members. We need you on the team as well.

Here is a list of practical things you can do to help your Chamber grow in 2005:

- 1. Invite a Friend to Join:** If every member found a new member, we'd smash our goals and have one of the best represented Chambers in Virginia. We all have vendors and clients in the County for whom membership would be a genuine benefit. Ask them to learn more about the Chamber, and then refer them to Melissa. Your membership team will do the rest.
- 2. Write a Testimonial:** If you have not yet authored a testimonial as to why the Chamber is valuable to you, please do so and send it to Melissa. These tools are extremely valuable in conversations with prospective members.
- 3. Identify Issues:** Think about the advocacy issues of importance to you and your industry and then let your President know. One reason people join is to have the Chamber behind them in a debate with the County or the State. If we don't know the issues facing your industry, we can't advocate on your behalf or encourage others to add their voice to yours.
- 4. Evangelize!:** Take a moment whenever possible to let colleagues, associates, trade groups and other professional contacts know that you're a member of the Chamber and why it's valuable to you.
- 5. Member-to-Member Benefits:** This program is a great way to market your business by offering your products or services in a unique or discounted way to other Chamber members and local non-profit members.

Please commit yourself to do one or more of the above action items as a result of reading this article. If you do, we'll all benefit from a larger, more diverse membership in the future.

To contact **Melissa Murray Bailey**, Membership Director, please call the Chamber at 703.525.2400 or email [m Bailey@arlingtonchamber.org](mailto:m Bailey@arlingtonchamber.org).

*Scott Laughlin*

Scott Laughlin  
Vice Chairman, Membership Development Division



Scott Laughlin

### 2005 Annual Corporate Sponsors



~ Established 1980 ~  
Serving all of Northern Virginia  
and Washington, D.C.

**McEneaney Associates, Inc.**  
4720 Lee Hwy, Arlington, VA 22207  
**(703) 525-1900**  
**(202) 362-1487**  
McEneaney.com

Exclusive Affiliate for Northern Virginia

## BizLaunch Bootcamp Assists Arlington Entrepreneurs

By: Karen Vasquez, *Arlington Economic Development*

It's a daunting statistic: about 60% of new businesses fail within their first two years. With odds like that, entrepreneurs owe it to themselves to be as prepared as possible when starting their new business. From writing a business plan, to selecting a location, financing, marketing and everything in between, there's so much to know, and so much to do before unlocking your front door for the first day of business. So where do you start? And just how long will it all take?

Arlington Economic Development's BizLaunch program recently held its first BizLaunch Bootcamp for Entrepreneurs to help new business owners learn everything they need to help them start a successful small business. The 1 ½ day session brought in experts on new business start-ups to help attendees get jump-started with their goal to become a successful entrepreneur in 2005. This was the first opportunity in Northern Virginia to learn the key fundamentals of business ownership in just 1 ½ days.

80% of all businesses in Arlington are classified as small businesses—and Arlington is committed to maintaining and growing this community. Repeatedly named as a priority by the Arlington County Board and Arlington County government, Arlington Economic Development's BizLaunch

program is Arlington's Business Assistance Network, created to encourage Arlington's entrepreneurs to build jobs and wealth in the community through the creation of new small businesses. BizLaunch services are intended to increase both the survival rates of new businesses, and the continued growth and success of existing businesses.

The BizLaunch Bootcamp for Entrepreneurs brought together entrepreneurs with experts from the business community and faculty from Northern Virginia Community Colleges to provide intense courses and personalized training on topics ranging from designing a mission statement, to developing a business and marketing strategy, to financial aspects of running a business. By the time the BizLaunch Bootcamp for Entrepreneurs was over, attendees had the skills they needed to improve their chances of running a successful business.

*For those who were unable to attend the Bootcamp, the BizLaunch program will offer many individual education sessions throughout the summer. For a complete list of BizLaunch and other area small business events, visit [www.arlingtonvirginiausa.com/bizlaunch](http://www.arlingtonvirginiausa.com/bizlaunch) or contact the BizLaunch office for more information at 703-228-0899.*



### United Bank Helps Businesses Manage Their Money... and Their Time.

In business, every dollar—and every second—counts. That's why United Bank's Cash Management Services have become such a popular financial tool for organizations of all sizes.

United Bank's Cash Management can help you:

- Initiate customized cash management services to streamline your business and improve your cash flow
- Develop better information and reporting tools
- Set up electronic payments or collections to maximize the use of your funds
- Sweep excess funds into overnight investments to improve earnings

Call United Bank for all your business banking needs.



703-502-7180 ■ 800-730-6169

[www.unitedbank-va.com](http://www.unitedbank-va.com)

Member FDIC

### Arlington County Government wants to keep you informed!

Get your free subscription to *Arlington Insider*, the best way to keep up with all the latest news and information in Arlington! This biweekly e-newsletter is a quick read and features Arlington news, updates, news clips and tips.

More than 5,000 Arlingtonians have signed up to receive *Insider* and the number grows every week. What do they know that you don't? Sign up and find out!

To subscribe, go to the Arlington website, [www.arlingtonva.us](http://www.arlingtonva.us), and click on the "Arlington Insider" Quick Link.

## Community Action Committee Survey Targets and Reveals Patterns in Business/Non-profit Relationships

Recent surveys by the Chamber's Community Action Committee gave the group a better handle on the state of interactions between the Chamber's business members and its non-profit members. Surveys were distributed independently and simultaneously to both groups. The response rate was over 10%, adding credence to the information.

In major findings, the business community indicated a 91.3% response that they had supported Arlington's non-profit/volunteer organizations in the past year. Over 75% of that support came in the form of financial donations and over 58% have indicated that they had given in-kind contributions. For the less than 10% that had not given any support, the major reasons cited for not doing so were a lack of resources and had not been asked.

When asked what businesses would prefer providing, about half responded volunteer leadership; financial contributions was the second most given response. When asked to rate their experience, over half indicated a good experience that met their expectations. No answers indicated a poor or worse experience or that their expectations were not met. Lastly, the areas of interest in terms of seeking more information were health and

children/ youth/families closely followed by hunger/homelessness and the environment.

The parallel survey issued to the non-profit community showed that 80% had received support from Arlington businesses, primarily in the form of financial donations for special events and in-kind contributions. Most non-profits believe that the reason for not receiving any support were that they hadn't asked or hadn't asked the right businesses.

Non-profits were also asked what "value-add" they offered to businesses. The largest response (80%) was altruistic appeal (support for the non-profits' mission & work). Not far behind (75%) was community visibility/marketing. As for the type of support needed, the number one response was financial contributions followed by volunteer leadership (i.e. Board/committee service) and in-kind donations. As with their business counterparts, non-profits gave highest ratings to good experiences that met expectations.

The results from these surveys will be used to further shape the Committee's annual program and also specifically confirmed a need to reproduce a long dormant Business/Non-Profit Resource Guide to increase community awareness – a project currently in progress.

---

### 2005 Arlington Hospitality Winners Announced, *continued from page 1*

Award-winners were nominated by their employers for outstanding customer service. The 2005 Arlington Hospitality Award Winners were:

Tim Richards – **Hyatt Regency Crystal City**  
Gedion Kebede – **Hyatt Regency Crystal City**  
Lewis Christian – **Crowne Plaza Washington**  
**National Airport**

George Thompson – **Hyatt Arlington at Washington's**  
**Key Bridge**

Fekadu Kitila – **Embassy Suites Hotel, Crystal City**  
Mauricio Cortez – **Crowne Plaza Washington**  
**National Airport**

Christopher Lawing – **The Ritz-Carlton, Pentagon City**  
Leticia Rouco – **Hyatt Arlington at Washington's Key Bridge**  
Nancy Nogales – **Sheraton National Hotel**  
Ferid Rama – **Hyatt Arlington at Washington's Key Bridge**  
Ibrahim Smahri – **Key Bridge Marriott**  
Lenwood McGee – **Crystal City Marriott**  
Cristina Ventura – **Key Bridge Marriott**  
Michele Byrd – **Key Bridge Marriott**  
Lillian Mendez – **Crystal City Marriott**  
James Curtis – **Holiday Inn National Airport**

Omar Samey – **The Ritz-Carlton, Pentagon City**  
Lorna Rivera – **Doubletree Hotel Crystal City**  
Kenneth Glymph – **Crowne Plaza Washington**  
**National Airport**  
Sandy Dalton – **Doubletree Hotel Crystal City**  
Fred Bell – **Red Top Cab Company of Arlington**  
George O'Keefe – **Mister Day's Sports Rock Cafe**

Arlington County annually ranks highest among jurisdictions in Virginia in tourism spending, an industry that brings in \$2 billion in total annual revenue and tens of millions of dollars in tax revenue.

Special Thanks to:

**Hyatt Regency Crystal City** for hosting the 2005 Arlington Hospitality Awards.

The following individuals for serving on the Arlington Hospitality Awards Selection Committee:

**Stanley E. Taylor, George Mason University**  
**Robert Klein, Holiday Inn National Airport**  
**Dawn Moore, Hyatt Regency Crystal City**

# Join us for Neighborhood Day

By Scott McCaffrey, *Sun Gazette* Newspapers

Mark your calendar for Saturday, May 14. That's the date of the ninth annual Arlington Neighborhood Day celebration. And the business community can play a role. "Neighborhoods Connect People" will be the theme of the 2005 Neighborhood Day celebration.

"We invite you to join us in celebrating our pride in the vitality and diversity of our neighborhoods," County Board Chairman **Jay Fiset** and School Board Chairman **Libby Garvey** said in a letter to the community. "We look forward to celebrating with you all the things that make Arlington a great place to live, work and play!"

In addition to a number of local events that take place in communities across the county, Neighborhood Day also offers a parade down Wilson Boulevard (beginning at 2 p.m.), the Community Hero Awards, a Twilight Tattoo presentation at Fort Myer and a Walk for the Animals sponsored by the Animal Welfare League of Arlington. Neighborhood Day is sponsored by the county government, county schools, Arlington County Civic Federation, Arlington County Council of PTAs and the Neighborhood Conservation Advisory Commission. The Chamber is represented on the planning group by **Scott McCaffrey**, vice chairman for economic development and government affairs.

Neighborhood Day was envisioned by then-County Board Chairman Ellen Bozman in 1997, her last year on the board, as a way to bring Arlington's diverse communities closer together.

April 22 is the deadline to register an event for the celebration. For updates on the celebration, see the county government's Web site at [www.arlingtonva.us/ND2005](http://www.arlingtonva.us/ND2005).

## Benefit from Members Only!

It's exciting to see members take advantage of our "Members Only" section where you can add your own company events to the community calendar, find names and numbers of fellow members, and benefit from member coupons — just to name a few! Those members who utilized "Members Only" the month of February were:

**All About You**  
**Ambassador's Touch Concierge & Janitorial Service**  
**Avalanche Interactive Inc.**  
**Business Loan Express**  
**Cohen and Company**  
**Clarendon Dental Arts**  
**Danzo, LLC dba Fastsigns**  
**DataOverTheWeb.com**  
**Department of Human Services**  
**Erika W. Schleifman Financial Services LLC**  
**First Command Financial Planning**  
**Fur-Get Me Not Pet Care, LLC**  
**Gold's Gym, Rosslyn**  
**Marymount University**  
**Otto's Electrical Service, Inc.**  
**Sprint PCS**  
**Sushi-Zen Japanese Restaurant**  
**The Jefferson Senior Living Community by Sunrise**

If you have any questions about the "Members Only" section of our website or need information on how to logon, please call the Chamber office at 703-525-2400.



### Leadership Arlington is Accepting Applications Deadline Monday, May 16<sup>th</sup>, 2005 at 12pm.

For more information please contact Betsy Frantz at 703-528-2522 or go to [www.leadershiparlington.org](http://www.leadershiparlington.org) for general information and the application.



### Youth Program Applications Now Available

Leadership Arlington Youth Program applications are now available on our website: [www.leadershiparlington.org](http://www.leadershiparlington.org). Applications are due by April 15<sup>th</sup>, 2005. Students must apply in their sophomore year of high school and are selected to participate during their junior year.



### Questions? Call 703-525-2400.

#### Chamber Staff Phone Extensions

Rich Doud, President .....x206  
Tami Anderson, Accountant.....x205  
Cate Murray, Events .....x204  
Diane McLaughlin  
Communications.....x203  
Melissa Murray Bailey  
Membership .....x202  
Deborah Kunin, Administrative.....x200

### Thanks Go To...

**Main Event Caterers** for hosting an elegant Business After Business reception in February.

**Morton's** for hosting a delicious February Board Meeting.

# Members IN THE News

## BANKS

**James Monroe Bank** announced the promotion of John J. Brough, CPA, to Senior Vice President and Chief Financial Officer. Brough joined **James Monroe Bank** over a year ago as Controller and has been responsible for internal controls and financial reporting.



## CHURCHES

**Macedonia Baptist Church** will host unprecedented simulcast seminar for Arlington area business leaders. On April 29, 2005, the Maximum Impact Simulcast: *The Influential Leader* will include over 70,000 business professionals participating via satellite downlink in 500 cities across North America. **Macedonia Baptist Church** of Arlington is participating as a local host site for this unprecedented Leadership event. This LIVE leadership seminar, broadcast from Atlanta, GA., has trained over 250,000 business professionals in the last four years.

## COURIER

**Doctor Delivery**, the Arlington-based restaurant delivery service at 3322 Wilson Boulevard, announced that it will expand operations into Washington, D.C. in October 2005. **Doctor Delivery** now represents 80 Arlington restaurants. "Our sales are now up to \$3 million a year," said chief operating officer Tony Simon. "We've grown 110% a year since we opened in 2001." Currently open 10am – 3am, **Doctor Delivery** aims to become a 24-7 operation.

## FINANCIAL ADVISORS

**Todd Ihrig, HD Vest Investment Services**, has been recognized as the 2004 Operations Vendor of the Year by **Washington Workplace**. **John Murphy**, President of **Washington Workplace** stated, "Our Company has had four financial advisors in the 12 years we have been in business. They all are very enthusiastic for as long as it takes them to get the 401k in place. Then, they just go away. **Todd** works actively with me, and all of our people throughout the year, regardless of how much money we

each have with him. We're glad to have **Todd** on our team."

## MULTIMEDIA ADVERTISING

**Dragon Well Digital Media Group**, the leading design, marketing and multimedia production firm in the Washington, DC area, rings in the Chinese New Year by announcing new services such as consulting, fully uncompressed HD editing and educational seminars to complement its strengths in print and web design, motion graphics, post production, and interactive DVD production. The goal of this new Creative Collective of services is to teach and advance the skill set for users of the newest or most advanced technology currently in the marketplace, such as HD and Apple's newest product software, Motion.

## NEWSPAPERS

Arlington County's most significant annual award for civic involvement will now be known as the "**Sun Gazette Cup**." The Arlington County Civic Federation's executive committee approved the name change earlier this month. Previously, the award had been known as the "Journal Cup" for the now-defunct Journal Newspapers, and before that was the "Washington Star Cup" for the Washington Star, which closed in 1981. "The Arlington County Civic Federation is grateful that the **Sun Gazette** will be continuing the time-honored tradition of presenting this important Arlington civic award," Civic Federation president Patrick Smaldore said. The 2005 award will be presented at the annual banquet of the Civic Federation, to be held on April 1 at the **Army Navy Country Club**. County Manager Ron Carlee will be the keynote speaker, and **Sun Gazette** editor **Scott McCaffrey** will present the award. **McCaffrey** was the keynote speaker at last year's awards ceremony. "The Arlington County Civic Federation is the backbone of Arlington's civic life, and the award is one of Arlington's most important," said **Sun Gazette** publisher Donna Talla. "As Arlington's hometown newspaper, we are thrilled to have our name associated with the award." The **Sun Gazette's** roots in Arlington go back

to 1935, when the newspaper was first published as the *Sun*. It subsequently was known as the *Northern Virginia Sun*, *Sun Weekly* and now the *Arlington Sun Gazette*. The "Sun Gazette Cup" represents the second major Arlington community award sponsored by the newspaper. The *Sun Gazette* is a co-sponsor of the James B. Hunter III Community Hero Awards, presented each year on Neighborhood Day in May. Those awards also honor outstanding civic involvement. For information on the April 1 banquet, see the Civic Federation website at [www.civfed.org](http://www.civfed.org). For information on the *Sun Gazette*, see the Web site at [www.sungazette.net](http://www.sungazette.net).

## NON-PROFIT ORGANIZATIONS

The **Arlington County Fair** received three 2004 Communications Awards at the 2005 Annual Virginia Association of Fairs (VAF) Conference. The fair was awarded second place for the 30-second TV spot that ran on Comcast Cable, third place for the fair's first display ad in "El Tiempo Latino Newspaper", and third place for the fair souvenir t-shirt created by Anita Morgan, Fair Board member. The VAF Communication Award entries were judged on universal criteria including design, quality and clarity of production, use of color, value of information, appropriateness and creativity.

The **Arlington County Fair** Board of Directors is inviting area civic, professional, non-profit, faith-based organizations to submit a proposal to the Arlington County Fair Board of Directors to host the 2005 Arlington County Fair Kids' Day program on Saturday, August 20, 2005 during the annual Arlington County Fair. The proposal invitation is available on the fair's website at [www.arlingtoncountyfair.org](http://www.arlingtoncountyfair.org). Proposals must be submitted no later than 5 p.m. on April 1, 2005 to Denise Marshall Roller, Event Manager, Arlington Cultural Affairs, Department of Parks, Recreation and Cultural Resources, 2300 Clarendon Blvd., Ste. 236, Arlington, VA 22201. For more information about proposal submissions, call 703-228-3289.

**AHC's** homeownership staff will help 30 new clients selected by lottery buy their first homes, after the County received

*continued on page 8*

*Members in the News, continued*

\$7.6 million from VHDA's *Sponsoring Partnerships and Revitalizing Communities (SPARC)* program, and \$800,000 from its *Homestride* program. AHC maintains the County's notification list for affordable properties and helps administer home-buying programs for moderate-income earners.

### THEATRES

Orson Welles' *Moby Dick Rehearsed* returned to the American Century Theater on March 24 and will run until April 30, 2005. Nearly ten years ago, a young DC theater company brought to the stage a forgotten work by a great American artist...Orson Welles' brilliant 1955 adaptation of Herman Melville's classic whaling adventure, *Moby Dick*. The production created a sensation, and put that theater company, the **American Century Theater**, on the map. To celebrate its 10<sup>th</sup> season, it is combining the best of its original production with the additional experience, talent and expertise it has developed over the past decade to bring audiences a new *Moby Dick Rehearsed* that is more exhilarating than ever. For information call 703.553.8782 or visit [www.americancentury.org](http://www.americancentury.org).

An explosive drama about what happens when art, fame, and integrity collide, *Ten Unknowns* by Jon Robin Baitz receives a Washington premiere at **Signature Theatre** under the direction of Associate Artistic Director Rick DesRochers. The ongoing war between abstract expressionists and the figurative painters from the 1940s to the present day clash in this battle of artistic wills. Heroin-induced creation and raw sexuality are explored as artists duke it out in a visceral battle of the generations. Artists who have made their reputations in the art world collide with those that have yet to be discovered with equally revolutionary visions. The hard drinking and sexually rapacious likes of Jackson Pollock, Pablo Picasso, and Willem de Kooning, and their successors, Robert Motherwell, Robert Rauschenberg, and Richard Diebenkorn, are the subject of this passionate exploration of the psyche of the artistic temperament. *Ten Unknowns* runs until April 24, 2005, at **Signature Theatre**. Tickets are on sale now! Call 703-218-6500 or visit [www.signaturetheatre.org](http://www.signaturetheatre.org).

## "Gallstones to the left, hernias to the right, hysterectomies in front of me," and other things we fixed about same-day surgery.

When you build a new hospital, you get a chance to make a lot of changes. At Virginia Hospital Center we've made major changes that are good for the patients and good for the business of the hospital.

Nearly 93% of the people who come to a hospital leave shortly after their procedure. Less invasive procedures and the latest diagnostics have



replaced older methods that required an overnight hospital stay. As a result, the whole flow of a hospital has changed and we took two big steps to help all the "same-day" patients.

Almost 65% of all surgeries are now classified as "same-day". This trend has forced many hospitals to retrofit their existing facilities and they end up with uncomfortable spaces not designed for the job. Our new hospital was designed with same-day surgery in mind. Now it's easy to get to and

easy to get around. Our paperless processing speeds up admissions and computerized scheduling keeps us running on time. We've doubled the number of pre- and post-operative recovery rooms. And each one is private. All this makes it much more comfortable for the patient. Nearly everyone who visits the hospital needs some kind of

diagnostics or imaging procedure. This makes Radiology & Diagnostics our busiest department. To handle this volume, we doubled its size. We added systems that eliminate film by storing images electronically and reports can be generated in minutes instead of days.

Practicing the best medicine is our only goal at Virginia Hospital Center and that means we are practicing good business. So if you spot a trend that affects 93% of your customers, you do something about it. Stat.

**Good business empowers good medicine.**

VIRGINIA HOSPITAL  
CENTER  
[virginiahospitalcenter.com](http://virginiahospitalcenter.com)

# Welcome to New Members

## BUSINESS AND PERSONAL SERVICES

### THE AMBASSADOR'S TOUCH CONCIERE & JANITORIAL SERVICE

Erica Davis, Vice President  
46685 Crystal Court  
Sterling, VA 20164  
Phone: 703-923-3400  
Email: info@ambassadorstouch.com

#### SPONSOR: Melissa Bailey, Staff

We're a full service professional concierge and janitorial company. We deal with residential as well as corporate clients. Discounts within packages are available.

## CONFERENCE & RECEPTION FACILITIES

### HENDRY HOUSE

#### Sharon Casey, Rental Coordinator

2411 North 24th Street  
Arlington, VA 22207  
Phone: 703-243-7329  
Email: scasey@arlingtonva.us

#### SPONSOR: Melissa Murray Bailey, Staff

Fort C.F. Smith is a Civil War Fort. The Hendry House is a historic house located in the park. The house is available for rent for business meetings, retreats, corporate functions and receptions.

## DIRECTORY

### FAIRFAX & ARLINGTON HOME RESOURCE DIRECTORY

#### Jacqueline Crisci, Publisher/Owner

8316 Carrleigh Parkway, Suite A  
Springfield, VA 22152  
Phone: 703-861-3218  
Email: fairfaxarlington@homeresource.com

#### SPONSOR: Melissa Murray Bailey, Staff

We are a directory of products and services for the home and homeowners.

## HEALTH FITNESS CENTERS

### SPORT & HEALTH CLUBS

#### Nancy Terry

1953 Gallows Road  
Vienna, VA 22182  
Phone: 703-556-6556  
Email: nterry@shcorp.com

#### SPONSOR: Melissa Murray Bailey, Staff

Sport & Health Clubs make getting into fitness easy and fun. We'll help you reach your goals in a casual friendly environment.

## INTERNATIONAL TRAVEL CLINIC

### CAPITOL TRAVEL MEDICINE

#### Susan Wallace, Admin/Owner

1401 Wilson Blvd #1007  
Arlington, VA 22209  
Phone: 703-351-5100  
Email: swallace@ctmedicine.com

#### SPONSOR: Melissa Murray Bailey, Staff

Capitol Travel Medicine provides pre-travel education along with recommended and/or required immunizations, primarily for

persons traveling internationally. We are a small, woman-owned business.

## MANAGEMENT CONSULTING & TRAINING

### TRANSFORMATION SYSTEMS, INC (TSI)

#### Marta Wilson, CEO

PO Box 26276  
Arlington, VA 22215  
Phone: 866-395-8573  
Email: marta@we-transform.com

#### SPONSOR: Melissa Murray Bailey, Staff

Transformation Systems, Inc. (TSI) specializes in change management and workplace transformation. TSI's three primary service offerings are strategic planning, results measurement, and developmental training

## PUBLIC RELATIONS/PUBLIC AFFAIRS

### SIGNATURE STRATEGY, INC.

#### Linda Dickerhoof, President

2030 North Adams Street, Suite 405  
Arlington, VA 22201  
Phone: 703-243-4515  
Email: info@signaturestrategy.com

#### SPONSOR: Melissa Murray Bailey, Staff

Signature Strategy, Inc. is a full-service integrated marketing, public relations and communication services firm.

## REALTOR

### NEIL SHUEY, RE/MAX ALLEGIANCE

#### Neil Shuey, Realtor

6226 Old Dominion Drive  
McLean, VA 22101  
Phone: 703-994-7627  
Email: neil\_shuey@yahoo.com

#### SPONSOR: Melissa Murray Bailey, Staff

Personal service specializing in condominiums and homes in North Arlington and McLean. Find out the value of your home with a free Comparable Market Analysis (CMA) and a no obligation buyer's consultation.

## REAL ESTATE – COMMERCIAL

### SCHEER PARTNERS, INC.

#### Michael Norris, Senior Associate

7901 Jones Branch Drive, Suite 130  
McLean, VA 22102  
Phone: 703-288-2700  
Email: smith@scheerpartners.com

#### SPONSOR: Melissa Murray Bailey, Staff

Scheer Partners, Inc. is the leading provider of fully integrated commercial real estate services for the Washington, DC metropolitan region.

## REAL ESTATE DEVELOPMENT

### THE HOLLADAY CORPORATION

#### Evan Goldman, Development Director

3400 Idaho Avenue, Suite 500  
Washington, DC 20016  
Phone: 202-362-2400

#### SPONSOR: Melissa Murray Bailey, Staff

The Holladay Corporation is a locally

owned real estate development company best known for our innovative urban infill residential and mixed-use projects.

## WEBSITE DEVELOPMENT

### AVALANCHE INTERACTIVE

#### Stephen Wolfe, CEO

3001 North Stuart Street  
Arlington, VA 22207  
Phone: 703-812-5222  
Email: info@avalancheinteractive.com

#### SPONSOR: Melissa Murray Bailey, Staff

We provide services including web presentations, web, graphic and print design services. Network design, implementation and consulting services. Web marketing and advertising, corporate training and many others.

## WIRELESS

### SPRINT PCS

#### Fasika Tefera, General Manager

609 14th Street NW  
Washington, DC 20005  
Phone: 202-783-2785  
Email: fasika.n.tefera@mail.sprint.com

#### SPONSOR: Melissa Murray Bailey, Staff

Wireless/Mobile Service Provider

### SPRINT PCS

#### Michael Plummer, Store Manager

1208 18th Street NW  
Washington, DC 20036  
Phone: 202-271-1066

#### SPONSOR: Melissa Murray Bailey, Staff

We are a telecommunications business serving customers here in the DC metro area on wireless products and services from Sprint PCS.

## Thanks to Members who renewed in February

Casual Adventure  
Charles E. Smith Commercial Realty  
Edward M. Holland, Esq.  
JK Moving & Storage  
Quality Hotel  
Courthouse Plaza  
The Arlington Players  
United Way of the National Capital Area  
Cherry O. Mir, Weichert Realtors  
Alan S. Tonelson  
Arlington Funeral Home  
Columbia Memorial Park, Inc.  
Design Cuisine  
Mercantile Potomac Bank  
Pak Mail  
Sir Speedy Print & Copy Center  
Sowa & Nicholas Printing & Graphics  
Sun Gazette Newspapers  
Washington Area New Automobile Dealers Association  
Women In Military Service for America

*continued on page 10*

## Member-Guest Event a Success!

In February, our Member-Guest event, held at **Oyamel**, was attended by 42 people, over half of which were Chamber prospects.

This is a free networking event. Your only ticket is a prospective Chamber member, someone who is not a member of the Arlington Chamber of Commerce but is interested in joining. It is a perfect opportunity to introduce your prospect to other members and give them the opportunity to network with our

members. If you are unaware of our Member-Guest events, or need more information, please contact **Melissa Murray Bailey**, Membership Director, at [mbailey@arlingtonchamber.org](mailto:mbailey@arlingtonchamber.org) or 703-525-2400.

The next Member-Guest event will be held at **Ruth's Chris Steakhouse** on Tuesday, June 7. Be sure to mark your calendar. It's a great way to network with a variety of people... both members and prospects.



2005 Chamber Chairman **Stanley E. Taylor**, **George Mason University** and **Lynn Osborne**, **Ad Management Insights, LLC**, mingle with Chamber prospects at the first of three Member-Guest events for 2005.

### Member-Guest Event

Tuesday, June 7  
5:00 – 7:00 p.m.

**Ruth's Chris Steakhouse**  
2231 Crystal Drive

#### *Member Renewals, continued*

Clarendon Dental Arts  
American Apparel & Footwear Association  
Arlington County Commissioner of the Revenue  
Auto-Chlor Systems of Northern Virginia, Inc  
Lidia Sabin, Weichert Realtors  
Signs by Tomorrow  
University of Management and Technology  
Americana Hotel  
Arlington Independent Media  
Burgers of Columbia Pike, Inc  
Colonial Village Shopping Center, LC  
Dr. Denise Bruner, M.D. and Associate P.C.  
Guest Informant  
Motel Fifty  
Radigan & Garnett  
Sheraton Crystal City



## SMART Start

Would you like to find out how to make the most out of your membership investment?

### Attend a SMART Start.

SMART Start is a FREE Networking Seminar and Information Session. Learn how to meet new clients or future business associates.

April 6<sup>th</sup>, 2005 at 7:45 a.m.  
At the Chamber Office  
Register online:

[www.arlingtonchamber.org](http://www.arlingtonchamber.org)

Contact **Melissa Murray Bailey**,  
703-525-2400 for information.



Networking opportunities  
at the

## Breakfast Connection!

All it takes is fifteen seconds to make an impression! At the Breakfast Connection you have an eclectic group of professionals looking to utilize Chamber businesses. The introduction time at the event will allow you to get your point across whether it is with a catchy phrase, a mantra, or a demonstration. The time is yours. Use it to your advantage. You won't be disappointed. If you've never tried a Breakfast Connection, you will find it is a great networking tool. Bring brochures, business cards, flyers pertaining to your organization to hand out and make the morning the best part of your day.

Thank you to our sponsor,  
**Self Storage Plus!**

**SELF STORAGE PLUS**

*Climate Controlled Storage*

### Breakfast Connection

Thursday, April 21  
7:30 a.m.

**Holiday Inn-Ballston**  
4610 Fairfax Drive

Register:  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)



*Want To Get Connected?*  
**JOIN A COMMITTEE!**

Call 703-525-2400  
for more details.



### Chamber Website Yields Results!

Each month the Chamber actively tracks usage of its website in an effort to better serve our members and to keep the website resourceful. Below are the top categories and keywords searched in the month of February.

**Attention members:** Please make sure we have your up-to-date website address so searchers can easily get to your site!

**Top 5 Business Categories:**

- 1. Restaurants
- 2. Hotels
- 3. Spa & Salon
- 4. Accountants—Certified Public
- 5. Associations

**Top 5 Keywords:**

- 1. Hotel
- 2. Restaurant
- 3. Real Estate
- 4. Apartments
- 5. Bank

### HAPPY ANNIVERSARY!

The Chamber is pleased to recognize the following members who celebrated their membership anniversary in April! We thank these great organizations for their continued support of the Arlington Business community!

**APRIL**

Colony House, Inc.	5 years
Wild Birds Unlimited	5 years
Quality Payroll Systems	10 years
The Ritz-Carlton, Pentagon City	15 years
Days Inn Crystal City	40 years

## Network at our BusinessAfterBusiness

The Chamber’s monthly Business After Business (BAB) functions are the perfect way to relax and network with fellow and potential Chamber members. Once a month the BAB is held at a local Arlington establishment where members learn more about the member hosting the event and get the chance to meet new people while networking. It’s a great way to end your day while enjoying your peers, win great prizes, and potentially cash in on the mounting jackpot available each month. Remember, you must be present to win! We look forward to seeing you this month.

*\*The cost for this month’s BAB has been increased by \$10. The extra money collected will go directly to the Chamber Scholarship Fund. Thank you for your support.*

### BusinessAfterBusiness

Thursday, April 28  
5:00 – 7:00 p.m.

**Host:**  
**Ruth’s Chris Steakhouse**

2231 Crystal Drive

Register: [www.arlingtonchamber.org](http://www.arlingtonchamber.org)

## Member-to-Member Benefits

The Arlington Chamber of Commerce would like to invite members to participate in our Member-to-Member Benefit Program. This is a great way to market your business by offering your products or services at a discount rate to other Chamber members and local non-profit members.

- YES! I would like to participate in the Member-to-Member Benefit Program
- No, not right now, but keep me in mind for the future

Product/Service willing to offer \_\_\_\_\_

Exp \_\_\_\_\_

Product/Service wiling to offer to Non-profit organization \_\_\_\_\_

Company \_\_\_\_\_

Contact Individual \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Contact: **Melissa Murray Bailey** at 703-525-2400 or email [mbailey@arlingtonchamber.org](mailto:mbailey@arlingtonchamber.org)  
Return to 2009 14th Street N, Suite 111, Arlington, VA 22201 or fax 703-522-5273.  
Please feel free to attach additional information.





## Borders Suggests...

*Full Frontal PR*

By Richard Laermer

**T**his book shows you how to create buzz about your business, your product, or yourself! Learn to create positive buzz and make it stick, and how to avoid the inevitable negative buzz. *Full Frontal PR* has simple and cost effective tactics to help you build a relationship with the press and get the kind of media placement to help you grow your bottom line. If this topic interests you I also highly recommend *Brain Tattoos* by Karen Post, The Branding Diva.

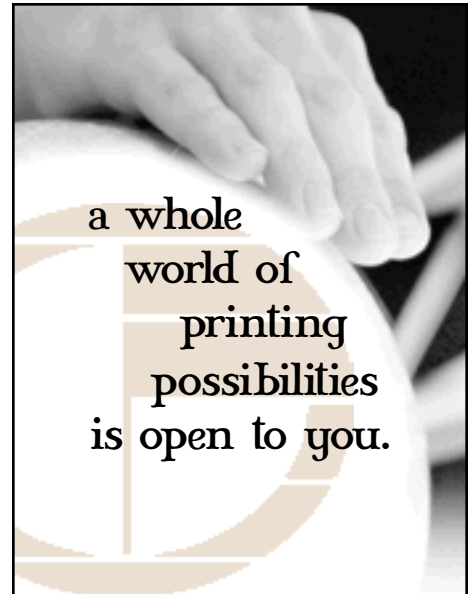


# BUCKCOMMERCIAL

COMMERCIAL REAL ESTATE BROKERAGE

Real Estate Brokerage and  
Consulting Since 1976

3119 Wilson Boulevard • Arlington, Virginia 22201 • 703-525-2400  
fax 703-522-5273 • www.buckcommercial.com



a whole  
world of  
printing  
possibilities  
is open to you.

Call Mili Arica  
703-212-2226



Global Printing, Inc.  
Alexandria, VA  
703-751-3611

[www.globalprintinginc.com](http://www.globalprintinginc.com)

# The Arlingtonian

## Arlington Chamber of Commerce

2009 North 14th Street, Suite 111  
Arlington, Virginia 22201  
703-525-2400 703-522-5273 (fax)  
[chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)  
[www.arlingtonchamber.org](http://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.

Pre-sorted  
Standard  
U.S. Postage  
PAID  
Permit 6418  
Merrifield, VA