

The Arlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce



Vol. XLX, No. 1 January 2008

Saturday, January 26, 2008
Ritz Carlton–Pentagon City
1250 South Hayes Street
Register online
at www.arlingtonchamber.org

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The 84th Annual Arlington Business Gala is fast approaching. Mark your calendars and make your plans early. Don't miss the premier event of the season! This is an opportunity to mix and mingle with Arlington's top business professionals, dance the night away and enjoy fabulous food and drinks, including the Chambertini! The night includes our famous Silent Auction...known for its exciting items, exotic get-a-ways and posh packages. Dress in your finest because the Chamber is 'puttin' on the Ritz'!

The evening begins with a VIP Reception accompanied by the Silent Auction "Sneak Peek", open to sponsors, their guests and our VIP attendees, at 6:00 p.m. The gala's elegant cocktail hour and Silent Auction follows, and is open for all at 6:30 p.m. The night's highlights include open bar; a gourmet, surf and turf, three-course dinner; and plenty of decadent desserts and wine!

Guarantee a spot for you and your guests by taking advantage of our remaining sponsorship opportunities. Market your business to over 300 area business leaders and get noticed! Additionally, we are still collecting items for our silent auction. Show off the face of your company! Email Kate Roche for further sponsorship and donation information at [kroche@arlingtonchamber.org](mailto: kroche@arlingtonchamber.org).

- **Premier Sponsor—\$2,300**
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- **Individual Ticket—\$150**

Thank you to the following sponsors!
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83rd Annual Meeting Wrap-Up



Joe Prentice, right, of New York Life Insurance proudly accepted the 2007 President's Award from Chamber President Rich Doud.

For more on the Annual Meeting, see page 4.

The Chamber

Arlington Chamber of Commerce

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Member: Virginia Chamber of Commerce

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Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in JANUARY



1 Tuesday

Arlingtonian Contents Due
New Years Day—Chamber Closed
All Day

7 Monday

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

8 Tuesday

SMART Start
7:45 – 8:45 a.m.
Chamber Board Room

9 Wednesday

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

10 Thursday

Breakfast Connection
7:30–9 a.m.
Holiday Inn—Ballston
Higher Education Council
4–5 p.m.
Chamber Board Room

15 Tuesday

Community Action Committee
8–9 a.m.
Chamber Board Room
Communications Council
5–6 p.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.

17 Thursday

Business After Business
5–7 p.m.
Location to be announced

18 Friday

Board Meeting
11:45 a.m.–1:15 p.m.
Lebanese Taverna—Tyson's Corner

21 Monday

Martin Luther King Day
Chamber Closed All Day

23 Wednesday

Education & Workforce
Development Committee
4–5 p.m.
Chamber Board Room

25 Friday

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

26 Saturday

Arlington Business Gala
6:30 p.m.–12 a.m.
The Ritz-Carlton—Pentagon City

30 Wednesday

Business Roundtable
11:45 a.m.
Chamber Board Room

Chamber telephone system courtesy of **Lockridge Communications**. Broadband internet capability courtesy of **Comcast Communications**. Office WiFi capability courtesy of **Washington Workplace**.

DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

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

PRESS RELEASES—Same deadline as Display Ads

ARTICLES—Same deadline as Display Ads

INSERTS—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.

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

Chair's Message



Margaret E. McKeogh

On behalf of the entire Arlington Chamber Board of Directors, I extend best wishes to all members of the Arlington Chamber of Commerce for a successful and prosperous new business year. No doubt, the 2008 year will offer great opportunity for growth, networking and change! Your Chamber will be sure to keep you informed on issues of interest to your business and the Arlington community, especially opportunities for expanding your customer base.

Since 2005, I have had the pleasure to serve on the Chamber Board of Directors and observe first hand the value the Chamber offers to Arlington businesses. As another new year begins and we all focus on our respective

annual business plans, remember the Chamber is a tremendous resource that can make a strategic difference for your businesses. Capitalize on that opportunity! Get connected by attending some of the many networking events sponsored throughout the year. The Annual Business Gala at the **Ritz-Carlton-Pentagon City** on January 26, 2008 is a Chamber tradition and an enjoyable evening I encourage all members to attend. Get involved with one of the eight active committees addressing issues such as workforce development, community action, government affairs, economic development, education and membership communication. One phone call or email to the Chamber staff will provide any orientation you may need.

As Chairman of the Chamber for 2008, I encourage you to identify how the Chamber can best support its members and provide information and resources that make a difference for Arlington businesses. The foundation of the Chamber is truly our membership. I look forward to meeting many Chamber members throughout the upcoming year and working with the Board of Directors to effectively support Arlington businesses.

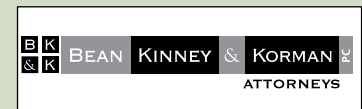
See you soon at a Chamber event!

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

MEET MARGARET MCKEOUGH

Margaret McKeogh is Executive Vice President and Chief Operating Officer for the **Metropolitan Washington Airports Authority** who operate and manage Ronald Reagan Washington National Airport and Dulles International Airport. Margaret has served on the Arlington Chamber Executive Committee since 2005 and has represented the Chamber on the Northern Virginia Transportation Authority (NVTa). She is also a member of the Arlington Economic Development Commission and serves on the Commission's Tourism Subcommittee. Margaret is currently a member of the Leadership Arlington Class of 2008.

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83rd Annual Meeting: Recapping 2007 and Building Towards 2008

The Chamber's 83rd Annual Meeting, held December 7 at the **Sheraton National Hotel**, was a gathering of tradition, celebration and firsts. Nearly 300 guests attended our year-end event; and collectively, we honored those whose contributions added to a successful 2007 at the Chamber. Chamber President **Rich Doud** began the meeting with his infamous slide show. We awarded and welcomed the Chamber's new and old members, and Virginia Tech President Charles W. Steger honored us with his presence and profound words.

Barbara Nicaastro formally addressed the Chamber for the last time as the 2007 Chair and gave her farewell as she highlighted the Chamber's events of the year. **Nicaastro** worked diligently with the Chamber in county environmental initiatives, transportation planning, support of troops at Fort Myer and upgrades to the Chamber's website. "I've had a lot of fun—and I know some of you have had a lot of fun along with me," stated **Nicaastro**.

The Chamber officially welcomed their 2008 Chair, **Margaret McKeough**, of the **Metropolitan Washington Airports Authority**. **McKeough** vowed to listen to the Board in order to "keep this Chamber strong and as incredible as it's been for all these years." Additionally, **McKeough** announced that **Ellen Rainey**, of **Hamilton College**, would be the 2009 Chair-Elect.

In addition to the Annual Meeting's 'changing of the guard', the event recognized the top individual, business and committee who have greatly endorsed, improved and supported the Chamber for the past year with three different awards—Chairman's Award, President's Award and Committee of the Year.

The 2007 Chairman's Award was given to **Buck and Associates** for their long time commitment to the Chamber and for their dedication to the *PATRIOT PASSES* program. **Buck and Associates** have been a member of the Chamber since 1976 and continue to support the Chamber in a multitude of ways—active Board involvement, sponsors several events, advertises in the *Arlingtonian* newsletter and sponsors the Chamber website www.arlingtonchamber.org. **Buck and Associates** is also the brains and backbone of the Chamber supported *PATRIOT PASSES* program. *PATRIOT PASSES* provides a means for corporations and individuals to show support of our troops by donating unused tickets to enlisted soldiers stationed within the Fort Myer Military Community.

The 2007 President's Award was given to **Joe Prentice** of **New York Life Insurance**. **Prentice** understands how the Chamber can help him and his business, and he utilizes everything the Chamber has to offer. His full involvement in the Chamber translates into his helping the Chamber. **Prentice** is a committee chair, a leader in Total Resource Development production, a faithful attendee at events, a volunteer at our Fall Outing and a sponsor of multiple events. **Prentice** also leads our monthly SMART Start sessions, which teaches new members how to maximize their membership, and he leads these meetings by pure example.

The 2007 Committee of the Year was awarded to the Communications Council and presented to the committee's chair, **Meredith Dittmar** of **DittmarDesign, LLC**, and vice-chair, **Robin Coracci** of **Virginia Commerce Bank**. The Communications Council has made impressive strides in 2007. The committee reformed, the group had been non-existent for the past few years, and recruited an exciting group of communications professionals. The council is a networking and knowledge sharing forum for the ever changing and expansive communications field. They meet monthly, bringing a different speaker to present a current communications topic. The Communications Council continues to grow and develop, bringing varied and more in-depth presentations every month.

Charles W. Steger, President of Virginia Tech, graciously served as the keynote speaker of the 83rd Annual Meeting. He inspired us with his words of strength and vision as he reflected on the April 16, 2007 shootings at Virginia Tech.



"We knew that we couldn't let ourselves be defined by this tragedy," stated Steger. "The pain and the sorrow were great, and yet we couldn't let it overwhelm us." This was Steger's first in-depth speaking engagement concerning Virginia Tech's tragic events of the past year. Steger recalled the importance of remembering the event but stressed the greater importance of looking forward. "No matter how much pain we felt, we couldn't let a madman divert us from our purpose."

Steger emphasized the university's solid relationship they have shared with Northern Virginia since the 1960s. Virginia Tech is currently in the planning and development phase of building a leading research facility in Arlington's Ballston neighborhood, and has other ventures throughout our region.

County Board Chairman Paul Ferguson declared December 7 as "Virginia Tech Day in Arlington County," to honor Steger's monumental speech and to further strengthen the ties between the university and our county.

Steger spoke of those who "just stepped up to the plate and did what had to be done" even though "the whole world turned upside down." The students, staff and residents of Blacksburg, Virginia inspire us every day as they continue to rebuild, recover and remember. The 83rd Annual Meeting celebrated far more than the Chamber's accomplishments of 2007. Our event recognized the powerful bond we share as Virginians and the impenetrable force we can become when we support each other—personally and in business.

For tips on grief in the work place, see page 5.

Term Analysis, 2008 Board of Directors

Class of 2008 (3-year terms and filled vacancies)			
Brammer (Brakefield-06)	Giovanini	Murphy	Nicholas
Breaux	<i>McKeough</i>	Palleson	Shea
<i>Campbell</i>	Montgomery	Perry (Lynch-06)	Whelan
Class of 2009 (3-year terms and filled vacancies)			
Anderson	Foster	Norman	Snedden
Brown, E	Tohir (Johnston-07)	Reese	Walsh
DeCamp	McCaffrey	Seigley	Whittaker, J.
Class of 2010 (3-year terms and filled vacancies)			
Barto	Hawthorne	Ingrao	Schuler
Bushkoff	Hughes (Nicastro-07)	Johnson(Gottfried-06)	Sterling
Coracci (Parker-06)	Ihrig	Keating (Spooner-06)	Timme
Bylaw designation:			
Nicastro (Past Chair) Hosty (Past Chairman) Doud (President/Secretary)		Richardson (Ft. Myer Garrison Commander) Smith (Arlington County Public Schools)	
Chairman's Appointments (1-year term ending 12/31/08)			
Holmes	Murn	Nadeau	Prentice
Schexnayder	Stuver	Wertzler	Whitaker, M.

Italics = available

Tips & Advice for Grief in the Workplace

By *Erin Devine and Carmen Calatayud of Capital Hospice*

Erin Devine of **Capital Hospice** was struck by Dr. Steger's speech at the 83rd Annual Meeting. Steger pointed out how leaders of an organization who are affected by traumas, like the Virginia Tech shootings, have to remember that they are models for others. Steger's words inspired **Devine** and her co-worker **Carmen Calatayud** to share **Capital Hospice's** expertise to those dealing with grief at work.

Employers should consider the following ideas to support employees:

- Offer extra time off
- Lessen the workload but assure the person her job isn't in danger
- Understand that productivity will be down
- Ask open-ended questions such as, "How are you doing today?" and be prepared to listen
- Find out if the person has immediate needs such as family meals that coworkers can volunteer to assist with
- Help the person find grief counseling or other resources for support
- Believe in the person's ability to grieve and grow

Things to avoid:

- Use of hurtful clichés such as, "He's in a better place" or "It's for the best."
- Pretend the death didn't happen by never mentioning it

If you don't know what to say, it's better to say, "I don't know what to say, but I'm here to listen." Don't let your own fears about death stop you from being a comforting presence.

If you have any questions or concerns about how to support an employee or coworker, please call the Point of Hope Grief Counseling Center at **Capital Hospice** at 703-538-2044 or 1-800-255-3042 and ask to speak with a grief counselor.



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HAPPY ANNIVERSARY!

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

DECEMBER ANNIVERSARIES

Cardinal Bank	5
Hamilton College	5
Pentagon Row – Federal Realty Investment Trust	5

Leadership Arlington's Leadership Training Advantage

In honor of Leadership Arlington's 10 year anniversary, we are pleased to announce our newest initiative, Leadership Training Advantage. This initiative will help maximize the effectiveness of your board members and volunteers, improve and leverage partnerships within the community and much, much more.

Leadership Training Advantage is your resource for:

- non-profit boards,
- companies who encourage volunteerism and board participation,
- individuals pursuing personal board effectiveness.

The Leadership Training Advantage, in partnership with Deloitte, is your resource for board member training. Through our leadership consultants, we will assist your organization with customized training.

Call Betsy Frantz, President & CEO, today at 703-528-2522 to set up a free consultation to determine your organization's opportunities!



Jump Start Business in the New Year at January's BREAKFAST CONNECTION!



Jump start business in the New Year by attending January's Breakfast Connection! The Chamber's networking breakfast allows you to share 60 second commercials in a fast paced, round robin format. Speed network and make dozens of contacts all before your work day begins! The Chamber makes it easy for you to get connected. Bring plenty of business cards!

Breakfast Connection

January 10, 2008

7:30-9 a.m.

Holiday Inn – Ballston

4610 Fairfax Dr., Arlington, VA 22203

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

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Additional Thanks to our Patron Sponsor,
Ted Kramer—RE/MAX Allegiance

Major Accomplishments in 2007 Marked by Business Attraction, New Development and Branding Campaigns

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

2007 was an action-packed year in Arlington, as new businesses crossed the Potomac bringing thousands of jobs to Arlington. In addition, new “signature” developments came online, tourism numbers rose and Arlington promoted its newest alternative energy, brainpower.

Several major new organizations moved to or expanded in Arlington in 2007. Notable arrivals included the Bureau of National Affairs, DeticaDFI, National Coop Bank, Conservation International, Food Marketing Institute, Jorge Scientific, and the National Crime Prevention Council, representing thousands of new jobs for Arlington. Corporate Executive Board joins the ranks in early 2008 and leads the pack as Arlington’s new top private employer. Also, the Consumer Electronics Association moved to Crystal City from Courthouse this summer.

While most of the new arrivals were the result of long-term continued marketing efforts, a new branding campaign in 2007 was launched to focus the region’s attention on Arlington as the premier location for the most highly educated and creative workforce. The ThinkArlington campaign proclaimed “Brainpower – Arlington’s Alternative Energy” to be the most sought-after resource for organizations, and declared Arlington to be most intelligent place to live and work. The innovative campaign received coverage in nearly all local media outlets including newspaper, TV and radio.

Signature new developments and redevelopments made 2007 the year of the ribbon cutting. In Shirlington, the Signature Theatre-Shirlington Library complex opened its doors, an accomplishment of a unique public-private partnership between Arlington County and Signature Theatre. New restaurants, shops and a Harris Teeter grocery store have made Shirlington one of the most popular neighborhoods in Arlington this year.

Work in 2007 laid the foundation for a variety of new developments, including the Ballston Bus Yards, Courthouse Plaza’s hotel, office and cultural center, the Pentagon Place conference center, North Tract’s aquatic center, projects along Columbia Pike and a new Ballston Science and Technology Alliance at the soon to be redeveloped Bob Peck site.

Behind the scenes, Arlington Economic Development officials conducted research studies to help guide the County’s policy making. Research included policy studies on grocery stores and public markets, industry and occupation clusters, placemaking in the urban villages, Business Improvement District feasibility studies, the George Mason University Plaza Design, a conference center market and governance study, child care development policy studies, way-finding plan and protocols, development intensities and multiple Crystal City economic studies to help guide its redevelopment plans.

Small businesses continue to be a top priority for Arlington this year. The BizLaunch program, plus the Non-profit Assistance Center provide education, research and guidance, creating some notable success stories among

Arlington’s entrepreneurs, small business owners and non-profit organizations.

Tourism marketing and services took on new momentum in 2007. The Arlington Convention & Visitors Service rolled out several new programs and campaigns under the leadership of its new director, Emily Cassell. The new Arlington Concierge College educated over 100 Arlington concierge and guest services professionals on Arlington’s top attractions for visitors, including its restaurants, shops and arts and cultural opportunities. A new StayArlington e-newsletter was launched to keep Arlington’s tourism community informed, and seasonal promotions touted Arlington’s arts and cultural opportunities, plus winter weekend getaways as draws for visitors. New e-marketing programs and branding initiatives will continue in 2008.

Arlington’s visitors will need someplace to stay, and a variety of new hotels will arrive in the year to accommodate them. The Palomar Hotel opened its doors in November, and is Arlington’s first boutique property, located in the premier Waterview building in Rosslyn. Marriott Suites Courthouse, the Hilton Garden Inn Shirlington, and a Marriott Renaissance and Suites in Crystal City are in the planning or construction stages.

BRAC continues to be a serious but manageable issue for Arlington. Staff monitor transition progress and track leases, plus administer grants to help guide Arlington’s BRAC response. In addition, the new BRAC Transition Center, which opened in November, will provide workforce assistance, plus provide outreach to Crystal City businesses and workforce. Arlington continues to work with the key DoD Extramural Research Agencies retained from BRAC including DARPA, the Office of Naval Research and the Air force Office of Scientific Research in addition to providing security standards advocacy.

To learn more about Arlington’s successes in 2007 and its exciting plans for the future, contact Arlington Economic Development at 703-228-0808 or visit www.arlingtonvirginiausa.com.



Rosslyn Ballston Corridor (Photo courtesy of Arlington Economic Development)

Members IN THE News

► ACCOUNTING & BOOKKEEPING

At its November 10, 2007 Annual Meeting in San Antonio, the American Association of Daily Money Managers (aadmm.com) re-elected **John Bowen of Bookkeeping and Money Management** to serve a second one-year term as the association's President during 2008. The association is dedicated to addressing the public need for daily money management services (such as personal bookkeeping, budgeting and bill-paying services) delivered in a professional and ethical manner. The association provides information and education to members and potential clients about practical, technical and ethical issues relating to daily money management services.

► BANKS

The Small Business Network of the Greater Washington Board of Trade honored **Cardinal Bank** (NASDAQ:CFNL) with its Guiding Small Business Growth Award at their annual dinner celebrating small businesses in the region. This award is presented to a large company that has helped to grow strategic relationships between small companies and larger firms, and is an effective advocate for small businesses, regionally and nationally. The Board of Trade recognized **Cardinal Bank** for its outreach efforts in providing guidance to small businesses through more than twenty community small business seminars and through its use of SBA funding programs. "We are honored to receive this distinctive award from the Greater Washington Board of Trade," said Bernard H. Clineburg, Chairman and CEO of Cardinal Financial Corporation. For more information, visit www.cardinalbank.com.

Virginia Commerce Bank (VCB) is pleased to announce the opening of its Leesburg branch, located at 341 East Market Street, Leesburg, VA. The new branch is the **VCB's** twenty-fourth overall, second branch in Loudoun County and fourth location opened in 2007. **Peter A. Converse**, President and CEO, commented, "We are elated to expand

our presence in Loudoun County. We have eagerly anticipated the opening of our Leesburg branch since Greg Jay joined **VCB** as Senior Vice President, Commercial Lending, as our Loudoun market leader." For further information about **VCB's** services and a map of locations, visit their web site at www.vcbonline.com.

► ENTERTAINMENT

Eric Schaeffer, artistic director of **Signature Theatre**, announced today that the 'triple-threat' actress/singer/dancer Natascia Diaz will star in *The Kiss of the Spider Woman*—a highlight of the theater's national Kander & Ebb Celebration in the spring of 2008. **Signature Theatre** is saluting John Kander and Fred Ebb in a four-month festival, March–June 2008. The Celebration will feature the East Coast premiere of *The Visit* starring Chita Rivera, the rarely produced work *The Happy Time*, the Tony®-nominated artist Karen Akers in her critically-acclaimed new cabaret show *First You Dream: The Songs of Kander & Ebb*, and other events to be announced. Best known for their musicals *Cabaret* and *Chicago*, Kander and Ebb were the longest-running songwriting partnership in Broadway musical history, working together from 1965 to Ebb's death in 2004. Subscriptions are still available to the Kander & Ebb Celebration by calling **Signature Theatre's** Box Office at 703-820-9771 or by visiting www.signature-theatre.org.

► NON-PROFIT ORGANIZATIONS & FOUNDATIONS

Jim Pritchett, Arlington Partnership for Affordable Housing (APAH) Director of Real Estate Development, addressed the issue of affordable housing for those with disabilities at the annual Governor's Housing Conference in Roanoke this past November. **Jim** reviewed the various supportive housing models in use and examined the methods being used to provide safe, decent and affordable housing to persons with special

needs. Part of the discussion centered on integrative supportive housing practices and potential funding sources. Visit www.apah.org to find out more about **APAH** and their current projects and initiatives.

► OFFICE SUPPLIES, EQUIPMENT, FURNITURE & LEASING

David M. Guernsey, CEO Guernsey Office Products, Inc. unveiled the firm's expanded green initiative "Next Level" this past November. **Guernsey Office Products** is going beyond offering green products. Their program targets the materials used in the packaging and delivery process. Specifically, **Guernsey** will reclaim, reuse and recycle materials, e.g. boxes/bags, used to deliver customer orders. The byproduct will be significant as **Guernsey** will better utilize more than a million pieces of packaging materials annually. Additionally, the company is implementing a system that dramatically reduces the use of shrink wrap and conventional pallets in its line-haul and back-haul operations. To learn more about **Guernsey** and their recycling program, visit www.guernseyop.com.

► PET & ANIMAL SERVICES

The nation's leading charity evaluator, Charity Navigator, has granted a "Four Star" rating to the **Animal Welfare League of Arlington**. The Four Star rating is the highest honor a charity can earn from the watchdog group, indicating that the charity exceeds industry standards and outperforms most charities in its cause. Charity Navigator's rating indicates the League's fiscal responsibility and financial health. "We are very honored to receive this rating," said **Kay Speerstra**, Executive Director. "It gives our donors assurance that their contributions are used in a responsible and careful way to further our mission of promoting animal welfare." For more information, visit www.awla.org.

SMART Start: START YOUR NEW YEAR RIGHT!

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, January 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

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Questions?
Call 703-525-2400.

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Thanks to Members who renewed in December

- Arlington County Treasurer's Office
- Arlington Free Clinic
- Cardinal Bank
- Courtyard by Marriott – Rosslyn
- Fort Georgetown Apartments
- Hamilton College
- McEneaney Associates, Inc.
- Self Storage Plus
- Sheraton Crystal City
- USO of Metropolitan Washington
- Washington Workplace

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Chamber Website Yields Results!

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

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

Top 5 Business

Categories

1. Grocery Stores
2. Organizing Services
3. Beauty, Cosmetics & Spas
4. Clubs
5. Broadcasting

www.arlingtonchamber.org



BusinessAfterBusiness!

Is your New Year's resolution to improve your business in 2008? If so, join us for January's Business After Business! 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. And on top of it all, it's a great time... food, drink & fun!

This month's location is yet to be announced, so look for the mystery spot to be revealed in your Monday e-newsletters.

Our monthly cash jackpot has grown to **\$2,100!** 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 January 24. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

Thursday, January 17

5-7 p.m.

Location to be Announced!

"Oldfarts and Upstarts" Is Your Workplace Gen-Friendly?

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

Join the Communications Council for a conversation about how different generations communicate, work, and interact. Diane Cohen of Cohen and Company will give a portrait of four generations. Whether you are a "whippersnapper" or a "geezer," you will enjoy this presentation. To learn more, visit arlingtonchamber.org. Click on membership guide / committees. Or, send an e-mail to communications@arlingtonchamber.org.

communicate & connect!

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*

November 2007 Meeting Report

The November Arlington Small Business Roundtable glimpsed into the future and focused on Marketing a' la 2008. How can small businesses take advantage of innovative ways to improve their marketing in the "new age"?

Kate Heffley of **Educational Options, Inc.** and **Joey Tackett** of **Clear Sky Creative** reviewed four tools: Web Analysis, Blogs, Podcasts and Social Networking.

No matter what tool you choose, the overriding premise is that it should fit into an overall marketing strategy. When considering if and how to integrate any of these mediums, consider these guiding principals:

- The goal for all media is to use technology to accelerate not direct your business goals.
- Technology for its own sake is not as effective (just because it is glitzy doesn't make it sell for you).
- Quality is still important—don't sacrifice it in a rush to adopt the latest gadget

Blogs and Podcasts—can be great ways to regularly promote your business but they are not for everyone. You should ask yourself if your target audience would respond

Business Roundtable

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

TOPIC:

January Jump-Start

Start the year with a laser sharp plan to reach your vision. Establish a goal for 2008, Identify milestones, Concentrate on the outcome
Roundtable is free, but space is limited and registration is required.
Please register online at www.arlingtonchamber.org or call 703-525-2400.

to these; if not, it is not worth your time. Create a blog for free at www.blogger.com/start or take a step by step podcast tutorial at <http://radio.about.com/od/podcast1/a/aa030805a.htm>.

Networking sites like LinkedIn.com and Facebook are increasingly part of small business marketing efforts. Users set up profiles that offer a brief snapshot of their professional background which allows them to position themselves. Again, these do not work for everyone. Are your clients

comfortable with and use them? If not, you may not want to use them.

Web Analysis—To determine if your web site is producing results, you need to understand what pages people are visiting. A useful strategy:

- 1) Decide how your site fits into your marketing strategy. Is it procuring new clients? Does it function as an online brochure?
- 2) Set goals based on your answers
- 3) Keep track of what is happening

Useful analysis tools include:

- Google Analytics—Create an account, then you can track your site
- Many web hosts have them

SEO (Search Engine Optimization) is used to try and be near the top of Google or other web searches to attract potential clients. Google and Yahoo have become the standard. Your goal is to create a layout and use terms on your site that would pull you up first in a search.

The bottom line from this roundtable? Create a marketing strategy, and then use technology's current tools to obtain the results to reach your market.

Economic Census

Last December more than 4 million American businesses, including 3,800 businesses in Arlington County, received 2007 Economic Census forms from the U.S. Bureau of Census. Responses to the questionnaire are required by law (Title 13, U.S. Code) and are to be returned by **February 12, 2008**.

Every five years, the Economic Census develops a comprehensive portrait of American business, from the national to the local level. A special web page **business.census.gov** has been created to explain the Economic Census and to provide statistics our members can use to access and grow their business operations. Visit **www.census.gov/econ/census02** to learn what the 2002 Economic Census found about Arlington County.



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**.

Thanks go to...

The **Sheraton National Hotel** for hosting our November Board meeting.

The view was spectacular and the lunch was even better!

Tandoori Nights for hosting our November Business After Business. The exotic atmosphere was the perfect after work retreat!

Bernie Cohen of **Insurance Solutions** for providing a door prize at our November Business After Business.

Richard Otto of **Otto's Electrical Service, Inc.** for providing a door prize at our November Business After Business.

Ann McIntyre of **FRC Marketing** for providing a door prize at our November Business After Business.

Cliff Farbstein from **Dimension Marketing** for providing a door prize at our November Business After Business.

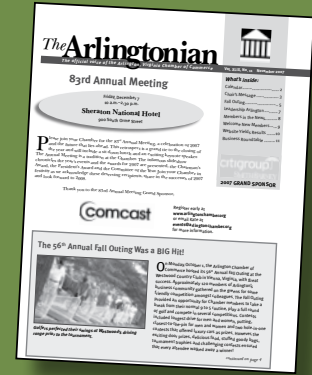


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The mission of the **Arlington Chamber of Commerce** is to promote businesses and economic development within Arlington County. The Chamber will represent the interests of Arlington County businesses by: participating as a business advocate to government; 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.

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