



Celebrate Arlington's Best Businesses at the 10th Annual ABBIES Awards

On Friday, May 13th, the Arlington Chamber of Commerce, in conjunction with Arlington Economic Development, will honor Arlington's Best Businesses at the 10th Annual ABBIES Awards Ceremony. These prestigious awards will be presented to those who are deemed Arlington's Best Businesses and 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. After going through a rigorous selection process, the best are selected from a pool of fabulous nominees. Come celebrate the success of Arlington Business.



10th 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
 A special thank you to our sponsor



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Exciting Membership Promotional Opportunities on our 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. We have a limited number of premium marketing positions available within our upgraded website. If you are interested in promoting your company or organization to tourists, businesses, families relocating to the area, our members, and the community, please contact **Diane McLaughlin**, Communications Manager, at dmclaughlin@arlingtonchamber.org or 703-525-2400. Stay tuned for details regarding our new website launch. It's coming soon!



Thank you to **Jim Cole** and **Virginia Hospital Center** for sponsoring the 23rd Annual Valor Awards. The event was a huge success.

see article on page 5



Opportunity. Leadership. Results.

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Member: Virginia 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 MAY



- 2 Monday**
Article deadline for June 2005
Arlingtonian
- 2 Monday**
Membership Committee Meeting
4:30 p.m. - Chamber Board Room
- 3 Tuesday**
Community Action Committee
8:00 a.m. - Chamber Board Room
- 4 Wednesday**
SMART Start
7:45 a.m. - Chamber Board Room
- 7 Saturday**
Volunteer Arlington Day
8:00 a.m.
- 11 Wednesday**
Executive Committee Meeting
8:00 a.m. - Chamber Board Room
- 13 Friday**
10th Annual ABBIES
7:30 a.m. -- Crystal Gateway
Marriott
- 19 Thursday**
Breakfast Connection
7:30 a.m. - Holiday Inn Ballston
- 23 Monday**
Insert deadline for June 2005
Arlingtonian

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.

- 24 Tuesday**
Education & Workforce Development Committee
12:30 p.m. - Arlington Career Center
- 25 Wednesday**
Small Business Roundtable
11:45 a.m. - Chamber Board Room
- 26 Thursday**
Legislative Affairs/Economic Development Committee
8:15 a.m. - Chamber Board Room
- 26 Thursday**
Business After Business
5:00 p.m. - James Monroe Bank
- 30 Monday**
Chamber office closed in observance of Memorial Day



**Leadership Arlington
is Accepting
Applications**

**Deadline Monday,
May 16th, 2005 at 12pm.**

For more information please contact **Betsy Frantz** at 703-528-2522 or go to www.leadershiparlington.org for general information and the application.

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

Shape Up Your Business With Chamber Activities

Just as regular exercise can benefit your health, exercising your Chamber membership can benefit your business. Indeed, I've heard Chamber membership compared to health club membership, and the comparison is apt. At both the gym and the Chamber, joining is not enough; you have to show up and be active to reap real benefits.



Ellen Brown

Let's take that analogy a little further. It strikes me that people join the Chamber and the fitness center for similar reasons. Some want the motivation they get from a group. Many of us find it easier and more fun to exercise with other people around than to work out alone. So it is with Chamber membership. While you certainly can (and probably do) network and promote your business by yourself, your efforts will be much more effective—and I would wager much more enjoyable—in the group settings of Chamber events.

Each month, your Chamber holds at least two social networking events. For early birds, the **Breakfast Connection** generally takes place on the third Thursday of each month. This is a fairly structured event that features a speaker and offers an opportunity for all participants to introduce themselves. For those who prefer to network after hours, **Business After Business** (BAB) cocktail receptions are usually on the fourth Thursday. BABs are informal social gatherings that highlight a different business host each month. Attending these events regularly is a great way to meet and connect with other Chamber members. Beyond the basic networking that takes place at these events, special relationships are made within the Chamber membership—ones that can lead to referrals, increased publicity and wonderful word-of-mouth marketing for your business.

If you would like to ensure broader community exposure for your business, the Chamber holds a variety of larger events including the **ABBIE Awards**, and **State of the County Address**, a **Golf Outing**, and an annual **Winter Gala**. Many of these offer opportunities to connect with local politicians and other community leaders. Check *The Arlingtonian* or the Chamber's web site—www.arlingtonchamber.org—for dates, times, and locations of specific events.

Similarities between the Chamber and the health club continue. For instance, some people join gyms to take part in exercise classes. While I don't imagine that you will find step aerobics or yoga at the Chamber any time soon, you will find practical offerings to help you improve your business. For example, each month's **SMART Start** program offers a clinic on successful networking. The monthly **Small Business Roundtable** provides practical solutions to real-life problems in a casual networking setting. Other industry-specific training is also available; see the web site for more details.

If you want to ensure that you are getting the most out of your membership, or in case you need some extra help getting motivated and involved, **Cate Murray**, the Chamber's Manager of Member Services is ready, willing, and able to serve as your "personal trainer." **Cate** can give you more details about upcoming events and recommend those that will best help you achieve your business goals. She can be reached by telephone at 703-525-2400 or by e-mail at cmurray@arlingtonchamber.org.

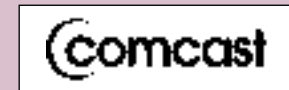
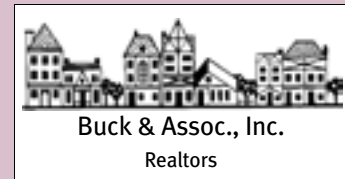
Woody Allen is quoted as saying "Eighty percent of success is showing up," and in this case, I think he was right. At both the health club and the Chamber, if you make a commitment to show up regularly, if you are active and involved, I promise you will see positive results over time. I look forward to seeing you at the next Chamber event—but please leave your spandex workout clothes at home!

Ellen Brown

Ellen Brown

Vice Chairman, Member Affairs Division

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Arlington Names Terry Holzheimer Economic Development Chief

By Karen Vasquez, *Arlington Economic Development*

Following a nationwide search, Arlington announced in March that department veteran Terry Holzheimer would become the new director of **Arlington Economic Development (AED)**. Holzheimer, 57, had led AED's business investment group since 1996, focusing on business retention and recruitment—and economic research with a staff of eight and budget of \$1.2 million. He also was responsible for Arlington's small business development efforts through AED's BizLaunch Center.

"Terry Holzheimer's professionalism and proven commitment to Arlington's economic development objectives made him a standout among a highly qualified group of candidates," said County Manager **Ron Carlee**. "His depth of knowledge of Arlington's priorities will be invaluable as we move forward with several high-priority projects like the Conference Center, Central Place and the North Tract."

Acknowledging **Carlee's** vote of confidence, Holzheimer added: "My nearly nine years of experience in economic development in Arlington and 30 years overall has prepared me well for what I believe is the best economic development job in the world. We have an incredible opportunity to build on our strong economy, great urban villages and superb labor force to make Arlington even better and stronger as a business location," he added. "We are not nearly finished with tapping the economic development potential of Arlington."

Before coming to Arlington, Holzheimer served as Loudoun County's director of economic development from 1989-96. His career also includes heading a management consulting firm, Development Advisory Service, Inc., that provided services to local governments throughout the country in housing and economic development. Earlier, he worked for the National League of Cities, consulting with city and county governments on redevelopment and rehabilitation programs.

Holzheimer is a May 2005 doctoral candidate at **George Mason University** in public policy with a specialization in regional development. He holds a B.A. in economics from the University of Florida.

AED is the department of Arlington County government that is dedicated to the preservation and enhancement of an economically vital, competitive, and sustainable community by providing aggressive leadership and superior services to the commercial, visitors and housing development sectors of Arlington's economy. It is comprised of the Arlington Convention & Visitors Service, the Business Investment Group and the Real Estate Development Group.

For more about AED and its programs, visit www.arlingtonvirginiausa.com.

State of the County Address

Be a part of the "State of the County" where you will gain valuable economic and development information about Arlington.

On June 29th, Arlington County Board Chairman **Jay Fisette** will present "The State of the County." This event will offer attendees the opportunity to find out how Arlington is doing fiscally and developmentally. "The State of the County" meeting welcomes your input as a businessperson, resident, or interested citizen of Arlington County.

This event will take place at the **Key Bridge Marriott**, on June 29th, 2005 from 7:30 a.m. to 9:00 a.m.

Registration is available online at www.arlingtonchamber.org. When registering online please provide your questions for **Jay Fisette** in the comments section.

Thank you to our sponsor, **Crescent Resources**.

**CRESCENT RESOURCES
LLC**

State of the County Address Arlington County Board Chairman Jay Fisette

Wednesday, June 29th, 2005
7:30 a.m.

Key Bridge Marriott
1401 Lee Highway

Pre-registration is required
\$40 for members
\$50 for nonmembers

Thanks Go To...

Russell Arkin, RE/MAX Distinctive Real Estate, Inc. & Susan Macey, American Home Mortgage for doing a wonderful job as guest speakers and **Derick Malis, Vanguard Services Unlimited** for moderating the Breakfast Connection in March.

Virginia Commerce Bank for hosting an elegant Business After Business in March.

WETA-TV 26/90.9 FM for hosting the March Board meeting and **Main Event Caterers** for catering a delicious lunch.

Virginia Hospital Center for sponsoring the 23rd Annual Valor Awards and **Fort Myer Military Community** for hosting the ceremony.



Congratulations to all 2005 Valor winners. Photo by Mark Young, *Sun Gazette Newspapers*.

Chamber Honors Police-Fire-Sheriff at 23rd Annual Valor Awards

By Scott McCaffrey, *Sun Gazette Newspapers*

The Arlington Chamber of Commerce on March 29 presented its 23rd annual Valor Awards, honoring the best in public safety across the county.

"There is no finer line of work than to work for the good of the community," said Doug Hill, the keynote speaker and chief meteorologist for Arlington-based **WJLA-TV** (Channel 7).

"These are men and women who dedicate their lives to others," said Hill, who served as a police officer in Prince George's County, Md., before turning to television. "It's not easy. So many people take for granted what this special group of individuals does."

The event drew a crowd of over 200 people to the Fort Myer Officers' Club. Many of Arlington's top political, civic and business leaders attended the event. Representatives from neighboring jurisdictions also participated at the annual luncheon.

Three levels of awards are presented each year: Valor With Life-Saving, Valor and Life-Saving. Each has specific criteria that must be met in order to make the recipients eligible.

The awards "are not 'won'—they are earned," said Sarah Lee, a reporter for **WJLA-TV** who read the citations during the ceremony.

The award recipients this year include:

- Arlington County Fire Department Capt. Joseph Lightfoot, Firefighter/EMT Todd Lewis, Firefighter/EMT Stephen Sharpe and Firefighter/EMT Gerry Hanson were honored with the Life-Saving Award for their efforts helping a woman trapped by rising water inside her vehicle following an intense rainstorm on Jul. 27, 2004.
- Arlington County Fire Department Firefighter Michael Little was honored with the Life-Saving Award for helping rescue an elderly woman trapped in an apartment fire on Feb. 2, 2005.
- Arlington County Fire Department Capt. Charles Gibbs and Firefighter/EMT Kervin Maske, Firefighter/EMT

Justin Nelson and Firefighter/EMT Adam Sampillar were honored with the Life-Saving Award for resuscitating the victim of cardiac arrest at a Shirlington restaurant on Apr. 14, 2004.

- Arlington County Fire Department Capt. James Moore and Firefighter/EMTs Bosephus Bennett, James Matthews, Patricio Rogers, Luke McCarthy and Sean Spencer were honored with the Life-Saving Award for assisting with a difficult childbirth at a home on Dec. 23, 2004.
- Arlington County Police Department Lt. Donald Grinder, Det. Rick Schoembs, Sgt. Michael Watson, Cpl. Dave Clenace and Officer Luke Haglof were honored with the Life-Saving Award for successfully subduing a suicidal man on the roof of a Crystal City motel on Aug. 2, 2004.
- Arlington County Sheriff's Office Deputy Melinda Johnson was honored with the Life-Saving Award for intervening to assist a suicidal inmate at the Arlington County Detention Facility on May 4, 2004.
- Arlington County Sheriff's Office Deputy Kevatte Jones was honored with the Life-Saving Award for providing first aid to a shooting victim at an apartment complex on Nov. 7, 2004.

In addition to the Valor and Life-Saving awards, Arlington County Sheriff's Deputy Christopher Hogan, Arlington County Police Department Det. Kevin White and Arlington County Fire Department Capt. Gilbert Cook were honored with Meritorious Service Awards for their long-term commitment to their organizations.

Nominations were made by the individual public safety agencies. The final recipients were determined by a panel including **Col. Thomas Allmon**, garrison commander of **Fort Myer**; **Scott McCaffrey**, editor of the **Sun Gazette newspaper chain**; and **Rich Doud**, president of the Arlington Chamber of Commerce.

Members IN THE News

►BANKS

James Monroe Bank announced the appointment of Eleanor (Rusty) E. Golden as Vice President of Loan Administration. Ms. Golden will oversee loan-processing initiatives for commercial and retail clients and supervise loan administration staff. Prior to joining **James Monroe Bank**, Ms. Golden established 21 years of banking experience, 16 of those years in loan processing and operations.

United Bankshares, Inc., the parent company of **United Bank**, announced that it has established a corporate headquarters in Washington, DC. The address of the new headquarters office will be 1275 Pennsylvania Avenue, NW. The company will now have dual headquarters in Washington, DC and Charleston, WV.

Virginia Commerce Bank (VCB) is pleased to announce the opening of

its Tyson's branch, located at 8251 Greensboro Dr. in the heart of Tyson's Corner. The new branch, which is the seventeenth overall for **VCB**, opened for business on March 1, 2005. A special ribbon-cutting ceremony was held on Tuesday, March 29th. In addition to **VCB** staff and the Bank's Board of Directors, invited guests include Gerry Connolly, Chairman of the Fairfax County Board of Supervisors, and other local dignitaries.

Virginia Commerce Bancorp, Inc., Chairman, W. Douglas Fisher, announced a five-for-four stock split in the form of a 25% stock dividend for shareholders of record as of April 15, 2005, and payable on May 9, 2005.

In response to the growing financial requirements of its business customers, **Virginia Commerce Bank** is pleased to announce the formation of Virginia Commerce Leasing. Equipment leasing is now available through **Virginia**

Commerce Leasing for almost all types of business equipment.

Randy Anderson, Executive Vice President and Chief Lending Officer for the Bank commented, "Leasing is a flexible, alternative financing option that satisfies a customer's need to manage cash flow and credit lines, finance off-balance sheet, protect against equipment obsolescence and allow for upgrades or additional equipment to meet changing needs. Now **Virginia Commerce Bank** can offer this valuable service to our business customers." For more information, contact **Virginia Commerce Leasing** directly at 1 (888) 333-8958.

►COACHING

Treehouse Partners has announced they will conduct a 4-week program, Retirement: You've figured out the money. Now What? The program will take place at the **Virginia Hospital Center** in Arlington as part of the center's ongoing educational programming. The classes will be held on Monday evenings June 6, 13, 20 and 27th. **Treehouse Partners** is a partnership of **Carol Roller** and **Daphne Miller**, professional and certified coaches. They coach individuals and organizations to integrate work, deadlines and profits with being human. They specialize in leadership, team development and coaching individuals through transitions. For more information contact **Daphne Miller**, 703-408-2001 or daphne@treehousepartners.net.

►GOVERNMENT OFFICES— CITY & COUNTY

Commissioner of Revenue Ingrid Morroy's office has spent the last year looking into tax assessments for Arlington's businesses. In fiscal year 2003, under the prior administration, the Commissioner's office relieved \$3,391,795.34 in erroneous assessments of Business Tangible taxes. In fiscal year 2004, **Morroy** relieved \$7,738,058.48, an increase of \$4,346,263.14 or 128 percent. Virtually all these erroneous assessments had occurred before **Morroy** took office and dated back as far as 2000 and 2001. "Unless a tax is fair for everyone, it's fair for no one," **Morroy** stated.



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►MULTIMEDIA ADVERTISING, MARKETING AND DESIGN FIRM

Dragon Well DVD is the newest business venture of **Dragon Well Digital Media Group**. Working with Sony Entertainment affiliate Red Distribution in association with Victory Records, Dragon Well paves a new route to the marketplace for independent producers. "With Dragon Well DVD, independent content producers have access to mainstream audiences through our connections with Sony," explains **Damon Iacovelli**, President and CEO of the Washington, DC-area digital media firm. "It's a unique opportunity for producers to get their titles on major retail shelves while maintaining control over their final product."

Dragon Well Digital Media Group, the DC-area's leading HD boutique, kicks off the spring season featuring a refreshing collection of high-end HD services. Starting in April, **Dragon Well** challenges the notion that High Definition production and finishing needs to be expensive. **Dragon Well** believes the amazing quality of high definition is attainable for standard definition prices. **Dragon Well** is a full service creative boutique with expertise in design, consulting and post-production. More information about **Dragon Well** is available at <http://www.dragonwell.net>.

►NETWORKING/REFERRAL CLUB

NVBR Seminar May 17: Marketing on a Shoe String

One of the biggest mistakes that business owners make is overlooking effective, low-cost and no-cost ways to ramp up their sales and significantly increase their customer base. In a May 17 breakfast seminar before the **Northern Virginia Business Referrals (NVBR)** lead-share group, **Jay Kelly of Bella Consulting** will give participants insight into what marketing techniques have the most impact in growing the business at the lowest cost. Some of the marketing strategies that will be covered include: How to develop an active referral program, where to market for the biggest impact for your company, measuring the impact of where you are already spending your marketing dollars, how to get others to market with you and for you, and up to 120 other marketing strategies you can put to work right away. **Jay Kelly** is a top sales person and sales trainer turned business development coach. **Bella Consulting** provides training in topics

related to business development and sales and operations coaching to high-potential small companies.

NVBR meets every Tuesday morning at 7:00 am at the Metro Diner at the corner of Lee Highway and Glebe Road. For directions and more information visit www.nvbr.org. Please call 703-312-7117 or e-mail info@nvbr.org to reserve your place at this free seminar.

►NON-PROFIT ORGANIZATIONS

In March, **AHC** successfully refinanced its Woodbury Park Apartment complex. The transaction enabled **AHC** to begin the major work on storm and sanitary sewers that must be completed before construction can begin on the new Woodbury North apartments and condominiums. Groundbreaking for the new complex is expected to occur this spring. **AHC** is also refinancing Harvey Hall Apartments on S. Greenbrier Street, and will begin a substantial renovation of the 115-unit property in April.

►RESTAURANTS

Please join **Cold Stone Creamery (Ballston)** for their Grand Opening on May 28 at **Ballston Common Mall**. Half of all opening day sales will benefit the **Arlington-Alexandria Coalition for the Homeless**. Stop by and enjoy fun events for the whole family, including a raffle to win great prizes from **Cold Stone Creamery** and other local businesses. If you have questions please call 703-778-6631.

►SOFTWARE PROVIDER

Plateau Systems, LTD received high grades in a recent research report from Bersin & Associates, a leading research and consulting firm focused on e-learning technology and implementation. In "LMS Customer Satisfaction 2005," an extensive report that rated the success of 16 LMS vendors in terms of customer satisfaction, **Plateau**, which "stands out as the clear leader, with excellent results in customer satisfaction, customer loyalty and advanced features" according to the report, was ranked as the leader in six of the eight categories that define customer satisfaction. The satisfaction measures were ranked by solution value, customer loyalty, business partnership, installation, customer service, ease of ownership, ease of use and overall satisfaction.

►THEATRES

Artistic Director Eric Schaeffer is pleased to announce **Signature Theatre's** 2005/2006 Grand Opening Season—a landmark year with **Signature** moving from its converted garage space into a new \$12.5 million two-theatre complex in the Village at Shirlington. The upcoming season is densely packed with everything that makes Signature unique—original shows, loads of laughter, gut-wrenching emotion, and music, music, music. For more information please call 703-218-6500 or go to www.signaturetheatre.org.

SPRING MEMBERSHIP CAMPAIGN

Your Prospect is the Ticket sponsored by **Ruth's Chris Steak House**



The Chamber is trying to expand its membership and you can help.

Join us for our spring recruitment event at **Ruth's Chris Steak House** in Crystal City. This is a FREE networking event Tuesday, June 7, 2005 at 5:00 pm.

How does it work?

In order to attend, you must bring someone who is not a member of the Arlington Chamber of Commerce, but is interested in joining. There will be a raffle and incentives to join that night. Our goal is to have all prospects that attend join at the end of the event.

Pre-registration is required. For more information contact **Melissa Murray Bailey**, Director of Membership, at mbailey@arlingtonchamber.org or 703-525-2400.

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 March were:

acquagraphics
 Ambassador's Touch Concierge Services, Inc.
 Arlingtonians Meeting Emergency Needs, Inc.
 Allstate Insurance
 City Club of Washington
 Cohen and Company
 Crystal Gateway Marriott
 DataOverTheWeb.com
 Global Finance Company
 HNTB Corporation
 National City Mortgage
 Otto's Electrical Service, Inc.
 Scheer Partners, Inc.
 SOC Enterprises
 The Framing Guild II, LLC
 The ProActive Corporation of America, Inc.

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.

Business Roundtable

Save the Date

Business Roundtable

TOPIC:

What's Your Sales Temperature?

Wednesday, May 25

11:45 a.m. — 1:15 p.m.

Arlington Chamber of Commerce
 2009 14th Street, North

Register: 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.*

"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.



Welcome to New Members

CHURCHES

MACEDONIA BAPTIST CHURCH

Leonard Hamlin, Pastor
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Phone: (703) 521-7663
Email: mbc.arlington@macedoniabaptistchurch.ws
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Email: cindy@allaboutyoucentral.com
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Bob Hill, District Agent
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Email: ehemati@pfcpros.com
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Family Heritage Life provides both small businesses and individual families exceptional supplemental insurance products that help them plan and protect their futures.

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National City is a mortgage banker that facilitates FHA, VA and conventional first and second mortgages for purchase and refinance.

MORTGAGE COMPANY

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Email: jsherman@masondixon.com
SPONSOR: Melissa Murray Bailey, Staff
Mason Dixon Funding is a mortgage company that specializes in residential purchase loans, refinances, HELOC, and investment loans.

NON-PROFIT ORGANIZATIONS

INTERNATIONAL RELIEF AND DEVELOPMENT

Arthur Keys, President
1621 North Kent Street, 4th Floor
Arlington, VA 22201
Phone: (703) 248-0161
Email: akeys@ird-dc.org
SPONSOR: Melissa Murray Bailey, Staff
IRD's mission is to reduce the suffering of the world's most vulnerable groups and provide tools and or resources needed to increase their self-sufficiency.

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HENDERSON REALTY, INC.

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RESTAURANTS

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Want To Get Connected?
JOIN A COMMITTEE!

Call 703-525-2400
for more details.

Thanks to Members who renewed in March

Arlington Jaycees
 CLMS
 Culpepper Garden
 Hilton Arlington & Towers
 HNTB Corporation
 KBR
 Odyssey Cruises
 Pepper Hamilton, LLP
 John Gunn Marketing Partners
 Access National Bank
 Cardinal Construction & Management
 Columbia Gardens Memorials
 Comfort Inn Arlington
 Boulevard/DC Gateway
 Girl Scout Council
 of the Nation's Capital
 Oakwood Worldwide
 RE/MAX Allegiance – Joy Kretchmer
 Sunrise Independent and
 Assisted Living at Bluemont Park
 SuperShuttle
 Vanguard Services Unlimited
 Vinson Hall Corporation
 Arlington County Police Department
 Alliance for Housing Solutions
 Animal Welfare League of Arlington
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 SRA International
 Washington Golf & Country Club
 Crislink

MacNeil/Lehrer Productions
 United Bank
 YMCA, Arlington Branch
 Pearson Government Solutions
 Dante Consulting

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!

MAY

European Foods	10 years
Japanese Auto Care, Inc.	10 years
Jay's Saloon & Grille	10 years
Mount Zion Baptist Church	10 years
Papillon Cycles	10 years
Poolservice Company	10 years
Spectrum Auto Painting & Collision Center	10 years
Source Office Suites	15 years



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.

June 1, 2005 at 7:45 a.m.
 At the Chamber Office
 Register online:
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!

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Breakfast Connection

Thursday, May 19
 7:30 a.m.

Holiday Inn-Ballston
 4610 Fairfax Drive

Register:
www.arlingtonchamber.org



Questions? Comments?
 Suggestions? Call us!

703-525-2400



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 March.

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. Spa & Salon
3. Advertising & Marketing
4. Advertising
5. Airline Companies

Top 5 Keywords

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

Win a Trip to the Bahamas

The Chamber member who sponsors the most members * in 2005 will be awarded a 4 day, 3 night vacation for two to the Bahamas. All it takes to sponsor a member is to get someone to join the Chamber. Contact Melissa Murray Bailey, Director of Membership, at mbailey@arlingtonchamber.org or 703-525-2400 to find out more.

Thanks to our Sponsor **Clarendon Dental Arts**

* Must sponsor more than 5 to be eligible.



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

BusinessAfterBusiness

Thursday, May 26
5:00 – 7:00 p.m.

Host:
James Monroe Bank
3033 Wilson Boulevard

Register:
www.arlingtonchamber.org

Thanks to the following members that have responded to the call to offer benefits or discounted services to Arlington Chamber of Commerce members

IRIDES
Clarendon Dental Arts
Natural Body Spa & Shoppe
MS Quig, Inc.
Russel Arkin-RE/MAX Distinctive

Eskeez Design, Inc.
Dorst MediaWorks, Inc
The Ambassador's Touch Concierge Services, Inc
All About You

The discounts will be displayed on our redesigned website and will be included in all New Member Welcome Packets. If you would like to offer a benefit, simply fill out the form below.

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
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...

The Origin of Brands
By Al and Laura Ries

Your company's brand is number one, right? Everyone wants your product above all others, right? ... Or do you have room for a fresh and proven technique? The creation of an innovative product and successful brand do not result from following the same trends as everyone else. In a world of super marketing bombardment a business must look for divergence. This book examines winning stories of global brand domination through the divergence of existing techniques and ideas. You can make the ever-changing marketplace your tool for consistent brand success!



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chamber@arlingtonchamber.org
www.arlingtonchamber.org

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

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