



82nd Annual Meeting

Friday, December 8
10 a.m.–2:30 p.m.
Sheraton National Hotel
900 South Orme Street

Please join your Chamber for a celebration of 2006 and the future that lies ahead. The 82nd Annual Meeting will include an Awards presentation for the 2006 Chairman's Award, the 2006 President's Award, and the 2006 Committee of the Year. Join your Chamber in acknowledging the deserving recipients, sharing in the successes of 2006, and looking forward to 2007.

Thank you the 82nd Annual Meeting Sponsors:

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PNC Bank (VIP Reception Sponsor)

KSI Services, Inc. (Award Sponsor)

Cardinal Bank, Salad Creations, and American Service Center (Silver Sponsors)

Register online (Visit www.arlingtonchamber.org. Click on Chamber Events. Scroll down to and click on "Annual Meeting." Click on "Register Now!"), or call 703-525-2400.

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IN MEMORIAM

Joel T. Broyhill

*Former Chairman (1952)
of the Arlington
Chamber's
Board of Directors*

Going Once! Going Twice!

Donations are now being accepted for the 83rd Annual Winter Gala and Silent Auction. As many of you already know, the Gala is the Chamber's largest fundraiser; if it were not for the generous donations from you, our members, the fundraiser would not be such a continued success! Next year's event will take place at **The Ritz-Carlton, Pentagon City** on Saturday January 27, 2007. If you are interested in donating, please contact Cate Reich at events@arlingtonchamber.org (Please put 'Gala Donations' in the subject line) or call 703-525-2400. If you submit your donation form (visit http://www.arlingtonchamber.org/pdf/Miscellaneous/auction_donation.pdf to view and print the donation form) the Chamber by December 1, you receive guaranteed placement in the printed catalog and a 10-word company description.

Save the Date!

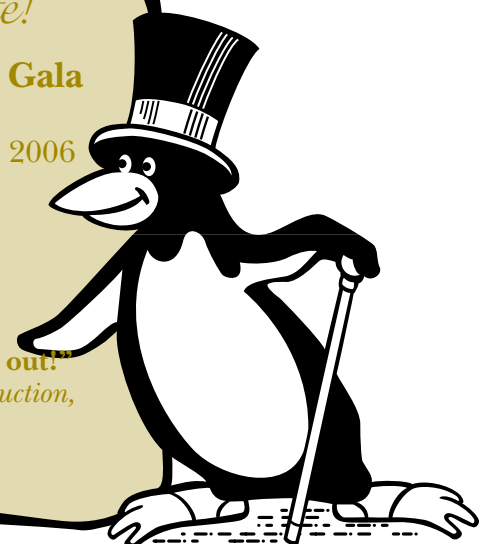
83^d Annual Winter Gala

Saturday, January 29, 2006

**Ritz Carlton–
Pentagon City**



"Arlington's best night out!"
*Dinner, dancing, silent auction,
and more!*



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

Visit our wireless website: www.chamberwap.com

Where you need to be in NOVEMBER



1 Wednesday

SMART Start
7:45 a.m.
Chamber Board Room

December *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

9 Thursday

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

15 Wednesday

Education & Workforce
Development Committee
4 p.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.

16 Thursday

**Multi-Chamber Business After
Business**
5:30–9 p.m.
Nina's Dandy

17 Friday

November Board of Directors
Meeting
11:30 a.m.–1 p.m.

22 Wednesday

Inserts for December *Arlingtonian*
due to ASAP

24–25 Thursday–Friday

Chamber Office closed for
Thanksgiving

27 Monday

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

29 Wednesday

Small 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.

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.

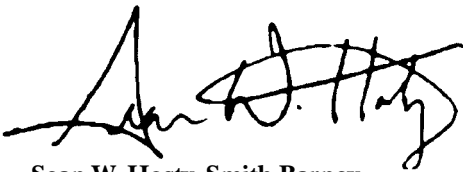
Chairman's Message

The Chamber offers many advantages to all of its members. Whether you joined the Chamber for networking, community involvement, business advocacy, or some other reason, there is one benefit that is often overlooked. That benefit is business legitimacy. When your customers and clients find out you're a member of the Chamber of Commerce, they immediately know that you are credible. They recognize that you plan to provide your services and/or products for a long period of time. Even though the majority of the general public may not know exactly what the Chamber of Commerce does for the community, they know it's a worthy and long standing organization.

At the kick-off to our TRD campaign, our consultant from Freemont brought up an interesting study. He asked the group, "What is the most recognizable name in business in the world?". After hearing several responses from names like "McDonalds" to "Coke" to "Wal-Mart" – he told us the correct answer: The most recognizable name in business is "The Chamber of Commerce". While I haven't confirmed this bit of trivia, it certainly makes sense.

In almost every city in the world, there is a Chamber of Commerce. In most countries, it's the first place you go to gather information and learn how to establish your business in the community. It's also the first place many people call to seek out a legitimate business to provide them a product or service. The Arlington Chamber receives thousands of calls each year from the public seeking products or services from our members. Your membership allows you to be one of those legitimate businesses the Arlington Community is seeking. Your Chamber membership says that you value the business associations and the visibility that comes with this affiliation. Your membership represents a commitment to the Arlington community and enhances your business credibility.

I hope you use your membership in the Chamber of Commerce and the international name recognition to your advantage. Posting the Chamber plaque in your office or workplace IS important. I hope you will post it in your workplace proudly.



Sean W. Hosty, Smith Barney
2006 Chairman



Sean W. Hosty

2006 Annual Corporate Sponsors



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Thanks go to...

- **Rock Bottom Restaurant & Brewery (Ballston Common Mall)** for hosting the September *Business After Business* event. As always the food was delicious, the beer delectable and the company superb!
- **Tandoori Nights** restaurant for hosting the September Board Meeting; it was the first of its kind featuring spicy and savory Indian Cuisine. Visit them in the Market Common, Clarendon!
- **Hughes and Associates, PLLC & The Curious Grape** for serving as Patron Sponsors at our September Breakfast Connection (Featuring the non-profit community of the Chamber). Their support is appreciated by the entire organization!

TRD Corner

It's finally here! The moment we have all been waiting for—

Final Production Results from the Chamber's 1st Annual, "The Places We'll Go!" Total Resource Development Campaign See below to find out how each team stacked up. As you know this was the largest fundraising campaign the Arlington Chamber had ever attempted and it was a true success. Thank you to ALL of these teams—your hard work and dedication was unparalleled. Many of our volunteers won the ultimate incentive, a 4-day, 3-night vacation to St. John. *Tune in next month to hear the real stories from St. John!*

(Below sales figures are accurate as of 10/5/06—campaign final numbers available after 10/15/06)

Team	Goal	Actual
Arlington Business Council	\$15,000.00	\$7,156.00
Arlington Public Schools	\$2,500.00	\$1,642.00
Ballston Common Mall	\$10,000.00	\$9,677.00
BB&T	\$10,000.00	\$4,608.00
Cardinal Bank	\$2,500.00	\$3,453.00
COMCAST	\$10,000.00	\$5,000.00
Guernsey Office Products	\$10,000.00	\$11,625.00
Hakken Kraks	\$2,500.00	\$1,363.00
James Monroe Bank	\$15,000.00	\$9,492.00
Lebanese Taverna Girls	\$5,000.00	\$500.00
Membership Development	\$10,000.00	\$9,362.00
Metropolitan Washington Airports Authority	\$20,000.00	\$13,200.00
Rocklands Barbeque & Grilling Company	\$5,000.00	\$1,522.00
Silver Diner	\$2,500.00	\$200.00
Team Buck	\$15,000.00	\$6,731.00
Team Hosty	\$10,000.00	\$15,371.00
The Fashion Centre at Pentagon City	\$5,000.00	\$5,332.00
United Bank	\$5,000.00	\$1,645.00
Virginia Commerce Bank	\$10,000.00	\$14,854.00
Washington Capitals	\$10,000.00	\$7,545.00
Willow/Westin Team	\$7,500.00	\$5,457.00
Campaign Chair/Co-Chair* (*This team represents products & memberships sold by Chamber staff and Chamber members not participating in the TRD Campaign)	\$2,000.00	\$44,318.00
Total		\$180,053.00

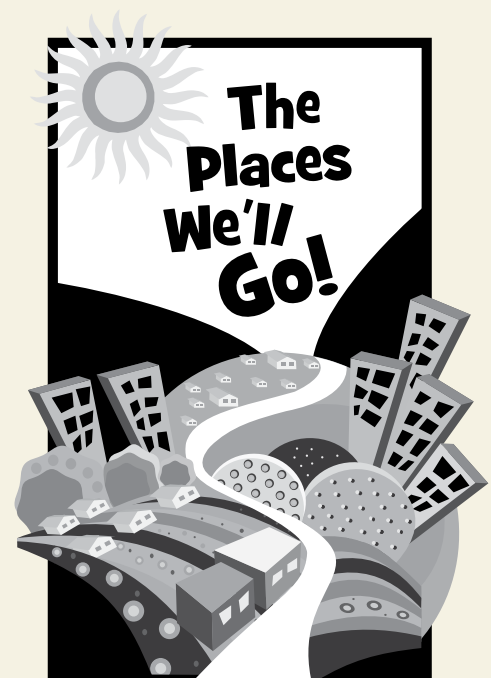
Thank you everyone for helping your Chamber grow!

Congrats to our Campaign Victory Trip Winners, achieving a minimum campaign goal of \$6,300 in production:

- ❖ Sally Aldridge, Virginia Commerce Bank*
- ❖ George Cabalu, Smith Barney*
- ❖ Cindy Engquist, All About You
- ❖ Sonia Johnston, Mercantile Potomac Bank*
- ❖ Tim Reese, Buck Commercial
- ❖ Tom Richards, Guernsey Office Products

*Represents volunteers who won an extra space on the TRD Victory Trip to bring that special someone!

(One more thing, if you think you have what it takes to be a TRD Volunteer, and we know you do, contact Cate Reich today!)



2006 Total Resource Development Campaign
Arlington Chamber of Commerce

Artist Designed Bike Rental Kiosk Opens in Rosslyn Arlington Partnership Supports Both Small Business and Public Art

By Kelly Rindfusz, Director of Communications at Arlington Economic Development

Located just across the Potomac from Georgetown and a few blocks from the Custis/Mount Vernon Trail, the *Bike Oasis* is an ideal starting point for a bicycle tour of Washington, D.C. and Arlington. But that's not the only thing that sets the *Bike Oasis* apart from the average bike rental shop. The business is the pilot for a kiosk concept within Arlington's Small Business Initiative, and also serves as the core of an environmentally conscious public art display.

Launched in September, the *Bike Oasis* is operating out of a temporary storage unit in Rosslyn that's been transformed by Alabama folk artist Butch Anthony through a wrapping of his signature "hogwire" technique. In his most recent project, Anthony incorporates salvaged materials from the Arlington community – including street signs and bike parts – to create a colorful and tactile crazy quilt that's based on the "green" principle of reuse.

The project is also the first in a series of creative new efforts designed to help the County's small businesses thrive. "Arlington has a tremendous variety of small businesses, each with its own unique flavor," said Christopher Zimmerman, Chairman of the Arlington County Board. "They are essential to making the County such an ideal place to live, work and visit, and we're more focused than ever on helping them do well," said Zimmerman.

"Having retail kiosks in major pedestrian neighborhoods – like those you see in so many European cities – creates great opportunities for small businesses," said Arlington County Board member, Jay Fisette. "The concept is an excellent fit for Arlington, since each of our 'urban villages' has a bustling street life throughout the day and well into the evening."

Seventy-five percent of all businesses in Arlington employ 20 or fewer people and provide 37,000 jobs. Arlington announced its Small Business Initiative this summer, tripling the resources dedicated to small business assistance and helping to ensure its neighborhoods retain the interesting – even "quirky" – character that distinguishes the County from other communities. The kiosk pilot is one of several ways in which Arlington is working to recruit and expand its small businesses.

The Rosslyn bicycle kiosk was funded by The Rosslyn Fund. The project partners include Arlington County, The JBG Companies, Bike the Sites, **Rosslyn Renaissance** and Rosslyn Business Improvement District (BID).

Bike Oasis is located at 1906 N. Moore Street, just one block from the Rosslyn Metro station and two blocks from the Custis/Mount Vernon trail. (Phone: (202) 842-BIKE x302, Web Site: www.BikeOasis.com.) The *Bike Oasis* offers Bike and Roll rentals and is operated by Bike the Sites, a guided tour and rental company based in Washington, D.C. at The Old Post Office Pavilion. It's open Friday through Monday from 10:00 a.m. to 5:00 p.m. through mid-



November, offering mountain bikes, performance bikes, jog strollers, and umbrella strollers.

About the Artist: Butch Anthony takes his inspiration from society's castoff metal parts found in junkyards, backyards or the side of the road. A self-taught artist who hails from Seale, a small town on Alabama's eastern border, Anthony's style of work is grounded in rural southern traditions of making do with what the environment provides. Anthony is the proprietor of *The Museum of Wonder* <http://museumofwonder.com>.

Chamber Members Made the List of "Best Lawyers" in the Washington D.C. Area

A recent edition of *The Washington Post Magazine* included an excerpt from the 2007 edition of *The Best Lawyers in America*, the preeminent referral guide to the legal profession. The Magazine listed the Best Lawyers from the Washington D.C. area, in 77 specialties, based solely on vote of their peers. We're pleased to report that several Arlington Chamber members made the list of "Best Lawyers!" This year's winners included individuals from the following members:

Bean, Kinney & Korman
Holland & Knight
Hunton & Williams
The Law Office of Karen L. Keyes
Venable
Walsh, Colucci, Lubeley, Emrich & Walsh



Leadership Arlington Class of 2007 Announced

Leadership Arlington held its opening retreat for the Class of 2007 on September 14 and 15 at Reagan National Airport. The program session was sponsored by **Metropolitan Washington Airports Authority**.

This 10-month program brings together leaders from the business, non-profit and public sectors to discuss issues facing the community. The mission is to enlighten, inspire and connect leaders to strengthen the Arlington community.



Congratulations to the following participants of the Class of 2007:

Sally Aldridge, Business Development Officer, **Virginia Commerce Bank**
Russell Borthwick, Director, Regulatory Capital Communications, **Freddie Mac**
Doug Brammer, Area Manager, External (Public) Affairs, **Verizon**
Patty Browne, Community Relations Manager, **Arlington Virginia Federal Credit Union**
Bob Bushkoff, Developer, **Dittmar Company**
Sheridan Collins, Consultant on Oriental Carpets and Textiles
Sam Crosby, Director of Accounts Receivables, **Virginia Hospital Center**
Zach David, Assistant Treasurer, **The Peterson Companies**
Chris Dour, Public Affairs Officer, **U.S. Navy**
Susie Doyel, Director of Administration, **Arlington County Sheriff's Office**
Michael Dunne, Captain -- Commander of Internal Affairs Section, **Arlington County Police Department**
Kim Durand, Volunteer & Partnership Program Specialist, **Arlington Public Schools**
Shannon Flanagan-Watson, Assistant County Manager, **Arlington County**
Mary Beth Giblin, Associate VP and Divisional General Counsel, **Care First Blue Cross Blue Shield**
Mike Goodrich, Director of Administration (AED Specialist IV), **Arlington Economic Development**
Bob Gray, Training Division Battalion Chief, **Arlington County Fire Department**
Tara Hamilton, Public Affairs Manager, **Metropolitan Washington Airports Authority**
David Jeffers, President & Founder, **Indelium, LLC**
Kim Klingler, Engagement Manager, **Bearing Point**
Rick Leeds, President & CEO, **AHC Management LLC**
Tim Liu, Executive Vice President/Chief Operating Officer, **Synergy3, LLC**
Nick Macri, Recruiter, **Strategic Analysis**
Thomas Maddox, Public Health Division Chief, **Arlington County Dept of Human Services**
Emily Mahony, Vice President for Development, **Marymount University**
Inta Malis, Community Activist
Julie Mangis, Executive Director, **Ballston-Virginia Square Partnership**
Anne McAllister, Director, Corporate and Foundation Relations, **National Air and Space Museum**
Greta Menard, Founder and Principal, **Capital MarCom**
Penne Nelson, Business Services Officer, **BB&T**
Penny Newquist, Division Chief for Strategic Planning and Analysis, **Arlington Co. Government – Department of Environmental Services**
Paula Pettavino, Community Activist
Katharine Powell, President, **Junior League of Northern Virginia**
Cheryl Robinson, Supervisor, Office of Minority Achievement, **Arlington Public Schools**
Eric Segarra, Dean of Business, CIS/Game & Simulation Programming, **DeVry University**
Amy Sheldon, Director of Development and Community Relations, **Northern Virginia AIDS Ministry**
John Slye, Pastor, **Grace Community Church**
Robin Talmadge, Training Manager for Headquarters, **Department of Army/Pentagon Science Applications International Corporation (SAIC)**
Dinesh Tiwari, Director, Department of Parks, Recreation & Cultural Resources **Arlington County**
Krishna, Vallabhaneni, Manager, **Washington National Tax, Sub C Group, Deloitte Tax LLP**
Tim Wallace, President/Owner, **T.W. Wallace Construction**
Jim Whelan, CEO, **The Proactive Corporation**
Sharon Walker, Public Affairs Officer, acting, **Fort Myer Military Community**



Leadership Arlington Speaker Series:

“Tapping Into Tourism
Gold in Arlington”:
A Conversation About
the Opportunities of Our
Bountiful Attractions

Thursday, November
16, 11:30 a.m.–1:30 p.m.
(Lunch included)

SPONSORED BY:

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COST:

Leadership Arlington
Member, \$30
Non-Leadership Arlington
Member, \$40

For more information visit
www.leadershiparlington.org
or contact **Erika Mendez** at
703-528-2522.

Members IN THE News

► **ENTERTAINMENT**

Signature Theatre opened its 2006–07 season I September with *My Fair Lady*. The show will run through November 18, 2006. **Eric Schaeffer**, artistic director, says “*My Fair Lady* is perhaps one of the most perfect musicals ever written.” Tickets are on sale at tickets.com, 1-800-955-5566, or online at www.signature-theatre.org.

► **GOVERNMENT OFFICES**

Community Role Models (CRM), an initiative of the Arlington County government aimed at engaging young adults more actively in civic life, is partnering with the **Arlington Food Assistance Center** to sort and organize food donations from the local Boy Scout’s largest food drive. Individuals who are interested in volunteering on Saturday November 11, should e-mail djsilver@travelers.com.

► **HEALTHCARE SERVICES**

Body Dynamics is offering 2 free seminars in November. On November 4th, **Body Dynamics** will offer education to those with chronic pain and their family

members, and unravel the mysteries of chronic pain and provide strategies for returning to a healthier and more active life. On November 9th, a seminar will be offered in the prevention of ACL injuries in female athletes. Female athletes of all ages, parents, and coaches are encouraged to attend. Seminars are held at **Body Dynamics**. Call 703-527-9557 to reserve a space.

► **LEGAL SERVICES**

In September, **Bean Kinney & Korman, P.C.** announced the addition of **Richard C. Litman** to their firm. Mr. Litman will focus his practice on intellectual property, financing, and other strategic needs of growing businesses. Managing Partner, Leo Fisher says that **Litman’s** “in depth understanding and extensive experience, particularly in regards to patent, trademark and copyright law, will help us continue to meet the needs of our clients and their increasingly complex legal needs.” Mr. Litman is the founder of the **Litman Law Offices, LTD.**, and holds an advanced law degree in Patent & Trade Regulation

law. Further, he is Co-Chair of the DC Bar Intellectual Property Law Section and is Chair of Arlington’s Economic Development Commission.

► **NON-PROFIT ORGANIZATIONS AND FOUNDATIONS**

On November 15, from 8am-2pm, the Arlington Chapter of the **American Red Cross** will host its Chapter Blood Drive. For more information call 1-800-GIVELIFE.

In October, the **Animal Welfare League of Arlington (AWLA)** held *Catsablanca*, a benefit to help raise funds for **AWLA’s** work. The event featured dancing, casino-style games, and refreshments. The evening was sponsored in part by the **Metropolitan Washington Airports Authority**.

25% of the funds raised by the 2006 CROP Walk in October went to benefit the **Arlington Food Assistance Center**. During the CROP Walk, Arlington joined 2,000 cities and towns nationwide in the interfaith community, who combined forces to fight hunger.

Northern Virginia Family Service’s (NVFS) 5th Annual Golf Tournament raised nearly \$45,000 for **NVFS** programs. “We are

Continued on page 8.



IF YOU’VE GOT THE PEOPLE, WE’VE GOT THE PLACE!

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Located in the Ballston Common Mall at the corner of Glebe and Wilson Blvd., just two blocks from Ballston-MU Metro (on the Orange Line).

grateful to all the companies and individuals who generously supported the tournament...It was a meaningful afternoon that not only raised revenue for important services, but also generated awareness of the work that **NVFS** does in the community where we all work and live," said **NVFS** President and CEO **Mary Agee**.

In September, the **USO of Metropolitan Washington (USO-Metro)** was honored by the Baltimore Orioles during their opening ceremonies at Camden Yards, before the September 11 game against the New York Yankees.

In October, the **Women in Military Service for America Memorial** celebrated its 9th anniversary with a dedication, reception, performance by DC actress, Kate Campbell, and a presentation of the Alliance for National Defense's Annual Positive Voice Award.

► PRIVATE INVESTIGATOR

Infinity Investigative Solutions is pleased to announce the launch of its new website, www.infinityinvestigative.com. The site was re-designed with an emphasis on ease of use, and feedback is welcome. Questions or comments should be directed to (703) 528-5882 or nicolebocra@gmail.com.

► SHOPPING CENTERS AND MALLS

The Fashion Centre at Pentagon City and its owner, Simon Property Group, are teaming up with the Susan G. Komen Breast Cancer Foundation to offer area consumers a new way to support breast cancer research and education through the purchase of a new Simon Pink Ribbon Gift card. For every Simon Pink Ribbon Gift card purchased, Simon will pay \$1 to the Susan G. Komen Breast Cancer Foundation to support the fight against breast cancer. To celebrate the launch of the new gift card (available in denominations from \$20 - \$500), **The Fashion Centre at Pentagon city** will give away a pink ribbon lapel pin or a pink ribbon key chain with the purchase of a gift card.

► UNIVERSITIES & COLLEGES

Dr. Donald Shandler has recently joined **Marymount University** as assistant vice president for Graduate and Adult Education. He will oversee outreach to business, government agencies, community organizations, and individuals throughout the Washington metropolitan area, to facilitate the development and delivery of educational programs that meet specific needs.

Welcome to New Members

ADVERTISING, MARKETING & PUBLIC RELATIONS

INDELIUM

David Jeffers, President & Founder
3101 Wilson Boulevard, Suite 810
Arlington, VA 22201

Phone: (703) 621-1573

SPONSOR: Rich Doud, Staff

A strategic communications advisory firm working with enterprises to create public strategies, build brand, manage reputational risk, and maximize their impact in the marketplace.

ASSOCIATIONS & PARTNERSHIPS

AIR FORCE ASSOCIATION

Dan Marrs, Deputy Executive Director
1501 Lee Highway
Arlington, VA 22209-1198

Phone: (703) 247-5800

SPONSOR: Rich Doud, Staff

The Air Force Association (AFA) is an independent, nonprofit, civilian education organization promoting public understanding of aerospace power and the pivotal role it plays in the security of the nation.

PILOT CLUB OF ARLINGTON

Dawana Branch, President
3705 McDowell Lane
Halethorpe, MD 21227

Phone: (703) 602-4324

SPONSOR: Arlington Jaycees

Pilot Club of Arlington is a service organization of business professionals with a volunteer service focus on brain-related disorders and traumatic brain injuries.

COACHING, SEMINARS, & PROFESSIONAL DEVELOPMENT

ACTIVE GROWTH COACHING, LLC

Paula Adkins, Business Success Coach
7406 Hastings Street
Springfield, VA 22150

Phone: (571) 236-8007

SPONSOR: Brian Hefner, Staff

I help small business owners determine why their business is not growing as anticipated, implement growth solution strategies and provide additional training as needed.

CONSULTING

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Nancy Racette, COO
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Phone: (703) 294-6684

SPONSOR: Brian Hefner, Staff

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ENTERTAINMENT

A SOUND PLAN

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Phone: (571) 232-8150

SPONSOR Paula Adkins, Active Growth Coach

Providing music and entertainment for all types of events including weddings, corporate events, parties, anniversaries, picnics, schools and fundraisers.

FINANCIAL & INVESTMENT SERVICES

RAYMOND JAMES & ASSOCIATES, INC.

– REINA DUVAL

Reina DuVal, Retirement Plan Consultant
1825 Eye Street NW
International Square Building, Lobby Level

Washington, DC 20006-5403

Phone: (202) 872-5909

SPONSOR: Diane Cohen, Cohen and Company

I facilitate the movement of money from one pocket to another, and from one generation to another.

HEALTHCARE SERVICES

PHIL NEELEY

Phil Neeley, Sole Proprietor
900 North Stuart Street, #212
Arlington, VA 22203

Phone: (703) 243-0233

SPONSOR: Brian Hefner, Staff

I market a functional health beverage. The natural fruit juice is made from a Southeast Asian fruit that has been used for centuries, medicinally.

JEWELER

WERNER JEWELERS

Ralph Stargardt, Owner
5013 Columbia Pike
Arlington, VA 22204

Phone: (703) 671-4460

SPONSOR: Randy Morrow, Morrow & Associates

Retail jewelry store in business for 49 years. We do jewelry and watch repairing, appraisals, restringing, stone resetting and jewelry designing.

NON-PROFIT ORGANIZATIONS & FOUNDATIONS

THE ENTERPRISE DEVELOPMENT GROUP

Andrew Tulchin, Director
901 South Highland Street
Arlington, VA 22204

Phone: (703) 685-0510

SPONSOR: Brian Hefner, Staff

EDG provides affordable financial services such as loans, savings, and education to under-banked people throughout the Washington DC Metro area.

PET & ANIMAL SERVICES**SUNSET PET SERVICES, INC.**

Debbie Robertson, Office Manager
5521 Vine Street
Alexandria, VA 22310
Phone: (703) 971-4120

SPONSOR: Lee Boyle, Cardinal Bank

Sunset is family owned. We cremate pets individually with respect and dignity; we are open seven days a week. Please contact us at (703) 971-4120.

VIP PETCARE

Marco Romero, Owner
3108 North Pershing Drive
Arlington, VA 22201
Phone: (703) 930-3050

Sponsor: Scott Perry, BB&T

VIP Petcare; for a very important pet. We offer pet sitting, AM, MIDDAY, and PM dog walks, overnight visits, yard clean-ups, and pet taxi. Not limited to dogs and cats.

REAL ESTATE – COMMERCIAL**G.E. CRANWELL & ASSOCIATES**

George Cranwell, President
4113 Lee Highway
Arlington, VA 22207
Phone: (703) 525-4994

SPONSOR: Sally Aldridge, Virginia Commerce Bank

Full service real estate brokerage firm specializing in property development, property management and brokerage.

REAL ESTATE – FINANCIAL SERVICES**1ST PRINCIPLE MORTGAGE**

Michael Lange, Mortgage Broker
43720 Trade Center Place
Sterling, VA 20166
Phone: (703) 589-3573

SPONSOR: Brian Hefner, Staff

1st Principle Mortgage provides residential home loans for every time of borrower at below-market rates. Mention the Arlington Chamber of Commerce and your appraisal is FREE!

REAL ESTATE – RESIDENTIAL**AVENUE REALTY GROUP**

Marja Toan, Realtor
6401 Munson Hill Road
Falls Church, VA 22041
Phone: (703) 909-6067

SPONSOR: Robert Solomon, Cold Stone Creamery

Real estate agents – we are a team under ReMax Allegiance in Clarendon.

TELECOMMUNICATIONS**CENTRIC TELECOM**

Larry Dressel, CEO
5544 Port Royal Road
Springfield, VA 22151
Phone: (703) 321-5020

SPONSOR: Cindy Engquist, All About You
Centric Telecom, Inc. provides interconnect sales and services throughout the Baltimore/Washington, DC/Northern Virginia area.

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, July, August and September were:

1st Principle Mortgage

Air Force Association

All About You

Alliance for Housing Solutions

Animal Welfare League of
Arlington

AppleOne

Arbonne International,
Independent Consultant

The Arlington Community
Foundation

Arlington Economic
Development

Arlington Funeral Home

Arlington Philharmonic
Association

Arlington Public Schools

Arlington Realty, Inc.

Business Development
Assistance Group, Inc.

Capitals Ice Center

Capitol Financial Partners

Juan Carrera, Maintenance
Engineering, Ltd.

Cavalier Business

Communication s

Centric Telecom

Cohen and Company

Kent Colwell

Community Residences

Compelling Communications

Conklyn’s Florist

Crisislink

Crystal Quarters

Development Resources, Inc.

Dogtail Solutions LLC

The Energy Club

Falls Church Foot & Ankle

The Fashion Centre at
Pentagon City

Fur-Get Me Not Pet Care, LLC

George Mason University

Gold Gym International

Goodwill of Greater
Washington

Greenbrier Learning Center,
Inc.

Hughes and Associates, PLLC

Infinity Investigative Solutions

Ireland’s Four Courts

Jarvis Consulting, Ltd.

Keepers

The Law Offices of Barbara E.
Nicastro

Marymount University

Masters Tuxedo

MetLife

Mister Days Sports Rock Cafe

Nationwide Insurance – Olson
Agency

Phil Neeley

Northern Virginia Community
College

The ProActive Corporation of
America, Inc.

Radisson Hotel Regan National
Airport

Raymond James Financial
Services, Inc.

The Reading Connection

RJM Consultants

Samata Yoga Therapy

Senior Employment Resources

A Sound Plan

Technology Management
International (TMI)

Unishippers

VIP Petcare

Walsh, Colucci, Lubeley,
Emrich & Walsh, P.C.

Washington Capitals

Wayne Westbrook

WETA-TV 26/90.9 FM

Werner Jewelers

Willow Restaurant

ALL ABOARD NINA’S DANDY FOR DOUBLE THE NETWORKING!**BusinessAfterBusiness**

In November, the Arlington Chamber will join with the Alexandria Chamber to co-host a Business After Business networking event aboard **Nina’s Dandy**. Join your peers for an evening of cruising on the Potomac, networking, mixing-and-mingling, and one-of-a-kind fun!

Register now; space is very limited. Registration deadline: November 13th; walk-ins are strongly discouraged. Register online: visit www.arlingtonchamber.org, click on Chamber Events, find the November Business After Business and click “register now.” \$30 for members. \$40 for non-members.

Nina’s Dandy

Thursday, November 16

5:30–9 p.m.*

Hosted by **Nina’s Dandy** (visit www.dandydinnerboat.com for more information on Dandy Dinner Boat Cruises)

*please note the change in timing

**Correction**

In September’s issue of *The Arlingtonian*, we failed to list **Paula Adkins** of **Active Growth Coaching, LLC** as a co-sponsor of **State Farm Insurance**.



SMART Start

Fail Your Way to Networking Success!
By Jay Kelly, *Bella Consulting Solutions*

Many people who are new to networking give up well before they have the real chance to succeed. One of the keys to getting any return on your marketing investment is to remain consistent and keep trying until you get it right.

As the old saying goes, "f at first you don't succeed, try, try again." This adage works well when it comes to networking. It makes me think of when I was a kid trying desperately to hit a speeding fastball. I struck out many times before I ever hit the ball. To be honest, I have never hit a home run. However, my perseverance to continue trying until I hit the ball allowed me to enjoy playing baseball and later in life, softball.

As adults in business, we are quick to forget some of life's early lessons. The reality is that people generally have to meet you more than once just to remember your name, not to mention what makes your company special or why they should do business with you. If you show up to networking events sporadically, or only once, it is difficult if not impossible to make a strong personal connection. You have to keep showing up so that people begin to recognize you, and remember what your business is all about.

Being awkward, shy and just plain scared are emotions that can motivate you to stay out of the game, but you can't win if you don't play. The more you try and fail the easier it gets and the more successful you will become.

So if you want to become a great networker keep trying, keep showing up and most important **fail, fail, fail!** When you least expect it, you will make a deal!

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

SMART Start is a free Networking Seminar and Information Session.
Learn how to meet new clients or future business associates.
Also learn how to maximize your investment with the Chamber.

Wednesday, November 1, 2006 at 7:45 a.m. in the Chamber Board Room.

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

Thank you to our sponsors OBA Bank and Bella Consulting

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Breakfast Connection

Thursday, November 9
7:30-9 a.m.

Holiday Inn – Ballston

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

SELF STORAGE PLUS
Climate Controlled Storage

and Patron Sponsor,
Hughes and Associates, PLLC.

The Breakfast Connection's exciting format gives you a chance to bring your business to the table, literally. You'll have the chance to network, exchange business cards, develop prospects, and share a 60 second commercial with each table you sit at. At the November Breakfast Connection, you'll meet more people than ever before, and all before your workday officially begins. Sign up today; the more attendees, the better. Don't forget to bring plenty of business cards — you'll need them!

Please register for this event before noon, on November 8. All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly. Thank you!

HAPPY ANNIVERSARY!

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

OCTOBER ANNIVERSARIES

Belmont, Inc.	5
Crescent Resources, LLC	5
DeVry University	5
Northern Virginia AIDS Ministry	5
Forest City Enterprises	15

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 **The ProActive Corporation of America**.

By *Jim Whelan, The ProActive Corporation of America*

Why would anybody want to do business with a customer who:

- Is difficult to deal with
- Has difficulty articulating what they want or need
- Is unsure of whether they have money from year to year, and
- Uses an extremely cumbersome procurement process

On September 27, the Arlington Business Roundtable turned to the topic of **Doing Business With the Government**. One of the challenges experienced by small businesses is understanding the way the government contracts for service and product suppliers.

We were joined in the discussion by **Scott Johnson**, Director of Business Development of **Cherokee Information Services, Inc.** Cherokee, 2004 ABBIE Award winner, has been named as one of the Top 100 Professional Services Contractors by *Federal Times*.

Highlights of the discussion included:

- The government is a tough customer—they call the shots—the golden rule applies, whoever has the gold makes the rules
- As in any sales situation, relationships and trust are key
- Small businesses should establish a position with prime contractors

Business Roundtable

Business Roundtable
Wednesday, November 29
11:45 a.m.–1 p.m.
Chamber Board Room

TOPIC:

Solving the Challenges of a Growing business

Do I hire an employee or outsource the work? When is it time to leave home and lease an office? How do I control exploding growth? These and many other challenges are the topics of discussion at the November Small Business Roundtable.

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

- For a service company, OPM is generally the agency of choice
- Investigate all the options. Do you qualify for a federally recognized disadvantaged socio-economic group?
 - Ethnic
 - Women-owned
 - Veteran-owned
 - Service Disabled Veteran Owned
- Network through associations focused on government activities
- As in most new ventures, it takes longer than planned—use 9 to 12 months as a guide
- Another sales oldie—find out who the decision maker is and establish contact before the RFP is issued. Hint—it is not the contract officer

The Bottom line from this roundtable? The basics are the same as in any sales situation but the government is the 900-pound gorilla. Learn the ropes on how it operates and follow their rules.



Jim Whelan, The Vision Architect, is a specialist in strategic planning. He creates business plans to grow revenue, increase profits, and improve performance. To contact him, go to www.ProActiveCorp.net or call 703-862-6758. To learn about the upcoming Business Roundtable

topic, go to www.arlingtonchamber.org or contact the Chamber office at 703-525-2400.

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 September.

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. Hotels & Motels
2. Restaurants & Food Services
3. Real Estate - Residential
4. Entertainment
5. Transportation

Top 5 Keywords:

1. Lodging
2. Real Estate
3. Dining
4. Entertainment
5. Transportation



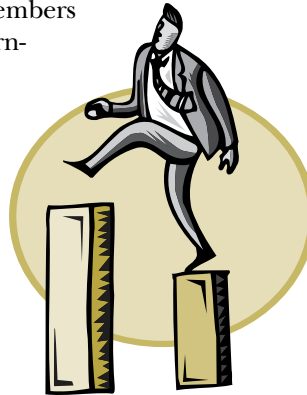
www.arlingtonchamber.org

Chamber Members Make the Area's "A-List"

From July through September, more than 55,000 local consumers voted on the "best local businesses" in W*USA 9's A-list competition. More than 1,300 businesses within the Washington D.C. area entered the competition, and winners were announced this fall. Many Chamber members were nominated, and several Chamber members won, earning their spots on the "A-List."

Congratulations to the winners! This year's contest winners included the following Chamber members:

Theatre: **Classika-Synetic Theater**
 Tire Shop: **Craven Tire and Auto**
 Wine Shop: **The Curious Grape**
 Café: **The Java Shack**
 Day Spa: **Natural Body Spa & Shoppe**
 Power Lunch: **Willow Restaurant**



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The Arlingtonian

Arlington Chamber of Commerce

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

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

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