



83rd Annual Business Gala a Success!

This year's 83rd Annual Arlington Business Gala was an enchanting evening filled with wonderful food, dancing and company. The Silent Auction kept the guests busy with bidding, and the evening's highlight, our first-ever Live Auction, was a huge hit. Thank you to the dedicated individuals who lent their support to the event. Their contributions aided to the Gala's success. The Chamber especially thanks the 83rd Annual Arlington Business Gala Grand Sponsor, **Verizon**.



(from left to right) **April Hosty, Sean Hosty of Smith Barney and Barbara Nicastro of The Law Offices of Barbara E. Nicastro** were all smiles at the 83rd Annual Business Gala. *Photography by Sony Odom.*



For more information on this event, please turn to page 6.

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SAVE THE DATES!

Power of Partnerships:

This event is aimed at educating the Chamber Membership on the power of partnerships in the Arlington community between members of the non-profit and business community.

Tuesday, March 13, 2007
7:30 a.m.



Valor Awards:

Honoring the Police, Fire, and Sheriff Departments in Arlington County – Have you thanked a hero today?

Tuesday, March 27, 2007
11 a.m.–2 p.m. at Ft. Myers Officers Club



TRD 007
Strengthening the Bond

TRD 007: Strengthening the Bond

The Total Resource Development (TRD) 007 campaign—"Strengthening the Bond"—is underway and the Chamber staff, as well as the volunteers, could not be more excited! Beginning on **March 1** with a thrilling Kick-Off event at **Ruth's Chris Steak House** and concluding on May 24 with a rewarding Victory Celebration, the 2007 TRD campaign promises to be even more successful than last year. The ultimate goal of the campaign is to raise \$200,000 for the Arlington Chamber of Commerce,

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The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

Member: U.S. Chamber of Commerce
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 MARCH



- 1 Thursday**
TRD Kickoff
5-7 p.m.
Ruth's Chris Steakhouse
April *Arlingtonian* Contents due
Chamber Board Room
- 5 Monday**
Ambassador Committee Meeting
4:30 p.m.
Chamber Board Room
- 6 Tuesday**
Community Action Committee Meeting
8 a.m.
Chamber Board Room
- 7 Wednesday**
SMART START
7:45-9 a.m.
Chamber Board Room
- 11 Sunday**
Daylight Savings Time Begins!
- 13 Tuesday**
Power of Partnerships Event:
A Community Action Committee Event
7:30 a.m.
Holiday Inn Ballston
- 14 Wednesday**
Executive Committee Meeting
8 a.m.
- 15 Thursday**
Business After Business
5:30-7:30 p.m.
Main Event Caterers
- 17 Saturday**
Happy St. Patrick's Day!
- 22 Thursday**
Breakfast Connection
7:30-9 a.m.
Holiday Inn Ballston
- 23 Friday**
Board Meeting
11:45 a.m.
Location to be Determined
- 27 Tuesday**
Valor Awards
11:30 a.m.
Ft. Myer Officer Club
- 28 Wednesday**
Business Roundtable
11:45 a.m.-1 p.m.
Chamber Board Room
- 30 Friday**
Government Affairs & Economic Development Committee Meeting
8:15 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.

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—By 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

Welcome to March! Meteorological Spring has already begun and the promise of flowers, leafy trees and longer days is already making me happier. Don't forget that Daylight Savings Time begins on March 11—turn those clocks forward one hour.

What's on my mind this month? How about transportation? Of course, "transportation" in Arlington in 2007 has many meanings: the rail line out to Dulles to be constructed by MWAA, the widening of I-66 in Arlington, the trolley line on Columbia Pike and its impact on business, the continuing controversy in Richmond about ways to ease our traffic crisis and how to fund necessary

improvements and changes, the impact of proposed funding of transportation issues on the Arlington business community and the debate regarding increases in Metro fares. While some of these issues may have changed or even have been resolved by the time you read this article (since the "real" people in charge at the Chamber make me write this one month early), one thing is clear: their outcome will have long lasting implications to the business community. We welcome your comments and input on these issues. We thank those Chamber members who have stepped up and volunteered to participate in coalitions and groups involved in transportation issues in Northern Virginia.

On the issue of state initiatives on transportation, the Arlington and Virginia Chambers of Commerce support and applaud Governor Kaine's plan for the dedication of \$500 million annually to Virginia's roads, maintenance needs, the use of Virginia's esteemed AAA bond rating to raise \$2 billion in bonds to pay for projects across the Commonwealth and the creation of new revenue streams for transportation. However, we have serious and specific concerns with the plan's intention to use significant General Fund monies in future budgets to finance the plan to the potential detriment of other core services, and the substantial surcharge that would be levied on commercial property in the regional components of the plan. The newest Transportation Package includes a "Commercial Real Estate Assessment" of \$0.25 per \$100 of value as an ongoing source of transportation funding. The proposed surcharge stands in contrast to the Chamber's longstanding opposition to the imposition of differential tax rates between commercial and residential property, whether regionally or statewide. We are continuing to monitor the progress of these proposals and funding alternatives in Richmond and to make our voice heard on these matters.

Another issue being debated in Northern Virginia is Dominion Power's proposed transmission line to link two electrical power substations in northern Virginia: Meadowbrook (near Winchester) and Loudoun. Though construction and other impacts (easements, etc.) do not affect Arlington, the benefits of reliable power provision to internet hubs and other businesses will be significant for Arlington. The Chamber Executive Committee and Board of Directors will be monitoring this matter, will meet to prepare a public position on this issue and will request continued information regarding impacts, costs and benefits from Dominion Power.

Finally, I am often asked, "What is the benefit of Chamber membership to me?" With the kickoff of our 2007 Total Resource Development campaign this month, I'd like to give you some ideas on how to answer that question when asked by others.

The biggest benefit of Chamber membership is relationships: people getting to know one another better, businesses getting to know others in complementary or even (shock) competitive fields, alliances and friendships formed. Another benefit is training - from the Smart Start programs to the Small Business Roundtables to participating in committees, members learn about the community,

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Arlington Convention and Visitors Service Unveils 2007 Meeting Planner Guide

Expanded Features Create an Improved Resource for Meeting Planners

In February, the Arlington Convention and Visitors Services (ACVS) released its 2007 Meeting Planner Guide for national convention, meeting and event planners. The Guide boasts a variety of enhancements, including an expanded restaurant section, the latest information on Arlington shopping, attractions, arts and nightlife, plus sample visitor itineraries and detailed maps. The Guide gives prospective visitors a complete picture of what makes Arlington an ideal destination for meetings and groups.

"The 2007 Meeting Planner Guide is our best ever for highlighting the unique advantages Arlington offers both event organizers and attendees," said Emily Cassell, marketing director for ACVS. "As Virginia's gateway to Washington, D.C., we're not just minutes from the nation's capital. We're a vibrant, walkable urban community with a fantastic array of dining, shopping and entertainment options. The Guide is a great quick reference for busy meeting planners seeking to create excellent Washington-area events for their clients."

The redesigned Guide is based on input from meeting professionals, tourism industry experts and a team of consultants retained by ACVS to review Arlington's attraction strategy and marketing efforts. The result of this comprehensive research is an expanded resource with key information for professional meeting planners, as well as individuals preparing reunions, weddings or other events in Arlington.

continued on page 12

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9 COUNTING THE CONSULTATION.



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Power of Partnerships!

On March 13th, the Community Action Committee of the Arlington Chamber of Commerce is hosting a forum and breakfast for businesses to learn the "business" of non-profits. The seminars will offer innovative ways to partner with local organizations, and demystify the role of the Board of Directors.

Attend and learn the positives to investing in your community – including personal benefits! According to the Cone/Roper Cause-Related Trends Report:

- **76%** of consumers would switch brands/retailers to one associated with a good cause
- **87%** of employees feel a stronger sense of loyalty to employers with philanthropic programs.
- **60%** of investors consider a company's commitment to charitable causes when making an investment.

Working with non-profit organizations in your neighborhood can:

- **Improve public relations**
 - Strengthen customer loyalty
 - Enhance reputation and standing in the community
 - Increase name recognition and brand awareness
- **Develop future workforce**
- **Improve competitive advantage in attracting and retaining employees**
 - Increase leadership & development opportunities
 - Improve morale
- **Support strategic business goals**
 - Enhance relationships with community leaders
 - Build economically stronger communities for business viability
 - Generate new business prospects
- **Provide tax deductions for your business**

Tim Hughes Joins Board of Directors

We are pleased to announce the addition of **Tim Hughes** to the Board of Directors. Hughes is the principal and owner of **Hughes & Associates, PLLC** and has been a practicing lawyer since 1991 focusing primarily on



business representation and civil litigation. Hughes is a member of the Leadership Arlington Class of 2006. In addition to other public service and volunteering efforts, Hughes is currently a member of the Board of Directors of Kiwanis Club of North Arlington, Vanguard Health Services and the Northern Virginia Building Industry Association.



Leadership Arlington's Monte Carlo Night 2007

**Saturday, March 10
Silent Auction Benefiting
our Youth Program**

Opening Reception & Silent Auction
7 p.m.
Buffet Supper 7:30 p.m.
Monte Carlo Gaming 8 p.m.–11:30 p.m.

Ronald Reagan Washington National Airport–
Historic Terminal “A”
Directions to the airport may be found
at www.mwaa.com.

**Spectacular Buffet & Open Bar
Throughout the Night**

**Attire: Black Tie will help roll the dice,
but Monte Carlo attire would also be nice.**

To register online please visit:
www.leadershiparlington.org.
For more information, please contact
Erika Mendez at 703-522-2522.

Class of 2007 Youth Program Applications Now Available



The Leadership Arlington Youth Program applications are now available on our website at: www.leadershiparlington.org/youth.html. Applications are due no later than April 15, 2007.

The Leadership Arlington Youth Program is designed to develop leadership skills, community service, philanthropy and civic participation for Arlington high school students. Students must apply in their sophomore or junior year of high school and are selected to participate during the summer before their junior or senior year.



Leadership Arlington is Accepting Applications!

Deadlines are:

Early Bird (with a \$50 application fee)
due by noon on **Monday, April 16, 2007**

Regular (with a \$100 application fee)
due by noon on **Monday, May 14, 2007**

Leadership Arlington is currently accepting applications for the Class of 2008. For more information, please contact Betsy Frantz at bfrantz@leadershiparlington.org. General information and/or to download an application please visit our website at www.leadershiparlington.org.

This is the year Leadership Arlington will be celebrating its 10th Anniversary! With over 300 members, representing over 200 organizations, it has become an organization which fosters a sense of community that motivates participants to become involved in Arlington's future.



Welcome New Staff Member

Colleen Knight is the new Member Services Manager at the Arlington Chamber of Commerce. She is a native of Alexandria, VA and graduated from William and Mary in 2003 with a Bachelor's Degree in English. Knight most recently worked as a Coordinator of Professional Development at the National Investor Relations Institute. Please welcome Colleen. We are excited to have her join our team!

Correction

February's Annual Report misprinted the Bean, Kinney & Korman, P.C.'s logo in their half page advertisement due to printer error. It should have appeared as pictured below. We apologize for the error, and the Annual Report will be reprinted. The Chamber will only use the new editions for further distribution and use.



Special Thanks Go To...

The 83rd Annual Arlington Business Gala was a great success and a fabulous evening for our guests of almost 300! The Ritz-Carlton, Pentagon City was an elegant backdrop for the evening of mix and mingling and wine and dining. The Silent Auction intrigued all, as well as our first-ever Live Auction. Guests also enjoyed a delicious three-course meal, and musical provided by The Odyssey Band. Thank you to all of our members who contributed to the evening's success through their volunteer work, generous donations, and above all—attendance. 2007's Business Gala was again "Arlington's Best Night Out."

Thank you to **Verizon**, our Grand Sponsor, for all of their generous support and contributions to the 83rd Annual Arlington Business Gala.

Thanks go to:

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Valcourt Building Services, L.C.

2007 SILENT AUCTION COMMITTEE

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Sally Aldridge, Virginia Commerce Bank
Susan Anderson, Community Residences
Joyce Hollander Kyle, Clarendon Dental Arts
Sean Hosty, Smith Barney
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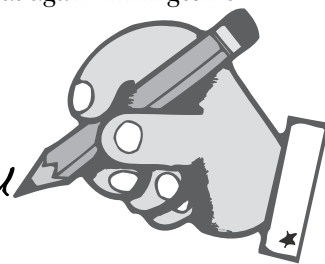
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Rock Bottom Restaurant and Brewery
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Sangam Restaurant
Sette Bello
Shirley's Catering & Gourmet Gift Baskets
Signature Theatre
Smith Barney
Solarus Salon & Spa
Spirit Cruises, Inc.
Sun Gazette Newspapers
Sushi Zen
Technology Management International
The American Century Theater
The Back Porch Boutique

Thank you



The Energy Club
The Fashion Centre at Pentagon City
The Indian Craft Shop
The Law Offices of Barbara E. Nicastro, Esq.
The Teal Center
The Virginian Suites
The Washington Post
The Westin Arlington Gateway
There Must Be A Pony, LLC
Tivoli Restaurant
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SPECIAL THANKS TO:

Everyone who donated to the Chamber's Scholarship Fund
Brooks Business Transfer for transporting the auction items to the **Ritz-Carlton, Pentagon City**.
Photographer **Sonny Odom** for photographing the event.
Doug Brammer of **Verizon** for giving the invocation.
Kettler for sponsoring our Silent Auction.
Metropolitan Washington Airports Authority for sponsoring our VIP Reception.
Association of the US Army, our Event Benefactor
Conklyn's Florist for providing our beautiful table centerpieces.
Benjamin Corey of **Mind Over Magic Entertainment** for entertaining us.
The Ritz Carlton, Pentagon City for being so accommodating and providing all of the guests with an elegant atmosphere and world-class service.

Members IN THE News

► BANKS

Cardinal Bank opened their first banking office in Maryland this past February. The office is located at 7315 Wisconsin Avenue, Bethesda. Clarence Boykin, Vice President and Banking Office Manager, will lead the experienced bank team. Boykin can be reached at 301-652-0997.

United Bank announced January 29, 2007 that they will be expanding their market share in the Metro DC area and enter new markets in the Winchester, Harrisonburg and Charlottesville areas. The expansion is due to a definitive merger agreement between United Bankshares, Inc. and Premier Community Bankshares, Inc.

► COMMUNICATIONS

Cindy Engquist's All About You launched the strategic alliance entreSource this past January along with seven independent marketing and business image companies, each with expertise in a specialized field. entreSource is a one-call marketing and creative business image management team, and services will include business writing, corporate gift programs, event planning, marketing communications, multimedia production, photography, printing and promotional product consulting and production and visual communications.

► ENTERTAINMENT

Signature Theatre inaugurates its new 99-seat ARK Theatre with a production of Sarah Kane's *Crave*, a dramatized deconstruction of the human mind under the pressures of love, loss and longing. Jeremy Skidmore is making his directorial debut with *Crave*. The show will run until April 1, 2007, and tickets are available through Tickets.com at 800-955-5566 or online at www.signature-theatre.org.

► FINANCIAL & INVESTMENT SERVICES

Steve Barto has joined **Wachovia Securities** as Vice President-Investment Officer in the Tysons Boulevard office in McLean. **Wachovia Securities**, a non-bank affiliate of Wachovia Corporation, is currently the nation's third largest brokerage group and provides financial advisory, brokerage, asset management and other financial services. Headquartered in Richmond, Virginia, **Wachovia Securities** LLC is a member of NYSE & SIPC.

► NON-PROFIT ORGANIZATIONS & FOUNDATIONS

Arlington Gay and Lesbian Alliance (AGLA) is starting up their monthly "pay-as-you-go" dinner mixers this March. The participating restaurants will donate 100 percent of the money AGLA spends to Food & Friends. Check out the March-April *AGLAnews* for details and dates.

Northern Virginia AIDS Ministry (NOVAM) is gearing up for their 20th anniversary which will be celebrated at their annual **IMAGINE** fundraiser. **IMAGINE** is **NOVAM's** signature fundraising event and the largest AIDS fundraiser in Northern Virginia. Proceeds will support the agency's HIV prevention education programs for youth and direct services for people living with HIV/AIDS in the region. The event will take place Saturday, April 28th, 2007 at the Torpedo Factory Art Center in Alexandria. Tickets are \$25 at the door. Visit www.novam.org for more information.

► PET & ANIMAL SERVICES

The Animal Welfare League of Arlington participated in Spay Day USA February 27, 2007. The League spayed and neutered close to forty dogs and cats for only \$25. They also offered reduced fees on distemper and rabies vaccinations and a free microchip to low-income pet owners who registered in advance. The surgeries took place at the Washington Humane Society's low-cost clinic.

► TELECOMMUNICATIONS

Verizon kicked off its annual Verizon Luge Challenge this past February. **Verizon** has introduced thousands to the sport since 1996 as the U.S. Luge team prepares for their international winter racing season. The Challenge will take place at six ski resorts through March 18, 2007 where fans can enjoy music, prize drawings and refreshments while watching USA Luge international medallists sled to the finish line. To learn more about this year's schedule of events, go to www.verizon.com/lugechallenge.

► UNIVERSITIES & COLLEGES

Michael Kors will receive **Marymount University's Designer of the Year Award** at *Portfolio in Motion*, the annual student fashion show, on Friday, April 27, at noon in the Rose Bente Lee Center on the University's main campus. Following the fashion show, Kors will review and critique the portfolios of the senior design students. Tickets to attend the show and luncheon are \$85 and can be purchased at 703-284-1648.



SMART Start

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.

SMART Start is for New Members Only.

Wednesday, March 7, 2007

7:45 a.m. – 9 a.m.

in the Chamber Board Room

Register online:

www.arlingtonchamber.org

For more information contact

Brian Hefner at 703-525-2400 or membership@arlingtonchamber.org

Thank you to our sponsors

Randy Morrow – Professional Realtor





Pop into a Breakfast Connection!

Thursday, March 22, 2007

7:30-9 a.m.

Holiday Inn-Ballston

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



and Patron Sponsor, **Ted Kramer, RE/MAX Allegiance**

Pop into this month's Breakfast Connection and get your morning started off with speed networking! Enjoy a great breakfast while sharing 60-second commercials amongst great business prospects. Network like never before! Bring plenty of business cards!

Please register for this event before noon, on March 21. All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly. Thank you!

SAVE THE DATE FOR MARCH'S BusinessAfterBusiness!

March's Business After Business will be the main event at **Main Event Caterers!** Relish the delectable food and drinks while mix and mingling with area professionals! All are welcome and will have the opportunity to win several door prizes. Members will also have a chance for our growing monthly cash jackpot! You must be present to receive prizes, so register now! Bring your business cards, and we'll see you there!

Please register for this event before noon, on March 15th. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!



Main Event Caterers

Main Event Caterers

Thursday, March 15

3870 South Four Mile Run Drive

5:30-7:30 p.m.



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Thanks to Members who renewed in January and February

JANUARY

Action for Enterprise
AHC, Inc.
American Apparel & Footwear Association
American Red Cross – Arlington Chapter
American Service Center
AppleOne
Arlington Autocare Inc.
Arlington County Medical Society, Inc.
Arlington Public Schools
Arlington Economic Development
Arlington Heating & Air Conditioning, Inc.
The Arlington Historical Society, Inc.
Arlington Residence Court Hotel
Arlington Transportation Partners
Arlington Yellow Cab Co., Inc.
Arlington-Alexandria Coalition for the Homeless
Army Navy Country Club
Association of the U.S. Army
Avalon at Arlington Square
Axxan Corporation
Ballston Common Mall
Bergmann's Inc.
Billy Buck, Buck & Associates
B.M. Smith & Associates, Inc.
BMW of Arlington Chamber of Commerce
BOK Custom Framing
Brooke Rental Center, Inc.
Buck & Associates
Caruthers Properties, L.L.C.
Casual Adventure
Cherrydale Veterinary Clinic
Clarendon Dental Arts
Clarendon Square, Ltd.
Conklyn's Florist
Craig Mastrangelo, RE/MAX Distinctive
Crowne Plaza National Airport
Crystal City Marriott
Crystal Gateway Marriott
Crystal Quarters
Design Cuisine
Doubletree Hotel Crystal City
Ecology and Environment, Inc.
Friends of the Arlington County Library
Fulbright & Jaworski, LLP
Geo. H. Rucker Realty Corporation
George Mason University
Giant Food, LLC
Guernsey Office Products
Heidelberg Pastry Shoppe
Hilton Garden Inn
Holiday Inn Arlington at Ballston
Holiday Inn Rosslyn
Hughes and Associates, PLLC
Hyatt Regency Crystal City
The IDI Group Companies
Jamie Nicholas Printing & Graphics

Key Bridge Marriott Hotel
King & Nordlinger, LLP
Lawson, Tarter & Charvet, PC
Cold Stone Creamery-Ballston
Marymount University
Mereck Associates, Inc.
Morrow & Associates, Inc. – Weichert Realtors
Mr. Wash Car Wash
Murphy Funeral Homes
Murray Enterprises
Murray, Jonson, White & Associates, Ltd.
Navy League of the United States
Northern Virginia Community College
Project MF
Red Top Cab Company of Arlington
Regardie, Brooks & Lewis, Chtd.
The Ritz-Carlton, Pentagon City
Sequoia Management Company, Inc.
Sheraton National Hotel
Sheridan, Behm, Eustice & Associates, Ltd.
Shirlington Shell
Shirlington Storage & Trucks & Boxes
Sir Speedy
TCS Building, Inc.

TLJ Hospitality, LLC
Turner Construction
Virginia Hospital Center
Walsh, Colucci, Lubeley, Emrich & Walsh, P.C.
Washington Area New Automobile Dealers Association
Verizon
Washington Business Journal
Washington Gas – Virginia Division
Washington Gold & Country Club
WETA-TV 26/90.9 FM
YMCA Arlington

FEBRUARY

ABLEN
Albo & Oblon, L.L.P.
Bergman, Berbert, Schwartz, Gilday, LLC
Capitol Travel Medicine
Hendry House
Sean Hosty-Smith Barney
Lebanese Taverna
More Space Place
Murder Upon Request
Sun Gazette Newspapers
Women In Military Service For America

TRD 007, continued from page 1

an increase of \$25,000 from the 2006 goal.

Over the span of 12 weeks, volunteers will be actively “Strengthening the Bond” between the Arlington community and the Chamber, while at the same time participating in special “**BONDing after Business**” sessions to network with fellow volunteers and promote their own organization. Last year, not only did volunteers have fun and meet new people, their extraordinary efforts proved to greatly benefit the Chamber and its members. One indication of this was that annual membership dues were not raised for 2007 because of increased investments in event sponsorships and advertising—a feat accomplished by TRD alone.

Although time is running out, it is not too late to join the Chamber’s 2007 campaign. If you would still like to participate, please contact the Chamber office at 703-525-2400 as soon as possible. Team training took place during the month of February, but the Chamber staff and other TRD volunteers will quickly get you up to speed.

HAPPY ANNIVERSARY!

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

JANUARY ANNIVERSARIES

Arlington Transportation Partners	10
B.M. Smith & Associates, Inc.	70
Columbia Memorial Park, Inc.	50
Comcast Cable Communications	35
Guernsey Office Products	35
The IDI Group Companies	25
Murphy Funeral Homes	50
Navy League of the United States	25
Northern Virginia Community College	25
Restaurant Portofino	35
Sheridan, Behm, Eustice, & Associates, Ltd.	50
Sun Gazette Newspapers	15
Washington Golf & Country Club	35

FEBRUARY ANNIVERSARIES

Crystal Gateway Marriott	25
Murder Upon Request	5

Welcome to New Members

ADVERTISING, MARKETING & PUBLIC RELATIONS

BRITEMOVES ADVERTISING

Terry Saeger, Executive Vice President
1900 Campus Commons Drive, Suite 100
Reston, VA 20191
Phone: 703-766-5700

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ASSOCIATIONS & PARTNERSHIPS

CRYSTAL CITY BUSINESS IMPROVEMENT DISTRICT

Angela Fox, Executive Director
2345 Crystal Drive, 10th Floor
Arlington, VA 22202
Phone: 703-842-1849

SPONSOR: Jim Sherrick, BB&T

The **Crystal City BID** is tasked with the mission to make Crystal City a vibrant, 18-hour, urban destination. The **BID** is a collaborative effort on behalf of all business entities located within its boundaries.

CONCIERGE SERVICES & PERSONAL SHOPPERS

LAGNIAPPE PERSONALIZED CONCIERGE SERVICES, LLC

Karl Schwartz, Principal
P.O. Box 4116
Arlington, VA 22204-0116
Phone: 703-778-5727

SPONSOR: Todd Ihrig, HD Vest

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Christine Piry, Account Manager
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Manassas, VA 20110
Phone: 703-330-1010

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FINANCIAL & INVESTMENT SERVICES

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Joseph Prentice, Agent
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Vienna, VA 22182
Phone: 703-610-4093

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JOHN HANCOCK FINANCIAL NETWORK

Chris Thomas, CFP, Financial Advisor
1749 Old Meadow Road, Suite 410
McLean, VA 22102
Phone: 703-287-7102

SPONSOR: Randy Morrow, Weichert Realtors

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Garrett Rambler, Owner
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Falls Church, VA 22046
Phone: 703-241-0565

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Vantage Fitness is a professional, multi-dimensional health and fitness club. They offer state of the art cardiovascular and fitness equipment and industry-leading trainers, instructors and specialists.

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NON-PROFIT ORGANIZATIONS & FOUNDATIONS

OPERA GUILD OF NORTHERN VIRGINIA

Miriam Miller, President
4620 Lee Highway, Suite 212
Arlington, VA 22207
Phone: 703-536-7557

SPONSOR: Brian Hefner, Staff

The **Guild**, a support organization to the Opera Theatre of NOVA, has been a vibrant

community organization since its inception in 1991. The **Guild** has taken the lead in educating area children of all backgrounds to the magical world of opera.

PRIVATE INVESTIGATOR

BECHER & ASSOCIATES

Nancy Sherman, CFO
P.O. Box 17118
Arlington, VA 22216
Phone: 703-778-1112

SPONSOR: Brian Hefner, Staff

REAL ESTATE-DEVELOPERS AND MANAGEMENT

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UNIVERSITIES & COLLEGES

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4300 Wilson Boulevard, Suite 200
Arlington, VA 22209
Phone: 703-243-3900

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Westwood College is dedicated to providing quality, career-focused programs that prepare students with the knowledge, skills and credentials to launch, enhance or change careers.

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*

January 2007 Meeting Report

The January Arlington Small Business Roundtable focused on Five Basic Moves to Start the New Year Right. The discussion singled out a weakness many small businesses share—neglecting the basics while rushing to grow. The twenty-five participants looked at utilizing time-tested techniques to set the stage for a successful 2007.

1. Develop a Cash Flow Forecast

“Cash Is King”! A common issue that entrepreneurs encounter is growing faster than the cash flow. Accounts receivable highlights the need to maintain a balance with cash in the bank and accounts payable. A carefully constructed Cash Flow Forecast identifies the times when cash starts to dry up so that proper planning can avoid running to the bank for a loan to finance cash needs.

2. Focus on Strengths

A small business typically has an expertise that the marketplace can use. A number of entrepreneurs wring their hands and lie awake at night fretting over a business function that is beyond their experience. Finance, marketing and managing business operations are general areas of specialty that entrepreneurs spend valuable and frustrating time trying to overcome. Consider playing on your strengths and get some help when and where you need it.

3. Start a Council

In Napoleon Hill's book *Think and Grow Rich*, Hill describes the power of a Mastermind Group of non-business related individuals who meet to help each other grow their enterprise. In *Good to Great*, Jim Collins discusses a company council, which is a “group of executives who participate

Business Roundtable

Wednesday, February 28
11:45 a.m.
Chamber Board Room

TOPIC:

Understand the banker on the other side of the desk

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

in dialog and debate ... about vital issues and decisions facing the organization.” A small business could use that type of help.

4. Operating Manual

The business has grown—about ready to bring in personnel to maintain the success path—how are they to be trained? If the business has an operating manual that guides an unknowledgeable individual on the office process and procedures, eons of time and effort are saved. So, unless you are committed to a life of a sole entrepreneur, consider an operating manual.

5. Keep Expanding Your Horizon

Read books on business, on civilization and on life. Join the Chamber, an association and a business group or volunteer to help a non-profit. Get involved in outside interests that will expand your horizons and provide fresh fodder that will add to your development. Books mentioned by participants: *Good To Great*, *The World Is Flat*, *Co-Opetition: A Revolution Mindset That Combines Competition and Cooperation*, *Think and Grow Rich*.

The Bottom line from this roundtable? Put the basics of success to work in your organization and watch it grow without roller coaster crisis management.



Jim Whelan of ProActive Corporation is a specialist in strategic planning. He creates business plans to grow revenue, increase profits, and improve performance. To contact him, go to www.ProActiveCorp.net or call 703-862-6758. To learn about the upcoming Business Roundtable topic, go to www.arlingtonchamber.org or contact the Chamber office at 703-525-2400.

Chamber Website Yields Results!

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

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:

- Hotels & Motels
- Landscaping & Swimming Pool Maintenance
- Telecommunications
- Real Estate – Residential
- Retirement Services & Retirement Homes

Top 5 Keywords:

- Lodging
- Real Estate
- Dining
- Entertainment
- Transportation



www.arlingtonchamber.org

Chair's Message, continued from page 3

the important issues facing their industry or profession and how to maximize business potential and efficiency. The third benefit is giving back: to your community through Volunteer Day, to scholarship opportunities through our Mini-Golf Tournament or to recognizing the achievements of others through our Valor Awards, Abbie Awards and Hospitality Awards ceremonies. These are but a few benefits of Chamber membership. Each of us enjoys and values different things but I can promise you that whatever effort you put into our Chamber, you will receive much greater value in return - if not immediately, in the long haul.



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



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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.

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

BNicastro@aol.com

Meeting Planner Guide, continued from page 4

In addition to listings of regional events and attractions, the Guide features extensive information on Arlington hotel accommodations and meeting facilities, tour and transportation companies, convention services providers, and services provided by ACVS professional staff.

ACVS will distribute the free 2007 Meeting Planner Guide to meeting and convention planners nationwide. It can also be ordered through www.stayarlington.com or by calling 800-296-7996.

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