



Local Heroes Honored at the 26th Annual Valor Awards

April 15 was a moving day for those members of the **Arlington County Police, Fire and Sheriff Departments** and the **Metropolitan Washington Airports Authority Fire and Rescue Department** who were honored at the 26th Annual Valor Awards. The awards ceremony luncheon took place at the Officers' Club at **Fort Myer** and was attended by 250 members of the business and political community.



2008 Valor Winners

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Volunteer Arlington Day kicked-off at the Arlington Career Center where participants got breakfast and coffee before beginning their service projects.

Scholarship Awards Reception

The Chamber will be honoring three scholarship award recipients, two general scholarships and one specific for technological accomplishments, June 3 at the NOVA Community College. Help us recognize Arlington's best and brightest!

Contact events@arlingtonchamber.org for more information.

Tuesday, June 3, 4-5 p.m.
NOVA Community College
4600 N. Fairfax Dr.

Register online at
www.arlingtonchamber.org!

Thank you CACI, donor of the Student Visionary Award scholarship.



9th Annual Volunteer Arlington Day was a First-Ever Two Day Event

Saturday, April 19 kicked off the 9th Annual Volunteer Arlington Day—a Chamber tradition that matches members of the business community with rewarding half-day, hands-on service projects throughout Arlington, Virginia. Volunteer Arlington Day was especially rewarding this year, as it marked the first year that two days were set aside for volunteering—the first ever Earth Day Volunteer Arlington Day, held on April 22, and the annual Saturday. Incorporating two days into the event resulted in over 100 volunteers—double the amount of participants from last year! “Expanding to two days was an experiment that paid off. We were able to amplify the impact of a great event and build more connections between the Chamber’s nonprofit and for-profit communities,” stated Community Action Committee Chair **Greta Menard** of **Capital MarCom**.

Continued on page 6.

The Chamber

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Where you need to be in JUNE



- 1 Sunday**
Arlingtonian Contents Due
- 2 Monday**
Ambassador Committee
4:30–5:30 p.m.
Chamber Board Room
- 3 Tuesday**
Community Action Committee
8–9 a.m., Chamber Board Room

Scholarship Awards
4–5 p.m., Northern Virginia Community College
- 4 Wednesday**
TRD Networking Rally
5–6 p.m., Intelligent Office
- 10 Tuesday**
SMART Start
7:45–9 a.m., Chamber Board Room
- 11 Wednesday**
Executive Committee
5–6 p.m., Chamber Board Room
- 12 Thursday**
Combined Breakfast Connection
7:30–9 a.m., Belle Haven Country Club

Higher Education Council
4–5 p.m., Chamber Board Room
- 17 Tuesday**
Communications Council
5–6 p.m., Chamber Board Room
- 19 Thursday**
TRD Victory Celebration
5–7 p.m.
Whitlow's on Wilson
- 20 Friday**
Board Meeting
11:45 a.m.–2 p.m., Marymount University
- 24 Tuesday**
State of the County
7:30–9 a.m., Washington Golf and Country Club
- 25 Wednesday**
Small Business Roundtable
11:45 a.m.–1:15 p.m., Chamber Board Room

Education & Workforce Development Committee
4–5 p.m., Chamber Board Room
- 26 Thursday**
Business After Business
5–7 p.m.
Holiday Inn National Airport
- 27 Friday**
Government Affairs & Economic Development Committee
8–9 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.

LIAISON TO THE BOARD

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Visit our wireless website: www.chamberwap.com

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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.

Committee Message: Special Interest Committees



Jim Whelan

The Chamber encourages our members to participate in a committee and get involved in our organization. Committees are a great way to broaden your network of contacts and learn about issues that impact your business. **Jim Whelan** of the **ProActive Corporation of America** is Vice-Chair of the Chamber's four Special Interest Committees, and he has detailed them all below.

Special Interest Committees

The Chamber has two committees in which membership is limited: Higher Education Council and Hotel General Managers Committee.

Higher Education Council • Chair: John Giancola, DeVry University

The Higher Education Council consists of representatives from each of the institutions of higher education that belong to the Chamber (over a dozen). The group is currently meeting to develop training programs designed to assist those employees not wishing to relocate under the BRAC program. Membership is limited to individuals from institutions of higher education.

Hotel General Managers • Chair: Scott Nadeau, Crystal Gateway Marriott

The Hotel General Managers Committee works with Arlington County Visitor Services to provide support and input on the best use of marketing dollars to promote Arlington to the travel industry. The members of the committee represent the hotel community on the various issues that may arise from time to time within the County and the region. They also seize marketing opportunities that promote Arlington as a hospitality destination.

The Committee hosts the annual Hospitality Award breakfast in which the best of Arlington's hospitality industry are honored. Tourism and hospitality are among the most important business sectors in Arlington and the honorees are integral components in continuing the success of these industries.

Membership is limited to hotel general managers.

There are two very active committees that welcome your participation.

Community Action • Chair: Greta Menard, Capital MarCom

The Chamber – by way of the Community Action Committee (CAC) – has been awarded the James B. Hunter III Community Hero Award in recognition of Volunteer Arlington Day and other CAC efforts.

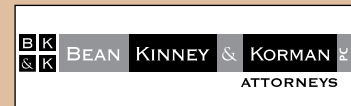
The Community Action Committee works to strengthen the ties between the non-profit and for-profit Chamber members to utilize their relationship with businesses. It is responsible for planning and executing the annual Volunteer Arlington event that takes place every spring. Also, the Committee has compiled a list of Compassionate Vendors, businesses who offer discounted services or rates to non-profits.

Education and Workforce Development • Chair: Kim Durand, Arlington Public Schools

The Education and Workforce Development Committee coordinates "Changing Places", a program of one-on-one interaction between school administrators and top management of local businesses. Additionally, the committee supports the PRIME internship program and the Scholar's Cup. The Scholar's Cup, held in September, is a fund raiser for the Chamber's Scholarship Fund.

The Committee also put together the Bridge to Business Directory and sent it to all of the school principals and leadership teams. This directory takes the mystery out of partnering with local businesses and organizations by reaching out to them to find out what resources they can offer Arlington Public School students.

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ACVS Unveils Summer Tourism Pilot Programs

Arlington Tourism Department Brings Services Directly to Tourists

By Karen Vasquez, Public Relations Manager, Arlington Economic Development

This summer, the Arlington Convention and Visitors Service (ACVS) is taking visitor services directly to the streets of Crystal City and Rosslyn, home to nearly 80 percent of the County's hotel rooms. Starting the last week of May, ACVS began testing two different but equally innovative concepts for proactively providing visitors with information on Arlington restaurants, stores, attractions, entertainment and more.



This summer, visitors to Crystal City will be greeted by student interns whizzing around on Segway personal transporters. Wearing brightly colored uniforms sporting the international "i" information symbol, the interns will scout the areas around the Crystal City Metro stop, Crystal Drive, 23rd Street, and Eads Street during peak pedestrian traffic hours from 2 to 8 p.m., Monday through Saturday. Using an "on-board" tablet computer and wireless phone, the interns will assist neighborhood visitors with restaurant recommendations and reservations, directions to nearby stores and attractions, and information about hotels, evening entertainment, transportation and more. They'll also hand out Arlington visitors guides and maps.

Guests visiting Rosslyn will be able to easily look up information on Arlington dining, shopping and attractions using a touch-screen kiosk near the new Waterview hotel/office/condo development. Situated at the corner of N. Lynn St. and N. 19th (at the public elevator accessing the esplanade overlooking the Potomac), this all-weather kiosk prints walking directions plus coupons from participating Arlington retailers. The brightly colored kiosk is expected to attract many passers-by walking between Rosslyn hotels and businesses and nearby Key Bridge and Georgetown.

ACVS will review the results of the visitor services pilot projects after Labor Day, a process that will inform longer-term planning for decentralized visitor services designed to touch each of Arlington's Metro-centered urban villages. For more information on the ACVS Tourism Pilot Program, or to learn more about tourism in Arlington, contact Emily Cassell, Arlington's Convention and Visitors Service director at ecasell@arlingtonva.us or call 703-228-0808.


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VACCE Institute Graduate

The Virginia Association of Chamber Executives' (VACCE) annual VACCE Institute was held April 10-11 in Staunton, VA. Brian Hefner, the Arlington Chamber's Director of Membership, graduated from the VACCE Institute after attending for three consecutive years and completing the required 15 classes.



Brian Hefner

Leadership Arlington Celebrate 10 Years of Leaders Committed to Building and Strengthening Our Community

On May 29, 2008 at the **Ritz-Carlton Pentagon City**, Leadership Arlington held its "Celebration of Leaders" Dinner honoring community leaders and organizations as well as graduating the 41 participants from the Class of 2008. The Honorable Aneesh Chopra, Secretary of Technology for the Commonwealth of Virginia, was the keynote speaker for this momentous milestone and challenged the audience to think about leadership as we move forward towards the next 10 years.

Leadership Arlington partnered with the **Metropolitan Washington Airports Authority (MWAA)** to present the Leadership Arlington Legacy Award to three leaders who have demonstrated visionary leadership and dedication to the Arlington community and Leadership Arlington for the past decade. These individuals are:

- **Richard V. Doud**, President of **The Arlington Chamber of Commerce**, Class of 1999
- **Robert H. Hawthorne**, Market President of **United Bank**, Class of 2000
- Ron Carlee, County Manager of Arlington, VA

Leadership Arlington also presented the following organizations the Leadership Arlington Keystone Award for their significant financial support over the past decade.

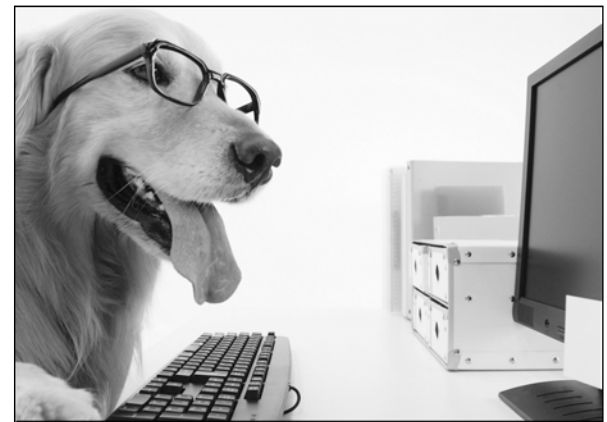
- **The Arlington Chamber of Commerce**
- **Arlington Community Foundation**
- **Dominion**
- **Guernsey Office Products**
- **Metropolitan Washington Airports Authority**
- **Verizon**
- **Virginia Commerce Bank**
- **Washington Workplace**

Congratulations to the 41 participants who completed their year in Leadership Arlington and our dedicated to our mission, which is to enlighten, inspire and connect leaders to strengthen the Arlington Community.

Leadership Arlington Class of 2008

Rachel Akins, Samaritan Inns, Inc.
 Tamara Ashford, Junior League of Northern Virginia
 Ken Aughenbaugh, Arlington County Department of Community Planning, Housing, and Development
 Kelli Beavers, M-NCPPC/Youth Services
Mike Beckman, Arlington Virginia Federal Credit Union
Jerry Caputo, Arlington Public Schools
 Pat Carroll, Arlington County Government/County Manager's Office
 Pam Collins, Zenstarr Enterprises, Inc.
JR Diffee, Colony House, Inc.
Carl Dodson, Security One Bank
 Marykate Dougherty, Chemonics International
Jim Egenrieder, Virginia Tech, Northern Virginia Center
 Michelle Fantt Harris, NCB
Angie Fox, Crystal City BID
Suzanne Grant, Arlington Public Schools/ Arlington Education and Employment Program (REEP)
 Nader Hasan, Law Offices of Nader Hasan, P.C.
Joyce Hollander Kyle, Clarendon Dental Arts
Vladimir Jadrijevic, Arlington County— Office of the Commissioner of Revenue

Bob Kenney, Re/Max Allegiance
Ralph Kidder, Marymount University
Dave Kidwell, Arlington County Sheriff
Courtney Kissell, The Reading Connection
 Lucy McCauley, Bowen McCauley Dance
 Carolyn McCornac, Freddie Mac
Margaret McKeough, Metropolitan Washington Airports Authority
Hunter Moore, Arlington Economic Development
 Rob Morris, Morris Day Residential Architecture
Paula Potts, Arlington Free Clinic
Vicki Price, Doorways for Women and Families
 Tricia Rodgers, Northern Virginia Health Foundation
Bill Roper, Arlington County Government
Allen Schirmer, United Bank
 Mark Schwartz, Arlington County
Jim Sherrick, BB&T
Adrian Stanton, Virginia Hospital Center
 Reuben Varghese, Arlington County Department of Human Services
Tonya Vincent, Arlington Police Department
 Maria Voultsides, Arlington County
Susan Wallace, Capital Travel Medicine
 Betsey Wildhack, Elder Law Attorney
 Judy Yoder, Treatment Advocacy Center



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Volunteer Arlington, *continued from page 1*

Volunteer Arlington Day is sponsored by the Arlington Chamber of Commerce and headed by the Chamber's Community Action Committee—a committee who works to strengthen the bond between Arlington's nonprofits and Arlington's business community. Local nonprofits created a list of service projects they needed assistance with, and volunteer teams were assigned to one of the projects. This year's volunteers participated in a wide array of projects, including but not limited to beautification and gardening at several locations; highway clean-up on Route 50 combined with storm drain marking with "Don't Dump" signs; assisting **The Furniture Bank** of Arlington with collection, organization and distribution of donated furniture; and bagging and sorting can goods for the **Arlington Food Assistance Center (AFAC)**.

Nancy Cude stated that the volunteers "saved AFAC hours, about 36, of work. That is almost a week of full time work!" The goal of Volunteer Arlington Day is to introduce the business and nonprofit community; and hopefully, solidify a bond. If you would like to get involved in the Community Action Committee or Volunteer Arlington Day 2009, contact Kate Roche at kroche@arlington-chamber.org.

*Thanks to the generous spirit of this year's volunteers and volunteer teams, the 9th Annual Volunteer Arlington Day was a beneficial and fun experience for non-profits and volunteers! The Chamber especially thanks **Greta Menard** of **Capital MarCom** for her hard work and leadership, along with the Community Action Committee who carried out **Menard's** vision!*

Many thanks to the following organizations who generously supported Volunteer Arlington Day:



E*TRADE & KBR, Grand Sponsors

Association of the U.S. Army, Premier Sponsor

Interstate Moving & Storage, Patron Sponsor

Burger King of Columbia Pike, donated breakfast

Starbucks, donated coffee

Arlington Public Schools, hosted the kick-off event at the Career Center

Thank you to the following nonprofits that provided projects:

The Furniture Bank of Arlington, Vinson Hall Retirement Community, Capital Hospice, Vanguard Services Unlimited, Arlingtonians for a Clean Environment, Arlington Food Assistance Center, Animal Welfare League of Arlington, The Reading Connection, Community Residences, Volunteers of America Chesapeake

The Arlington Chamber is pleased to announce that our **Community Action Committee** is a recipient of Arlington's James B. Hunter III Community Hero Award for its annual Volunteer Arlington Day initiative. The Community Action Committee has worked to strengthen the bond between Arlington's nonprofits and Arlington's business

community with the volunteer project day. Volunteer Arlington Day matches members of the business community with rewarding half-day, hands-on service projects throughout Arlington, Virginia. Coincidentally, the Chamber just held the annual event on Saturday, April 19 and Tuesday, April 22—marking the first year that two days were set aside to volunteer throughout the community. Thank you to all who participated in Volunteer Arlington Day, past and present!



Welcome to New Members

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Silver Spring, MD 20910
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NON-PROFIT ORGANIZATIONS & FOUNDATIONS

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Deborah Greenbush, Director
2909 16th Street South
Arlington, VA 22204
Phone: 703-228-0965

SPONSOR: Barbara Nicastro

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Valor Awards, *continued from page 1*

The following individuals/organizations were recognized at the 26th Annual Valor Awards for their extraordinary heroic actions and exceptional performance of duty:

Arlington County Office of the Sheriff

- ★ The Chamber presented its Meritorious Service Award to **Major Arnold Sites**. **Sites** joined the Sheriff's Office in 1978 as a Deputy Sheriff. **Sites** was to retire March 2008 after thirty years with the Sheriff's Office but with an unexpected death of Chief Dennis Webb, **Sites** agreed to postpone his retirement indefinitely to serve as Acting Chief Deputy until the Chief Deputy position was permanently filled. For the last five years, **Major Sites** served as Director of Judicial Services.

Arlington County Fire Department

- ★ The Chamber presented Fire/EMS **Lieutenant Nicola Salameh** with a Meritorious Service Award. **Salameh** assisted the Department in revising the "Operation Fire Safe Program", which is centered on ensuring that all residents in Arlington County have at least one functioning smoke detector, and provided the necessary training, education, and tools for fire department's personnel to effectively execute the program. Additionally, **Salameh** developed a web-based resource area for the A.I.M. (Assess, Improve, Maintain). The A.I.M. process is designed to improve organizational effectiveness by rapidly resolving issues in an open, inclusive and constructive manner.
- ★ The Chamber presented Fire/EMS **Lieutenant Jeff Kramer** and Firefighter EMT **Robert Aulisio** with Life-Saving Awards. Both responded to an apartment fire and discovered two occupants, an adult male and an adult female, when searching the building. **Aulisio** and **Kramer** forced their way into the apartment and rescued the two victims without the direct protection from a hoseline, placing them in a high risk situation.
- ★ The Chamber presented Firefighter/EMTP **Matthew Jackson** and Fire/EMS **Lieutenant Claude Conde** with Life-saving Awards. **Jackson** and **Conde** responded to a patient who complained of light headedness. The paramedics decided to run a 12 lead Electrocardiogram (ECG) to rule out heart problems. They noticed that the patient had developed ventricular tachycardia, a heart arrhythmia that is generally fatal. The patient then lost consciousness. Subsequent to this, they quickly delivered a successful defibrillator shock. Due to this immediate lifesaving action, the patient's heart rhythm was corrected and he regained consciousness. Then **Jackson** and **Conde** initiated an IV and administered a drug to maintain a normal heart rhythm after a ventricular arrhythmia. The paramedics completed the 12 lead ECG, which indicated that the patient was having a heart attack. They stabilized the patient for transport to the hospital.
- ★ The Chamber Presented Fire/EMS **Lieutenant Fred Kawatsky** with a Valor Award for his heroic efforts in attempting to rescue a victim of a tree cutting accident. The tree trimmer was tethered by a safety rope approximately 35-40 feet from the ground and suffered multiple injuries from being struck by a large tree. **Firefighter Kawatsky** worked with another tree trimmer to secure and remove the victim from the top of the tree by use of technical rescue rigging techniques.
- ★ The Chamber Presented Fire/EMS **Lieutenant Charles Kramaric** and Firefighter/EMT **Robert Worley** with Valor with Life-Saving Awards. **Kramaric** and **Worley** entered an

apartment fire and rescued an elderly man who was burned and in shock. **Kramaric** placed the victim over **Worley's** shoulders and everyone exited the building safely.

Arlington County Police Department

- ★ The Chamber presented the Meritorious Service Award to **Officer Tania Velez** who was hit by a car while attempting to wave the vehicle over. Through her dedication and love for her job, **Officer Velez** was released back to full duty in the Special Operations Section, only six months after the accident.
- ★ The Chamber presented its Valor with Life Saving Award to **Corporal Aaron Queen**. **Queen** was dispatched for a female who was threatening to commit suicide. Due to **Queen's** quick thinking the female did not suffer any injuries and was transported to the hospital where she was able to obtain the assistance that she needed.

Metropolitan Washington Airports Authority Fire and Rescue Department

- ★ The Chamber presented the Life-Saving Award to firefighter technicians **Joseph Conaty** and **Blaine Goss**. It was through their extraordinary actions and teamwork that they successfully extricated, brought to shore, treated and transported a victim of a sinking boat who was submerged in water. The victim made a full recovery.

A special thanks to the following individuals and organizations:



Grand Sponsor: **Virginia Hospital Center**

Elite Sponsor: **CVS/Pharmacy**

Presenting Sponsors: **Association of the U.S. Army, Dominion Virginia Power, Kettler**

Premier Sponsors: **American Trucking Associations, Express Jewelers—Ballston Common Mall, Metropolitan Washington Airports Authority, Arlington Public Schools**

Benefactor Sponsor: **United Bank**

Patron Sponsors: **The IDI Group Companies, Transurban (USA) Development, Vornado/Charles E. Smith**

The Combined Color Guard, for presenting and retiring the Colors.

Colonel Laura J. Richardson of **Fort Myer Military Community**, for leading the attendees in the Pledge of Allegiance.

Reverend Elizabeth Marie Melchionna, Assistant Rector of St. Mary's Episcopal Church, for providing an eloquent and touching invocation.

The Honorable Paul Ferguson for addressing the attendees. **Cynne Simpson**, ABC7/WJLA-TV & NewsChannel 8, for presenting the awards to the recipients.

Sheriff Beth Arthur of the Arlington County Sheriff's Office, **Chief James Schwartz** of the Arlington County Fire Department, **Chief M. Douglas Scott** of the Arlington County Police Department and Fire Chief **Gary Means** for assisting in the presentation of awards.

Fort Myer Military Community and the Officers' Club for hosting the event, and providing comfortable and pleasant service to our guests.

Ruth's Chris Steak House for furnishing certificates for winners.

Members IN THE News

➤ ASSOCIATIONS & PARTNERSHIPS

The **Ballston-Virginia Square Partnership** is announcing the 2008 Real Estate Showcase and Bus Tour on Thursday, June 12. The event begins at 7:30 a.m. at the **Westin Arlington Gateway** and will tour Arlington's newest projects. Call 703-528-3527 for more information.

Crystal City Business Improvement District (BID) has many exciting upcoming events. **Crystal City BID** kicked off its 21 weeks of Bond Outdoor Film Festival. The series will show at the courtyard along S. Bell Street between 18th and 20th streets, and it will run every Monday through September 22. The movies will start at sundown, rain or shine. Also, the 4th Annual Crystal Rocks Concert will be held on Sunday, June 8 from 2–6 p.m. on Crystal City Drive between 20th and 23rd streets. Visit www.crystalcity.org for movie schedule and concert details.

➤ BANKS

As part of National Credit Union Youth Week, **Arlington Virginia Federal Credit Union (AVFCU)** held eight auto buying seminars for 392 teens at four Arlington County high schools with one goal—to help these young adults become smarter about purchasing their first car. Students from Wakefield High School, Washington-Lee High School, Yorktown High School and the Arlington Career Center learned how to make a car buying plan, research the car they want and how to negotiate the best deal. They also had a chance to inspect various cars from local dealers and hear about maintenance costs. “We know that through these seminars we are making a difference in the lives of these students in a tangible, visible way,” said **Patty Browne**, AVFCU Community Relations Manager.

Bankers from **Cardinal Bank** joined with over 12,000 financial leaders across America to participate in *Teach Children To Save Day* celebrated Tuesday, April 29. More than 30 employees from **Cardinal Bank** were part of the twelfth annual event that connects bankers with students to teach important financial les-

sons. The American Bankers Association Education Foundation established this program over a decade ago to spotlight the importance of teaching our nation's youth about saving money. “Financial education is especially rewarding for bankers because our skills are a perfect fit for the needs of our community,” said **Chris Bergstrom**, President of **Cardinal Bank**.

➤ GRAPHIC DESIGN & ILLUSTRATION

Yvonne Pover of **Skardon Pover Visual & Marketing Communications** has won the NRECA Spotlight on Excellence Awards Award of Excellence for the Southern Maryland Electric Cooperative (SMECO) 2006 Annual Report. The international competition awarded Skardon Pover Visual & Marketing Communications the second place award. For additional information visit www.pover.com.

➤ NON-PROFIT ORGANIZATIONS & FOUNDATIONS

AHC, Inc. celebrated the grand opening of The Frederick on May 8 with a dedication and ribbon cutting ceremony. The 108 new affordable apartments in Arlington's Rosslyn-Ballston corridor will serve households earning 60 percent or less of the area median income. The project's innovative components—extensive supportive services for residents, unique mixed-use, mixed-income development and location in one of Arlington's most urban and metro-accessible neighborhoods—add up to one of the region's most unique and affordable housing projects. Visit www.ahcinc.org for more information.

The **Arlington Jaycees** is hosting its 60th Anniversary Picnic and Family-Friendly Celebration at Lyon Park Community Center June 28th 2–8 p.m. to commemorate their 60th anniversary of serving the Arlington community. For more details or to buy tickets (\$25 in advance, \$30 at door and 12 and under are free) visit www.varlingtonjaycees.org or call 703-527-4438.

The **Arlington Partnership for Affordable Housing (APAH)** has won the

Housing Association of Non-profit Developers' (HAND) Developer of the Year Award. “This is such an honor,” **APAH's** executive director **Nina Janopaul** stated. “After a year of growth, transition, and hard work, both the staff and board appreciate this recognition.” To learn more about **APAH's** projects visit apah@apah.org.

➤ UNIVERSITIES & COLLEGES

Marymount University students labored side-by-side at the third annual Rock Spring Park Clean-up and Student Remembrance Day on Saturday, April 12. Sponsored by **Marymount's** Class of 2009 in conjunction with the Rock Spring Garden Club and **Marymount's** Student Government Association, the day of remembrance and service began in honor of a student in their class—Tara Howard, who was killed in a car accident. A member of the Rock Spring Park garden club commented about the students' help. “We would never be able to manage the beds without these students. Because this has turned into a day of remembrance, we as garden club members know and appreciate the healing powers of giving back to the earth.”

The Arlington Chamber of Commerce and Leadership Arlington Present

State of the County by Walter Tejada

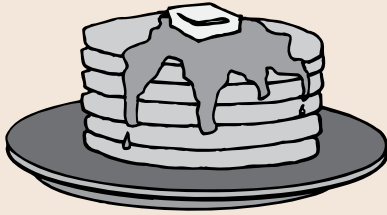
The Arlington Chamber of Commerce and Leadership Arlington's State of the County will be held June 24, 2008 at the **Washington Golf & Country Club** from 7:30–9 a.m. State of the County is an open forum where **The Honorable County Board Chair Walter Tejada** will present an overview of the economic and developmental status of Arlington County. The meeting encourages the input of Arlington's residents and business people. Please submit your questions, prior to the event, to **Kate Roche** at events@arlingtonchamber.org.

Tuesday, June 24
7:30–9 a.m.

Washington Golf & Country Club
Register at www.arlingtonchamber.org

✦ METROPOLITAN WASHINGTON AIRPORTS AUTHORITY
WWW.MWAA.COM

Thank you to our Grand Sponsor, the
Metropolitan Washington Airports Authority!



How Do You Stack Up Against the Rest? Networking at our Joint Breakfast Connection will Put You on Top and Double Your Networking!

ATTEND June's Breakfast Connection and make networking your TOP priority in your STACK of things to do! This month we will be joining forces with the Alexandria Chamber. The breakfast focuses on quality networking with over two hundred possible contacts. Connect with Northern Virginia and promote your business! Bring plenty of business cards...you'll need them!

*Please note: the location of the Breakfast Connection has changed for this month to accommodate the multi-chamber breakfast.

Thursday, June 12, 2008 • 7:30-9 a.m.

Belle Haven Country Club*
6023 Fort Hunt Road
Alexandria, VA 22307

Special thanks to our Grand Sponsor, Self Storage Plus and our Quarterly Sponsor, HSBC!

SELF STORAGE PLUS
Climate Controlled Storage

Please register for this event before noon, on June 11. All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly. Thank you!



Hit the Jackpot at June's BusinessAfterBusiness:

Attend Business After Business this June 26 at the **Holiday Inn National Airport** and socialize with Arlington's top business professionals! This event makes it easy to meet key business contacts while having a great time after work. Business After Business will increase you and your business' visibility!

Our monthly cash jackpot has grown to **\$2,500** and hasn't been won in over two years! If you're a member, this is your chance to win. You must be present at the time of the drawing to qualify and/or win the cash prize.

Register early at www.arlingtonchamber.org!

Please register for this event before noon, on June 26. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

Holiday Inn

NATIONAL AIRPORT
AT CRYSTAL CITY

Holiday Inn National Airport
Thursday, June 26
2650 Jefferson Davis Highway
Arlington, Virginia 22202
5-7 p.m.

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 May.

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. Transportation
5. Dining

Top 5 Business Categories

1. Apartments
2. Hotels & Motels
3. Real Estate – Residential
4. Non-profit Organizations & Foundations
5. Transportation



www.arlingtonchamber.org

TRD CORNER

WIN-WIN

YOUR BUSINESS · YOUR CHAMBER

TRD 2008



The Chamber is wrapping up its third annual Total Resource Development (TRD) campaign. Volunteers are experiencing great results, and are having a great time doing it!

Thank you to **Knights of Columbus/Columbus Club of Arlington** and the **Washington Capitals** for hosting great networking rallies in May.

The volunteers are on their way to reaching the goal of \$250,000 by our Victory Celebration on June 19, 2008, the end of the three month campaign. For up to date information on campaign progress, please visit www.arlingtonchamber.org and click the TRD logo in the lower right corner. Thank you to all the volunteers participating in this year's campaign. This is your campaign and your Chamber! Your hard work helps to strengthen it. If you have any questions about the TRD campaign, please contact the Chamber at 703.525.2400.

JUNE TRD EVENTS

June 4

TRD Networking Rally
Intelligent Office
5-6 p.m.

June 19

TRD Victory Celebration
Whitlow's on Wilson
5-6 p.m.

TRD volunteers can register for these events at www.arlingtonchamber.org.



Joey Tackett of Clear Sky Creative celebrates as he wins a discount certificate to Nina's Dandy Dinner Cruise at the May 1 TRD Rally. Coincidentally he won the same door prize at an April TRD Rally.



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, June 10 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!

Bank of America 
Bank of Opportunity

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.

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*

April 2008

Marketing Mavens Make Meaningful Movement Measurable

On April 30th, eighteen Chamber members and guests explored avenues Marketing Mavens take to make meaningful inroads to enhance their business. This was a creative thinking session of marketing ideas in which they shared marketing moves that worked for them.

- **Joey Tackett** of **Clear Sky Communications** and **Leandra Finder** of **Arlington Jaycees** fully explored the benefits and pitfalls of LinkedIn for businesses.
- **Joey Tackett** also discussed the need to cement the marketing strategy in using blogs and Craig's List. These can end up consuming time with low (or no) payoff if not part of an overall marketing plan.
- **Dan Frix** of **Valcourt Building Services** shared an imaginative technique that includes the tools of their trade **Valcourt** uses to attract prospects and current customers alike at trade shows.
- Emily Summers of Markettorque started the discussion of books that have contributed to marketing

Business Roundtable

Wednesday, June 25
11:45 a.m.
Chamber Board Room

TOPIC:

Navigating in an Uncertain Economy

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

ideas by introducing "The 4 Hour Workweek". Other books mentioned were "Selling the Invisible", "Marketing Warfare", "Positioning: The Battle for Your Mind", and "Self Promotion for the Creative Person".

- Elizabeth Scott of Elizabeth Scott Consulting pointed out that some industries could teach a class as part of an adult continuing education program to promote name recognition as well as potentially obtain clients.

The Bottom Line from this roundtable? There are a number of ways business owners can utilize marketing to get the creative juices flowing. Take every opportunity to enhance your business through innovative marketing techniques.



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.

What makes a powerful press release?

Find out at the Communications Council on June 17, when Joan Murray of Murray Enterprises presents a discussion on the elements of an effective press release. Learn how to:

- ✦ Establish goals of a press release
- ✦ Write attention-getting headlines
- ✦ Connect with the best news outlets

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, June 17,
5:00 p.m. at the
Chamber!

FOR IMMEDIATE RELEASE

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Thanks go to...

- **Lebanese Taverna** for hosting our April Business After Business.
- the following for bringing door prizes to the April Business After Business: **Dimension Creative Promotions, Main Event Caterers & Taste of Arlington**
- **Crystal Gateway Marriott** for hosting our April Board Meeting.

HAPPY ANNIVERSARY!

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

MAY ANNIVERSARIES

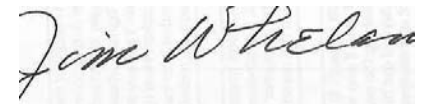
George Cabalu – Citigroup Smith Barney	5
Cassianna Spa & Salon	5
Dante Consulting	5
David DeCamp – Grubb & Ellis	10
PNC Bank	10
Commonwealth Restorations	15

From the Committee Chair, continued
from page 3

This handy directory categorizes companies and organizations—all members of the Arlington Chamber of Commerce—who have stepped forward to offer prospective interns various opportunities. Several schools have already had the opportunity to use it!

Also, several members of the committee help the **Arlington Community Foundation** read scholarship applications. Based on their recommendations, two scholarships will be awarded on behalf of the Chamber.

Participation in one of these committees is a great way to broaden your network of contacts and learn about issues that impact your business.



Jim Whelan, Founder
The ProActive Corporation of America, Inc.



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Arlington Chamber of Commerce

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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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