



Arlington Chamber Supports County's Newly Adopted Towing Ordinance

At the July 8 meeting of the Arlington County Board, a new towing ordinance was adopted. According to the County, the "Board considered the recommendation of the Advisory Board on Trespass Vehicle Towing and the views of towing companies, the **Arlington Chamber of Commerce**, and individuals who submitted comments and suggestions," when formulating the new ordinance.

Over the last several years, the Arlington Chamber has met with County staff and elected officials on multiple occasions to discuss potential solutions to the problems associated with car towing, and the Chamber is pleased to see that the County's towing ordinance includes many provisions that will make the towing process fairer to all stakeholders. Key provisions of the new ordinance include new procedures for the towing, storage, and safekeeping of vehicles towed without consent of the owner.

It is critical that property owners, both residential and commercial, have a workable environment to dispense with illegal parkers. Control of private property is necessary to insure availability of parking to customers, visitors, and employees—many of whom may pay for 24/7 use of their assigned parking spaces. Most of Arlington's apartment complexes without garage space rely on a permitting system. Without a proper procedure for enforcement it would be "open season" on parking—an environment that no one wants. With business parking areas, when parking cannot be controlled, neither can the activities that occur in a parking lot. This brings rise to both liability and safety issues.

The Chamber is additionally pleased that the County has heeded the Chamber's and other organization's advice, and excluded an onerous section on the Removal of a Trespassing Vehicle (Section 13.3-5-A.(3).) from the final ordinance. At the June meeting of the Arlington Chamber's Board of Directors, the Board overwhelmingly deemed this particular section of the proposed ordinance to be objectionable, in spite of the overall support of the ordinance otherwise.

For more information on the Chamber's position on the towing ordinance, please call 703-525-2400.

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55th Annual Fall Outing

55 years and a lot of beers! Don't miss a day on the links with your fellow Chamber members at the 55th Annual Fall Outing. This year's tournament will be held **Monday, September 11th**, beginning with a 10 a.m. Shotgun Start at **Westwood Country Club** in Vienna. Each player will receive coffee and donuts for breakfast, a boxed lunch on their carts, beverages conveniently located around the course, a barbeque dinner and tons of giveaways! Register early; there is a limited number of golfers allowed to play in this tournament, and we want you to be sure to save your spot! Register online by visiting our website at www.arlingtonchamber.org.

If you're interested in supporting the 55th Annual Fall Outing, there are numerous marketing opportunities available. Please contact **Cate Reich**, Member Services Manager, at creich@arlingtonchamber.org. Please see the insert in this newsletter for information on how you can donate a door prize, too!

State of the County

Arlington County Board Chairman, Chris Zimmerman (right) discusses the current status and the future of Arlington. See story on page 6.



Monday, September 11th
10 a.m. Shotgun Start
Westwood Country Club
Vienna, VA

The Chamber

Arlington Chamber of Commerce

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Member: Virginia Chamber of Commerce

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Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in AUGUST



- 1 Tuesday**
September *Arlingtonian* contents due
- 2 Wednesday**
Smart Start
7:45–9:15 a.m.
Chamber Board Room
- 3 Thursday**
4th Annual Multicultural Business Conference—Access to Business Success
9 a.m.–3:30 p.m.
The Westin Arlington Gateway
More information: <http://www.arlingtonvirginiausa.com/atbs>
- 7 Monday**
Ambassador Committee Meeting
4:30–5:30 p.m.
Chamber Board Room
- 9 Wednesday**
Executive Committee Meeting
8–9:15 a.m.
Chamber Board Room

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 open to both members and guests.

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

- 17 Thursday**
Business After Business
5–7 p.m.
Whitlow's on Wilson
- 22 Tuesday**
September *Arlingtonian* inserts due
- 23 Wednesday**
Education & Workforce Development Committee Meeting
4–5 p.m.
Chamber Board Room
- 25 Friday**
Legislative Affairs/Economic Development Committee Meeting
8:15–9:15 a.m.
Chamber Board Room
- 28 Monday**
Membership Development Committee Meeting
5–6 p.m.
Chamber Board Room

Register online for Chamber events!

View www.arlingtonchamber.org, click on "Chamber Events," click the event(s) you would like to attend, and then click on the "register" button.

Chamber telephone system courtesy of 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

The membership guide located on the Chamber's website is one of the best resources available to Chamber members. If you're still using the yellow pages to find your next contractor, accountant, builder, painter, restaurant, lawyer or printer—STOP! Take a look at the list of Chamber members that are available to help you. By calling on a fellow Chamber member to help you with your needs, you have a much better chance of getting high-quality service and a better product.



Sean W. Hosty

The reason to expect the better products and services from a Chamber member is simple: Chamber members do not want a bad reputation in Arlington's premier business organization. If you received unsatisfactory service from a fellow Chamber member, the member supplying the bad product or service could reasonably expect that you would tell others in the Chamber and the potential for their company's reputation to be damaged is high. The longer the company has been a Chamber member, the more likely they are to have a solid reputation. That's not to say that our newer members will not provide excellent service as well, as they work to build their reputations.

In general, the people who join the Chamber are not your "fly by night" businesses. Businesses and individuals who join the Chamber care about their communities and want to give back and meet others who share their values. If you were a business out to take advantage of people and provide unsatisfactory products or services, I doubt you would take the time to be active in a community organization. Even if you did, word would spread quickly of your nefarious ways.

So, next time you're looking for a product or service, consult the membership guide for a reputable provider. When you call the member, let them know that you got their name from the Arlington Chamber and that you, too, are a Chamber member. I do this frequently and find it's a great way to meet new people, get great service, and get business in return.

You can access the Chamber list of businesses by going to the website: www.arlingtonchamber.org, then go to "Find A Member". When you get there, you can search by category, service or name. Don't miss out on one of the best benefits of being a Chamber member!

Sean W. Hosty, Smith Barney
2006 Chairman

2006 Annual Corporate Sponsors



Thanks go to...

- Breakfast Connection Quarterly Patron Sponsor, **The ProActive Corporation of America**
- **The Lebanese Taverna** for hosting an entertaining Business After Business, and for providing delicious food
- **The Westin Arlington Gateway** for hosting the June Board of Directors meeting
- Everyone who has participated in and continues to participate in our first Total Resource Development Campaign
- **Madeline Smith**, our Summer Communications Intern for all of her great work on and contributions to *The Arlingtonian*, our e-newsletters, the website, and more!
- **The Silver Diner** for providing a delicious lunch for the July SMART Start attendees

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TRD Corner

Campaign Deadline Extended to September 15th!

At the Vice Chair/Team Captain meeting on Thursday, July 6, campaign leadership decided to extend the official deadline for the campaign to September 15th. With about \$90,000 to go to make our \$175,00 goal—the leadership has made a step in the right direction.

“It is not uncommon to extend the deadline during an inaugural campaign, and many other Chambers have done this very same thing. While it has taken a little while for many of us volunteers to start busting our zeros—teams have really picked up the pace in the last few weeks. It’s such an accomplishment to have achieved such a high goal already—and there is no doubt in the leadership’s mind that IF we make a valiant effort—and take steps to achieve our personal goals—the campaign goal will be achieved,” said **Ellen Brown**, Campaign Co-Chair.

What does this mean for you the volunteer? This means you get a little more time to SEAL THE DEALS!

Thank you to **The Front Page** for hosting a recent reward session.

What is this Campaign? TRD stands for Total Resource Development. The mission of the Campaign is to utilize volunteer relationships to generate the majority of the Chamber’s annual support and growth, through one organized and driven campaign. By working through a Chamber member’s relationship with a prospective Chamber member/sponsor/advertiser, the chances are better that the prospect will listen to their colleague and trust their recommendation. By defining a specific goal and time frame, we are able to ask our 100+ volunteers for their help for a certain amount of time and rewarding them for their efforts.

Why is the Chamber doing the Campaign? Chamber leadership (The Board of Directors) voted to commit to this Campaign in the fall of 2005 after deciding that the Chamber needed to progress, and grow for the future. The Chamber’s programs need to improve, and costs need to remain reasonable to encourage increased involvement. The Chamber is doing this to make a better Chamber for YOU!

Why do we need every member to get involved? The Chamber is an organization based on its membership. *Without YOU, the member, there would be no Chamber.* Your membership makes the statement that you believe in our mission. Please get involved, either through referring a member to join, encouraging your current member colleagues to support programs through sponsorship and advertising, OR the simplest solution—sign on to sponsor/advertise with the Chamber.

What can each member do to help us reach the goal? A list of available options was provided in last month’s newsletter—PLEASE review that insert—OR call the Chamber TODAY—don’t wait another minute—if each member gets involved, this goal will be met in no time!

It’s important to point out that there are some OUTSTANDING volunteers who have carried a lot of this campaign with their efforts! Please thank them for their hard work. Also, know that each of them sees the hope for their business in the TRD. They call on prospective clients and use the door that the Chamber opened through TRD to build a new relationship and ideally help grow their business.



Steve Barto, Campaign Chair

The Places We'll Go!

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 June.

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.

Is your business listed under one of the following categories? If so, you should seize the opportunity to capitalize on your categories search popularity and consider website sponsorship! Your directory listing is highly visible on our site, and you should ensure that you are putting your business’s best face forward on our site. Call Ashley Glover at 703-525-2400 for more information and rates.

Top 5 Business Categories:

1. Business Development Consulting
2. Real Estate—Residential
3. Accounting
4. Restaurants
5. Real Estate

Top 5 Keywords:

1. Real Estate
2. Construction
3. Employment
4. Florist
5. Bank

www.arlingtonchamber.org



BRAC Transition Task Force Presents Recommendations to County Board to Help Shape Vision for Crystal City Beyond BRAC

By *Karen Vasquez, Arlington Economic Development*

The BRAC Transition Task Force recommended that Arlington County create policies to address the redevelopment of Crystal City as well as services to assist workers and small businesses located there. As a part of a comprehensive series of recommendations from the BRAC Transition Task Force, Arlington County will begin to address the potential effects of the recent BRAC decisions, as well as the future vision of Crystal City.

With approximately 3.2 million square feet of office space in Crystal City affected by BRAC, most of the Task Force's recommendations focus on specific initiatives to plan for and anticipate direct BRAC impacts to Crystal City workers and businesses, but more importantly to look beyond BRAC, and escalate Crystal City's maturation and transformation into a vibrant, world-class urban village.

Comprised of members of Arlington's Economic Development Commission and other experts, The BRAC Transition Task Force was appointed by the Arlington County Board in December 2005 and was charged with developing strategies and initiatives to address the impacts and opportunities arising from the 2005 BRAC actions.

The Task Force's recommendations focused on several key strategic objectives:

- **Improve Crystal City's functionality** during and after BRAC
- **Develop planning and development policies** to facilitate the redevelopment of Crystal City
- **Help workers transition and businesses thrive** through business/workforce assistance programs
- **Enhance Crystal City's competitive position through incentives and marketing**
- **Provide an integrated information stream** to ease concerns and highlight opportunities
- **Pursue support mechanism and relationship** to mitigate impact through federal and state initiatives
- **Promote Crystal City** through marketing, branding and pre-tenanting activities
- **Ensure efficient and effective plan implementation** to prioritize projects, measure results, and establish schedules aligned with BRAC relocation timelines.

"The forward-looking recommendations presented not only provide a framework to take us through the BRAC transition process—but provide a blueprint to go beyond BRAC and help take Crystal City's recent momentum to a whole new level as one of Arlington's most vibrant urban villages," said Christopher Zimmerman, Chairman of the Arlington County Board.

A complete list of recommendations can be found at www.bracarlingtonva.us.

Experiences of an Intern at the Arlington Chamber of Commerce

By *Maddy Smith, Senior at H-B Woodlawn Secondary Program and Summer Communications Intern at the Arlington Chamber*

My name is Maddy Smith, I attend H-B Woodlawn Secondary Program and I am a rising senior. In July, I interned at the Arlington Chamber of Commerce through the PRIME program. Although I was exempt from many of the pressures of the working world, I still felt like I was part of the Chamber community of employees, because of both the friendly attitudes of my co-workers, and the work that I was given.



When I first discovered that the PRIME program had placed me in an office, I assumed that my primary duties would be filing, copying, and making coffee. I quickly discovered that this would not be the case at the Chamber. I worked on numerous small projects, such as assorted small articles for the newsletter, *The Arlingtonian*, and editing assignments; I was also assigned several larger projects, such as working with the icons that are now on the Chamber website. I even had the chance to take photographs at a Chamber event. My mentor, Ashley Glover, as well as the rest of the staff were always ready to offer assistance when I seemed confused, and went out of their way to teach me new and useful skills.

My overall experience at the Arlington Chamber of Commerce was not only educational, but also extremely enjoyable, and I can only hope that my jobs in the future will have such a close-knit community of employees and such an interesting field of work.

The State of the County

The Arlington Chamber of Commerce and **Leadership Arlington** made the decision to no longer host two very similar events separately each year, to instead join forces and resources to host the 2006 event together.

Betsy Frantz, President & CEO of **Leadership Arlington** said, "We were very pleased to combine and share resources with the Arlington Chamber to host the 2006 State of the County. The union of the two events and organizations seemed like a natural progression."

The 2006 State of the County took place at **The Westin, Arlington Gateway**, with great success. **Scott McCaffrey** of **Sun Gazette Newspapers**, provided the introduction for **Arlington County Board** Chairman, **Chris Zimmerman**, and his 2006 State of the County address. Nearly 150 members of Arlington businesses and residents of Arlington County were present to hear Zimmerman's speech outlining the economic and development status of Arlington.

Zimmerman discussed the positive attributes of Arlington, and described the County's problems as "problems of success." He said "Without question, most communities around the country would gladly trade their problems for ours—but that does not mean we don't have any. We do face some significant challenges." **Zimmerman** officially announced a new initiative designed to provide support to small businesses in the County that might suffer as a consequence of one of the County's challenges, BRAC. This three-pronged approach to support retailers and service providers that offer personalized assistance, aid in the BRAC transition, and assist non-profit organizations by incorporating good business practices.

The Chamber Arlington Chamber of Commerce



Thank you to:

- **Crescent Resources, LLC**, the Grand Sponsor.
- **The Honorable Chris Zimmerman**, Chair of the Arlington County Board, for serving as our keynote speaker.
- **The Westin Arlington Gateway** for providing a wonderful venue for this event
- **Sheriff Beth Arthur**, **Arlington County Sheriff** and 2006 Chair of **Leadership Arlington** and **Sean W. Hosty** of **Smith Barney** and 2006 Chairman of the Arlington Chamber of Commerce for welcoming the event attendees
- **Scott McCaffrey** of the **Sun Gazette Newspapers** and Chair of the Chamber's Government Affairs/Economic Development Committee for introducing Chairman **Zimmerman**.
- Our table sponsors: **Carbon Thompson Development**, **Crescent Resources**, **Metropolitan Washington Airports Authority**, **The JBG Companies**, **United Bank**, **Virginia Commerce Bank**, and **Washington Gas-Virginia Division**.
- **Leadership Arlington** for joining forces with the Chamber to present this year's event.

For more information on the event or a transcript from the 2006 State of the County address, please call 703-525-2400.

Philip M. Keating of Bean Kinney & Korman, P.C. and Robin Coracci of Virginia Commerce Bank Join the Board of Directors



Philip M. Keating has lived in Arlington for 20 years, where he is a shareholder in the firm of **Bean, Kinney & Korman, P.C.** **Mr. Keating** practices primarily in the areas of labor, employment and immigration law. **Keating** has extensive experience representing clients in the hotel and hospitality, information technology, biotechnology, and professional services industries, as well

as experience representing educational institutions and sports related firms. He has served as a citizen member of the County Equal Employment Opportunity Advisory Commission for several years by appointment by the County Board. Additionally, **Phil** is active in civic, educational, and youth sports activities in Arlington, and a member of the Yorktown High School Plan Advisory Committee for the last 2 years.



Senior Vice President of Virginia Commerce Bank, Robin Coracci, has worked with **VCB** for nine years. She has a history of involvement with the Arlington Chamber since 1995, and was the Chair of the Membership Committee in 1999. Additionally, **Ms. Coracci** was a member of the **Leadership Arlington Class of 2001**, and both a Board Member and a President of

CrisisLink. Professionally, **Robin** serves as a primary liaison for the branch network and deposit operations and coordinates all bank marketing efforts to include direct mail campaigns, the annual report, new branch openings, and internal promotions. **Virginia Commerce Bank** has recognized **Coracci's** accomplishments on numerous occasions with the Employee of the Year Award in 1999, the 2001 Quarterly Customer Service Recognition, and the 2001 Unsung Hero Award.

Welcome to New Members

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PCH COMPUTING, INC.

Meredith Dittmar, Vice President
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Phone: 703- 399-9961

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PCH Computing serves small to mid-size DC Metro associations property management firms, and other local businesses. Services include: website design and development, presentations, publications, advertisements, logo design and corporate branding.

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George Dodge, President
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THE FDR TEAM AT NORTHPOINT MORTGAGE

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Merrifield, VA 22116
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The FDR Team at NorthPoint Mortgage provides residential loan solutions for clients seeking to purchase or refinance a primary residence or investment property.

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NEWSPAPERS

ASIAN FORTUNE NEWSPAPER

Jay Chen, Publisher/President
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Phone: 703- 753-8295

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Asian Fortune is an English newspaper serving all Asian Americans in Virginia, DC

and Maryland. The monthly newspaper is available at more than 700 Asian restaurants, food markets and public libraries.

NON-PROFIT ORGANIZATIONS

THE AMERICAN TRUCKING ASSOCIATIONS

Andi Gerber, Director of Administration
2200 Mill Road
Alexandria, VA 22314
Phone: 703- 838-1700

SPONSOR: Cindy Engquist, All About You

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Arlington Sports is dedicated to the promotion and development of amateur and professional cycling.

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To provide technical assistance, counseling and training to individuals who want to start a small business and to small, minority and woman business owners for business expansion or retention.

OFFICE SUPPORT SERVICES

THE WORK PLACE

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Members IN THE News

► ASSOCIATIONS

Washington, D.C. Mayor Anthony A. Williams and President **Lynne Breaux** of the **Restaurant Association of Metropolitan Washington** will travel with Chef Morou, the DC winner of the "Iron Chef America Challenger Search" to New York City for a chance to compete against the best chefs in the world on the Food Network's hit show "Iron Chef America."

► GRAPHIC DESIGNERS

Yvonne Pover of **Skardon Pover, Inc. Visual & Marketing Communications** recently won the Apex 2006 Award of Excellence for web site design for the QSA Research & Strategy website.

► HOSPITALS

Last month, John R. Garrett, MD, **Virginia Hospital Center's** Chief of Cardiovascular & Thoracic Surgery, participated in the inaugural Dream Job Auction sponsored by the Workforce Organizations for Regional Collaboration (WORC). One lucky bidder won the chance to observe Dr. Garrett while he performed life saving open-heart surgery.

► NON-PROFIT ORGANIZATIONS

The **Arlington Food Assistance Center (AFAC)** has elected **Jim Whelan** of **The ProActive Corporation of America, Inc.** as Board Chairman. Furthermore, **AFAC's** Hunger Day on June 15 was a success; Arlingtonians donated over 6,400 pounds of food. Food drives at Arlington schools accounted for 4,800 of those pounds, and 1,000 pounds of food came from businesses' food drives.



Christine Lucas, *AFAC Executive Director*, **Fred Jones**, *Former AFAC Board Chairman*, **Suzanne Simon**, and **Jim Whelan**, *AFAC Board Chairman and Arlington Chamber Board Member*.

Northern Virginia AIDS Ministry's (NOVAM) Board of Directors announced the resignation of its Executive Director, **Nathan Monell**. Mr. **Monell** departs after nine years of serving **NOVAM**. He will join Foster Care Alumni of America as Chief Executive Officer. The Board of Directors has appointed **Jan Gordon**, **NOVAM's** Director of Client Services, as interim Executive Director.

The **USO of Metropolitan Washington** joined forces with the Joint Employment Transition Services to host the area's first-ever Military Spouse Career Expo in June. Attendees had the opportunity to participate in a variety of workshops, and benefit from the counsel of several notable speakers.

► NON-PROFIT ORGANIZATIONS—VOLUNTEER

AHC, Inc. properties will expand its resident services to be offered at seven properties and increase services at several of its existing sites. **AHC** anticipates serving more than 2,000 residents in 2007. **AHC** will also celebrate its 30th anniversary in September.

The **American Red Cross – Arlington Chapter** performed its annual Gallant Fox 06, a full-scale exercise on the Pentagon Reservation, on Wednesday, May 17. The exercise tested the response efforts to a mock anthrax attack inside the Pentagon. The **Arlington Chapter** used this opportunity to train

many new volunteers and assess responding procedures.

► RESTAURANTS

In July, *Washingtonian* Magazine hailed **Willow Restaurant** as the "Best Restaurant in Virginia," in the magazine's annual "Best & Worst" issue. This acclaim is hardly new to the restaurant; shortly after **Willow's** opening, *Washingtonian* named **Willow** as one of the "100 Very Best Restaurants." Experience the food firsthand this summer; **Willow** is participating in the **Ballston Virginia Square Partnership's** Farmer's Market, providing tasty chef demonstrations. For more information on these events, please call 703-465-8800.

► SEMINARS

Diane Cohen, CEO and Founder of **Cohen and Company**, was recently interviewed on Washington Business Radio (700 AM). She discussed time management, one of her seminar offerings. **Diane** was also a seminar leader of "Sweaty Palms and Dry Throats" at the recent National Business Women's Conference.

► SOCIAL SERVICE ORGANIZATIONS

Northern Virginia Family Service's (NVFS) 2006 Back To School Drive took place in July. Through the generous support of donors throughout Northern Virginia, **NVFS** is able to provide much-needed school supplies to hundreds of children. Also, the **NVFS** recently celebrated the 10th anniversary of its Training Futures Program, which brings together low-income Northern Virginia adults and area businesses. The program recently enrolled its 1000th trainee.

► WINE STORE

Suzanne McGrath, who is co-owner, president and CEO of **The Curious Grape**, was recently awarded the esteemed Banfi Award, given annually to the individual who receives the highest score on the Certified Wine Educator exam. Under **McGrath's** direction, eight members of **The Curious Grape** staff have received the Certified Specialist of Wine designation, making **The Curious Grape** the store with the largest number of professionally certified staff in the Washington, D.C. area.

Do you want to enhance or maximize your presence on the web?

BECOME A CHAMBER WEBSITE SPONSOR!

E-mail aglover@arlingtonchamber.org for more information.

Members in the News, continued from page 8.



Two Chamber members recently enjoyed a “brush with fame.” Top: **Jay Palermino** of **Willow** with news anchor, **Katie Couric**. Bottom: **Sonia Johnston** of **Virginia Commerce Bank** and **Helen Thomas**, acclaimed journalist and **White House Correspondent**.



Breakfast Connection

With a new twist!

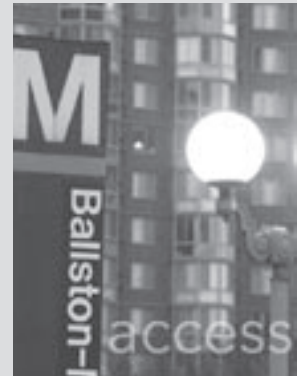
Join us for the September Breakfast Connection when the Community Action Committee will take over. The non-profit business community and the for-profit business community come together for a groundbreaking power-networking event.

If your business wants to get more involved with the non-profit community—it's not too late! If you're not-for-profit business wants to connect with for-profit business leaders in Arlington—this is your chance! Come for the networking, and stay for the rewards; benefit from connections made!

Register early; seats are limited
 When: Thursday, September 21, 2006
 Where: **Holiday Inn Arlington** at Ballston, 4610 Fairfax Drive

Time: 7:30–9 a.m./
 Register on our website:
www.arlingtonchamber.org

GO FOR MORE...



And now you can

at NOVA's newest education center in Arlington.

If you're a business leader dedicated to improving employee performance and retention, NOVA has the programs, services and location you've been looking for at its Arlington Center.

Located in the heart of Arlington's business district, the center offers employers:

- High-demand courses in business management, marketing, accounting, supervision, communication, languages, construction management, IT, nursing and more
- Flexibility to request courses, programs and services targeting your organization's employee development priorities
- State-of-the-art facilities including medical training labs, smart classrooms and a comprehensive electronic library
- Evening and weekend classes to fit busy schedules
- Convenience – just blocks from the Ballston Metro station – and affordable tuition

Invest in your organization's future success today.
 For more information, call 703-933-5050.

ARLINGTON CENTER

NOVA • Northern Virginia Community College

New Members, *continued from page 7*

REAL ESTATE

AMERICAN REALTY GROUP

Patricia Newman, Principal/Broker
2420 Wilson Boulevard, #101
Arlington, VA 22201
Phone: 703- 276-1200

SPONSOR: Sonia Johnston, James Monroe Bank

CITYHOMES BY CENTEX

Karen Owens, Sales Representative
2111 Wilson Boulevard, Suite 111
Arlington, VA 22209
Phone: 703- 465-1320

SPONSOR: Brian Hefner, Staff

Cityhomes, through its partnerships, specializes in development and sales of urban style residences in the DC metro area.

VALCOURT BUILDING SERVICES, L.C.

J. Daniel Frix, CFO
1621 North Kent Street, #1101
Arlington, VA 22209
Phone: 703- 294-6202

SPONSOR: Bob Hawthorne, United Bank
Valcourt Building Services is a management company for a group of companies providing services to the commercial real estate industry along the East Coast.

WESTGATE REALTY GROUP, INC.

Vinh Nguyen, Broker/Owner
7389 Lee Highway, Suite 103
Falls Church, VA 22042
Phone: 703- 208-9999

SPONSOR: Sonia Johnston, James Monroe Bank

Residential & commercial real estate company and business brokerage.

REAL ESTATE BROKER

JULIA AVENT, ASSOCIATE BROKER – RE/MAX ALLEGIANCE

Julia Avent, Associate Broker
3012 North Oakland Street
Arlington, VA 22207
Phone: 703- 525-4993

SPONSOR: Kathy Viola, Ballston Common Mall

Broker specializing in Northern Virginia Real Estate.

RESTAURANTS

EARLS

Stephen Dugan, Managing Partner
2605 Wilson Boulevard
Arlington, VA 22201
Phone: 703- 248-0150

SPONSOR: John Snedden, Rocklands BBQ
Signature Sandwiches and American Classics.

MAGGIE MOOS

Robert Blackwell, Owner
4014 South 28th Street
Arlington, VA 22206
Phone: 703- 861-7087

SPONSOR: Tim Hughes, Hughes & Associates

Homemade ice cream.

RETAIL

ARTISAN CONFECTIONS

Jason Andelman, Owner
4815B Lee Highway
Arlington, VA 22207
Phone: 703- 239-0616

SPONSOR: Jamie Nicholas, Jamie Nicholas Printing & Graphics

Artisan Confections makes fine, contemporary chocolates for retail and wholesale. It has an affiliation with Arlington Arts.

JOS. A. BANK

Michael Ednock, Store Manager
1100 South Hayes Street, #3016
Arlington, VA 22202
Phone: 703- 418-6214

SPONSOR: Brian Hefner, Staff

Jos. A. Bank is not just another men's wear retailer. What makes it unique is also what has attracted customers to Jos. A. Bank stores for 101 years; a heritage of quality and workmanship, and an extensive selection of beautifully made, classically styled casual clothing.

TECHNOLOGY SOLUTIONS

VISITAR

Les Irby, Director of Business Development
1897 Preston White Drive, Suite 110
Reston, VA 20191

Phone: 703- 391-1255

SPONSOR: Brian Hefner, Staff

Visitar provides an affordable, hosted CRM solution for small business that is enhanced with rich communications capabilities to improve sales & service interactions with prospects and customers.

SMART Start

Taking the Work out of Networking
By Jay Kelly, Bella Consulting Solutions

There is no better way to improve the marketing and success of your business, than by being a great networker. Unfortunately, networking does not come easily to everyone. For those of us who would rather “eat bugs” than talk to strangers, there are a few simple things to keep in mind that can help you improve your networking skills:

- Networking is a process, not an event. You are developing relationships, so loosen up and engage in the process.
- Learn to listen; seek to understand the people you are meeting instead of trying to “sell” something or yourself as soon as you meet them.
- Have a good 30-second commercial in your back pocket.
- Follow up! Following up with someone you meet within 24 to 48 hours is one of the most important things you can do. Collecting business cards, and/or contact information without the intention of doing something with them (developing a relationship) is a waste of your time.
- Givers get, so learn how to give effective referrals!

More next month on how to write a great 30-second commercial.

Jay Kelly of Bella Consulting Solutions is a consultant, coach and trainer who works with Business Owners and Entrepreneurs in business development and management.

SMART Start is 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.

Wednesday, August 2, 2006 at 7:45 a.m. in the Chamber Board Room.

Register online: www.arlingtonchamber.org
For more information contact Brian Hefner at 703-525-2400 or
bhefner@arlingtonchamber.org

Thank you to our sponsors OBA Bank and Bella Consulting

OBAbank



Business Roundtable

The Chamber sponsored Roundtable is an open discussion forum held on the last Wednesday of each month at the Chamber, facilitated by **Jim Whelan** of **Small Business Success**.

By Jim Whelan, Small Business Success

On June 28, the Arlington Business Roundtable held a "Lunch with the Champions". Recent and prior ABBIE Award winners joined the Roundtable to discuss success strategies and to respond to questions on growing a business.

- The benefit of an ABBIE, or for that matter any business award, is the public acknowledgement of a business's service or product. The fact that a business has been nominated for an award is a big plus. Submitting information to an award committee should assume the same importance as any major marketing effort. Take every opportunity to publicize the Award.
- A number of attendees attributed their success to the development of a strategic plan. These businesses periodically assess where they are in the strategic plan and, when necessary, update the milestones.
- The home based business owner should plan to set aside time to get out of the office and have breakfast, lunch, or coffee with trusted advisers to stay on top of current events and get new ideas.
- A successful business incorporates a definite marketing

Business Roundtable

Wednesday, August 7th
11:45 a.m. – 1 p.m.
Chamber Board Room

TOPIC:
VISIT OUR ONLINE
CALENDAR TO FIND
OUT AUGUST'S BUSINESS
ROUNDTABLE TOPIC

Roundtable is free, but space is limited and registration is required. Please register online at www.arlingtonchamber.org or call 703-525-2400

schedule in their overall business plan. This integrated approach is crucial to success. Frequently, the pressures to move work out the door relegates the marketing effort to the back burner. Succumbing to this pressure produces the typical roller coaster ride of a full book of business, followed by an empty prospect pipeline.

Thanks to the following ABBIE Award Winners who participated in the Roundtable: **Bob Strawn**, Photographer; **Caroline Jones**, Doorways for Women and Families; **Todd Ihrig**, H.D. Vest Investment Services; **Yvonne Pover**, Skardon Pover, Inc. Visual & Marketing Communications; **Mario Gamboa**, Body Dynamics; **Susan Wallace**, Capitol Travel Medicine; **Jim Whelan**, Small Business Success.

The bottom line from this roundtable? Have a written strategic plan, refer to it periodically, and modify it as appropriate.



Jim Whelan writes business plans for busy business owners. To contact him, go to www.small-business-success.biz or call 703-862-6758. To learn about the upcoming Business Roundtables, go to www.arlingtonchamber.org or contact the Chamber office at 703-525-2400.

HAPPY ANNIVERSARY!

The Chamber is pleased to recognize the great organizations that celebrate their membership anniversaries in July. We thank the following members for their continued support of the Arlington business community.

JULY

Arlington County Fair	5
Experience Works, Inc.	10

*There was a misprint in the New Members section of the July Arlingtonian. New member, MetLife's Sponsor's correct name is **Sandra J. Lockhead**.*

NETWORK AT OUR **BusinessAfterBusiness** EVENT!

The Chamber's Business After Business provides a place to make connections outside of the office. Join us as we visit **Whitlow's on Wilson** for fabulous food and drink, and one-of-a-kind mixing and mingling opportunities. The event will also offer the opportunity to win great prizes, including cash from the jackpot available each month. Remember, you must be present at the event to claim your prize!

Please register for this event before noon, on August 17th. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

BusinessAfterBusiness

Whitlow's on Wilson
Thursday, August 17th
5-7 p.m.
Hosted by
Whitlow's on Wilson

Whitlow's On Wilson

Register online: visit: www.arlingtonchamber.org, click on Chamber Events, find the August Business After Business and click "register now."

Thanks to Members who renewed in July!

Information is accurate as of July 1, 2006

Alliance Bank
Arlington Food Assistance Center
Buchanan & Company
Caffi Plumbing & Heating
The Center Dance Company, Inc.
Comfort Zone
Comprehensive Language Center
Craftsman Press
Cultural Homestay, CHI Au Pair USA
Program
Dewberry & Davis

Experience Works
Harry's Tap Room
Highlander Motor Inn
PM Business Corp
Tim Reese
Sands Capital Mgt LLC
Silver Diner
Thrifty Car Rental
The Wade Company LLC
Kristen Westbrook

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The Arlingtonian

Arlington Chamber of Commerce

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

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

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