



“Arlington’s Best Night Out”

This year’s 81st Annual Winter Gala was a night full of great food, dancing, a spectacular silent auction and mingling with friends. Thanks to the wonderful people who supported this magical event and made it happen. A special thank you to this year’s sponsor, **Red Top Cab Company of Arlington**.



Above, 2005 Chamber Chairman, Stanley E. Taylor, George Mason University, addresses the crowd of more than 250 people at this year’s Gala.



Left, Dr. Jim Bundschuh, president of Marymount University, Lois Bundschuh, Sally Merten, and Dr. Alan Merten, president of George Mason University enjoy “Arlington’s Best Night Out.”

Photos by Sonny Odom, Photographer

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SPONSOR a Member, REWARD Yourself

The Chamber is kicking off our annual membership campaign. Think of yourself on a sunny beach; now think of all of the people who are just waiting for you to ask them to join the Arlington Chamber of Commerce. The Chamber member who sponsors the most members* in 2005 will be awarded a 4-day, 3-night vacation for two to the Bahamas.



Our Lucaya Beach & Golf Resort
Royal Palm Way
Grand Bahama Island, Bahamas

* Must sponsor more than 5 to be eligible.

Mark Your Calendar for Valor Awards!

The 23rd annual Valor Awards will take place on Tuesday, March 29th at the **Fort Myer’s Officers Club**. Please plan to attend and show your support for the men and women of Arlington’s Police, Fire, and Sheriff’s Departments who risk their lives daily to keep our community safe.

Virginia Hospital Center, Arlington, is the grand sponsor for the event.

Valor Awards Luncheon

Tuesday, March 29, 2005

11:30 a.m.

Ft. Myer Officers Club, Koran Room

Register: www.arlingtonchamber.org

Thank you to our sponsor, Virginia Hospital Center





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Member: U.S. Chamber of Commerce
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Joan Dall'Acqua, Graphic Designer, Acquagraphics

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Visit our website: www.arlingtonchamber.org
Visit our wireless website: www.chamberwap.com



Where you need to be in MARCH



1 Tuesday

Article deadline for April 2005
Arlingtonian

1 Tuesday

Community Action Committee
8:00 a.m. - Chamber Office (Small Board Room)

2 Wednesday

SMART Start
7:45 a.m. - Chamber Board Room

7 Monday

Membership Committee Meeting
4:30 p.m. - Chamber Board Room

9 Wednesday

Executive Committee Meeting
8:00 a.m. - Chamber Board Room

17 Thursday

Breakfast Connection
7:30 a.m. - **Holiday Inn Ballston**

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. Events listed in color are networking opportunities for members and their guests.

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

21 Monday

Insert deadline for April 2005
Arlingtonian

24 Thursday

Legislative Affairs/Economic Development Committee
8:15 a.m. - Chamber Board Room

24 Thursday

Business After Business
5:00 p.m. - **Virginia Commerce Bank**

29 Tuesday

Valor Luncheon
11:30 a.m. - **Fort Myer**

31 Thursday

Education & Workforce Development Committee
12:30 p.m. - Arlington Career Center

CORRECTION:

The following phone number was incorrect in January's newsletter. Please note change below. Sorry for any inconvenience.

Treehouse Partners, Daphne Miller; phone is 703-408-2001

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

Our capable 2005 Chairman, **Stanley E. Taylor**, has asked that I use his space in our newsletter this month to fill you in on the current staff perspective concerning this Chamber. I am glad for this opportunity.

Membership—Over the past few years (especially following 9/11) we have seen a small decline in membership. Now that the economy has for the most part recovered and, as a community, Arlington is growing again, we need to make our organization stronger through increased membership. And though we have a highly capable staff Membership Director, there aren't enough hours in the day to get the whole job done. Membership recruiting needs to be *every* member's business.

Membership Value—Chambers nationwide are under strong pressure to deliver the goods. And rightfully so. One of the performance goals of the staff is to "constantly think of how to make our members' experience at the Chamber more productive". We're adding new programs like SMART Start and the Small Business Roundtable that offer more network at no cost and improve your results. We're upgrading all our other traditional events and adding a Hospitality Awards program. We're building exciting new opportunities into our new website. Each of these delivers value in spades.

Volunteerism—In spite of our small staff of professionals, the Chamber is a volunteer organization. It's a demonstrable fact that volunteerism is on the decline—unfortunately to the detriment of members. Simply put, we need you to participate. We all win when you do. Not sure what to do? Write or call me. We'll find the right path to getting a big return on your membership.

Advocacy—We have just emerged from the General Assembly session where the Chamber was more active than ever before promoting and protecting Arlington's business community. After living here 51 years, I still wonder if the County is ever going to figure out and appreciate the enormous positive contribution that our businesses make to the quality of life here. I continue to be disappointed when actions are taken without our input or after ignoring our input. The Chamber is a community builder and, if allowed to be a full participant in the process, can—and will—do even more.

Communications—The Chamber is in the middle of taking a massive look at all of our communications and elevating each of them. We redesigned this newsletter last year. We introduced our monthly electronic Chamber Connections. We are completely overhauling our website—due for unveiling in a month or so. Most importantly, we'll increase our use of surveys this year so you can tell us what's right and what's not. We need to hear from you.

Lastly, I want to tell you that our staff really cares about you and the product the Chamber delivers. The dedication shown is intense. I'm proud of the cast of characters we have assembled. Let them work for you. One member benefit we don't tout enough is the referrals that come from our website and this office. There's a group of folks here that want to know what you do so they can pass the word. Please make it a priority to let the staff know first hand how to refer you. It'll give your business/organization a boost!

Thanks for sticking with us. With your participation, we'll do our level best to help you make 2005 (and every year) a banner year.

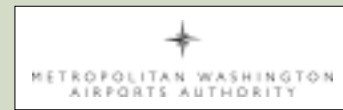
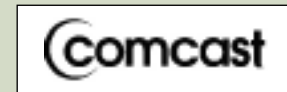
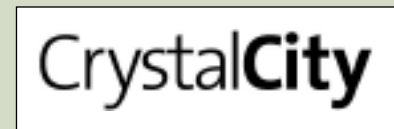


Richard Doud
President, Arlington Chamber of Commerce



Richard Doud

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Arlington's Creative Community

By Karen Vasquez, *Arlington Economic Development*

As counties and cities compete to build the best communities to live and work, economic development experts look for new ways to understand how some cities and counties excel far beyond others. According to economist, researcher and author Richard Florida, the answer may lie in our ability to build a "creative community"—one in which talented and creative people want to live, work and play. Florida's book, *"The Rise of the Creative Class,"* theorizes that communities with a high degree of the "3 T's": technology, talent and tolerance, attract young, educated and creative people who contribute directly to economic growth.

The news is good for the region: the Washington, D.C. region was ranked by Florida first among metros of one million or more in the percentage of creative class population, and eighth on his Creativity Index. But what does it mean for Arlington?

Based on eight measures selected to reflect the attributes of Florida's creative class, **Arlington Economic Development** undertook a study to determine how Arlington stacked up against the rest of the region. **AED** found that Arlington is a creative class community by any measure, topping the chart within the Washington D.C. metropolitan area on four of the eight studied measures and ranking second on three more.

Arlington's "super creative core" represents 25 percent of its adult population. In addition, Arlington ranks first in diversity by a significant margin, based on the percent of the population that is foreign born. Arlington leads the region in educational attainment with over 60 percent of all adults holding a bachelor's or advanced degree. Arlington, Alexandria and Fairfax are tied on housing affordability. Arlington trails Fairfax County slightly as the highest scoring jurisdiction on the high-tech measure. Arlington is second to Alexandria for its level of mobility, and second among local jurisdictions on the proportion of its 25–34 year old population. The only measure where Arlington ranks in the middle of the regional pack is innovation as represented by patents per capita.

The creative community status of Arlington results from the values and mission of the community itself, and a focus on community building has served Arlington well in creating a place where people want to both live

and work. To learn more about the theories behind Florida's creative communities, and for a detailed analysis of Arlington's place within the Washington, D.C. region, visit www.arlingtonvirginia.com to view the complete study.

SAVE THE DATE

10TH Annual ABBIE Awards
Friday, May 13th

7:30 a.m.

Crystal Gateway Marriott
1700 Jefferson Davis Highway



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Leadership Arlington is Accepting Applications!

DEADLINE MAY 16TH, 2005



Leadership Arlington is currently accepting applications for the Class of 2006. Application deadline is May 16, 2005, 12:00 noon. For more information, please contact Pat Latour at (703) 528-2522. General information and the application may be found on the Leadership Arlington website: www.leadershiparlington.org.

Leadership Arlington is celebrating its seventh year anniversary. With over 200 members, representing over 180 organizations, it has become an organization of vision and action for Arlington.

About Leadership Arlington

The vision of Leadership Arlington is a prepared, inspired and inclusive Arlington leadership who together embrace responsibility for the common good. Our mission is to enlighten, inspire and connect leaders to strengthen the Arlington community.

How Do You Benefit?

- A strengthened sense of personal vision and power;
- The development of an awareness of issues and challenges facing Arlington;
- The discovery of leadership strengths, an increase in leadership skills, and a recognition of arenas in which a unique contribution can be given;
- A greater ability to articulate a vision of the community and translate that vision into action;
- The rewards of networking with a diverse group of community leaders; and
- An opportunity to make a commitment on behalf of the community.

How Does the Community Benefit?

- An increasing source of quality leaders for the Arlington community;
- An improved communications network among civil, social, educational, and business leaders in the County;
- Assistance to potential leaders in their development, matching their skills and interests with the needs of the community; and
- A leadership base with a broadened perspective, prepared to more effectively guide Arlington into its future.



Youth Program Applications Now Available

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



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 6th, 2005 at 7:45 a.m.

At the Chamber Office

Register online:

www.arlingtonchamber.org

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





Barbara Nicastro and Ingrid Morroy, Arlington's Commissioner of Revenue, enjoyed a night full of fun at Arlington's Annual Winter Gala.

Special Thanks Go To...

The 81st Annual Winter Gala was truly "Arlington's Best Night Out." A few flurries didn't keep the more than 250 guests away. They enjoyed an evening of fabulous food, fantastic music and good company. **The Ritz-Carlton, Pentagon City** was very accommodating and the ballroom was purely elegant. A special thank you to all the members who participated in the Gala through volunteering, donating and attending. Thanks to you it was tremendous success!

A special thank-you to our GRAND SPONSOR **Red Top Cab Company of Arlington**, for their constant support of the

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at Pentagon City
Shelly Goorevich, Ruth's Chris
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John Snedden, Rocklands
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Centre at Pentagon City
Kathy Viola
Jim Whelan, The ProActive
Corporation of America, Inc.

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Mason
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Von Pelot, Red Top Cab
Company of Arlington
John Snedden, Rocklands
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Company

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Arlington Sun Gazette
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Hilton Crystal City
HNTB Corporation
Holiday Inn French Quarter
Hurt Cleaners
Hyatt Arlington
Imagination Station
Indian Craft Shop
Info-Safety, LLC
Infotravel
iRainmakers, Ltd.
Jaleo Restaurant
James Monroe Bank
Kinder Haus Toys & Children's
Clothes
Landmark Center for
Therapeutic Bodyworks
Lebanese Taverna
Les Francis Photography
Live Wire Media Relations, LLC
LM&O Advertising
Main Event Caterers
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Marriott Marquis Hotel, Time
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 SRA International
 Swan Point Yacht & Country Club
 T.H.A.I. Shirlington
 The American Century Theatre
 The Curious Grape
 The Energy Club
 The Fashion Centre at Pentagon City
 The Indian Craft Shop
 The Occidental
 The ProActive Corporation of America, Inc.
 The Ritz-Carlton, Pentagon City
 The Shakespeare Theatre
 The Sterlings
 The Teal Center
 The Wedding Dance Specialist
 Tiffany & Co., Fairfax Square
 Tivoli Restaurant
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 Tony's Kitchen
 UBS Financial Services
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SPECIAL THANKS TO:

- **The Ritz-Carlton Pentagon City** for their gracious support and hospitality.
- **Brooks Business Transfer** for assisting the Chamber by transporting the auction items to **The Ritz-Carlton Pentagon City**.
- Photographer **Sonny Odom** taking fantastic pictures!
- **Dr. Loretta Franklin** for giving the invocation.
- **Angel's Blossom** for creating beautiful floral centerpieces

Members IN THE News

BANKS

James Monroe Bancorp, Inc. announced significant earnings and asset growth for 2004. They reported record growth in all major balance sheet categories of assets, loans, and deposits over 2003.



United Bank has announced the promotion of Joseph T. Mainello to Senior Vice President and Consumer Lending Manager. Mr. Mainello

began his banking career more than 20 years ago, and joined **United Bank** in 1994.

United Bank has announced that B. Todd Dempsey, Jr., has been promoted to Senior Vice President and Business Lending Manager. Mr. Dempsey has been a part of Northern Virginia's banking community for nearly 25 years and joined **United Bank** in 2004.



United Bankshares, Inc. announced record earnings for the fourth quarter and year of 2004. Fourth quarter earnings were \$25.5 million or 58 cents per diluted share while earnings for the year 2004 were \$97.8 million or \$2.22 per diluted share. **United** earned \$10.5 million or 24 cents per diluted share and \$78.8 million or \$1.85 per diluted share for the fourth quarter and year of 2003 respectively.

United Bankshares, Inc. announced that the board of directors declared a first quarter 2005 dividend of 26 cents per share for shareholders of record as of March 11, 2005. This is a 4% increase over the 25 cents paid in the first quarter of 2004.

Virginia Commerce Bank announces promotions among its management team. Patricia M. Ostrander has been promoted to Executive Vice President. Jo Ann Bell has been promoted to Senior Vice President. Matthew F. Cammarota has been promoted to Senior Vice President. Robin P. Coracci has been promoted to Senior Vice President. Pamela M. DeCandio has been promoted to Senior Vice President. Carol

Hockensmith has been promoted to Assistant Vice President. Robert J. Naden has been promoted to Assistant Vice President. Gretchen S. Ashby has been promoted to Information Security Officer. Michael W. O'Donnell has been promoted to Branch Officer.

Virginia Commerce Bank announced the January 27th opening of its Del Ray branch, located at 2401 Mount Vernon Ave. in Alexandria. The new branch is the sixteenth overall for **VCB**.

Virginia Commerce Bancorp, Inc., parent company of **Virginia Commerce Bank**, reports record fourth quarter and year 2004 earnings and continued strong growth. **Peter A. Converse**, Chief Executive Officer, commented, "Our fourth quarter results completed another year of record earnings and strong balance sheet growth. We are particularly pleased with our significant loan growth while maintaining pristine asset quality."

CONSULTANTS

SRA International, Inc., a leading provider of information technology services and solutions to federal government organizations, has been named one of *Fortune* magazine's "100 Best Companies to Work For" for a sixth consecutive year. This year **SRA** is ranked number 44.

COURT REPORTERS

M.A.R. Reporting Group, LLC, announced their appointment as the official court-reporting agency for Arlington County's 17th Judicial Circuit Court. The agency will be responsible for reporting, archiving and transcribing all felony criminal court matters.

HAULING & CLEAN-UP

Reliable Hauling's owner **Kyle Clifford**, was chosen by the Washington Post to publish his "Life is Short: Autobiography as Haiku" essay in its Sunday Style Section. His submission illustrates how a person can travel so far before finding the one thing that makes you happy. The article can be viewed at www.reliablehauling.com.

continued on page 8

Members in the News, continued

HEALTH

For nearly four weeks, employees and independent distributors of **Pharmanex** have been participating in tsunami disaster relief efforts through both the company's Nourish the Children initiative and the Force for Good Foundation, the company's registered non-profit organization. To date these joint efforts have resulted in a contribution of \$1.4 million through a combination of monetary and in-kind donations, bringing the company closer to its goal of \$1.5 million.

Pharmanex amasses unprecedented group of in-house scientists. Today, under the leadership of President Joseph Chang, Ph.D., **Pharmanex** boasts more than 125 full-time scientists, three state-of-the-art laboratories, and a global scientific research network.

INVESTMENT MANAGEMENT SERVICES

For the 12th consecutive year, **Edward Jones** ranked No. 1 in Registered Representative magazine's annual survey of the nation's seven largest financial-services firms. The magazine randomly selects brokers nationwide and asks them to rank their firms in various categories.

MISCELLANEOUS

Six Arlington companies were among 31 Northern Virginia firms honored on January 13 for being named to the Washington Business Journal's 2004 list of the 51 fastest growing companies in the Washington area. Congratulations to two of our members: **Plateau Systems** (Software Provider) and **Dante Consulting** (IT Consulting Firm).

NON-PROFIT ORGANIZATIONS

On January 12th, **AHC, Inc.**, local officials, partners and several new residents celebrated the opening of Hunter's Park, a 74-unit affordable apartments complex for low-income, active seniors in the Cherrydale neighborhood of Arlington. Hunter's Park is **AHC's** first new construction of affordable housing in Arlington since 1997.

The Arlington County Red Cross announced that Senators Elizabeth and Robert Dole have graciously agreed to be Honorary Chairpersons of the first ever signature Gala. The Gala, held on April 8, will honor the WWII veterans and **Red Cross** workers of Arlington County. The funds raised as part of the Gala will support the programs provided by the Arlington County Chapter of the **American Red Cross**.

The 2004 Scouting for Food drive conducted by Arlington Boy Scout troops has netted the largest amount ever collected by the troops. Over 66,000 pounds of food were collected by Arlington Boy Scouts and delivered to the **Arlington Food Assistance Center (AFAC)** in November.

For the twentieth year in a row, the **USO of Metropolitan Washington (USO-Metro)** joined forces with civic-minded Washington area hotels to provide complimentary hotel/motel room nights to visiting families of service members who were unable to travel home for the holidays.

REAL ESTATE

The Northern Virginia Association of Realtors has appointed **Laura Fall** to chair their Real Estate Finance Forum for 2005. The Forum is charged with providing timely financial news updates to the NVAR membership, monitoring market trends and spearheading innovative financing programs. **Ms. Fall** is the owner and principal broker of **Fall Properties LLC**.

RESTAURANTS & CATERING

Fine Catering is pleased to announce that its restaurant, **Café! Café!** was profiled by the *Arlington Connection* for its charitable work. The article, titled "When Thanksgiving is Every Wednesday," describes the free weekly meal provided to the Firefighters of Arlington Station 6 since the September 11 terrorist attacks on the Pentagon. The story was also published in the *Restaurant Digest* the following week. The store can be found at www.CafeCafeArlington.com.

SCHOOLS – UNIVERSITIES

The Art Institute of Washington, a branch of The Art Institute of Atlanta, has announced it is now offering a new bachelor's degree program in Visual & Game Programming designed to prepare the next generation of technical artists for the video game and animation industries. For questions please call (703) 358-9550 or visit www.aiw.aii.edu.

Carolina Herrera has been selected to receive **Marymount University's Designer of the Year** award at the 15th anniversary of the *Portfolio in Motion* student fashion show and luncheon. The honor is awarded each year to an outstanding and innovative designer whose creations have captured the imagination of the fashion industry and the public. The fashion show, luncheon, and award presentation will be held on Friday, April 22, beginning at 11 a.m. in the Rose Bente Lee Center on the University's Main Campus.

SOFTWARE PROVIDER

Plateau Systems announced a partnership with EduTech, a reseller of learning technologies to the Middle East and India. **Plateau** has noted that both the Middle East and India have experienced a high rate of economic growth and believes this is a driving demand for a more knowledgeable, flexible and resilient work force.

THEATRES

Moby Dick Rehearsed is back. The exhilarating Orson Welles' story of a director who challenges his troupe to improvise a production of the classic Melville book returns as the **American Century Theater** continues to celebrate its 10th Anniversary season. The production returns on March 24, directed by Jack Marshall. Tickets are \$18-\$26. Call (703) 553-8782 or visit www.americancentury.org for more information.

“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.



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 January were:

- Adventure to Success, LLC**
- a.k.a. spot**
- Ambassador’s Touch Concierge & Janitorial Service**
- Ask!expert**
- BOK Custom Framing**
- Cohen and Company**
- Countryside Mortgage Services, Inc.**
- iRainmakers, Ltd.**
- Juan Carrera, Maintenance Engineering, Ltd.**
- ROH Incorporated**

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.



Questions? Call 703-525-2400.

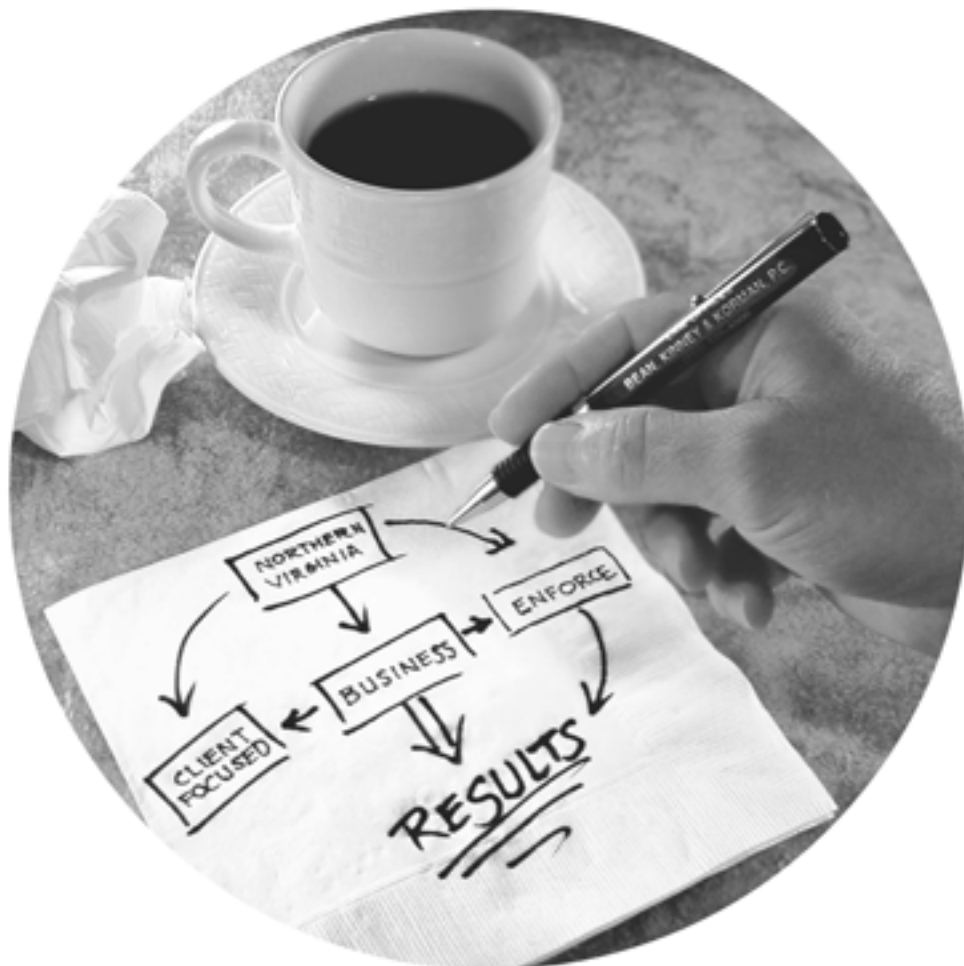
Chamber Staff Phone Extensions

- Rich Doud, Presidentx206
rdoud@arlingtonchamber.org
- Tami Anderson, Accountant.....x205
tanderson@arlingtonchamber.org
- Cate Murray, Events.....x204
cmurray@arlingtonchamber.org
- Diane McLaughlin,
Communicationsx203
dmclaughlin@arlingtonchamber.org
- Melissa Bailey, Membership.....x202
mbailey@arlingtonchamber.org
- Deborah Kunin, Administrative.....x200
dkunin@arlingtonchamber.org

GETTING IT DONE STRATEGICALLY

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Bean Kinney & Korman does what you need, the way you want it done. We keep the focus on you. You expect and we deliver thoughtful, workable solutions. For more than four decades, we have helped our clients achieve their best ideas. Whether in the boardroom or courtroom, we get it done.



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2000 North 14th Street, Suite 100, Arlington, VA 22201
703.525.4000 beankinney.com

Welcome to New Members

APARTMENTS-COMMUNITY DEVELOPMENTS

THE PARK AT ARLINGTON RIDGE

Michelle Plaisance, Community Manager
1701 26th Street South
Arlington, VA 22206
Phone: (703) 836-1600
Email: thepark@gateshudson.com
SPONSOR: Melissa Murray Bailey, Staff
The Park at Arlington Ridge is a newly developed luxury rental community.

ASSOCIATIONS

COLLEGE PARENT SERVICES, INC

James Boyle, President
2000 North 14th Street, Suite 800
Arlington, VA 22201
Phone: (703) 797-7103
Email: fmartinez@collegeparents.org
SPONSOR: Scott Laughlin, LM&O Advertising
College Parents Services provides information and exclusive deals to members of College Parents of America, the only national membership organization dedicated to advocating and serving on behalf of current and future college parents.

CHURCHES

ST. IVES' EPISCOPAL CHURCH

Mark Byers, Associate Vicar
PO Box 50008
Arlington, VA 22205
Phone: (703) 538-4837
Email: vheard@thediocese.net
SPONSOR: Melissa Murray Bailey, Staff
Saint Ives' is a new church committed to helping Arlingtonians with no faith community develop a strong relationship with God and live more fulfilling lives.

CONVENTION & VISITOR ASSOCIATIONS

LOUDOUN CONVENTION AND VISITORS ASSOCIATION

Joe McAdams, Director of Sales
222 Catocin Circle SE, Suite 100
Leesburg, VA 20175
Phone: (703) 771-7525
Email: mcadams@visitloudoun.org
SPONSOR: Melissa Murray Bailey, Staff
LCVA was created to develop and implement a comprehensive destination management program that promotes tourism and travel to Loudoun County, VA.

EMPLOYMENT SERVICES

PREMIER PERSONNEL

Larry Zebrak, Owner
7700 Leesburg Pike Suite 318
Falls Church, VA 22043

Phone: (703) 556-8722
Email: lauren@premierpers.com
SPONSOR: Melissa Murray Bailey, Staff
Premier Personnel is a locally owned staffing service that specializes in temporary, temp to hire and direct hire placements throughout Virginia, DC and Maryland.

EXPORT & IMPORT

AWASH BUSINESS, INC

Elias Keros-Kebede, Treasurer
409 W. Bel Air Ave.
Aberdeen, MD 21001
Phone: (202) 746-2518
Email: nebiyu@aol.com
SPONSOR: Melissa Murray Bailey, Staff
Imports and Exports

FINANCIAL SERVICES

ERIKA W. SCHLEIFMAN FINANCIAL

Erika Schleifman, Investment Consultant/Certified Financial Planner
2111 Wilson Boulevard, Suite 700
Arlington, VA 22201
Phone: (703) 875-8750
Email: erika.schleifman@raymondjames.com
SPONSOR: Melissa Murray Bailey, Staff
We are a full service brokerage firm offering a wide variety of services including investment planning, asset allocation analysis, insurance, education planning and retirement planning.

HEALTHCARE & WELLNESS

NANCY MILLER ACUPUNCTURE

Nancy Miller, M.Ac., L.Ac., Diplomate. Ac.ay
5549 Lee Highway
Arlington, VA 22207
Phone: (571) 236-5542
Email: nancy@milleracupuncture.com
SPONSOR: Melissa Murray Bailey, Staff
Providing acupuncture for health and well-being, managing chronic pain, smoking cessation, and support through life transitions. Treatments are tailored for each individual. Board Member: Acupuncture Society of Virginia.

4 ACUPUNCTURE

Joanne Weinman, Licensed Acupuncturist
5549 Lee Highway
Arlington, VA 22207
Phone: (703) 867-0190
Email: jweinman@verizon.net
SPONSOR: Melissa Murray Bailey, Staff
Acupuncture provides increased vitality and enjoyment of life along with pain and stress relief. Certified provider of Tobacufree™ smoking cessation program for individuals and companies.

HOME REMODELING & IMPROVEMENT

CASE DESIGN/REMODELING, INC.

Homa Nowrouzi, Manager of CMC
4701 Sangamore Road, Suite 40
Bethesda, MD 20816
Phone: (800) 513-2250
Email: info@casedesign.com
SPONSOR: Doug Dowling, Regardie, Brooks & Lewis
Case Design/Remodeling, Inc. is the DC metro area's only and largest five-star, full-service home remodeling and improvement company.

INFORMATION TECHNOLOGY

ROH INCORPORATED

Ron Jones, IT Director
2711 Jefferson Davis Highway
Arlington, VA 22202
Phone: (703) 412-2700
Email: rjones@roh-inc.com
SPONSOR: Melissa Murray Bailey, Staff
For 33+ years, ROH Incorporated, an employee-owned company, has provided information technology business solutions to Federal, State, Local Governments and commercial organizations.

INSURANCE

ALLSTATE INSURANCE

Gary Jensen, Agent
2055 15th Street North
Arlington, VA 22201
Phone: (703) 465-0590
Email: gjensen@allstate.com
SPONSOR: Orsolya Kuli, AFLAC
We offer personal risk management services in the following lines of insurance—auto, property, life, long-term care, disability, auto, and business insurance. We also offer financial planning services for retirement, wealth accumulation, and education needs.

LIGHTING

JUAN CARRERA, MAINTENANCE

Juan Carrera, Lighting Consultant
6359 Brampton Court
Alexandria, VA 22304
Phone: (703) 675-3367
Email: jecarrera@verizon.net
SPONSOR: Melissa Murray Bailey, Staff
Long life and Guaranteed Lighting supplies. Energy Saving Products.

MAGAZINE DISTRIBUTORS

ARLINGTON WAY LLC

Scott McCaffrey, Partner
4627-B 28th Road South
Arlington, VA 22206
Phone: (703) 901-3912
Email: scottmc2@starpower.net
SPONSOR: Scott McCaffrey, Sun Gazette
Arlington Way is a monthly magazine devoted to Arlington people and the business community.

Welcome New Members, *continued*

MORTGAGE BANKING/LOANS

AMERICAN HOME MORTGAGE

Susan Macey, Senior Loan Consultant

5506 North 10th Street

Arlington, VA 22205

Phone: (703) 883-9336

Email: susan.macey@americanhm.com

SPONSOR: Melissa Murray Bailey, Staff

We are a national mortgage bank. We will be opening a new office in Clarendon in 2005.

WELLS FARGO HOME MORTGAGE

Joe Montagne, Home Mortgage Consultant

River Turnpike, Suite 300

Annandale, VA 22203

Phone: (703) 642-2300

Email: joe.montagne@wellsfargo.com

SPONSOR: Melissa Murray Bailey, Staff

I am an Arlington resident who specializes in home mortgage loans of all types including renovation, new construction, interest only, and equity lines of credits.

MORTGAGE COMPANY

MARINE SQUARE MORTGAGE, LLC

Lance Marine, Vice President

7138 Little River Turnpike, Suite 200

Annandale, VA 22003

Phone: (703) 750-3333

Email: lance.marine@marinesquare.com

SPONSOR: Melissa Murray Bailey, Staff

As mortgage advisors, we elevate the role of a traditional mortgage broker to a higher level by educating our clients to make the right choices from the best Price, Product, Program and Payment available to them.

REALTOR

RUSSELL ARKIN, RE/MAX DISTINCTIVE

Russell Arkin, Realtor/Attorney at Law

7 Dolley Madison Blvd

McLean, VA 22101

Phone: (703) 734-7045

Email: russell@russellarkin.com

SPONSOR: Melissa Murray Bailey, Staff

I am a top producing Realtor focusing on Arlington. My experience as a lawyer and builder allows me to provide superior service to my clients.

RESTAURANTS

MANATEE ENTERPRISES LLC DBA COLD

Robert Solomon, Managing Member

413 North Frederick Street

Arlington, VA 22203

Phone: (703) 351-9477

Email: robert.solomon@comcast.net

SPONSOR: Melissa Murray Bailey, Staff

Manatee Enterprises LLC is a company created in 2004 to develop and operate Cold Stone Creamery franchise locations in Arlington and Alexandria, Virginia.

OYAMEL

Antoni Yelamos, General Manager

2250-B Crystal Drive

Arlington, VA 22202

Phone: (703) 413-2288

Email: mioyamel@aol.com

SPONSOR: Brenda Davis, Charles E. Smith

An authentic Mexican restaurant of small plates (antojitos) drawing on prehispanic, colonial and modern traditions, Oyamel's menu reflects the rich culinary heritage of Mexico.

WING ZONE

Dahlia Kamel, Owner

3817 Mt. Vernon Avenue

Alexandria, VA 22305

Phone: (703) 299-9464

Email: dahlia.k@earthlink.net

SPONSOR: Melissa Murray Bailey, Staff

Take-out and delivery restaurant specializing in 25 flavors of buffalo wings, half pound burgers, chicken fingers, and chicken sandwiches.

SCHOOLS—UNIVERSITIES & COLLEGES

NATIONAL GRADUATE SCHOOL

Susanna Pritchett, Regional Director

119A Forrest Circle

Fort Myer, VA 22211

Phone: (703) 465-4545

Email: spritchett@ngs.edu

SPONSOR: Melissa Murray Bailey, Staff

The National Graduate School is an accredited institution that offers Masters Degree in Quality Systems Management and professional certificates in Six Sigma and Homeland Security.

Signs

SIGNS

DANZO, LLC DBA FASTSIGNS

Hank Bharmal, Managing Partner

850 North Randolph Street

Arlington, VA 22203

Phone: (703) 243-0100

Email: hank.bharmal@fastsigns.com

SPONSOR: Melissa Murray Bailey, Staff

The Arlington FASTSIGNS center designs, manufactures, and fulfills corporate wide image and sign needs for our clientele.

TRANSLATION

INTERNATIONAL WORD FACTORY

Cecilia Anastos, Owner

900 North Stuart Street, Suite 1415

Arlington, VA 22203

Phone: (619) 200-9919

Email: acecilia@cox.net

SPONSOR: Melissa Murray Bailey, Staff

The International Word Factory provides translation services in 35 languages.

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 business. The allotted time in the morning 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!

Breakfast Connection

Thursday, March 17

7:30 a.m.

Holiday Inn—Ballston

4610 Fairfax Drive

Register:

www.arlingtonchamber.org



Marketing by Association

By **Tracy Needham, CFP,**
Adventure to Success, LLC
 703-845-1455
 www.tracyneedham.com

If you're looking for a cost-effective way to reach a specific market, trade associations may be the answer. With more than 147,000 in the U.S. alone, there's an association for nearly every possible industry or profession—from the Dude Ranchers Association to the Association of Crime Lab Directors.

Many associations offer opportunities at both the national and local chapter level to reach your desired audience with a message tailored to their specific needs. These often include sponsoring a meeting, advertising in member publications, exhibiting at conferences and buying a list of members. Of course, local chapter meetings can also be a great place to network.

So how do you find an association for your target audience? Two of the best free online tools are:

- The American Society of Associate Executives' Gateway to Associations at www.asaenet.org under "Directories," which lets you search by category, keyword or geography.
- The Internet Public Library's Associations on the Net at www.ipl.org/div/aon, which lets you browse by category or do a general keyword search.

While some marketing opportunities are usually available to non-members, evaluate whether it's worthwhile to become an associate member. The discounts to members on the options mentioned above can be significant, and some opportunities—such as speaking at a meeting, advertising in the directory or writing an article for the newsletter—may be available only to members.

Thanks Go To:

Sheraton National Hotel for hosting January's Board meeting.

Whitlow's on Wilson for kicking off the year with a fabulous Business After Business reception in January.

Oyamel Restaurant of Crystal City for hosting a great Member-Guest event in February.

Chamber Connections— Communications through e-mail

If we don't have your e-mail address or if your e-mail has recently been changed, please let us know. We e-mail "Chamber Connections" once a month, which highlights

Chamber Events, News, Save the Date items, and Last Chance events you'll be interested in signing up for! "Chamber Connections" has easy links, which allows you to register for an event with one click of the mouse!

Please call the Chamber at 703-525-2400 or e-mail chamber@arlingtonchamber.org to submit your e-mail.

The Chamber never publishes or sells e-mail addresses.



Exciting Advertising Opportunities on redesigned website!

The Chamber will soon be launching a new, redesigned website that will better serve the needs of our members and the public. An important component of the design is that it will attract many more viewers. There are a limited number of premium marketing positions available within this upgraded website. If you are interested in promoting your company or organization to tourists, businesses, families relocating to the area, our members, and/or the community, please contact **Diane McLaughlin**, Communications Manager, at dmclaughlin@arlingtonchamber.org or by calling the Chamber office at 703-525-2400. Don't miss out on this exciting opportunity!



Thanks to our Members who renewed their membership in December

a.k.a. Spot
 AAdvantage Plus
 Agape International, Inc.
 AGP-Awards, Gifts & Promotional Products
 AHC, inc.
 Albert Eisenberg, Virginia House of Delegates
 American Pressworks, Inc.
 Angel's Blossom
 Aphrodite Greek Imports
 Arlington Economic Development
 Arlington Heating & Air Conditioning, Inc.
 Arlington Pool and Spa Company
 Arlington Transportation Partners
 As Kindred Spirits
 Battlespace, Inc.
 Belmont Design, Inc.
 Billy Buck, Buck & Associates
 CB Richard Ellis
 Colonial Parking, Inc.
 Conklyn's Florist
 Cross Match Technologies, Inc.
 Embassy Suites Hotel
 Executive Apartments, Inc.
 Financial
 George Mason University
 Heidelberg Pastry Shoppe
 Hilton Crystal City at National Airport
 Holiday Inn Rosslyn
 Hughes and Associates, PLLC
 Hyatt Arlington at Washington's Key Bridge
 Ireland's Four Courts
 Key Bridge Marriott
 Lebanese Taverna
 Merlin's Cleaning Systems, Inc.
 P & H Investments, Inc.
 Photography by Robert Allen Strawn
 Proforma Blue Sky
 Regardie, Brooks & Lewis, Chtd.
 Riggs National Bank
 S3 Technologies

Sheraton National
 Shirlington Shell
 Sonny Odom, Photographer
 Standard Graphics Mid-Atlantic, Inc.
 TCS Building, Inc.
 The Chubb Institute
 The IDI Group Companies
 The Ritz-Carlton, Pentagon City
 The Teal Center for Therapeutic Bodywork, Ltd.
 Virginia Hospital Center
 Walsh, Colucci, Lubeley, Emrich & Terpak, PC
 Washington Gas-Virginia Division
 Westfield Corporation, Inc.
 WETA-TV 26/90.9 FM

Thanks to Members who renewed in January!

7-Eleven, Inc.
 Action for Enterprise
 Arlington Autocare/Goodyear
 Arlington Catering Company, LLC
 Arlington Host Lions Club
 Arlington Outdoor Education Association, Inc.
 Army Navy Country Club
 Arthur Lander, CPA & Attorney
 A-SPAN (Arlington Street People's Assistance Network)
 B.M. Smith & Associates, Inc.
 Ballston Common Mall
 BB&T
 BMW of Arlington
 Bob Peck Chevrolet
 Bowring Cartographic
 Bregman, Berbert, Schwartz & Gilday, LLC
 Burke & Herbert Bank & Trust Co.
 Business Loan Express
 Cherrydale Veterinary Clinic
 Christopher Wilkes-RE/MAX 1st Choice
 Crowne Plaza Washington National Airport
 Crystal Quarters
 David A. Bell, Clerk of the Circuit Court
 Days Inn-Arlington
 Delegate Robert H. Brink
 Dominion
 Ecology and Environment, Inc.
 Floral Artists
 Fulbright & Jaworski, LLP
 Giant Food, Inc.
 Guernsey Office Products
 Harris Teeter
 Holiday Inn Arlington
 Jiffy Lube
 King & Nordlinger, LLP
 Kit Britton, RE/MAX Allegiance
 Law Office of Ethan J. Friedman
 Litman Law Offices, Ltd.
 Marymount University
 Mereco Associates, Inc.
 Metropolitan Washington Airports Authority
 More Web Leads
 MORTON'S
 Mr. Days Sports Rock Café
 Murder Upon Request
 Northern Virginia Community College
 Northern Virginia Community Hospital
 Post Pentagon Row
 Republic Group
 Residential Program Center
 Reynolds Maps, Inc.
 Ristorante Portofino
 Sean Hosty-Legg Mason
 Sheridan, Behm, Eustice & Associates, Ltd.
 Skardon Pover, Inc.
 Source Office Suites
 Specialty Auto Body
 Suntrust Bank
 Swank Audio Visuals
 The Framing Guild II, LLC
 The Italian Store
 Tivoli Restaurant
 Turner Construction
 Virginia Commerce Bank
 Visual & Marketing Communications
 Waterford Public Relations



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 January.

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. Coffee & Beverage Service
3. Accountants - Certified Public
4. Food, Beverage, And Retail Concessions
5. Spa & Salon

Top 5 Keywords:

1. Restaurant
2. Bank
3. Hotel
4. Real Estate
5. Hilton

BusinessAfterBusiness

NETWORK AT OUR BUSINESS AFTER BUSINESS

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 the mounting jackpot available each month. Remember, you must be present to win! We look forward to seeing you this month.

BusinessAfterBusiness

Thursday, March 24
5:00–7:00 p.m.

Host: **Virginia Commerce Bank**
5350 Lee Highway

Register:
www.arlingtonchamber.org
Register early to avoid late registration fees.



Borders Suggests...

Get Your Ship Together: How Great Leaders Inspire Ownership from the Keel

By Michael Abrashoff

The bestselling author of *It's Your Ship* shares the team-building wisdom of some of the smartest leaders you have never heard of. Abrashoff has been spreading an empowering message that any organization can be turned around with compassionate but firm leadership. His message continues in this book through the voices of other successful leaders from both the military and business worlds. These leaders will teach you how to motivate, inspire, and get great results under pressure!

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 willing 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
Return to 2009 14th Street N, Suite 111, Arlington, VA 22201 or fax (703) 522-5273.
Please feel free to attach additional information.

HAPPY ANNIVERSARY!

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

FEBRUARY

Act 1 Personnel	5 years
Arlington County Commissioner of Revenue	5 years
Pearson Government Solutions	5 years
Turner Financial Management, Inc.	5 years
Whole Foods Market	5 years
Albert Eisenberg, Virginia House	10 years
Mr. Wash Car Wash	15 years
George Mason University	25 years
Murray, Jonson, White & Associates, Ltd.	30 years

Geo. H. Rucker Realty Corporation	50 years
Lindsay Automotive Group	55 years
Army Navy Country Club	60 years
Joel T. Broyhill	60 years

MARCH

Advance Signs & Graphics Co.	5 years
Borromeo Housing Inc.	5 years
Girl Scout Council of the Nation's Capital	5 years
Venable, Baetjer and Howard	10 years
Decision Strategies Corp.	15 years



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- Residential Sales & Relocation
- Commercial Sales & Leasing
- Property Management & Consulting

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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
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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