



## Who Do You Think Should Win a 2006 Tech-E Award?

The Arlington Chamber of Commerce will hold its 5<sup>th</sup> Annual Tech-E Awards Ceremony on Thursday, November 2, 2006. This annual 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. Since the first Tech-E Award Ceremony in 2002, the Tech-E's have been awarded in several categories:

- Technology Company of the Year
- Innovator of the Year
- Corporate Citizen of the Year
- Technology Young Mind

Three of these awards honor those who have established a place in technology, while the Young Mind Award commends area high school students for their achievements. The Young Mind Award

is accompanied by a scholarship sponsored by CACI.

**THE DEADLINE FOR ALL NOMINATIONS IS MONDAY, SEPTEMBER 12<sup>th</sup>! TAKE A MOMENT TO EMAIL YOUR NOMINATION TO CATE REICH, MEMBER SERVICES MANAGER AT [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org). PLEASE INCLUDE A CONTACT NAME FOR THE NOMINEE, THE NOMINEE'S COMPANY NAME, AND YOUR REASON FOR NOMINATION.**



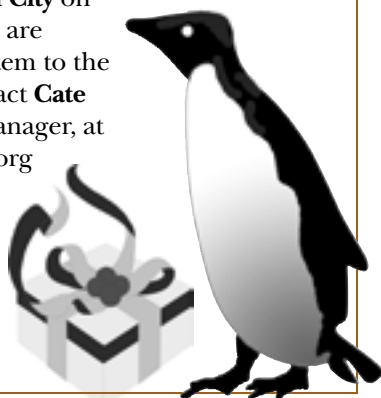
Save the Date!  
**Tech-E Awards**  
 Thursday, November 2  
 7:30-9:30 a.m.  
 Reserve your seat  
 or a table today:  
 703-525-2400

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## Going Once, Going Twice...

Donations are now being accepted for the 83<sup>rd</sup> Annual Arlington Business Gala and Silent Auction. As many of you know, this event is the Chamber's largest fundraiser, and if it weren't for your generous donations, it would not be the success that it is. Next year's event will take place at **The Ritz-Carlton, Pentagon City** on Saturday, January 27. If you are interested in donating an item to the Silent Auction, please contact **Cate Reich**, Member Services Manager, at [events@arlingtonchamber.org](mailto:events@arlingtonchamber.org) or 703-525-2400.



## Make a Difference in the Life of a Local Student— Donate to the Chamber's Scholarship Fund

Attend the first Annual Mini-Golf Tournament, 100% of proceeds to benefit the Scholarship Fund. For more information on the event, turn to p. 9

*A letter from one of this year's Scholarship Fund Recipients:*

Dear Mr. Doud,

Thank you so much for the Arlington Chamber of Commerce Scholarship I received. Coming from a single parent home, money is extremely tight and this money will certainly help tremendously with my college expenses. I enjoyed meeting you at the ceremony we had at Marymount. It was very nice and the cake was delicious. I know that my mom and sister enjoyed the reception as well. Again thank you for your contribution to my education, I know it will help me reach my potential.

Sincerely,

Allison Paige Jordan

If you would like to contribute to the Scholarship Fund, please send a check to the Chamber, made payable to: Chamber Scholarship Fund.

# The Chamber

Arlington Chamber of Commerce

*Opportunity. Leadership. Results.*

Member: U.S. Chamber of Commerce  
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 SEPTEMBER



- 1 Friday**  
October *Arlingtonian* contents due
- 4 Monday**  
Labor Day – Chamber Office Closed
- 5 Tuesday**  
Community Action Committee Meeting  
8 a.m.  
Chamber Board Room  
  
Ambassadors Committee Meeting  
4:30 p.m.  
Chamber Board Room
- 6 Wednesday**  
*Smart Start*  
7:45–9:15 a.m.  
Chamber Board Room
- 11 Monday**  
*Fall Outing*  
8 a.m.  
Westwood Country Club
- 13 Wednesday**  
Executive Committee Meeting  
8 a.m.  
Chamber Board Room
- 21 Thursday**  
*Breakfast Connection—Nonprofit highlight*  
7:30–9 a.m.  
*Holiday Inn Ballston*

Information is accurate as of press time. Please consult the Chamber's website ([www.arlingtonchamber.org](http://www.arlingtonchamber.org)) for updates and changes that may have occurred.

Events listed in color are open to both members and guests.

You can register for all events by visiting [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by calling the Chamber office, 703-525-2400.

- 22 Friday**  
September Board Meeting at *Tandoori Nights*  
  
October *Arlingtonian* inserts due
- 25 Monday**  
Membership Development Committee Meeting  
5 p.m.  
Chamber Board Room
- 27 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
- 28 Thursday**  
*Business After Business*  
5–7 p.m.  
*Rock Bottom Brewery*
- 29 Friday**  
Legislative Affairs/Economic Development Committee Meeting  
8:15–9:15 a.m.  
Chamber Board Room

Chamber telephone system courtesy of Reynolds Maps. Broadband internet capability courtesy of Comcast Communications. Office WiFi capability courtesy of Washington Workplace.

### DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

DISPLAY ADS—The first of the Month prior to publication. i.e. For December, the ad must be submitted by November 1.  
PRESS RELEASES—Same deadline as Display Ads  
ARTICLES—Same deadline as Display Ads  
INSERTS—By the 22nd of the month prior to publication. i.e. For December, the insert must be at the mail house by November 22.

THE ARLINGTONIAN (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA. POSTMASTER: Send address changes to The Arlingtonian c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201

Articles printed in this newsletter are submitted by members and represent their ideas and beliefs and do not necessarily reflect the views of the Arlington Chamber of Commerce.

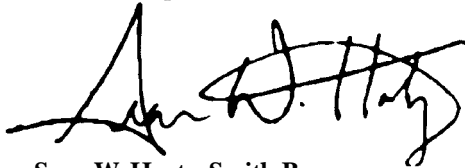
## Chairman's Message

As you might expect, I believe the Arlington Chamber of Commerce is the best Chamber in the Area. However, with any organization, in order to maintain our premier status, we are constantly trying to enhance the member experience. As this year's Chairman, I frequently receive feedback from members on everything from the cost to attend an event, to the time of day the event is held, to the sponsorship opportunities, etc. Most of the feedback on Chamber events I receive is positive. I do, however, receive suggestions for improvements. I welcome these suggestions and encourage you to continue to bring ideas to my attention. Together, we can enhance the member experience and keep the Arlington Chamber the best business organization in Northern Virginia.

Each time I receive an idea to improve the Chamber, I recommend to the member that they also relay their idea to the appropriate committee for discussion. I need your help at the committee level to help build consensus for your idea. The best course of action for any member is to call the committee chair and request that your idea be put on the agenda for discussion. Or, if there is not a committee that oversees the particular activity, a call to the appropriate Chamber staff member is the place to begin.

Once an idea is presented at the committee level, it is discussed and, if appropriate, voted upon for approval. Many times, this is all that is needed to make a change. However, if there are budget implications, the idea will need to go to the Executive Committee for their approval. The Vice-Chair for the respective committee will bring the idea to the Executive Committee. Once again, the suggestion is discussed and voted upon by the Executive Committee. If approved by the Committee, the idea goes to the full Board of Directors for their vote and approval. The whole process can take as little as one month. Almost every time a viable idea is presented and the above procedure is followed, the suggestion for improvement is implemented.

We cannot continue to build upon the Chamber's success without your help. Getting involved and improving the Chamber is a rewarding experience. When your idea is implemented, you can take pride in the fact that you have made your mark on the Chamber and enriched the organization. Every organization must continue to grow and change to stay the best. Your Chamber of Commerce is no exception, and I encourage you to continue to look for ways we can enhance the member experience. I look forward to hearing your suggestions.



Sean W. Hosty, Smith Barney  
2006 Chairman



Sean W. Hosty

### 2006 Annual Corporate Sponsors



### Save the Date

**November 16, 2006**

**Multi-Chamber Business After Business on Nina's Dandy**  
*(Dinner included!)*

Cruise with the Arlington and Alexandria Chambers of Commerce.  
The networking and fun begins at 5:30.

Register now; space is limited.

\$30 for members. \$40 for non-members.

Registration deadline: November 13th. Walk-ins discouraged.  
703-525-2400 or [www.arlingtonchamber.org](http://www.arlingtonchamber.org).



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## TRD Corner

The TRD Campaign Leadership would like to extend a special thank you to your Campaign Top Ten Top Producers. As of Week 16 of our first Annual Total Resource Development Campaign, these individuals have soared in TRD sales. The entire membership is very grateful for all of the hard work they have put into this Campaign to make a better Chamber for us all. Take a minute to review the list of Top Producers, read about them, and their companies. Perhaps you have a need that could be met by their services or perhaps you want to personally commend them for their hard work. We're getting closer to our goal each day and it's due in part to the efforts of ALL of our volunteers. On page 6, you will find a complete list of every producing volunteer. We would also like to thank them for their continued efforts—every little bit helps us get closer to goal. To find out today's campaign statistics, visit the TRD website, accessible from the Chamber's website [www.arlingtonchamber.org](http://www.arlingtonchamber.org).

**Margaret McKeough, Metropolitan Washington Airports Authority Team**

Margaret is the Executive Vice President & Chief Operating Officer for the **Metropolitan Washington Airports Authority**. She currently serves on the Executive Committee and the Board of Directors. We are grateful for Metropolitan Washington Airports Authorities continuing support of Arlington Chamber of Commerce's Programs.

**Cindy Engquist, Membership Development Team**

Cindy is the President of **All About You** which specializes in Communications, Marketing, Public Relations, Customer Service Evaluation & Training. To find out more about Cindy and All About You, visit their website at [www.allaboutyoucentral.com](http://www.allaboutyoucentral.com). Thank you Cindy for all of your hard work on the TRD; we know that your business benefitted from this campaign!

**Darren Montgomery, Washington Capitals Team**

Darren is the Director of Sales, Groups for the **Washington Capitals**. Not only is the Arlington Chamber happy to welcome the Caps to their new home here in Arlington this fall, but we are extremely grateful to Darren and his teammates for all of their hard work on the TRD Campaign. Darren currently serves on your Board of Directors. For information on partnership opportunities with the Washington Capitals Professional hockey team, season tickets and group and corporate outings—please contact Darren today, 202-266-2200. [www.washingtoncaps.com](http://www.washingtoncaps.com)

**Tom Richards, Guernsey Office Products Team**

Tom is an Account Executive at **Guernsey Office Products**. Tom has become involved in the Arlington Chamber through his involvement with the TRD Campaign and is glad to have had this experience. Having been with Guernsey Office Products for over 6 years, he understands business and its importance to the community. To find out more about Guernsey Office Products and how Tom Richards can assist you with your needs, please visit their website [www.guernseyop.com](http://www.guernseyop.com) or call 703-788-3355 and ask for Tom!

**Sally Aldridge, Virginia Commerce Bank Team**

Sally is the Community Banking Officer at the Clarendon branch of **Virginia Commerce Bank**. Since joining Virginia

Commerce she has been an active member of the Arlington Chamber of Commerce, devoting her time to many different programs including the Arlington Business Gala and the TRD! We're glad to have Sally's support of the TRD Campaign—thank you Sally! To find out more about Virginia Commerce Bank, and specifically how Sally can assist you with your needs, please visit their Clarendon location at 2930 Wilson Boulevard or call today, (703) 525-4601. [www.vcbonline.com](http://www.vcbonline.com).

**Sonia Johnston, Mercantile Potomac Bank Team (formerly known as James Monroe Bank Team)**

Sonia is the Executive Vice President at the Clarendon Branch of **Mercantile Potomac Bank**. Sonia has been an avid supporter of the Arlington Chamber of Commerce and its programs for many years, always helping where she can. Her involvement with TRD is no different. Amidst busy times at the bank, she has managed to put great effort towards the TRD—thank you Sonia! To find out more about Mercantile Potomac Bank, and how Sonia can assist you with your needs, please visit their Clarendon location located at 3033 Wilson Boulevard or call Sonia at 703-524-8100. [www.mercantile.com](http://www.mercantile.com)

**Marie Schuler, Comcast Team**

Marie is the Director of Government & Community Affairs for **Comcast Cable Communications**. She currently serves on the Chamber's Board of Directors. Comcast is a generous supporter of many Chamber programs throughout the year and has found more ways to get involved through the TRD. Thank you Marie for your time and effort in the TRD Campaign! To find out more about Comcast Cable Communications and how their services can meet your needs, please visit their website, [www.comcast.com](http://www.comcast.com) or call them today, 703-578-9423.

**Stephanie Shriver-Engdahl, Ballston Common Mall Team**

Stephanie is the Marketing Director at **Ballston Common Mall**. She is a true team player and has been an active member of your Chamber for several years, supporting programs and events when she is able. Through the TRD Campaign she has opened doors to many mall merchants who are now fellow members. The TRD is a true benefit for all involved, and ideally these new member businesses will prosper more because of their affiliation with the Chamber. Thank you Stephanie, for reaching out to fellow Arlington business! To find out about Ballston Common Mall and how Stephanie's marketing opportunities can benefit you, please visit their website [www.ballston-common.com](http://www.ballston-common.com) or call 703-243-6346.

**Chris Ingrao, Guernsey Office Products Team**

Chris is an Account Executive at **Guernsey Office Products**. He joined the Guernsey team just a short time ago, yet has reached new heights with the help of the TRD Campaign. His efforts for TRD are appreciated and documented as he is the newest Top Ten Top Producer—way to go Chris! To find out about Guernsey Office Products and how Chris can assist in your office needs, please visit their website at [www.guernseyop.com](http://www.guernseyop.com) or call Chris at 703-788-3212.

**Sean Hosty, CitiGroup Smith Barney**

Sean is the Second Vice President—Wealth Management for **Smith Barney** and the current Chairman of your Chamber! We're so happy to have the Chairman's full support for the TRD Campaign. Not only is his support there, but his actions are to back it up, which is essential for a successful TRD! Thank you Sean! To find out more about Smith Barney and how Sean can help assist you with any needs you may have, please visit Sean's website <http://fa.smithbarney.com/swhosty/>.

*Continued on page 6.*

## Arlington Economic Development Teams with The U.S. Department of Commerce, Virginia Export Assistance Center

### Partnership Will Help Arlington Companies do Business Overseas

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

Arlington County has partnered with the United States Department of Commerce, Virginia Export Assistance Center (VEAC). Officials with both organizations report that the partnership will create great synergies through joint events, networking, contacts and opportunities for Arlington businesses. The VEAC will move from their current location in Rosslyn, and will be co-located with **Arlington Economic Development (AED)** staff in Ballston, at their 1100 N. Glebe Road offices.

"Both **AED** and VEAC reach many of the same audiences, and in particular, small businesses," stated **Christopher Zimmerman**, Chairman of the County Board. "VEAC will help augment Arlington's small business initiative, which is a priority for the County Board. It's really a natural fit for both organizations." By partnering with VEAC, **Terry Holzheimer**, Director of **Arlington Economic Development**, is also hoping to capitalize on and expand Arlington's international market. "AED receives a number of inquiries for assistance in this area, and VEAC will be able to open a lot of doors to Arlington businesses," stated Mr. **Holzheimer**. "VEAC facilitates meetings with overseas companies and will be able to extend those invitations to foreign companies and help Arlington companies gain access to them." Anne Grey, Director of the VEAC, U.S. Commercial Service agrees. "You have to think globally," stated Ms. Grey. "There is a wealth of opportunities out there. 95% of the world's consumers are outside of the United States so if a U.S. business is only selling domestically, they are reaching just a small share of potential customers. The U.S. Commercial Service can be Arlington's

connection to that larger international marketplace."

According to the VEAC, small and medium-sized firms account for the vast majority of growth in new exporters, but untapped potential still exists for small businesses to grow their export business. Small and medium-sized companies account for almost 97 percent of U.S. exporters, but still represent only a small share of the total export value of U.S. export goods.

Arlington County has made the growth of its small businesses a priority this year, recognizing that small businesses create 70 percent of new jobs in the United States and account for approximately 85 percent of all businesses located in Arlington County. **BizLaunch**, Arlington's Small Business Assistance Network, has spearheaded small business assistance initiatives through an extensive array of educational and training programs, networking opportunities and other services to help small businesses grow. **BizLaunch** plans to include VEAC programs on exporting, and will provide valuable information on the latest trade centers.

The Virginia Export Assistance Center is dedicated to helping small-to-medium sized Virginia and Washington, D.C. companies develop international markets. Their staff assists clients with identifying and evaluating international partners, navigating international documentation challenges, creating market entry strategies, and providing other export related guidance. Specifically, they provide clients with counseling about international trade finance, international contacts, market research services, and host events that provide trade leads.

## Mentor or Tormentor

by **Diane Cohen**, *Cohen and Company*

Bosses face a challenge when motivating employees to get the job done and when retaining valuable employees. Is it better for a boss to control or to nurture?

What works? And, does the boss have to do it all alone or is the "good cop/bad cop" model the way to go?

In "The Devil Wears Prada", the tyrannical boss, Miranda (Meryl Streep), demonizes Andrea (Anne Hathaway), a recent college grad hired as Miranda's assistant. Andrea's co-worker Nigel (Stanley Tucci) mentors her through a rocky start on the job. Although Nigel's comic antics and nurturing style don't prevent Andrea from eventually leaving the company, they help her flourish while she's there. Andrea also learns a few things from Miranda's demonic leadership style and harsh treatment that she can take to her next job.

The movie struck a chord with me because of several successful mentor experiences I have had; not to mention a few tormentors, over the years.

"Devil" creates a good lead in for the upcoming "Job Shadowing" program that the **Arlington Chamber of Commerce's** Education & Workforce Development Committee and the **Arlington Public Schools (APS)** are partnering on over the next few months. Schools, colleges, and corporations use mentoring to keep students in school or to develop employees.

**Kim Durand**, the Volunteer and Partnership Program Specialist with **APS**, said that "Mentors provide another caring adult in the lives of the students, someone who can help guide them, cheer them on, and make them feel good about themselves."

"The mentoring experience facilitates connections between students and successful women. What evolves from the connection will be different for each student and mentor. Mentoring relationships offer a leadership bridge to the next generation of successful women," according to Susan Duffy, Director of the **George Washington University's** Women's Entrepreneurial Leadership program.

Dina Biblin, Senior Litigation Counsel, praised the successful mentoring program at her employer, the Federal

*Continued on page 9*

TRD Corner, *continued from page 4*

### TRD Producer List

Thank you to the following individuals for devoting time and effort to the TRD Campaign. Their hard work makes it possible for the Chamber to sustain quality programs at an affordable cost. Additionally, the TRD enables the Chamber to gather funding at one defined period of time during the year, as opposed to piece meal as needed. The following folks "get-it" and they see the benefit to be gained from their involvement. THANK YOU ALL!

#### INDIVIDUAL VOLUNTEER – TRD CAMPAIGN TEAM

Paula Adkins–Hakken Kraks	Darren Montgomery–Washington Capitals
Sally Aldridge–Virginia Commerce Bank	John Moore–Team Hosty
Margaret Bishop–Metropolitan Washington Airports Authority	Barbara Nicastro–Campaign Chair/Co-Chair
Gene Brown–Arlington Business Council	Jamie Nicholas–Willow/Westin Team
George Cabalu–Team Hosty	Lynn Osborne–Arlington Business Council
Robin Coracci–Virginia Commerce Bank	Jay Palermino–Willow/Westin Team
Vanessa Courtois–BB&T	David Pooler–The Fashion Centre at Pentagon City
John Davenjay–Membership Development	Yvonne Pover–Arlington Business Council
David Dean–Team Hosty	Timothy Reese–Team Buck
Evelyn Delottinville–Cardinal Bank	Tom Richards–Guernsey Office Products
Kim Durand–Arlington Public Schools	Timothy Ryan–Willow/Westin Team
Cindy Engquist–Membership Development	Marie Schuler–COMCAST
Mark Goetzman–Arlington Business Council	Grace Shea–Lebanese Taverna Girls
Sue Gruskiewicz–Willow/Westin Team	Stephanie Shriver-Engdahl–Ballston Common Mall
Robert Hawthorne–United Bank	John Snedden–Rocklands Barbeque & Grilling Company
Sean Hosty–Team Hosty	Gordon Thrall–Guernsey Office Products
Tim Hughes–Arlington Business Council	Suzette Timme–The Fashion Centre at Pentagon City
Chris Ingrao–Guernsey Office Products	Selina Tolentino–Ballston Common Mall
Ted Johnson–Virginia Commerce Bank	Kathy Viola–Ballston Common Mall
Sonia Johnston–Mercantile Bank	Jim Whelan–Arlington Business Council
Craig Mastrangelo–Team Hosty	Pat Williamson–Arlington Public Schools
Kenneth Matzkin–Team Buck	Brandon Wright–Silver Diner
Margaret McKeough–Metropolitan Washington Airports Authority	Jaime Ykemiyashiro–Mercantile Potomac Bank



**L**eadership Arlington is excited to announce that the Youth Leadership Program selected the Class of 2006, which began on August 6, 2006. Congratulations to the following students who represent six high schools in our area:

**Kathleen Allmon**, Washington-Lee  
**Peter Causey**, H-B Woodlawn  
**Colleen Foster**, Yorktown  
**Devon Hogan**, Washington-Lee  
**Johanna Maldonado**, Wakefield  
**Michelle McKelvey**, Yorktown  
**Nora Murphy**, Washington-Lee  
**Katherine Ness**, Holton-Arms Schools  
**Mary Jane Riguera**, Wakefield  
**Julia Sick**, H-B Woodlawn  
**Elaine Sylvester**, National Cathedral School for Girls  
**Lauren Allison Wallace**, Washington-Lee  
**Allison Walton**, H-B Woodlawn  
**Stanley Woodley**, Yorktown



The **Leadership Arlington Youth Program** is designed to develop leadership skills and awareness of the need for community service, civic participation, and philanthropy in young people. Participants of this program are high school students in the 11th or 12th grades who represent a cross-section of students who live or attend school in Arlington. Participants of the program meet for a weeklong session that focus on collaboration & team building, mentoring, group facilitation, and evaluation. They work with trained facilitators for a skill-based, experienced-learning program to develop their leadership.

If you would like to receive more information on our youth program and/or nominate a student for next year's class please contact **Erika Mendez**, Director of Membership at 703-528-2522 or visit [www.leadershiparlington.org](http://www.leadershiparlington.org)

**YOUBR**  
**Writer**  
 703-915-6410  
[cindy@allaboutyoucentral.com](mailto:cindy@allaboutyoucentral.com)  
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#### Thanks go to...

- Breakfast Connection Quarterly Patron Sponsor, **The ProActive Corporation of America**
- **Holiday Inn National Airport** for hosting a lovely Business After Business
- TRD Volunteers for all of their continued efforts

# Members IN THE News

## ► BANKS

**United Bankshares, Inc.** has reported an increase in earnings for the second quarter and the first half of 2006. The Bank's second quarter income increased by \$1 million compared to the income of the second quarter of 2005. Further, **United Bankshares, Inc.'s** Board of Directors declared a third quarter dividend of 27¢ per share for shareholders of record as of September 8, 2006; this represents a 4% increase over the 26¢ paid in the third quarter of 2005. The dividend payout of approximately 11.2 million on 41.5 million shares is payable October 2, 2006.

**Virginia Commerce Bank** has recently announced several office appointments and officer promotions within the Bank's departments and branch offices. Among those promoted is **Sally Aldridge**, who was promoted to Vice President in Community Banking for the Arlington Region. **Virginia Commerce Bancorp, Inc.**, parent company of **Virginia Commerce Bank**, has also recently announced its financial results for the second quarter ended in June, 2006. **Peter A. Converse**, Chief Executive Officer, commented on the results: "We're both proud and pleased to report robust earnings, strong loan growth, and an improved efficiency ration in our increasingly competitive market."

## ► DANCE CLASSES & COMPANIES

Registration is now open for **Arlington Center for Dance's** Fall 2006 Semester. Upcoming workshops include: Jazz, Tap and Modern Workshop, Youth Dance and Theater, and Ballet Stories and Crafts. For more information visit: [www.arldance.org](http://www.arldance.org).

## ► FITNESS

On July 29, the newly opened **Gold's Gym Clarendon** invited residents to celebrate the gym's return to the neighborhood at an all-day Grand Opening event. Before closing for renovations in 2003, the **Gold's Gym Clarendon** was the most attended gym of the entire **Gold's Gym**



corporate system; the gym celebrated its return to Clarendon with the help of the Washington Redskin Cheerleaders, community members and leaders.

## ► INVESTMENT MANAGEMENT SERVICES

The Financial-services firm **Edward Jones** ranks highest in full-service investor satisfaction for the second consecutive year, according to the J.D. Power and Associates 2006 Full Service Investor Satisfaction Study.

## ► NON-PROFIT ORGANIZATIONS - VOLUNTEER

The **Arlington Gay & Lesbian Alliance (AGLA)** began in 1981 to help connect gay Arlingtonians with the mainstream community, and joined the Arlington Chamber of Commerce 15 years ago. Virginia's General Assembly recently commended **AGLA** for 25 years of successful service to Arlingtonians. On Saturday, September 30, Chamber members are invited to help **AGLA** celebrate Arlington County and the silver anniversary of **AGLA** with a countywide Home & Garden Tour. President of **AGLA**, **Kris McLaughlin** says that the 11 homes and gardens featured on the tour range from "totally wow" to "I can do that in my home." Purchase tickets online at [www.agla.org/online.phtml](http://www.agla.org/online.phtml) or send e-mail to [Teri@agla.org](mailto:Teri@agla.org) to find out how you can get free tickets.

There will be a NOVA Region **Jaycee** Reunion Lunch Cruise on Saturday, September 16, 11:15am to 2:00pm on the Spirit of Washington. Contact Dawana Branch at 202-554-8000 with any questions or for reservations.

## ► SOCIAL SERVICE ORGANIZATIONS

**Northern Virginia Family Services (NVFS)** invites community members who are interested in becoming a Special Foster Care or Therapeutic Respite Care parent to attend a training session that begins on Saturday, September 16. Participants will learn how to support children with special needs and therapeutic parenting techniques. To register, or for more information, call 703-219-2184. In other **NVFS** news, the organization recently began its free and voluntary, Loudoun County Community Fatherhood Program, which will utilize nationally, recognized "Fatherhood Development" Curriculum.

## ► TELECOMMUNICATIONS PROVIDER

**Verizon** has recently announced that it has teamed up with **USO of Metropolitan Washington** as the Premier Partner of the new **USO Lounge** at Ronald Reagan Washington National Airport and as a Partner at the new lounge at Washington Dulles International Airport. **Verizon** is already a Partner at the **USO lounge** at BWI Airport; with today's announcement, **Verizon Business** is the first **USO-Metro Partner** to provide financial support to all three airport **USO lounges**. **Verizon** will also provide free phone calling anywhere in the world in the lounges. **Elaine Rogers**, president of the **USO of Metropolitan Washington** says "the **Verizon Business** commitment makes it possible for the **USO** to provide a 'touch of home' to hundreds of thousands of military travelers."

## ► THEATRES

The **American Century Theater** has announced their 2006-2007 season. The theater will perform "MacBird!" by Barbara Garson, "Desire Under the Elms" by Eugene O'Neill, "Drama Under the Influence," which will include several one-act plays by various female playwrights, "That Championship Season" by Jason Miller, and "Hellzapoppin" by Olsen and Johnson, as well as a limited run staged reading of "Stage Door" by Edna Ferber and George S. Kauffman.

# Welcome to New Members

## AIRPORT

### DAEDALUS AVIATION STRATEGIES, LLC

Helen Tremont, Managing Director  
1600 6<sup>th</sup> Place  
McLean, VA 22101  
Phone: 703-887-8706

**SPONSOR: Helen Tremont, Daedalus Aviation Strategies, LLC**

## BEAUTY, COSMETICS, & SPAS

### SOLARUS SALON & SPA

Brenda Silka, President and Director of Operations  
8370 Greensboro Drive #202  
McLean, VA 22102  
Phone 703-966-7246

**SPONSOR: Carol Singer, Arlington Promotional Products**

Solarus is a full service salon and spa providing the ultimate in total care for your hair, nails, skin, and body.

## CONSTRUCTION & CONTRACTORS

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Bud Jose, Director of Operations  
5703 Edsall Road  
Alexandria, VA 22304  
Phone: 703-370-5850

**SPONSOR: Pat Williamson, WETA**

In meeting and exceeding client's expectations, our mission is to be the most efficient, reliable and professional mechanical contractor serving the Washington, D.C. area.

## ENTERTAINMENT

### MIND OVER MAGIC ENTERTAINMENT

Benjamin Corey Feinblum, Professional Magician & President  
8200 Wisconsin Avenue #1710  
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Phone: 888-781-7376

**SPONSOR: Cindy Engquist, All About You**  
Astonishing main-event and close-up magic performances for all audiences – corporate, special-event, adults and children. Benjamin Corey is a live synergy of magic, acting, singing, and comedy.

## FOOD SERVICE MANAGEMENT

### KALIMAR MAIA

Kalimar Maia, Marketing Associate  
1909 Key Boulevard, Apartment 552  
Arlington, VA 22201  
Phone: 703-346-6775

**SPONSOR: Brian Hefner, Chamber Staff**  
Provides wholesale food, supplies, equipment, and chemicals. Specializes in helping independent restaurants and caterers compete with chains.

## HEALTHCARE SERVICES

### BALLSTON METRO COSMETIC & GENERAL DENTISTRY

Shahrokh Soltani, DMD, Owner  
671 North Glebe Road #1260  
Arlington, VA 22203  
Phone: 703-294-6114

**SPONSOR: Stephanie Shriver, Ballston Common Mall**

Cosmetic and general dentistry providing all services. Metro accessible

### FALLS CHURCH FOOT & ANKLE

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104 A East Broad Street  
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All clinical and surgical care of the feet. All ages. Most insurance accepted.

## HOME IMPROVEMENT & REPAIR

### WINDOWS PLUS, LLC

Juli Monroe, Sales Consultant  
7223 Poplar Street  
Annandale, VA 22003  
Phone: 703-916-8372

**SPONSOR: Cindy Engquist, All About You**  
Windows Plus, LLC showcases a premium line of products designed to meet the requirements of the home without compromising beauty, quality, and security.

## INSURANCE – LIFE & HEALTH

### STATE FARM INSURANCE

Desiree Saez, Agent  
4810 Beauregard Street, Suite 210  
Alexandria, VA 22312  
Phone: 703-750-6850

**SPONSOR: Jim Whelan, Small Business Success**

Insurance and financial services for middle America and particularly in the Hispanic market.

## LAWYERS

### EMORY HACKMAN

Emory Hackman, Proprietor  
PO Drawer 6805  
McLean, VA 22106-6805  
Phone: 703-288-2941  
**SPONSOR: Paula Adkins**  
Estate planning and an attorney.

## MEDIA

### AVC RENTAL SOLUTIONS CORP.

Cindy Dahl, Director of Sales  
900 North Stuart Street, Suite 101  
Arlington, VA 22207  
Phone: 703-894-0735  
**SPONSOR: Lynn Osborne, Ad Management Insights, LLC**

Audiovisual, computer and office equipment rental; video and media production and duplication; corporate events, meetings, training and seminars, trade shows, conventions, printing & graphics.

## PROMOTIONAL PRODUCTS

### EMBROIDME, FAIRFAX/MERRIFIELD

Jim Sira, Owner  
8442 Lee Highway  
Fairfax, VA 22031  
Phone: 703-289-9800

**SPONSOR: Cindy Engquist, All About You**

## REAL ESTATE – COMMERCIAL

### CHRIS SOESTER, COMMERCIAL DIVISION, LONG & FOSTER, INC.

K. Christopher Soester, Agent  
8227 Old Courthouse Road, Suite 200  
Vienna, VA 22182  
Phone: 703-875-3334

**SPONSOR: Brian Hefner, Chamber Staff**  
Commercial Real Estate. Buy, sell or lease representation/consulting for all types of commercial properties in DC, VA, MD and International.

## REAL ESTATE – FINANCIAL SERVICES

### CHATHAM TITLE LLC

Sherry Crittenden, President  
5315 Lee Highway  
Arlington, VA 22207  
Phone: 703-531-1088

**SPONSOR: Ted Johnson, Virginia Commerce Bank**

A boutique real estate settlement company, emphasizing customer service including easy and direct communication. Regular processing updates prior to closing and a relaxing settlement experience.

## RESTAURANTS

### SALAD CREATIONS

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1100 South Hayes Street  
Arlington, VA 22202  
Phone: 703-415-2599

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Salads & Wraps – Fresh is Fabulous!

## RETAIL

### SNOWSPRING LTD DBA KINDER HAUS TOYS

Susan Pyatt, President and Owner  
4560 North 25<sup>th</sup> Road  
Arlington, VA 22207  
Phone: 703-841-8318  
**SPONSOR: Ted Johnson, Virginia Commerce Bank**

### STARS & STRIPES OF PENTAGON CITY

Kadri Ismail, Owner/Partner  
1100 South Hayes Street  
Arlington, VA 22202  
Phone: 703-415-2145  
**SPONSOR: Suzette Timme, The Fashion Centre at Pentagon City**  
Retail sales of patriotic merchandise.

## SOFTWARE DESIGN & DEVELOPMENT

### DYNLINK

Elizabeth Bricksin, President/CEO  
5015 Lee Highway, Suite 102  
Arlington, VA 22207  
Phone: 703-243-2400  
**SPONSOR: Kim Durand, Arlington Public Schools**  
DynLink is a woman-owned Microsoft Gold Certified partner with expertise in Great Plains accounting and CRM software, offering implementation, training, and software development services.

## Come One! Come All!

### It's Time for Mini-Golf in the Fall!

The Chamber's Education and Workforce Development Committee has teamed up with Upton Hill Regional Park to host the First Annual – Fall Golf Ball – a tribute to the golfer in all of us! This year's event is a fundraiser for the Arlington Chamber of Commerce's Scholarship Fund. The tournament is open to anyone, ages 6 and up, and is designed to be a family-friendly event. It will feature a mini-golf tournament followed by a delicious BBQ dinner (all ages are welcome to attend the BBQ for a reduced fee)! Mark your calendars now—save your spot today! Special thanks to our Presenting Sponsor, **Sean Hosty – Smith Barney**. If your company is interested in sponsorship opportunities for this event, please contact **Cate Reich**, Member Services Manager TODAY!

100% of the proceeds from this event will benefit the Arlington Chamber's Scholarship Fund.

### Fall Ball, Mini-Golf Tournament – 1<sup>st</sup> Annual Sponsored by, **Sean Hosty – Smith Barney**

**WHO:** You, Your Family, Your Friends – everyone!

**WHAT:** A Mini-Golf Tournament & BBQ Dinner to benefit your Chamber's Scholarship Fund

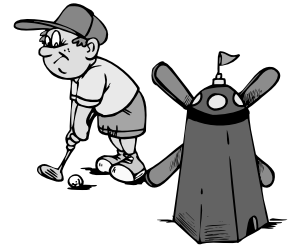
**WHERE:** Upton Hill Regional Park, in Arlington!

**WHEN:** Thursday, October 12, 3:30–7 p.m.

**WHY:** Every year the Chamber is proud to reward two deserving Arlington high school students with scholarships to attend college—this event will help make this giving possible year after year—and guarantee those funds will be there!

**HOW:** You can register TODAY online by visiting our website, [www.arlingtonchamber.org](http://www.arlingtonchamber.org) and going to the Community/Events Calendar

**QUESTIONS:** Please call **Cate Reich** with any questions 703-525-2400. We look forward to everyone's support for this inaugural event!



## 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, May and June, were:

**Ad Management Insights, LLC**

**ADP**

**All About You**

**Arlington Economic Development**

**Arlington Employment Center**

**Arlington Outdoor Education**

**Association, Inc.**

**Arlington Public Schools**

**Arlingtonians Meeting Emergency**

**Needs, Inc.**

**Artisan Confections**

**Asian Fortune Newspaper**

**Ballyhoo!**

**Belmont, Inc.**

**Benchmark Events**

**Center for Multicultural Human**

**Services**

**Commonwealth of Virginia, Division of**

**Child Support Enforcement**

**Compelling Communications**

**DeVry University**

**Dogtail Solutions LLC**

**Edward Jones**

**Falls Church Foot & Ankle**

**The Fashion Centre at Pentagon City**

**The FDR Team at NorthPoint Mortgage**

**Fur-Get Me Not Pet Care, LLC**

**George Mason University**

**Goodwill of Greater Washington**

**Koons Ford**

**McEanearney Associates, Lidia Sabin**

**Metlife**

**Northern Virginia Business Referrals**

**Northern Virginia Community College**

**OBA Bank**

**Otto's Electrical Service, Inc.**

**Potomac Harmony Showtime Chorus**

**RE/MAX Allegiance**

**RJM Consultants**

**Frank Ruffing, Merrill Lynch & Co.**

**Sushi-Zen Japanese Restaurant**

**Total Title Services**

**Treehouse Coaches, Inc.**

**True Wind Coaching**

**USO of Metropolitan Washington**

**Women in Military Service for America**

**Memorial Foundation**

### Mentor or Tormentor,

*continued from page 5*

Deposit Insurance Corporation. She explained that both new and seasoned employees are assigned to a mentor who guides them through the organizational maze. “The mentor also coaches them to improve their skills, observe how successful managers operate, or move into a different career path.”

Mentoring exposes students to opportunities they otherwise wouldn't have. In a 2005 study from Babson College's Global Entrepreneurship Monitor, students wrote of life-changing interactions where they opened themselves up to opportunities that were previously out of their frame of reference, all because they had the chance to work with a role model who has “been there, done that”.

Think about how you can share your time with a student and provide a lifelong experience that could change both your and a student's life. Good mentors have “vision, courage, ethics, empathy, and greatness”. If that's you, then contact **Kim Durand** at 703-228-6003 or **Deborah Kunin** at the Chamber at 703-525-2400 to sign up for the Job Shadowing program. “That's all!”

*Diane Cohen, is a public speaking coach and seminar leader. You can contact her at 703-841-0080 or [Diane@cohenandcompany.biz](mailto:Diane@cohenandcompany.biz).*



## SMART Start

### Taking the Work out of Networking By Jay Kelly, Bella Consulting Solutions

Networking is not an event, but a series of actions. A key part of the process is telling your story – your 30-second commercial. An effective 30-second commercial is creative, interesting, and straight to the point. Your commercial should include your name and company, your target customer, and most importantly, what makes you special in the eyes of your client; what differentiates you from your competition.

Don't try to be everything to everyone. It's better to explain your key product or service (your differentiator) and not try to list everything you do. If you are unsure of what to lead with ask your best customers; you may be surprised at what you find out!

Be sure to describe your best customer in such a way that it helps whomever you are talking with think of people that they already know. This improves your odds of getting referrals, which lead to sales. Every successful company spends a lot of resources to define their "Market." Your best customers usually have something in common. If you can describe what makes your customers a great match from your company, and how your differentiator benefits them, potential "referrers" are much more likely to introduce you to other great matches – future customers!

Lastly, keep it short and memorable. This is the biggest challenge for many good Networkers. If your speech is too long, people lose interest or miss the key point. If there is a "hook" that helps people remember you, there is a better chance that when the time is right they will remember your product, and your unique differentiator.

Remember networking is only one step in the sales process, and your 30-second commercial is only one important step in the networking process. Tell your story consistently, and with a little creativity, and your network and success will continue to grow.

*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, September 6, 2006 at 7:45 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)

Thank you to our sponsors OBA Bank and Bella Consulting



## Thanks to Members who renewed in August!

Information is accurate as of August 4, 2006

Body Dynamics, Inc.  
CarrAmerica  
Cherokee Information Services, Inc.  
Craven Tire Company  
Creative Information Technology, Inc.  
Dimension Strategic Marketing  
Gold's Gym International, Inc.  
Holland & Knight, LLP  
Hunton & Williams  
Kerns Group Architects, P.C.  
Signature Theatre, Inc.  
The Virginian Suites



## Breakfast Connection

*With a new twist!*

Join us for the September Breakfast Connection when the Community Action Committee will take over. The non-profit business community and the for-profit business community will come together for a groundbreaking power-networking event.

If your business wants to get more involved with the non-profit community – it's not too late! If your not-for-profit business wants to connect with for-profit business leaders in Arlington – this is your chance! Come for the networking, and stay for the rewards; benefit from connections made!

### Breakfast Connection

Thursday, September 21, 2006  
7:30-9:00a.m.

### Holiday Inn – Ballston

4610 Fairfax Drive  
Arlington, VA

Register online:

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

*Please register for this event before noon, on September 20. 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**, and Patron Sponsors, **Tim Hughes, Hughes & Associates** and **The Curious Grape**.



### ARLINGTON GAY AND LESBIAN ALLIANCE

*On November 7th, Virginia can make history ... again  
Vote NO on #1!*



★ THE ★  
**COMMONWEALTH  
COALITION**



*For more information or to take action, go to  
[www.voteNOva.org](http://www.voteNOva.org)*

## Vote "NO," Virginia!

## Business Roundtable

The Chamber sponsored Roundtable is an open discussion forum held on the last Wednesday of each month at the Chamber, facilitated by **Jim Whelan** of **Small Business Success**.

By *Jim Whelan, Small Business Success*

On July 26, the Arlington Business Roundtable turned to the topic of **Changing Direction**. There are times in the life of many (most) businesses when a mid-course correction is necessary. Be it new services or products or completely moving on to a new venture, the savvy entrepreneur constantly analyzes the marketplace to detect trends and decides on a course of action.

To lead off the discussion, **Rich Doud** and **Jim Whelan** outlined significant changes in their businesses they had made. **Rich** analyzed trends and took action; **Jim** experienced the collapse of the market and the explosion of competitors and started **The ProActive Corporation of America**.

Highlights of the discussion included:

- Look at the world around you to eliminate surprises
- You cannot control outside influences so figure out your next step
- Trust your gut instinct

### Business Roundtable

Wednesday, September 27  
11:45 a.m.—1 p.m.  
Chamber Board Room

TOPIC:

#### Marketing to the Government:

Marketing to the Government takes many of the same skills as to the private sector but there are some differences. We will explore what's the same and what's different.

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

- When making a change capitalize on your training, background, and experience
- If you're getting bored in your present job you should be surveying the field for opportunities
- Always have an exit strategy

Bottom line from this roundtable? Be alert to the outside world. Look for trends—the underlying business, increase in competition, changes in customer base, business and economic conditions. Revisit your SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to update your plan(s) if you anticipate change.



**Jim Whelan** writes business plans for busy business owners. To contact him, go to [www.small-business-success.biz](http://www.small-business-success.biz) or call 703-862-6758. To learn about the upcoming Business Roundtables, go to

[www.arlingtonchamber.org](http://www.arlingtonchamber.org) or contact the Chamber office at 703-525-2400.

### HAPPY ANNIVERSARY!

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

#### AUGUST ANNIVERSARIES

Craven Tire Company	5
The Curious Grape	5

### NETWORK AT OUR **BusinessAfterBusiness** EVENT!

The Chamber's Business After Business provides a place to make connections outside of the office. Join us as we visit **Rock Bottom Brewery** for fabulous food and drink, and one-of-a-kind mixing and mingling opportunities. The event will also offer the opportunity to win great prizes, 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 September 28th. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

#### BusinessAfterBusiness

##### Rock Bottom Brewery

Thursday, September 28th, 5–7 p.m. Hosted by **Rock Bottom Brewery**.



Register online: visit [www.arlingtonchamber.org](http://www.arlingtonchamber.org), click on Chamber Events, find the September Business After Business and click "register now."

## 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 July.

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. Advertising, Marketing & Public Relations
2. Employment Services
3. Schools – Universities & Colleges
4. Law Firm
5. Fitness

### Top 5 Keywords:

1. Real Estate
2. Hotel
3. Restaurant
4. Bank
5. Marketing



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



## BUCK & Associates, Inc. REALTORS

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VOTED AN ARLINGTON SMALL BUSINESS OF THE YEAR BY THE ARLINGTON CHAMBER OF COMMERCE

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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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