

The Arlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce

Vol. XLVIII, No. 1 January 2006



Sean Hosty, 2006 Chairman of the Arlington Chamber invites you to attend the 82nd Annual Business Gala. The Annual Business Gala provides an evening of fine dining, all-star company, spectacular auction items and countless networking possibilities.

The evening begins with a lovely cocktail hour at the Ritz Carlton, Pentagon City, and a fabulous silent auction followed by a delicious dinner and dancing. Special thanks to **Washington Workplace** for sponsoring this year's entertainment, **Odyssey Band**, who will keep you dancing all night! Register early to save your spot; there is limited seating at this venue. Ticket prices for this event start at \$150 for an individual. Packages for this event include:

- **Platinum Preference:** Priority seating for 10, table sign, and recognition in the program and *The Arlingtonian*.
- **Gold Preference:** Priority seating for 6, and recognition in the program and *The Arlingtonian*.
- **Silver Preference:** Priority seating for 2, and recognition in the program and *The Arlingtonian*.

You may register for this and other Chamber events by going to our website www.arlingtonchamber.org or by calling the Chamber office at 703-525-2400.

Special thanks to our Grand sponsor, **PNC Bank**.



Check it out! Looking for a great and affordable way to market your company to the more than 300 business leaders who attend this annual celebration? Don't miss your chance to get your name on the table at Arlington's Best Night Out! Donations are still being accepted. Please call Cate Murray, Member Services Manager, at 703-525-2400 ext. 204 or email at events@arlingtonchamber.org.

82nd Annual Arlington Business Gala

SATURDAY, JANUARY 28, 2006
RITZ CARLTON, PENTAGON CITY



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81st Annual Meeting

A celebration of 2005, and
a look forward to 2006.

See page 4 for more information
on the event and 2006 Board
appointments, elections,
and Officers.

The Chamber Has Launched Its Re-Designed Website

The Chamber's newly re-designed website is live! After many months of hard work and collaborative effort, www.arlingtonchamber.org has an enhanced look and functionality. A few of the new amenities of the site are:

- Website sponsorship opportunities
- An expanded Members Only section
- An enhanced Homepage: Now including "Spotlight" section and Rotating Calendar.
- Improved Navigation
- Archives and Photo Gallery
- All of the great features of our previous site!

Visit our new site today; we hope you find it informative and easy to use!



The Chamber would like to thank **Comcast** for their continued support of the Chamber in 2006, and their support of the 2005 Annual Meeting, a generous sponsorship that contributed greatly to the event's success.

The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

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

EXECUTIVE COMMITTEE

Sean W. Hosty, *Chairman*, Legg Mason
Barbara Nicastro, *Chair-Elect*, The Law Offices of Barbara E. Nicastro, Esq.
Margaret McKeough, *Treasurer*, Metropolitan Washington Airports Authority
Todd Ihrig, *Assistant Treasurer*, H.D. Vest Investment Services
Grace Abi-Najm Shea, *Vice Chairman - Communications Division*, Lebanese Taverna
Timothy Reese, *Vice Chairman - Economic Development and Government Affairs Division*, Buck Commercial
John Murphy, *Vice Chairman - Member Affairs Division*, Washington Workplace
Jim Whelan, *Vice Chairman - Membership Development*, The ProActive Corporation of America
Loran Adams, *Vice Chairman - Special Interests Division*, Crescent Resources, LLC
Stanley E. Taylor, *Past Chairman*, George Mason University
Steve Barto, *Past Chairman*, UBS Financial Services

DIRECTORS

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Susan Anderson, Community Residences
Steve Barto, UBS Financial Services
Lynne Breaux, Restaurant Association of Metropolitan Washington
Dr. James Bundschuh, Marymount University
Robert Bushkoff, Dittmar Company
Cathy Campbell, The Washington Post
James Cole, Virginia Hospital Center-Arlington
Richard V. Doud, Arlington Chamber of Commerce
Loretta Franklin, DeVry University
Paul Giovanini, Sheraton International
Mark Goetzman, Walsh, Colucci, Lubeley, Emrich & Terpak, P.C.
Pam Gottfried, Dominion Virginia Power
Robert Hawthorne, United Bank
Sean W. 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 McGeary, Washington Gas
Margaret McKeough, Metropolitan Washington Airports Authority
Darren Montgomery, Washington Capitals
John J. Moore, Ballston Common Mall
Ed Murn, KSI Services
John Murphy, Washington Workplace
Barbara Nicastro, The Law Offices of Barbara E. Nicastro, Esq.
Jamie Nicholas, Jamie Nicholas Printing & Graphics
Celie Niehaus, E*TRADE FINANCIAL
Nancy S. Pallesen, Arlington Free Clinic
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 LP
Marie Schuler, Comcast
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John Snedden, Rocklands Barbeque & Grilling Company
Scott Spooner, Bean, Kinney & Korman P.C.
Stanley E. Taylor, George Mason University
Gordon Thrall, Guemsey Office Products, Inc.
Helen Tremont
Jim Whelan, The ProActive Corporation of America
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*
Brian Hefner, *Director of Membership*
Deborah Kunin, *Member Services Administrator*
Cate Murray, *Member Services Manager*



*Executive Committee Member & Director
Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in JANUARY



- 1 Sunday**
HAPPY NEW YEAR!
- 3 Tuesday**
Community Action Committee Mtg.
8-9 a.m.
Chamber Board Room
- 11 Wednesday**
Executive Committee Meeting
8-9 a.m.
Chamber Board Room
- 12 Thursday**
Breakfast Connection
8-9:30 a.m.
Holiday Inn, Ballston
- 16 Monday**
Chamber Office closed in observance of Martin Luther King, Jr. Day
- 18 Wednesday**
Smart Start
7:45 a.m. - 9 a.m.
Chamber Board Room
- 19 Thursday**
Business After Business
5-7 p.m.
PNC Bank-Ballston
- 24 Tuesday**
Education & Workforce Development Committee Meeting
12:30 p.m.-2 p.m.
Career Center Dining Room
- 25 Wednesday**
Business Roundtable
11:45 a.m. - 1 p.m.
Chamber Board Room
- 27 Friday**
Legislative Affairs/Economic Development Committee Meeting
8:15 a.m. - 9:15 a.m.
Chamber Board Room
- 28 Saturday**
82nd Annual Arlington Business Gala
6 p.m.
Ritz Carlton, Pentagon City
sponsored by PNC Bank-Ballston

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.

Save The Date:
March 1, 2006, 7:30 a.m.

HOSPITALITY AWARDS

Hyatt Regency Crystal City

*Nominations are now being accepted.
Please contact Cate at the Chamber to nominate.*

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

What does the Arlington Chamber of Commerce do? I am sure many of you are asked this question. When I think about the coming year and the goals for the Chamber, I ask this question again: What does the Chamber do?

The simple answer to this question is: The Arlington Chamber of Commerce is an organization to help make Arlington a better place to establish a business, to work and to live. Our goal is to help make our members more successful. This success is tied closely to the quality of life in Arlington. Therefore, we make Arlington a better place by joining together as the voice of business and achieving collectively what cannot be done individually. By giving back to the community, we create an environment where we can all prosper.

To accomplish the Chamber's goal of helping our businesses become more successful, the Chamber offers many opportunities. The Chamber:

- Offers the largest networking opportunities in Arlington.
- Provides credentials via the membership plaque and numerous business awards.
- Helps you establish closer ties to Arlington and our elected officials and their staff.
- Provides business opportunities found nowhere else.
- Provides informational publications and meetings.
- Allows you to participate in the process of forming public policy positions.
- To help make Arlington a better place to live, the Chamber:
 - Provides the only representation for Arlington business to state and local governments.
 - Is an advocate for public and private education.
 - Promotes improved transportation and more affordable housing.
 - Encourages you to be active in the community where you do business.
 - Builds bridges between the business and non-profit communities.
 - Provides an annual scholarship award to deserving students.

As we start the New Year, I'm sure many of you are reviewing your business plans and making goals for the coming year. My goal for the Chamber is to continue to advocate for improved transportation, additional alternatives for affordable housing, and increase our support of public and private education entities. We will also continue to improve the networking opportunities available through the Chamber to ensure we are the premier business organization in the area. We have already discussed and implemented some improvements to our Winter Gala (you don't want to miss it on January 28th!), and we are discussing enhancements to our Breakfast Connections. All of these activities seek to improve your business.

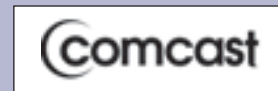
I am certain that your membership in the Chamber will contribute to your business achievements, and I am confident the enhancements we make to our events and efforts to improve the quality of life in Arlington will help you achieve your goals. I wish each of you much success in 2006 and look forward to serving you as Chairman throughout the year.



Sean W. Hosty

In Memoriam
Fred "Buck" Gosnell
 Chamber Chairman
 1965

2006 Annual Corporate Sponsors



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81st Annual Meeting Celebrated a Successful Year

In December, the Chamber held its 81st Annual Meeting at the Sheraton National Hotel. The event, a celebration of the achievements of 2005, and a look forward to the future successes of 2006, attracted more than 200 attendees. The attendees, Arlington business-people and leaders, enjoyed a slide-show tribute to the 2005 Board, the 2005 Chairman, **Stanley Taylor** of **George Mason University**, and the wonderful events that took place in 2005. Following the slideshow, Dennis Bakke, Arlington native and co-founder of AES, addressed the audience. After Bakke's speech, **Stanley Taylor**, 2005 Chairman, addressed the audience and presented the following special awards:

2005 Committee of the Year: Communications Council,
Chaired by **John Gunn**, **John Gunn Marketing Partners, LLC**

2005 Chairman's Award: Comcast

2005 President's Award: Ellen Brown, Hamilton College

Sean W. Hosty of **Legg Mason**, 2006 Chamber Chairman announced the appointment and election of the following members to the Board of Directors and the Executive Committee:

2006 Board Appointments

Susan Anderson, Community Residences
Mark Goetzman, Walsh, Colucci, Lubeley, Emrich & Terpak, P.C.
Scott Laughlin, LM&O Advertising
Ed Murn, KSI Services
Frank Poli, Keating Partners
Deidre Schexnayder, Charles E. Smith Commercial Realty LP
Jim Sherrick, BB&T Bank
Scott Spooner, Bean, Kinney & Korman P.C.

2006 Board Elections

(Elected to a 3-year term)

William H. Brakefield, Westfield Realty, Inc.
Lynne Breaux, Restaurant Association of Metropolitan Washington
Cathy Campbell, The Washington Post
Darren Montgomery, Washington Capitals
John Murphy, Washington Workplace
Jamie Nicholas, Jamie Nicholas Printing & Graphics
Nancy S. Pallesen, Arlington Free Clinic
Jim Whelan, The ProActive Corporation of America

(Re-Elected to a 3-year term)

Paul Giovanini, Sheraton International
Timothy Lynch, Columbia Pike Revitalization Organization
Margaret McKeough, Metropolitan Washington Airports Authority
Grace Abi-Najm Shea, Lebanese Taverna

2006 Board Officers

Sean W. Hosty, *Chairman*, Legg Mason
Barbara Nicastro, *Chair-Elect*, The Law Offices of Barbara E. Nicastro, Esq.
Margaret McKeough, *Treasurer*, Metropolitan Washington Airports Authority
Todd Ihrig, *Assistant Treasurer*, H.D. Vest Investment Services
Grace Abi-Najm Shea, *Vice Chairman – Communications Division*, Lebanese Taverna
Timothy Reese, *Vice Chairman – Economic Development and Government Affairs Division*, Buck Commercial
John Murphy, *Vice Chairman – Member Affairs Division*, Washington Workplace

Jim Whelan, *Vice Chairman – Membership Development*, The ProActive Corporation of America
Loran Adams, *Vice Chairman – Special Interests Division*, Crescent Resources, LLC
Stanley E. Taylor, *Past Chairman*, George Mason University
Steve Barto, *Past Chairman*, UBS Financial Services

A special thanks to the following individuals and members for their contributions to this event:

- The outstanding guest speaker, **Dennis Bakke**
- **Comcast**, for sponsoring the event
- **Sheraton National Hotel** for providing a wonderful lunch and an exceptional facility.
- Photographer, **Sonny Odom**, for documenting this special event with beautiful photographs.
- Our generous table sponsors: **AHC, Inc.**, **BB&T**, **Comcast**, **Hyatt Hotels**, **James Monroe Bank**, **Marriott Hotels**, **Metropolitan Washington Airports Authority**, **Red Top Cab Company of Arlington**, **Sheraton National Hotel**, **United Bank**, **Virginia Commerce Bank**, **Washington Gas – Virginia Division**

Arlington Businesses: Looking Forward to 2006

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

Arlington's business community remained strong in 2005, and every indication points to further successes in 2006, according to Arlington Economic Development (AED) Director, Terry Holzheimer. "We were very pleased with the performance of our business and tourism sectors during 2005. Although we will continue to work through BRAC losses, we were able to retain DoD extramural research agencies." The agencies remaining in Arlington are the Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), the Air Force Office of Scientific Research and the Army Research Office.

Overall, Arlington successfully announced 826,888 square feet of new and retained space, and 2,716 new jobs in 2005. In July 2005, BNA (Bureau of National Affairs) signed a lease in Crystal City, bringing 900 new jobs to Arlington. In June, the Department of Homeland Security (US-Visit), obtained additional space in Rosslyn, with the intention of hiring another 250 people. And in July, Unisys expanded, adding 200 new jobs to Arlington.

Arlington's small business program, BizLaunch, continued to assist Arlington's growing community of entrepreneurs

Congratulations to Leadership Arlington Class of 2006

President and CEO, Betsy Frantz



Tatiana Maria Banicevic, **Ed Peete Company**
 Anne Biedscheid, Commissioner of Revenue, **Arlington County**
 Gene Brown, **Northern Virginia Community College**
 Barbara Bush, **Community Residences, Inc.**
 Sandra Bushue, **Siemens**
 Kenneth Chandler, **Arlington County**
 Kimberly Clarke, **Freddie Mac**
 Christopher David, **Department of Technology Services, Arlington County**
 Alison Denton, **Arlington Public Schools**

Joseph DePhillips, **US Department of Education**
 Cecelia Espenoza, **US DOJ EOIR**
 Danine Fresch-Gray, **Clarendon Dental Arts**
 Rosemary Gordon Mochizuki, **Sushi-Zen Japanese Restaurant**
 Linda Grove, **James Monroe Bank**
 David Hill, **HNTB Corporation**
 Sean Hosty, **Legg Mason**
 Ronald Hudak, **Marymount University**
 Timothy Hughes, **Hughes & Associates PLLC**
 Doug Insley, **Arlington County Fire Department**

Iris Ioffreda, **OLA Consulting**
 Sara Jaffe, **Signature Theatre**
 Mark Johnston, **Arlington Public Schools**
 Michael Lasky, **Stargazer Foundation**
 Carol Loftur-Thun, **CrisisLink**
 Derick Malis, **Vanguard Services Unlimited**
 Matthew Martin, **Arlington Co. Police Department**
 Debra Mayberry, **Virginia Hospital Center/Urgent Care**
 Kathryn McCarty, **Arlington County DES**
 Carlton Miller, **AHC Inc.**
 Gail Raiman, **Associated Builders and Contractors**

Deborah Ritchie, **Ft. Myer Military Community**
 Scott Sabitus, **Arlington Virginia Federal Credit Union**
 Odile Saddi, **Arlington County DHS**
 Mary Salmon, **National Academy of Sciences**
 Patricia Sanner, **Volunteer**
 Theresa Savela, **The Lewin Group**
 Gabriel Snow, **AES Corporation**
 Carlos Soles, **Office of Minority Health Resource Center**
 Jacquelyn Steven, **Arlington Independent Media**
 Karen Vasquez, **Arlington Economic Development**
 Dennis Webb, **Arlington County Sheriff's Office**
 Robert Wright, **BB&T**

and small business owners. This year, BizLaunch held 35 business events in English and Spanish to assist entrepreneurs. On average, 80 entrepreneurs participated in each event, with a total of 2,800 attendees during 2005. Overall, participation in BizLaunch events rose 35% from 2004 to 2005.

In 2005, BizLaunch added a specialized Bootcamp for entrepreneurs in English and Spanish. Instructors educated attendees on finance, accounting, marketing and business development for the two-day workshop. This event was the first of its kind for budding entrepreneurs in the region, and gave new business owners the opportunity to learn key skills to successfully start their business.

Arlington's tourism marketing program saw successes in 2005 as well: requests for information about visiting Arlington generated through ACVS advertising and the ACVS Website increased by 448%. Based on a normal 20% conversion between requests and visitation, this represents a significant increase in spending and in taxes. ACVS marketing staff generated leads that increased room nights booked in Arlington by 74%. These 2005 figures generated an estimated \$9,222,980 in visitor spending in hotels, restaurants, retail, local transportation and car rental.

Businesses, tourism, development—each saw success in 2005, and we look forward to continued growth in 2006. AED invites Arlington's businesses to use all available resources to insure that they will remain a part of Arlington's success.



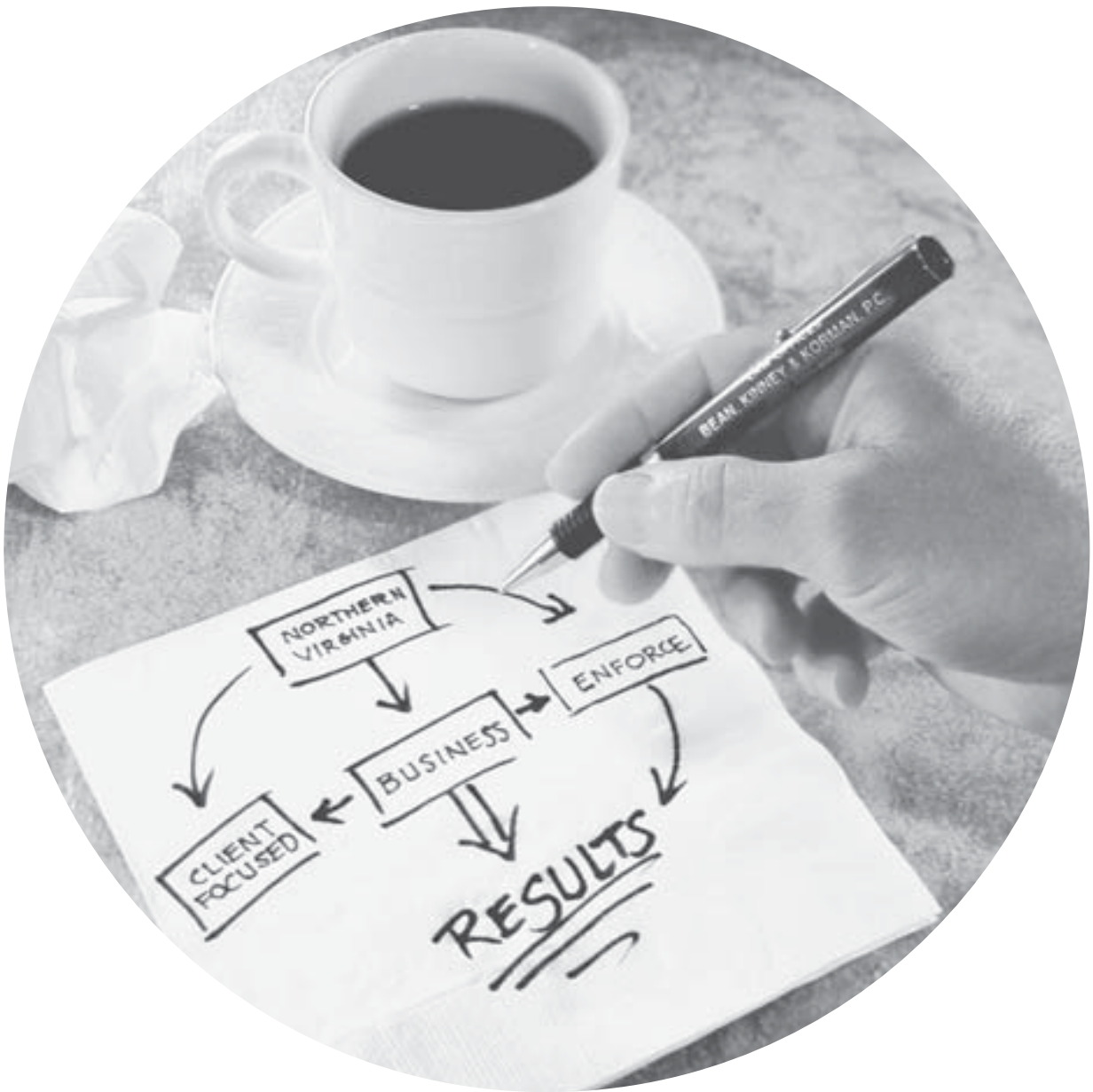
Congratulations to the following graduates of Leadership Arlington Youth Program:

Nickie Bate, Bishop O'Connell High School
 Melissa Bennett, H-B Woodlawn
 Amanda Donahoo, Wakefield High School
 Bridgit Donelly, Washington-Lee High School
 Katie Frantz, Holton-Arms School
 Janee Hawkins, Wakefield High School
 Patrick Jaffke, Yorktown High School
 Kathleen Kane, Wakefield High School
 Raney Kim, Washington-Lee High School
 Madeline Lalle, Potomac School
 Jessica Logan, Washington-Lee High School

Julian Orlando, Wakefield High School
 Molly Patrician, H-B Woodlawn
 Shannon Peterson, H-B Woodlawn
 Lexy Roy, Washington-Lee High School
 Christine Stoddard, Yorktown High School
 Fujiko Tamashiro-Loma, Washington-Lee High School
 Jennifer Tran, Washington-Lee High School
 Michael Wrobel, Yorktown High School
 Victor Zhu, Thomas Jefferson High School for Science & Technology.

GETTING IT DONE STRATEGICALLY

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GETTING IT DONE.

Welcome to New Members

FINANCIAL SERVICES

PRIMERICA FINANCIAL SERVICES

ERNEST ROBINSON, OWNER
1057 WEST BROAD STREET
SUITE 216
FALLS CHURCH, VA 22046
PHONE: (703) 862-1566

Sponsor: Brian Hefner, Staff

Primerica Financial Services empowers families to become debt-free and financially independent, develops leaders for leadership positions, and eventually enables them to own their own businesses.

INFORMATION TECHNOLOGY CONSULTING

COEFFICIENT TECHNOLOGIES, LLC

Biff Clark, Principal
P.O. Box 41895
Arlington, VA 22204-9998
Phone: (703) 652-4236

Sponsor: Brian Hefner, Staff

Information technology and services company providing system & network administration, hosting & web development/design.

LEATHER REPAIR

BEDO'S LEATHERWORKS, INC.

Steve Doudaklian, Owner
412 West Broad Street
Falls Church, VA 22046
Phone: (703) 534-3233

Sponsor: Brian Hefner, Staff

Bedo's offers repair service in these fields: Leather garment repair, luggage repair, shoe repair, custom leather goods, leather upholstery. Bedo's Leatherworks has been in the City of Falls Church for 28 years.

REAL ESTATE

CORBIN AND ASSOCITES REALTY, INC

Robert McGlothlin
2008 North Cleveland Street
Arlington, VA 22201
Phone: (703) 447-6800

Sponsor: Brian Hefner, Staff

RESTUARANTS

LA TASCA SPANISH TAPAS BAR & RESTAURANT

Javier Condon, Managing Partner
2900 Wilson Boulevard
Suite 103
Arlington, VA 22201
Phone: (703) 812-9120

Sponsor: Susan Anderson, Community Residences

La Tasca is a Spanish American restaurant with a combination of more than 45 tapas dishes, delicious menu specials, 6 different paellas, 9 sangria blends, Spanish wines and beers.

Survey Findings Reveal Members' Interests and Expectations

By John Gunn, *CEO of John Gunn Marketing Partners, LLC and Chair of the Arlington Chamber Communications Council*

What do you expect to gain through your Chamber membership? Are you satisfied with the products and services offered? These are some of the questions asked during the recent 2005 Arlington

Chamber Membership Survey this fall. With more than 20 percent of members responding, here's what you told us.



Expectations of Chamber Membership

Most respondents say finding new prospects and new business are the most important benefits they expect their company to derive from Chamber membership (rated as a "strong interest" by 62% of respondents). Many express strong interest in using membership to gain a competitive advantage (32%) and/or demonstrate their organization's community involvement (27%).

Respondents give highest satisfaction ratings to the Chamber for providing opportunities to get involved and volunteer with the Chamber (29% are "extremely satisfied") and advocacy efforts (26%). Fewer are extremely satisfied with Chamber membership as a means of finding new prospects and new business (10%).

The survey also gauged members' levels of satisfaction with specific Chamber products and services, such as the *Arlingtonian* newsletter, networking events, community services and other programs, as well as advocacy issues of strong interest and preferred methods of receiving news and information from the Chamber. For more research findings, go to www.arlingtonchamber.org/survey/2005findings.asp.



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Member FDIC

Continued on page 9.

Members IN THE News

► BANKS

James Monroe Bank has recently announced several important promotions and selections. The Bank has promoted Chief Financial Officer, John J. Brough, CPA, to Executive Vice President and Chief Financial Officer, Joseph C. Fouse to Executive Vice President of Operations, and Paul W. Bice has been promoted to Regional President, Loudoun County. Additionally, the Bank has announced the recent selection of Steffany R. Watson as Vice President-Cash Management

United Bankshares, Inc. announced that its Board of Directors declared a fourth quarter dividend of 27 cents per share for shareholders of record as of December 9, 2005. Dividends per share of \$1.05 for the year 2005 represents a 3% increase per share paid for 2004. 2005 was the 32nd year of dividend increases to **United** shareholders. During this time period, the dividend has increased from 6 cents to \$1.05, which represents an annual compound growth rate of 10%.

► COACHING

Treehouse Coaches, Inc. has announced that they will host a "brown bag" program: "The ABCs of Developing Leaders in Your Organization." The program will be held in the Chamber's Board Room, during the lunch hour, of January 26, 2006. For more information or to register, call 703-408-2001 or email at treehousecoaches@treehousecoaches.com.

► CUSTOM FRAMING & FINE ART

For the second year in a row, **The Framing Guild II, LLC** in Arlington, Virginia has been named one of the top 100 Art and Framing retailers by DÉCOR magazine, the art and framing industry's premier magazine.

► FINANCIAL SERVICES

The financial services firm, **Edward Jones**, was ranked No. 1 overall in a recent evaluation of customer statements, according to two Arlington investment representatives. The No. 1 ranking was awarded to the firm by Dalbar's *Annual 2005 Trends and Best Practices in Investor Statements*.

► GRAPHIC DESIGN

Yvonne Pover of **Skardon Pover, Inc. Visual & Marketing Communications** has won a national MarCom Creative Gold award for communications excellence for the Capital Research Center 2004 Annual Report.

► MEDIA SERVICES

Arlington Independent Media was honored for its contribution to the creation of *The Arts Show & Tell (sm)*, a new program that provides participating organizations with the resources to create a television segment that showcases the organization's art.

► NETWORKING/REFERRAL CLUB

During November, the lead-share group, **Northern Virginia Business Referrals**, added Linda Howe of Howe Delicious Inc. and Elizabeth Schindler of Odyssey Health Care to its membership rolls.

► NON PROFIT ORGANIZATIONS

Madelyn P. Jennings, Vice Chair, Board of Directors of **The Women's Center**, was honored by Zonta International as 2005 Woman of the Year, private sector.

► PUBLISHING

Lynn Osborne, president of **AD Management Insights, LLC**, wrote and illustrated a Children's Book called "Itsy Bitsy Quincy," a book that aims to teach children (and adult pet-owners/animal lovers) how to cope with the loss of a pet.

► SOCIAL SERVICE ORGANIZATIONS

Northern Virginia Family Service (NVFS) is pleased to announce the winners of the 13th Annual CARE (Companies as Responsive Employers) Awards, which recognize local companies that provide family friendly workplace policies and benefits. **George Mason University** was among the recipients of this year's CARE Awards.

► UNIVERSITIES & COLLEGES

In November, the computer programming team from **Marymount University** and top collegiate programmers from around the region competed in a "battle of the brains," completing a semester's worth of computer programming in one afternoon. The IBM-sponsored ACM International Collegiate Programming contest gathered more than 5,000 University teams during its preliminary rounds.

HAPPY ANNIVERSARY!

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

JANUARY

Live Wire Media Relations, LLC	5
Sean Hosty, Legg Mason	5
Veteran's Vision	10
Women in Military Service for America Memorial Foundation	10
Dominion	65



SMART Start

A FREE Networking Seminar and Information Session.

January 18th, 2006 at 7:45-9 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

SMART Start is sponsored by **Bella Consulting.**



"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.

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Survey, continued from page 7

Recommendations for Next Steps

Based on the survey findings, the Communications Council offered a variety of recommendations for review by Chamber leadership, such as:

- Exploring ways to close the gap between benefits of strongest interest to members and members' levels of satisfaction with those benefits. Engaging members in more discussion to better understand specific expectations and effective methods for the Chamber helping members find new prospects and business.
- Conduct additional conversations with members to dig deeper and better understand the educational and networking formats of strongest interest to members that they are most likely to use and value.
- Recognizing competing business and personal priorities present substantial barriers to participation for many members, explore ways the Chamber can modify existing programs and/or develop new services that members will value and can easily access.
- Exploring opportunities to segment the Chamber membership and differentiate benefits based on size of company/organization in an effort to ensure a balance of services/benefits that are appropriate and valued by different sizes of organizations with different levels of resources.
- Developing and implementing follow-up studies to benchmark results from this baseline survey and provide ongoing assistance to Chamber leadership in business and strategic planning.

For more information about the 2005 Membership Survey, please contact Ashley Glover at communications@arlingtonchamber.org or 703-525-2400.

John Gunn is the Chair of the Communications Council and the CEO of John Gunn Marketing Partners, LLC, specialists in marketing research, analysis, strategy and planning for associations and other nonprofit organizations. To learn more about John Gunn Marketing Partners, visit www.GunnMarketingPartners.com or contact John Gunn at 703-979-9223 or jg@GunnMarketingPartners.com.

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Turn a Lemon Into Lemonade

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

To a Big Opportunity, was the topic of the November 16th Arlington Business Roundtable. No matter the reason for the mistake, Roundtable participants concentrated on what needs to be done to turn the atmosphere positive:

- Always be on the alert for a change in the customer's (or prospect's) demeanor that signals discomfort
- Once you sense the change in demeanor, don't let the problem fester. Put the problem out on the table. Good questions to ask the customer: Does this make sense? Are we still on the right track? Etc.
- With the difficulty acknowledged, determine if there is a way to immediately correct it or decide whether or not a larger effort, such as a redo of the proposal or contract will be necessary.
- In instances when the problem doesn't surface right away, but becomes evident over time (phone calls not returned, appointments postponed) invite the party for a breakfast, coffee, or lunch i.e. away from the office. In an open discussion, ferret out the problem and offer corrective action
- Ask the customer if your correction rights the situation

Bottom line from this roundtable?

1. Always be alert to the body language or other telltale signs of discomfort
2. Communication is key. Listen carefully to what is said and respond appropriately
3. The most important point: make sure the customer recognizes your desire to make things right

Jim Whelan helps organizations develop and execute strategies for success. To contact him, go to www.proactivecorp.net or call 703.862.6758. To learn about upcoming Business Roundtable topics, go to Community Calendar at www.arlingtonchamber.org or contact the Chamber office at 703-525-2400.

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Business Roundtable

Wednesday, January 25th
11:45 a.m. – 1 p.m.
Chamber Board Room

TOPIC:
WEB DEVELOPMENT

Use your website as your main marketing tool--what's essential, what's not; how often to update; how to get more exposure. What are the elements for a winning website?

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

Please register online at www.arlingtonchamber.org.


NETWORK AT OUR BusinessAfterBusiness

EVENT

The Chamber's Business After Business provides just that – a place to make connections outside of the office. Join us as we visit PNC Bank in Ballston for fabulous food and drink and one-of-a-kind mixing and mingling.

BusinessAfterBusiness

Thursday, January 19th
5–7 p.m.

Hosted by
PNC Bank, Ballston




Breakfast Connection!

Thursday, January 12,
8–9:30 a.m.*

Holiday Inn – Ballston

Speakers: **Dan Kunitz, iRides & Greg Welsh, TechInfusion, LLC**

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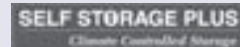


Table Sponsor: **The Community Phonebook, Ed Geisler**

Don't miss the first power-networking event of 2006! Start the year off right and don't forget to bring tons of business cards.

If you are interested in speaking at an upcoming Breakfast Connection, please email Cate at events@arlingtonchamber.org (Please put the title 'Breakfast Connection' in the subject line).

*Notice—time change