



2007 Volunteer Arlington Day Volunteers

Volunteer Arlington Day: A Day of Community and Personal Achievement

Saturday, April 21 marked a momentous day—the 8th Annual Volunteer Arlington Day. This event connected the Chamber’s business membership with Arlington’s non-profit community, and the result was a day of teamwork, hard work and most important, selfless work. Volunteer Arlington Day, produced by the Chamber’s Community Action Committee, reminded participants of what is important—giving to better our community, not one’s self. However, Volunteer Arlington Day always gives back to volunteers. Those who partake tend to leave with a sense of pride and fulfillment.

Continued on page 4

State of the County

The Arlington Chamber of Commerce and Leadership Arlington are proud to present the State of the County July 10, 2007. State of the County is an open forum where **The Honorable County Board Chair Paul Ferguson** will presents an overview of the economic and developmental status of Arlington. Attendees will find out how Arlington is doing fiscally and developmentally, and the meeting encourages the input of Arlington’s residents and business people. Event attendees are encouraged to submit questions prior to the event. Contact Kelly Stillman at events@arlingtonchamber.org for more information.

Tuesday, July 10
7:30 a.m. Location: To Be Announced
Visit Chamber Events at
www.arlingtonchamber.org.
Register Today!



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What's inside:

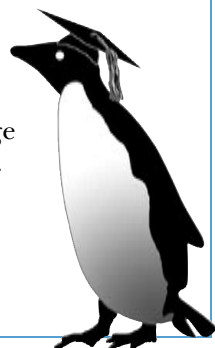
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SCHOLARSHIP AWARDS RECEPTION

The Chamber will be honoring its three scholarship award recipients, two for academics and one for technological accomplishments, June 4 at the NOVA Community College. Help us recognize Arlington’s best and brightest! Contact events@arlingtonchamber.org for more information.

Monday, June 4
 4 p.m. at
 the NOVA
 Community College
 4600 N. Fairfax Dr.



The Chamber

Arlington Chamber of Commerce

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Member: Virginia Chamber of Commerce

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Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in JUNE



1 Friday
May *Arlingtonian* Contents due

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

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

Scholarship Awards Reception
4–5 p.m.
NOVA Community Center

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

7 Thursday
Multi-Chamber Breakfast Connection
7:30–9 a.m.
Belle Haven Country Club

13 Wednesday
Executive Committee
8–9:15 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.

22 Friday
Board Meeting
11:45 a.m.–1 p.m.
Metropolitan Washington Airports Authority

27 Wednesday
Small Business Roundtable
11:45 a.m.–1:15 p.m.
Chamber Board Room
Education & Workforce Development Committee
4–5 p.m.
Chamber Board Room

28 Thursday
Business After Business
5–7 p.m.
Comfort Inn–Falls Church

29 Friday
Government & Economic Development Committee
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—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.

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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

June is generally the time of year when I look back at what I've accomplished and try to figure out how far behind I really am in my "annual plan." But since I've never psychologically left the academic year mentality, June is also the time when I feel more open to new ideas and activities since "school is out!" So, let's deviate a bit. (Note: I did NOT say let's be deviate!)

Most people are very good at what their business is, but not very good at running a business. Goodness knows, I've got my share of horror stories for my own endeavors. And I have even more coming from my clients. But discretion, privilege . . . and my own self-preservation prevent me from going into detail. What I'd like to do (with apologies to David Letterman) is list the top ten mistakes that many businesspersons make—no matter how talented they are:

10. Waiting too long to seek help or waiting until there's a problem to get assistance in inexperienced areas.
9. Trying to cut corners in the wrong places. The old adage "you get what you pay for" is generally true.
8. Not discussing price - whether buying or providing. The corollary to this is not speaking up when timing or price begins to deviate from what was promised.
7. Not meeting deadlines for projects, filing reports, returns, making tax or assessed payments timely, etc. These things cost you money, eat at your profits, ruin your credit and label you as unreliable.
6. Not being specific about your goals and needs, particularly not having ready answers to the questions, "What can I do to help you?" or "Why are you here?"
5. Not managing your managers appropriately leads to most of the true "horror stories" of inefficiency/HR problems.
4. Fearing to ask the simple/obvious questions. I always tell people, "The only dumb question is the one you DON'T ask."
3. Not joining diverse groups. While it may be more comfortable to mingle with your "own kind," more valuable relationships stem from complementary or contrasting contacts rather than similar ones.
2. Failing to have alternatives and not strategizing about alternatives before making a decision or starting a new endeavor. "If this, then what?" Having an answer to this question is essential to solid business planning.
1. Not joining or being active in the Arlington Chamber! This is the biggest failure because membership in the Chamber will give you the resources you need to avoid #1-9!

Enjoy the first month of summer and don't forget to attend a Chamber event!

Barbara E. Nicastro

Barbara Nicastro
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2007 Chair

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Ask the Chair!

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Volunteer Arlington Day, continued from page 1

This year, fifty individual volunteers came together to lend their time and hands to a list of one-day service projects. A wide array of projects were assigned to volunteer teams, including marking storm drains with Arlingtonians for a Clean Environment to protect our watersheds; moved furniture for the Furniture Bank of Arlington; bagged rice at the Arlington Food Assistance Center and much more.

On behalf of the Chamber's Community Action Committee, thank you to all those who participated in Volunteer Arlington Day 2007. The Chamber's Community Action Committee works to strengthen the non-profit voice and utilize their relationship with businesses through community activities, awareness and volunteerism. Another opportunity to support Arlington's non-profit organizations is coming up in just a few short weeks.

The Chamber has received several additional requests to complete volunteer projects in the coming months. If you were unable to participate in Volunteer Arlington Day, or would like to dedicate your time again, there is another opportunity to lend a helping hand on Saturday, June 16 at 9 a.m.

It just takes a few short hours of your time to make a difference in the lives of your neighbors. Please email events@arlingtonchamber.org if you would like to participate.

Without the support and generosity of the following organizations and individuals, this year's Volunteer Arlington Day would not have been possible.

Many thanks to the following organizations who generously supported Volunteer Arlington Day 2007:

- **E-TRADE Financial** and **KBR**, the Grand Sponsors
- **The Association of the U.S. Army**, our Premier Sponsor
- **Arlington Career Center**, for providing the location for the kickoff of Volunteer Arlington Day,
- **Chick-fil-A at Ballston Common Mall** for providing breakfast to fuel all of our volunteer teams.
- **Starbucks at Market Common** for providing your delicious coffee to wake our volunteers!

All of the members of the corporate volunteer teams:

Arlington Federal Credit Union, BB&T, Key Bridge Marriott, Gateway Marriott, Ritz-Carlton Pentagon City, Virginia Commerce Bank, Kinder Haus Toys, Sheraton National, Crystal City Courtyard by Marriott, Morgan Stanley, Sangam Restaurant and Washington Gas – Virginia Division.

All of the non-profits who lent their support and provided the projects for Volunteer Arlington Day:

AFAC, Furniture Bank of Arlington, Vanguard Services and Arlingtonians for a Clean Environment

SAVE THE DATE FOR MAY'S BusinessAfterBusiness!



June's Business After Business will be at **Comfort Inn, Falls Church**. June's weather is hot; so you know this event will be smoking! Enjoy great company, food and drinks. A bonus to this event—you network while having a great time! Our monthly growing jackpot is up for grabs! If you're a member, you don't want to miss your chance for some serious cash. You must be present to receive prizes, so register now. Bring your business cards, and be prepared to have a fabulous time!

Please register for this event before noon, on June 28. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

Comfort Inn Arlington Boulevard/DC Gateway
Thursday, June 28
6111 Arlington Boulevard
Falls Church, 22044
5 -7 p.m.

Thanks go to...

- **The Front Page** for hosting our April Board meeting in their Ballston location. The back veranda was perfect.
- **Bean, Kinney & Korman, P.C.** for hosting our April Business After Business. Your new location and its modernity made for the ideal setting.
- **Cardinal Bank** for Quarterly hosting our Breakfast Connections during the months of April and May and the upcoming June event.
- **Gretchen Hamm** of **First Horizon** for serving as our Breakfast Connections' Patron Sponsor during the months of April, May and June.
- **Kinder Haus Toys** for serving as our Breakfast Connections' Patron Sponsor during the months of November, April and May.
- Our members who donated door prizes for our April's Business After Business: **Bernie Cohen** donated a bottle of wine; **Dimension Creative Promotions** donated a USB flash drive and **Susan Anderson** of **Community Residences** donated two tickets to the Taste of Arlington event.

Brainpower: Arlington's Alternative Energy

Lots of people are talking about alternative energy—going green, building green and taking care of the environment. But these days, the most powerful alternative energy around is brainpower—and Arlington has it.

Why is brainpower so important? Companies want it. It is so important to their success that they will even change locations to get it. People—smart, creative, well-educated people—are the most sought-after, highly prized commodity to businesses, non-profits, educators and research organizations.

Arlington has brainpower, and a lot of it. Arlington is the most highly educated community in the Washington, D.C. region (over 60% of us hold bachelor degrees or higher). Arlington is the epicenter of scientific research for the defense and homeland security industries. The Ballston area in particular has the highest concentration of scientific research agencies, anchored by the National Science Foundation, DARPA, ONR and several top university-related research institutes. Their ability to collocate within a compact, urban environment creates tremendous synergy and drives both ingenuity and innovation that is limitless in scope.

Arlington has another type of alternative energy that comes from being a convenient, vibrant, diverse, fun place

to live, work and visit...one that's different than any other place in the Washington, D.C. region.

We are an urban departure from crowded streets and grid locked traffic; a breath of fresh air and calming green spaces. Also, it is an alternative to the far-flung suburbs where cars are mandatory, cavernous office parks abound and workers sit for hours on highways as they commute to and from the office.

Those who live and work in Arlington can walk, bike and run, take the Metro, Zip Car, bus or use just about any other transit option to get where they need to go. And they can do it quickly: Arlington's walkable community and transit-oriented development mean fewer cars on its streets and more options for transportation.

Arlington has long been incorporating the latest thinking in how the physical space of our community is created—mixed-use development, transit-oriented development, smart growth, and green buildings. Now, Arlington's alternative energies—its creative, diverse, innovative and intelligent people that live and work here—complete that picture.

To learn more about Arlington's alternative energy, visit www.arlingtonvirginiausa.com or call 703-228-0808.



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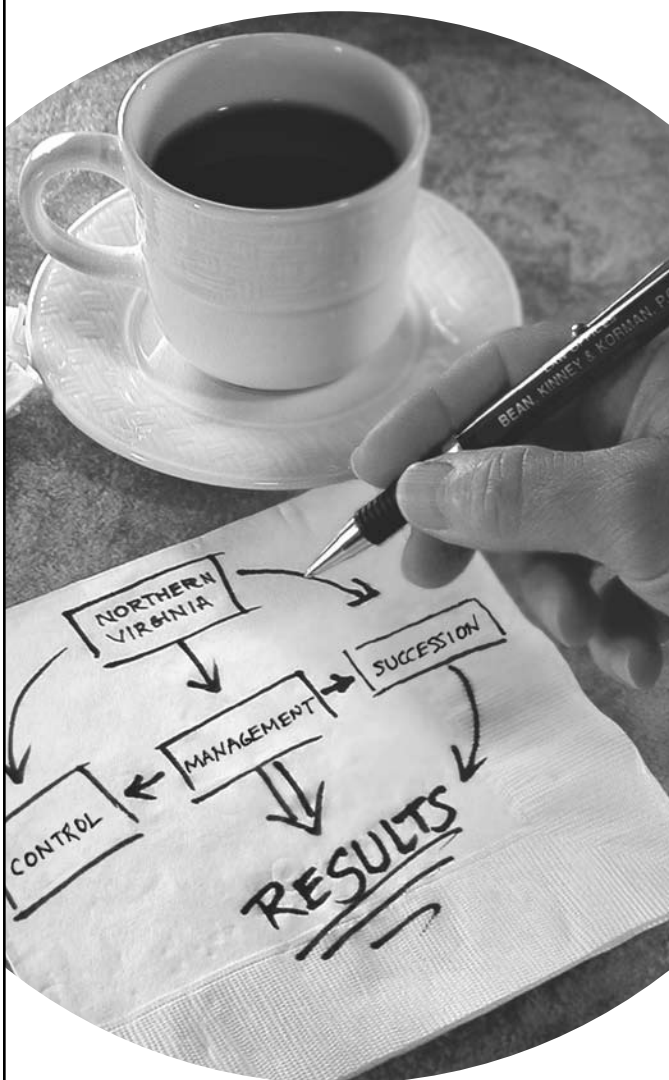
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Welcome New Staff Member

The Chamber is pleased to welcome Kelly Stillman as the new Member Services Manager. Born in the Hoosier state, Kelly relocated to Arlington after graduating college and getting married in the summer of 2004. She joins the Chamber after working as Director of Meetings & Member Services for an international association of accounting firms, headquartered in Washington, DC. She plans to begin work towards an MBA in the fall, but currently holds a Baccalaureate of Science in Business with a minor in Marketing Management, from Indiana University. We are delighted to welcome Kelly to the Chamber team.

Thanks to Members who renewed in May

Arlington County Police Department
Arlingtonians for a Clean Environment
ASAP Mailing & Fulfillment Center, Inc.
Ballston Animal Hospital
Cassianna Spa & Salon
Columbia Gardens Memorials
Dante Consulting
Edward Jones – Sue Gruskiewicz
Pacers Running Stores
Fellowship Health Resources, Inc.
Harold Frank, DDS
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MTFA Architecture, Inc.
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Leadership Arlington Honors 2007 Leaders in Our Community

On May 31, 2007, Leadership Arlington held its Celebration of Leadership Dinner at the Ritz Carlton, Pentagon City to honor two community leaders as well as 42 participants from the Class of 2007.

Leadership Arlington partnered with Comcast to present Deborah S. Taylor, President & CEO of Vanguard Services, with the 2007 Community Leader of the Year Award. Deborah has demonstrated leadership through her visionary work in the addiction field since 1972. She has been actively involved in many community activities and boards throughout her years in Arlington and is a respected leader in our community.

Leadership Arlington and the Metropolitan Washington Airports Authority (MWAA) partnered to present Virginia Commerce Bank with the 2007 Business Leader of the Year Award. Virginia Commerce Bank has been a part of the Arlington community since 1988. They have continuously demonstrated their commitment in Arlington by their active participation in community organizations and community events.

Congratulations to the 42 participants who completed their year in Leadership Arlington. Our organization's mission is to enlighten, inspire and connect leaders to strengthen the Arlington Community.

Leadership Arlington Class of 2007

President & CEO, Betsy Frantz

Sally Aldridge, Business Development Officer, Virginia Commerce Bank

Russell Borthwick, Director, Regulatory Capital Communications, Freddie Mac

Doug Brammer, Area Manager, External (Public) Affairs, Verizon

Patty Browne, Community Relations Manager, Arlington Virginia FCU

Bob Bushkoff, Developer, Dittmar Company

Sheridan Collins, Consultant on Oriental Carpets and Textiles

Sam Crosby, Director of Accounts Receivables, Virginia Hospital Center

Zach David, Assistant Treasurer, The Peterson Companies

Chris Dour, Public Affairs Officer, U.S. Navy

Susie Doyel, Director of Administration, Arlington County Sheriff's Office

Michael Dunne, Captain-Commander of Internal Affairs Section, Arlington County Police Dept

Kim Durand, Volunteer & Partnership Program Specialist, Arlington Public Schools

Shannon Flanagan-Watson, Assistant County Manager, Arlington County

Mary Beth Giblin, Associate VP and Divisional General Counsel, Care First Blue Cross Blue Shield

Mike Goodrich, Director of Administration (AED Specialist IV), Arlington Economic Development

Bob Gray, Training Division Battalion Chief, Arlington County Fire Department

Tara Hamilton, Public Affairs Manager, Metropolitan Washington Airports Authority

David Jeffers, President & Founder, Indelium, LLC

Kim Klingler, Engagement Manager, Bearing Point

Rick Leeds, President & CEO, AHC Management LLC

Tim Liu, Executive Vice President/Chief Operating Officer, Synergy3, LLC

Nick Macri, Recruiter, Strategic Analysis

Thomas Maddox, Public Health Division Chief, Arlington County Dept of Human Services

Emily Mahony, Vice President for Development, Marymount University

Inta Malis, Community Activist

Julie Mangis, Executive Director, Ballston-Virginia Square Partnership

Anne McAllister, Director, Corporate and Foundation Relations, National Air and Space Museum

Greta Menard, Founder and Principal, Capital MarCom

Penne Nelson, Business Services Officer, BB&T

Penny Newquist, Division Chief for Strategic Planning and Analysis, Arlington Co. Government-Dept. of Environmental Services

Paula Pettavino, Community Activist

Katharine Powell, President, Junior League of Northern Virginia

Cheryl Robinson, Supervisor, Office of Minority Achievement, Arlington Public Schools

Eric Segarra, Dean of Business, CIS/Game & Simulation Programming, DeVry University

Amy Sheldon, Director of Development and Community Relations, Northern Virginia AIDS Ministry

John Slye, Pastor, Grace Community Church

Robin Talmadge, Training Manager for Headquarters, Department of Army/Pentagon, Science Applications International Corporation (SAIC)

Dinesh Tiwari, Director, Department of Parks, Recreation & Cultural Resources, Arlington County

Krishna Vallabhaneni, Manager, Washington National Tax, Sub C Group, Deloitte Tax LLP

Tim Wallace, President/Owner, T.W. Wallace Construction

Jim Whelan, CEO, The Proactive Corporation

Sharon Walker, Public Affairs Officer, acting, Fort Myer Military Community

Members IN THE News

BANKS

Cardinal Bank is pleased to announce "Go Cardinal," its free mobile banking service that allows customers to use their cell phones and smartphones to access their accounts. Consumers will be able to check balances, pay bills, transfer money, look up interest rates and locate a **Cardinal Banking Center** or ATM. Consumers on the go can log on to www.gocardinal.net and bank wherever they are. For additional information visit www.cardinalbank.com or call 703-584-3400.

Virginia Commerce Bancorp, Inc., VCB, reported record first quarter earnings, continued asset quality improvement and strong balance sheet growth. Total assets surpassed \$2 billion. **Peter Converse**, CEO, commented, "We've kicked off the year with another strong first quarter, which is particularly satisfying in the face of continued margin pressure and intense local competition." **VCB's** first quarter earnings of \$6.5 million, represented a 13.3% increase over their 2006 first quarter.

COACHING, SEMINARS & PROFESSIONAL DEVELOPMENT

Diane Cohen of **Cohen and Company** recently served on The George Washington University Columbian Women's Scholarship Committee. After reviewing thirty applications and interviewing sixteen candidates, the six-member committee awarded \$90,000.00 to twelve medical, law, psychology and other graduate students.

COPYING

TML Copiers & Digital Solutions has recently become part of The Global Imaging Systems family. As of April 2nd, Global Imaging Systems entered into a purchase agreement with Xerox. **TML** will continue its long standing history of giving back to the community, and maintain involvement in not-for-profit organizations, advisory councils supporting local organizations and Chambers of Commerce.

EVENT PLANNING & MANAGEMENT

Nicole Fingers Woodward, owner and CEO of **Fingers In Ink**, was one of four honored with an Ebone Image Award for Entrepreneurship on March 20, 2007 by the National Coalition of 100 Black Women, Inc. Northern Virginia Chapter.

The award ceremony was held at the **Arlington Career Center**, in Arlington, Virginia. **Fingers In Ink** celebrated seven years of service to the Greater Washington, DC area, on May 1, 2007.

FINANCIAL & INVESTMENT SERVICES

SMART PAYMENT SOLUTIONS (SPS) has been selected by Parish Data System (PDS), a church software firm, as a recommended vendor for its clients. The company will provide electronic payments processing to parishes, schools and other Diocesan groups. When an organization engages PDS' services, it can click on a drop-down menu of preferred payment processors including **SPS**. Visit www.smartpaymentsolutions.com for more information.

GOVERNMENT

County Vice Chair Walter Tejada accepted Arlington County's 11th Tree City USA Award, presented by the Virginia Department of Forestry, at the April 25 Arlington Arbor Day Celebration at Randolph Elementary School. The Tree City designation recognizes communities that have proven their commitment to an effective, ongoing community forestry program. The Arlington Arbor Day Celebration also recognizes individual residents who commit to improving the environment. Eleven Notable Tree Awards were presented. The Arlington County Beautification Committee formally recognizes the Most Notable Trees in Arlington County, private and public, based on nominations submitted by citizens. Arlington's Arbor Day Celebration includes a ceremonial tree planting.

GRAPHIC DESIGNER & ILLUSTRATION

Yvonne Pover, of **Skardon Pover, Inc. Visual & Marketing Communications**, was recently named a winner in the Summit Creative Awards International competition. **Pover** took the bronze medal for her Southern Maryland 2005 Annual Report. She competed amongst thousands of submissions from twenty-three countries.

HEALTHCARE SERVICES

Nancy White, Associate Clinical Director at **Body Dynamics**, was recently awarded the Lucy Blair Service Award from the American Physical Therapy Association (APTA.) The award will be presented to

White at APTA's National Conference in Denver this summer. The purpose of the award is to acknowledge and honor members of the association whose contributions are of exceptional value to the association as a whole, at both the association level and the component level, like those of Lucy Blair, the award's namesake.

NON-PROFIT ORGANIZATIONS & FOUNDATIONS

This spring, the **Arlington Food Assistance Center (AFAC)** launched the new program "Plant a Row for the Hungry." The goal is to bring fresh, nutritious produce to the 700-plus families who come to **AFAC** for food assistance each week. The "Plant a Row" project encourages local home and community gardeners to plant an extra row of produce in their gardens to help **AFAC** hunger relief efforts. Donations of surplus vegetables such as bumper crops of tomatoes or zucchini are welcomed. **AFAC** will provide free packets of vegetable and herb seeds throughout the spring and summer to anyone agreeing to donate some of the produce back to **AFAC**. For more information call 703-845-8486.

The **Arlington Partnership for Affordable Housing (APAH)** will say farewell to **Douglas Peterson**, Executive Director since 2000, this spring. **Nina Janopaul**, a respected affordable housing expert, has been named his successor. The official transition takes place on June 1. **Peterson**, during his seven-year tenure, led the growth of **APAH's** portfolio to 752 apartment units through acquisition or redevelopment. This includes Rosslyn Ridge, a 238 unit high rise currently under construction. His pioneering work includes the adoption of green building construction for affordable housing; redevelopment of existing properties to achieve greater density; and creation of a mix of market rate and affordable units in projects to ensure long-term financial viability.

Arlington Sports Inc. (ASI) is gearing up for the 10th Annual CSC Invitational Professional Bike Race on June 2. The CSC Invitational will benefit the Paralyzed Veterans of America, a Washington, D.C.-based organization that works to maximize the quality of life of its members and all people with spinal cord injuries and diseases. **ASI** is a Virginia-based not-for-profit organization dedicated to the development and promotion of amateur and professional cycling. For additional information visit www.arlingtonsports.org.

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Arlington, VA 22203
Phone: 703-527-1282

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Central Point is one of the fastest growing consulting companies in the greater Washington, DC area. We offer a broad range of information technology and financial management services.

JEWELER

RUBY'S ADORNMENTS

Ruby Chapman, Owner
7120 Little River Turnpike, Level One
Annandale, VA 22003
Phone: 703-916-0195

SPONSOR: Brian Hefner, Staff

I design and hand craft jewelry from antique pieces, semi-precious stones, pearls and silver. I also collect unusual pieces from other cultures.

MORTGAGE SERVICES

PATRICK CUNNINGHAM, HOME SAVINGS & TRUST MORTGAGE

Patrick Cunningham, Loan Officer - Assistant Vice President
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Fairfax, VA 22030
Phone: 703-851-2963

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Kevin Nickle, CEO
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Lovettsville, VA 20180
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Residential and office moves. Whole unit and single item moves with our trucks. We help load and unload rental trucks.

NON-PROFIT ORGANIZATIONS & FOUNDATIONS

VIRGINIA SUSTAINABLE BUILDING NETWORK

Annette Osso, President
2611 Columbia Pike
Arlington, VA 22204
Phone: 703-486-2966

SPONSOR: Jim Whittaker, CPRO

Virginia Sustainable Building Network is a non-profit organization that promotes environmentally sound building practices to building owners, managers and to the design and construction community.

PHOTOGRAPHY & CINEMATOGRAPHY

STEVEN L. MILLER WORDS AND IMAGES, LLC

Steve Miller, Fine Art Photographer
901 North Monroe Street, Unit 703
Arlington, VA 22201
Phone: 571-278-4715

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Cultural portrait artist **Steve Miller** helps people and organizations tell their story in words & images. Miller's work is in The Smithsonian's permanent collection. It can be in yours.

REAL ESTATE-DEVELOPERS AND MANAGEMENT

MONDAY PROPERTIES

Tim Helmig, Executive Vice President
1000 Wilson Boulevard, Suite 700
Arlington, VA 22209
Phone: 703-284-0200

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Monday Properties is a private real estate owner, operator and developer. The firm's full-service capabilities include asset management, property management, construction management and leasing and development expertise.

REAL ESTATE-RESIDENTIAL

JOHNSON ASSOCIATES, INC.

Ralph Johnson, President
4619 Lee Highway
Arlington, VA 22207
Phone: 703-524-8858

SPONSOR: Sonia Johnston, Mercantile Bank

REAL ESTATE-RESIDENTIAL

TBH REALTY

Aras Butas, President
1301 North Courthouse Road #612
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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 May.

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. Construction & Contractors
3. Technology & Computer Services
4. Catering
5. Churches

Top 5 Keywords:

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

www.arlingtonchamber.org



How Do You Stack Up Against the Rest?
Networking at our multi-chamber Breakfast Connection will Put You on Top and Triple Your Networking!

ATTEND June's breakfast connection and make networking your **TOP** priority in your **STACK** of things to do! This month we will be joining forces with the Central Fairfax and Alexandria Chambers. The breakfast focuses on quality networking with over two hundred possible contacts. Connect with Northern Virginia and promote your business! Bring plenty of business cards...you'll need them!

***Please note:** the location of the Breakfast Connection has changed for this month to accommodate the multi-chamber breakfast.

Thursday, June 7, 2007
7:30-9:00a.m.

Belle Haven Country Club*
6023 Fort Hunt Road
Alexandria, VA 22307

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

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and Patron Sponsor,
Gretchen Hamm, First Horizon

Please register for this event before noon, on June 6. All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly. Thank you!

Communicate & Connect!

Are you interested in improving your business communications? If so, consider joining the Communications Council. The communications field is huge, and we cannot be proficient in every aspect of the industry. The council hopes to become an idea and knowledge-sharing forum that will enhance our business communications skills. Possible participants include but are not limited to the following areas of expertise:

- ◆ Writing & Editing
- ◆ Copyright/Media Law
- ◆ Photography
- ◆ Graphic Design
- ◆ Videography
- ◆ Illustration/Art
- ◆ Sound Engineering
- ◆ Printing/Sign Making
- ◆ Computer Programming
- ◆ Marketing & Promotion
- ◆ Website Design/Coding
- ◆ Public Relations

Meet
with us on
Tuesday, June 19,
5:00 p.m. at the
Chamber!

Learn more at
arlingtonchamber.org.
Click on membership
guide/committees.
Or, contact Meghan
at the Chamber at
703-525-2400;
communications@arlingtonchamber.org

Communications
Council

Business Roundtable

The Chamber sponsored Roundtable is an open discussion forum held on the fourth 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

April 2007 Meeting Report

The April Arlington Small Business Roundtable considered **Cash Management: Cash Is King – Are You Using It To Your**

Advantage? A common issue that most entrepreneurs encounter is that cash income lags expenses. Is it possible to get a better handle on accelerating cash income?

■ **Joey Tackett of ClearSkyCreative** has evolved his cash collection techniques in response to his customers' payment preferences. This has accelerated income and reduced slow pays.

■ **Daniel Frix of Valcourt Building Services** carefully screens his potential new customers to reduce potential future collection problems.

■ **Deborah Cabala**

& Paul Yeloushan of Virginia Commerce and Travis Slocum of United Bank covered the pluses and minuses of remote depositing using a bank's transmitting system and truncating the checks in the depositors' office.

■ **Rory Conway of Smart Payment Solutions** outlined the use of the Automated Clearinghouse on speeding collections

■ **Yvonne Pover of Skardon Pover** spoke about some of the techniques that can be used to spur clients into quicker payments.

The bottom line from this roundtable? Use available processes and technological advances to slow down payments and accelerate income and stay up with the company's cash requirements.



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.

Business Roundtable

Wednesday, June 27
11:45 a.m.
Chamber Board Room

TOPIC:

Lunch with the Leaders: A popular session last year! The present and prior ABBIE award winners are invited to share their experience on growing their business. There's a lot to learn from successful people!

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

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

SMART Start

SMART Start is a free Networking Seminar and Information Session held bi-monthly at the Chamber and led by **Joe Prentice** of **New York Life Insurance**. Learn how to meet new clients and future business associates. SMART Start will teach you how to maximize your investment with the Chamber!

SMART Start is for New Members Only.

May 2007 Bright Ideas

- ⊙ Networking is a process and **must** be done on a regular basis to be effective.
- ⊙ Most business from the Chamber comes through referrals, so the more people you meet and have them know what you do, the better your chances are to have business referred to you.
- ⊙ Networking is about **making contacts**.
- ⊙ Keep in mind; once you meet someone it's not about whether you may or may not do business with him/her, **it's about forming a relationship and being opened to their entire network of contacts**.
- ⊙ Bring a **stack** of business cards and a **pen** to all events.
- ⊙ Go to meetings and events **with a plan** and **execute it!**
- ⊙ **90% of networking is showing up**; the more face time the better. (Also, **9 out of 10 times business is not in the room.**)
- ⊙ People do business with those that they **know and trust**.
- ⊙ Do business with other Chamber members; **buy Chamber first** before going outside the network.
- ⊙ Make sure the **Chamber staff** knows what you do! They receive phone calls periodically asking for specific services.

Next SMART Start
Wednesday, July 18
7:45 a.m. – 9 a.m.
Chamber Board Room

Register online:
www.arlingtonchamber.org

For more information
contact **Brian Hefner**
at 703-525-2400 or
membership@arlingtonchamber.org

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Members in the News, continued

are delighted to announce the birth of their son, Bruno Alexander Butas. Bruno was born on April 12, 2007 and weighed 8 pounds. Mom, dad and baby are all doing well and looking forward to seeing their friends at future Chamber events.

Randy Morrow of Keller Williams received Buffini and Company's Outstanding Mentor Award. Recipients must be nominated by their coach and then by a selection committee. Less than 1% of the more than 12,000 clients are eligible to be nominated. **Morrow**, an authorized mentor with Burffini and Company, is an instructor of the '100 Days to Greatness' program and teaches realtors how to build business through referrals and relation-

ship building. The program's purpose is for new agents to have at least one sale and two under contract within the first 100 days of their career.

RESTAURANTS & FOOD SERVICES

Vapiano International opened its newest location on April 26 at 4401 Wilson Boulevard. **Vapiano International** revolves around fresh casual dining, a concept already wildly popular around Europe. Cooking stations serve fresh pizza, home made pastas, salads, antipasti and sweet dolci. Food is made to order. Vapiano 'chip cards' are available for easy payment. Visit www.vapiano.com or call 703-528-3113 for more information.

HAPPY ANNIVERSARY!

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

MAY ANNIVERSARIES

Arlingtonians for a Clean Environment	5
Content That Counts	5
Everest College	5
Friends of the Arlington County Library	15
The Law Offices of Barbara E. Nicastro	10
United Bank	15



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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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