

The Arlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce



Vol. XLIX, No. 5 May 2007



2007 Valor Awards honorees form the Arlington County Office of the Sheriff, Arlington County Police Department and Pentagon Police Department

Local Heroes Honored at the 25th Annual Valor Awards

March 27 was a sublime day for members of the **Arlington County Police, Fire and Sheriff Departments** and the **Pentagon Police Department and Force Protection Agency** who were honored at the 25th Annual Valor Awards. The awards ceremony and luncheon took place at the Officer's Club at Fort Myer and were attended by 250 members of the business and political community.

continued on page 5



What's inside:

- Calendar..... 2
- Chair's Message 3
- TRD Corner..... 4
- AED 7
- Members in the News..... 8
- Welcome New Members..... 9
- Member Renewals..... 9
- Breakfast Connection10
- Smart Start10
- Communications Council....10
- Business Roundtable 11

citigroup
SMITH BARNEY
 2007 GRAND SPONSOR

Celebrate the Best Businesses in Arlington at the 12th Annual ABBIE Awards!

On Tuesday, May 15th, The Arlington Chamber of Commerce and the Arlington Economic Development Commission will hold their 12th Annual ABBIES Awards. The Awards are designed to recognize the achievements and contributions of Arlington commerce, acknowledging the exceptional efforts of our local economy. The prestigious ABBIES awards are presented to those businesses that consistently provide outstanding quality of service and products, have achieved significant growth or stability over the lifetime of their business and display industry leadership.

ABBIES winners focus on giving back to the community and making Arlington a better place to live and work. The Arlington Chamber of Commerce and the Arlington Economic Development Commission instated the "Green ABBIE" in 2001 to assist and encourage businesses to protect our environment and reduce energy needs. The "Green ABBIE" has only been awarded three times and recognizes companies that go above and beyond to improve the Arlington community's environment in a distinctive manner.

Join the Chamber in acknowledging this year's ABBIES winners and celebrating Arlington's wonderful business community!

A special thank you to our Grand Sponsor



COMCAST Cable Communications

Thank you to our Premier Sponsors, Metropolitan Washington Airports Authority, Washington Gas-Virginia Division and Virginia Commerce Bank.

Also, thank you to our Patron Sponsor, Colony House, Inc.



12th Annual ABBIES Awards Ceremony

Honoring Arlington's best businesses.

Tuesday, May 15, 2007, 7:30 a.m.
Sheraton National Hotel
 1800 Jefferson Davis Highway

Register Today at
[www.arlingtonchamber.org!](http://www.arlingtonchamber.org)

The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

Member: U.S. Chamber of Commerce
Member: Virginia Chamber of Commerce

EXECUTIVE COMMITTEE

Barbara Nicastrò, *Chair, The Law Offices of Barbara E. Nicastrò*
Margaret McKeough, *Chair-Elect, Metropolitan Washington Airports Authority*
Jim Whelan, *Treasurer, The ProActive Corporation of America, Inc.*
Grace Shea, *Assistant Treasurer, Lebanese Taverna*
Robin Coracci, *Vice Chair – Communications Division, Virginia Commerce Bank*
Scott McCaffrey, *Vice Chair – Economic Development and Government Affairs Division, Sun Gazette Newspapers*
John Murphy, *Vice Chair – Member Affairs Division, Washington Workplace*
Jamie Nicholas, *Vice Chair – Membership Development, Jamie Nicholas Printing & Graphics*
Doug Brammer, *Vice Chair – Special Interests Division, Verizon*
Sean W. Hosty, *Past Chair, Smith Barney*
Stanley E. Taylor, *Past Chair, George Mason University*

DIRECTORS

Loran Adams, Meridian Group
Thomas Allmon, Fort Myer Military Community
Susan Anderson, Community Residences
Doug Brammer, Verizon
Lynne Breaux, Restaurant Association of Metropolitan Washington
Ellen Brown, Hamilton College
Gene Brown, Northern Virginia Community College
Robert Bushkoff, Dittmar Company
George Cabalu, Citigroup Smith Barney
Cathy Campbell, The Washington Post
Robin Coracci, Virginia Commerce Bank
David DeCamp, Grubb & Ellis
Richard Doud, Arlington Chamber of Commerce
Michael Foster, MTA Architecture, Inc.
Loretta Franklin, DeVry University
Paul Giovanini, Sheraton National Hotel
Sean Hosty, Smith Barney
Tim Hughes, Hughes and Associates, PLLC
Mark Ingrao, Apartment and Office Building Association (AOBA)
Deborah Johnson, Dominion
Sonia Johnston, Mercantile Potomac Bank
Phil Keating, Bean, Kinney & Korman, P.C.
Scott McCaffrey, Sun Gazette Newspapers
Scott McGeary, Washington Gas-Virginia Division
Margaret McKeough, Metro Washington Airports Authority
Darren Montgomery, Washington Capitals
John Moore, Ballston Common Mall
Edward Murn, KSI Services, Inc.
John Murphy, Washington Workplace
Barbara Nicastrò, The Law Offices of Barbara E. Nicastrò
Jamie Nicholas, Jamie Nicholas Printing & Graphics
Celie Niehaus, E*TRADE FINANCIAL
Robin Norman, Virginia Hospital Center
Nancy Pallesen, Arlington Free Clinic
Von Pelot, Red Top Cab Company of Arlington
Charles B. Perry, HNTB Corporation
Yvonne Pover, Skardon Pover, Inc.
Timothy Reese, Buck Commercial
Deidre Schexnayder, Charles E. Smith Commercial Realty
Marie Schuler, COMCAST Cable Communications
Loretta Seigley, Marymount University
Grace Shea, Lebanese Taverna
Robert Smith, Arlington Public Schools
John Snedden, ROCKLANDS Barbeque & Grilling Co.
Stanley Taylor, George Mason University
Gordon Thrall, Guernsey Office Products
Nan Walsh, Walsh, Colucci, Lubeley, Erlich & Walsh
Jim Whelan, The ProActive Corporation of America, Inc.
Jim Whittaker, Columbia Pike Revitalization Organization
Patricia Williamson, WETA-TV 26/90.9 FM

LIAISON TO THE BOARD

COL Thomas Allmon, Fort Myer

STAFF

Richard V. Doud, Jr., ** President*
Tami Anderson, *Staff Accountant*
Meghan Cahill, *Communications Manager*
Brian Hefner, *Director of Membership*
Kelly Stillman, *Member Services Manager*

**Executive Committee Member & Director*



Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in MAY



1 Tuesday

Community Action Committee Meeting

8 a.m.

Chamber Board Room

May *Arlingtonian* Contents due

3 Thursday

BONDing After Business

5–6 p.m.

Lebanese Taverna

7 Monday

Membership Development Committee

9:30–10:30 a.m.

Chamber Board Room

Ambassador Committee

4:30–5:30 p.m.

Chamber Board Room

9 Wednesday

Executive Committee Meeting

8 a.m.

Chamber Board Room

10 Thursday

Breakfast Connection

7:30–9 a.m.

Holiday Inn Ballston

TRD Lunch & Learn: Sponsorships

12–1 p.m.

Chamber Board Room

15 Tuesday

ABBIES

7:30–10 a.m.

Sheraton National Hotel

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.

17 Thursday

Business After Business

5–7 p.m.

TBA

18 Friday

Board Meeting

11:45 a.m.–1:45 p.m.

Fort Myer Military Community, Lamplighter Room

23 Wednesday

Education & Workforce

Development Committee Meeting

4–5 p.m.

Chamber Board Room

24 Thursday

TRD Victory Celebration

5–7 p.m.

TBA

25 Friday

Government Affairs & Economic

Development Committee Meeting

8–9 a.m.

Chamber Board Room

28 Monday

Memorial Day

Chamber Office Closed All Day

30 Wednesday

SMART Start

7:45–9 a.m.

Chamber Board Room

Small Business Roundtable

11:45 a.m.–1:15 p.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.

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

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

Chair's Message



Barbara Nicastro

I definitely am starting to catch "beach fever" with the start of May! Also, I am truly enjoying the "Chamber fever" surrounding the TRD 007 campaign. The teams are working hard to make the Chamber better than ever by providing all of you with a variety of options to promote your business. And guess what? It's not expensive. Did you know that for \$500 a year (that's only \$1.37 per day), you can advertise on the Chamber's web site, www.arlingtonchamber.org; for \$160 a year, you too can have your brochures mailed with the 500+ relocation packages mailed out each year; for \$100, you can be a hole sponsor at our Scholar's Cup Mini-Golf Tournament; or for \$75 a year, you can have your brochure

prominently displayed in the Chamber's lobby? These advertising opportunities are too good to miss and are in all price ranges. Don't wait... be part of our "Strengthening the Bond" effort for our Chamber.

Transportation continues to be an issue that has ramifications for Arlington businesses and residents alike, and the financial impact will be felt by most. However, there have been bright spots in the transportation issue: the visit of the Airbus A380 on March 25th and the maiden flights of United's new non-stop service to Beijing and Rome from Dulles. More than ever, Arlington County is an international focal point for business and travelers. I'd love to hear your stories of how you are using or looking at international markets for your businesses. E-mail me at BNicastro@aol.com and put "Chamber" in the subject line, so my killer spam filter doesn't deep-six your email.

Finally, I'd like to highlight the Chamber's monthly networking events. Every Chamber event is a new opportunity to meet people and market your business, and two are designed specifically for networking: The Breakfast Connection and the Business after Business.

The Chamber's monthly Breakfast Connection is one of the best networking events available. Our format—now a year old and highly acclaimed—allows you to go around your table, introduce yourself to the other members, ask questions and learn more about each person and his or her business. After you complete breakfast and everybody at your table has introduced themselves, you will be assigned to a new table to repeat the process. Tables are switched several times, and the introduction process is repeated. This allows you to meet more people on a personal level and to interact with business members you haven't met before. Try it; you'll like it!

For those of you who are not "morning people," try the monthly Business after Business. This event is certainly one of the most fun networking events in Arlington. If you have not attended a Business After Business, you are in for a great night. Each month, a different member provides drinks, hors d'oeuvres and the location. Additionally, there are several exciting door prizes awarded to attendees. This event is less structured and resembles a casual happy hour. You can look forward to meeting some of the best people and learning about some of the best businesses in Arlington, all while having a great time! Many members find the Business after Businesses to be the easiest and most enjoyable way to meet new people, make business contacts and catch up on what Chamber friends are doing.

To get the most out of the Chamber and to meet the most people, these two events are the best Arlington has to offer. Networking is the key to most business success, and the Chamber is working hard to help you have fun while doing it. For more information on monthly networking events, visit the Chamber's website at www.arlingtonchamber.org.

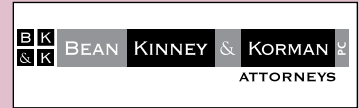
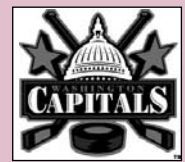
Barbara E. Nicastro

Barbara Nicastro

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

**Have a Question?
Ask the Chair!**
BNicastro@aol.com

2007 Annual Corporate Sponsors



~ Established 1980 ~
Serving all of Northern Virginia and Washington, D.C.

McEneaney Associates, Inc.
4720 Lee Hwy, Arlington, VA 22207
(703) 525-1900
(202) 362-1487
McEneaney.com

Exclusive Affiliate for Northern Virginia

TRD CORNER

You don't need to be on her majesty's secret service to know that TRD 007 – Strengthening the Bond is one of the Chamber's most successful endeavors ever. With five divisions, 18 teams and 80 fabulous volunteers, the campaign is in full swing. Our goal is to raise \$200,000 for the Chamber in order to provide all of our members with enhanced programming and keep your membership dues the lowest in the region.

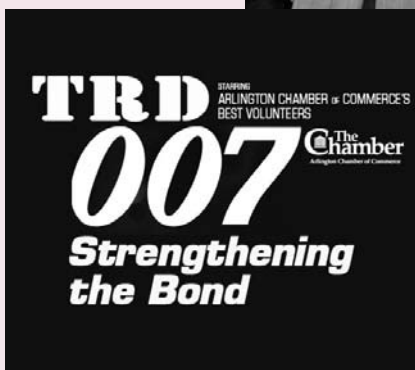
Your mission, if you choose to accept it, is to join us, and in the process, strengthen your business' bond with the Chamber and the community. If you haven't already done so, please call the Chamber or ask any TRD volunteer how you can further leverage your membership through affordable sponsorships, advertising, or trades. We look forward to working with you and to celebrating the success of TRD 007 at the close of the campaign on May 24.

Ellen Brown
Hamilton College

Gordon Thrall
Guernsey Office Products



Joe Prentice of New York Life Insurance and Allen Schirmer of United Bank represent two of the most productive teams for TRD 007, The Ambassador Team and United Bank at our Week 4 BONDing During Business.



Bonding After Business

Thursday, May 3

5–6 p.m.

Lebanese Taverna

TRD Lunch & Learn

Sponsorships: What You Need to Succeed

Thursday, May 10

12–1 p.m.

Chamber Board Room

Lunch will be provided



Premier Office Condominiums

FOR SALE

2,500-65,000 SF Available

New Retail Condominiums

FOR SALE

1,200-10,000 SF Available

Delivering May 2007



For More Information Please Contact:

Office Space

Dave Millard

Dave.Millard@cushwake.com
703.847.2766



Peter Berk

Peter.Berk@cushwake.com
703-847-2767

Retail Space

John Asadoorian

John@asaretail.com
202-333-9066



2007 Valor Awards, *continued from page 1*

The following individuals/organizations were recognized at the 25th Annual Valor Awards for their extraordinary heroic actions and exceptional performance of duty:

Arlington County Office of the Sheriff

Sergeant Thomas Knock's dedication over his past 15 years of employment with the Sheriff's Department made him a prime candidate for the Meritorious Service Award. **Knock** sparked new interest in the Sheriff's Office Auxiliary Deputy Program by increasing participation, training and responsibility. **Knock** developed and maintains the Sheriff's Office website and created the current "Wanted Poster" for fugitives wanted by the Sheriff's Office Warrant Section. Additionally, in 2006 **Knock** was a key player in the inmate evacuation plan. The program was later used in the Arlington County Evacuation Tabletop Exercise held by the Arlington County of Office of Emergency Management.

On May 28, 2006 **Deputy Richard Kaye** was off duty and traveling home on I-95, when traffic came to a halt in the middle of I-95. **Kaye**, acting on instinct, quickly realized that there were no emergency personnel on the scene and saw a small sedan overturned and fully engulfed in flames. **Kaye** assisted the disorientated and injured driver. Then he secured the scene for passing drivers. His actions of unusual personal risk went above the call of duty. **Kaye** saved the injured driver's life and as a direct result, was presented with the Chamber's Life-Saving Award.

Arlington County Fire Department

Captain Michael Staples has worked aggressively to change the culture in the fire department through prevention and education efforts aimed at reducing firefighter injuries and illnesses. **Staples'** commitment to the safety and the well being of the Arlington County Fire Department qualified him for the Meritorious Service Award. He has made awareness key. 50% of fire service line-of-duty deaths result from heart attacks. **Staples** strengthened the fire department's medical evaluation program and educated the physicians and staff to better understand their working conditions. He initiated an annual health and safety report that identifies causes of injury. This data influences effective steps to reduce accidents and injuries. Finally, **Staples** began an inspection program for assigned personal protective equipment and developed a database to track problems so that better purchasing decisions could be made.

Firefighter Paramedics Rodney White, Phillip Laub and **Jeffrey Croke**, along with **Captain Carl Lindgren** were presented with the Life-Saving Award for their actions on December 21, 2006. These men were dispatched for a report of a pedestrian struck. They arrived to find a semiconscious Arlington County Police Officer who was struck head-on by an automobile. The officer had significant and traumatic injuries. The paramedics initiated basic and advanced life support to stabilize the patient and prepare her for transport to a medical center. **Lindgren**, in charge of overall patient care, assigned paramedic **Laub** and **Croke** to assist **White** in providing advanced life support. **Laub's** attention was directed towards managing the musculoskeletal injuries and providing and directing spinal immobilization. Their

flawless performance allowed the patient to be transported to the hospital in under 13 minutes.

Captains William Shelton, Christopher Jackson, Alan Dorn; along with **Firefighters/EMTs Omar Henson** and **Brandon Jones;** with **Firefighter Paramedics Calvin Stump, Ron Christman, Claude Conde, Romulius Queen** and **Firefighters Ed Hughes** and **Ryan Murphy** were presented with the Chamber's Life-Saving Award. These men were dispatched on February 10, 2006 to a house fire with people trapped. **Snider** ordered **Henson** to stretch a hose line to the front of the house, and **Snider** and **Brightbill** entered the house ahead of the hose line. They found two unconscious victims in the house—one adult and one child. **Jones** was assisting **Henson** with the hose line when the crew from Rescue 109, commanded by **Shelton**, joined them. **Shelton** ordered his crew, **Hughes** and **Murphy**, to assist with the deployment of the hose line and then led the crew into the house. **Snider** and **Brightbill** were able to gain access to the victims, passed the unconscious child to the Rescue 109 crew members and removed the adult from the house. Advanced life support was provided to both victims who suffered severe smoke inhalation. **Jackson** and **Dorn** each supervised the care of one victim. **Stump** and **Christman** worked with **Jackson** while **Queen** and **Conde** worked with **Dorn**. After receiving emergency medical care, the patients were transported to the hospital. Tragically, the father passed away as a result of smoke inhalation; the unconscious son survived.

Arlington County Police Department

Chief Stephen L. Holl's remarkable 33-year career in public safety and government service qualified him for the Meritorious Service Award. He became an Arlington County police officer in 1973 and has served as an undercover officer in the vice control section, patrol officer and crime scene agent in the operations division. He became sergeant in 1984, lieutenant in 1985 and later was reclassified as captain. **Holl** significantly contributed to the national accreditation of the Arlington Police Department—a distinction held for more than 20 years and longer than any other law enforcement agency in the entire country. **Holl** was promoted to Deputy Chief of Police in 2001 and was the incident commander after the attack on the Pentagon on September 11. He was detailed to the County Manager's Office as an Assistant to the County Manager for Emergency Preparedness in 2002. **Holl** was named Chief of Police in 2003 and served as the Deputy Director for the Office of Emergency Management until his retirement from Arlington County in 2006. **Holl** has served outside Arlington in support of emergency management efforts after Hurricane Charley struck Florida and Hurricane Katrina struck Louisiana.

Special Award Presentations: Valor Awards

The 25th Annual Valor awards featured two special Valor Award presentations to honor the communal efforts, the collective professionalism and valor of the law and safety enforcement divisions.

The Arlington County Police and Fire Departments

The actions of three men, on April 29, 2006, from these two departments prevented a tragic accident from

continued on page 6

2007 Valor Awards, continued from page 5

becoming a major catastrophe. The Valor Award was presented for their extreme heroic actions to **Sergeant Michael Watson, Corporal Nashville Peart** and **Paramedic Kyle Wright**.

A tour bus was traveling out of control on Interstate 395, and unknown to any of these men or other responding units, the bus driver had been decapitated after he struck a bridge abutment when the bus had collided with a guardrail. **Watson** arrived on the scene and observed several Arlington County firefighters running after the bus. **Wright** was running alongside the bus attempting to pull the door open. **Watson** drove next to the bus and observed that the bus driver was hanging out of the driver's window. **Watson** exited his vehicle and struck the glass on the bus door several times with his baton as he ran alongside. He shattered the glass, and he, **Wright**, and **Peart** cleared the glass from the door as the bus continued to travel out of control down 395. **Wright** climbed into the bus and applied the brake to stop the vehicle.

Pentagon Police Department

The heroic actions of Officer **William Caouette**, **Sergeant John Kinnard** and **Sergeant David Queen** on the morning of January 11, 2005, granted them with the Chamber's Valor Award. The heroic actions of **Pentagon Police Officer James M. Feltis, III** were rewarded posthumously with the Valor Award, accepted by Alan Pomaville.

Officers of the Alexandria Police Department and the Virginia State Police were in a high-speed pursuit of a car-jacked vehicle that led into Arlington County and Pentagon jurisdiction. The fleeing vehicle slammed into a pursuing police vehicle, and the officers believed the suspect to be armed. **Feltis**, on-foot, attempted to stop the vehicle and was rundown and gravely injured. Alexandria police then rammed and incapacitated the fleeing vehicle. Alexandria police and a Virginia State Trooper immediately approached the vehicle. Simultaneously, responding to an "Officer Down" radio call, **Caouette, Kinnard** and **Queen** arrived at the scene and realized the suspect was quickly recovering. **Caouette** and **Kinnard**, with total disregard for their personal safety, took immediate, coordinated and decisive action. **Caouette** broke the driver's side window with his police baton to apprehend the suspect before he could use his weapon. **Kinnard**, also using his baton, broke the passenger's side window both to distract the suspect and to assist in disarming and extracting the suspect from the vehicle. **Caouette** and the Alexandria Police officer removed the suspect from the vehicle. **Queen** and the Virginia State Trooper attempted to subdue the suspect. During the struggle, the suspect grabbed the Alexandria Police Officer's weapon and began firing. The first round hit the suspect in his groin and the second round narrowly missed **Caouette**. **Kinnard** intervened, grabbed the weapon by its side mechanism and rendered it inoperable. The suspect, seriously injured from his self-inflicted wound, was quickly subdued.



2007 Fire Department Honorees

Notable attendees included The Honorable Mary Margaret Whipple of the Virginia State Senate; The Honorable Robert Brink and The Honorable Al Eisenberg of the Virginia House of Delegates; The Honorable Paul Ferguson and Walter Tejada, Chair and Co-Chair of the Arlington County Board; The Honorable Barbara Favola of the Arlington County Board; The Honorable Frank O'Leary, Arlington County Treasurer; The Honorable Ingrid Morroy, Arlington County Commissioner of Revenue and Mr. Ron Carlee, Arlington County Manager.

A special thanks to the following individuals and organizations:

- **Virginia Hospital Center**, Presenting Sponsor
- **CVS/Pharmacy**, Gold Sponsor
- **Fort Myer Military Community** for hosting the event at their **Officer's Club**
- The Benefactor Sponsors, **The Association of the U.S. Army** and **Dominion Virginia Power**
- The Premier Sponsors, **Express Jewelers—Ballston Common Mall; Walsh, Colucci, Lubeley, Emrich & Walsh, P.C.; The American Trucking Associations; Mercantile Potomac Bank; the Metropolitan Washington Airports Authority; BB&T; Arlington Public Schools** and **Virginia Commerce Bank**
- The Patron Sponsor, **Joseph Prentice—New York Life Insurance**
- The Combined Color Guard for presenting and retiring the Colors
- **Colonel Thomas Allmon** of **Fort Myer Military Community** for leading the attendees in the Pledge of Allegiance
- **Reverend Dr. Leonard L. Hamilin, Pastor** for providing the invocation
- **Margi Dwyer** and the **Randolph School Choir** for their performance of "You are Our Heroes," a vocal tribute to the honorees and guests
- **The Honorable David A. Bell** for serving as guest speaker
- **Doug Hill, WJLA/TV 7**, for introducing the award winners and reading the citations
- **Chief James Schwartz** of the **Arlington County Fire Department**, **Chief M. Douglas Scott** of the **Arlington County Police Department**, **Chief Dennis Webb** of the **Arlington County Office of the Sheriff** and **Chief Richard Keevill** of the **Pentagon Police Department**, **Pentagon Force Protection Agency** for presenting the awards

Arlington Sends Local Concierges to “College”

When the Arlington Convention and Visitors Service (ACVS) learned that many Arlington concierges were sending guests across the river to Washington, D.C. for shopping, dining and nightlife, they knew it was time to teach concierges a thing or two about Arlington. In March, ACVS showcased Arlington’s shopping, dining and cultural attractions at the first-ever Arlington Concierge College, an educational program for Arlington hotel concierges and guest service professionals. Over 40 participants attended the free sessions, getting insiders-only tours and information about Arlington.

“Concierges and front-desk personnel are often the first source of local information for the thousands of guests who stay in Arlington each day. They’re our partners in marketing Arlington, and we want to help them know our community inside and out,” said ACVS marketing director Emily Cassell. “Giving them a first-hand view of our vibrant urban villages - along with the latest scoop on our unique stores, restaurants and attractions - helps them ensure their guests have a fun and memorable Arlington experience.”

Terry Holzheimer, director of Arlington Economic Development, was enthusiastic about the economic benefits the Arlington Concierge College will bring to the County. “An Arlington concierge and guest services community that’s well-informed and excited about local shopping, dining, attractions and events will help increase spending by visitors and result in a positive economic impact for Arlington businesses and residents,” said Holzheimer.

Highlights of the March program included presentations by ACVS staff, the Washington Area Concierge Association (WACA) and representatives of **Pentagon Row**



and The Village at Shirlington. Attendees received a guided bus tour of Arlington’s urban villages and enjoyed behind-the-scenes overviews of two new Arlington venues: the **Signature Theatre** and the **Kettler Capitals Iceplex**.

Participants gave the Arlington Concierge College positive reviews. “It was especially eye-opening for me - a D. C. resident - to get out into Arlington and see how much is really there,” said Steve Geiger, a concierge at Washington’s Ronald Reagan Building and International Trade Center. “The Signature Theater was amazing. And all the restaurants and shops, wow!”

Each quarter, the Arlington Concierge College will highlight different Arlington attractions and events and provide the latest buzz on shopping and dining. The program will place a special emphasis on Arlington’s signature independent retailers and restaurateurs. To learn more about the Arlington Concierge College, visit www.stayarlington.com.



Leadership Arlington is Accepting Applications!

Deadline is 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 that fosters a sense of community that motivates participants to become involved in Arlington’s future.

HAPPY ANNIVERSARY!

The Chamber is pleased to recognize the great organization that celebrates their membership anniversary in April. We thank the following member for their continued support of the Arlington business community.

APRIL ANNIVERSARY

Burgers of Columbia Pike, Inc.

10

Members IN THE News

► ASSOCIATIONS & PARTNERSHIPS

Columbia Pike Revitalization Organization (CPRO) and Arlington County's Housing Division held their 1st annual Arlington Home Show & Expo on Saturday, April 21 at the new multi-dimensional Walter Reed Community Center in South Arlington. The free event featured over 50 exhibitors, demonstrations, displays, games and classes. The new center is located at 2909 16th Street South, off of South Walter Reed Drive.

► BANKS

Arlington Virginia Federal Credit Union's 1st Annual "People Helping People" Service Award will be given at their Annual Meeting on July 25, 2007 to an outstanding individual who has made a difference in the lives of those living or working in Arlington County. To download an award nomination form, visit www.arlingtonvafcu.org/site/service_award.pdf. Deadline for nominations is June 8, 2007. Nominees

are not required to be a member of Arlington Virginia Federal Credit Union. Contact Patty Browne at 703-526-0200 x265 with questions.

► FLORISTS

Marie Lane of Floral Artists/AVON raised over \$500 for 50 kits for overseas US Military. The kits, containing toiletries, were part of the USO Avon national fundraiser. Avon Representatives across the country showed their support for our brave service men and women by sending them a "Touch of Home."

► NON-PROFIT ORGANIZATIONS & FOUNDATIONS

Arlington Street People's Assistance Network (A-SPAN) seeks a dynamic new Executive Director to lead us to the next level in the campaign to help every homeless person in Arlington leave the streets and live a life of dignity. The candidate should hold a Bachelor's Degree or Master's Degree with five years relevant experience. Consideration will

be given to candidate with ten years equivalent experience in a relevant field such as Human Services or Non-Profit Management, preferably working with homeless individuals. Please send resume and a letter outlining qualifications to aspanexdir@aol.com. Visit www.a-span.org for more information.

► PHOTOGRAPHY & CINEMATOGRAPHY

Steven L. Miller of Steven L. Miller Words and Images, LLC was presented with a Certificate of Appreciation by Arlington County's Department of Human Services for his creation of 50 photographs detailing the lives of people with special needs. The images, recently shown in the Virginia State House, will hang at the Arlington Central Library in August. **Miller**, a cultural portrait artist, has nine images in the permanent collection of The Smithsonian. **Miller's** work tells the stories of people and organizations in striking black and white images. Visit www.SLMblackandwhitephotography.com for more information.

► PRINTING

Jamie Nicholas of Jamie Nicholas Printing & Graphics receives Metropolitan Washington Council of Governments' 2006 Animal Services Award for her volunteer work with the **Animal Welfare League of Arlington (AWLA)**. **Nicholas** began volunteering at the **AWLA** in May of 2005, and she has since fostered 31 animals, most being kittens. Her assignments have ranged from one to two months plus.

► RESTAURANTS & FOOD SERVICES

Sushi Zen is celebrating its 10th year Anniversary with a yearlong fundraiser, 10 Charities – 10 Percent – \$10,000 "Giving Back to the Community." June 5th, National Hunger Awareness Day, kicks off the 12 month event, and the **Arlington Food Assistance Center (AFAC)** will be June's benefiting charity. Ten percent of **Sushi Zen's** sales that day will be donated to the **AFAC**, and if diners mention supporting the **AFAC**, and additional 10% of that meal's cost will also be donated. Nine other events involving other charities in the community will be held throughout 2007. Help them reach their \$10,000 goal. Call 703-534-6000 for more information.

VACCE Institute



Brian Hefner, Meghan Cahill, Deborah Kunin and Rich Dowd posed after the graduation luncheon. Photo taken by Maryann Crowder

The Virginia Association of Chamber Executives' (VACCE) annual VACCE Institute was held March 29-30 in Fredericksburg, VA. Deborah Kunin, the Arlington Chamber's Member Services Administrator, graduated from the VACCE Institute after attending for three consecutive years and completing the required 15 classes.

Welcome to New Members

CONSTRUCTION & CONTRACTORS

BENNETT GROUP

LuAnn Bennett, President

1230 21st Street, NW
Washington, DC 20007

Phone: 202-625-3330

SPONSOR: Brian Hefner, Staff

Bennett Group (LSDBE and LEED accredited) is a women-owned real-estate services company with 20+ years of experience in all aspects of real-estate services.

CONSULTING

ONTOSTRATEGIES CONSULTING

Anita Liang, Technical Director
2705 Arlington Boulevard, Suite 201
Arlington, VA 22201

Phone: 202-657-5018

SPONSOR: Brian Hefner, Staff

Multilingual vocabulary, taxonomy and ontology development.

FINANCIAL & INVESTMENT SERVICES

MORGAN STANLEY - MATTHEW SYKES

Matthew Sykes, Financial Advisor
8020 Towers Crescent Drive, Suite 300
Vienna, VA 22182

Phone: 703-790-7016

SPONSOR: Brian Hefner, Staff

I assist both individuals and businesses in creating comprehensive financial plans to help with retirement needs, estate planning, cash management and health and life insurance.

HOME IMPROVEMENT & REPAIR

URBAN HELPERS LLC

Richard Villegas, President
1011 Arlington Avenue, #731
Arlington, VA 22209-2208

Phone: 703-879-2963

SPONSOR: Brian Hefner, Staff

We provide complete construction solutions from interior/exterior renovation to debris removal, including remodeling services, framing, interior carpentry, drywall/concrete repair, flooring, as well as cleaning/janitorial services.

INSURANCE

LIBERTY MUTUAL INSURANCE

Denny Fulk, Sales Representative
5400 Shawnee Road, Suite 303
Alexandria, VA 22312

Phone: 703-256-0173

SPONSOR: Jamie Nicholas

We provide personal consultative insurance products and advice to protect you, your family and your assets. We also provide group voluntary benefits to local companies.

INDIVIDUALS

MIKE HEIDIG

Mike Heidig
6109 North 22nd Road
Arlington, VA 22205

Phone: 703-237-0214

SPONSOR: Brian Hefner, Staff

JEWELER

SILPADA DESIGNS

Candra Currie, Independent Representative
2233 North Burlington Street
Arlington, VA 22207

Phone: 703-522-1935

SPONSOR: Brian Hefner, Staff

Silpada Designs is the original and fastest growing .925 sterling silver jewelry home show company in the United States! Our handcrafted jewelry is just one reason why Silpada home shows consistently average \$750 in retail sales.

MOVING & HAULING

AWASH BUSINESS, INC

Elias Keros-Kebede, Treasurer
409 West Bel Air Avenue
Aberdeen, MD 21001

Phone: 202-746-2518

SPONSOR: Brian Hefner, Staff

NON-PROFIT ORGANIZATIONS & FOUNDATIONS

AMERICAN CANCER SOCIETY

Nikkii Greenleaf
124 Park Street, SE, #100
Vienna, VA 22180

Phone: 703-938-5550

SPONSOR: Brian Hefner, staff

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy, and service.

RETAIL

BABY'SHERE, INC.

Scott Hall, President
3461 Washington Boulevard
Arlington, VA 22201
Phone: 703-879-4282

SPONSOR: Brian Hefner, Staff

We help people announce the important times of their lives. Check out our unique selection of quality printed birth announcements, moving announcements, invitations and more.

TRANSPORTATION

DOLLAR RENT A CAR

Lynn Deel-Schultz, Sales & Marketing Manager
2600 Jefferson Davis Highway
Arlington, VA 22202

Phone: 703-519-8701

SPONSOR: Brian Hefner, Staff

TRANSURBAN (USA) DEVELOPMENT

Jenn Aument, Director of Public Affairs
1421 Prince Street, Suite 200
Alexandria, VA 22314

Phone: 571-527-2053

SPONSOR: Brian Hefner, Staff

Transurban is a leading international toll road developer and investor with major assets in Australia and the United States, focusing on long-term operations and management of advanced electronic toll roads.

SOFTWARE

SOFTWARE GUARANTEE

Aharon Kupershtok, President
13110 Midway Avenue
Rockville, MD 20851
Phone: 301-231-7361

SPONSOR: Steve Barto, Wachovia Securities

Thanks to Members who renewed in April

Arlington Independent Media
Arlington Jaycees
Burgers of Columbia Pike, Inc.
Café Asia
Culpepper Garden
Elm Street Development
CVS
Girl Scout Council
of the Nation's Capital

HNTB Corporation
OBA Bank
Paychex
RightMind Technology Management
Silverwood Homes, Inc.
The Shooshan Company
Walker Title & Escrow Company, Inc.
William Brakefield
WJLA TV/News Channel 8



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, May 30, 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 sponsor
Randy Morrow—Professional Realtor



SMART Start Tips:

- Introduce yourself with a 30 second commercial, use something to grab your audience's attention.
- Do not cram everything you offer into this commercial, pick your most important hook and use it the first time.
- Do not try to oversell when meeting someone for the first time. You want to leave a lasting first impression and not kill the relationship before it starts.
- Upon meeting someone a second time, add something new of interest to him or her.



Pop into a Breakfast Connection!

Thursday, May 10, 2007

7:30–9 a.m.

Holiday Inn–Ballston

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

SELF STORAGE PLUS
Climate Controlled Storage

Quarterly Sponsor, **Cardinal Bank**



and Patron Sponsors,
Gretchen Hamm, First Horizon Bank and Kinder Haus Toys

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 May 9. 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 | ♦ Videography | ♦ Computer Programming |
| ♦ Copyright/Media Law | ♦ Illustration/Art | ♦ Marketing & Promotion |
| ♦ Photography | ♦ Sound Engineering | ♦ Website Design/Coding |
| ♦ Graphic Design | ♦ Printing/Sign Making | ♦ Public Relations |

Take our
online survey.
We want to hear
from you!

Contact Meghan at the Chamber for more information at 703-525-2400 or communications@arlingtonchamber.org

To take our survey, go to www.arlingtonchamber.org. Click on "Membership Guide" and select the link called "Communications Survey."



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

February 2007 Meeting Report

The March Arlington Small Business Roundtable looked at **Marketing Techniques You May Have Overlooked**. The ideas were flowing between the fifteen participants as they looked at different and better ways of getting a message out.

An effective way of coming up with different marketing techniques is to look at what others are doing both within and outside your industry. What solutions already exist, and how can they be adapted to your marketing effort?

Here's a sampling:

- **Sue Pyatt** of **Kinder Haus Toys** sells children things. Sue asked two questions: Where do children congregate? A playground! What attracts their attention? A balloon! So Sue put her message on balloons and distributed them to playgrounds.



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 April.

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. Hotels & Motels
2. Wine Store
3. Restaurants & Food Services
4. Utilities
5. Office Supplies, Equipment, Furniture & Leasing

Top 5 Keywords:

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

www.arlingtonchamber.org

Business Roundtable

Wednesday, May 30
11:45 a.m.
Chamber Board Room

TOPIC:

**Blood Out of a Turnip:
How to get reluctant clients to
open up the checkbook**

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

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

- **Daphne Butas** of **Keller Williams Realty** enjoys dining out with her husband. Following a dinner, Daphne writes a brief review of the experience and posts it on her web site. A Google search for the restaurant brings up a link to her site and free advertising.
- **Joey Tackett** of **ClearSkyCreative** has a pod cast that provides design solutions that people can put to use right away.
- **Daniel Frix** of **Valcourt Building Services** provides its commercial window cleaning customers with customized, proprietary service plans that tie his customers to the company and is a great selling point to prospects.
- **Bob Neil** of **Comprehensive Language Center** takes a different

approach to market the Language Center. After investigating a number of handheld translators, he selects the best (and most expensive) on the market and distributes them on a selective basis.

The bottom line from this roundtable? Don't try to recreate the marketing wheel. There are many successful programs out there that can be tailored to different products or services.

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.



WEBSITE SPONSORSHIP IS ON FIRE

- ⚡ Site Viewed a 1/4 Million Times ++ Yearly
- ⚡ Maximum Exposure – Locally/Nationally
- ⚡ Pricing Options for EVERYONE: \$25 to \$4,000
- ⚡ Opportunities Waiting to be Grabbed!

Rotating Banner Ads Available on Key Pages:
Chamber Calendar, Business & Member Directory & Visitor Information!
⚡ Highlight Your Listing in the Business Directory!

Go to www.arlingtonchamber.org
to find the page you NEED to advertise on.
Contact Meghan for more information at
703-525-2400/communications@arlingtonchamber.org

Thanks go to...

- **Signature Theatre** for hosting the March Board meeting in their amazing new facility!
- **Main Event Caterers** for hosting our March Business After Business. The food was phenomenal, and their newly renovated building made for wonderful ambiance and a great time. Additional thanks for donating your scrumptious truffles to our March Business After Business door prize drawing.
- **Conklyn's Florist** for their Quarterly Host March Breakfast Connection Sponsorship.
- **Cardinal Bank** for Quarterly Hosting our Breakfast Connection in April.
- **The ProActive Corporation of America** for serving as our March Breakfast Connection Patron Sponsor.
- **First Horizon** for their April Patron Breakfast Connection Sponsorship.
- **Kinder Haus Toys** for their April Patron Breakfast Sponsorship.
- **Cliff Farbstein, Dimension Strategic Marketing, and Bernie Cohen, Insurance Solutions** for contributing to the March Business After Business door prize drawing.
- **Bean, Kinney & Korman, P.C.** for hosting March's Government Affairs and Economic Development Committee meeting at their office's new location on Wilson Boulevard.



- Arlington Realty Specialists Since 1976
- Residential Sales & Relocation
- Commercial Sales & Leasing
- Property Management & Consulting

BUCK & Associates, Inc. REALTORS
 2519 Wilson Boulevard • Arlington, Virginia 22201 • 703-528-2288

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



Questions?

Call 703-525-2400.

Chamber Staff Phone Extensions

Rich Doud, Presidentx206
rdoud@arlingtonchamber.org

Tami Anderson, Accountantx205
tanderson@arlingtonchamber.org

Meghan Cahill, Communicationsx203
mcahill@arlingtonchamber.org

Brian Hefner, Membershipx202
bhefner@arlingtonchamber.org

Deborah Kunin, Administrativex200
dkunin@arlingtonchamber.org

Kelly Stillman, Eventsx201
kstillman@arlingtonchamber.org

The Arlingtonian

Arlington Chamber of Commerce

2009 North 14th Street, Suite 111
 Arlington, Virginia 22201
 703-525-2400 703-522-5273 (fax)
 chamber@arlingtonchamber.org
 www.arlingtonchamber.org

Pre-sorted
 Standard
 U.S. Postage
 PAID
 Permit 6418
 Merrifield, VA

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.