

The Arlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce

Vol. XLIX, No. 8 August 2007



Paul Ferguson

The Chamber
Arlington Chamber of Commerce



The State of the County

By Emily Schwartz, 2007
Chamber PRIME Intern &
Meghan Cahill, Chamber Staff

The Arlington Chamber of Commerce and Leadership Arlington joined forces for the second year in a row to present the 2007 State of the County on July 10. Arlington County Chairman Paul Ferguson served as the event's keynote speaker and provided an opportunity for businesspeople, residents and interested citizens of Arlington to learn about the county's financial and developmental status while also hearing Ferguson's viewpoint regarding his tenure on the Arlington County Board. Attendees were given the opportunity to submit questions for Ferguson prior to the event and a question and answer session occurred after his address.

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Get on the Ball... or Two!

56TH ANNUAL FALL OUTING

Join us at the Chamber's 56th Annual Fall Outing! The tournament will be held **Monday, October 1st**, at Westwood Country Club in Vienna. Each player will receive coffee and breakfast, a boxed lunch on their carts, beverages around the course, a barbeque dinner and tons of giveaways!

Register early; there is a limited number of spots left! Please register online at www.arlingtonchamber.org

If you are interested in sponsorship information, or would like to donate prizes/promotional items for golfer goody bags, please contact Kelly Stillman at events@arlingtonchamber.org.

Monday, October 1, 9 a.m.–6 p.m.
Westwood Country Club
800 Maple Avenue East
Vienna, VA 22180

Thanks to the following Fall Outing Committee members for working to make this event possible!

Chair, Nicole Bocra, Infinity Investigative Solutions
Sean Hosty, Smith Barney
Craig Mastrangelo, RE/MAX Distinctive
Christine Piry, TML Copiers & Digital Solutions
Bill Swanson, Edward Jones

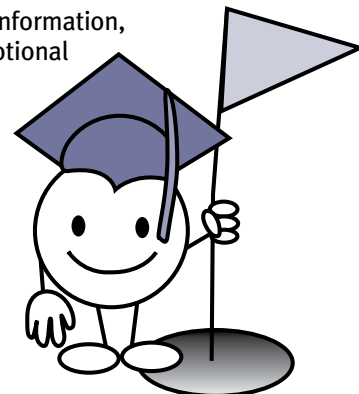
2ND ANNUAL SCHOLAR'S CUP!

The Chamber's Education and Workforce Development Committee has teamed up with Upton Hill Regional Park to host the 2nd Annual Scholar's Cup mini golf tournament **Thursday, October 18**, from **3:30 to 7 p.m.**!

This event is the main scholarship fundraiser for the Chamber, with 100% of the proceeds benefitting the Arlington Chamber Scholarship Fund. The tournament is open to all ages and is designed to be a family friendly event. The mini-golf tournament will be followed by a delicious BBQ dinner and awards ceremony! Mark your calendars now, and save your spot by registering TODAY at www.arlingtonchamber.org!

If you are interested in sponsorship information, or would like to donate prizes/promotional items for golfer goody bags, please contact Kelly Stillman at events@arlingtonchamber.org.

Thursday, October 18
3:30–7 p.m.
Upton Hill Regional Park
6060 Wilson Boulevard
Arlington, VA 22205



The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

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Member: Virginia Chamber of Commerce

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**Executive Committee Member & Director*



Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in AUGUST



1 Wednesday

September *Arlingtonian* contents due

6 Monday

Membership Development Committee
9:30–10:30 a.m.
Chamber Board Room

Ambassador Committee
4:30–5:30 p.m.
Chamber Board Room

7 Tuesday

Community Action Committee
8–9 a.m.
Chamber Board Room

8 Wednesday

Executive Committee
8–9 a.m.
Chamber Board Room

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

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

You can register for all events by visiting www.arlingtonchamber.org or by calling the Chamber office, 703-525-2400.

9 Thursday

Higher Education Council
4–5 p.m.
Chamber Board Room

21 Tuesday

Communications Council
5–6 p.m.
Chamber Board Room

22 Wednesday

Education and Workforce Development Committee
4–5 p.m.
Chamber Board Room

30 Thursday

Business After Business
5–7 p.m.
Whitlow's on Wilson
**Note date change*

31 Friday

Government Affairs & Economic Development Committee Meeting
8–9 a.m.
Chamber Board Room

Chamber telephone system courtesy of **Lockridge Communications**. 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—Must deliver 2,000 inserts before noon on the 22nd of the month prior to publication. i.e. For December, the insert must be at the mail house by November 22. If less than the full number is provided, no inserts will be mailed and no refunds can be given.

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

Chair's Message



Barbara Nicastro

Happy August! While people call August in Washington the “dog days of summer,” I personally believe that July’s weather is generally worse. So, the best of summer is officially here. Enjoy it!

This month, I’d like to chat with you about doing business with Chamber members. It’s a wonderful habit to have and one that benefits both parties.

One of the funniest—and most flattering—comments I ever heard my children say about me was “My mom’s so cheap; she won’t buy something unless it’s on sale... AND she has a coupon!” It’s true. As a woman and a business person, I am always looking for

the perfect match of quality and value. And that’s what you will get when you “buy Chamber.”

One of the best, and sometimes hidden, sources for referrals can be found on the Chamber’s website. You can access the Chamber’s list of businesses by going to www.arlingtonchamber.org, and clicking on Find A Member or Find A Business. When you get there, search by category, service or name. You can also use the membership guide that you were given when you joined the Chamber.

Why choose Chamber members? Easy. You both give and get value for your actions. Patronizing Chamber members allows you to increase the benefits of membership, while making sure that the goods and services you purchase have the level of quality that you expect. How many marginal or disreputable businesses bother to join the Chamber? Not any, I’d think. Also, by putting your dollars to work and back into the tax base, you are helping Arlington County increase the productivity of its business economy. Lastly, local thriving businesses tend to give more to the community in terms of donations, good works and other community efforts.

From your point of view, using Chamber members for your needs allows you to make more connections in the community... particularly if you do as I do. Make sure the business knows that you are using them **BECAUSE** they are Chamber members. Also, if you browse the Chamber website for Members Only, you might even find that certain Chamber members give discounts to other Chamber members... and maybe even a coupon!

Do you have a favorite place or service provider who is not a Chamber member? Well, why not ask them to join the next time you visit them? Some people really don’t know how valuable Chamber membership can be. Remind them that Chamber members **DO** buy Chamber... so you are actually doing them a favor by encouraging them to join.

For those who want to increase your Chamber business base, think about offering a discount or benefit to Chamber members. Log on to Members Only to place a coupon next to your name on our online business directory.

OK, I hear the seagulls calling me to come get some sand between my toes. See you in September!

Barbara E. Nicastro

The Law Offices of Barbara E. Nicastro, Esq.
2007 Chair

**Have a Question?
Ask the Chair!**

BNicastro@aol.com

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The State of the County

By *Karen Vasquez, Public Relations Manager at Arlington Economic Development*

As Arlington's fiscal year closed in June, it took stock of its performance in an address given by Arlington County **Chairman Paul Ferguson** at the annual **State of the County**. By all accounts, Arlington enjoyed another successful year, earning a triple-Triple-A bond rating for the seventh year in a row. A vote of confidence from all three bond-rating agencies is granted to only a handful of local governments across the nation.

Arlington's unemployment rate remains low: below 2 percent, which is the lowest in Virginia. Businesses and residents alike enjoy the lowest tax-rate of major jurisdictions in the region—only Fairfax City is lower. Commercial construction continues at a brisk pace. Nearly 1.8 million square feet of commercial development and 2,400 residential units were completed in Arlington last year.

Arlington continues to find success in its public-private partnerships, which produced big gains this year. In Shirlington, the new home for the critically acclaimed **Signature Theatre** opened along side the new Signature Library, creating a state-of-the-art theater venue and community gathering place. The **Kettler Capitals Iceplex** skating facility opened at **Ballston Commons Mall**. It is already a huge boost for the mall, Ballston and Arlington.

Other development projects are beginning to take shape. The Crystal City Planning Task Force has been working diligently with the community, examining ways to inject new vibrancy into the neighborhood by adding new office and residential space, creating more usable public spaces and green spaces, bringing retail businesses to the street level and incorporating green building principles

into building design.

Arlington Economic Development staff continues to attract premier businesses to fill Arlington's buildings. The Corporate Executive Board will become Arlington's largest private employer when it moves into its new space at Waterview in Rosslyn. The Bureau of National Affairs, PBS, Conservation International and the National Cooperative Bank, all signed leases in Crystal City.

While Arlington brings large businesses into the community, it continues to build its small business base. In 2007, Arlington's BizLaunch program conducted 26 workshops in English and 11 in Spanish, plus provided one-on-one counseling for new businesses and entrepreneurs – serving some 1,500 participants. In March, the Non-Profit Resource Center opened in Arlington's Central Library, to provide research and support to non-profits searching for ways to better run their organizations. The Center features one-on-one counseling from trained professionals and seminars on all aspects of non-profit operations.

As Arlington has grown in the past year—and in the past decades—its leadership has worked hard to ensure that it has remained a sustainable, inclusive, and diverse community seeking balance: between open space and development, between residential growth and commercial growth, and between preserving what those who live and work in Arlington love, as it manages fast-paced, large-scale change. This has helped ensure that the growth and changes we have seen in the past decade have made Arlington better—a better place to live, work and do business.

WEBSITE SPONSORSHIP AND WHY IT'S HOT

- Site viewed 1/4 million times+++ yearly
- Maximum exposure—locally/nationally
- Pricing options for **EVERYONE**: \$25 to \$4,000
- Online Business Directory upgrades

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Community Calendar, Business and Member Directory, and Visitor Information!

Contact Meghan at
communications@arlingtonchamber.org
to find out more today!

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Summer PRIME Program Provides Great Opportunities

The PRIME program, or Professional Related Intern/Mentorship Experience, is organized through the Arlington Career Center and supported by the **Arlington Chamber's Education and Workforce Development Committee**. Participants in the program are assigned to a mentor and placed as unpaid interns in a location related to their field of interest.



Emily Schwartz, the Arlington Chamber's 2007 PRIME intern.

Those interested in becoming PRIME interns must be sophomores or juniors in high school at the time of applying and go through an application process and interview at the Career Center. If accepted, there is often another interview at the potential work location. The summer program, running for the month of July, gives the interns a chance to experience the working world four days a week while also exploring other career opportunities outside of their internships every Friday with the other PRIME interns. This unique combination is giving Arlington high school students valuable work experience and a worthwhile way to spend their summers.

The Arlington Chamber of Commerce often participates in the PRIME program by "hiring" an intern for the summer. The program can be a beneficial experience not only to the intern but to the mentor, who is really given the chance to influence a young person's future career path. **Chamber President Rich Doud** highly recommends the program, saying "the Chamber has supported this fine effort since its inception. We use interns from this program and have found them to be top quality—the PRIME program utilizes Arlington's best and brightest. Our members would also do well to use interns from this pre-qualified source." Everyone benefits from this program, and after a month of working together, both the intern and mentor will really find that they have learned a lot from each other.

As this summer's intern at the Arlington Chamber, I can assure you that the PRIME program is worthwhile. The program made it easy for me to find an internship at a place I find interesting. I have learned so much in my short time here, and I am doing far more than filing and copying. All of the Arlington Chamber's employees, especially my mentor **Meghan Cahill**, have taught me so much

about the Chamber and have really involved me in what goes on here. Updating the website and writing for *The Arlingtonian* has really given me a chance to see tangible results of my work. Interning at the Arlington Chamber has been such a meaningful way to spend my summer. I feel like I have really helped out here, and I know I have gained considerable knowledge and work experience. "Emily has been a true asset to the Chamber. Her drive and expedience with completing projects is an indication of what is to come from Arlington's high school students," stated **Cahill**.

Almost anyone can get involved in the program by taking on an intern. These interns are hard-working and driven individuals and can provide much help to your business. The best way to get involved is to contact Nancy Opsut at the Arlington Career Center. PRIME will be a valuable experience to anyone who participates.



Celebrate Leadership Arlington's 10th Anniversary!

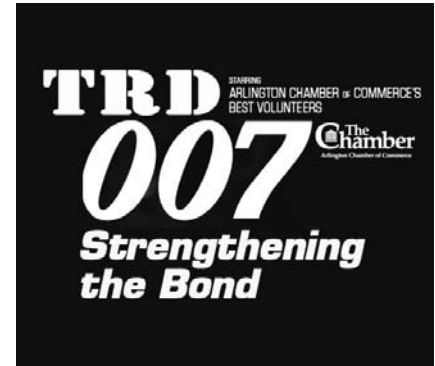
In 1998, the Arlington Chamber of Commerce launched Leadership Arlington as an independent nonprofit whose mission is to enlighten, inspire and connect leaders to strengthen the Arlington community, and on July 1, 2007 the organization celebrated its 10th Anniversary!

In its 10th year, Leadership Arlington represents over 250 organizations and has over 350 members in our community. We look forward to celebrating this significant anniversary with you!

For more information about Leadership Arlington and to join us in celebrating the 10th anniversary please visit www.leadershiparlington.org.

TRD CORNER

The Chamber has completed its 2nd Annual **Total Resource Development Campaign (TRD)**. Chamber directors **Ellen Brown** (Chair of TRD) and **Gordon Thrall** (Co-Chair of TRD) led a group of eighty volunteers to a goal of \$200,000. After the success of the TRD campaign in 2006 ending at \$180,053, Ellen and Gordon felt that \$200,000 was more than attainable. With a James Bond 007 theme, the overall objective was to strengthen the bond between members of the Chamber. Thanks to everyone's efforts we surpassed our goal and closed the campaign at **\$213,588**. This is truly a huge accomplishment and everyone who participated in **TRD 007** should be proud of both team and individual production. Thank you to everyone for your hard work and dedication!



Congratulations to the following teams for their outstanding efforts in exceeding their team goals.

Team	Team Captain	Team Goal	Team Actual
TAT – The Ambassador Team	Joe Prentice	\$12,500	\$31,451
Metropolitan Washington Airports Authority	Margaret Bishop	\$17,500	\$23,950
Virginia Commerce Bank	Robin Coracci	\$17,500	\$21,948
Team Doctor Yes	Barbara Nicastro	\$17,500	\$20,814
United Bank	Allen Schirmer	\$6,500	\$12,474
Guernsey Office Products	Gordon Thrall	\$12,000	\$12,460
Comcast	Marie Schuler	\$7,500	\$11,500
Team Kramer	Ted Kramer	\$6,500	\$11,295
Vornado/Charles E. Smith	Deidre Schexnayder	\$5,000	\$5,100

Congratulations to the following division chairs for reaching their division goal.

Division	Division Chair	Division Goal	Division Actual
Casino Royale	Todd Ihrig	\$40,000	\$54,256
Never Say Never	Tim Hughes	\$40,000	\$44,583

In addition to being involved in such a worthy effort to strengthen their Chamber, the following people have earned a 4-day, 3-night vacation to Grand Cayman.



Joe Prentice – New York Life
Sally Aldridge – Virginia Commerce Bank
Sonia Johnston – Mercantile Potomac Bank
Marie Schuler – Comcast

Tim Hughes – Hughes & Associates, PLLC
Todd Ihrig – H.D. Vest Investment Services
Robin Coracci – Virginia Commerce Bank
Allen Schirmer – United Bank
Randy Morrow – Keller Williams

State of the County, continued from page 1

The 2007 State of the County took place at the **Crystal Gateway Marriot** where attendees enjoyed networking over breakfast. **Scott McCaffrey** of **Sun Gazette Newspapers** provided the introduction for **Ferguson** and moderated a short question and answer period. Nearly 200 members of Arlington's business and residential community were present to hear Ferguson's thoughts and ideas on Arlington's current state as well as its future.

Ferguson's address focused on the many initiatives that the county is working on, especially the environmental projects aimed at improving Arlington's neighborhoods from the ground up—literally. He spoke of the county's environmental initiative AIRE, or Arlington Initiative to Reduce Emissions. "Our hope," he said is to "lead by example...and reduce emissions ten percent by the year 2012." Compact fluorescent light bulbs were given out to reinforce **Ferguson's** environmentally friendly programs. **Ferguson** stated that if every Arlington home used just one of these light bulbs, it would be the equivalent of removing 1,000 cars from the road.

Ferguson also touched on small business issues like the BRAC (Base Realignment and Closure) Commission and the BRAC Transition Center, which both work to assist small businesses who might be suffering. "It is very important for us to keep those workers in Arlington County," concluded Ferguson.

Overall, **Ferguson** spoke of the county's current successful condition and assured those in attendance that in years to come Arlington will continue to be known as "one of the most innovative and leading local governments across the country."

Many thanks to the following individuals and organizations:

- **Metropolitan Washington Airports Authority**, the Grand Sponsor.
- **The Honorable Paul Ferguson**, Chair of the Arlington County Board, for serving as our keynote speaker.
- The **Crystal Gateway Marriot** for providing a wonderful venue for this event
- **Nathan Monell**, 2007 Chairman of Leadership Arlington and **Barbara Nicaastro**, 2007 Chair of the **Arlington Chamber of Commerce** for welcoming attendees.
- **Scott McCaffrey** of the **Sun Gazette Newspapers** and Chair of the Chamber's **Government Affairs/Economic Development Committee** for introducing **The Honorable Paul Ferguson**.
- Our Premier Sponsors, the **Apartment and Office Building Association; Walsh, Colucci, Lubeley, Emrich & Walsh P.C.** and **Dominion**
- Our Benefactor Sponsors, **BB&T; Clark Ventures & Clark Construction; Mercantile Potomac Bank; Red Top Cab Company of Arlington; The Shooshan Company; Virginia Commerce Bank; Vornado/Charles**



Past Chair Jim Bennett of the Metropolitan Washington Airports Authority and 2007 State of the County Grand Sponsor discusses the event with Todd Ihrig of H.D. Vest Investment Services.

- **E. Smith and Washington Gas – Virginia Division**
- Our Patron Sponsors, **American Service Center; Hughes & Associates, PLLC; Interstate Moving & Storage** and **New York Life Insurance – Joseph Prentice**
- Leadership Arlington for joining forces with the Chamber and helping make the 2007 State of the county a huge success!

For more information regarding the 2007 State of the County address, please call 703-525-2400 or visit www.arlingtonchamber.org.

Communications
Council

Meet
with us on
Tuesday, August 21,
5:00 p.m. at the
Chamber!

Are you interested in improving your business communications? If so, consider joining the Communications Council. To learn more, visit arlingtonchamber.org. Click on membership guide/committees. Or, send an email to communications@arlingtonchamber.org.

Communicate & Connect!

Members IN THE News

► ASSOCIATIONS & PARTNERSHIPS

The Ballston-Virginia Square Partnership's Ballston Arts and Crafts Market began Saturday, June 9th, and will continue on the second Saturday of every month through October 13, from 10:00a.m. to 4:00 p.m. The Market is held in Welburn Square, located at 9th and N. Stuart Streets, across from the Ballston Metro Station. The Ballston Arts and Crafts Market has developed a reputation for quality works at affordable prices. The 2007 Market is growing, with more vendors than ever, a variety of musical performances and a campaign to make Ballston a destination for visitors. For more details on this year's Market, visit www.ballston-arts-craftsmarket.blogspot.com

► ENTERTAINMENT

Signature Theatre's street address changed to 4200 Campbell Avenue, Arlington, VA 22206 as of July 2nd. The address change was orchestrated by Arlington County to honor activists Edmund and Elizabeth Campbell, who dedicated their lives to public service and activism. **Signature**, a non-profit professional theater company dedicated to producing contemporary plays and musicals, moved into a new two-theatre complex last January in Shirlington Village.

► FINANCIAL & INVESTMENT SERVICES

Smart Payment Solutions partnered with Orgamation Technologies in June. The partnership integrates ACH payments into Orgamation's software, which provides management solutions for childcare centers, private schools and family daycare agencies, delivering automated electronic payments to its clients. This allows childcare centers and private schools to streamline and automate payments.

► NON-PROFIT ORGANIZATIONS & FOUNDATIONS

The **Arlington Partnership for Affordable Housing (APAH)** has created The Douglas Peterson Affordable Housing Development Fund in recognition of Douglas Peterson's lifelong commitment to affordable housing in Arlington. **APAH** created this fund to ensure that Peterson's legacy will continue to grow and generate more affordable housing in Arlington, especially housing and programs that will benefit children. Peterson recently stepped down as **APAH's** executive director after a seven year tenure. For more information on **APAH** and the Douglas Peterson Affordable Housing Development Fund, visit www.apah.org.

Doorways for Women and Families has been awarded a Kresge Foundation Capital Challenge Grant towards the construction of the Freddie Mac Foundation Family Home, a new shelter currently under construction in Arlington County. The shelter will provide temporary housing for women, children, and families experiencing homelessness. "With affordable housing options dwindling and temporary homelessness among families on the rise, we are very pleased that The Kresge Foundation saw the value in assisting us not only with the construction of our new shelter facility, but also with raising the money necessary to continue providing quality programs that prevent the recurrence of homelessness," said **Linda Dunphy**, Executive Director of **Doorways**. For additional information, visit www.doorwaysva.org.

The **USO of Metropolitan Washington** received the first-ever Air Force District of Washington (AFDW) Community Partner award. "We're (USO-Metro) all extremely honored to be the first to receive this important validation. The spirit of this award captures the importance of supporting the local military community, showing them that our nation is behind them," stated USO-Met-

ro president **Elaine B. Rogers**. **Rogers** received the award for her exceptional leadership and outstanding efforts in 2007 with helping active-duty service members and military families living in the Washington-Baltimore area.

► RESTAURANTS & FOOD SERVICES

Willow Restaurant, located in Ballston, was awarded two RAMMY Awards by the Restaurant Association of Metropolitan Washington. Additionally, **Willow** won two prizes at the 20th Annual Taste of Arlington, "Best Neighborhood Restaurant" and the "Best Pastry Chef" award given to **Willow's Kate Jansen**. Congratulations to all of the staff at **Willow**. More information, as well as a menu, can be viewed at www.willowva.com.

► SPORTS

The **Washington Capitals** presented their new uniforms during a Draft Day Party on Friday, June 22 at the **Kettler Capitals Iceplex** in Ballston. The **Capitals** are the first team in the NHL to announce their new uniforms, which have a red, white and blue color scheme that the Caps wore from 1974 until 1995. Visit www.WashingtonCaps.com for more details.

HAPPY ANNIVERSARY!

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

JULY ANNIVERSARY

The Arlington Community Foundation	15
Dewberry & Davis, LLC	10
Thrifty Car Rental	5

**ART****JAKE MCGUIRE**

Jake McGuire, Owner
2622 Wilson Boulevard
Arlington, VA 22201
Phone: 703-522-8636

SPONSOR: Sally Aldridge, VCB

The McGuire Collection Gallery at 2622 Wilson Boulevard specializes in fine art photography of DC area scenes, coffee-table books of the region and note cards in gift boxes.

CLUBS**TANTALLON COUNTRY CLUB**

Bradford Bean, Head Golf Professional
300 St. Andrews Drive
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Phone: 301-292-1100

SPONSOR: Brian Hefner, Staff Golf & Country Club**FITNESS****ARLINGTON JAZZERCISE CENTER**

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SPONSOR: Brian Hefner, Staff

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NON-PROFIT ORGANIZATIONS & FOUNDATIONS**NATIONAL APARTMENT ASSOCIATION**

Mark Ingrao, Vice President of Government Affairs
4300 Wilson Boulevard, #400
Arlington, VA 22203
Phone: 703-518-6141

SPONSOR: Barbara Nicastro**REAL ESTATE - DEVELOPERS AND MANAGEMENT****LAM ASSOCIATES, INC.**

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RESTAURANTS & FOOD SERVICES**KING STREET BLUES**

Rick Boyd, General Manager
2300 Clarendon Boulevard
Arlington, VA 22201
Phone: 703-243-4900

SPONSOR: Joe Prentice, New York Life

King Street Blues is a Southern American Roadhouse located in Clarendon. They open at 11 a.m. daily serving great ribs, bbq, po'boys, salads and stews.

MEI'S ASIAN BISTRO

Su Ly, President
3434 Washington Boulevard
Arlington, VA 22201
Phone: 703-516-0123

SPONSOR: Gordon Thrall, Guernsey

Mei's Asian Bistro offers Japanese, Chinese, Vegetarian, Sushi Bar and full bar services. Bringing you the best of the Pacific Rim cuisine.

SPORTS**TEAM LLOYD IRVIN MARTIAL ARTS & FITNESS**

Chau Bui, Owner
3801 Wilson Boulevard, Suite 300
Arlington, VA 22203
Phone: 703-807-0342

SPONSOR: Bob Bushkoff, Dittmar Company

This is a martial arts school for adults and kids offering a hybrid of different styles such as Judo, Brazilian jiu-jitsu and Thai kickboxing.

Thanks to Members who renewed in July

The Arlington Community Foundation
Arlington Food Assistance Center
Buchanan & Company
Buck Commercial
Caffi Plumbing & Heating, Inc.
Capital MarCom
CHI Au Pair USA Program
Comprehensive Language Center, Inc.
Dewberry & Davis, LLC
Dogtail Solutions LLC

DynLink
Electronic Merchant Systems, Inc.
Falls Church Foot & Ankle
Emory Hackman
Golden Rabbit, Inc.
Highlander Motor Inn
Sands Capital Management, Inc.
Thrifty Car Rental
Wayne Westbrook

Benefit from Members Only!

Are you logging in to the “Members Only” section of our website www.arlingtonchamber.org? If so, you are featured in the Arlingtonian! Members who log in can add company events to the online community calendar, update business information, create coupons to be placed by on their online business listing and can place the Arlington Chamber Member logo and link on your website! Log in to Members Only today!

E-mail communications@arlingtonchamber.org to get your Members Only ID and password.

Those members who logged in, May and June were:

- 1st Principle Mortgage
- Air Force Association
- All About You Specialty Marketing Communications
- Arlington Food Assistance Center
- Arlington Outdoor Education Association, Inc.
- Blackbarn Media
- Body Dynamics, Inc.
- Cohen and Company
- Columbia Pike Revitalization Organization
- DeVry University
- Educational Options, Inc.
- Fort Myer Military Community
- H.D. Vest Investment Services
- Heartlands International Inc.
- Highlander Motor Inn
- Hughes and Associates, PLLC
- Jake McGuire
- Jamie Nicholas Printing & Graphics
- Joseph Prentice - New York Life Insurance
- Maintenance Engineering, Ltd., c/o Juan Carrera
- Marymount University
- Mei's Asian Bistro
- Metropolitan Parking and Transportation
- Mister Days Sports Rock Cafe
- MJM Investments, Inc.
- Northern Virginia Community College
- Order Unlimited
- Randy Morrow - Keller Williams
- Raymond James Financial Services, Inc.
- Sandler Sales Institute
- The Growth Coach
- The Center Dance Company and Arlington Center for Dance
- The Law Offices of Barbara E. Nicastro
- The Teal Center for Therapeutic Bodywork, Ltd.
- The ProActive Corporation of America, Inc.
- Walsh, Colucci, Lubeley, Emrich & Walsh, P.C.
- YMCA, Arlington Branch



NETWORK AT AUGUST'S

BusinessAfterBusiness!

Whitlows on Wilson Bar & Grill

Everyone needs a little luck of the Irish, and August's Business After Business at Whitlow's on Wilson is sure to keep your business hot through the fall! Mingle at the cool, relaxing Whitlow's while enjoying tasty food and drinks. Network while having a great time! Bring your business cards, and be prepared to have fun!

Our monthly cash jackpot has grown to **\$1,700!** If you're a member, this could be your chance to win! You must be present to receive prizes, so register now.

Please register for this event before noon, on August 30. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

Whitlows on Wilson
Thursday, August 30
2854 Wilson Boulevard
Arlington, 22201
5-7 p.m.



Questions?
Call 703-525-2400.

Chamber Staff Phone Extensions

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- Tami Anderson, Accountant..... x205
tanderson@arlingtonchamber.org
- Meghan Cahill, Communications..... x203
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- Brian Hefner, Membership x202
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- Deborah Kunin, Administrative..... x200
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- Kelly Stillman, Events x204
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Business Roundtable

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

By *Jim Whelan, The ProActive Corporation of America*

On June 27, the Arlington Business Roundtable held a "Lunch with the Champions." The following are recent and prior ABBIES Award recipients who attended and discussed success strategies that worked for them.

- **Todd Ihrig** of **HD Vest Investment Services**,
- **Sue Pyatt** of **Kinder Haus Toys**
- **Christine Lucas** of **Arlington Food Assistance Center**
- **Jim Whelan** of **ProActive Corporation**

ABBIES are awarded by the **Arlington Chamber** and the **Arlington Economic Council** to organizations that exhibit leadership, growth, stability and community commitment.

- **Pyatt** pointed out her experience gained over 25 years in retail:
 1. Locate in a high traffic area
 2. Enjoy a supportive family
 3. Have a vision, strategy and plan
 4. Be willing to change
 5. Work within budget
 6. Listen to customers
 7. Respect and appreciate employees
 8. Become involved with the community
 9. Persistence pays
 10. Luck follows hard work

- **Lucas** added the need to maintain a high public profile

Business Roundtable

**Reminder—
There is no Roundtable
in August.
Enjoy the holiday!
Next Roundtable:
September 26**

- **Ihrig** suggested that each business standardize the inside, yet customize the outside. Just like a wristwatch or clock, even though the insides are largely the same, each looks different and appeals to each buyer differently. In the same way, present your products and services uniquely to each client but maintain the same business processes. Run your business the same for every client to ensure a consistent high level of service.

- **Whelan** emphasized the importance of constantly improving your operation and trying new ways to improve marketing.

The Bottom line from this roundtable? The "magic bullets" of success are persistence, trust, concern for others and professionalism in all dealings.



Jim Whelan of **ProActive Corporation** is a specialist in strategic and business planning. He creates business plans to grow revenue, increase profits, and improve performance. To contact him, go to www.ProActiveCorp.net or call 703-862-6758. To learn about

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

Chamber Website Yields Results!

Each month the Chamber actively tracks usage of its website in an effort to better serve our members and to keep the website resourceful. Below are the top categories and keywords searched in the month of 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.

www.arlingtonchamber.org

Top 5 Business Categories:

1. Real Estate – Commercial
2. Coaching, Seminars & Professional Development
3. Real Estate – Financial Services
4. Banks
5. Healthcare Services

Top 5 Keywords:

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



Thanks go to...

- **Metropolitan Washington Airports Authority** for hosting our June Board Meeting at the Ronald Reagan Washington National Airport. We all especially enjoyed the behind the scenes tour!
- **Colonel Thomas Allmon** for giving the entire Arlington Chamber Board and Staff commemorative appreciation plaques at June's Board Meeting. Good luck **Colonel Allmon** in all your future endeavors. You will be missed.
- **Holiday Inn National Airport** for hosting June's Business After Business
- **Bob Klein** of **Holiday Inn National Airport** for donating two gift certificates as door prizes at our June Business After Business, one for a dinner for two and another for a weekend getaway with breakfast!
- **Cliff Farbstein** of **Dimension Creative Promotions** for donating a USB flash drive as a door prize at our June Business After Business.



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The Arlingtonian

Arlington Chamber of Commerce

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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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