

# The Arlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce



Vol. XLVIII, No. 3 March 2006



(from left to right)  
**Jay Palermino** of  
**Willow Restaurant**,  
 Congressman  
**Jim Moran** and  
 his wife, **LuAnn**  
**Bennett**, enjoy  
 an evening at the  
**Ritz**. Photography  
 by **Sonny Odom**,  
**Photographer**.

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## Arlington's Best Night Out

This year's 82<sup>nd</sup> Annual Arlington Business Gala was a night of delicious food, exciting auction items, festive music and dancing, and catching up between friends. Thank you to the terrific individuals who lended their support to this event, and contributed to its success. A special thanks to this year's Grand Sponsor, **PNC Bank**.



For more information on this event, please turn to page 5.

Save the Date!

### Valor Awards:

*Honoring the Police, Fire, and Sheriff Departments and other agencies serving Arlington County*

Have you thanked a hero today?  
 Tuesday, April 4, 2006

11 a.m.-2:30 p.m.  
 at Ft. Myers Officers Club

## www.arlingtonchamber.org — New Look and New Success!

The Chamber's website, [www.arlingtonchamber.org](http://www.arlingtonchamber.org), was recently re-designed to attract a greater volume of visitors, and to

encourage those visitors to return to the site. After the re-design, the quantity of visits has increased by 45%, and as we hoped, the visits are on a monthly incline. The re-design was intended to maximize exposure for our sponsoring members; with more and more people visiting the site and an increasing number of pages being viewed, we know our goals for [www.arlingtonchamber.org](http://www.arlingtonchamber.org) are being reached!



## Oh, the Places You'll Go!

Calling all  
 volunteers!

If you're looking to...

- Expand your business
- Grow your Chamber
- Have fun
- Be rewarded with exciting incentives for your hard work and efforts

...Then it's time you contacted **Cate Murray** about the 2006 Total Resource Development Campaign. This is your chance to be an active participant in the Arlington Chamber. Call or email **Cate**: [cmurray@arlingtonchamber.org](mailto:cmurray@arlingtonchamber.org) or 703-525-2400.





*Opportunity. Leadership. Results.*

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Member: Virginia Chamber of Commerce

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COL Thomas Allmon, *Fort Myer*

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Deborah Kunin, *Member Services Administrator*  
Cate Murray, *Member Services Manager*

*\*Executive Committee Member & Director*



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

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

## Where you need to be in MARCH



### 1 Wednesday

Hospitality Awards  
7:30 a.m.  
Hyatt Regency Hotel

Smart Start  
11:45 a.m.–1 p.m.  
Chamber Board Room

April *Arlingtonian* Contents due

### 6 Monday

Ambassador's Committee Meeting  
4:30 p.m.  
Chamber Board Room

### 7 Tuesday

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

### 8 Wednesday

Executive Committee Meeting  
8 a.m.  
Chamber Board Room

### 10 Friday

Total Resource Development Campaign Training Session  
12–1 p.m.  
Chamber Board Room

### 16 Thursday

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

Information is accurate as of press time. Please consult the Chamber's website ([www.arlingtonchamber.org](http://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](http://www.arlingtonchamber.org) or by calling the Chamber office, 703-525-2400.

### 22 Wednesday

April *Arlingtonian* inserts due

Total Resource Development Team Training  
8–10 a.m.

### 23 Thursday

Total Resource Development Team Training (Makeup Day)  
Time To Be Determined

Business After Business  
5:30–7:30 p.m.  
Main Event Caterers

### 27 Monday

Membership Development Committee Meeting  
5 p.m.  
Chamber Board Room

### 28 Tuesday

Education & Workforce Development Meeting  
4–5 p.m.  
Chamber Board Room

### 29 Wednesday

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

### 31 Friday

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

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 Arlington Chamber and our members are currently facing many important issues. There are three issues that we are actively addressing for the business community: The Base Realignment and Closure study (BRAC), the extension of Metro to Dulles Airport, and commercial waste disposal. The outcome of these issues will have long lasting implications for the business community.



Sean W. Hosty

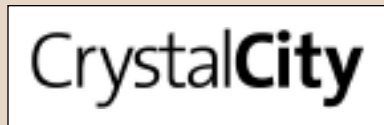
As you know, the Base Realignment and Closure study (BRAC) task force has recommended that many Department of Defense agencies move out of Arlington. The recommendations from BRAC will affect 11% of the total leased space in Arlington. We do have a few years to plan for this occurrence because most of the agencies do not have new facilities to move into at this time. Many will not be able to relocate until approximately 2008. This move will have a significant impact on many businesses—especially in Crystal City, where 30% of the leased space is affected. The Chamber is working closely with the County's Economic Development Department and our membership to stay informed and provide assistance when requested. While the short-term effects may be felt by some businesses, the Chamber is working to ensure the long-term effects are favorable for our members. One long-term outcome could be the potential to redevelop some of the affected buildings and provide a better Commercial/Retail/Residential mix, as well as diversifying our tenant base.

Another recent issue important to the Chamber is the extension of rail to Dulles Airport. At first glance, this may seem like it is not an Arlington issue. A closer look reveals that this could have a huge impact for local business. For one, this may improve traffic into and around Arlington. Mass transit and easier access from Dulles to Arlington could help relieve some of the congestion on I-66 and on many of our side streets. Better access to and from Arlington can only help business. It would also allow for a larger employee base from which to draw. This may help the affordable housing issue by providing employees lower cost housing outside of Arlington and providing easier access to their jobs IN Arlington. The Chamber supports the Metropolitan Washington Airports Authority's proposal to construct the rail to Dulles and into Loudoun County to expedite the construction of this facility.

A third issue that the Chamber has recently addressed is the County's study on whether or not to assume control of commercial and multi-family residential trash hauling. This proposal would have a serious negative impact on our members – especially our hotel and retail members. Currently, businesses select their own trash hauling companies to fit their specific requirements. Businesses select the trash haulers based, not just on price, but on reliability, frequency, customer service and many other factors. The current proposal to allow the County to select the waste haulers is unacceptable, as it would allow local government to decide what is best for the business community. The Chamber is working hard to inform our elected officials of the negative impact this would have on our members and to stop this imprudent proposal.

We appreciate your membership in the Chamber—it gives us one voice to speak on these important issues. Without your support, we could not be able to effectively work to achieve a favorable outcome. We look forward to resolving each of these issues in a manner consistent with the long-term success of your business and the Chamber.

## 2006 Annual Corporate Sponsors



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 and Washington, D.C.

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Exclusive Affiliate for Northern Virginia

## BizLaunch Bootcamp to Assist Arlington Entrepreneurs

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

It's a daunting statistic: about 60% of new businesses fail within their first two years. With odds like that, entrepreneurs owe it to themselves to be as prepared as possible when starting their new business. From writing a business plan, to selecting a location, financing, marketing and everything in between, there's so much to know, and so much to do before your first day of business. So where do you start?

The BizLaunch Bootcamp is designed to help. On March 30 and 31, 2006 Arlington County will host another installment of the popular *BizLaunch Bootcamp for Entrepreneurs*. The 1 ½ day session will bring together Arlington's potential entrepreneurs with faculty from Northern Virginia Community Colleges to provide intense courses and personalized training on topics ranging from designing a mission statement, to developing a business and marketing strategy, to financial aspects of running a business. By the time the BizLaunch Bootcamp for Entrepreneurs is over, attendees will have the skills they need to improve their chances of running a successful business. New this year, and available only at the BizLaunch Bootcamp, entrepreneurs can bring business plans for a critique by business experts.

To register for the BizLaunch Bootcamp, registration, price information, specific event details, and for a complete list of BizLaunch and other area small business events, visit [www.arlingtonvirginiausa.com/bizlaunch](http://www.arlingtonvirginiausa.com/bizlaunch) or contact the BizLaunch office for more information at 703-228-0853.

## Doug Brammer of Verizon joins the Board of Directors



We are pleased to announce the addition of **Doug Brammer**, Area Manager-External Affairs for **Verizon**, to the Board of Directors. Mr. **Brammer** has 24 years of experience with **Verizon**, and has extensive experience in sales, marketing, strategic planning and community development. **Brammer**

created and implemented a program to partner with then-Governor Warner to increase the Commonwealth's supplier relationships with Women and Minority-Owned businesses, and also implemented a flagship program that partnered **Verizon** READS with the Washington Redskins' literacy program, Redskins Read. He has served on a number of different Boards and was selected to Who's Who in Executives and Professionals and the International Who's Who in Information Technology.



## Breakfast Connection!

Thursday, March 16  
7:30-9 a.m.\*

**Holiday Inn—Ballston**

Special thanks to our Grand Sponsor, **Self-Storage Plus**



Breakfast Connections provide a great opportunity for networking, marketing, promotion and publicity—before your workday even begins. \*Please note the time change.

Please register before noon, on March 15, in order to receive the “pre-registration” rates.

This month we will feature a new format, designed to increase the networking potential for attendees. Join the Chamber this month to meet and greet even more people than ever before!

## Cindy Engquist Sponsors the Most New Members in 2005

**Cindy Engquist**, President of **All About You**, and chair of the Membership Development Committee, sponsored 8 new members, the most to be sponsored in 2005, making her the recipient of a trip to the Bahamas, a 4-day and 3-night vacation for two. Congratulations **Cindy!** Additional thanks to all of the other members who recruited and sponsored members last year.



## 2006 Communications Council Committee Chair Announced



**John Gunn** of **John Gunn Marketing Partners, LLC** and 2005 Chair of the Communications Council, has agreed to continue on in his role for 2006.

## Special Thanks Go To...

The 82<sup>nd</sup> Annual Arlington Business Gala was a great success! Almost 300 of Arlington's business leaders gathered at **The Ritz-Carlton, Pentagon City** and enjoyed the elegant surroundings, perused the Silent Auction, mingled with old friends, dined on a delicious three-course meal, and danced the night away to the music of The Odyssey Band. Thank you to all of our members who contributed to the success of the evening through their volunteer work, their generous donations, and above all—their attendance. Thanks to you, this year's gala was truly "Arlington's Best Night Out."

Thank you to our Grand Sponsor, **PNC Bank**, for all of their generous support of the 82<sup>nd</sup> Annual Arlington Business Gala.

Thanks go to:

### PLATINUM SPONSORS

BB&T  
Bean, Kinney & Korman, P.C.  
Comcast  
Hunton & Williams  
Marriott Hotels  
Metropolitan Washington Airports Authority  
PNC Bank  
Sean Hosty, Legg Mason  
The Ritz-Carlton, Pentagon City  
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### GOLD SPONSORS

Murphy Funeral Homes  
Rocklands Barbeque & Grilling Company  
The Fashion Centre at Pentagon City

### SILVER SPONSORS

American Painting & Janitorial Co., Inc.  
Marymount University  
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Steve Barto—UBS Financial Services  
USO of Metropolitan Washington

### 2006 SILENT AUCTION COMMITTEE

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Sally Aldridge, Virginia Commerce Bank  
Julia Brown, Guest Services, Inc.  
Vanessa Courtois, BB&T  
Joyce Hollander Kyle, Clarendon Dental Arts  
Sonia Johnston, James Monroe Bank  
Susan Macey, American Home Mortgage  
Allison Metzger, Guest Services, Inc.  
Barbara Nicastro, The Law Offices of Barbara E. Nicastro  
John Snedden, Rocklands Barbeque & Grilling Company  
Bill Swanson, Edward Jones  
Jim Whelan, The ProActive Corporation of America

### SILENT AUCTION DONORS

Advanced Plastic Surgery Center  
a.k.a. Spot  
Alexandria Transit Company  
Alpine Restaurant  
The Ambassador's Touch Concierge Services  
The American Century Theatre  
American Service Center  
Amtrak  
Arlington Food Assistance Center  
The Back Door, LLC  
Ballston Common Mall  
Steve Barto  
BB&T  
Bike the Sites  
Buck & Associates  
Busch Gardens  
Bush Construction Corporation  
Cactus Cantina  
Canaan Valley Resort  
Capitol Rehab  
Cassatt's: A Kiwi Café  
Charles E. Smith Commercial Realty  
Clarendon Dental Arts  
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Community Residences  
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Crescent Resources  
Crystal City Marriott  
Crystal City Sports Pub  
Crystal Gateway Marriott  
The Curious Grape  
Curves of Arlington  
Dallas Marriott Solana  
Dave DeCamp, Grubb & Ellis  
District Chophouse and Brewery  
Dittmar Company  
Dominion Jewelers  
Doubletree Hotel, Crystal City  
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Edward Jones Investments, Bill Swanson and Sue Gruskiewicz  
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Embassy Suites, Alexandria  
The Energy Club  
E\*TRADE Financial  
The Fashion Centre at Pentagon City  
Fingers In Ink

Fort Myer Military Community,  
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The Framing Guild II, LLC  
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Harry's Tap Room  
Sean Hosty, Legg Mason  
Hurt Cleaners  
Hyatt Arlington at Washington's  
Key Bridge  
Mark Ingrao  
James Monroe Bank  
Jeff Lubin Portrait Photography  
Jhoon Rhee Tae Kwon Do  
Kingsbury Chocolates  
Joanne Kunin, Dominion Jewelers  
La Tasca, Spanish Tapas Bar  
and Restaurant  
Lebanese Taverna  
Les Francis Photography  
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Marriott Marquis Hotel, Times  
Square  
Maureen Keating Photography  
Marymount University  
McCormick and Schmick's  
Metro 29 Diner  
Metropolitan Washington Airports  
Authority  
Allison Metzger, Arbonne  
International  
Mexicali Blues  
Nancy Miller, Licensed  
Acupuncturist  
Congressman Jim Moran  
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County Commissioner of Revenue  
Mr. Wash Car Wash  
Murder Upon Request, Inc.  
New Target Internet  
Barbara Nicastro, The Law Offices of  
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Northern Virginia Business Referrals  
Occidental  
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The Honorable Frank O'Leary,  
Arlington County Treasurer  
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Origins  
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Oyamel  
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PNC Bank  
Potomac Nationals  
The ProActive Corporation  
of America  
Red Top Cab Company  
Reynolds Maps, Inc.  
Ritz Carlton, Pentagon City  
Rock Bottom Brewery and  
Restaurant  
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Company  
Ruth's Chris Steakhouse  
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Sette Bello  
The Shakespeare Theatre  
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Silver Diner  
Ski Roundtop  
Soma Fit  
John Snedden  
Springfield Mall  
SRA International  
Scott and Jay Sterling  
Sun Gazette Newspapers  
Sushi Zen  
Swan Point Yacht & Country Club  
Ted's Montana Grill  
Tempo Restaurant  
There Must Be A Pony, LLC  
Tivoli Restaurant  
Tom Sarris' Orleans House  
United Bank  
UPS Store, Shirlington  
Virginia Commerce Bank  
Diana Waller, Always Write Fine  
Stationary  
Washington Capitals  
The Washington Post  
Washington Redskins, Charitable  
Foundation  
Washington Workplace  
WETA  
Whitlow's on Wilson  
Willow Restaurant  
Wintergreen Resort  
WJLA TV, Channel 7

## Special Thanks To:

Everyone who donated to the Chamber's Scholarship Fund

**Brooks Business Transfer** for assisting the Chamber by transporting the auction items to **The Ritz-Carlton, Pentagon City**.

**Washington Workplace**, for sponsoring the musical entertainment, The Odyssey Band, who kept the guests dancing all night.

Photographer **Sonny Odom** for taking beautiful pictures of the event.

**Michael Foster, of MTEA Architecture, Inc.** for giving the invocation.

**The Association of the U.S. Army**, for sponsoring the Silent Auction.

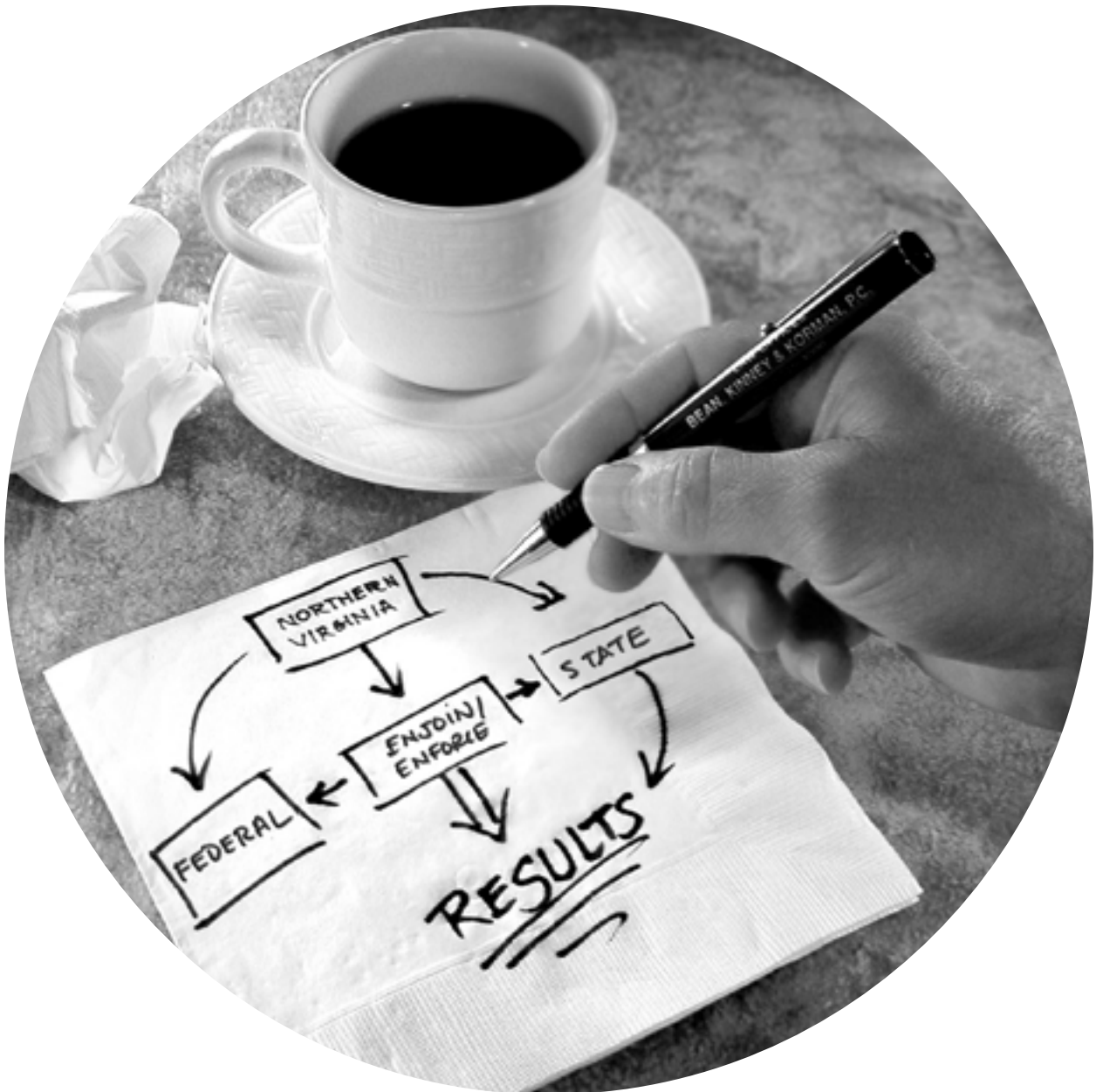
**Angel's Blossom** for creating fabulous and unique floral centerpieces.

**The Ritz-Carlton, Pentagon City** for being so accommodating, and for providing all of the guests with an elegant atmosphere and world-class service.

**GETTING IT DONE**  
**UNDER FIRE**

LITIGATION

CONCEPT. PLAN. IMPLEMENTATION.



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**& K** **BEAN KINNEY & KORMAN PC**  
 ATTORNEYS

GETTING IT DONE.

## Leadership Arlington is Accepting Applications!

**Deadline May 15<sup>th</sup>, 2006**



**L**eadership Arlington is currently accepting applications for the Class of 2006. Application deadline is May 15, 2006, 12 noon. For more information, please contact Pat Latour at 703-528-2522.

General information and the application may be found on the Leadership Arlington website: [www.leadershiparlington.org](http://www.leadershiparlington.org).

Leadership Arlington is celebrating its seventh year anniversary. With over 200 members, representing over 180 organizations, it has become an organization of vision and action for Arlington.

### Leadership Arlington's Monte Carlo Night 2006

**Saturday, March 25**

Opening Reception 7:30 p.m.  
 Monte Carlo Gaming 8 p.m. — 11:30 p.m.  
 Silent Auction until 10 p.m.

Ronald Reagan Washington National Airport—  
 Historic Terminal "A"

**Silent Auction Benefiting our Youth Program**

**Spectacular Buffet & Open Bar Throughout the Night**

Attire: Come as you wish, Come as you please... Just please come!  
 Card information may be faxed to Pat Latour at 703-522-5273.



### Youth Program Applications Now Available

Leadership Arlington Youth Program applications are now available on our website:

[www.leadershiparlington.org](http://www.leadershiparlington.org).

Applications are due by April 18<sup>th</sup>, 2006. Students must apply in their sophomore or junior year of high school and are selected to participate during their junior or senior year.

### Northern Virginia Coalition or Collision in Richmond?

**Leadership Arlington Speaker Series**

Tuesday, April 25  
 11:30 a.m. — 1:30 p.m. (lunch included).

For more information please contact Pat Latour at 703-528-2522 or go to [www.leadershiparlington.org](http://www.leadershiparlington.org).

## Welcome to New Members

### APARTMENTS

#### AVALON AT ARLINGTON SQUARE

Kristen VanHaaren, Senior Community Manager  
 2350 26<sup>th</sup> Court South  
 Arlington, VA 22206  
 Phone: 703-892-0300

**Sponsor: Brian Hefner, Staff**

Avalon at Arlington Square is a unique, neo-traditional village featuring 842 luxury apartments and town homes, some with first floor retail/office space. Residents enjoy a convenient location with amenities that are hallmarks of Avalon communities.

### CASINO

#### TROPICANA CASINO & RESORT

Lee Fister, Sales Manager  
 PO BOX 33363  
 Baltimore, MD 21218  
 Phone: (410) 467-6991

**Sponsor: Rich Doud, Staff**

### COMPUTER SERVICES

#### PRO-TELLIGENT

Judy Sebastian, CEO  
 1225 South Clark Street  
 Suite 1100  
 Arlington, VA 22202  
 Phone: 703-414-5520

**Sponsor: Cate Murray, Staff**

Pro-telligent is a fast-growing, woman-owned, small business that primarily focuses on the design, development, and deployment of quality computer services, innovative technology solutions, and strategic consulting to the public and private sectors.

### CONSTRUCTION

#### CLARK VENTURES AND CLARK CONSTRUCTION

Carmen Romero, Senior Associate  
 7500 Old Georgetown Road  
 Bethesda, MD 20814  
 Phone: 301-272-2975

### Sponsor: Brian Hefner, Staff

Headquartered in Bethesda, MD, Clark Construction is one of the nation's most experienced providers of construction services. An affiliate, Clark Ventures, provides project structuring and development services particularly for public-private partnerships.

### CONSULTANTS

#### RJM CONSULTANTS

Ralph Marlatt, President  
 1211 South Eads Street #1206  
 Arlington, VA 22202  
 Phone: 703-920-2152

**Sponsor: Rich Doud, Staff**

Association Management/Government Affairs/International Business Development

*Continued on page 8*

**DOG TRAINING****WOOF! DOG TRAINING CENTER, LLC**

Laura Sharkey, Owner  
4241-A North Pershing Drive  
Arlington, VA 22203  
Phone: 703-536-7877

**Sponsor: Brian Hefner, Staff**

WOOF! Dog Training Center is a Dog Training and Doggie Day Care Center.

**EMPLOYMENT SERVICES****APPLEONE**

Tiffany Fortune, Regional Manager  
4601 North Fairfax Drive, Suite 220  
Arlington, VA 22203  
Phone: 703-793-0934

**Sponsor: Brian Hefner, Staff****FINANCIAL SERVICES****AMERIPRISE FINANCIAL SERVICES**

Christopher Allen, Financial Advisor  
5870 Trinity Parkway, Suite 100  
Centreville VA, 20120  
Phone: 703-653-8946

**Sponsor: Sue Boyer, Nationwide Home Mortgage**

Personal financial planning including planning for retirement, asset allocation, investment, taxes, risk protection, education, small businesses, and estate preservation.

**FURNITURE DEALERS****MORE SPACE PLACE**

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Phone: 703-415-2500

**Sponsor: Brian Hefner, Staff**

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**INSURANCE****ALLSTATE (GOVINDANI INSURANCE AND FINANCIAL GROUP)**

Sid Govindani, Manager  
5547 Lee Highway  
Arlington, VA 22207

**Sponsor: Brian Hefner, Staff**

We provide insurance services for home, auto, life, and commercial. We also specialize in financial services.

**LAWYERS****ALBO & OBLON, L.L.P.**

David Oblon, Partner  
2200 Clarendon Boulevard, Suite 1201  
Arlington, VA 22201  
Phone: 703-312-0410

**Sponsor: Scott McGearry**

Albo & Oblon, L.L.P., one of Northern Virginia's 25 largest law firms, practices employment law, government contracts, business litigation, and criminal law.

**NEWSPAPERS****WASHINGTON EXAMINER NEWSPAPER**

Michael Warren, Account Executive  
6408 Edsall Road  
Alexandria, VA 22312  
Phone: 703-846-8525

**Sponsor: Brian Hefner, Staff**

The Washington Examiner is a local paper with a bigger view of the world. Serving over 260,000 homes daily over Virginia, Maryland, and DC.

**NON-PROFIT ORGANIZATIONS****AMERICA'S 9/11 FOUNDATION, INC.**

Ted Sjurseth, Founder  
13630 Barnhouse Place  
Leesburg, VA 20176-5460  
Phone: 703-771-0118

**Sponsor: Brian Hefner, Staff**

The foundation's mission is to give support to the men and women who each day place their lives on the line, the active Police/Fire/EMS members, so that our families, homes, businesses, and lives are protected, and to never forget September 11, 2001.

**PAYROLL SERVICES****ADP**

Melissa Mulzac, District Manager  
401 North Washington Street, Suite 200  
Rockville, MD 20850  
Phone: 301-298-7837

**Sponsor: Tami Anderson, Staff**

Provides payroll, tax filing, and much more to small businesses.

**PRINTERS****JAMIE NICHOLAS PRINTING & GRAPHICS**

Jamie Nicholas, President  
4812 North 20<sup>th</sup> Place  
Arlington, VA 22207  
Phone: 703-731-7966

**Sponsor: Jamie Nicholas**

Woman owned and operated business with 30 years of experience in the printing industry.

**PROMOTIONAL PRODUCTS****BALLYHOO!**

David Sklar, Owner  
2250 Clarendon Boulevard, Suite J  
Arlington, VA 22201  
Phone: 703-294-6075

**Sponsor: Jay Kelly, Bella Consulting**

In shop embroidery, screen printing, transfers, team wear, promotional products, and gifts.

**REAL ESTATE****CRAIG MASTRANGELO, RE/MAX DISTINCTIVE**

Craig Mastrangelo, President  
5210 27<sup>th</sup> Road, North  
Arlington, VA 22207  
Phone: 703-932-3622

**Sponsor: Sean Hosty, Legg Mason**

Real estate services working with buyers and sellers in Virginia and the District of Columbia.

**JOHN ERIC GROUP REALTORS**

John Eric, Realtor  
4600 Lee Highway  
Arlington, VA 22207

**Sponsor: Brian Hefner, Staff**

John Eric Group Realtors is a full service real estate group affiliated with Long & Foster Arlington, specializing in Arlington County and providing top notch service to buyers and sellers.

**MORROW & ASSOCIATES**

Randy Morrow, Realtor  
2121 North Military Road  
Arlington, VA 22207  
Phone: 703-629-1733

**Sponsor: Brian Hefner, Staff**

Weichert Realtor, specializing on real estate within the Beltway. NVAR Multi-Million Dollar Producer. Public speaking: specializing on overcoming obstacles to receive what you want in life.

**TURNBERRY TOWER ARLINGTON**

Nancy Itteilag, Director of Sales  
1850 North Ft. Myer Drive  
Arlington, VA 22209  
Phone: 703-243-3000

**Sponsor: Cate Murray, Staff**

Turnberry Tower is a 25-story luxury residential real estate building.

**WC & AN MILLER REALTORS**

Kip Laughlin, Broker  
6824 Elm Street  
McLean, A 22101-0550  
Phone: 703-356-0100

**Sponsor: Brian Hefner, Staff**

Laughlin Miller Realtors is a full service real estate firm, specializing in helping clients buy and sell homes in North Arlington.

**RESTAURANTS****RIRA THE IRISH PUB**

Connie Delauter, General Manager  
2915 Wilson Boulevard  
Arlington, VA 22201  
Phone: 703-248-9888

**Sponsor: Cate Murray, Staff**

RiRa is an authentic Irish pub and restaurant. Interiors have been shipped from Ireland and Meticulously. Eclectic Irish bistro food and classic America, Imported beer, and full wine, liquor and cocktail menu.

**TLJ HOSPITALITY, LLC**

Anthony Jones, Proprietor  
4829 North 26<sup>th</sup> Street  
Arlington, VA 22207  
Phone: 703-534-7545

**Sponsor: Brian Hefner, Staff**

TLJ Hospitality, LLC is the franchise area developer in Virginia for Bear Rock Café. Bear Rock Café is a quick-casual restaurant with an upscale mountain café atmosphere.

**STATIONERY AND INVITATIONS****ALWAYS WRITE FINE STATIONERY**

Diana Waller  
704 South Overlook Drive  
Alexandria, VA 22305  
Phone: 703-519-7292

**SPONSOR: Bob Strawn, Photography by Robert Allen**

Fine paper for all occasions for both business and social. Always Write offers corporate business cards, forms, gifts, business and personal stationery, holiday cards and invitations.

**SCHOOLS—UNIVERSITIES & COLLEGES****STRAYER UNIVERSITY**

Dan Jackson, Campus Director  
2121 North 15<sup>th</sup> Street  
Arlington, VA 22201  
Phone: 703-892-5100

**Sponsor: Brian Hefner, Staff**

**SOCIAL SERVICES ORGANIZATIONS****COMMONWEALTH OF VIRGINIA, DIVISION OF CHILD SUPPORT ENFORCEMENT**

Arlene Krohmal, District Manager  
2900 South Quincy Street, Suite 320  
Arlington VA 22206  
Phone: 866-488-2591

**Sponsor: John Murphy, Washington Workplace**

We enhance the well-being of children by obtaining financial and medical support by locating parents, establishing paternity, and establishing, monitoring, and enforcing support obligations.

**VISUAL COMMUNICATIONS****DIGITAL RATIO STUDIO**

Peter Popovic, Designer  
1200 North Nash Street, #855  
Arlington, VA 22209  
Phone: (202) 550-8047

**Sponsor: Cindy Engquist, All About You**  
Visual Communications from print to interactive, including design, web development, graphics, video, and 3D.

**YOGA****SAMATA YOGA THERAPY**

Gayle Fleming, Proprietor  
2904 South 13<sup>th</sup> Road #1  
Arlington, VA 22204  
Phone: 703-625-1358

**Sponsor: Carol Roller, Treehouse Coaching**  
Samata Yoga Therapy is a well-being coaching program for individuals who want to become more proactive and holistic in their approach to health and wellness. 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.

# Members IN THE News

**► HAULING & CLEANUP**

Kyle Clifford, owner of **Reliable Hauling**, was featured in the Fix-It Column in the December 15 edition of the **Washington Post** Home Section. The article, entitled "Step 1: Call for Help," provided tips and insights into assembling furniture, one of the many services provided by **Reliable Hauling**. A copy of the article can be seen at [www.ReliableHauling.com](http://www.ReliableHauling.com)

**► HOTELS**

Chris Draper was recently promoted to General Manager of **Hyatt Arlington**. In his new position, Draper is responsible for managing all day-to-day operations at **Hyatt Arlington**.

**Hyatt Hotels** is partnering with the **Arlington County Police, Fire, and Sheriff's Departments** to host a charity basketball tournament benefiting the **Arlington County Chapter Red Cross** on March 18<sup>th</sup> at **Marymount University**. This will be the Second Annual Bravest (ACFD) vs. Finest (ACPD), and the first "Community March Madness" to commemorate March as **Red Cross Month**. All proceeds will go to the **Arlington Chapter of the American Red Cross**.

**► NON-PROFIT ORGANIZATIONS**

The **USO of Metropolitan Washington** joined with the **Sheraton National Hotel** to present the 2<sup>nd</sup> "Stars & Stripes, Diamonds & Clubs" Casino Night in November. The event raised \$30,000 for the **USO-Metro Organization** through ticket sales and live and silent auctions. The **Sheraton National Hotel** donated food and beverage at cost for the event, as well as complimentary rooms for many of the corporate attendees.



Brigg Owens, former Washington Redskin's Football Player, **Elaine Rogers, USO-Metro** President and **Paul Giovanini**, General Manager of the **Sheraton National Hotel**.

**► NON-PROFIT ORGANIZATIONS—VOLUNTEER**

The **Arlington Jaycees** will support Robert Pierre Johnson Housing Development Corporation's Second Annual Monte Carlo Night, May 12<sup>th</sup>. The event will benefit its affordable rental and volunteer home repair programs for individuals and families with limited income. To buy tickets, or to inquire about the event, please contact **Leandra FINDER** at 703-473-7245 or [llfcap@aol.com](mailto:llfcap@aol.com).

**► RESTAURANTS**

Food critic, Tom Sietsema, recently reviewed **Willow** in **The Washington Post** Magazine's Dining section. Sietsema wrote, "**Willow** tastes like a major player." Additionally, **Willow's** modern European continental cuisine was described in December's **Washingtonian** magazine as possessing "flashes of brilliance, and in January's **Washingtonian**, **Willow** was placed on the 100 "Very Best Restaurants" list.

**► SOCIAL SERVICE ORGANIZATIONS**

Thousands of local families enjoyed a joyous holiday season in 2005 thanks to **Northern Virginia Family Service's (NVFS)** Holiday Initiatives Drives. The drive was a huge success amounting to approximately \$100,000 in gifts, groceries, gift cards, and monetary contributions.

## Thanks to Members who renewed in January and February!

### January

AHC, Inc.  
Arlington Autocare, Inc.  
Arlington Blue Top Cab  
Arlington County Medical Society  
Arlington Economic Development  
Arlington Funeral Home  
Arlington Heating & Air Condition, Inc.  
Arlington Public Schools  
American Apparel & Footwear Association  
American Service Center  
Arlington Historical Society, Inc.  
Arlington Players  
Arlington Transportation Partners  
American Red Cross—Arlington Chapter  
Animal Welfare League  
Arlington Yellow Cab Co., Inc.  
Arlington-Alexandria Coalition for the Homeless  
Army Navy Country Club  
Association of the U.S. Army  
Arthur Lander, SPA & Attorney  
Axxan Corporation  
Ballston Common Mall  
BB&T  
Bergmann's Cleaning  
B.M. Smith & Associates, Inc.  
Billy Buck, Buck & Associates  
BOK Custom Framing  
Casual Adventure  
CB Richard Ellis  
Cherrydale Veterinary Clinic  
Chi Associates, Inc.  
Clarendon Dental Arts  
Cold Stone Creamery—Ballston  
Colonial Parking, Inc.  
Colonial Village Shopping Center, LC  
Columbia Memorial Park, Inc.  
Conklyn's Florist  
Comcast Cable  
Crown Plaza Washington National Airport  
Crystal City Marriott  
Crystal Gateway Marriott  
Crystal Quarters  
Danzo, LLC dba Fastsigns  
David A. Bell, Clerk of the Circuit Court  
Design Cuisine  
Dominion  
Doubletree Crystal City  
Ecology and Environment, Inc.  
Executive Apartments, Inc.  
Friends of the Arlington County Library  
Fulbright & Jaworski, LLP  
George Mason University  
Geo. H. Rucker Realty Corporation  
Giant Food  
Guernsey Office Products  
Guest Services  
Harris Teeter  
Heidelberg Pastry Shoppe  
Hilton Garden Inn  
Hilton Arlington & Towers  
Holiday Inn Arlington at Ballston  
Holiday Inn Rosslyn  
Hughes & Associates, PLLC  
Hyatt Arlington at Washington's Key Bridge  
Hyatt Regency, Crystal City  
The IDI Group Companies

The Italian Store  
Key Bridge Marriott Hotel  
King and Nordlinger, LLP  
Lawson, Tarter & Charvet, PC  
Marymount University  
Mereck Associates  
Mickey Simpson, Ltd.  
Metropolitan Washington Airports Authority  
Morton's  
Murray Enterprises  
Murray, Jonson, White & Associates, OTD  
Murphy Funeral Homes  
Navy League of the United States  
Northern Virginia Community College  
PNC Bank  
Premier Personnel  
Projects MF  
Quality Hotel Arlington  
Red Top Cab Company of Arlington  
Regardie, Brooks, & Lewis, Chtd.  
Reynolds Maps, Inc.  
Ristorante Portofino  
The Ritz-Carlton, Pentagon City  
Russell Arkin, RE/MAX Distinctive Real Estate, Inc.  
Sequoia Management Company, Inc.  
Sheraton National Hotel  
Sheridan, Behm, Eustice & Associates, Ltd.  
Shirlington Shell  
Skardon Pover, Inc. Visual & Marketing  
Snell Construction Corporation  
Sowa Printing & Graphics  
Standard Graphics Mid-Atlantic, Inc.  
Strayer University  
Strategic Analysis  
TCS Building, INC.  
Tivoli Restaurant  
United Way of the National Capital Area  
Verizon  
Virginia Hospital Center  
Virginia Commerce Bank  
Walsh, Colucci, Lubeley, Emrich & Trepak, P.C.  
Washington Area New Automobile Dealers Association  
Washington Business Journal  
Washington Gas—Virginia Division  
Washington Golf and Country Club  
Washington Post  
WETA  
YMC, Arlington Branch

### February

Arlington Street People's Assistance Network  
Bregman, Berbert, Schwartz & Gilday, L.L.C.  
Capitol Travel Medicine  
Comfort Inn Arlington Boulevard/DC Gateway  
Hendry House  
Law Office of Ethan J. Friedman  
Lebanese Taverna Group  
Murder Upon Request  
Post Pentagon Row  
Residential Program Center  
Sean Hosty, Legg Mason  
Women in Military Service for America

## Roundtable Report

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

The Chamber sponsored Roundtable is an open discussion forum held on the fourth Wednesday of each month at the Chamber, facilitated by **Jim Whelan** of **ProActive Corporation of America**.

### December 2005

#### The Un-Mystery of Marketing—Buyers don't buy from sellers they don't know!

The December Arlington Business Roundtable started with the premise—People tend to do business with companies they know. But how do they hear about you? Getting the word out is key to letting people know you're in business. At what price? How about free? Roundtable participants investigated all the possible avenues:

- Get mentioned in the press—Pick out the press outlet that covers your field. Who is the reporter writing the articles? What's your attention grabber?
- Write articles for newsletters or magazines—Who are you trying to reach? What do you have to say of interest? What are the industry leaders reading? Do their professional association communications outlets accept outside contributions? Do you need an editor to spice up your text?
- Speak every chance you get. Public speaking places you in front of an audience, an audience that might include potential buyers. White knuckled speaker? Go to Toastmasters and improve your public speaking skills.
- Become active in the Chamber: join a committee, volunteer, attend Business After Business, speak at the monthly Breakfast Connections.
- Visit a number of networking groups and pick one that fits.

### Business Roundtable

Wednesday, March 29  
11:45 a.m.—1 p.m.  
Chamber Board Room

#### TOPIC:

#### Relationship Marketing—How to Work by Referral Only

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

Please register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org).

Questions?

Please call 703-525-2400

**Bottom line from this roundtable? Woody Allen said 80% of success is showing up. Become known to a wide range of audiences; zero in on the audiences that will put you in front of potential buyers. Use every means available. Get any and all help that you need to make a good impression. Just show up.**

**Correction**

In January's newsletter, we incorrectly titled the topic of the November Business Roundtable. The correct title of November 16<sup>th</sup> Business Roundtable was: "How to Turn a Big Mistake into a Big Opportunity."

**NETWORK AT OUR  
BusinessAfterBusiness**

The Chamber's Business After Business provides just that—a place to make connections outside of the office. Join us as we visit **Main Event Caterers** for fabulous food and drink and one-of-a-kind mixing and mingling opportunities.

Please register for this event before noon, on March 23. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

**BusinessAfterBusiness**

Thursday, March 23  
5:30–7:30 p.m.

Please note the time change, due to parking challenges in the area. Valet parking will be available for your convenience.

Hosted by  
**Main Event Caterers**



**SMART Start**

**SMART Start is a free Networking Seminar and Information Session.**

**Wednesday March 1, 2006 at 11:45a.m. – 1:00 p.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.**



**Thanks go to...**

- All of the individuals who contributed to the success of the first Breakfast Connection of 2006, especially: the event moderator, **David Stevenson of Omnino Network**, our speakers: **Eric Martin of iRides** and **Greg Welsh of TechInfusion, LLC**, and table sponsor: **Ed Geisler of Community Phonebook.**
- **PNC Bank, Ballston** for hosting the January Business After Business.
- **WETA** for hosting the January Board Meeting and **Lebanese Taverna** for catering a delicious lunch for the board members.

**HAPPY ANNIVERSARY!**

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

**JANUARY AND FEBRUARY**

CB Richard Ellis, Inc.	5
Colonial Village Shopping Center, LC	5
Hughes and Associates, PLLC	5
Lawson, Tarter & Charvet, PC	15
TCS Building, Inc.	15
Arlington Economic Development	20
Ballston Common Mall	20
Chi Associates, Inc.	20
Holiday Inn Arlington at Ballston	20
Sequoia Management Company, Inc.	20
Tivoli Restaurant	20
Arlington Public Schools	25
BOK Custom Framing	25
Hyatt Regency Crystal City	25
Shirlington Shell	25
American Apparel & Footwear Association	30
Brooke Rental Center, Inc.	30
Buck & Associates	30
Executive Apartments, Inc.	30
Hyatt Arlington at Washington's Key Bridge	30
American Red Cross Arlington Chapter	35
Casual Adventure	40
Quality Hotel Courthouse Plaza	45
Virginia Hospital Center	45
Arlington Funeral Home	50
Arlington Yellow Cab Co., Inc.	50
Giant Food, LLC	65

**Are You Feeling Lucky?**

January's Business After Business event at **PNC Bank, Ballston** attracted a record-breaking number of attendees; however, the large number of event attendees did not prevent **Sue Gruskiewicz of Edward Jones** from beating the odds. **Sue's** name was randomly chosen from the membership list during the "first chance" drawing, making her the winner of \$1,300! Remarkably, at the previous Business After Business event in November, at Rosslyn Spectrum Theatre, **Denise Marshall Roller of Arlington County Cultural Affairs** was the winner of the "second chance drawing;" **Denise** happily claimed half of the then-jackpot of \$1,300. Don't miss our monthly Business After Business events; after all, the third time's a charm!



**Sue Gruskiewicz excitedly claims her \$1,300 prize at January's Business After Business**



## More from the Gala

(from left to right)  
The Honorable  
**Ingrid Morroy**,  
Arlington County  
Commissioner of  
Revenue, and  
**Sonia Johnston**  
of **James  
Monroe Bank**.  
Photography by  
**Sonny Odom**,  
Photographer.



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

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

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