



## Nominations Announced for Board of Directors; Ballots to Be Mailed on October 20

Pursuant to Article IV, Section 4, of the Arlington Chamber of Commerce Bylaws, a list of candidates for the Board of Directors must be provided to the Chamber membership in advance of the distribution of ballots. In accordance with this provision, there is an insert in this newsletter with the names of members who have accepted nominations from the Nominating Committee to the Arlington Chamber Board of Directors. (This list is presented in alphabetical order.)

Any member in good standing whose name is not included among the list of nominees may, upon the written petition of five other members, have his/her name appear on the ballot, provided such petition is received in the office of the Chamber by the Secretary at least 10 days prior to the published date for the distribution of ballots.

The Chamber's bylaws determine the number of voting members per company, according to a formula based on membership investment. All Arlington Chamber of Commerce designated voting members will receive official ballots, which are to be mailed on October 20, 2005.

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## The Chamber's Exciting Fall Lineup

### Save the Date

#### Tech-E Awards

(Sponsored by **McEneaney Associates, Inc.**)

Thursday, November 3<sup>rd</sup>, 7:30 a.m.

#### Holiday Inn, National Airport

2650 Jefferson Davis Highway

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

Awards will be given in the following categories:

- Technology Young Mind Award & Scholarship (Sponsored by **CACI**)
- Technology Company of the Year
- Innovator of the Year
- Corporate Citizen of the Year
- Technology Executive of the Year

### A Fun Marketing Opportunity at the Winter Gala!

#### Donate to the Chamber's Silent Auction

Donations are now being accepted for the 82<sup>nd</sup> Annual Winter Gala and Silent Auction. This event is the Chamber's largest fundraiser; if it were not for the fabulous donations from you, our members, the gala would not be the success that it is! Next year's event will take place at the **Ritz Carlton, Pentagon City** on Saturday, January 28. If you are interested in donating to the silent auction, please contact Cate Murray at the Chamber, [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org) or 703-525-2400. (Please put 'Winter Gala' in the subject line.)

### Mark your calendar for this year's Annual Meeting!

(Sponsored by **Comcast**)

The Chamber's 81<sup>st</sup> Annual Meeting is the perfect way to wrap up another successful Chamber year. Over 250 people have attended this special networking luncheon event in past years. This year's Annual Meeting will take place on Friday, December 9, at the Sheraton National Hotel. Features at this event will include:

- Keynote speaker, Dennis Bakke, author of *Joy at Work*
- Introduction of the 2006 Chamber Officers
- Introduction of the 2006 Chamber Board of Directors
- Chairman's Award
- Committee of the Year Award
- President's Award
- Outgoing Chairman **Stanley Taylor (George Mason University)** remarks

You do not want to miss this event! Invitations will be mailed out soon. Call the Chamber for more information, 703-525-2400.



## The Fall Outing A Hole-in-One Success!

The Dickerson Group, a blue tee sponsor, teed up at the Chamber's annual Golf Outing. (left to right: Marisa Scinto, Nicole Bocra, Gia Bocra and Michelle Mattox)

See page 4 for more on the Fall Outing

# The Chamber

Arlington Chamber of Commerce

*Opportunity. Leadership. Results.*

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

## EXECUTIVE COMMITTEE

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

## DIRECTORS

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

## LIAISON TO THE BOARD

COL Thomas Allmon, Fort Myer

## STAFF

Richard V. Doud, Jr., \* *President*  
Tami Anderson, *Staff Accountant*  
Ashley Glover, *Communications Manager*  
Deborah Kunin, *Member Services Administrator*  
Cate Murray, *Member Services Manager*  
Ashleigh Poulin, *Director of Membership*

\*Executive Committee Member & Director



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

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

## Where you need to be in OCTOBER



### 3 Monday

Article deadline for November 2005  
*Arlingtonian*

### 4 Tuesday

**Opportunity Knocks**  
The Chamber Presents, Greg Rothwell, Chief Procurement Officer of the U.S. Department of Homeland Security  
6:30–8:30 p.m. — National Rural Electric Cooperative Association

Community Action Committee Meeting

8 a.m. — Chamber Board Room

### 5 Wednesday

Smart Start  
12–1 p.m. — Chamber Board Room

### 11 Tuesday

**Member-Guest Event**  
5–7 p.m. — City Club of Washington

### 12 Wednesday

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

### 18 Tuesday

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

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

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

### 20 Thursday

**Joint Business After Business**, with Alexandria and Central Fairfax Chambers of Commerce  
5:30–7:30 p.m. — **Holiday Inn National Airport**

Official Ballots mailed for the Board of Director's election

### 22 Saturday

Insert deadline for November 2005  
*Arlingtonian*

### 26 Wednesday

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

### 27 Thursday

**Breakfast Connection**  
7:30–9 a.m. — **Holiday Inn Ballston**

### 28 Friday

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

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.

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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

One of the most important roles of the Arlington Chamber of Commerce is keeping on top of issues related to local government and economic development. Arlington is blessed with good government and an exceptional economic base, but there are always challenges to be addressed, and ways to make a good situation even better.

As vice chairman with responsibilities for those areas, I have the good fortune to work both with **Rich Doud** and the staff, and also with **Pam Gottfried** of **Dominion Virginia Power**, who chairs the Economic Development & Government Affairs Committee.

The committee meets monthly, and new members are always invited to our morning get-togethers. We are a group that spans the political spectrum, so our discussions are always lively and thought-provoking!

In the coming months, the committee will work on putting together the Chamber's annual legislative priorities package. After modification and approval by the Executive Committee and full Board of Directors, these priorities will guide our efforts in the 2006 General Assembly session.

The Chamber's input is critical, as it helps legislators in our area and across the Commonwealth know the priorities of the local business community.

Our message is greatly augmented by the volunteer efforts of some of the region's top lobbying officials, who take time during the busy legislative session in Richmond to keep lawmakers informed of our priorities. We also work with Arlington County officials to lobby the state government on issues where our positions are in agreement.

This year has brought a number of new issues to the forefront, none more so than affordable housing. I am proud to tell you that the Chamber has been a leader in the effort to find viable solutions to address this critical problem. The ideas that have come from our committee meetings have been among the most creative so far on this very, very vital issue.

We also have worked to keep on top of the effects of the BRAC Commission recommendations, and on a number of other issues vital to maintaining the quality of life for both businesses and residents of Arlington. And of course, we take a serious look at the transportation situation, which affects everyone's lives in and around Arlington. On that issue, too, the Chamber is a leader.

The Chamber also works to monitor the county government's budget process, to make sure the needs of the community are met and that the business community pays its fair share, not any more, nor any less. The Chamber also works hard to make sure that local officials know of our interests. For the past four years, the Chamber's State of the County address has given each year's County Board chairman the opportunity to have a face-to-face dialogue with the business community.

And the Chamber also works to support school initiatives, such as endorsing school bonds and offering business leaders and local principals the chance to trade places and walk in each other's shoes.

Wow! That's a lot on our plate here at the Chamber. But with a great membership, strong leadership, an exceptional staff and great input from the Economic Development & Government Affairs Committee, the Arlington Chamber of Commerce plays a leadership role that few chambers around the country can beat. It's another example of the Chamber of Commerce working for its members... and for the community.



Scott McCaffrey



Scott McCaffrey

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#### Correction

In September's newsletter we incorrectly identified **Stanley E. Taylor** in the picture beside his Chairman's Message. We apologize for the mistake.

## Arlington Gets “Un-Wired”

**Arlington officially became “un-wired” this summer as the County deployed its first free, outdoor wireless Internet hotspot at Courthouse Plaza.**

By **Karen Vasquez, Arlington Economic Development**

“Providing wireless Internet access in our public spaces adds to the vibrancy of our tech-savvy community,” said County Board Chairman Jay Fisette. “By attracting more people to this ‘electronic town square,’ Wireless@Courthouse benefits our residents, visitors and businesses alike.”

The project will provide free wireless Internet service, which extends in a three-block radius around the Courthouse Plaza, near the county’s government center and the Courthouse Metro station. The wireless hotspot offers free Internet service primarily on the street level, though a few residents may be able to access the service as well.

“As word gets out, more and more people will be using this,” said Jack Belcher, Arlington’s chief information officer. “They can sit outside, sip a cup of coffee and access the Internet.” As Arlington’s dense neighborhoods are home to many young people, Belcher said he expects the wireless service to prove popular. “A lot of these residents are just out of college and are used to being connected all the time,” he said.

The hotspot will also benefit businesses located in the area—especially restaurants and cafés—who will be able to provide the service to their customers. The wireless hotspot emanates from omnidirectional antennae attached to street lamps, which are located approximately 25 feet off the ground.

Arlington is known as a national leader in cutting-edge technology, and was recently named one of the Top 10 Digital Counties in the United States in an annual survey by the Center for Digital Government and National Association of Counties (NACo).

“Wireless@Courthouse” builds on the success of the popular wireless hotspot at the County’s Central Library, launched last year. In addition, the project will serve as something of a laboratory, providing the County with insight into what to look for in private partners.

Future plans already call for broadband hotspots at the new Shirlington Library and Westover Library, as well as 15 different sites, including Ballston, Rosslyn, Shirlington, the Columbia Pike area and Gateway Park. The County is also exploring partnerships with the private sector to provide free or reduced cost wireless Internet access in some of its parks and community centers. “All the areas where we have people congregating, we’d like to have this service,” Belcher said.



**Bobbi Greenberg, LM&O Advertising, Winner of the Women’s Longest Drive competition.**

## The 54<sup>th</sup> Annual Fall Outing Was a Success!

**M**ore than 100 people participated in the Chamber’s 54<sup>th</sup> Annual Fall Outing Golf Tournament in August. The participants gathered at Westwood Country Club in Vienna, Virginia where they divided into teams and engaged in friendly competition against one another for lowest gross and lowest net score. Many people also participated in individual contests, including: putting

contests, hole-in-one, closest-to-the-pin, and longest drive. With the tournament, the individual contests, and the door prize giveaways, every participant was a winner.

**Jim Whittaker, of SRA International, achieved a singular triumph with his hole-in-one in the closest-to-the-pin competition.**

Thank you to everyone who volunteered, sponsored, donated, or participated; you are all responsible for the success of the Fall Outing. Below, we congratulate the winners and thank the volunteers whose efforts made this event a victory!



**Jim Whittaker of SRA International, Closest-to-the-pin winner, received a prize for hole is hole-in-one.**

The Chamber would like to extend a sincere thank you to the following Chamber members. Without their support of the Chamber and the Fall Outing, this event would not be possible. If you would like to receive more information about the following businesses and their services, please contact Cate Murray, Member Services Manager at [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org) or 703-525-2400.

Grand Sponsor—Porsche of Arlington/BMW of Arlington/AV Automotive Group

Luncheon Sponsor—James Monroe Bank

Reception Sponsor—LM&O Advertising

Cart Sponsor—George C. Cabalu, Smith Barney

Trophy Sponsor—Ballston Common Mall

Putting Green Sponsor—Rocklands Barbeque and Grilling Company

Driving Range Sponsor—The Virginian Suites

Beverage Cart Sponsors—Law Offices of Marni E. Byrum, Virginia

Commerce Bank, American Painting & Janitorial Co., Inc.

Favor Sponsors—FRC Marketing and Dittmar Company

Thank you to the members of the 2005 Fall Outing Committee. Thanks to all of their hard work and dedication, the 54th Annual Tournament was a huge success! These individuals are dedicated members of the Chamber and the Arlington business community.

**COMMITTEE CHAIR:** George C. Cabalu, Smith Barney  
 Steve Barto, UBS Financial Services  
 Nicole Bocra, The Dickerson Group  
 Sean Hosty, Legg Mason  
 Sonny Odom, Photographer  
 Bill Swanson, Edward Jones

There is also a special group of people who served as “Blue Tee” Sponsors for this year’s 54<sup>th</sup> annual event. Thank you to the following and we hope to see you on the course in the years to come!

- |                                    |  |
|------------------------------------|--|
| Ballston Common Mall               | LM&O Advertising                           |
| Steve Barto—UBS Financial Services | Metropolitan Washington Airports Authority |
| BB&T                               | Porsche of Arlington                       |
| Bean, Kinney & Korman, P.C.        | Sheraton National Hotel                    |
| Burger King                        | The Shooshan Company                       |
| The Dickerson Group                | Smith Barney—George C. Cabalu              |
| Doubletree Hotel, Crystal City     | Bill Swanson—Edward Jones                  |
| Sean Hosty—Legg Mason              | United Bank                                |
| Ireland’s Four Courts              | Virginia Commerce Bank                     |
| James Monroe Bank                  | Whitlow’s On Wilson                        |
| Key Bridge Marriott Hotel          |  |

In addition to the generous sponsors, supporters and players—the tournament would not have been complete without a fabulous door prize drawing! Thanks to the following businesses for their donation to the drawing—the winners greatly appreciated your generosity!

- |                                 |  |
|---------------------------------|--|
| Nicole Bocra                    | Morton’s                                 |
| Café Asia                       | Odyssey Cruise Lines                     |
| Café Café                       | Porsche of Arlington                     |
| Clarendon Dental Arts           | Ristorante Portofino                     |
| Cold Stone Creamery—Ballston    | Rock Bottom Brewery & Restaurant         |
| Coors Light                     | Ruth’s Chris Steakhouse                  |
| Edward Jones                    | Sport & Health Club—Ballston Common Mall |
| Ireland’s Four Courts           | Summers Restaurant                       |
| The Italian Store               | SunTrust Bank                            |
| Kitty O’Shea’s Irish Sports Pub | WETA-TV 26/90.9 FM                       |
| Main Event Caterers             | Whitlow’s On Wilson                      |
| McCormick & Schmick’s           |  |
| Seafood Restaurant              |  |

Every year each participant receives a Goody Bag. Goody bags are a great way to promote your business while supporting the Chamber. This year’s Goody Bags were amazing, and we would like to extend a thank you to the following contributors:

- |                              |                          |
|------------------------------|--------------------------|
| BB&T                         | Pinnacle Financial Corp. |
| Nicole Bocra                 | —Don Gay                 |
| Burger King                  | Sheraton National Hotel  |
| Clarendon Dental Arts        | SunTrust Bank            |
| Cold Stone Creamery—Ballston | United Bank              |
| Dittmar Company              | Virginia Commerce Bank   |
| Edward Jones, Bill Swanson   | The Virginian Suites     |
| Guernsey Office Products     | The Washington Capitals  |
| James Monroe Bank            | www.Neighborhoodhome.com |
| OBA Bank                     | —Craig Mastrangelo       |



*Ballston Common Mall, the trophy sponsor, won first place for Lowest Gross Score. The Ballston Common Mall team, (left to right): Don Eckrod of AAA Networks, John Moore of Ballston Common Mall and Chris Bunner of EMC Corporation. (Paul Dangel of IRS, was not present for the photograph)*

### Winners of the 54<sup>th</sup> Annual Fall Outing:

1<sup>st</sup> Place Low Gross: Ballston Common Mall  
 John Moore, Ballston Common Mall  
 Don Eckrod, AAA Networks  
 Chris Bunner, EMC Corporation  
 Paul Dangel, IRS

1<sup>st</sup> Place Low Net: SRA International  
 Jim Whittaker, SRA International  
 Chol Kong, Superlative Technologies  
 Vince Verna, Independant IT Consultant

2<sup>nd</sup> Place Low Net: Smith Barney  
 George C. Cabalu, Smith Barney  
 Mike Pickholz, Citigroup Geneva Capital Strategies  
 Mike Nelson, MFS  
 John Pease, Smith Barney

Closest to the Pin with a Hole-In-One—Jim Whittaker, SRA International

Longest Drive Women’s—Bobbi Greenberg, LM&O Advertising

Longest Drive Men’s—Paul Dangel, IRS



## Ashley Glover Joins the Chamber Staff

Ashley Glover is the new Communications Manager at the Arlington Chamber of Commerce. She is a Washington, D.C. native and a recent graduate of Amherst

College, where she holds a degree in American Studies. At Amherst, Ashley wrote a Senior Honors thesis on Education in Washington, D.C., and contributed to the school’s literary magazine. Ashley once worked at CNN’s Public Relations Department. Please welcome Ashley to the staff!

# **PNC Bank Ballston Branch Now Open!**

**7 Days a Week.**

**4300 Wilson Blvd., Arlington**  
(On the corner of Wilson Blvd. and  
Glebe Road)

**M-F 9am-7pm / Sat 9am-4pm / Sun 11am-3pm**



## Deidre A. Schexnayder and Jim Sherrick Join the Board of Directors



Deidre A. Schexnayder

In April 2001, **Deidre A. Schexnayder** became the Vice President of **Smith Commercial Realty, LP**, a Division of Vornado Realty Trust, Arlington. Prior to assuming this position, Schexnayder was the

Senior Property Manager at **Smith Commercial Realty**. Before her tenure at **Smith Commercial Realty**, Schexnayder was both an experienced Research Analyst and an Investment Representative. In recent years, Schexnayder has served as a chairperson on the Experience Exchange Report Task Force and the EER/Research Products Committee. She has her Masters of Business Administration from the University of New Orleans and she is a graduate of St. Mary's Dominican College.

### Jim Sherrick Joins the Board of Directors

In June 2005, Jim Sherrick accepted the position of Arlington Area Executive for **Branch Banking & Trust (BB&T)**. Jim is responsible for all of the bank's activities within Arlington. Prior to this, Jim assisted in the management of **BB&T's** commercial lending group in Washington, D.C. Before joining **BB&T** in March 2001, Jim worked for eight years as a commercial lender with **Citizens Bank/Crestar/SunTrust**. He worked in the branches during his five years with Riggs Bank. A graduate of University of Maryland's University College, he is currently enrolled in the Graduate School of Banking at Louisiana State University. Jim is a member of the Governance Committee of the Girl Scout Council of the Nation's Capitol, and is an Elder at Christian Community Presbyterian Church. He resides in Crofton, MD with his wife, Tamra, and their two daughters.

## Take part in the "In Case of Emergency" campaign

The Ambulance Service has launched a national "In Case of Emergency (ICE)" campaign.

Store the word "ICE" in your mobile phone address book, and against it enter the number of the person you would want to be contacted "In Case of Emergency".

In an emergency situation ambulance and hospital staff will then be able to quickly look at your mobile phone and find out who your first contact should be and be able to contact them.

For more than one contact name ICE1, ICE2, ICE3 etc. It really could help the emergency services in doing their job. It's so simple that everyone can do it.

## Welcome to New Members

### GOVERNMENT CONTRACTORS

#### ADVANCED TECHNOLOGY SYSTEMS COMPANY

David Gordon, Controller  
1560 Wilson Boulevard  
Arlington, VA 22209  
Phone: 703-525-7258

**SPONSOR: Deborah Kunin, staff**  
Advanced Technology Systems Company is a multi-disciplined organization with expertise in Foreign Military Funding, Foreign Military Sales, and US government and commercial contracts.

### HEALTH & WELLNESS

#### HEALTH & BLISS

Sharon Bliss, Owner  
1737 Dogwood Drive  
Alexandria, VA 22302  
Phone: 703-820-3142

**SPONSOR: Cindy Engquist, All About You**  
Health & Bliss sells Shaklee Wellness Products. Shaklee makes all-natural nutritional supplements, skincare, makeup, non-toxic cleaners, and water and air purifiers.

### HOTELS

#### THE WESTIN ARLINGTON GATEWAY

Diane Germain, General Manager  
4600 North Fairfax Drive  
Suite 304  
Arlington, VA 22203  
Phone: 703-717-6200

**SPONSOR: Deborah Kunin, staff**  
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#### INTELLIGENT OFFICE

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Phone: 703-752-6200

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**SPONSOR: Russell Arkin, ReMax**

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

Call 703-525-2400 for more information.

# Members IN THE News

## ► AIRPORTS

The **Metropolitan Washington Airport Authority** is hosting the Fifteenth Annual Business Opportunity Seminar, on November 9. The seminar communicates upcoming contracting opportunities as part of the continuing effort to encourage and increase the participation of Disadvantaged Business Enterprises, Local Disadvantaged Business Enterprises, and Minority and Women Business Enterprises. The event will be held at the **Hyatt Regency Hotel, Crystal City** and will include the d2 Capital Construction Program at Washington Dulles International Airport, which will generate an estimated \$2 billion in construction opportunities.

## ► GRAPHIC DESIGN

Business Network International has awarded **Yvonne Pover of Skardon Pover, Inc. Visual & Marketing Communications** the Notable Networker Award in recognition of outstanding performance.

## ► HAULING AND MOVING

**Reliable Hauling & Junk Removal** has posted on its website that it will donate 5% of its residential revenues and 10% of its commercial revenues to the American Red Cross effort to assist victims of Hurricane Katrina. **Kyle Clifford**, owner of **Reliable Hauling & Junk Removal** said that this is the next best thing to actually being on site to feed and clothe survivors. The donation effort will run from September 6, 2005 until October 31, 2005. For more information: [www.ReliableHauling.com](http://www.ReliableHauling.com), 703-807-5807.

## ► JOINT VENTURES

**Lynn Osborne of Ad Management Insights, LLC** and **Yvonne Pover of Skardon Pover Visual & Marketing Communications** together have been awarded a prestigious 2005 Clarion Award from The Association for Women in Communications (AWC). The award is for their joint creation of the 2004 annual report for Southern Maryland Electric

Cooperative, Inc. (SMECO). Awards will be presented at a special dinner event during the AWC National Professional Conference in Texas on October 22.

The strategic alliance of Chamber members **Don Zacherl, T3 Technologies; Ann McIntyre, FRC Marketing; and Yvonne Pover, Skardon Pover, Inc. Visual & Marketing Communications**, has won a federal government contract with the Veterans Administration to supply awards and incentives for their employees.

## ► NETWORKING/REFERRAL CLUB

During August the lead-share group **Northern Virginia Business Referrals** added Carlos Figueras of Capitol Financial Partners to its membership rolls. **NVBR** will maintain its customary meeting schedule of every Tuesday morning from 7:00am to 8:30am at the Metro 29 Diner. Visitors are welcome—let **NVBR** be your sales force! For directions and more information please visit [www.nvbr.org](http://www.nvbr.org).

## ► NON-PROFIT ORGANIZATIONS

**Doorways Shelter** requests Gift cards from **Giant** and **Shoppers Food Warehouse**, in any denomination, in order to purchase fruits, vegetables, dairy products and other perishable items for the residents in our two shelters. While residents are living in a **Doorways** shelter, all meals are provided for adults and children. Gift card donations allow **Doorways** to keep costs low so that the focus can remain upon providing high quality supportive and therapeutic services. Please mail gift cards to: Grocery Card Drive, c/o Doorways for Women and Families, P.O. Box 100185, Arlington, VA 22210.

Many thanks to those who participated in this year's Back-to-School drive for the clients of **Doorways for Women and Families**. As a result of your generosity, we were able to send more than 25 students back to school with the supplies and clothing they needed to start the school year right. We are also maintaining supplies to assist future clients that come in throughout the year.

## ► RESTAURANTS

On August 27th, **Sangam** hosted a lunch for the Global World Peace Group. One month earlier, **Sangam** hosted a lunch for the Prime Minister of India and 250 Dignitaries at the National Press Club. **Sangam** also participated in a free food tasting at the French Embassy, an event that featured participants from 35 countries. The restaurant interacted with the business community when it catered the 2<sup>nd</sup> Annual Meeting of Small Business Development of Arlington.

**Willow**, a chef-driven restaurant serving "modern continental" cuisine is now open for lunch and dinner. **Willow's** owners, **Tracy O'Grady** and **Kate Jansen** prepare classically based food with up-to-date refinements in an elegant and comfortable atmosphere. The restaurant is located in Ballston. For more information: [www.willowva.com](http://www.willowva.com).

## ► SEMINARS

**Cohen and Company** hosted a booth, for the first time, at the fun Arlington County Fair held August 18–21, 2005. A special thanks goes to **Hurt Cleaners** for being a sponsor of the booth and to the Chamber for the use of the conference room to train our booth staff. Thank you also to **Denise Marshall Roller**, Arlington County Liaison for the fair.

## ► UNIVERSITIES

**Marymount University** has named Dr. Teresa I. Reed dean of the School of Arts and Sciences. She comes to **Marymount** from Rockhurst University. For the final 4 years of her 16 years tenure at Rockhurst, she was associate dean for Academic Affairs in the College of Arts and Sciences and professor of Philosophy. Dr. Reed also chaired Rockhurst's Academic Board, the Core Implementation Committee, and the Information Technology Committee. She earlier served as chair of Rockhurst's Department of Philosophy.

In June, **Marymount University** held a designated *Independent Aging Agenda* event on *Reducing Frailty in Aging*. The post event report set forth priorities that grow out of the recognition by conference participants that the current health care system is episodic and reactive in nature, focusing primarily on illness, once it emerges, rather than proactively

engaging in early screening to prevent or minimize the development of illness. The conference report was sent to the Policy Committee of the 2005 White House Conference on Aging to be considered for inclusion in the December 11-14 national conference, an event that occurs every 10 years and helps set the national policy agenda on aging.

**Marymount University** invites local students displaced by Hurricane Katrina to contact the Admissions Office to discuss enrollment until their colleges are able to reopen. The University will work with students individually to facilitate a smooth transition and will strive to place each student in courses that are comparable to those at their home institutions. **Marymount** encourages students to call as soon as possible, since the semester has already begun. Financial Aid officers will work with each individual to resolve financial concerns. For Undergraduate Admissions, call 703-284-1500. For Graduate Admissions, call 703-284-5902. The toll-free number is 800-548-7638.

**Thanks to Members who renewed in July!**

- The American Century Theater Apartment and Office Building Association
- Arlington County Sheriff's Office
- Bella Consulting Solutions
- Cherokee Information Services, Inc.
- Creative Information Technology, Inc
- Danaher Insurance
- EMI Associates, Ltd.
- Fall Properties, LLC
- Fur-Get Me Not Pet Care, LLC
- The George Washington University Graduate Education Center, Arlington
- Harry's Tap Room
- Hilton Crystal City at National Airport
- Junior Achievement of the National Capital Area
- Linda Reed, Buck & Associates
- National Mailing Systems
- Northern Virginia Family Service
- PrePaid Legal Services, Inc.
- Rees, Broome & Diaz, P.C.
- Signature Theatre, Inc.
- SPARTA, Inc.
- Summers Hospitality, Inc.
- Tantallon Country Club
- Washington Workplace

**"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.**



## HAPPY ANNIVERSARY!

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

### OCTOBER

The Community PhoneBook	5 years
Clarendon Dental Arts	15 years
Mereck Associates, Inc.	15 years
Standard Graphics Mid-Atlantic	15 years
Bean, Kinney & Korman, P.C.	25 years

## Thanks Go To...

The **Hilton Garden Inn** for hosting a delicious *Business After Business* in August, **Jim Whelan, ProActive Corporation of America, Inc.**, who moderates our highly successful monthly *Small Business Roundtable*, **Jay Kelly, Bella Consulting Solutions**, who contributes his insightful (and entertaining) seminar on networking at our monthly *Smart Start* events.



## Breakfast Connection!

Promote your business before the work day begins! Breakfast Connections offer a unique opportunity and includes various networking possibilities. The event begins with a delicious breakfast and roundtable meet-and-greet and 30-second commercials. Following breakfast two speakers are featured, and we are always interested in new candidates. Lastly but surely not least, each attendee is invited to share what they do with the group. Breakfast Connections provide a great opportunity for marketing, promotion and publicity. Seats are limited—sign up today!

If you are interested in speaking at a Breakfast Connection, please email Cate at [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org). (Please put the title 'Breakfast Connection' in the subject line)

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

**SELF STORAGE PLUS**  
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### Breakfast Connection

Thursday, October 27th, 7:30–9 a.m.  
Holiday Inn–Ballston, 4610 Fairfax Drive  
Register: [www.arlingtonchamber.org](http://www.arlingtonchamber.org)



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

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## SMART Start

How can you polish your networking skills?

By attending  
**SMART Start.**

A FREE Networking Seminar and Information Session. Learn how to meet new clients or future business associates. Also learn how to maximize your investment with the Chamber.

**October 5, 2005, 12 p.m.**  
at the Chamber Office

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

Contact 703-525-2400  
for information.



## Ideas—Imaginative, Invigorating, Income-producing Ideas

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

On August 24, discussion at the Arlington Business Roundtable turned to the topic of **Ideas**. Every business begins with an idea. Those that grow and prosper incorporate new ideas. The Roundtable is an open discussion forum held on the fourth Wednesday of each month at the Chamber and facilitated by **Jim Whelan, of ProActive Corporation of America**.

The roundtable participants looked outside their box, shared some great imaginative ideas, and entered the “blue sky thinking” zone a number of times.

- Borrowing a page from the AFLAC duck, a participant who spreads “comfort” by protecting his clients’ information in their computer wants them to remember his message. He presents them with a teddy bear. They don’t forget him.
- Writing a letter from the heart to her best clients and referral sources, finds the responses in phone calls, emails, and in person are keeping her presence uppermost in their minds.
- One innovative idea used by a real estate agent to stand out in the field and establish a presence in an underserved market had a direct mail letter translated into Arabic. The calls that came in mentioning that letter proved the point that thinking from the prospect’s point of view is the key.
- How about having a party for your clients and Elvis shows up! Think the guests will remember the host?
- Use mentors and advisory boards to revitalize the imaginative juices. It always is clearer to an outsider.
- It was suggested that a video tape that was converted into DVD could convert into a MacroMedia Flash message and be emailed to prospective clients. Flash is also good in recruiting prospective employees.
- Make full use the Chamber’s web site by linking to your web site.

Bottom line from this Roundtable—Ideas drive a successful business. The ability to generate new ideas keeps your company on the cutting edge. The referral base is still the best source of additional business. And staying in touch with advocates who refer you on a consistent basis is still the best source of 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 him go to [www.proactivecorp.net](http://www.proactivecorp.net) or call 703-86-6758. To learn about upcoming Business Roundtable topics go to Community Calendar at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or contact the Chamber office at 703-525-2400.*

### Business Roundtable

Wednesday, October 27th  
11:45 a.m. – 1 p.m.  
Chamber Board Room

TOPIC:

**WAIT TILL NEXT YEAR**

It’s that time of year... Plan for next year! Where are you now? Where do you want to be? What are you going to do to get there?

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

Questions?

Please call 703-525-2400.

### THREE TIMES THE NETWORKING!

## Business AfterBusiness

This month’s Business After Business, jointly coordinated with the Alexandria and Central Fairfax Chambers, will be held at the **Holiday Inn, National Airport**. The joint networking reception will allow ample opportunity to mix and mingle with members of all three Chamber’s, allowing you to make triple the contacts. Thank you to this month’s sponsor, **Holiday Inn, National Airport**.

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 and network. BAB’s a great way to end your day, enjoying your peers and winning great prizes, potentially including cash from the mounting jackpot available each month. Remember, you must be present to win! We look forward to seeing you this month.

### BusinessAfterBusiness

Thursday, October 20th  
5–7 p.m.

**Holiday Inn, National Airport**

Sponsored by the **Holiday Inn, National Airport**  
[www.holiday-inn.com/natlairport](http://www.holiday-inn.com/natlairport)

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

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

### Top Business Categories:

1. Restaurants
2. Food, Beverage, and Retail Consignment
3. Hotels
4. Accountants – Certified Public
5. Lawyers

### Top 5 Keywords:

1. Hotel
2. Restaurant
3. Real Estate
4. Bank
5. Digital Printing

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## The Arlingtonian

### Arlington Chamber of Commerce

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[chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)

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

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