



Last Chance to Register for this year's State of the County!

Wednesday, June 7 – 7:30-9am
The Westin Arlington Gateway
 801 North Glebe Road

The Arlington Chamber of Commerce and Leadership Arlington proudly present this year's State of the County by Chris Zimmerman, Arlington County Board Chairman. Zimmerman will present an overview of the economic and development status of Arlington. Event attendees' comments, questions, and input are welcome. For more information about submitting your questions to the Chairman, registration, parking, etc...call Cate Murray at 703-525-2400.

Thank you to our sponsor, Crescent Resources

CRESCENT RESOURCES
 LLC

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(from left to right) 2006 Chamber Chairman, **Sean Hosty**, presents plaque to **Chris Zimmerman**, County Board Chairman, on behalf of the Arlington Chamber of Commerce.

Photo by **Ryan Self** of the Sun Gazette

Chamber Honors Coordinated Efforts of Public-Safety Agencies During School Bus Accident in 2005

At the Chamber's Valor Awards, held in April, the professionalism, bravery, and cooperation of five organizations were honored in relation to their roles in assisting with a school bus accident in Arlington. On April 18, 2005, a terrible accident occurred involving a school bus, and the response of public-safety agencies and other organizations was immediate and critical to handling an extremely difficult situation in the best possible manner.

In addition to recognizing these public-safety agencies at the Valor Awards, the Arlington Chamber formally memorialized the efforts of these 5 agencies by presenting Arlington County with a plaque. **Sean Hosty**, 2006 Chamber Chairman, presented the plaque to the County's Board of Directors. Chairman **Chris Zimmerman** accepted the

Save the Date!

Fall Outing
 Monday, September 11

Make your reservation today; seats are limited!

Don't miss your chance to golf, mingle, and relax at the Westwood Country Club in Vienna, VA, a wonderful and welcoming place.



The Chamber

Arlington Chamber of Commerce
Opportunity. Leadership. Results.

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

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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 JUNE



- 1 Thursday**
July *Arlingtonian* contents due
- 5 Monday**
Ambassadors Committee Meeting
4:30–6 p.m.
Chamber Board Room
- 6 Tuesday**
Community Action Committee Meeting
8 a.m.
Chamber Board Room
- 7 Wednesday**
State of the County
7:30–9 a.m.
The Westin Arlington Gateway
- 8 Thursday**
Multi-Chamber Breakfast Connection held in conjunction with Central Fairfax Chamber of Commerce and the Alexandria Chamber of Commerce
7:30 a.m.
Fairview Park Marriott
- 9 Friday**
Executive Committee Meeting
8–9:30 a.m.
Chamber Board Room
- 14 Wednesday**
Smart Start
7:45–9 a.m.
Chamber Board Room
- 15 Thursday**
Business After Business
5–7 p.m.
Lebanese Taverna, Pentagon Row
- 16 Friday**
Board of Directors Meeting
The Westin Arlington Gateway
- 22 Thursday**
July *Arlingtonian* inserts due
- 26 Monday**
Membership Development Committee
5–6:30 p.m.
Chamber Board Room
- 28 Wednesday**
Business Roundtable
11:45 a.m.–1 p.m.
Chamber Board Room
- 30 Friday**
Legislative Affairs/Economic Development Committee Meeting
8:15–9 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.

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.

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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

Revitalizing the Columbia Pike corridor has long been a goal of the Arlington Chamber. In April, we took a giant leap towards realizing this goal. At our April Board of Directors meeting, the Chamber voted to support a "modified streetcar" design to operate along the Pike and we requested that the County Board also support this proposal. I'm happy to report that the County Board voted to support the modified streetcar proposal at their April Board meeting. This action could be just what South Arlington's main thoroughfare needs to stimulate development and revitalize the Pike.



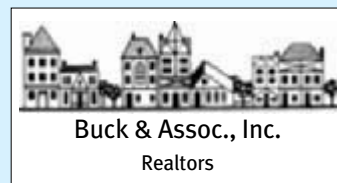
Sean W. Hosty

Dave DeCamp, a developer, Chamber member, and current President of the **Columbia Pike Revitalization Organization (CPRO)**, attended our April Board meeting to answer questions about the streetcar proposal. During this meeting, he noted that a pledge from the County to support a fixed capital improvement along the Pike demonstrates the County is serious about revitalizing the area. Historically, when a jurisdiction takes steps to enhance an area, private investment dollars increase as well. This sort of commitment is exactly what lenders are looking for when evaluating a loan to a private investor. As the modified streetcar gets closer to reality, you could see huge investment funds flowing to this area.

In other jurisdictions throughout the Country, this sort of investment has been a win-win for businesses, residents and the taxpayers. Not only did this create great business opportunities in these other jurisdictions, the public investment dollars were returned to the jurisdictions from the additional tax dollars generated. While the action taken by the Chamber and the County Board was only to study this proposal, we look forward to the next step towards final approval and allowing Columbia Pike to prosper.

Sean W. Hosty, Smith Barney
2006 Chairman

2006 Annual Corporate Sponsors



Metropolitan Washington Airport Authority's volunteer team gathers for a photo at the kick-off. Later in the day, **MWAA's** team painted an entry area/stairwell, sorted clothing donations, and moved office furniture for **Arlington Street People's Assistance Network**

VOLUNTEER ARLINGTON DAY WAS A GREAT SUCCESS!

On Saturday, April 22, the Arlington Chamber of Commerce hosted its 7th Annual Volunteer Arlington Day. The event, produced by the Chamber's Community Action Committee, marked an important collaborative effort between the Arlington business community and area non-profits.

Continued on page 6

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TRD Corner

As summer begins, it's time to pump a little life into your business. The Arlington Chamber has numerous varied sponsorship opportunities, which can serve as wonderful marketing tools. If you have never thought of the Chamber as a marketing tool—it's time to change your way of thinking. The Arlington Chamber reaches far beyond the scope of the Arlington County limits, and to the Arlington business community. If you want to get your message to folks who do business in Arlington, let your Chamber be your catalyst. Through the TOTAL RESOURCE DEVELOPMENT CAMPAIGN, Chamber volunteers can assist you in getting the most bang for your buck, by taking advantage of unique opportunities. It's time you asked a TRD Volunteer to open doors to success for you through Chamber advertising & sponsorships!

Check out the TRD Campaign Website, accessible through a link on our website, www.arlingtonchamber.org for up to date standings! Thank you to ALL the volunteers who have gotten us through to week 9—let's keep up the great efforts and make our goal of \$175,000. (Are you interested in finding out about TRD? Call Cate Murray at the Chamber, 703-525-2400.)

Thank you to the 2006 Total Resource Development Campaign Gold Sponsor, **Comcast**



Special thanks to the following companies for their support of "The Places We'll Go" Total Resource Development Campaign. Your donations are greatly appreciated by the deserving volunteers who received them.

Arlington Center for Dance/
Center Dance Company
The Art Institute of Washington
Ballston-Virginia Square Partnership
Buck & Associates
Buck Commercial
Casual Adventure
Classika-Synetic Theatre
Colonial Parking, Inc.
Crystal City Marriott
Crystal Gateway Sport & Health
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Metro 29 Diner
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Photography by Robert Allen Strawn
Portofino Restaurant
Re/Max Distinctive Real Estate,
Craig Mastrangelo

Rosslyn Renaissance
Sette Bello
Sheraton National Hotel
Signature Theatre
Smith Barney
Sport & Health Clubs
The American Century Theatre
The Teal Center for Therapeutic Bodywork,
Ltd.
Tivoli Restaurant
Turnberry Tower
WJLA-TV/News Channel 8
YMCA, Arlington Branch

The Places We'll Go!



Deborah Tompkins Johnson, Dominion, Joins the Board of Directors

The Chamber is very pleased to announce the addition of **Deborah Tompkins Johnson** to its Board of Directors. **Deborah** has worked with **Dominion** for almost 20 years. She joined the company when it was "doing business as" Virginia Power, in its Corporate Media Relations Department. Since then, she has worked in the Media Relations Department in Northern Virginia, as Director of Customer Engineering & Business Offices, and as Director of Energy Efficiency for Commercial and Government accounts. Ms. **Johnson** was recently named **Dominion's** Senior External Affairs Manager for Arlington County, and she also represents the company in Alexandria, Falls Church, and Prince William County. She is active with Chambers of Commerce, charitable organizations, and educational institutions.

Arlington County Strengthens Plan Review and Inspections Capabilities

Additional staff, new technology and revamped processes help meet growing development demand

By **Kelly Rindfus**, Director of Communications at **Arlington Economic Development**

To meet the increasing demands of development projects, the **Arlington County Board** approved hiring more staff, adding technology, and revamping policies and processes of the Department of Community Planning, Housing and Development's Inspection Services Division. Arlington currently has 8 million square feet of development under construction, with an additional 8 million in the pipeline. Compared with five years ago, the number of building plans reviewed has increased 127 percent, building permits issued have increased by 47 percent, and the average number of building inspections conducted each day by each inspector has doubled.

County Manager **Ron Carlee** attributes the marked increase in development to Arlington's Smart Growth program. "Despite being the smallest county in the country, we have prospered in developing a world-class urban community. We are committed to working with our residents and the development community to streamline the current process and expedite projects at a much faster rate."

To meet the rise in demand, the **County Board** had earlier authorized three new positions in the fall of 2005 for the Inspection Services Division, including a building inspector, a fire protection inspector and a code technician. The County has successfully filled all three positions. The

Continued on page 6.



Leadership Arlington honors 2006 Leaders in Our Community

At the May 24, 2006 Celebration of Leadership Dinner held at the **Ritz Carlton**, Pentagon City, Leadership Arlington honored two community leaders as well as 42 participants of the Class of 2006.

Comcast and Leadership Arlington partnered to present **Jim Bennett** with the **Individual Community Award**. As the President and CEO of the **Metropolitan Washington Airports Authority (MWAA)**, **Jim** demonstrates visionary thinking and is a role model of leadership in our community.

MWAA and Leadership Arlington partnered to present **Washington Workplace** with the **Corporate Community Award**. **Washington Workplace** reaches out to the community in a fashion that makes a lasting impression. Through its philanthropic approach to business, **Washington Workplace** supports the Arlington community in innovative ways.

Congratulations to the 42 individuals completing their year in Leadership Arlington. Leadership Arlington's mission is to enlighten, inspire and connect leaders to strengthen the Arlington Community.

Leadership Arlington Class of 2006

Tatiana Maria Banicevic, *Monument Realty*
 Anne Biedscheid, Commissioner of Revenue, *Arlington County*
 Gene Brown, *Northern Virginia Community College*
 Barbara Bush, *Community Residences, Inc.*
 Sandra Bushue, *US Department of Transportation*
 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 Espenosa, *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, *Smith Barney*
 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 County 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*

For more information on Leadership Arlington, please visit: www.leadershiparlington.org

Volunteer Arlington Day, *continued from page 3*

More than 140 individual volunteers signed up to participate in the event, to lend their hands and their time to one-day service projects across the community. This year's volunteers participated in a wide array of projects, including bagging groceries for the **Arlington Food Assistance Center**, and assisting with retail duties at **Goodwill of Greater Washington**.

Without the support and generosity of the following organizations and individuals, this year's Volunteer Arlington Day would not have been possible.

A special thanks to:

Our Sponsors:

- **KBR and E-TRADE Financial**, the Grand Sponsors
- **Arlington Public Schools**, for providing the location for the kickoff of Volunteer Arlington Day
- **Silver Diner** for providing a delicious breakfast for all of the volunteers
- **Ballyhoo!**, our t-shirt sponsor

All of the members of the corporate volunteers:

Arlington County Commissioner of Revenue, Arlington Federal Credit Union, Arlington Gay and Lesbian Alliance, Arlington Public Schools, BB&T, Capital MarCom, Cardinal Bank, Crystal City Marriott, Enterprise Rent-A-Car, Goodwill of Greater Washington, Hyatt Arlington, Hyatt Regency – Crystal City, KBR, Lebanese Taverna, Metropolitan Washington Airports Authority, Residence Inn by Marriott, Sheraton National Hotel, Small Business Success, Smith Barney, Virginia Commerce Bank, and Wallbounce.

All of the non-profits who lent their support, and provided the projects for Volunteer Arlington Day:

Arlington-Alexandria Coalition for the Homeless, Arlington Food Assistance Center, Arlington Street People's Assistance Network, Arlingtonians for a Clean Environment, Arlingtonians Meeting Emergency Needs, The Center Dance Company, Clock Tower Thrift Shop, Community Residences, Inc., Culpepper Gardens Assisted Living, Doorways for Women & Families, Goodwill of Greater Washington, Vanguard Services Unlimited, and YMCA Arlington.

Inspections, *continued from page 5*

budget approval allows for an additional six positions. In addition, the County is rolling out 30-day, 90-day and long-term action plans that will address the growing demands on inspection services.

"We are implementing a five-point action plan to address staffing, workload management, customer relations, workforce training and development, and technology and business process review. We've been able to quickly identify some key areas and implement changes," said Susan Bell, director of Community Planning, Housing and Development. Some of those changes include a vigorous recruiting program, technology advances such as the ability to check status of plan reviews at the inspection services counter (soon to be available on the Internet), and extending the mobile commuting capabilities of inspectors in the field.

In a proactive approach, the department also will gather customer feedback on how to improve services—at the counter, in the office, and in the field. "We must be more timely and responsive while maintaining building safety and quality construction," Bell added. In addition to implementing the plan, the County is entering into an agreement with the International Code Council, which will conduct an administrative and operations review of permitting and inspections.

Terry Holzheimer, director of **Arlington Economic Development** commented, "The changes occurring in inspection and permitting services are really going to help the business community. Companies that are moving to Arlington, or expanding in Arlington, will be able to do so much more quickly, saving them both time and money."

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 April.

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

Top 5 Business Categories:

1. Restaurants
2. Real Estate
3. Banks
4. Real Estate—Residential
5. Apartments—Furnished

Top 5 Keywords:

1. Real
2. Real Estate
3. Bank
4. Copier
5. Restaurant



www.arlingtonchamber.org

Welcome to New Members

AUDIO VISUAL CONSULTANTS

AUDIO VISUAL ACTIONS, INC.

Mohamed Elhajjam, President
5704-H General Washington Drive
Alexandria, VA 22302
Phone: 703-750-0950

SPONSOR: Adam Levithan, True Wind Coaching

AV Actions, Inc. (AVA) is an agile Audio Visual and Multimedia company delivering superior service, support, and products. AVA brings flexibility, trust, professionalism, and technical expertise to client's video and multimedia products.

COMMUNICATIONS

XO COMMUNICATIONS

Lisa Streapy, Account Executive
1111 Sunset Hills Drive
Reston, VA 20190
Phone: 703-547-2740

SPONSOR: Brian Hefner, Staff

XO Communications is the NLECTM — National Local Exchange Carrier. XO Communications is a telecommunications provider offering nationwide communications solutions exclusively for businesses, agents, and carriers.

EMPLOYMENT SERVICES

SENIOR EMPLOYMENT RESOURCES

Arnold Meyrow, Board Member
4201 John Marr Drive
Suite 236
Annandale, VA 22003-3204
Phone: 703-750-1936

SPONSOR: Sue Gruskiewicz, Edward Jones

Senior Employment Resources is a job placement service that matches companies and job seekers age 50 and above in the Northern Virginia area.

EVENT PLANNERS

BENCHMARK EVENTS

Terri Carter, Owner
1400 South Barton Street #417
Arlington, VA 22204-4845
Phone: 703-243-7409

SPONSOR: Brian Hefner, Staff

Benchmark Events designs, coordinates and produces all aspects of corporate and private events. Benchmark Events will create a unique event within budget, ensuring your satisfaction.

FITNESS

FITNESS 4 EVERYBODY, LLC

Pilar Lorca, Owner
8484 Westpark Drive
Suite 120
McLean, VA 22102
Phone: 703-917-9891

SPONSOR: Sean Hosty, Smith Barney Personal Training Company

GOVERNMENT OFFICES – CITY & COUNTY

ARLINGTON COUNTY DEPARTMENT OF TECHNOLOGY SERVICES

Jack Belcher, Chief Information Officer
2100 Clarendon Boulevard
Suite 612
Arlington, VA 22201

Phone: 703-228-3220

SPONSOR: Rich Doud, Staff

The mission of the Department of Technology Services is to enable the delivery of government services through the application of information technology.

INDIVIDUAL

WILLIAM BRAKEFIELD

William Brakefield, Owner
2616 North Nelson Street
Arlington, VA 22207
Phone: 703-201-6740

SPONSOR: Brian Hefner, Staff

INTERIOR DESIGN

COPELAND COUTURE

Adella Copeland, Owner
2776 South Arlington Mill Drive
#515

Suite 175

Arlington, VA 22206

Phone: 703-527-0274

SPONSOR: Ashley Glover, Staff

Copeland Couture is a decorating consulting business specializing in color consulting, window treatments, fabric, wall coverings, upholstery, and many other decorating services.

PHARMACIES

CVS CORPORATION

Greg Deese, CVS Regional Sales Manager
7859-A Heritage Drive
Annandale, VA 22003
Phone: 703-941-2130

SPONSOR: Joe Reynolds, Reynolds Maps, Inc.

CVS/pharmacy is America's largest retail pharmacy, operating over 5,400 retail and specialty pharmacy stores in 37 states and the District of Columbia.

REAL ESTATE DEVELOPMENT

ELM STREET DEVELOPMENT

James Perry, Vice President

6820 Elm Street

Suite 200

McLean, VA 22101

Phone: 703-734-9730

SPONSOR: Tim Reese, Buck Commercial

Elm Street Development is a residential development company. Elm Street develops single family, town home, multi-family, and mixed-use sites throughout the Washington Metropolitan region.

RESTAURANTS

THE FRONT PAGE

Jorge Fernandez, Owner

4201 Wilson Boulevard

Arlington, VA 22203

Phone: 703-248-9990

SPONSOR: Jay Palermino, Willow Restaurant

The Front Page's menu highlights American cuisine: steaks, pastas, seafood as well as sandwiches, salads, and the best Baby Back Ribs you'll ever eat. On Sundays, The Front Page serves an extensive all-you-can-eat country brunch buffet.

HAPPY ANNIVERSARY!

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

MAY

ASAP Mailing & Fulfillment Center, Inc.	10
Columbia Gardens Memorials	10
MacNeil/Lehrer Productions	10
MTFA Architecture, Inc.	10

Valor Awards, continued from page 1

plaque on behalf of the County. The plaque reads:

"The Arlington Chamber of Commerce gratefully acknowledges the dedication and coordinated efforts of the following public-safety agencies, whose professionalism in the midst of tragedy on April 18, 2005, was representative of the outstanding work they provide the Arlington community. Recognizing: The Arlington County Fire Department, the Arlington County Police Department, the Arlington County Office of Emergency Management, the Pentagon Force Protection Agency, and the Virginia State Police."

Members IN THE News

➤ AUTOMOBILE DEALERS

Bob Peck Chevrolet has closed its Arlington dealership after many decades in the community and as a member of the Chamber. In a gracious note from **Don Peck**, President, he stated, "We appreciate the many years of excellent service that the Arlington Chamber of Commerce has provided us. **Don's** father, **Bob Peck**, served as Chairman of this Chamber exactly fifty years ago. They will be missed.

➤ BANKS

Virginia Commerce Bancorp, Inc., parent company of **Virginia Commerce Bank**, reported its financial results for the first quarter (ending on March 31, 2006). The highlights of these results include: a net income of \$5.7 million, a 32.2% increase over the first quarter of 2005; diluted earnings per share up 31% to \$0.38; loans and deposits up 32.9% and 33.1% respectively in a year; efficiency ratio improvement further to 45.9%; a nineteenth branch opening in January.

James J. Consagra, Jr., President and Chief Executive Officer of **United Bank**, announced the appointment of Craig L. Smith, Jr. as Chief Operating Officer. Smith joined **United Bank** in 2000, and he has 32 years of commercial banking experience with particular expertise in Commercial Bank Operations, Technology, Cash Management, and Administration. Under Smith's leadership, **United** has made key investments in technology and operational enhancements, making the bank more competitive in the marketplace, and well positioned for the future. In other bank news, **United Bank** has announced it's first quarter earnings for 2006: a 2% increase in diluted earnings per share from 2005's first quarter, and a generated a net income of \$24.6 million, as opposed to the \$24.8 million generated in the first quarter of 2005. To attract new deposits, **United** has introduced its High Performance Checking program, in an effort to lower **United's** overall cost of funds, as well as to generate increased fee income in the future.

➤ FOOD - SPECIALTY

Arlington's first **Robeks Fruit Smoothies & Healthy Eats** recently opened. The 1,400 square foot store, owned and operated by two local sisters, is located on Wilson Boulevard in the new Navy League Building. The franchise owners/operators, Jeanhee and Yoonhee Kim are excited to introduce the Arlington community to **Robeks'** high quality smoothies, juices, and other healthy choices, and invited the community to their store for a celebration during their grand opening in April.



Paul Ferguson, of the **Arlington County Board**, and **Jeanhee and Yoonhee Kim**, the Owners of the new **Robeks**, celebrate the store's grand opening.

➤ MARKETING AND COMMUNICATIONS

Tracy Needham of **Compelling Communications** has been awarded a contract to revise the curriculum of the High School Financial Planning Program (HSFPP). The HSFPP is a nationwide program offered by the National Endowment for Financial Education to teach the basics of personal finance to young people, and has been taught to more than 4 million students since its inception in 1984.

➤ NON-PROFIT ORGANIZATIONS

The Arlington Food Assistance Center (AFAC) will mark Hunger Awareness Day this month, on June 6. If you dine at one of the participating restaurants on that day, a percentage of the proceeds will go to **AFAC**, to benefit needy families in Arlington. Please visit www.AFACinfo.org, and print out the Restaurant Hunger Awareness flyer, and

bring it to your favorite supporting restaurant.

The D.C. area now ranks as the 5th most common destination for new immigrants and refugees. Many families arriving in the US today come from war-torn, chaos-ridden countries where they have suffered great loss, trauma and deprivation. The **Center for Multicultural Human Services (CMHS)** is providing a means for community members to provide support to immigrant and refugee children and their families. On June 21, **CMHS** presents "A Thousand Feet, A Joyful Beat" at the **Clarendon Ballroom**, an evening of multicultural dancing and performances. All proceeds will benefit **CMHS's** programs for immigrant and refugee children and families. For more information: www.cmhs.org or 703-533-3302.

For the 5th time, **Potomac Harmony Chorus (PHC)** won first place at the 2006 Blue Ridge Regional Competition of Sweet Adelines International. As Regional Champions, **PHC** will have the honor of representing the Blue Ridge Region at the Sweet Adelines International Competition in Calgary, Alberta. To celebrate the achievement, the chorus is presenting 3 FREE concerts this summer, open to the general public: June 10, June 21, and August 18. For more information on the concerts: 703-764-3896, potomacharmony@yahoo.com.

The **USO of Metropolitan Washington (USO-Metro)** has announced a new summer fundraising campaign entitled "A **USO** Salute." 100% of the funds raised during the "A **USO** Salute" campaign will go directly to support the **USO-Metro's** programs including emergency housing, food assistance, and other services to the **USO-Metro's** local service members, as well as those injured and staying at area hospitals. For more information on this initiative visit www.usometrodc.org or call 703-696-3261. In other **USO-Metro** news, in 2005, many non-profit organizations experienced a decline in donations due to the generosity of citizens to

Continued on page 9.

Members in the News, continued from page 8.

Hurricane Katrina victims; however, the **USO-Metro's** volunteers did not decrease during in 2005. In fact, volunteers worked 11,000 more hours in 2005 than they worked in 2004.

►NON-PROFIT ORGANIZATIONS—VOLUNTEER

AHC marked the completion of major renovations at Harvey Hall Apartments in February, with a celebration in the new, larger community center at the property on South Greenbrier Street. Congressman Jim Moran joined **AHC** President **Walter D. Webdale**, **AHC** Staff, Harvey Hall residents, and friends, to celebrate the occasion. The property now includes 100 affordable apartments, including 2 new handicap-accessible units, and 16 market rate apartments.

►RESTAURANTS

Please join **Lebanese Taverna** in voting for Favorite Restaurant at the annual **Restaurant Association of Metropolitan Washington Awards Gala**. Go to www.ramw.org and vote for **Lebanese Taverna** as your favorite restaurant. Voting ends June 4, so vote today!

Sushi-Zen Japanese Restaurant, in Lee Harrison Shopping Center, is supporting **AFAC's** National Hunger Awareness Day on June 6. A portion of that evening's proceeds will be donated to **Arlington Food Assistance Center**. Additionally, **Sushi Zen** Japanese Restaurant is sponsoring Yorktown High School's Habitat for Humanity Fundraiser; the fundraiser's final day at **Sushi Zen** takes place on June 12 (for lunch and dinner), when restaurant patrons who identify themselves as supporters of the Fundraiser will have 15% of the proceeds of their meal benefit the Habitat for Humanity Chapter.

►SOCIAL SERVICE ORGANIZATIONS

The **Northern Virginia Family Service (NVFS)** recently hosted their Annual Road to Independence Gala, a celebration of the achievements of the past year. Attendees learned more about the work done to improve the lives of those



Breakfast Connection!

Thursday, June 8
7:30-9:00a.m.

The Fairview Park Marriott*
3111 Fairview Park Drive
Falls Church, VA 22042

Triple your Networking power..

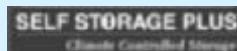
at the Arlington Chamber's annual Multi-Chamber Breakfast Connection, hosted in conjunction with the Central Fairfax and Alexandria Chambers of Commerce. If you have never had the opportunity to attend an event that gives you the potential to network with 200 business persons from all around Northern Virginia, now is your chance. The Multi-Chamber breakfast provides maximum reach by giving attendees the opportunity to share 60-second commercials, and move around the room, meeting as many people as possible. If you want more customers—this is the ultimate networking event for you!!

Register EARLY, seats are limited. Take advantage of the Early Bird Special, check out our website, www.arlingtonchamber.org.

***Please note:** the location of the Breakfast Connection has changed for this month, due to the fact that this month's event is a *multi-chamber* breakfast.

Please register for this event before noon, June 7. All registrations that occur after that time will be considered to be "same day" and registrants will be charged accordingly. Thank you!

Thank you to Self-Storage Plus,
this year's Breakfast Connection sponsor



who are most in need in our community, and also served to generate crucial support and funds for the **NVFS** programs.

►THEATRES

The next offering in **American Century Theater's** "Rescues" series is *Call Me Mister*, a show that ran with great success on Broadway. *Call Me Mister* is a series of songs and sketches about trials and tribulations of U.S. military personnel returning home from WW II and trying to adjust to civilian life. The shows will take place from June 15–18. Performances are free, but reservations are required. Call 703-553-8782 or visit www.americancentury.org.

*Want To Get
Connected?*

**JOIN A
COMMITTEE!**

Call 703-525-2400
for more information.

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 April 26, the discussion at the Arlington Business Roundtable turned to the topic of **The Power of the Press: How to utilize the press to promote and grow your business.**

The 22 participants learned first hand from a give and take with **Scott McCaffrey**, Managing Editor, **Arlington Sun Gazette**, the most effective way of communicating with the media to promote business.

Most media want to help spread your positive message. The more you help the media the more likely you are to reap the rewards of good public relations. Here are ten tips to remember:

1. In the world of a free publicity, you give up a degree of control. If you want to control your message, you have to talk to the advertising department.
2. Define your market. Identify your audience and contact the outlet that caters to your audience.
3. Investigate each outlet to determine preferences. Each outlet does things differently. Read the publications and go on the web site, then give them the information on time and in the format they prefer.
4. Think like a reporter. Where in the outlet will your story appear and present it in that format to have the best chance of good coverage.

5. No information overload! A suggested story should be brief and "tight"—the golden rule—Who What When Where Why in 3 or 4 paragraphs.
6. A picture can be worth a thousand words. Again, find out how they want it and deliver it to them in that format.
7. When talking about feature stories, remember the idea of "exclusivity". Never blanket the media with an identical story.
8. Keep track of where your news appears and don't forget to say "thank you".
9. Don't overlook newsletters such as *The Arlingtonian*.
10. Use clips to stay in touch with your clients and prospects.

The bottom line from this roundtable? Determine your audience and find the outlet best suited to carry your message to them, then do your homework to get the best possible coverage.

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.

Business Roundtable

Wednesday, May 28th
11:45 a.m. – 1 p.m.
Chamber Board Room

TOPIC:

BENEFIT FROM "THE BEST IN BUSINESS"

Come and learn from ABBIE Award Winners, "Arlington's Best in Business"

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

Please register online at
www.arlingtonchamber.org
or call
703-525-2400

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Call or e-mail Ashley Glover at 703-525-2400
or communications@arlingtonchamber.org.

NETWORK AT OUR **BusinessAfterBusiness** EVENT!

The Chamber's Business After Business provides a means for making connections outside of the office. Join us as we visit **Lebanese Taverna** for fabulous food and drink and one-of-a-kind mixing and mingling opportunities. The event will even offer the opportunity to win great prizes, potentially 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 June 15. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

BusinessAfterBusiness

Lebanese Taverna, Pentagon Row

1101 South Joyce Street

Thursday, June 15

5-7 p.m.

Hosted by **Lebanese Taverna**



Thanks to Members who renewed in May!

Information is accurate as of
May 1, 2006

Arlingtonians For A Clean
Environment
ASAP Mailing & Fulfillment
Center
Corinthian Contractors
Dante Consulting, Inc.
De Lashmutt Associates, Ltd.
Sue Gruskiewicz
Harold Frank, DDS
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Law Office of Karen L. Keyes
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Kretchmer
Smart Payment Solutions
United Bank

SMART Start

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.

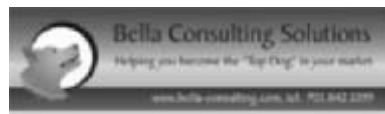
**Wednesday June 14, 2006
at 7:45-9 a.m.,
in the Chamber Board Room.**

Register online: www.arlingtonchamber.org

**For more information contact Brian Hefner
at 703-525-2400 or
bhefner@arlingtonchamber.org**

Thank you to our sponsors
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Benefit by Logging into Members Only!

The Chamber is excited to see that members are continuing to take advantage of the "Members Only" section of our website, where members can add company events to the community calendar, find contact information for fellow members, take surveys, and benefit from member coupons. If you would like to login to Members Only, but you don't know your login information, please call the Chamber. Those members who logged in, in April were:

American Red Cross – Arlington Chapter
Animal Welfare League of Arlington
Arbonne International, Independent Consultant
Arlington Center for Dance/The Center Dance Company
Arlington Funeral Home
ASAP Printing & Silk Screening
Ballston Animal Hospital
Ballyhoo!
Benchmark Events
Center for Multicultural Human Services
Cohen and Company
Compelling Communications
Copeland Couture
Crystal Quarters
Fellowship Health Resources, Inc.
Hughes and Associates, PLLC
Koons Ford
Marymount University
MetLife
Northern Virginia Community College
Otto's Electrical Service, Inc.
PNC Bank – Ballston
Potomac Harmony Showtime Chorus
Frank Ruffing, Merrill Lynch & Co.
The Sales and Marketing Connection
Select Press
True Wind Coaching
United Marketing Solutions for Alexandria and Arlington
Willow Restaurant

Thanks go to...

- **Frank Ruffing** of **Merrill Lynch & Co.**, emcee of the April Breakfast Connection, who continues to do a wonderful job.
- **The Energy Club** for providing an exciting location, and great food and drinks for our April Business After Business Event.
- The **Metropolitan Washington Airports Authority** for hosting the April Board of Directors Meeting.
- The **Hendry House** for hosting March's Board Meeting and **Silver Diner** for providing a delicious lunch!
- **Joan Dall'Acqua**, of **acquagraphics** for continuing to provide creative assistance with our TRD logo design.



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chamber@arlingtonchamber.org
www.arlingtonchamber.org

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

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