



## Arlington Chamber teams up with Microsoft and the U.S. Chamber of Commerce to Offer Cyber Security Program

By Avery Ash, U.S. Chamber of Commerce



**O**n May 17, 2006 the Arlington Chamber of Commerce's e-Council will be hosting a luncheon in partnership with Microsoft and the U.S. Chamber of Commerce to educate local businesses on cyber security and how to best protect themselves and their businesses.

This luncheon is one of twelve scheduled for across the country. Titled the "Get Net Safe—Protect Your PC, Yourself, and Your Family" USA Tour, the tour combines the forces of Microsoft, U.S. Chamber of Commerce, the Department of Commerce, Federal Trade Commission, the National Center For Missing and Exploited Children, Best Buy/Geek Squad, National Cyber Security Alliance, i-SAFE America and the American Association of Retired Persons. At each tour stop there will be multiple events over three days, with each event speaking to different audiences to ensure that the dangers of cyber security are widely recognized among businesses, seniors, parents, and children.

Cyber security affects nearly every company and every individual in the United States, and as networked information systems and the Internet become more pervasive in business and personal activity, it is imperative that we protect ourselves and our information assets. System outages cost businesses millions of dollars in lost data, manufacturing downtime, and PR damage. Furthermore, risks to information systems from hackers,

*Continued on page 10*

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### SAVE THE DATE

State of the County  
Wednesday, June 7,  
7:30 a.m.

Thank you to our sponsor,  
Crescent Resources, LLC

## Celebrate Arlington's Best Businesses at the 11th Annual ABBIE Awards

### 11<sup>th</sup> Annual ABBIES Awards Ceremony

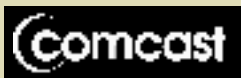
Honoring Arlington's best businesses.

Tuesday, May 16, 2006  
7:30 a.m.

**Sheraton National Hotel**  
900 South Orme Street

Register today!  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)  
or 703-525-2400

A special thank you to our sponsor



**O**n Tuesday, May 16<sup>th</sup>, The Arlington Chamber of Commerce and the Arlington Economic Development Commission will hold the 11<sup>th</sup> Annual ABBIES Awards. The ABBIES are designed to celebrate the achievements and contributions of Arlington businesses, acknowledging the very best businesses that Arlington has to offer. The prestigious ABBIES Awards will be presented to those who are deemed Arlington's Best Business, businesses that have achieved success and growth over the lifetime of their business. ABBIES winners focus on giving back to the community and making Arlington a better place to live and work. After going through a rigorous selection process, the best candidates are selected from a pool of fabulous nominees. Join the Chamber in acknowledging this year's ABBIES winners, and celebrating Arlington's wonderful business community.

A special thank you to our sponsor **COMCAST Cable Communications.**



# The Chamber

Arlington Chamber of Commerce

*Opportunity. Leadership. Results.*

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Member: Virginia Chamber of Commerce

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\*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 MAY



### 1 Monday

June *Arlingtonian* contents due

Ambassador's Committee Meeting  
4:30–6 p.m.

Chamber Board Room

### 2 Tuesday

Community Action Committee Meeting

8–9 a.m.

Chamber Board Room

### 3 Wednesday

Smart Start

7:45–9 a.m.

Chamber Board Room

### 10 Wednesday

Executive Committee Meeting

8–9:30 a.m.

Chamber Board Room

### 11 Thursday

Business After Business

5–7 p.m.

Ruth's Chris Steakhouse

### 16 Tuesday

ABBIES Awards

7:30 a.m.

Sheraton National Hotel

### 17 Wednesday

Get Net Safe—Protect Your PC, Yourself, and Your Family, event hosted by the Arlington Chamber's

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.

e-Council, in conjunction with the U.S. Chamber and Microsoft  
11:30 a.m.

Sheraton National Hotel

### 18 Thursday

Breakfast Connection

7:30–9 a.m.

Holiday Inn, Ballston

### 19 Friday

May Board of Directors Meeting  
Fort Myer Military Community Officer's Club

### 22 Monday

June *Arlingtonian* inserts due

Membership Development Committee

5–6:30 p.m.

Chamber Board Room

### 24 Wednesday

Education & Workforce Development Committee Meeting  
4–5 p.m.

Chamber Board Room

### 29 Monday

Memorial Day  
Chamber office closed

### 31 Wednesday

Business Roundtable

11:45 a.m.–1 p.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.

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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

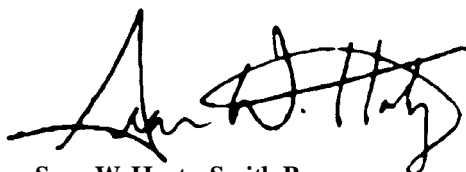
In my report last month, I discussed the various Chamber Committees and how they help the Chamber and your business. For this report, I'd like to highlight the Chamber's monthly networking events and encourage your participation. While every Chamber event is an opportunity to meet people and market your business, there are two events that are designed specifically for networking: The Breakfast Connection and the Business after Business.

The Chamber's Breakfast Connection is quickly becoming one of the best Chamber networking events available. For those of you who haven't heard, the format of the Breakfast Connection has been changed. In the past, each participant stood up and introduced him or herself and his or her business to the entire room. While this was effective for many of our members, the process was increasingly time consuming as the event attendance grew. In essence, the more people who attended the Breakfast Connection, the longer the introductions took and the less effective they became as people were more and more concerned with the time limitations. After reviewing successful breakfast events at other organizations, we have made improvements to the Breakfast Connection that I think you will enjoy.

The new format is similar to prior Breakfast Connections in that you will still go around your table and introduce yourself to the other members. You can ask questions and learn more about each person and their business, and vice versa. Then, after you have completed your breakfast and everybody at your table has introduced themselves, you will be assigned to a new table with a new group of people and repeat the process. Once again, you introduce yourself and your business and learn more about each other. Then, tables are switched again, and the introduction process is repeated. The main difference between the new and old formats is the fact that you will no longer stand up and introduce yourself to the entire room. However, with the new procedure, we hope you will meet more people on a personal level and be able to interact with business members you haven't met before—instead of just the people at your first table. Judging from the feedback and the rising attendance at the event, I think you will find these improvements to be beneficial and a more productive use of time. So far, we have received very positive feedback.

Another great event is the monthly Business after Business. This event is certainly one of the most fun networking events in Arlington. If you have not attended a Business After Business, you are in for a great night. Each month, a different member hosts, provides drinks, Hors d'oeuvres and the location. Additionally, there are several exciting door prizes awarded to attendees. This event is less structured and resembles a casual happy hour. If you haven't been to a Business after Business recently, you can look forward to meeting some of the best people and learning about some of the best businesses in Arlington, all while having a great time! Many members find that the Business after Business is the easiest and most enjoyable way to meet new people and make business contacts.

To get the most of the Chamber and to meet the most people, these two events are the best Arlington has to offer. Networking is the key to most business success, and the Chamber is working hard to help you have fun while doing it. For more information on the next monthly networking event, visit the Chamber website at [www.arlingtonchamber.org](http://www.arlingtonchamber.org).



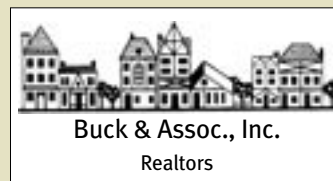
Sean W. Hosty, Smith Barney

2006 Chairman



Sean W. Hosty

### 2006 Annual Corporate Sponsors



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## TRD Corner

**A** special thank you to

- The TRD Campaign Sponsor, **Comcast**
- Small Business Sponsors, **Edward Jones** and **Silverwood Homes**
- Training Sponsors, **Harris Teeter** and **George Mason University**
- Kickoff Sponsors: **Harry's Tap Room** and **Clarendon Dental Arts**
- **Dave Guernsey**, of **Guernsey Office Products** for speaking at the Campaign kickoff



*Dave Guernsey, of Guernsey Office Products provides a speech to the TRD volunteers, encouraging them to get out there and sell, sell, sell!*

**Campaign Participants— Mark your calendars for these exciting upcoming **The Places We'll Go!** Campaign events:**

- Reward Session #3 on May 4 at **Ritz Carlton, Pentagon City**
- Reward Session #4 on May 11 at **Ruth's Chris Steak House**
- Reward Session #5 on May 18 at **Arlington Cinema and Drafthouse**
- Reward Session #6 on May 25 (Location To Be Determined)

*Thank you to the Gold Sponsor of the Campaign.*

comcast

# The Places We'll Go!

## Gene Brown, Director of the Arlington Center of Northern Virginia Community College (NVCC), and Charles Perry of HNTB Join the Board of Directors



**Gene Brown** began working at NVCC in 1981, initially as a math professor. Later, he became the Dean of Division of Science and Applied Technology until he was promoted to his current position, Director of the Arlington Center. In his current position, **Gene Brown** oversees the day-to-day operations of the instructional program, which includes classes offered in administration of justice, business, information technology, and workforce

development. **Brown** also works with businesses to provide education and training that enables employees to remain current in their field and able to seize opportunities for advancement.

**Charles Perry** started his career with VDOT. His last VDOT assignment was the District Engineer for Northern VA. His 36 year career has been devoted to transportation. After leaving VDOT, he joined William A. Hazel, Inc. and is now Vice President with **HNTB**. He currently manages their practice in the District of Columbia, Maryland, Virginia and West Virginia.



## Local Heroes Honored in the 24<sup>th</sup> Annual Valor Awards

On April 4, the Arlington Chamber of Commerce honored members of the **Arlington County Police, Fire, and Sheriff Departments**, as well as other agencies serving Arlington County, who have exemplified extraordinary heroic actions and an exceptional performance of duty. The 24<sup>th</sup> Annual Valor Awards took place at the Officer's Club at **Fort Myer**. There were nearly 250 members of the community in attendance at the event, including many top political and business leaders from the County.

The following individuals/organizations were recognized at the 24<sup>th</sup> Annual Valor Awards:



*The 2006 Valor Award Honorees*

### **Arlington County Office of the Sheriff**

**Christopher Motley** and **Deputy Angelo Morris**'s bravery and quick thinking were rewarded with a Lifesaving Award. In the May of 2005, **Christopher Motley** was assigned to a housing unit in the detention facility and came upon a woman attempting to injure herself; Motley discerned that the woman was clearly in need of urgent care, so he maintained communications with the inmate and checked on her repeatedly. During one of his rounds, he realized that the inmate had attempted to kill herself, so he called on **Deputy Angelo Morris** for assistance. Together, they saved the inmate's life.

**Nancy Powell** was given the Meritorious Service Award, an honor she earned through 15 years of dedicated service to the **Arlington County's Sheriff's Office**. She is known for her superior administrative skills and her exceptional work ethic. Over the course of Ms. **Powell**'s career, she has changed her position/role, regularly increasing and expanding her responsibilities; she always handles both her previous and new responsibilities with professionalism and tirelessness.

### **Arlington County Fire Department**

Firefighters/EMT IIIs, **Chris Hill** and **Justin Scott** were awarded the Lifesaving Award for their bravery and dedication on November 26, 2004. On that day, the two EMT's were dispatched to a "medical trouble unknown." When **Scott** and **Hill** arrived on the scene they discovered a 14-year-old boy in cardiac arrest. As a team, the two took over the rescue, and worked to resuscitate the boy, intubating the patient's trachea, and administering sodium bicarbonate. Thanks to the quick thinking of **Justin Scott** and **Chris Hill**, and the contributions of other rescue personnel on the scene, resuscitation efforts were not futile, and the boy survived.

**Captain William Shelton** was honored with the Meritorious Service Award. Since **William Shelton**'s appointment to the **Fire Department** in 1996, he has been committed to learning and knowledge, constantly volunteering for

training in new skills and specialties. **Captain Shelton** coordinated and led Instructor 1 Certification training and 2 Instructor Update Schools for the Fire Department, efforts that clearly benefit the organization. The success of such programs is attributed to the professionalism and technical expertise exuded by **Captain Shelton**.

### **Arlington County Police Department**

**Officer Christopher Cook** was honored with the Valor with Lifesaving Award for his courageous actions and his willingness to face danger in order to save a life and protect others. In February of 2005, **Officer Cook** was at the **Virginia Hospital Center** investigating a report of an assault. **Cook** was waiting outside of the suspect's room, when the suspect began to stab himself with scissors. The suspect's doctor ran from the scene, out of fear for his own safety, and **Cook** stepped in quickly to subdue the suspect and prevent him from causing further injury to himself. His actions saved the life of the suspect and secured the safety of the hospital workers and other visitors of the Hospital.

**Officer Michele Florio** and **Officer Aviv Bercovicz** received the Valor Award for their courageous actions last December. On Christmas day, one year ago, **Florio** and **Bercovicz** responded to a call and found a ground floor apartment fully engulfed in flames. Without hesitation, they ran into the building and began to alert the other residents that the building needed to be evacuated. They continued to alert each and every resident, even as the hallways filled with smoke. Thanks to the Officers' bravery, all of the residents were evacuated before the **Fire Department's** personnel arrived on the scene, preventing what might have been a tragedy for the tenants.

**Lieutenant Ray Harp** was honored with the Meritorious Service Award, for his 32 year long service and commitment to the **Arlington County Police Department**. Over the past 7 years, **Harp** has supervised more than 30 Homicide Investigations. Within the Homicide/Robbery unit, **Lieutenant Harp** initiated a cold case unit counting only on

*Continued on back page 6.*

*Valor Awards, continued from page 5*

existing resources. **Harp** realized that there was a need for additional resources so he developed an internship program in conjunction with **George Washington University** and **Marymount University**. The intern program has been so successful that national and international law enforcement agencies have reviewed it for use. **Lieutenant Harp** provides a wealth of knowledge, experience, and expertise to his department, and his service record is a testimony to his dedication to the **Arlington County Police Department** and the community.

### Special Award Presentation

The 24th Annual Valor awards featured a special awards presentation that honored the communal efforts, and the collective professionalism and valor of **The Arlington County Police Department**, the **Arlington County Fire Department**, the **Arlington County Office of Emergency Management**, the **Pentagon Force Protection Agency**, and the **Virginia State Police**. The aforementioned organizations were awarded for their participation on April 18th of last year, when a collision between a trash truck and a school bus took place, causing the death of two school children and various other injuries to individuals involved. Public Safety workers from virtually all Arlington-based agencies were called upon, and participated in situation management, extraction, rescues, and triage.

### A special thanks to the following individuals and organizations:

- **Virginia Hospital Center**, Presenting Sponsor
- **CVS Pharmacy**, Gold Sponsor
- **The Combined Color Guard**, for presenting and retiring the Colors.
- **Sergeant Major Abe Vega** of **Fort Myer**, for leading the attendees in the Pledge of Allegiance.
- **Chaplain Vincent Guss**, Director of Pastoral Care at **Virginia Hospital Center**, for providing an eloquent and touching invocation.
- **Margi Dwyer** and the **Randolph School Chorus** for their performance of "You are Our Heroes," a lovely tribute to the honorees and guests.
- **Robert P. Crouch Jr.**, Assistant to the Governor for Commonwealth Preparedness for addressing the attendees.
- **Doug McKelway**, **WJLA/TV 7**, for presenting the awards to the recipients.



*Representatives from the 5 Arlington-based departments/organizations who were honored with a special award at this year's Valors (from left to right): First Sergeant John DeFord of the Virginia State Police, Major William Stout of the Pentagon Force Protection Agency, Chief James Schwartz of the Arlington County Fire Department, Bob Griffin of the Arlington County Office of Emergency Management, and Chief M. Douglas Scott of the Arlington County Police Department.*

- **Sheriff Beth Arthur**, **Chief James Schwartz** of the **Arlington County Fire Department**, and **Chief M. Douglas Scott** of the **Arlington County Police Department**, for assisting in the presentation of awards
- **Fort Myer** and the **Officer's Club** for hosting the event, and providing comfortable and pleasant service to our guests.
- The individuals who donated money to help pay for the families of guests and honorees at this event: **Benjamin Smith, Jr.** of **B.M. Smith & Associates, Inc.**, **C. Rodney Francisque** of **BB&T Bank**, and **Shelly Goorevich** of **Ruth's Chris Steak House**.
- **Dan Kain Trophies, Inc.** for their wonderful talents in creating awards, and for working with our tight deadlines.



## Leadership Arlington is Accepting Applications

Deadline Monday, May 15, 2006  
at 12 p.m.

For more information please  
contact **Betsy Frantz** at  
703-528-2522 or visit  
[www.leadershiparlington.org](http://www.leadershiparlington.org)  
for general information and the  
application .

# Welcome to New Members

## AUTOMOBILE DEALERS – NEW & USED CARS

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3065 South Woodrow Street  
Arlington, VA 22206  
Phone: 703-728-2067

### **SPONSOR: Paula Adkins, KWIK KOPY**

True Wind Coaching, LLC is a business coaching and career coaching company working with individuals with great ideas, challenging goals, and already successful businesses or careers.

## COMMUNITY OUTREACH

### BACKFENCE.COM

Amanda Graham, Director of Sales  
8133 Leesburg Pike  
Vienna, VA 22182  
Phone: 703-942-6280

### **SPONSOR: Brian Hefner, Staff**

Backfence.com captures community

knowledge and makes it available to all. It provides opportunities for people to share information with their neighbors and a place for everyone to comment on that information. It brings together the community's collective knowledge.

## EMPLOYMENT SERVICES

### VULCAN EMPLOYMENT SERVICES, INC.

Jason Rizzo, Vice President of Marketing  
6493 Windham Avenue  
Alexandria, VA 22315  
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### **SPONSOR: Brian Hefner, Staff**

Vulcan Employment Services, Inc. is a permanent placement, temporary to permanent, and temporary employment agency.

## PHONE BOOK

### YELLOW BOOK USA

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4115 Annandale Road  
Suite 305  
Annandale, VA 22003  
Phone: 703-916-1000

### **SPONSOR: Brian Hefner, Staff**



## 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. Banks
3. Real Estate
4. Hotels
5. Apartments–Furnished

### Top 5 Keywords:

1. Real Estate
2. Hotel
3. Restaurant
4. Copier
5. US

## NETWORK AT OUR **BusinessAfterBusiness**

The Chamber's Business After Business provides a place to make connections outside of the office. Join us as we visit **Ruth's Chris Steak House** 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 note: The regular cost of this month's Business After Business will increase by \$10, benefiting the Chamber's Scholarship Fund.**

Additionally, valet parking begins at 4:45 for a charge of \$5. If you choose to self park in the garage at 23<sup>rd</sup> and Crystal Drive, underneath the Ruth's Chris Steak House, please bring your ticket to the event, and Ruth's Chris will be happy to provide validation for the duration of the event (up to 3 hours).

Please register for this event before noon, on May 11. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

### **BusinessAfterBusiness**

Thursday, May 11, 5–7:30 p.m.

Hosted by **Ruth Chris Steak House**



## HAPPY ANNIVERSARY!

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

### APRIL

Arlington Jaycees

15

# Members IN THE News

## ► AIRPORTS

Governor Tim Kaine announced the signing of a Memorandum of Understanding between the Commonwealth of Virginia and the **Metropolitan Washington Airports Authority (MWAA)** to operate the Dulles Toll Road and to construct rail to Dulles Airport and beyond into Loudoun County. The **Airports Authority** will expedite completion of the rail project, as well as assume operational responsibility for the Toll Road. In other **MWAA** news, the **Airports Authority** expects to begin preparation for construction of the first of two new runways this spring.

## ► BANKS

Mercantile Bankshares Corporation and **James Monroe Bancorp, Inc.** have announced a definitive merger agreement in which Bankshares will acquire **James Monroe** in a transaction valued at approximately \$142.9 million in stock and cash. The acquisition of **James Monroe Bank** will add \$530 million in total assets, \$378 million in gross loans, \$471 million in total deposits, and 6 full-service branches and loan production offices in Northern Virginia and the suburbs of Washington D.C. **James R. Maxwell**, President and CEO of **James Monroe Bank** says he looks "forward to being an integral part of Mercantile's plan to expand their franchise in Northern Virginia."

Dennis M. Coombe, of **United Bank** has been promoted to Chief Credit Officer. Mr. Coombe, who joined **United Bank** in 2000, was previously a Market President in the Bank's Corporate Lending Division. Mr. Coombe has over 30 years of commercial lending experience and holds an MBA from **George Mason University**.

**Virginia Commerce Bank** has grown rapidly in recent months, and continues to expand. The bank's accelerated branching strategy includes the opening of 6 branches in the past 18 months, and 4 more branches scheduled to open this year; further, a fourth region has been added to **Virginia Commerce Bank's** retail structure.

## ► CATERING

On March 30, the International Special Event Society (ISES) Awarded **Main Event Caterers** its prestigious 2006 Best Cuisine Award. The 11th Annual Capital Awards Gala recognized achievement in outstanding special events, food presentation, and entertainment production in the Greater Washington area. Out of hundreds of events submitted each year, **Main Event Caterers** has been nominated as one of the top three in "Best Catered Cuisine" ever since they joined the ISES in 2004. Further, in 2005 and 2006, **Main Event** received two out of three nominations in the category for Best Cuisine at a Catered Event.

## ► COMMUNICATIONS & TIME MANAGEMENT SEMINARS

**Diane Cohen** of **Cohen and Company** will give a public speaking skills workshop, "Sweaty Palms and Dry Throats" at the National Women's Business Center conference, "Women Changing the World... of Business," in June. Visit [www.businesswomensconference.com](http://www.businesswomensconference.com) for more information and registration. **Ms. Cohen** also spoke recently at 40-Plus, a non-profit, self-help, volunteer organization that offers services to professionals in job and career transition.

## ► DANCE SCHOOL & DANCE COMPANY

The **Center Dance Company's** Spring Concert, "Choreographic Collage," will be held this month on May 13 at 7:30 p.m., at the Thomas Jefferson Community Theatre. "Choreographic Collage" offers something for audience members of every age and interest. For tickets and information call 703-522-2414.

## ► HOTELS

In an effort to provide guests with more dining choices during their hotel stay and support travelers who are committed to maintaining a healthy lifestyle while traveling, **Radisson Hotels & Resorts** has announced its new "Tasteful Choices" menu. The recipes were developed by the Culinary Institute of America and will be incorporated in a variety of ways.

## ► IT CONSULTING

**Blue Raster LLC** was awarded ESRI Business Partner of the Year for the Washington D.C. Region at the ESRI Worldwide Conference held in Palm Springs, California. ESRI Partners of the year are selected for their continued support of ESRI, sales efforts, ingenuity, creativity, and contributions towards technology development.

## ► NETWORKING/REFERRAL CLUB

During March the lead-share group **Northern Virginia Business Referrals** added **Cristina Guevara** of **Govindani Insurance and Financial Group LLC** to its membership rolls. **NVBR** will maintain its customary meeting schedule of every Tuesday morning from 7–8:30 a.m. at the **Metro 29 Diner**. Visitors are welcome—let **NVBR** be your sales force!

## ► NON-PROFIT ORGANIZATIONS

The **Arlington Food Assistance Center (AFAC)** marks Hunger Awareness Day on June 6, 2006. Dine at one of the participating restaurants on June 6<sup>th</sup>, and help feed needy families in Arlington. Participating restaurants will donate 25% of the evening's proceeds to **AFAC**. Please visit the website: [www.afac.org](http://www.afac.org), for a list of participating restaurants. Businesses are also welcome to contribute with a food drive and/or a financial contribution. For more information call **Christine Lucas** at 703-845-8486.

On June 21, 2006, The **Center for Multicultural Human Services (CMHS)** is presenting A Thousand Feet, A Joyful Beat at the Clarendon Ballroom in Arlington. This event will feature a fun-filled evening of multicultural dancing and performances. The event will raise funds in support of **CMHS's** programs for immigrant and refugee children and their families who have been affected by war and other trauma, and are struggling to rebuild their lives in the metropolitan DC area.

## ► PARTNERSHIPS

In response to a critical nursing shortage in the Washington, D.C. region and nationwide, **BB&T**, Inova Health System, and **Marymount University** have joined forces to encourage men and women to enter the nursing field by earning a second bachelor's degree—this time in nursing. **BB&T** has provided

*Continued on page 9.*

*Members in the News, continued from page 8.*

**Marymount** with \$750,000 to endow a scholarship fund to benefit individuals entering the University's second-degree Bachelor of Science in Nursing Program. Each year, the fund's interest will be matched by philanthropic gifts raised by Inova's foundation, and the combined dollars will be made available for scholarships.

#### ► RESTAURANTS

**La Tasca Spanish Tapas Bar and Restaurant's** "Taste of Spring—Wine Tasting Dinner Series" will conclude this month. The series began on the first day of Spring, and the final two events in the series will take place on May 2<sup>nd</sup> and May 16<sup>th</sup>. "Taste of Spring" participants will sample 7 unique Spanish wines and enjoy delicious tapas pairings, as they are guided through the exquisite traits of some great Spanish wines for the Spring season by a wine expert. For registration please call 703-812-9120.

**Sushi Zen Japanese Restaurant** is sponsoring a **Yorktown High School** Habitat for Humanity Fundraiser. The Fundraiser will benefit Perry Hall Condo Conversion Project (Affordable Housing in Arlington), and will take place on Monday, May 8<sup>th</sup>, and Monday, June 5<sup>th</sup>, 2006 at **Sushi Zen Restaurant**. In order to participate, restaurant patrons must simply identify themselves as supporting the **Yorktown High School** Habitat for Humanity Affordable Housing Fundraiser and 15% of total sales will be donated to Habitat for Humanity.

**Willow Restaurant** has been nominated for a 2006 RAMMY Restaurant Award, an honor bestowed by the **Restaurant Association Metropolitan Washington (RAMW)**. RAMMY Award finalists were selected by an anonymous panel of journalists and hospitality industry educators, and the public will decide the winners of each category. **Willow** was voted a finalist in the "New Restaurant of the Year" Category. Winners will be announced at the RAMMY Restaurant Awards Gala, taking place on Sunday, June 25 at Marriott Wardman Park. For more information on the RAMMY Awards or reservations please call 202-331-5990.

#### ► TRAVEL AGENCIES



**Travel Partners** will celebrate 20 years of business in July 2006. Since making its first sale of a car rental to a walk-in client in 1986, the agency today grosses \$2 million from corporate and personal clients. **Porte** opened in 1986 as Blue Horizons Travel in Arlington's Randolph Towers. Through the 1990s she added staff and sales until 1999 when she sold part of the company and shifted to a home-based business called **Travel Partners**. **Travel Partners** is a 2005 ABBIE award winner.

#### ► SCHOOLS – UNIVERSITIES AND COLLEGES

George Sebolt, President of the Art Institute of California—Orange County, has been named President of the **Art Institute of Washington**. Sebolt assumed duties in March. He is an accomplished executive with over 15 years of proven leadership success.

**Alan Merten**, President of **George Mason** has assigned **Stanley E. Taylor**, 2005 Chairman of the Board, to a new title, Vice President for Metropolitan Relations. In his new role, he will be responsible for administrative and academic oversight and development, coordination and implementation of University policy and academic programs for the Arlington Campus, representing **George Mason University** in Alexandria, Arlington, and D.C.

General Colin L. Powell, USA (Ret.), will provide the undergraduate Commencement Address at **Marymount University's** Commencement Ceremonies in May 2006. **Marymount** will award the honorary degree Doctor of Humane Letters to Colin L. Powell, in recognition of his extraordinary leadership and service to America and his dedication to the nation's youth.

In other **Marymount** news, the University has received a \$99,000 grant from the National Science Foundation to enhance existing computer security educational materials with the development of a companion text and Web Site that provide case studies and exercises to illuminate the social, legal, and ethical implications of technologies used in the field.



## Breakfast Connection!

Thursday, May 18  
7:30–9 a.m.

### Holiday Inn—Ballston

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

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The Breakfast Connection's new format has been tried out, and was a huge success! A dynamic new format gives the attendees a chance to bring their business to the table, literally. The new style focuses more on networking, and provides attendees the chance to exchange business cards, develop new prospects, and share a 60 second commercial with each table. Instead of featuring two speakers, we now focus more on roundtable power networking, and give guests the chance to meet more people than ever before. Sign up today; the more attendees, the better. Please register early—this new format is exciting, and we want to have enough room for all. Don't forget to bring plenty of business cards—you'll need them!

**Please register for this event before noon, on May 17. All registrations that occur after that time will be considered to be "same day" and registrants will be charged accordingly. Thank you!**

## 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*

**March 2006**

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

**O**n March 29, the discussion at the Arlington Business Roundtable turned to the topic of referrals—a favorite business marketing strategy. The discussion among the 25 participants started with the premise—It is more time, cost, and energy effective to have a referral recommend your products or services, than it is to cold call or prepare countless proposals.

What is a “referral”? The consensus—A referral is one party (you/a customer/an associate) introducing two parties for their mutual benefit.

Following a wide-ranging discussion, here are some ideas the participants took back to their offices:

- If you’re giving a referral, contact both sides to ensure the connection has been made and each understands where the other is coming from
- Expand your horizons to include not only clients but also associates who have exhibited the ability to provide quality work or products
- Take every opportunity to have lunch (coffee or breakfast) with someone who may be helpful to you, or someone you may be able to help
- See yourself as a source of information. People will turn to you when they are in need. This will increase your stature in their mind and they are more likely to turn to you when they need a product or service you provide

The bottom line from this roundtable? The value you bring to the table is cost, schedule and quality. Be ready to reach out to help. Actively seek out opportunities to give referrals—What goes around comes around. Use the magic words “please” and “thank you.”

*Jim Whelan helps small business grow revenue, increase profits, and improve performance. To contact him, go to [www.small-business-success.biz](http://www.small-business-success.biz) or call 703-862-6758. To learn about upcoming Business Roundtable topics, go to [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or contact the Chamber office at 703-525-2400.*

*U.S. Chamber, continued from page 1*

disgruntled insiders, cyber terrorists, viruses and worms have never been greater.

The business luncheon for the metropolitan Washington DC area will be held at the **Sheraton National Hotel** (900 South Orme Street) in Arlington, Virginia on May 17, 2006 from 11:30 a.m. 1:15 p.m. The cost to attend will be \$20 per person. All proceeds generated by the Arlington Chamber from this event will be allocated to the Arlington Chamber of Commerce Scholarship Fund.

A panel of experts will be on hand to discuss best practices, give advice, and answer questions on protecting your business from cyber security threats. As an added bonus, all those present will be entered into a drawing for a laptop PC and security package courtesy of Microsoft and Best Buy/Geek Squad. The winners will be announced at the end of the lunch; however, you must be present to win.

For more information on this forum or to RSVP please call Cate Murray at 703-525-2400. To learn more about the issue of cyber security and how it impacts your business, log on to [www.uschamber.com/sb/security](http://www.uschamber.com/sb/security).

### Thanks to Members who renewed in April!

Information is accurate as of March 31, 2006

Arlington Independent Media  
Arlington Jaycees  
Burgers of Columbia Pike, Inc.  
Café Asia  
Columbia Gardens Memorials  
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Guest Informant  
HNTB Corporation  
KBR  
Nolan Mar International, Inc.  
OBA Bank  
The Shooshan Company, LLC  
Silverwood Homes, Inc.  
Walnut Street Development  
Walker Title & Escrow Company, Inc.  
WJLA

### Business Roundtable

Wednesday, April 31st  
11:45 a.m. – 1 p.m.  
Chamber Board Room

TOPIC:  
**EXPLORING THE PUZZLES,  
PROBLEMS, AND PITFALLS  
OF GROWING A BUSINESS**

Every company has challenges growing the business on an even keel. However, small companies often face additional challenges—market recognition, customer pressures, financing concerns, and staffing. The discussion of the May Roundtable focuses on helping small businesses manage growth.

Roundtable is free, but space is limited and registration is required. Please register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call 703-525-2400

## 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 February and March were:

Ad Management Insights, LLC  
ADP

Adventure to Success, LLC

Albo & Oblon, L.L.P.

All About You

Allstate (Govindani Insurance & Financial Group)

Arbonne International, Independent Consultant

Arlington Economic Development

Arlington Jaycees

Arlington Promotional Products, LLC

Ask!expert

Ballston-Virginia Square Partnership  
Ballyhoo!

Blue Raster

Cohen and Company

Copeland Couture

Curves of Arlington

DataOverTheWeb.com

Doorways for Women and Families

Express Personnel Service

The Fashion Centre at Pentagon City

George Mason University

Georgetown University

Goodwill of Greater Washington

Hughes & Associates, PLLC

Hyatt Regency, Crystal City

Jamie Nicholas Printing & Graphics  
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Raymond James Financial Services,  
Inc.

Reinsch Foundation

Robeks – Fruit Smoothies & Healthy  
Eats

Frank Ruffing, Merrill Lynch & Co.

ServiceSource, Inc.

Small Business Success

TechInfusion LLC

Technology Management International  
(TMI)

Troy University

True Wind Coaching

United Marketing Solutions for  
Alexandria and Arlington

## 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 May 3, 2006  
at 7:45– 9 a.m.  
in the Chamber Board Room.**

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

For more information contact  
Brian Hefner at 703-525-2400  
or [bhefner@arlingtonchamber.org](mailto:bhefner@arlingtonchamber.org)

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### Thanks go to...


- **Frank Ruffing** of **Merrill Lynch & Co.**, the Emcee of the March Breakfast Connection.
- **Main Event Caterers** for providing delicious food and drink, and a luxurious setting for the March Business After Business Event.
- Everyone who participated in the Higher Education Council's recent survey

We would like to extend our appreciation and thanks to **David Schmucker** of **DataOverTheWeb** and **Tiffany & Co.** for their donation and support of the 82<sup>nd</sup> Annual Arlington Business Gala.

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## New Policy for the Chairman's Club Badges

The Total Resource Development Campaign, The Places We'll Go! is in full swing and volunteers are putting a great deal of effort into helping their Chamber grow to better serve the membership. In light of these volunteers' efforts, requirements for the Chairman's Club have undergone some revision. The previous rule stated: In order to earn a bronze name badge (for use at Chamber events), members were asked to sponsor only one new member. This recognition proved to be a well-deserved incentive, prior to the launch of this campaign, and served as a motivator for Chamber members to reach out and help the Chamber expand. The volunteer efforts in this campaign will exceed the achievement of sponsoring one member, to the potential sponsorship of several members, by each volunteer. In order to give these volunteers the recognition that they deserve, the Chairman's Club's badges will now be rewarded to the Campaign's top producers. Upon the completion of the campaign, in mid-summer, top producers will earn a bronze name badge to wear throughout the next campaign. Assuming they maintain their status as a top producer, they will continue to earn their badge. As a result of this policy change, current badge holder's badges will be retired subsequent to the one-year anniversary of their new member sponsorship.



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## The Arlingtonian

### Arlington Chamber of Commerce

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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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