



Nominations Announced for Board of Directors; Ballots to Be Mailed on October 20

Pursuant to Article IV, Section 4, of the Arlington Chamber of Commerce Bylaws, a list of candidates for the Board of Directors must be provided to the Chamber membership in advance of the distribution of ballots. In accordance with this provision, there is an insert in this newsletter with the names of members who have accepted nominations from the Nominating Committee to the Arlington Chamber Board of Directors. (This list is presented in alphabetical order.)

Any member in good standing whose name is not included among the list of nominees may, upon the written petition of five other members, have his/her name appear on the ballot, provided such petition is received in the office of the Chamber by the Secretary at least 10 days prior to the published date for the distribution of ballots.

The Chamber's bylaws determine the number of voting members per company, according to a formula based on membership investment.

Have a Ball This Fall with Your Chamber— Check Out Our Exciting Fall Lineup!

Register for any and all of these events online, on the Chamber's event calendar. Visit: www.arlingtonchamber.org, click on "Chamber Events," and click on the event(s) you'd like to register for. Prefer to register by phone? Call 703-525-2400.

SCHOLAR'S CUP

Thursday, October 12 – **Upton Hill Regional Park**
The Chamber's Education and Workforce Development Committee has teamed up with Upton Hill Regional Park to host the First Annual – Scholar's Cup Tournament. **100% of the proceeds from this event will benefit the Arlington Chamber's Scholarship Fund.** This family-friendly event features a mini-golf tournament and a delicious BBQ dinner.

OCTOBER MULTI-CHAMBER BREAKFAST CONNECTION

Thursday, October 19 – **Holiday Inn Ballston**
Promote your business before the workday begins. Join the **Alexandria and Arlington Chambers of Commerce** for an exciting multi-chamber networking session. Exchange business cards, develop prospects, share 60-second commercials, and network like never before!

OCTOBER BUSINESS AFTER BUSINESS

Thursday, October 26 – **Residence Inn by Marriott at Pentagon City**
Join your peers for relaxation, fun prizes, mixing-and-mingling, delicious food and drinks. Don't let your business successes end with the workday!

5TH ANNUAL TECH-E AWARDS

Thursday, November 2 – **Holiday Inn National Airport**

The Tech-E Awards Ceremony highlights businesses and individuals who have made technological advancements and achievements in Arlington County. The purpose of this e-Council event is to encourage and commend our technology leaders. Tech-Es will be awarded in several categories: Technology Company of the Year, Innovator of the Year, Corporate Citizen of the Year, and Technology Young Mind.

NOVEMBER BREAKFAST CONNECTION

Thursday, November 9 – **Holiday Inn Ballston**

Start your day off right! Join the Chamber and your peers for this exciting morning networking session. Exchange business cards, develop prospects, share 60-second commercials, and network like never before!

MULTI-CHAMBER BUSINESS AFTER BUSINESS

Thursday, November 16 – **Nina's Dandy**
In November, the Arlington Chamber of Commerce will co-host its monthly Business After Business with the **Alexandria**

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The Chamber Had a Ball at the 55th Annual Fall Outing!

Sponsored by Porsche of Arlington



Foursome (from left to right): Scott Sledge, Matt Dillard, Craig Mastrangelo, and Heath Chilcoate were the winners of this year's tournament, with the Lowest Net Score. Please see page 6 for more on the Fall Outing

Chamber of Commerce and the Central Fairfax Chamber. Join the members of these Chambers, for a wonderful evening of networking on the River. Space is very limited, so walk-ins are prohibited. Register today!

ANNUAL MEETING

Friday, December 8 – **Sheraton National Hotel**
Join your Chamber for a celebration of the past year's accomplishments and a look forward to the future successes of the year ahead.

The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

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Member: Virginia Chamber of Commerce

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Jim Whelan, Small Business Success
Pat Williamson, WETA

LIAISON TO THE BOARD

COL Thomas Allmon, Fort Myer

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Richard V. Doud, Jr., ** President*
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Ashley Glover, *Communications Manager*
Brian Hefner, *Director of Membership*
Deborah Kunin, *Member Services Administrator*
Cate Reich, *Member Services Manager*

**Executive Committee Member & Director*



Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in OCTOBER



- 2 Monday**
Ambassador's Committee Meeting
4:30 p.m.
Chamber Board Room

November *Arlingtonian* contents due
- 3 Tuesday**
Community Action Committee Meeting
8–9 a.m.
Chamber Board Room
- 4 Wednesday**
SMART Start
7:45–9 a.m.
Chamber Board Room
- 11 Wednesday**
Executive Committee Meeting
8–9 a.m.
Chamber Board Room
- 12 Thursday**
First Annual Scholar's Cup
4–7 p.m.
Upton Hill Regional Park
- 19 Thursday**
Multi-Chamber 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) 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.

- 23 Monday**
Inserts for the November *Arlingtonian* due to ASAP
- 25 Wednesday**
Business Roundtable
11:45 a.m.–1 p.m.
Chamber Board Room

Education & Workforce Development Committee Meeting
4–5 p.m.
Chamber Board Room
- 26 Thursday**
Business After Business
5–7 p.m.
Residence Inn by Marriott at Pentagon City
- 27 Friday**
Government Affairs & Economic Development Committee Meeting
8:15 a.m.
Chamber Board Room
- 30 Monday**
Membership Development Committee Meeting
5 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

Many people achieve monetary success in life through hard work and discipline. However, monetary success in life does not necessarily translate to happiness. Studies show that in order to truly achieve happiness and fulfillment in life, you need to give back to your community. (The Leadership Arlington program is based on this premise and demonstrates how the most successful leaders give back to their community.)



Sean W. Hosty

The same edict applies to organizations. We can judge a good business by the amount of money it makes and its profit margins, but to be a GREAT business, you need to have an impact on your community and make it a better place to live. By joining the Chamber of Commerce you have shown your commitment to the community and your willingness to give back.

One of the Chamber's stated missions is to make Arlington a better place to live, work and own a business. And, one of the best examples of how the Chamber gives back to the community is the Chamber Scholarship Fund. The Arlington Chamber of Commerce Scholarship fund was initiated by Past Chairman **Randy Anderson**, of **Virginia Commerce Bank**. Randy felt that it was just as important for the Chamber to give back to the community as it was for our members to take an active role in establishing the well being of the community. What better way to give back than to help Arlington students pay for college and continue their education? To date, the Scholarship Fund has provided 9 scholarships to 9 students in Arlington.

The Chamber's Scholarship Fund has continued to grow each year and is currently at approximately \$25,000. This month, the Chamber will hold its First Annual Mini-Golf "Scholars Cup" Tournament on October 12, 2006 at Upton Hill Region Park. Unlike other Chamber events throughout the year, 100% of the proceeds from this event will go to the Scholarship Fund. We hope this event will boost the scholarship fund so the Chamber can continue to increase the scholarship gifts to our students. Check the Chamber's website for more information on the "Scholars Cup;" we hope you will participate. Thank you for your membership in the Chamber and your willingness to give back to make Arlington the best place to work, live and own a business.

Sean W. Hosty, Smith Barney
2006 Chairman

2006 Annual Corporate Sponsors



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Forbes Ranks Virginia the Best State for Business

After examining a total of 30 metrics in 6 general categories (business costs, economic climate, growth prospects, labor, quality of life, and regulatory environment), Forbes recently ranked Virginia “the best state to do business.” **Rich Doud**, Chamber President says “I like to think that, while Virginia has so many positive things going for it, Chambers of Commerce and our members have in some way done their part in helping our Commonwealth get to the top ranking.” Virginia dominated the rankings, scoring in the top ten of each of the six categories. *NO* other state placed in the top ten in more than three categories. For more information on the ranking, visit www.Forbes.com.

Support Our Home Team AND the Chamber's Scholarship Fund

The **Washington Capitals** and the Arlington Chamber of Commerce have partnered to present the “Pucks into Bucks” fundraiser. “Pucks into Bucks” will allow you to save up to \$15 off of the gate price of a Capitals ticket, and the **Capitals** will generously donate an additional \$8 from each ticket purchased to the Chamber's Scholarship Fund. Tickets can be purchased online: <http://www.capstickets.com/arlington.html>. Questions? Contact **Jeff Keeney** at 202-266-2345 or e-mail: jkeeney@washcaps.com.



TRD Corner

In the last quarter of 2005, your Board of Directors made a very important decision—to progress! Almost a year later, we have achieved a remarkable (and intimidating) goal. The Campaign started with a few good men and women who volunteered to be a part of this new concept in fundraising, enter 100+ volunteers!

This new concept, with a very unique and sometimes confusing acronym—TRD, was met with mixed reviews. For those who could see its promise, it meant a new future for the Arlington Chamber. The basic concept is to group all of the Chamber's products (new memberships, advertising, event/program sponsorships and budget reduction items) into one complete manual that volunteers used to approach their contacts for purchase of the products. Why does the Campaign work? Because utilizing volunteer assistance expands our products' reach and opens the book of Chamber opportunities to audiences we could have only previously dreamt. These new prospective members and consumers are able to take advantage of our affordable marketing and exposure avenues, and because they were referred by someone they know and trust, they are more likely to act on the recommendation.



2006 Total Resource Development Campaign
Arlington Chamber of Commerce

What does this mean for you? It means a larger Chamber, with a stronger membership base, more contacts and networking opportunities, and the hope for better programs. TRD has expanded the membership base to include many more people who you need to meet and do business with. If you haven't been to an event in a while, we think you will be pleasantly surprised the next time you attend. Not only are the programs of a higher caliber, but the clientele is more diverse and representative of the Arlington business community than ever before. With our eyes set on the next annual TRD to begin in the spring of 2007, this growth has no option but to continue!

If you think you would like to get involved in the 2007 campaign, please send an email or call Cate Reich, creich@arlingtonchamber.org, 703-525-2400. We are looking for enthusiastic and outgoing folks

with a flare for leadership and a willingness to try something new!

Next month, we will feature a listing of all TRD teams and their final team statistics on production. This is the first time that the entire membership will see how our teams fared. Please remember to thank and congratulate these folks when you see them, they have made great strides for your Chamber!

Marine Corps Marathon Infuses Millions into Arlington Economy

By *Emily Cassell, Public Relations/Marketing Manager at Arlington Economic Development*

What has more than 60,000 feet and will be running through Arlington this October? It's the 31st Annual Marine Corps Marathon (MCM), which hits the streets of Arlington on October 29. Dubbed "The People's Marathon," the MCM is the fifth largest U.S. marathon and eighth largest in the world. And, best of all, it attracts more than 30,000 runners and 100,000 spectators to the County.

In addition to the honor of being official home to the MCM (both the start and finish lines are at Iwo Jima, the Marine Corps Memorial) Arlington and its businesses benefit from the event in a number of ways. In 2004, participants spent nearly \$20 million, according to a study by the George Washington University International Institute of Tourism Studies. The study randomly interviewed runners and spectators, and found that more than 76,000 people came to the area as a part of the Marathon, generating a 64 percent increase in dollars spent from the same weekend in 2002.

Marathon visitors over the four-day period predominately spent money on food, lodging, entertainment, local transportation and retail purchases. This generated more than \$1.3 million in tax revenue, up 114 percent from 2002. Arlington was the dominant recipient of runner and

spectator spending, bringing in nearly two-thirds of the money spent. Runners and their parties spent nearly \$10 million in restaurants and on retail purchases over the weekend. On average, runners and parties stayed 2.4 nights at area hotels generating an additional \$6 million in revenue. In addition to the economic impact, the Marine Corps Marathon helped raise \$4.9 million for both local and national causes.

In anticipation of the event, businesses and public-private partnerships in Crystal City and Rosslyn have created an array of opportunities for MCM visitors to sample Arlington's unique blend of urban sophistication and neighborhood charm. Rosslyn's Finish Festival and Live Music events go from 9:30 a.m. to 4 p.m. on Marathon day, and feature live music at Mile 4 (the Marine Corps Base Quantico Band), WMZQ-radio's live broadcast, a 1 p.m. concert by country singer and former Marine Luke Stricklin, and delicious foods along Rosslyn's Restaurant Row. Crystal City's Street Spectacular – at Miles 22 and 23 – takes place along Crystal Drive from 9 a.m. until 3:30 p.m. This family-friendly festival features live entertainment from local bands, restaurant tastings, and a variety of other activities. For details on the Marathon and related weekend events, visit www.marinemarathon.com.



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The 55th Annual Fall Outing Was a Great Success!

Over 100 leaders of Arlington's business community gathered on September 11 for the 55th Annual Fall Outing. This year's tournament took place at the spectacular Westwood Country Club in Vienna, Virginia. Tournament attendees enjoyed their day on the greens, playing against one another in a tournament, competing in competitions (a Longest Drive competitions with separate contests for men and women, a Putting Contest, a Closest-to-the-Pin contest, and two Hole-in-One contests). The exciting door prizes, delicious food, stuffed goody bags, tournament trophies and challenging contests ensured that every attendee walked away a winner!

Thanks to everyone who volunteered, sponsored, donated, or participated. Without your support, this year's event would not have been the success it was. Below, we congratulate the winners and thank the volunteers whose efforts made this event a victory!

The Chamber would like to extend a sincere thank you to the following Chamber members. Without their support of the Chamber and the Fall Outing, this event would not be possible.

Grand Sponsor – Porsche of Arlington

Luncheon Sponsor – Mercantile Potomac Bank

Reception Sponsor – Stars & Stripes of Pentagon City

Golf Cart – Washington Capitals and Citigroup Smith Barney

Golf Shirt – Metropolitan Washington Airports Authority

Golf Ball – Specialty Auto Body

Team Photo – American Painting & Janitorial

Golf Hat – EmbroidMe/Fairfax-Merrifield

Closest-to-the-Pin – Association of the U.S. Army

Putting Contest – Craig Mastrangelo, RE/MAX Allegiance

Putting Green – Cohen and Steers Capital Management

Beverage Cart – Virginia Commerce Bank, ROCKLANDS Barbeque and Grilling Company, and Walsh, Colucci, Lubeley, Emrich & Walsh, P.C.

Driving Range – Alliance Bank

Thank you to the members of the 2006 Fall Outing Committee.

These individuals are dedicated members, and worked tirelessly to ensure the success of this year's event.

CHAIR: Nicole Bocra, Infinity

Investigative Solutions

Steve Barto, UBS Financial Services

David Dean, Digital Office Products

Sean Hosty, Smith Barney

Craig Mastrangelo, Re/Max Allegiance

Brian Scull, The Shooshan Company

Bill Swanson, Edward Jones

Thank you to this year's Hole Sponsors. We hope to see you on the course again next year!

Association of the U.S. Army

Ballston Common Mall

Steve Barto – UBS Financial Services

BB&T

Bean, Kinney & Korman, P.C.

Burger King

The Front Page

Don Gay – Pinnacle Financial

Geo. H. Rucker Realty Group

Holiday Inn National Airport/Crowne Plaza Hotel

Sean Hosty – Smith Barney

National Mailing Systems

Ruth's Chris Steakhouse

The Sheraton National Hotel

The Shooshan Company

United Bank

Valcourt Building Services

Virginia Commerce Bank

Thank you to the following generous sponsors, who provided wonderful door prizes and contest prizes to this year's attendees!

Arlington Virginia Federal Credit Union

Artisan Confections

Ballston Common Mall

BB&T

Bean, Kinney & Korman, P.C.

Nicole Bocra, Infinity Investigative

Solutions

Buck & Associates

Carvel

Casual Adventure

Classika Theatre

Bernie Cohen, Insurance Solutions

Cold Stone Creamery

Colonial Parking

Comfort Inn – Ballston

Crowne Plaza Hotel



(from left to right)
Dan Thomas and
Jimmie Spencer of
the **Association of
the U.S. Army** team
accept trophies for
their 2nd place low
net score.

Our grand
sponsor, **Porsche
of Arlington's**
team gathers for
a photo.



Dandy Cruises
Embassy Suites
The Energy Club
The Fashion Centre at Pentagon City
Flat Top Grill
Gold's Gym
Heidelberg Bakery
Holiday Inn National Airport
Hyatt Regency
Ireland's Four Courts
Jos A Bank
Key Bridge Marriott
Lebanese Taverna
Mario's Pizza
Marriott Crystal City
Marymount University
Metro 29 Diner
Mexicali Blues
Mister Days
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OBA Bank
O'Malley's
Porsche of Arlington
Portofino
Rira Clarendon
Rock Bottom Brewery
ROCKLANDS Barbeque and Grilling
Company
Ruth's Chris Steakhouse
Sheraton National Hotel
Silver Diner
Teal Center
Ted's Montana Grill
Thai Terrace
Tivoli Restaurant
Werner Jewelers
Whitlow's on Wilson

Every year each participant receives a Goody Bag. Goody bags are a great way to promote your business while supporting the Chamber. This year's Goody Bags were amazing and we would like to extend a thank you to the following contributors:

Alliance Bank
Arlington Food Assistance Center
BB&T
Buck & Associates
Chick-Fil-A
Devry University
Gold's Gym

Sean Hosty
Neighborhood Home
Jamie Nicholas
OBA Bank
Solarus Day Spa
United Bank

Thank you to the businesses and individuals who donated items as prizes for our tournament and contest winners!

Buck & Associates
Digital Office Products
Infinity Investigative Solutions
Werner Jewelers

Continued on back page.

Members IN THE News

► BANKS

Virginia Commerce Bank (VCB) recently announced the opening of its Signal Hill branch, the Bank's twentieth Branch. The Signal Hill Branch's opening was attended by **VCB** staff and Board members; as well as local dignitaries and elected officials. The opening of this branch is part of an accelerated branching strategy that began in August of 2004. Since then, the Bank has grown from 13 branches to 20, and has signed leases on 4 other branches.

► COACHING, SEMINARS, AND PROFESSIONAL DEVELOPMENT

During August, the lead-share group of **Northern Virginia Business Referrals (NVBR)** added (among others) **Allen Schirmer** of **United Bank**, and Jennifer Mitchell of **Paychex**, to its membership rolls. **NVBR** continues to meet at its customary time and place, Tuesday mornings from 7-8:30 a.m. at the Metro 29 Diner.

► GOVERNMENT OFFICES

Community Role Models (CRM) is an initiative that seeks to engage a diverse group of young adults (20s and 30s) more actively in Arlington civic life by educating them about community issues and getting them involved in community service and volunteering. This month, on October 21, **CRM** will partner with the County's new Volunteer Emergency Support Team to test a new Volunteer Management System and simulate a public health emergency situation. For more information about or registration for this event, or the schedule of upcoming **CRM** events, please contact **Dan Silverman** at 703-818-6011.

► NON-PROFIT ORGANIZATIONS AND FOUNDATIONS

ECDC Enterprise Development Group is pleased to announce the official launch of its small business incubator, 10,000 square feet of affordable office space, ready-made, and available for small business' needs. This turn-key office solution provides a low monthly rate that includes utilities, trash, internet access, and technical assistance to help small,

growing businesses to be successful. Contact Chona Bravante for more information at chona@entdevgroup.org or 703-685-0510. In October, **ECDC** will host a Breakfast Event called "Helping Immigrants and Poor Americans Successfully Access Financial Services." Please contact **Drew Tulchin** for more information and information about sponsorship opportunities associated with this event: drew@entdevgroup.org or 703685-0510.

The **Arlington Jaycees** are hosting a "Womanless Beauty Contest" to raise funds for Camp Virginia **Jaycee**, a camp for children and adults with mental retardation. The fundraiser will take place on November 4th at Clare & Don's Beach Shack. Tickets may be bought in advance. Please contact **Leandra Finder** at 703-473-7245 or llfcap@aol.com for more information on this event or to purchase tickets.

One year after Hurricane Katrina, 100% of evacuees who participated in **Northern Virginia Family Service's (NVFS)** Katrina Project have developed a recovery plan and have been connected to community resources. Nearly all have also secured safe and affordable housing in Northern Virginia. **Mary Agee**, **NVFS** President and CEO, said "With the help of experienced case managers, Hurricane Katrina evacuees in Northern Virginia have begun to rebuild their lives." **NVFS's** Katrina Project will now focus on ensuring that all of the families

are linked to resources to meet their long-term recovery needs, such as mental health series and trauma recovery education.

Potomac Harmony Chorus, the current Region 14 Champion of Sweet Adelines International, presents "Wahoo!" a Western theme show on October 21 at 3pm, at the Thomas Jefferson Theater at Thomas Jefferson Middle School. Tickets are on sale now; please call 703-764-3896 or visit www.potomacharmony.org for reservations and information.

The **USO of Metropolitan Washington** is seeking entries for its annual photography contest. Submissions should have a military theme with a local emphasis. The deadline is October 16, 2006, and the winner will be chosen and notified on November 20, 2006. The winner will receive \$300 in cash, and the photo will appear on the cover of the 2007 **USO** Guide to Washington and Baltimore, as well as the opening page of the **USO-Metro's** website. To find out more, or for photo submission instructions, call 703-696-5655.

► PROMOTIONAL PRODUCTS

Dimension Strategic Marketing has recently adopted a new, modernized corporate identity design in an effort to better serve its client base. "The new design features four dots in different colors suspended over the second 'l,' to indicate our ability to creatively juggle our clients' varied projects without dropping the ball," said **Dimension's** president, **Cliff Farbstein**. The newly designed logo as well as the re-designed **Dimension** website can be seen at www.dimension-corp.com.

Correction

In the August *Arlingtonian*, the above photo was captioned incorrectly. **Sonia Johnston** (left) of **Mercantile Potomac Bank**, poses with Helen Thomas, acclaimed journalist and White House Correspondent. We apologize for the mistake.



Welcome to New Members

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HOTELS & MOTELS

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NON-PROFIT ORGANIZATIONS & FOUNDATIONS

ARLINGTON PHILHARMONIC ASSOCIATION

Dennis Siebert, Program Development Coordinator
P.O. Box 101103
Arlington, VA 22210
Phone: 703-243-5155

SPONSOR: Rich Doud, Staff

Provides professional quality classical music available to all Arlington citizens by building community awareness and alliances with schools, businesses, and other community organizations.

RESTAURANTS & FOOD SERVICES

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Paul Brock, Owner
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#102
Arlington, VA 22203

Phone 703-358-9735

SPONSOR: Stephanie Shriver-Engdahl,

Ballston Common Mall

Quick Service Chicken Restaurant.

TANDOORI NIGHTS, LLC

Anil Miglani, Vice President
2800 Clarendon Boulevard
#R900

Arlington, VA 22201

Phone: 703-248-8333

SPONSOR: Tim Hughes, Hughes and Associates, PLLC

A fine dining Indian cuisine restaurant in Market Commons in Arlington.

RETAIL

CHERRYDALE HARDWARE & GARDEN CENTER, INC.

Jackie Bradbury, Owner
3805 Lee Highway
Arlington, VA 22207
Phone: 703-527-2100

SPONSOR: Jay Palermino, Willow and Sue Gruskiewicz, Edward Jones

WINE STORE

ARROWINE, INC.

Doug Rosen, Owner
4508 Lee Highway
Arlington, VA 22207
Phone: 703-525-0990

SPONSOR: Jay Palermino, Willow and Sue Gruskiewicz, Edward Jones

Arrowine is Northern Virginia's premier destination for fine wines, artisanal cheese and charcuterie, micro-brews and much more. We have been serving Arlington since 1985.

NETWORK AT OUR BusinessAfterBusiness EVENT!

Have fun making connections outside of the office at the Chamber's monthly networking event, Business After Business. This month, the Chamber will visit the **Residence Inn by Marriott, Pentagon City**, where attendees will enjoy a relaxing setting and wonderful food and drink. At the **Residence Inn**, guests will get to know their peers through this one-of-a-kind mixing and mingling opportunity. The event will even offer the chance to win great prizes, potentially including cash from the jackpot available each month. Remember, you must be present at the event to claim your prize!

Please register for this event before noon, on October 26th. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

BusinessAfterBusiness

Residence Inn by Marriott, Pentagon City

Thursday, October 26th, 5:00-7:30p.m.

Hosted by **Residence Inn by Marriott at Pentagon City**



Register online: visit www.arlingtonchamber.org, click on Chamber Events, find the October Business After Business and click "register now."

Thanks to Members who renewed in September!

Information is accurate as of September 1, 2006

The American Century Theater
Arlington County Sheriff's Office
Arlington Education Association
Baird Automotive
Cohen & Company
The George Washington University Graduate Education Center
Junior Achievement of the National Capital Area
Lee Heights Shops
Mexicali Blues
National Defense University
Potomac Disposal Services of Virginia, LLC
Potomac Harmony Showtime Chorus
Radisson Hotel Reagan National Airport
Reinsch Foundation
Self Storage Zone

Chamber Members are the Best of the Best

Congratulations to the following members who were amongst the 48 businesses and destinations, determined by *Washington Post* Readers as the "Best Bets" in the area.

Business Name (category(ies) in which they were a winner)

Army Navy Country Club

– Arlington (Golf Course)

Arlington Cinema 'N'

Drafthouse (Movie Theater)

Bailey's Pub and Grille

(Sports Bar)

Café Asia (Chinese, Happy

Hour, Take-Out)

Clarendon Ballroom (Pick-up

Spot, Dance Club), Happy Hour

Cold Stone Creamery (Ice

Cream)

Conklyn's Florist (Florist)

Curves (Gym/Health Club)

The Front Page (Pick-up

Spot, Happy Hour)

Gold's Gym (Gym/Health

Club)

Goodwill of Greater

Washington (Vintage/ Thrift Store)

Harry's Tap Room (Brunch)

Heidelberg Pastry Shoppe

(Bakery)

The Italian Store (Pizza,

Italian)

Java Shack (Coffee Shop)

Jay's Saloon & Grille

(Neighborhood Bar)

Joseph A. Bank Clothiers

(Men's Clothing Store)

Lebanese Taverna

(Vegetarian, Take-Out)

McCormick & Schmick's

Seafood Restaurant

(Happy Hour, Crabs)

Mister Days Sports Rock

Café (Sports Bar)

Natural Body Day Spa (Day

Spa)

Rock Bottom Brewery

(Happy Hour)

ROCKLANDS Barbeque

& Grilling Company

(Barbecue)

Ruth's Chris Steak House

(Steaks)

Sette Bello (New Restaurant)

Signature Theatre (Place to See Theater)

Silver Diner (Kid-Friendly)

Sport and Health Club (Gym/ Health Club)

Summers Grill and Sports

Pub (Sports Bar)

Whitlow's on Wilson (Burger,

Brunch, Pick-up Spot,

Neighborhood Bar, Happy Hour, Neighborhood

Spot)

ARLINGTON GAY AND LESBIAN ALLIANCE

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www.voteNOva.org

Vote "NO," Virginia!



SMART Start

The Best Kept Secret of Successful Networkers

By Jay Kelly, Bella Consulting Solutions

I have found that people who try networking and decide that it is not for them, or that it doesn't work in their business, usually do not know the best kept secret. Givers get!

A great networker is someone who will *give* referrals without really expecting anything in return. Great networkers understand that when you focus on giving good referrals, you always get them back in multiples.

"Givers Get" is a theory I believe and share. If you are a giver, freely sharing your knowledge, contacts, and good will, it will come back to you in the future with interest. Another important thing to remember is that givers usually surround themselves with other givers. An excellent example of this is in successful lead share groups (i.e. BNI). When every member of a group works hard for others, everyone in the group comes out ahead.

Some people wait for others to give them referrals before they refer others, following the rule of "refer me first". This practice feels safer and seems to keep you even or ahead in the game, where you feel like you are always in control. Typically people work very hard to repay the kindness of a good referral. The reality is that following the "refer me first" can leave you on the sidelines waiting for someone else to make the first move while the givers are working to help anyone regardless of repayment, and in the end, always coming out miles ahead.

So, the secret to getting more referrals is to focus first on giving more referrals.

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, October 4, 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




HAPPY ANNIVERSARY!

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

SEPTEMBER ANNIVERSARIES

Arlington Education Association	5
Potomac Harmony Showtime Chorus	5
ROCKLANDS Barbeque and Grilling Company	10



Breakfast Connection

Breakfast Connection

Thursday, October 19

7:30-9:00a.m.

Holiday Inn – Ballston

Special thanks to our Grand Sponsor, Self-Storage Plus, and Patron Sponsors, **Hughes & Associates** and **Kinder Haus Toys**

Double your networking opportunities! Attend the October Breakfast Connection, a multi-chamber event, and mingle with your peers from both the Arlington and Alexandria Chambers of Commerce! You'll have the chance to network, exchange business cards, develop prospects, and share a 60 second commercial with each table you sit at. 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 October 18. All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly. Thank you!

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

SELF STORAGE PLUS
Climate Controlled Storage

Thanks go to...

- **Meredith Dittmar** of **PCH Computing, Inc.** for designing the logo for our First Annual Scholar's Cup Tournament, as well as the beautiful 2006 Tech-E invitation design! We really appreciate your hard work and generosity.
- **Whitlow's on Wilson** for hosting another wonderful Business After Business event in August.
- **Kim Durand** of **Arlington Public Schools** and **Em Hall** of **Goodwill of Greater Washington** for volunteering at the Fall Outing.

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*

Quotable Success Strategies

1. *You either get better or you get worse. Status quo is not an option.*

All season long, sports coaches use these famous words, which sum up the critical factor for success for any organization. We see it in the news every day. Companies like Apple, Microsoft, Yahoo, and Nike are constantly looking for ways to remain on top by offering exciting, innovative new products and by better serving their customers. They recognize that the opposite of growth is decline, and the way to growth is to determine what will be relevant in the future and take action now.

2. *The world is coming to an end.*

Children no longer obey their parents and every man wants to write a book.

This quote from an Assyrian stone tablet of 2800 B.C. reminds us that there are certain immutable beliefs that remain true throughout time. Similarly, there are certain immutable strategies for success that are applicable today as from thousands of years ago. Despite talk about the “new economy,” and new schools of thought about marketing, successful companies, nonprofits and associations become successful because they practice basic proven truths:

- **Visualize the future.** Take the time to think about the future. Learn how to keep your thumb on the pulse of change affecting the world around you. Envision the role of your business in the future. See your business as proactive, rather than reactive, to what the future brings.

- **Establish a plan.** This is the best predictor of whether or not a business will grow. To be effective, a plan for growth does not need to be formal or complicated. However, it needs to be written, well communicated, and updated periodically.

- **Look at the outside world.** Recognize and adapt to fundamental changes in the marketplace. Take off the blinders. Many times we become too myopic and see only a limited view of our markets. View the big picture. Broaden your vision to take in the entire field in which you’re planting seeds and dream – yes, dream – about where your business could go.

- **Look at the inside world.** Put yourself in your customer’s shoes. Take a look at your business processes from your customer’s perspective. Are those processes in place to make it easier for you, or to help deliver on your promise of superior service to the customer?

3. *Due to the lack of trumpeters, the end of the world has been postponed for three weeks.*

Business Roundtable

TOPIC:

Five deadly mistakes when starting a business

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

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

I saw this sign posted on the wall of a congressional staffer who was working under the pressure of a very tight deadline with a minimum of help. For this staffer, a postponement was probably wishful thinking. Since her deadline wouldn’t be moving, she had to. Don’t postpone defining the paths to success. The time to get moving is always now. Procrastination only extends the status quo. And when you see storm clouds on the horizon, it’s too late. Act before the storm hits.

4. *You Have a Choice: Plow New Ground or Let the Weeds Grow*

This classic quote attributed to a fictitious name, Jonathan Westover, is often used to overcome indecision.

Amazingly, in this time of nonstop transformation and technological opportunity, I continue to see clients who are still mired in the “we’ve always done it this way,” or, “it worked for years, why change now?” syndrome. Don’t get me wrong – that kind of thinking brings me business. Turning that kind of thinking around for business owners struggling to grow profits or to stop the red ink from flowing brings me great satisfaction.

Fully 80 percent of the products or services our businesses will be providing in five years have not even been thought of today! What a great reason to explore new territory! Your future success depends on new developments in your business.

Nothing remains the same and thrives, let alone survives. Think back to how you used technology in your business five years ago and compare that to how you use it today – e-mails, websites, online shopping carts, mobile phones, GPS and more. The exciting fact is that you can create new ideas that have just as much impact on your business as did these global technologies.

You *do* have a choice. Choose a new approach, a new plan, a new process, a new idea. It’s the best form of “weed-be-gone” I’ve ever seen.

5. *Never give in, never give in, never; never; never; never ...*
Winston Churchill was right. Persistence pays.



Jim Whelan writes business plans for busy business owners. To contact him, go to www.small-business-success.biz or call 703-862-6758. To learn about the upcoming Business Roundtables, go to www.arlingtonchamber.org or contact the Chamber office at 703-525-2400.

Fall Outing, *continued from page 6*

Winners of the 54th Annual Fall Outing:

1st Place Low Gross:

Association of the U.S. Army Team

Don Thomas
Danny Thomas
Jimmie Spencer

1st Place Low Net:

Craig Mastrangelo

Scott Sledge
Matt Dillard
Heath Chilcoate

2nd Place Low Net:

Sheraton National Hotel Team

Paul Giovanini
Les Hefferman
Don Davis
Errol Alexander, Jr.

Closest to the Pin Winner

John Moore, **Ballston Common Mall**

Longest Drive Women's – Tina Dante

Longest Drive Men's – Sang Han

Thank you to our volunteers who lent a hand to make this event a success

Kim Durand of Arlington Public Schools and Em Hall of Goodwill of Greater Washington

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chamber@arlingtonchamber.org
www.arlingtonchamber.org

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

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