



2008 Hospitality Award Superstars Announced

The best of Arlington's hospitality industry were honored at the annual Arlington Hospitality Awards on February 27 at the **Crystal Gateway Marriott**. The Chamber is proud to honor the "Superstars" who work so hard to make Arlington County a wonderful place to visit and live. Tourism and hospitality are among the most important business sectors in our community, and those being honored are integral components in continuing the success of these industries. This event is anticipated all year by our local service industry, and the award's ceremony is always lively and packed with our winners' co-workers and supporters.

The purpose of the Hospitality Awards is to honor those employees who are not the usual companies and managers that are recognized. Their hard work and effort is made known to the Arlington community through these awards. "These are the people who make it all work, and their efforts provide the guest satisfaction that keep visitors coming back to Arlington," stated Rich Doud, Arlington Chamber of Commerce President. "Each individual's role is important, and they deserve this honor."

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2008 Hospitality Superstars

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SAVE THE DATES!



Valor Awards:

Honoring the Police, Fire, Sheriff and Office of Emergency Management Departments in Arlington County

Have you thanked a hero today?

TUESDAY, APRIL 15, 2008
11:30 A.M. – 2 P.M. AT FT. MYERS OFFICERS CLUB

Register online at
www.arlingtonchamber.org



13th Annual ABBIES Awards Ceremony

This awards ceremony celebrates Arlington's best businesses!

MAY 13, 2008
7:30 A.M. AT THE SHEARATON NATIONAL HOTEL

Visit Chamber Events at
www.arlingtonchamber.org



WANTED!

Hands-on community projects & teams of enthusiastic volunteers to participate in **Volunteer Arlington Day**, an annual tradition that engages Chamber members in half-day service projects throughout the community.

This year, there are **TWO** chances to volunteer:

Saturday, April 19 or
Tuesday, April 22 (Earth Day!)

So mark your calendars and contact the Chamber to learn how to participate—either as a non-profit project site or as a business that wants to be matched with a morale-boosting volunteer project.

Volunteer projects will be available for individuals or groups of all sizes!

To learn more, please call 703.525.2400 or e-mail
events@arlingtonchamber.org.

The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

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Member: Virginia Chamber of Commerce

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Where you need to be in APRIL



1 Tuesday

Arlingtonian Contents Due
Community Action Committee
8 a.m., Chamber Board Room

3 Thursday

TRD Networking Rally
5–6 p.m.
Brighton Gardens of Arlington

7 Monday

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

8 Tuesday

SMART Start
7:45–9 a.m., Chamber Board Room

9 Wednesday

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

10 Thursday

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

15 Tuesday

Valor Awards
11:45 a.m.–2 p.m.
Fort Myer Military Community

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

16 Wednesday

TRD Networking Rally
5–6 p.m.
ROCKLANDS

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

Breakfast Connection
7:30–9 a.m.
Holiday Inn Ballston

18 Friday

Board Meeting
11:45 a.m.–2 p.m.
Crystal Gateway Marriott

19 Saturday

Volunteer Arlington Day
8:30 a.m.
Arlington Career Center

22 Tuesday

Volunteer Arlington Day, Part II

23 Wednesday

Education & Workforce
Development Committee
4 p.m., Chamber Board Room

24 Thursday

Business After Business
5–7 p.m.
Lebanese Taverna

25 Friday

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

30 Wednesday

Small Business Roundtable
11:45 a.m.–1:15 p.m.
Chamber Board Room

Broadband internet capability courtesy of Comcast Communications. Office WiFi capability courtesy of Washington Workplace.

DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

DISPLAY ADS—The first of the month prior to publication. i.e. For December, the ad must be submitted by November 1.

PRESS RELEASES—Same deadline as Display Ads

ARTICLES—Same deadline as Display Ads

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

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.

LIAISON TO THE BOARD

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***Executive Committee Member & Director**



Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Committee Message:

Government Affairs & Economic Development



Philip M. Keating

The Government Affairs and Economic Development Committee of the Chamber is comprised of volunteers interested in monitoring developments in various sectors of state and local government that impact the business community, communicating those developments with Chamber members, developing responses on those developments and implementing strategies for advocating on behalf of the business community. Membership on the committee is open to all Chamber members. Regular meetings are held on the fourth Friday of each month at the Chamber office, typically at 8 a.m. If interested, come to a meeting, give the Chamber a call or send an

email to chamber@arlingtonchamber.org.

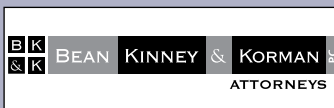
Specifically, what does the Government Affairs and Economic Development Committee do? Here are some examples:

- Meet with state legislators representing Arlington in Richmond and convey the positions and concerns of the business community on issues including transportation, the homestead exemption, support for our hospitality/ tourism industry and higher education.
- Meet with Arlington County Board members and key County staff to make known the positions of the business community on issues such as the county budget, tax plans and proposals, rules and proposals concerning commercial development, and the general business climate in Arlington.
- Review the proposed budget for the County and develop responses to budget and tax issues. Coordinate and arrange business representation at appropriate tax and budget hearings.
- Monitor proposals and developments in the various County departments and commissions that impact the business community, and coordinate responses where appropriate and possible.
- Participate on various county, regional and state business organizations focused on issues such as transportation and economic development.

So if you like politics, have strong feelings on particular issues, would like to meet other Chamber members or simply are looking for a way to serve the business community, the Government Affairs and Economic Development Committee has a spot for you. We hope to see you soon.

Philip M. Keating
Bean, Kinney & Korman, P.C.
Vice Chair, Government Affairs and Economic Development

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Arlington County Welcomes Redevelopment of Former Bob Peck Chevrolet Site

Mixed-Use Project Will Fill Last Available Space in Ballston

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

In February, the Arlington County Board approved a mixed-use project for the last unplanned redevelopment site in the Ballston Metro station area. The project will replace the former Bob Peck car dealership with office buildings, affordable apartments, townhouses and retail space.

Located at Glebe Road and Wilson Boulevard, the project will include two office buildings, incorporating more than 400,000 square feet of office space and 36,000 square feet of retail space; 90 units of affordable housing; and 28 town homes. The newly formed Ballston Science and Technology Alliance hopes to locate its Café Scientifique discussion series in one of the office buildings.

"This project has it all," said County Board Chairman Walter Tejada. "It adds to our stock of affordable housing in the Metro corridor. It replaces a car dealership with well-designed, environmentally sustainable buildings that will offer first-class office space, ground-floor retail space, and a mix of affordable and market-rate homes. It will benefit the Ballston area and the neighboring community."

The two office buildings are proposed to achieve LEED (Leadership in Energy and Environmental Design) certification. The project's 28 market-rate townhouses are proposed to achieve at least 175 points under the County's Green Home Choice rating system for environmental sustainability.

A four-story affordable apartment complex, owned and operated by **AHC, Inc.** will replace the existing Jordan Manor's 24 affordable rental units, and add 66 units, for a total of 90 affordable housing units. It is proposed to achieve at least 200 points for energy efficiency and other environmentally sustainable measures, through the EarthCraft rating system. The County secured a net increase of 66 affordable units in the Metro corridor and the developer's agreement to secure LEED certification for the office buildings in exchange for a density bonus of more residential units and larger office buildings.

"We're very excited about the redevelopment of the Bob Peck site," said Arlington Economic Development Director Terry Holzheimer. "The project creates a gateway to Ballston, and provides a Metro-accessible, mixed-use space for living and working that has become the signature of Arlington's urban planning and smart growth."

For more information on the project, or on the Ballston Science and Technology Alliance, visit www.arlingtonvirginiausa.com or call 703-228-0808.



The Leadership Arlington Youth Program is looking for rising juniors and seniors for the Youth Class of 2008

The Leadership Arlington Youth Program is designed to enhance leadership skills and awareness of the need for community service, civic participation, and philanthropy in high school students in the 11th or 12th grades. The program days will be held Monday – Thursday the week of August 4 & the week of August 11, 2008.

The Leadership Arlington Youth Program applications are now available on our website at:
www.leadershiparlington.org/youth.html

Applications are due no later than June 13, 2008
For more information, please contact Erika Mendez, Youth Program Director, at
703-528-2522 or email
emendez@leadershiparlington.org

Enjoy another benefit of your Arlington Chamber membership!

- ◆ Share your expertise
- ◆ Connect with other professionals
- ◆ Discuss hot topics such as Web 2.0, intellectual property, and media relations
- ◆ Learn how communications can grow your business
- ◆ Meetings: 3rd Tuesday of each month (5:00 p.m. at the Chamber)

Communications
Council



communications@arlingtonchamber.org



LEADERSHIP ARLINGTON



Leadership Arlington is Accepting Applications for the Class of 2009!

Deadlines are: Early Bird (with a \$50 application fee) due by noon on **Monday, April 14, 2008**

Regular (with a \$100 application fee) due by noon on **Monday, May 12, 2008**

Applications available at www.leadershiparlington.org

The mission of Leadership Arlington is to enlighten, inspire and connect leaders to strengthen the Arlington community and the vision is a prepared, inspired and inclusive Arlington leadership who together embrace responsibility for the common good.

How Do You Benefit?

- A strengthened sense of personal vision and power;
- The development of an awareness of issues and challenges facing Arlington;
- The discovery of leadership strengths, an increase in leadership skills, and a recognition of arenas in which a unique contribution can be given; and
- A greater ability to articulate a vision of the community and translate that vision into action.

How Does Your Organization Benefit?

- The rewards of networking with a diverse group of community leaders;
- The opportunity to showcase your organization's involvement in the premier leadership organization in the community; and
- An opportunity to make a commitment on behalf of the community.

How Does the Community Benefit?

- An increasing source of quality leaders for the Arlington community;
- An improved communications network among civil, social, educational, and business leaders in the County;
- Assistance to potential leaders in their development, matching their skills and interests with the needs of the community; and
- A leadership base with a broadened perspective, prepared to more effectively guide Arlington into its future.

For more information please contact Betsy Frantz, President & CEO,
at 703-528-2522 or bfrantz@leadershiparlington.org
Visit our website at www.leadershiparlington.org



How to Build New Affordable Homes in an Expensive Urban Area!

Learn about New York City's successful New Housing Marketplace and how this may apply to Arlington County with Rafael Cestero, Former Deputy Commissioner of New York City's Department of Housing and Preservation and Development, and David Bowers, Director of the Washington Office of Enterprise Community Partners.

Sponsored by: BB&T Bank

Tuesday, April 22
11:30 a.m. – 1:30 p.m. at WETA
(Lunch included)

To register visit
www.leadershiparlington.org
or call 703-528-2522

*2008 Hospitality Award Winners Announced,
continued from page 1*



The Hospitality Awards is a special event for all who participate. Hospitality Award recipients were nominated by their employers and ranged from industry veterans to immigrants who only recently started. **Scott Nadeau**,

general manager of the **Crystal Gateway Marriott**, gave the opening remarks and The Honorable Walter Tejada, Chair of the Arlington County Board, welcomed guests. Tejada reinforced that all of the award nominees have a "key role in making Arlington a great place to live, work and to visit." He went on stating that the hospitality industry is "an important economic engine that helps provide (a) high quality of life," in Arlington. Each winner was awarded a "Hospitality Superstar" pin to wear proudly on their uniforms in recognition of their service to the community.

2008 Legendary Service Superstars

The 2008 Hospitality Award honorees included an unprecedented six Legendary Service Award winners!

- ★ **Ida Bolden** of **Crowne Plaza National Airport** has worked as a breakfast cook at the **Crowne Plaza National Airport** for the past 31 years and has never called in sick!
- ★ **Jember Gebrewahid** of **Crystal City Marriott** is a payroll specialist who has been with her hotel for 25 years.
- ★ **Grace Kumi** of **Crowne Plaza National Airport** is a lobby attendant who has been with her hotel for 26 years.
- ★ **Betty Florence** is an office manager who has been with the same employer for 36 years – **Columbus Club of Arlington**.
- ★ **Marine Williams** is a house keeping supervisor who has been with the **Holiday Inn National Airport** for 28 years.
- ★ **Vatcharee "Tan" Lertmongkol** of **Crowne Plaza National Airport** has been a server with the hotel for 31 years.



*Grace Kumi proudly accepts her Legendary Service Award for her hard work and dedication of twenty-six years at the **Crowne Plaza National Airport**.*

The 2008 Hospitality Superstars:

- ★ **George Bishop**, **Sheraton National Hotel**
- ★ **Aziz Wardak**, **Crystal Gateway Marriott**
- ★ **Sameer Abuelgasim**, **Key Bridge Marriott**
- ★ **Fiesha Lima**, **Sheraton National Hotel**
- ★ **Ivonne Camacho**, **Residence Inn Pentagon City**
- ★ **Robert Stewart**, **Crowne Plaza National Airport**
- ★ **Alison Christ**, **Willow Restaurant**
- ★ **Steve Stanby**, **Doubletree Crystal City**
- ★ **Nicolle Chavez**, **Key Bridge Marriott**
- ★ **Sabrina Virgil**, **Hyatt Regency Crystal City**
- ★ **Evan Davis**, **The Westin Arlington Gateway**
- ★ **Samantha Penny**, **Embassy Suites Crystal City**
- ★ **Elizabeth Nikola**, **Crystal Gateway Marriott**
- ★ **Loi Nguyen**, **Key Bridge Marriott**
- ★ **Ernest Todd**, **Columbus Club of Arlington**
- ★ **Merceditas "Ditas" Sargent**, **Residence Inn Pentagon City**
- ★ **Abiy Tsega**, **Holiday Inn National Airport**
- ★ **Gonzalo Camacho**, **Key Bridge Marriott**
- ★ **William Asport**, **Sheraton National Hotel**
- ★ **Naomi Teklelemariam**, **The Ritz-Carlton Pentagon City**
- ★ **Sandy Liu**, **Crowne Plaza National Airport**
- ★ **Pablo Martinez**, **Crystal Gateway Marriott**
- ★ **Portia Conerly**, **The Arlington Visitors Center**
- ★ **Viktor Kshov**, **Residence Inn Pentagon City**
- ★ **Fredis Gonzales**, **Crowne Plaza National Airport**
- ★ **Michael Brooks**, **Crystal Gateway Marriott**

Special Thanks to:

- ★ **Westfield Concession Management** for sponsoring our VIP Coffee Reception.
- ★ **BF Saul Company Hotel Division** for sponsoring the Lodging Award.
- ★ **Restaurant Association of Metropolitan Washington** for sponsoring the Independent Restaurant Award.
- ★ **Crystal Gateway Marriott** for hosting the 2008 Arlington Hospitality Awards.
- ★ This year's Premier Sponsors: **Crystal City Marriott, Crystal Gateway Marriott, Doubletree Hotel Crystal City/Embassy Suites Crystal City, Holiday Inn/Crowne Plaza National Airport, Key Bridge Marriott, Sheraton National Hotel and The Ritz-Carlton, Pentagon City**
- ★ The 2008 Hospitality Awards Selection Committee: Chair of the Committee **Robert Klein, Scott Nadeau, Paul Giovanini, Tegest Dirasse, Von Pelot, Ann Pina, and Sheri Burns**

Members IN THE News

► APARTMENTS

Corporate Apartment Specialists, Inc. (CAS) and Century 21 New Millennium have collaborated to offer discounted home buying services to **CAS** clients and employees in the process of looking for or purchasing a home. The new program, called Total Home Services, covers all facets of the home purchase process including brokerage, mortgage, title/settlement and insurance services. Under the program, a **CAS** client will save an average of \$3,400 on the settlement table. "This program is a natural extension of our core scope of services we offer our clients," says **Tania Odabashian**, Vice President. "The THS program will result in substantial savings for our clients and employees who are purchasing a home." For further information, call 703.979.2830 or visit www.corporateapartments.com.

► ASSOCIATIONS & PARTNERSHIPS

On Sunday, April 13th, the **Crystal City BID** will host Crystal Block, a free, outdoor street festival of music and libations celebrating the areas best and most original restaurants and the "landing" of the completed Crystal Flight statues on the streets of Crystal City. Join us for great music, street activities, performances and old-fashioned community fun. Crystal Block will be held on 23rd street between S. Eads and S. Fern. Visit www.crystalcity.org for more information.

► BANKS

BB&T Institutional Services earned three number one rankings in a national survey of 401(k) providers for companies, municipalities and organizations in the \$1 million - \$10 million range. Lake Worth, FL-based 401k Exchange compiles an annual "Provider Ratings and Market Share Report" on more than 300 401(k) providers. The ratings are based on performance from 9/99 to 12/07. **BB&T** was ranked number one in the investment options, education/communications and fund performance categories. Visit www.BB&T.com for additional details.

The U.S. Small Business Administration's Richmond District Office has announced that **Cardinal Bank** has

received top lender recognition for underwriting loans and providing capital access to small business owners for the 2008 first quarter. **Cardinal Bank** took top honor within its market for outperforming other lending institutions in the SBA's Richmond District for total loans approved and total loan amount in the Intermediate Bank category. "Small businesses are one of the strongest forces driving our economy today," said **Chris Bergstrom**, President/Chief Risk Officer of **Cardinal Bank**. For additional information, visit www.cardinalbank.com or call 703.584.3400.

► COUNSELING & MENTAL HEALTH SERVICES

2-1-1 service is now available throughout Northern Virginia seven days a week from 8 am to midnight, completing the 2-1-1 VIRGINIA statewide system for free Information and Referrals (I&R) on health and human services. Just like 9-1-1, the three-digit number is for emergencies.

2-1-1 is the FCC-designated national three digit number to get information about health and human resources. 2-1-1 is not only critical for people looking for help everyday; it can also be critical for public information during disasters and emergencies. **CrisisLink** will answer 2-1-1 calls in Northern Virginia. "CrisisLink will help Northern Virginians navigate our increasingly complex social services system, and help people find resources to prevent as well as solve problems," stated **CrisisLink's** Executive Director **Carol Loftur-Thun**. Visit www.crisislink.org for further information.

► NON-PROFIT ORGANIZATIONS & FOUNDATIONS

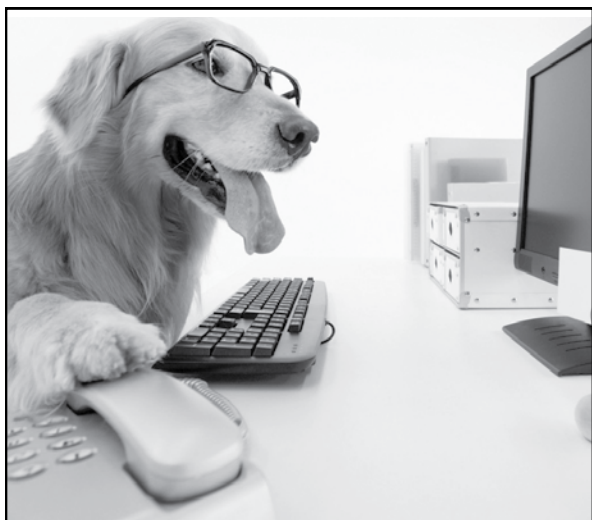
Arlington Sports, Inc. is proud to announce that the US Air Force will be creating a new signature sporting event in the National Capital Region, the US Air Force Cycling Classic. Cycling enthusiast of all abilities will be able to participate in the event to be held Sunday, May 4, 2008. The US Air Force Cycling Classic participants will be able to ride on a 12 1/2 kilometer circuit in Arlington, VA that will challenge them for up to 8 laps or 100km. Following this amateur ride, a Men's Professional race will then take

place on the same course, with most of the nation's top cyclists expected to be in attendance. A Women's Pro and various men's amateur categories will follow on a smaller circuit in Crystal City. Registration for the amateur participatory ride is now open through the events website www.arlingtonsports.org. Active duty and reserve military personnel receive a \$10 discount.

The **Arlington Food Assistance Center (AFAC)** is again this year asking local gardeners to grow fruits and vegetables to help feed families in need in Arlington. **AFAC** - Arlington's food pantry - will again provide free seeds to those gardeners willing to donate all or a portion of what they grow. This year is the second in **AFAC's** local effort to obtain more fresh produce for the families it serves. It is part of the national Plant A Row for the Hungry program through which gardeners are urged to donate a portion of their vegetables and fruits to local food pantries. "Last year we received more than 34,000 pounds of fresh produce," said Puwen Lee, the **AFAC** Plant A Row coordinator. "We hope the enthusiasm and generosity of local gardeners will bring in even more produce this summer." **AFAC** Executive Director **Christine Lucas** noted that over 800 families in need come to **AFAC** each week for free supplemental groceries. Call 703-845-8486 or email afacpuwen@aol.com for more information.

AHC Inc. is proud to announce the opening of **AHC Mortgage Services Inc.**, a new program that provides affordable mortgages in the metropolitan region. This new division offers community-based experience and integrity in the face of today's mortgage crisis. The program will provide 30-year fixed, affordable mortgages with no sub-prime gimmicks or adjustables. **AHC's** goal is to provide fair, responsive, and professional mortgage services as well as special financing opportunities with no hidden costs, education programs that provide before and after purchase guidance and a variety of affordable, stable refinancing opportunities. Realtors, new home buyers, and individuals interested in refinancing can contact **Jimmie Jones**, jjones@ahcinc.org or **Myrna Perkins**, perkins@ahcinc.org.

Doorways for Women and Families, Arlington's only shelter for homeless and abused women and their families, is



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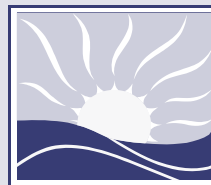
- Site viewed 1/4 million times+++ yearly
- Pricing options for **EVERYONE**: \$35 to \$4,000
- Opportunities Waiting to be Grabbed!

Rotating Banner Ads Available on Key Pages:

Homepage, Community Calendar, Member Directory, Visitor Information and many others!

Go to www.arlingtonchamber.org

Contact Meghan at 703-525-2400/
communications@arlingtonchamber.org
to find out more today!



Rise and Shine to Networking! BREAKFAST CONNECTION!

Thursday, April 17, 2007 • 7:30–9 a.m.
Holiday Inn – Ballston

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Climate Controlled Storage

Rise and shine to breakfast networking, and get your morning started off right! Enjoy a great breakfast while sharing 60-second commercials amongst Arlington's top business professionals. Our roundtable networking format is sure to introduce you to numerous key business contacts. Bring plenty of business cards!

Please register for this event before noon, on April 16. All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly. Thank you!

Register online at www.arlingtonchamber.org.

BusinessAfterBusiness:

Attend Business After Business this **April 24** and be whisked away to a world of networking at **Lebanese Taverna**! This event makes it easy to meet key business contacts and network amongst Arlington's top business professionals. Business After Business will increase you and your business' visibility. Happy hour networking—What could be better? Register early at www.arlingtonchamber.org.

Our monthly cash jackpot has grown to **\$2,200!** If you're a member, this could be your chance to win! You must be present to receive prizes.

Please register for this event before noon, on April 24. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!



Lebanese Taverna

Thursday, April 24, 5–7 p.m.
1101 South Joyce Street
Arlington, 22202



The following new members joined in January, 2008

ACCOUNTING & BOOKKEEPING

SC&H GROUP, LLC

Theresa Coughlin, Partner
8300 Greensboro Drive, Suite 700
McLean, VA 22102

Phone: 703-287-5959

SPONSOR: Ellen Brown, Hamilton College

APARTMENTS

THE RESERVE AT CLARENDON CENTRE

Tim Kushon, Property Manager
3000 Washington Boulevard
Arlington, VA 22201

Phone: 703-248-6282

SPONSOR: Brian Hefner, Staff

The Reserve at Clarendon Centre is a 252 luxury apartment community.

COACHING, SEMINARS & PROFESSIONAL DEVELOPMENT

ART OF POTENTIAL, LLC

Kristin Hiemstra, Career Leadership Facilitator

2430 Honeysuckle Road, Suite B
Chapel Hill, NC 27514

Phone: 919-360-7957

SPONSOR: Brian Hefner, Staff

Art of Potential, LLC facilitates career leadership by providing exceptional and affordable professional coaching, outplacement and career management services to individuals and organizations.

INSURANCE-PROPERTY & CASUALTY

CMR INSURANCE AGENCY LLC

Carlos Ruiz, President
1914 North Ode Street
Arlington, VA 22209-1412

Phone: 703-351-9494

SPONSOR: Joe Prentice, New York Life

CMR Insurance will provide you and your family customized automobile, home and life insurance coverage.

STATE FARM INSURANCE-LISA MILLER AGENCY

Lisa Miller, Agent
6013 Wilson Boulevard, Suite A
Arlington, VA 22205

Phone: 703-536-0266

SPONSOR: Brian Hefner, Staff

We provide Auto, Fire, Health, Life, Commercial Insurance and Financial Services for Individuals and small business.

REAL ESTATE-RESIDENTIAL

CHRISSE O'DONNELL-RE/MAX ALLEGIANCE

Chrissy O'Donnell, Realtor
3315 Lee Highway
Arlington, VA 22207

Phone: 703-522-1940

SPONSOR: Brian Hefner, Staff

With my many years of experience specializing in residential real estate in Arlington, I make it my personal goal to give first-class professional service for all your real estate needs.

The following new members joined in February, 2008

CLEANING & REPAIR SERVICES

FRESCO CLEANING SERVICES, INC.

Ramon Tejada , Director of Operations
4200 Cathedral Avenue #803
Washington, DC 20016

Phone: (202) 674-6290

SPONSOR: Joe Prentice, New York Life

Fresco Cleaning Services is a minority owned business whose owners have more than 20 years combined experience working for companies such as Citibank, British American Tobacco, EMD Sales, Union Textile International, and Sarboe Companies.

ENVIRONMENTAL SERVICES

ARLINGTON COUNTY DEPARTMENT OF ENVIRONMENTAL SERVICES

Sarah O'Connell , Energy Outreach Coordinator

1400 North Uhle Street, #204
Arlington, VA 22201

Phone: 703-228-4797

SPONSOR: Joe Prentice, New York Life

The Department of Environmental Services protects and maintains the natural and built environment in Arlington County.

INFORMATION TECHNOLOGY

LORE INTERNET SYSTEMS

Mike Fisch , Senior Account Manager
2325 Dulles Corner Boulevard
Suite 500

Herndon, VA 20171

Phone: 703-542-2200

SPONSOR: Brian Hefner, Staff

Lore Internet Systems offers a broad range of ISP services, including

broadband internet access, web hosting, colocation services, advanced multi-location connectivity, e-mail, virtual private network, network monitoring, security, and DNS services.

RESTAURANTS & FOOD SERVICES

MIMI'S CAFE

Jeanne Turner , Director of Community & Public Relations

10001 Jefferson Davis Highway
Fredericksburg, VA 22408

Phone: (540) 710-1870

SPONSOR: Brian Hefner, Staff

EVENT PLANNING & MANAGEMENT

STATELY AFFAIRS

Susan Anderson , Consultant

3100 South Manchester Street #739
Falls Church, VA 22044

Phone: 703-408-0882

SPONSOR: Susan Anderson

HEALTHCARE SERVICES

WHITE LOTUS ACUPUNCTURE & HOLISTIC SERVICES

Kathleen Fraser, L.Ac.,DIPL.Ac.,C.H.t.
2166 North Glebe Road

Arlington, VA 22207

Phone: 703-312-7000

SPONSOR: Brian Hefner, Staff

White Lotus Acupuncture & Holistic Services provides acupuncture, massage, hypnosis and nutritional counseling. We specialize in pain management, weight loss, smoking cessation and stress management.

HAPPY ANNIVERSARY!

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

FEBRUARY ANNIVERSARIES

Law Offices of Bruce S. Deming 5

MARCH ANNIVERSARIES

Americana Hotel 10

Global Printing, Inc. 5

Pepper Hamilton, LLP 5

WIN-WIN YOUR BUSINESS · YOUR CHAMBER

TRD 2008



TRD CORNER

Win – Win. Your Business. Your Chamber. TRD 2008

By **Kate Roche**, Arlington Chamber Member Services Manager

The Chamber's third annual Total Resource Development (TRD) campaign officially began with a kick off March 18, 2008 at the **Holiday Inn National Airport**. Thanks to the **Holiday Inn National Airport** for sponsoring this great event. Volunteers got to know each other as they shared strategies for success. The event featured a welcome from Campaign Chair **Allen Schirmer** of **United Bank**. The 2008 Vice Chairs are **Bill Holmes** of **American Painting & Janitorial Co.**, **Barbara Nicastro** of **The Law Offices of Barbara E. Nicastro, Esq.**, **Frank Ruffing** of **Farragut Resources**, **Scott Sterling** of **The IDI Group Companies**, **Karolyn Stuver** of **KBR**, and **Jim Whelan** of **The ProActive Corporation of America, Inc.** Each will continue to provide valuable leadership throughout the campaign.

The volunteers are working hard to reach the goal of \$250,000 by June 19, 2008, the end of the three month campaign. This money represents approximately one third of the Chamber's operating budget. Thank you to all the volunteers participating in this year's campaign. Their efforts are helping to increase the value of Chamber membership for all members. If you have any questions about the TRD campaign, please contact the Chamber at 703-525-2400.

Go to Special Programs on the bottom right of www.arlingtonchamber.org for further information.

SMART Start: ALWAYS A BRIGHT IDEA

SMART Start is a free Networking Seminar and Information Session held monthly at the Chamber and led by **Joe Prentice** of **New York Life Insurance**. Whether you are a new member or someone looking to kick up your potential a few levels, attending **SMART Start** will teach you how to maximize your investment with the Chamber!

- Learn how to meet new clients and future business associates
- Network with the Chamber's new members
- Listen and learn from actual Chamber members who know how to create customers and business relationships using this Chamber

Next SMART Start
Tuesday, April 8
7:45-9 a.m.
Chamber Board Room

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

Thank you to our SMART Start Grand Sponsor,
Bank of America Mortgage!

Bank of America 
Bank of Opportunity



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 March.

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 Keywords:

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

Top 5 Business Categories

1. Shopping Centers & Malls
2. Graphic Designer & Illustration
3. Restaurants & Food Services
4. Hotels & Motels
5. Broadcasting

www.arlingtonchamber.org

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 2008

Growth is the key element of any small business. Yet growth is a two edged sword. An ongoing problem is to constrain growth within the parameters that will make a business successful. Growth that exceeds the capacity of a business to continue to confer exceptional products or services erodes the future and puts the business' continuing operations in jeopardy.

The February Arlington Small Business Roundtable focused on the ability of a business to identify the quicksand of rapid growth.

Attendees, by and large, had developed their strategy to achieve incremental growth within the structure of the core competency of the business. The growth element that receives attention on an ongoing basis is the ability to finance growth without infringing on continued profitability.

Tim Horgan of **Express Personnel Services** established a level of financial commitment when he established his business. He periodically reviews his financial commitment to expanding the business and his comfort level at taking that risk.

Joey Tackett of **Clear Skies Communication** reviews his company's financial structure through a spreadsheet exhibit he has established so he can track the company's financial

Business Roundtable
 Wednesday, April 30
 11:45 a.m.
 Chamber Board Room

TOPIC:
**Marketing Mavens Make Meaningful
 Movement Measurable**

This is a creative thinking session. In an open discussion share a marketing move that worked, an idea that you're working on, the title of a book that has your creative juices flowing.

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

health and its ability to enter affiliated activities. Using a structure he designed, he can identify facets of their branding and marketing business expansion that takes a limited amount of capital to initiate and operate.

Paula Adkins of

YourAlterEgos.com continually analyzes growth prospects for her company by projecting the future, based upon making an investment in growth vs. the financial ability to handle the growth. Within the context of conservative financial planning, Paula strives to reach her growth objectives.

The bottom line from this roundtable? It is important for the reasonable future growth of any organization to continually look at the financial realities of affording growth and each business has its own tipping point.



Jim Whelan of **ProActive** helps individuals start a business or grow an existing business by developing and implementing a management strategy. 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.

Is your technology working for you?

Or is it the other way around? Join the CC in April when **Greg Welsh**, principal of **TechInfusion**, will share his insights on how to streamline productivity with the technologies you use to run your business:

- + Improve performance
- + Integrate your systems
- + Plan for disaster recovery
- + Create an IT budget

To learn more, visit arlingtonchamber.org.

Click on membership guide / committees. Or, send an e-mail to communications@arlingtonchamber.org.

communicate & connect!

Next Meeting:
 Tuesday, April 15,
 5:00 p.m. at the
 Chamber!



Thanks go to...

- **The Reserve at Clarendon** for Hosting our February Business After Business.
- the following for bringing door prizes to the February Business After Business: **Cliff Farbstein** of **Dimension Creative Promotions**, **David Sklar** of **Ballyhoo!**, **Bernie Cohen** of **Insurance Solutions**, **Richard Otto** of **Otto's Electrical Service, Inc.** and **Ned Overton** of **FW&D Remodeling Services**.
- **Sangam Restaurant** for hosting our February Board Meeting.



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Members in the News, continued from page 7

hosting its 18th Annual Benefit Auction on Sunday, April 6th from 2 p.m. to 5 p.m., at the **Westin Arlington Gateway** hotel. As part of this year's "Keys to the Future" theme, every guest will receive a key and one lucky person will win a wonderful prize. The benefit features an afternoon tea and silent auction. It also includes a short program emceed by Maureen Bunyan, ABC-7 News, with an address from Executive Director, **Linda Dunphy**, client stories and a live auction, run by local auctioneer, Sherry Truhlar. The silent auction features over 100 items from local retailers and organizations and all funds raised will help support the services that **Doorways** offers to women and their families in the community. Visit: www.doorwaysva.org to purchase tickets.

► RESTAURANTS & FOOD SERVICES

Whitlow's on Wilson and Restaurant 3 will be holding a golf tournament to benefit the American Diabetes Association May 20, 2008 at Laurel Hills Golf Club. The tournament will be in a scramble format, and the day includes green and cart fees, tournament gift bags, a raffle, contests and a BBQ cookout. Call Manny Fliakas or Nadim Kouttab with registration questions at 703.276.9693.

The Arlingtonian

Arlington Chamber of Commerce

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

The mission of the Arlington Chamber of Commerce is to promote businesses and economic development within Arlington County. The Chamber will represent the interests of Arlington County businesses by: participating as a business advocate to government; endorsing regional solutions to infrastructure and educational challenges; and striving to create the conditions that encourage a healthy community and business environment within the County and the Commonwealth of Virginia.

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