



The State of the County

The Arlington Chamber of Commerce and **Leadership Arlington** joined forces for the second year in a row to present the 2008 State of the County. Arlington County Chairman **Walter Tejada** served as the events keynote speaker, and provided an opportunity for businesspeople, residents and interested citizens of Arlington to learn about the county's financial and developmental status. Attendees were given the opportunity to submit questions for **Tejada**, and a question and answer session occurred after his address.

The 2008 State of the County took place at the **Washington Golf and Country Club**. **Scott McCaffrey** of **Sun Gazette Newspapers** provided the introduction for **Tejada** and emceed the question and answer period. Nearly 200 members of Arlington's business and residential community were present for the event.

Tejada's speech focused on Arlington's successes and the county's ability to face tough situations realistically, like the passing of the

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Walter Tejada

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57TH ANNUAL FALL OUTING: Get on the Ball!

Join us this fall at the Chamber's 57th Annual Fall Outing! This year's tournament will be held Monday, October 6th, at Westwood Country Club in Vienna. Each player will receive coffee and breakfast, a boxed lunch on their cart, beverages conveniently located around the course, a barbeque dinner and tons of giveaways! Register early; there is a limit on the number of golfers allowed to play in this tournament, and we want you to be sure to save your spot! You can register online by visiting our website at www.arlingtonchamber.org.

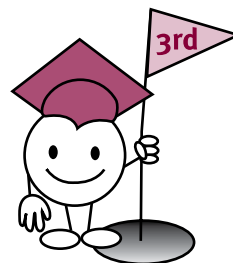
If you are interested in sponsorship information, or would like to donate prizes or promotional items for golfer goody bags, please contact Kate Roche at events@arlingtonchamber.org.

Monday, October 6
8:30 a.m. – 4:30 p.m.
Westwood Country Club
800 Maple Avenue East
Vienna, VA 22180



3rd Annual Scholar's Cup!

Don't miss out on the Scholar's Cup Mini Golf Tournament! The Chamber's Education and Workforce Development Committee has teamed up with **Upton Hill Regional Park** to host the third annual Scholar's Cup Mini Golf Tournament Thursday, September 17, from 3:30 to 7 p.m.



All Arlington County Schools are scheduled to have an early release that day – so bring all of your children, neighbors and friends out for a day of fun and mini golf!

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

If your company is interested in sponsorship of this event, please contact Kate Roche at events@arlingtonchamber.org

Wednesday, September 17 • 3:30–7 p.m.
Upton Hill Regional Park
6060 Wilson Boulevard
Arlington, VA 22205

The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

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

EXECUTIVE COMMITTEE

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Where you need to be in AUGUST



- 1 Friday**
Arlingtonian Contents Due
- 4 Monday**
Ambassador Committee
4:30–5:30 p.m.
Chamber Board Room
- 5 Tuesday**
Community Action Committee
8–9 a.m.
Chamber Board Room
- 12 Tuesday**
SMART Start
7:45–9 a.m.
Chamber Board Room
- 13 Wednesday**
Executive Committee
9 a.m.
Chamber Board Room

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

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

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

- 19 Tuesday**
Communications Council
5–6 p.m.
Chamber Board Room
- 21 Thursday**
Business After Business
5–7 p.m.
Comfort Inn Arlington Boulevard
- 27 Wednesday**
Small Business Roundtable
11:45 a.m.–1:15 p.m.
Chamber Board Room
- Education and Workforce Development Committee
4–5 p.m.
Chamber Board Room

Limited Time Web & Print Advertising Special!

For a limited time only Homepage Banner Ads are being bundled with **FREE** Arlingtonian newsletter advertising! This great offer will brand you and your business to two different audiences—web and print. Take advantage of this deal today! Offer includes:

- Key Homepage Banner
- 2 Bonus Banner Ads
- Feature Category Position on our online Business Directory

PLUS

- 1 **FREE** quarter page ad or 4 **FREE** business card ads in *The Arlingtonian* newsletter

All of this for the price of one Homepage banner ad. Act fast! This offer is for a limited time only! Please contact Meghan at communications@arlingtonchamber.org for pricing and further details.

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.



Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

LIAISON TO THE BOARD

*COL Laura J. Richardson, Fort Myer

STAFF

Richard V. Doud, Jr., * *President*

Tami Anderson, *Staff Accountant*

Meghan Cahill, *Communications Manager*

Brian Hefner, *Director of Membership*

Deborah Kunin, *Member Services Administrator*

Kate Roche, *Member Services Manager*

*Executive Committee Member & Director

Chair Message



Margaret E. McKeough

Summer is traditionally known as a time for a slower pace, a time to enjoy the outdoors, new places and adventures. It is also a great time for catching up on overdue visits with long distance family and friends. Yet this year, many of us may find ourselves re-evaluating these traditions due to rising fuel costs and the growing economic consequences. The cliché “there’s no place like home” may be apropos for summer 2008. Fortunately for all of us, whether Arlington is “home” to our business, residence or both, we couldn’t be better situated to enjoy a good time.

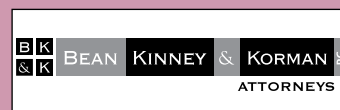
If you find yourself “home” this summer, venture out and about in Arlington and enjoy great offerings, Chamber businesses and Chamber friends. Arlington summer musts include:

- A visit (or two) to the **Arlington County Fair** at Thomas Jefferson Community Center
- The sounds of the **Planet Arlington World Music Festival**
- Strolling around **Upton Hill Regional Park** and a game of mini-golf or a few hits at the cages
- **Cycling** along Arlington’s hundreds of miles of interconnected off-street trails and on-street bike routes
- Catching the **James Bond 007 Film Festival** in Crystal City or Rosslyn
- Cooling off with a skate at Ballston’s fabulous **Kettler Capitals Iceplex**
- Dining out at one (or all) of the tasty 54 **Chamber Restaurants**
- Volunteering an hour (or more) with one of the 98 **Chamber Non-profits**
- Catching the bargain deals at **Pentagon City, Ballston Common Mall** and every one of the 18 **Chamber Retailers**
- Indulging in first class service with a stay at one of the 35 **Chamber Hotels**

While you are out enjoying Arlington this summer, remember to support Chamber businesses.

Margaret E. McKeough, Executive Vice President and Chief Operating Officer
Metropolitan Washington Airports Authority

2008 Annual Corporate Sponsors



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LEADING REAL ESTATE COMPANIES OF THE WORLD



State of the County, *continued from page 1*

12.5 cents commercial real estate tax to “help build the next generation of infrastructure to ensure the continued viability” of Arlington and its transportation needs. **Tejada** also stressed the need and importance of Arlingtonians to “continue to pay attention to the basics... to pay attention to the hallmark of Arlington - participation, collaboration and partnerships.”

In closing, **Tejada** called on Arlington’s citizens and businesses alike to unite and become champions of three causes—the environment, a healthier workforce and community, and the respect and encouragement of diversity in our county. He asked the community to support our fellow businesses in Arlington and to “get to know them. Partner with them and create a strong business-to-business network.” **Tejada** concluded that Arlington’s ability to work together will lead to future successes in both local and state-wide issues.

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1. Arlington Chamber Chair, **Margaret McKeough** of the **Metropolitan Washington Airports Authority**, discusses Arlington Chamber and County issues prior to the State of the County Breakfast.
2. **Bob Hawthorne** of **United Bank**, sponsoring member of the **Washington Golf and Country Club** and Arlington Chamber Board member, catches up with colleagues prior to the event.
3. **Kim Durand** of **Arlington Public Schools** reviews **Tejada**’s speech with a fellow attendee after the event.

Thank you to:

Metropolitan Washington Airports Authority
and Verizon, the Grand Sponsors.



METROPOLITAN WASHINGTON
AIRPORTS AUTHORITY



- **The Honorable Walter Tejada**, Chair of the Arlington County Board, for serving as our keynote speaker.
- The **Washington Golf and Country Club** for providing a wonderful venue for this event.
- **Michael Canzian** of Atlantic Services Group, Inc and 2008-2009 Chairman of **Leadership Arlington** and **Margaret McKeough** of the Metropolitan Washington Airports Authority and 2008 Chair of the Arlington Chamber of Commerce for welcoming the event attendees.
- **Scott McCaffrey** of the **Sun Gazette Newspapers** for introducing Chairman **Tejada**.
- Our Premier Sponsors, **Arlington Public Schools**, **Dominion**, **John Marshall Bank**, **The Shooshan Company** and **Walsch, Colucci, Lubeley, Emrich & Walsh P.C.**
- Our Benefactor Sponsor, **Vornado/Charles E. Smith**.
- Our Patron Sponsor, **The IDI Group Companies**.
- **Bob Hawthorne** of **United Bank** for serving as sponsoring member of the Washington Golf and Country Club.
- **Leadership Arlington** for joining forces with the Chamber to present this event.

For more information regarding the 2008 State of the County address, please call 703.525.2400.

Announcing the E-Verify Informational Seminar!

The Department of Homeland Security invites you to its E-Verify Informational Seminar – a half-day information session. Attendees will have the opportunity to learn about the **E-Verify** program and its proper use. A live demonstration of the **E-Verify** system and a question and answer segment will allow participants to receive a full understanding of the program and key features.

What is E-Verify?

E-Verify is a free Internet-based system that allows employers the ability to confirm the legal working status of a new hire in seconds. **E-Verify** is a partnership between the Department of Homeland Security (DHS) and the Social Security Administration (SSA). **E-Verify** works by allowing participating employers to electronically compare employee information taken from the Form I-9 (the paper-based employee eligibility verification form used for all new hires) against more than 425 million records in SSA's database and more than 60 million records in DHS immigration databases.

When is the E-Verify Informational Seminar?

In order to make it easy for business owners and busy professionals, six identical sessions have been scheduled. There are four remaining in August:

- Monday, August 4, 2008, 10 a.m.–12 p.m.
Crowne Plaza Hotel, Silver Spring, MD
- Monday, August 4, 2008, 2–4 p.m.
Crowne Plaza Hotel, Silver Spring, MD
- Wednesday, August 13, 2008, 10 a.m.–12 p.m.
Marriott Fairview Park, Falls Church, VA
- Wednesday, August 13, 2008, 2–4 p.m.
Marriott Fairview Park, Falls Church, VA

R.S.V.P. for the session that best fits your schedule!

Who should attend the E-Verify Informational Seminar?

Employers, business owners, human resource specialists, payroll administrators and equivalent who want to learn more about E-Verify.

E-Verify. It's fast, free, simple and secure. You've got a job to do, and employee verification is part of it. To R.S.V.P. for a session call 202-358-7711 or email E-Verify@dhs.gov with your name, your company's name, your phone number, and the date and time of your desired session.

For more information about **E-Verify** visit www.dhs.gov/E-Verify.



Future location of the Virginia Tech Research Center at the 800–900 block of North Glebe Road

New Virginia Tech Research Center Announced

Arlington welcomes new research center to Ballston

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

Virginia Tech, together with the Arlington Board, and U.S. Congressman James Moran, announced in June that the Virginia Tech Foundation will build a major research center in Ballston, with planned occupancy by late 2010. Charles Steger, president of Virginia Tech, made the announcement, explaining that the highly visible, state of the art facility would further the university's mission to expand its research portfolio in a region that offers great opportunity for partnerships with corporate research entities and close proximity to government and other funding organizations.

The seven-floor, 144,000 square foot building, designed by Cooper Carry to meet the Silver US Green Building Council's LEED Building Rating Systems, will be located on the 800-900 block of North Glebe Road.

The building is part of a larger JBG development project in Ballston. The interior, designed by Gensler, will include computational laboratories, offices, and conference space to accommodate executive programs, training programs, and workshops. The building will be part of a larger development that will create an impressive gateway to Ballston and the Rosslyn-Ballston Corridor, and it will compliment and expand Arlington's ever-growing hub of research and scientific organizations.

"We believe a location in Arlington is a tremendous asset for Virginia Tech, and will help drive even greater ingenuity and innovation in their research," stated Arlington Economic Development Director Terry Holzheimer. "The Ballston area of Arlington has the highest concentration of scientific research agencies in the country, anchored by the National Science Foundation and several other top university-related research institutes. Combined with Arlington's accessibility to the region and its Metro location, the people, organizations and brain power that are available to Virginia Tech in Arlington are simply unmatched."

Virginia Tech will benefit from the newly formed nonprofit Ballston Science and Technology Alliance, which will occupy the ground floor of the new facility. The Alliance will work to promote science and technology within the highest concentration of scientific research agencies in the country, anchored by the National Science Foundation and DARPA as well as several other top university-related research institutes.

"We're trying to encourage networking and collaboration among the huge concentration of science workers located in Arlington, and particularly the Ballston area," said Kaye Breen, executive director of the Ballston Science and Technology Alliance.



LEADERSHIP ARLINGTON

Congratulations to the 2009 Leadership Arlington Board of Regents!

We are honored to announce the following members of the 2009 Board of Regents, beginning July 1, 2008. The Board of Regents continues to oversee initiatives and programming to enlighten, inspire and connect leaders to strengthen the Arlington community.

CHAIRMAN

Mr. Michael Canzian, '04
Executive Vice President & COO
Atlantic Services Group, Inc.

CHAIR-ELECT

Ms. Marty Almquist, '99
Senior Vice President
Cassidy & Pinkard Colliers

PAST CHAIR

Mr. Nathan R. Monell, '01
Executive Director
Foster Care Alumni of America

MEMBERS

Ms. Beth Arthur, '01
Sheriff
Arlington County Sheriff's Office

Mr. Doug Brammer, '07
Area Manager, External Affairs
Verizon

Ms. Andi Cullins, '00
Principal
The McCormick Group

Mr. Christopher David, '06
Senior Program Director
ASSYST - Advanced Software Systems

Mr. Rich Doud, '99
President
The Arlington Chamber

Mr. Michael Foster, '00
Principal/Owner
MTFA Architecture, Inc.

Ms. Betsy Frantz
President & CEO
Leadership Arlington

Ms. Fernanda Howard, '05
Business Deposit Services Manager/
Senior Vice President
BB&T

Mr. Sean Hosty, '06
Vice President, Wealth Management
Smith Barney

Mr. Dean Klein, '01
Community Relations Manager
Freddie Mac Foundation

Ms. Margaret McKeough, '08
Chairman
Arlington Chamber of Commerce

Ms. Cathy Morris, '03
Vice President
Virginia Commerce Bank

Mr. John Murphy, '99
President
Washington Workplace

Ms. Robin Norman, '05
Senior Vice President/CFO
Virginia Hospital Center

Mr. Jim Schwartz, '02
Fire Chief
Arlington County Fire Department

Ms. Deborah Taylor, '99
President & CEO
Vanguard Services Unlimited

Members IN THE News

► ASSOCIATIONS & PARTNERSHIPS

Yvonne Pover of **Skardon Pover Visual & Marketing Communications** has won the Apex 2008 Award for Publication Excellence for the Capital Research Center 2006-2007 Annual Report. Visit pover.com for further information.

► BANKS

John Marshall Bank, a state-chartered bank that has been founded by James Monroe Bank founder **John Maxwell**, has raised \$22 million – completing its second capital offering and representing the sale of 2.2 million shares of stock. “The success of the offering reflects the confidence among investors that the bank is headed in the right direction,” **Maxwell** said. Last February, **Maxwell** and those who serve or who will serve as directors and executive officers entered into a change-in-control agreement with Security One Bank, a Northern Virginia bank founded in 2006. The completion of the capital campaign is the final step in completing the change. The bank will include branches in Arlington, Fairfax and Loudoun counties. **Sonia Johnston** will be president of the Arlington division.

► COUNSELING & MENTAL HEALTH SERVICES

CrisisLink's nationally recognized Volunteer Hotline Listener training program will begin its summer training class on Saturday, August 9th. Local residents age 21 or above, who are committed to saving lives and preventing tragedies and seeking meaningful volunteer experiences, are encouraged to apply for a position as a Volunteer Hotline Listener. The program, which includes 60 hours of training over 10 sessions, trains community members to be qualified Volunteer Hotline Listeners and empowers these volunteers to save lives and prevent tragedies through service on CrisisLink's crisis and suicide prevention Hotlines. Interested applicants should contact, Lindsay Paulette-Chapman,

CrisisLink's Hotline & Volunteer Manager at 703.527.6016 to schedule an interview.

Vanguard Services Unlimited, Arlington's non-profit substance abuse treatment provider, recently had its Boys and Girls Recovery Lodges receive the Program of Excellence Award by the Virginia Association of Drug and Alcohol Programs (VADAP). Presented at the Virginia Summer Institute for Addiction Studies in Williamsburg, this prestigious award is given to an outstanding Virginia program each year by the association of peer programs, and marks the first time a **Vanguard** program has been honored. The Recovery Lodges now have an 18-year history of providing high-quality, accessible treatment to boys and girls in recovery. Visit vanguardservices.org for more information.

► ENTERTAINMENT

Signature Theatre's Artistic Director **Eric Schaeffer** is pleased to announce a \$300,000, multi-year grant from The Shen Family Foundation for The Next Generation, a program to help emerging composers create new works for musical theater. An expansion of **Signature's** American Musical Voices Project, this program will award three commissions in 2008: composers Matt Conner, Adam Gwon, and Gabriel Kahane will each receive a \$25,000 commission to write new musicals for **Signature Theatre**. The theatre is also awarding honorees Peter Foley and Marisa Michelson \$5,000 grants for the development of their musical ideas in preparation for three additional \$25,000 Next Generation commissions to be given in May 2009. Visit signature-theatre.org for more information.

► NON-PROFIT ORGANIZATIONS & FOUNDATIONS

As summer vegetables start to ripen, **The Arlington Food Assistance Center (AFAC)** reminds local gardeners that they can donate extra produce to the **AFAC Plant a Row for the Hungry** program. There are three locations where vegetables and fruits can be donated: Arlington Food Assistance Center, Arlington Farmer's Market and St. Mary's Episcopal Church. For further information about the **AFAC Plant a Row for the Hungry** program, contact **Puwen Lee** at afacpuwen@aol.com or 703.845.8486.

Arlington Partnership for Affordable Housing, Inc. (APAH) has been busy in 2008. With help from a \$500 grant from the **Kiwanis Foundation of Arlington**, the **APAH** held a July backpack drive to collect backpacks, pens pencils, notebooks and paper to help decrease the costs of back-to-school shopping for **APAH** residents this fall. The grant from the **Kiwanis Foundation** will help fund costs for a picnic at which the backpacks will be distributed. Additionally, on June 2nd **APAH** received the Housing Association of Nonprofit Developer's (HAND) highest honor: Developer of the Year. This award recognizes the “outstanding overall achievement of a nonprofit affordable housing developer” in Maryland, Virginia and the District of Columbia. Visit apah.org for further information.

► RESTAURANTS & FOOD SERVICES

McCormick & Schmick's Crystal City announced they will have live music every Sunday night this summer from 9:00pm to midnight. They will also offer their happy hour menu during those times. For more information call 703.413.6400.



APARTMENTS

CHURCHILL CORPORATE HOUSING

Mark Pooley, Vice President
5710 General Washington Boulevard
Suite F
Alexandria, VA 22312
Phone: 202-683-1255

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CCS provides furniture rental, retail sales, furniture staging for home sales, model apartment furniture and short-term, fully furnished corporate apartments.

UDR

Tanya Duckett, Assistant Community Director
4301 Columbia Pike
Arlington, VA 22204
Phone: 703-920-3660
SPONSOR: Brian Hefner, Staff
For more than 35 years, UDR has been focused on two goals: providing high quality apartment homes, and providing excellent service and value to our residents. Great locations and service. Excellent values for all lifestyles.

BUSINESS SERVICES

PROSHRED OF NORTHERN VIRGINIA

Steve Theobald, General Manager
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NORTH SHORE DESIGN, LLC

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SPONSOR: Amanda Koenig, Intelligent Office

NSD is a residential design/build firm specializing in custom homes, additions and remodeling. Founded in 2003, NSD primarily serves Arlington, Falls Church, McLean and nearby neighborhoods.

HEALTHCARE SERVICES

RAPHA CLINIC

Jeffrey Cassis, DC, Deputy Director
1700 North Moore Street, Level M3
Arlington, VA 22209
Phone: 703-816-5900
SPONSOR: Brian Hefner, Staff
Rapha Clinic is an integrative healthcare center effectively treating acute injury & pain, sports & fitness related problems and difficult chronic conditions, through our innovative and comprehensive services.

MORTGAGE SERVICES

BEACON REVERSE

Diane Davis, Reverse Mortgage Specialist
10560 Main Street, Suite 512
Fairfax, VA 22030
Phone: 703-359-2880
SPONSOR: Brian Hefner, Staff
Reverse Mortgages provide seniors a safe way to tap into the equity of their homes to live out their lives in their homes with peace of mind from financial burdens.

HAPPY ANNIVERSARY!

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

JULY ANNIVERSARIES

Arlington Food Assistance Center	10
Dewberry & Davis, LLC	15
Doorways for Women and Families	15
Harry's Tap Room	5
Main Event Caterers	10
Murray Enterprises	5
Projects MF	20
The ProActive Corporation of America, Inc.	20



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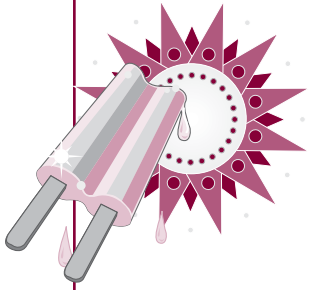
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1-87-PROSHRED



Burn out Your Competition!

ATTEND AUGUST'S BusinessAfterBusiness:

Are the dog days of summer dragging you down? Heat up your business and make key, new contacts at August's Business After Business at the **Comfort Inn Arlington Boulevard**. Enjoy great company, food and drinks while connecting with Arlington's top business leaders! Bring plenty of business cards!

Our monthly cash jackpot has grown to **\$2,700!** If you're a member, you don't want to miss your chance to win! You must be present to receive prizes, so register now.

Please register for this event before noon, on August 21. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

Comfort Inn Arlington Boulevard

Thursday, August 21
6111 Arlington Boulevard
Falls Church, VA 22044
5-7 p.m.



BY CHOICE HOTELS

Chamber Website Yields Results!



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

Don't miss out! Please ensure that the Chamber has an accurate and current website address for your business, so searchers can visit your site.

Top 5 Keywords:

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

Top 5 Business Categories

1. Employment Services
2. Mortgage Services
3. Schools
4. Interior Design & Home Decorating
5. Moving & Hauling

www.arlingtonchamber.org

Print is Dead and Other Urban Marketing Myths



a seminar presented by the Arlington Chamber of Commerce
Communications Council and Global Printing



Global Printing
global thinking

Seminar topics :

- integrated print/email/web marketing
- personalized direct mail techniques
- measuring response and return on investment

Presenters from global thinking:

- Greg Hanifee, 20 years in advertising sales and strategy
- Jason Kowal, 15 years in marketing and market research

*please join us August 19, 2008 at the Communications Council meeting
for more information, visit arlingtonchamber.org or email communications@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*

June 2008

The June 2008 Small Business Roundtable discussed the opportunities, pitfalls, and game plan to Navigate in an Uncertain Economy. The Roundtable is an open forum discussion held the last Wednesday of the month 11:45 – 1:00 in the Arlington Chamber's Board Room. The Roundtable is facilitated by Jim Whelan of ProActive Corporation. It is designed to discuss topics that are key to the success of small businesses. It is free but space is limited and registration is requested.

The Glass is Half-Full

- Wonderful time to build or strengthen relationships
- Opportunity to highlight the value you bring to the table
- Work to increase prospect pool as others withdraw from the competition

The Glass is Half Empty

- Clients starting to cut back on professional services
- Experiencing slower payments
- Looking to lean on suppliers to reduce costs
- Additional business tough to get
- Layoffs mean selling to strangers in existing clients who have no appreciation of past performance
- Prospective clients looking for discounts

When All Else Fails

- Time to build relationships
- Increase recurring revenue
- Beef up marketing
- Layoffs mean increase in Home Based businesses
- Look to change client base

- Look at offerings to reflect the current needs of the marketplace
- Use cost saving measures such as Zipcars and Metro to get to clients
- Reintroduce marketing concepts overlooked in easier times
- Hold client appreciation function
- Go deeper into organization to introduce your capabilities
- Offer more services to existing clients
- Evaluate clients A, B or C and concentrate on the A clients
- Keep your offerings value driven, not price driven
- Recognize the different challenge from the growth mode

The Bottom Line from this roundtable? Times are changing and it's time to change to reflect the current reality. Reintroduce some of the marketing efforts that were overlooked in easier times. Take every opportunity to enhance your business through astute marketing.



Jim Whelan of **ProActive** is an advisor or management consultant to startup and small businesses.

He is a resource to businesses that need an experienced leader 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.



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.

Next SMART Start

Tuesday, August 12 at 7:45–9 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,
Bank of America Mortgage!

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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.

Thanks go to...


- **Holiday Inn National Airport** for hosting our June Business After Business.
- the following for bringing door prizes to the June Business After Business: **Dimension Creative Promotions, Insurance Solutions, Otto's Electircal Service, Inc.** and **FW&D Remodeling Services**
- **Marymount University** for hosting our June Board Meeting.



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**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,
Administrative.....x200
dkunin@arlingtonchamber.org

Kate Roche, Eventsx204
kroche@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

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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.