



81st Annual Meeting

Please join your Chamber for a celebration of 2005 and the future that lies ahead. The 81st Annual Meeting will feature keynote speaker, Dennis Bakke, Arlington native, and author of *Joy at Work*. Bakke is a Harvard Business School graduate and Co-Founder/CEO Emeritus of Arlington-based AES, a multi-billion dollar worldwide energy provider. His book, *Joy at Work*, focuses on creating and sustaining a joy-filled work place. The book is based on Bakke's experiences at AES, and the business model that he developed there. Join the Chamber to hear a distinguished speaker offer his unique perspective on a topic that is familiar to us all. Register today! Seats are limited.

81st Annual Meeting

Friday, December 9

Sheraton National Hotel
900 South Orme Street

Featuring Keynote Speaker
Dennis Bakke,
author of *Joy at Work*

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Board Approves the Total Resource Campaign

(Please see the Chairman's Message for more information...)

At September's Board meeting, the motion to implement a Total Resource Campaign was unanimously approved by the Board of Directors. This campaign is an all volunteer effort aimed at simplifying the donation process for current donors, expanding the efforts to identify potential donors, raising the awareness of the Chamber throughout the Metro area, enlisting new members, generating program and event sponsorship, and selling advertising sponsorships in our publications. We look forward to your support during the campaign. If you are interested in hearing more, please contact the Chamber.



THANKS to everyone who participated in the Chamber's recent membership survey—your voice matters! Additional thanks to the **Sun Gazette** for publishing some preliminary results; look for full details in next month's issue of the *Arlingtonian*.

There's Still Time to Win a FREE Trip to the Bahamas!

The Chamber member who sponsors the most members* in 2005 will be awarded a 4 day and 3 night vacation, for two, to the Bahamas. To be a sponsor, you only have to recruit a member to join the Chamber. Contact Brian Hefner at bhefner@arlingtonchamber.org to find out more. In December 2005, the contest ends and the prize will be awarded shortly thereafter.

Thanks to our Sponsor CLARENDON DENTAL ARTS

*Must be a new member by the end of the year.

The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

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

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**Executive Committee Member & Director*



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

Where you need to be in NOVEMBER



1 Tuesday

Article deadline for December 2005
Arlingtonian

Community Action Committee Meeting
8–9 a.m. Chamber Board Room

2 Wednesday

Smart Start
7:45–9:15 a.m.
Chamber Board Room

3 Thursday

Tech-E Awards
7:30–9:30 a.m. Sheraton National Hotel

9 Wednesday

Executive Committee Meeting
8–9:30 a.m. Chamber Board Room

10 Thursday

Business After Business
5–7 p.m. Rosslyn Spectrum Theater
Hosted by Arlington Cultural Affairs

Information is accurate as of press time. Please consult the Chamber's website (www.arlingtonchamber.org) for updates and changes that may have occurred. Events listed in color are networking opportunities for members and their guests.

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

16 Wednesday

Business Roundtable
11:45 a.m.–1:15 p.m.
Chamber Board Room

17 Thursday

Breakfast Connection
7–9 a.m. Holiday Inn Ballston

22 Tuesday

Insert deadline for December 2005
Arlingtonian

Education and Workforce Development Meeting
12:30–2 p.m.
Career Center Dining Room

23 Wednesday

Legislative Affairs/Economic Development Committee Meeting
8:15–9:15 a.m.
Chamber Board Room

Save the Date!

82nd Annual Winter Gala

SATURDAY, JANUARY 28, 2006
RITZ CARLTON, PENTAGON CITY

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

DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

DISPLAY ADS – The first of the Month prior to publication. i.e. For December, the ad must be submitted by November 1.

PRESS RELEASES – Same deadline as Display Ads

ARTICLES – Same deadline as Display Ads

INSERTS – 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

Editor's Note: This year, the Chairman, Stanley E. Taylor of George Mason University, has asked other members of the Executive Committee to communicate with the membership through this column.



Sean W. Hosty

At the September Board of Directors meeting, the Chamber approved a resolution to hire a consultant to help with a "Total Resource" campaign.

This decision represents an important step for the Chamber that will affect all of our members.

Your immediate question may be, "What is a total resource campaign and how will it affect me?" A total resource campaign is simply a campaign to help the Chamber raise funds. Currently, there are many ways the Chamber receives funds: Member dues, sponsorship, events, advertising, etc. Despite significant efforts from staff and volunteers, all fundraising to date has been done in a piece-meal manner, making it difficult to effectively find sponsorships, generate advertising revenue, and keep our events profitable. A structured fundraising campaign will allow potential members and the Chamber to receive support all at once, up front; thereby, allowing our members to better budget for their total commitment, and providing the Chamber with a better ability to predict its income stream.

We have decided to hire a consultant to help with this campaign primarily because of the great success this consultant has had with other local Chambers. The consultant will provide their expertise to reduce the administrative burden on our small staff, while providing the membership with additional resources. For example, the consultant can provide templates for campaign materials and help implement a proven marketing strategy. Further, the consultant will review our current income sources and recommend additions or changes prior to the start of the campaign.

It is important to note that this campaign is not an attempt to request additional support from the generous members who currently fund the Chamber. The Arlington Chamber is fortunate to have many members who already give graciously, and we truly appreciate their commitment. The campaign and the consultant will focus on making it easier for our current supporters to donate, and will show us how to get in touch with the members that maybe have never been asked to support the Chamber, but would like to do so.

Supporting the Chamber is not only about money; it's also about time. We couldn't have achieved the great things we've accomplished without the many members who have volunteered their valuable time. This campaign will, once again, require that we ask for your time. The consultant will only be successful if we can get enough volunteers to carry out his or her recommendations. In the coming months, you may be asked to help with the campaign or be asked to have some of your employees volunteer. I hope you will consider helping the Chamber with this effort. With your help, I am confident that this total resource campaign will make our fund raising efforts the best yet.

Finally, as Chair-Elect, I want to express my excitement for the coming year. Stanley has made 2005 a great success and I look forward to building on his many accomplishments. Arlington is already a great place to do business. With your support, I am optimistic we can make it even better.

Sean W. Hosty

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After BRAC: Arlington Economic Development Looks Ahead

By Karen Vasquez, PR & Advertising Manager at *Arlington Economic Development*

In a win for Arlington, the Base Realignment and Closure (BRAC) Commission voted unanimously in September to keep the Defense Department's (DoD) principal research programs in Arlington, affirming the County's contention that Arlington's scientific "center of excellence" should be maintained.

DoD's "Extramural Research Agencies", including the Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), the Air Force Office of Scientific Research (AFOSR), and the Army Research Office (ARO) will remain in Arlington.

"We are pleased that the BRAC Commission unanimously agreed with our position that Arlington can house these key research agencies at a lower cost and with the less disruption to the mission than the Pentagon's proposed alternatives," said **Jay Fiset**, Chairman of the **Arlington County Board**.

This was one of a very few instances in which the Commission overturned the Pentagon's recommendation.

However, the panel also voted to move nearly 18,000 jobs out of leased space in the County, "deviating from criteria established by Congress," according to Senator John Warner, Chairman of the Senate Armed Services Committee, and several Virginia lawmakers. Officials argued that the moves will send employees and contractors to non-Metro locations in outlying suburbs, raising concerns about increasing congestion on the region's already clogged highways.

Although the moves will vacate nearly 3.5 million square feet of office space in Arlington, changes won't be apparent overnight. In most cases, office space is not yet available on many of the military bases where agencies are being relocated. Experts estimate that relocations will begin in the next four to six years, and could take up to ten years to complete.

Calling the vacancies "serious but manageable," **Arlington Economic Development** staff has begun working with commercial property owners to develop strategies to fill space being vacated. In some cases, the federal government

will be able to fill space with other government agencies.

"Arlington remains a prime place to live, work and do business," said **Terry Holzheimer**, Arlington's Director of Economic Development. "And we look forward to working with our many partners in the public, private and non-profit sectors to continue to build Arlington's business community."

State officials have joined Arlington and other jurisdictions in Northern Virginia to help manage the effects of BRAC, including real estate vacancies, development and transportation issues. Governor Mark Warner recently appointed County Board Chairman **Jay Fiset** to serve on a Northern Virginia BRAC working group to address the movement of jobs and leased office space in Arlington and Alexandria, and other changes within the region.

Congress will vote "yea" or "nay" by the end of the year on the Commission's recommendations, which were affirmed by President Bush before being forwarded to the legislative branch. Congress must approve or reject the plan in its entirety.

There have been four rounds of base closures in the past decade. The President has approved the list provided by Congress for the next round of recommended base closures. Small businesses affected by the military Base's Realignment And Closure (BRAC) Commission can receive an economic boost from the U.S. Small Business Administration's HUBZone program.

For Small Businesses Affected by BRAC, the HUBZone Program Offers an Economic Boost.

The HUBZone, or Historically Underutilized Business Zone, program assists small businesses, located in economically distressed areas, compete for federal contracts. The program was created in 1997 as a result of legislation sponsored by Senator Christopher Bond, and has more than 13,000 participants. "All military establishments affected by BRAC will now be designated as HUBZones to spur economic growth in economically depressed areas for small businesses and stimulate growth in the nation's economy," said SBA administrator, Hector V. Barreto. Small businesses willing to locate in new HUBZone areas, and willing to employ local residents, may obtain special consideration for federal contracts. The federal government has set a goal of awarding at least 3 percent of all federal prime contract dollars to HUBZone firms. In FY04, the federal government issued \$4.7 billion in federal contracts to HUBZone loans. Firms interested in pursuing HUBZone status must apply for certification, a procedure that can be completed online at www.sba.gov/hubzone. The SBA's 504 and 7(a) loan programs also can provide assistance to small businesses in these communities.

Arlington Businesses Honored by the County's Disability Advisory Commission

Last month, six Arlington businesses were presented with All Access Awards by the County's Disability Advisory Commission, at the Arlington County Board Meeting. Proudly, several of the All-Access Award recipients were Chamber members: **Red Top Cab**, **Rock Bottom Brewery Restaurant**, **Fashion Centre at Pentagon City**, **Ireland's Four Courts Restaurant**, and **Arlington Auto Service**. The businesses honored illuminate the fact that "doing good" is good business. Congratulations to the award recipients; we thank you for making Arlington a better place for us all to live.

Loretta W. Franklin, of DeVry University, and Celie Niehaus, of E*Trade Financial, Join the Board of Directors



Loretta W. Franklin

Loretta W. Franklin was recently appointed to the Board of Directors. **Franklin** is already actively committed to the community, as a member of the **Arlington Economic Development Commission Board** and a member of the Executive Board. She is also a board member of the First Night Alexandria.

Loretta W. Franklin joins the board as the Campus President of the Arlington, Virginia campus of **DeVry University**. Her range of responsibilities has now grown to include two other locations in the metro D.C. region. Prior to her appointment as Campus President, **Franklin** was the campus dean for one of the branch locations of **DeVry University** in Atlanta, Georgia region. She has held various administrative posts with **DeVry University** and started her career with **DeVry** in Chicago, Illinois. **Franklin** holds degrees from Texas Southern University and Tuskegee University.

Celie Niehaus joins the board from **E*Trade Financial**, a company that she joined in late 2003. There, she is responsible for the identification, assessment, and mitigation of regulatory risk, as well as community investment, for the banking entity solutions and services. Prior to joining **E*Trade Financial**, **Niehaus** was the Director of the Financial Institutions Practice for the consulting firm Jefferson Wells. Previous to consulting, **Ms. Niehaus** held many compliance roles for Bank One.

Ms. Niehaus currently serves as a regional board member of Operation HOPE, Inc., and as chair of the advisory board for Banking On Our Future. She has a B.A. Degree in Business Administration from Eastern Kentucky University, and is a graduate of the ABA's National and Graduate Compliance Schools. She has also earned the Certified Regulatory Compliance Manager designation from the Institute for Certified Bankers.



Celie Niehaus

Pay Less at the Pump:

Tips for you and your employees to stop paying up, and start earning some pay offs.

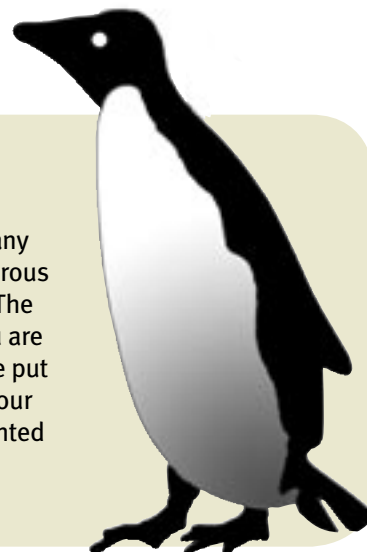


- **Implement a telework program**
- **Give your employees a transit benefit:**
 - **Direct Benefit:** Allows you to give your employees up to \$105 per month in tax-deductible benefits to commute to work by transit or rideshare.
 - **Pre-tax Payroll Deduction:** Allows your employees to have up to \$105 per month in tax-deductible benefits to commute to work by transit or rideshare.
 - **Combination benefit:** You pay a certain percentage or dollar amount of the \$105 benefit. The remaining benefit is taken out of the employee's salary. Tax benefits still apply.
- **Promote Ridesharing:**
 - Post an internal ride-matching board in a common area.
 - Invite NuRide to the company and reward your employees for sharing the ride.
 - Inform your employees about Commuter Connections, the region's free carpooling matching service. 1-800-745-RIDE.
- **Let Arlington Transportation Partners come to you.**
- **Provide your employees with as many resources as possible:**
 - Provide a link to www.CommuterPage.com, a site that provides information for all transportation options in the Washington D.C. area, on your internal Web site.
 - Inform your employees about the many transportation options/resources: Public Transportation, Carpool, Vanpool, Car Sharing, Biking, and Walking.

For more information contact the Arlington Transportation Partners at 703-247-9299 or solutions@transpartners.com or call the Arlington County Commuter Services at 703-228-RIDE.

A Request from the Penguin

Donations are now being accepted for the 81st Annual Winter Gala and Silent Auction. As many of you already know, the Gala is the Chamber's largest fundraiser; if it were not for the generous donations from you, our members, the fundraiser would not be such a continuing success! The 2006 Gala will take place at the Ritz Carlton in Pentagon City on Saturday, January 28. If you are interested in donating, please contact Cate Murray at events@arlingtonchamber.org (please put 'Winter Gala' in the subject line of your e-mail) or call 703-525-2400. Further, if you return your donation form to the Chamber by December 6, you receive guaranteed placement in the printed catalog and a 10-word company description.



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Welcome to New Members

APARTMENTS

THE METROPOLITAN AT PENTAGON CITY, KSI MANAGEMENT

Michelle Priesner, Property Manager
901 15th Street South
Arlington, VA 22202
Phone: 703-416-0800

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Walk into The Metropolitan at Pentagon City and you know immediately that this is a community with more—a lot more. The Metropolitan provides the discerning resident an exceptional living environment. This benchmark of ultimate apartment living is a commitment to quality without compromise.

COMPUTER/NETWORK CONSULTANTS

INVARIO NETWORK ENGINEERS

Dave Wilson, President
PO Box 844
Arlington, VA 22216
Phone: 703-528-0101

SPONSOR: Cindy Engquist, All About You

Invario Network engineers are the IT Department for companies that do not have an IT department, providing computer support services for small businesses.

EMPLOYMENT SERVICES

NORTHERN VIRGINIA TEMPORARIES

Lora Cimma, Account Executive
7700 Leesburg Pike, Suite 218
Falls Church, VA 22043
Phone: 703-761-4357

SPONSOR: Todd Ihrig, HD Investment Services

NVT provides qualified personnel at best-cost value for administrative support, accounting, customer service, marketing, data entry, and IT. To work with NVT is to keep business profit reinvestments local.

FINANCIAL SERVICES

RAYMOND HANFORD, NORTHWESTERN MUTUAL FINANCIAL

Raymond Hanford, Financial Representative
850 North Randolph Street
Arlington, VA 22203
Phone: 703-848-4822

SPONSOR: Chamber staff

FITNESS

CUTS FITNESS FOR MEN

David Hommerbocker, Owner
3800 North Fairfax Drive #914
Arlington, VA 22203
Phone: 703-351-9093

SPONSOR: Chamber staff

Cuts Fitness For Men offers a complete strengthening circuit workout utilizing hydraulic resistance machines. This program is optimal for safely toning muscle and adding definition.

FOOD—SPECIALTY

ROBEKS FRUIT SMOOTHIES & HEALTHY EATS

Jeanhee Kim, Owner
2300 Wilson Boulevard
Arlington, VA 22201
Phone: 571-238-6572

SPONSOR: Chamber staff

Robeks features a variety of premium blended-to-order fruit smoothies, fresh juices, wholesome sandwiches and wraps, soups, garden salads, high-protein baked goods, and teas and lattes. Robeks provides customers with an energetic experience, featuring vibrant-colored walls, great music and enthusiastic associates to create an environment that appeals to people of all ages. This fast-casual restaurant features a menu of all-natural smoothies, salads, sandwiches, and soups.

HOTELS

HAMPTON INN & SUITES, REAGAN NATIONAL AIRPORT

Cheryl Hardee, Director of Sales & Marketing
2000 Jefferson Davis Highway
Arlington, VA 22202
Phone: 703-418-8181

SPONSOR: Chamber staff

The Hampton Inn & Suites is a newly built hotel that offers free local calls and complimentary breakfast. Every hotel guest may enjoy complimentary high speed internet, cable, an airport shuttle, microwaves, and refrigerators. Meeting rooms are also available.

MORTGAGE BANKING/LOANS

MARKET STREET MORTGAGE

Jim Stasiowski, Senior Mortgage Consultant, XCO and Diana Koons, Mortgage Consultant
7700 Leesburg Pike
Suite 106
Falls Church, VA 22043

Phone: 703-893-6900

SPONSOR: Aaron Seekford, Arlington Realty, Inc.

Market Street Mortgage is a direct lender of residential mortgages, employing nationally recognized certified mortgage specialists, and offering an unlimited variety of mortgage products to fit every borrower's needs.

PINNACLE FINANCIAL

Don Gay, Senior Loan Officer
8245 Boone Boulevard #820
Vienna, VA 22182
Phone: 703-749-2428

SPONSOR: Sean Hosty, Sean Hosty-Legg Mason

ORGANIZING SERVICES

ORDER UNLIMITED

Bill Rolph, President
901 South Randolph Street
Arlington, VA 22204
Phone: (703) 521-1614

SPONSOR: Don Fergus, Lowers & Associates, LLC

Order Unlimited provides personalized organizing services to residences, seniors, and businesses. Services include: de-cluttering, organizing & re-designing spaces, shelf systems, file retrieval systems and move coordination.

PRINTERS

SELECT PRESS

Anton Dvorishin, CEO
6820 Commercial Drive #G
Springfield, VA 22151
Phone: 703-914-5559

SPONSOR: Jay Kelly, Bella Consulting
Select Press offers printing, mailing and marketing services.

REAL ESTATE

MERIDIAN GROUP

Timothy Eden, Managing Director
Three Bethesda Metro Center
Suite 610
Bethesda, MD 20814
Phone: 301-718-0800

SPONSOR: Elizabeth Adams, Crescent Resources, LLC

ROBERT MCGLOTHLIN REAL ESTATE SALES

Robert McGlothlin, Real Estate Sales
2008 North Cleveland Street
Arlington, VA 22201
Phone: 703-447-6800

SPONSOR: Chamber staff

SCHOOLS

GREENBRIER LEARNING CENTER, INC.

Erin Kliever, Executive Director
5401 7th Road, South
Arlington, VA 22204
Phone: 703-379-6488

SPONSOR: Jo Ann Allen, Arlington County Medical Society, Inc.

The Greenbrier Learning Center is a private not-for-profit that provides after-school programming for 3rd–12th graders, as well as workshops for parents.

SCHOOLS—UNIVERSITIES & COLLEGES

NATIONAL DEFENSE UNIVERSITY

Sara Franken, CTF Program Manager
408 4th Avenue SW
Building 59, Room 119
Washington, DC 20319
Phone: 202-685-4171

SPONSOR: Brian Hefner, Chamber staff

NDU-ISMO (International Student Management Office) Mission: To execute security cooperation programs for select members of the International Defense Community by providing sustained, superior administrative and logistical support.

UNIVERSITY OF PHOENIX, CRYSTAL CITY LEARNING CENTER

Kathryn Grant, Business Development Manager
1800 South Bell Street
Arlington, VA 22202
Phone: 703-573-2212

SPONSOR: Chamber staff

The University of Phoenix serves adult students who wish to earn a bachelor's or master's degree in business, technology or security management. Courses are offered in Reston, Arlington and Fairfax.

Continued on page 9.

Members IN THE News

►ANNOUNCEMENTS, INVITATIONS, AND WEDDINGS

Nicole Fingers Woodward, owner and CEO of **Fingers in Ink**, was featured in the September 25th edition of the **Washington Post**. **Woodward**, an electrical engineer turned stationer, shared her expert advice and her experiences. **Woodward** explained her store's name: "With Fingers as a maiden name, **Fingers in Ink** seemed like a logical choice for the shop." At **Fingers in Ink**, one can purchase a wide range of stationery products, including birthday cards and invitations. For more information on **Nicole Fingers Woodward** or **Fingers in Ink** please visit (www.fingersinink.com).

►GOVERNMENT OFFICES

Arlington County Treasurer, Frank O'Leary, welcomed the community to a ribbon-cutting Ceremony launching Arlington's Neighborhood Payment Program. The Neighborhood Payment Program makes it more convenient for Arlington residents to pay their automotive taxes and decal fees when they stop by any of the sixteen participating 7-Eleven stores in Arlington. By offering nearly 60 local payment sites, the **Arlington County Treasurer** can better serve citizens.

►HOSPITALS

Mended Hearts Inc., Northern Virginia Chapter 200, honored **Virginia Hospital Center** with a plaque in recognition for their outstanding commitment to heart patients in the Arlington community. The plaque, which states a "grateful recognition on behalf of the thousands of men and women who lead active and productive lives through the miracle of heart surgery," was presented to **Mr. James Cole**, President and CEO and **John R. Garrett**, MD.

►HOTELS

Hyatt Hotels and Resorts have established the **Hyatt Hurricane Relief Foundation** to benefit **Hyatt** employees who were affected by Hurricane Katrina. The foundation is funded by the contributions of **Hyatt** employees across the country. The **Hyatt Regency-Crystal City** raised over \$7,000 dollars for the foundation.

►NETWORKING/REFERRAL CLUB

The **Professional Networkers Association**

(**PNA**), a member organization serving Northern Virginia, Maryland and Washington, DC, regions, announced a strategic alliance with the American Small Business Coalition (The ASBC) of Columbia, Maryland. Under the Strategic Alliance Program, the ASBC and **PNA** will collaborate to promote networking in the region through their respective web sites and monthly events, bringing together commercial and government sector business professionals.

►NON-PROFIT ORGANIZATIONS

AHC began construction on a \$98 million renovation at the Gates of Ballston. The complex refinancing utilized tax exempt bonds from two different sources—Arlington County and VHDA—and tax credits for both low-income housing and for state and federal historic preservation. The renovated property will include 348 affordable apartments, 116 market-rate rentals and 19-market rate condominiums.

Last year, thousands of individuals participated in the Fannie Mae Foundation's Help the Homeless Walkathon, raising more than \$6.5 million to benefit Washington area organizations that serve our homeless citizens. This year there are several ways to walk to support **Doorways for Women and Families**. When registering for the walkathon, consider joining **Doorways'** team, by selecting it from the pick list. 100% of your registration fees will be given to **Doorways**, if you enter agency code "TACTS," when prompted. Can't participate in the walkathon? Consider making a donation through the same website. If you have questions or would like a brochure mailed to you, please call Kerry at (703) 522-8858.

►REAL ESTATE DEVELOPMENT

Walnut Street Development, a mid-sized real estate development and construction management company, has partnered with Carlyle Group and Fountain Square Properties. The partners hosted a community fair designed to introduce new neighbors to one another, and to build relationships between the new residents and existing local businesses. The community fair included: **BB&T Bank**, **Bertuccis**, **Best Cellars**, **Giant Foods**, **Harry's Tap Room**, **La Tasca**, **Mexicali Blues**, **Mr. Days**, **PNC Bank**, **Sport and Health Clubs**, and many more.

►RESTAURANTS

Newly opened restaurant, **Willow**, received a great deal of media attention when **Tracy O'Grady** and **Brian Wolken** planned to launch their new restaurant on the very same day they married one another. **O'Grady** and **Kate Jansen**, two chefs, **Wolken**, the director of operations, and partners: **Jay Palermino**, Marketing and PR, and **Mel Meadows**, owner of Hollin Hall Pastry Shop, have garnered significant local media attention for their restaurant. **Willow** has received acclaim from the **Washington Post**, **Washingtonian**, **Washington Business Journal**, and **Washington Post Express**.

►THEATRES

Signature Theatre's matinee performances of the play, **Urinetown**, were in such high demand that the theatre was forced to add two Saturday matinees to the theater schedule. **Urinetown** is the highest grossing show in **Signature Theatre's** history; the critically acclaimed play is the first regional production of the Tony Award-winning musical. The entire run, including the recently added week, was sold out. According to critic Ben Ryland, **Signature Theatre** gives **Urinetown** the funkiness and off-Broadway feel the show requires and the first-rate ensemble cast doesn't hurt either. It is another smash on **Signature's** long list of classic productions."

►UNIVERSITIES

George Mason University has been awarded \$25 million from the National Institute of Allergy and Infectious Diseases, a part of the National Institutes of Health, for construction of a Regional Biocontainment Laboratory at its Prince William Campus in Manassas, the largest research award in the University's history. Research in the new laboratory will focus on diseases considered by the U.S. government to be potential bioterror threats as well as on emerging infectious diseases. Governor Mark Warner has also committed funds to this project.

Marymount University recently hosted the Media Ethics Symposium. The event featured speaker, Dr. Robert Steele of the Poynter Institute, as well as a presentation of the **Marymount University** Ethics Award to Ben Bradlee, Vice President-At-Large of **The Washington Post**. **Marymount** President, **James E. Bundschuh**, presented the award to Ben Bradlee in recognition of his distinguished career of journalistic accomplishment and his commitment to the profession's highest ethical standards.

New Members, continued from page 7.

WEB DESIGN

BLACKBARN MEDIA

Steffen Tengesdal, President
2111 Wilson Boulevard, Suite 700
Arlington, VA 22201
Phone: 703-351-5077

SPONSOR: Chamber staff

Blackbarn Media is a full service design and development company that creates web sites, business identity materials (brochures, business cards, and marketing materials), and custom application development. The company's clients include: the government, non-profits, and commercial customers.

WINE STORE

BEST CELLARS

Amy Monroe, General Manager
2855 Clarendon Boulevard
Arlington, VA 22201
Phone: 703-741-0404

SPONSOR: Chamber staff

Best Cellars sells great wines for everyday prices, at \$15 or less, and organized by taste. Additionally, wine classes and free daily tastings are offered.

Thanks to Members who renewed in September!

- ACT College
- Auto-Chlor Systems of Northern Virginia, Inc.
- Bean, Kinney & Korman, P.C.
- The Carlin
- CarrAmerica
- Contrack International, Inc.
- Curves of Arlington
- Flexcar
- Gold's Gym Corporate Office
- Holland & Knight LLP
- K.D. Hamaker Properties, Inc.
- KSI Services, Inc.
- McCormick & Schmicks Seafood Restaurant
- Mexicali Blues
- Natural Body Spa & Shoppe
- Les Owen, Buck & Associates
- Patrick Smaldore
- Peking Pavillion
- Radisson Hotel-Reagan National Airport
- Specialty Auto Body
- Technology Management International (TMI)

HAPPY ANNIVERSARY!

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

NOVEMBER

H.D. Vest Investment Services	5
National Rural Electric	5
Charles M. DeLashmutt	10
Eakin/Youngtob Associates, Inc.	10
Executive Club Suites	15

“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 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.



Thanks Go To...

The Community Action Committee for organizing a successful September Breakfast Connection. Special thanks to our Moderator, **Susan Anderson of Community Residences**, and our Speakers, **Fred Jones of Arlington Food Assistance Center**, and **Gail Davis of Residential Program Center**.

Rock Bottom Brewery & Restaurant and manager, **Scott Shirley**, for hosting a fabulous Business after Business event in September.

WETA for generously hosting September's Board meeting and to **Arlington Catering Company, LLC** for providing a delicious lunch for the Board members.

Jim Whittaker of SRA International for sponsoring the Toast to the Tech-E's event at **Whitlow's on Wilson**. Additional thanks go to those who served on the Tech-E Awards Selection Committee: **Stanley Taylor of George Mason University**, **Phyllis Gandy of Arlington Public Schools**, **Karen Vasquez of Arlington Economic Development**, and **Dan Kunitz of iRides**.



Breakfast Connection!

Thursday, November 17th, 7:30–9 a.m.
Holiday Inn–Ballston, 4610 Fairfax Drive
 Sponsored by **Self Storage Plus**



Promote your business before the workday even begins! Breakfast Connections offer a unique opportunity for various networking possibilities. The event begins with a delicious breakfast, roundtable meet-and-greet and 30-second commercials. Following breakfast, two speakers are featured. Lastly but surely not least, each attendee is invited to introduce themselves and their profession/business/company with the group. Breakfast Connections provide a great opportunity for networking, marketing, promotion and publicity. Seats are limited—sign up today!

Please register for this event before noon, on Wednesday, November 16 (the day prior to the Breakfast Connection event). All registrations that occur after that time will be considered “same day” and registrants will be charged accordingly. Thank you!

The Chamber is always interested in finding new speaking candidates. If you are interested in speaking at a Breakfast Connection, please email Cate at events@arlingtonchamber.org (please put the title ‘Breakfast Connection’ in the subject line of your e-mail).



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November 2nd, 2005 at 7:45 a.m.,
 in the Chamber Board Room.

Register online:

www.arlingtonchamber.org

For more information, contact
 703-525-2400

SMART Start is sponsored by
Bella Consulting and iRides.



PROFITABILITY

Plan, Execute, Evaluate, Adjust, Take it to the Bank

By **Jim Whelan**, *ProActive Corporation of America, Inc.*

On September 28, discussion at the Arlington Business Roundtable turned to the topic of profits. In a recent survey of independent professionals, almost 50% of the consultants, and other professionals declared that they were currently not earning enough to meet their expenses. How is your profit picture? Cloudy or crystal clear?

Big and small companies alike recognize the need to make profitability goals an integral part of the overall business plan. While there are different paths to profits, there's general consensus that all paths may be broken down into three-step processes.

Establish a Goal

- Establish a profit goal for the year.
- On the first attempt, it may be necessary to make assumptions, and test these assumptions as the plan is implemented.

Identify Profitability Factors

- Determine the components of profits.
- Analyze the profitability of customers and determine the profitability characteristics that will describe the new business.
- Understand that the customer base is critical to identifying high maintenance clients vs. the time and effort that is required to service them.
- Where did the business come from? Referral sources tend to produce like customers over time.

Concentrate on the Outcome

- Execution of the plan serves to highlight the assumptions that need adjusting.
- The profile of a profitable customer changes as the business grows. In turn, the referral source must change to meet profitability goals.

The conclusions reached at the Roundtable: profit is a key ingredient that drives a successful business; the ability to generate profits keeps your company on the cutting edge; the referral base is the best source for profitable business, and developing new advocates who refer profitable business is the best source for future business.

Jim Whelan is a strategic planning expert. A former corporate executive, bank CEO, and principal of three startups, he has the knowledge and experience to help executives and entrepreneurs reach their goals. To contact Jim Whelan go to www.proactivecorp.net or call 703-862-6758. To learn more about upcoming Business Roundtable topics visit the Community Calendar at www.arlingtonchamber.org or contact the Chamber office at 703-525-2400.

Business Roundtable

Wednesday, November 16th
11:45 a.m. – 1 p.m.
Chamber Board Room

TOPIC:

HOW TO TURN BIG MISTAKES INTO BIG OPPORTUNITIES

You just blew it. What do you do to turn that big bomb into an opportunity?

Facilitated by **Jim Whelan**, expert strategic planner with **ProActive Corporation of America, Inc.**

<http://www.proactivecorp.net/>

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

Please register online at www.arlingtonchamber.org.

Questions?

Please call 703-525-2400.

NETWORKING AT OUR BUSINESS AFTER BUSINESS EVENT

Business AfterBusiness

The Chamber's monthly Business After Business functions are the perfect way to relax and network with fellow and potential Chamber members. Once a month Business After Business 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 and network. Business After Business is a great way to end your day and enjoy your peers. They even offer the opportunity to win great prizes, possibly including cash from the mounting jackpot available each month. Remember, you must be present at the event to claim your prize! We look forward to seeing you this month.

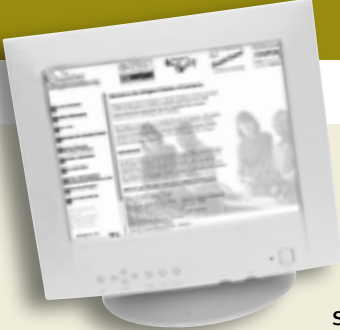
Please register for this event before noon on Thursday, November 10, the day of the Business After Business event. All registrations that occur after that time will not be considered to be "pre-registrations," and registrants will be charged accordingly. Thank you!

BusinessAfterBusiness

Thursday, November 10th
5–7 pm

Rosslyn Spectrum Theatre
Sponsored by the **Arlington County Cultural Affairs**
www.arlingtonarts.org

Register:
www.arlingtonchamber.org



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 September.

Don't miss out! Please ensure that the Chamber has an accurate and current website address for your business, so searchers can visit your site!

Top Business Categories:

1. Accountants – Certified Public
2. Spa & Salon
3. Restaurants
4. Banks
5. Accounting & Consulting Firms

Top 5 Keywords:

1. Hotel
2. Real Estate
3. Bank
4. June Stanich
5. Restaurant

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VOTED AN ARLINGTON SMALL BUSINESS OF THE YEAR BY THE ARLINGTON CHAMBER OF COMMERCE

The Arlingtonian

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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.