

The Arlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce



Vol. XLX, No. 3 March 2008

The 84th Annual Arlington Business Gala was a huge success and proved again to be “Arlington’s Best Night Out”! The event took place at the **Ritz-Carlton, Pentagon City** and was a swanky evening filled with dinner, dancing and bidding. The Gala featured a 100 item Silent Auction and an exciting Live Auction that included several high ticket items. In addition to the auctions, the Chamber raffled off a seven day stay for four adults at a Tuscan Villa. **Dwain Robertson of American Express Travel Related Services** was the lucky winner of the Tuscan getaway.



The Business Gala has historically been the Chamber’s most significant fundraising event, and the event was so again this year due to the generosity of our auction donors and our many sponsors. The Chamber especially thanks the 84th Annual Arlington Business Gala Grand Sponsor, **Verizon**.



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Right, 2008 Chair **Margaret McKeough** of the **Metropolitan Washington Airports Authority** peruses the Silent Auction items with her husband **Michael Galvin**.



Below, **Dwain Robertson** of **American Express Travel Related Services**, center, bought the winning Tuscan Raffle ticket and proudly accepts his prize from The Honorable **Paul Ferguson**, left, and The Honorable **David Bell**, right.

For more information on this event, please turn to page 6.



TRD 2008: Be a Champion of the Chamber



The third annual Total Resource Development (TRD) campaign is underway and the Chamber staff, as well as the volunteers, could not be more excited! **Allen Schirmer** of **United Bank** will serve as the campaign’s Chair and will help lead us towards our TRD victory. TRD will kick off on March 18 and will conclude on June 19 with a rewarding Victory Celebration. The 2008 TRD campaign promises to be even more successful than last year. The goal of the campaign is to raise \$250,000 for the Arlington Chamber of Commerce, an increase of \$50,000 from the 2007 goal.

Over the span of 12 weeks, volunteers will be striving to strengthen the Arlington Chamber and will be rewarded with special networking events for volunteers only. This third TRD will prove to be the best yet—for the Chamber and for volunteers. Everyone involved has a great time and has the opportunity to meet scores of new people. TRD 2008 will be a race to the finish line goal! If you would like to participate by registering a team or by being placed on a team, please contact the Chamber office at 703-525-2400 as soon as possible.

E-mail Kate at kroche@arlingtonchamber.org with questions.

The Chamber

Arlington Chamber of Commerce

Opportunity. Leadership. Results.

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

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Where you need to be in MARCH



1 Saturday

Arlingtonian Contents Due

3 Monday

Ambassador Committee

4:30–5:30 p.m., Chamber Board Room

4 Tuesday

Community Action Committee

8–9 a.m., Chamber Board Room

TRD Training

11:30 a.m., Chamber Board Room

5 Wednesday

TRD Training

8 a.m., Chamber Board Room

6 Thursday

SMART Start

7:45–9 a.m., Chamber Board Room

7 Friday

TRD Training

11:30 a.m., Chamber Board Room

12 Wednesday

Executive Committee

8–9 a.m., Chamber Board Room

TRD Training

4 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.

13 Thursday

Breakfast Connection

7:30–9 a.m., Holiday Inn-Ballston

Higher Education Council

4–5 p.m., Chamber Board Room

18 Tuesday

Communications Council

5–6 p.m., Chamber Board Room

20 Thursday

Board Meeting

11:45 a.m.–2 p.m.

Knights of Columbus

26 Wednesday

Small Business Roundtable

11:45 a.m.–1:15 p.m.

Chamber Board Room

Education & Workforce

Development Committee

4 p.m., Chamber Board Room

27 Thursday

Business After Business

5–7 p.m., Bean, Kinney &

Korman, P.C.

28 Friday

Government Affairs & Economic

Development Committee

8–9 a.m., Chamber Board Room

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

DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

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

PRESS RELEASES—Same deadline as Display Ads

ARTICLES—Same deadline as Display Ads

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

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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.

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***Executive Committee Member & Director**



Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Chair's Message



Margaret E. McKeogh

This month, the Chamber will initiate the implementation of one of the most significant components of its annual business plan. For the third consecutive year, the Chamber will undertake its Total Resource Development (TRD) initiative which will be underway this year from March through June.

This extensive outreach effort to all Chamber members and the Arlington business community will greatly influence the Chamber's program focus for the next two years. TRD provides an opportunity for all Chamber members to decide how to best leverage their individual membership to achieve their unique business

objectives. Most significantly, TRD enables the Chamber to achieve its mission as an effective advocate for the Arlington business community. As a non-profit, membership business organization, the Chamber relies upon TRD to be able to continue offering its members a robust program plan.

I want to thank **Allen Schirmer** with **United Bank** for his leadership and commitment in serving as **Chairman** of the **2008 Arlington Chamber TRD campaign**.

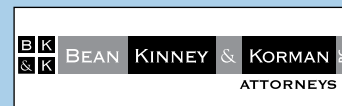
The 2008 TRD business opportunities are many. Through TRD every business can:

- Connect with new clients!
- Network among Arlington business leaders!
- Discuss Arlington community and business issues directly with Arlington elected officials!
- Honor Arlington public safety professionals with appreciation!
- Support Arlington educational facilities and pursue student employment connections!
- Contribute "a great deed" to Arlington and the Chamber!
- Enjoy the best "business night out" in Arlington!
- Introduce a business colleague to the Arlington Chamber!
- Recognize great Arlington businesses!
- Implement an effective community-partnership program with Arlington non-profit associations!

Support the Chamber's 2008 TRD. An investment is good for the Chamber and the returns are great for your business!

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

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Arlington Forms New Ballston Science & Technology Alliance

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

Nationally known experts in the scientific and technical fields move in and out of Arlington every day. From those that live and work here to those that visit the National Science Foundation, defense agencies and private contractors on a regular basis, Arlington plays a central role in the proliferation of knowledge, creativity and scientific and technical advancement on a national level.

The Ballston Science and Technology Alliance (BSTA) is a non-profit organization established to serve those engaged in and interested in science and technology, to increase understanding of and to engage the general public in a dialogue about contemporary science and technology and its impacts on everyday life. The BSTA will offer engaging programs on timely topics in science and technology. Demonstrations and exhibitions of technology and science will be presented to the general public in an exciting manner. People will convene with a commitment to engagement, discovery, learning and innovation.

Why Arlington?

Arlington has the highest concentration of workers in the science and technology or creative positions in the Washington D.C. region, with Ballston as the epicenter of science and technology research. In addition to the National Science Foundation, Ballston is also home to major extramural research agencies such as Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), the Air Force Office of Scientific Research (AFOSR) and the Homeland Security Advanced Research Projects Agency (HSARPA). These government agencies attract many nonprofit organizations, think tanks and private sector companies that are engaged in science and technology.

Café Scientifique

The BSTA has taken over management of the NSF's Café Scientifique. Café Scientifique is an updated version of salons of the 17th and 18th century and promotes public engagement with science in an informal and accessible venue with food and drinks. Audiences consist of people who are interested in science and technology but generally have never had the opportunity to discuss their views with and ask questions of someone "in the know." Expert speakers are encouraged to pose questions to the audience as well to simulate dialogue. It is a place to eat, drink and talk about science. Café Scientifique convenes from 6-8 p.m. every first Tuesday, except for key holidays, at 4201 Wilson Blvd, Arlington (NSF), Atrium ground floor. Parking is under building or at Ballston Common Mall. For more information, including scheduled speakers and topics, visit www.arlingtonvirginiausa.com/bsta

Welcome New Board Member!

Ken Matzkin moved to Arlington in 1970. Since then, he has lived in five of its neighborhoods and another just over the border in Alexandria. After a career of public service, Ken worked for a Northern Virginia homebuilder before joining **Buck & Associates** in 1998. **Matzkin** holds degrees in Economics and Business



Administration and has extensive experience in both commercial and residential real estate sales and leasing.

Matzkin is a long-time member of the Ashton Heights Civic Association. He serves as its representative to the Arlington County government's Neighborhood Conservation Advisory Committee. He also represents the Association when needed on committees providing citizen input about commercial projects planned for development in and around Ashton Heights. **Matzkin** is a member of Leadership Arlington's Class of 2005.

SMART Start: ALWAYS A BRIGHT IDEA

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

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

Next SMART Start
Wednesday, March 6
7:45-9 a.m.
Chamber Board Room

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

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

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Leadership Arlington Celebrates 10 Years With Monte Carlo Night 2008

**SATURDAY, MARCH 15, 2008
7-11:30 P.M.**

**RONALD REAGAN WASHINGTON NATIONAL AIRPORT
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(Directions to the airport may be found at www.mwaa.com)

- ♠ **Silent Auction & Monte Carlo Gaming**
- ♦ **Buffet Supper**
- ♥ **Dancing and Entertainment**
- ♣ **Win a 14K White Gold 5 Carats Diamond Tennis Bracelet!**
Valued at \$9,600 it could be yours for \$100. Only 200 tickets will be sold. Buy yours today at www.leadershiparlington.org

Cost: \$150 per person

RSVP: To register visit: www.leadershiparlington.org
or call Erika Mendez at 703-528-2522.

Silent Auction to Benefit our Youth Program

The Leadership Arlington Youth Program is designed to enhance leadership skills, community service, philanthropy and civic participation for Arlington high school students. Students must apply in their sophomore or junior year of high school and are selected to participate during the summer before their junior or senior year.

A special thank you to our premier sponsor Monday Properties and our dinner sponsors Beacon Capital Properties and Verizon. Our sincere appreciation goes to Metropolitan Washington Airports Authority for their continued support of this event.



Leadership Arlington is Accepting Applications!

Deadlines are:

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

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



Leadership Arlington is a 10-month, tuition-based program that provides a forum for the business, nonprofit and public sectors to discuss the issues and opportunities facing Arlington, Virginia while enhancing personal and professional leadership skills.

Through seminars, study groups, skill building and interaction with community decision makers; Leadership Arlington develops leaders with vision and commitment for our community. The program will consist of 40 or more leaders or emerging leaders who represent a cross-section of the Arlington community. Examples include representatives from large and small businesses; educators; government officials; and those in not-for-profit work (staff and/or volunteers) such as the arts, healthcare, religion and social services.

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



Questions? Call 703-525-2400.

Chamber Staff Phone Extensions

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SPECIAL THANKS GO TO...

The 84th Annual Arlington Business Gala was a great success and a fabulous evening for our guests of over 300! The **Ritz-Carlton, Pentagon City** was an elegant backdrop for an evening of dinner and dancing and mix and mingling. The Silent Auction intrigued all, as well as our second ever Live Auction. Guests enjoyed a delicious three-course meal and music provided by the twelve piece *Odyssey Band*. Thank you to all of our members who contributed to the evening's success through their volunteer work, generous donations and above all—attendance!

Thank you to **Verizon**, our Grand Sponsor! **Verizon's** generous support and contributions to the 84th Annual Arlington Business Gala are much appreciated.



Special Thanks To:

❖ Metropolitan Washington Airports Authority for sponsoring our **VIP Reception**.

Brooks Business Transfer for transporting the auction items to the **Ritz Carlton, Pentagon City**.

Donna Hamaker of **KDH Real Estate** for photographing the event.

Scott McGeary of **Washington Gas – Virginia Division** for giving the invocation.

Conklyn's Florist for providing our beautiful table centerpieces.

The **Ritz Carlton, Pentagon City** for being so accommodating and providing all of the guests with an elegant atmosphere and world-class service.

Premier Sponsors

BB&T; Bank of Georgetown; Bean, Kinney & Korman PC; Bush Construction/David R. DeCamp; Hunton & Williams; Marriott Hotels; Metropolitan Washington Airports Authority; Post Apartment Homes; PNC Bank; The Ritz-Carlton, Pentagon City; United Bank; Virginia Commerce Bank

Benefactor Sponsors

Murphy Funeral Homes; ROCKLANDS Barbeque & Grilling Company; Washington Gas – Virginia Division; The Westin Arlington Gateway

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American Express Travel Related Services; Holiday Inn Arlington at Ballston; David DeCamp – Grubb & Ellis; Guernsey Office Products; Organizational Strategies, Inc.; Jim Whelan, The ProActive Corporation of America, Inc.; Valcourt Building Services, L.C.; WETA – TV 26/90.9 FM.

❖ 2008 Silent Auction Committee

Chairman: John Murphy, **Washington Workplace**
Margaret Bishop, **Metropolitan Washington Airports Authority**
Diane Cohen, **Cohen and Company**
Lani Gholston, **Post Pentagon Row Apartments**
Donna Hamaker, **KDH Real Estate**
Sean Hosty, **Smith Barney**
Philip M. Keating, **Bean, Kinney & Korman, P.C.**
Margaret McKeough, **Metropolitan Washington Airports Authority**
Barbara Nicastro, **The Law Offices of Barbara E. Nicastro, Esq.**
Shannon Swahn, **ROI Digital Printing**
Jim Whelan, **The ProActive Corporation of America, Inc.**

Silent & Live Auction Donors:

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Arlington Food Assistance Center
Arlington Promotional Products
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Body Dynamics, Inc.
Buck & Associates
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Bob Bushkoff - Dittmar Company
George Cabalu - Smith Barney
Capital Hospice
Casual Adventure
Clarendon Dental Arts
Clarendon Home Services, LLC
Clyde's of Tysons Corner
Cohen and Company
Colonial Parking, Inc.
Columbia Pike Revitalization Organization
Crystal City Marriott
Crystal City Shop
Crystal Gateway Marriott
CVS Caremark Corporation
Dance Factory
DittmarDesign
Doorways for Women and Families
Doubletree Hotel
Embassy Suites Crystal City - National Airport
Fashion Centre at Pentagon City
Floral Artist/Avon
Fort Myer Military Community
George Mason University
Girl Scout Council of the Nation's Capital
Gold's Gym International, Inc.
Golf Course Specialists
Guernsey Office Products
Harry's Tap Room
Healthy Companies, International
Holiday Inn National Airport at Crystal City
Hyatt Regency Crystal City
Infinity Investigative Solutions
Interstate Worldwide Relocation
Key Bridge Marriott
Kinder Haus Toys
Kingsbury Chocolates
Kimpton Hotels
Lebanese Taverna
Les Francis Photography
Jeff Lubin Portrait Photography Studio
Metro 29 Diner
Scott McGeary
The Honorable Congressman Jim Moran
The Honorable Ingrid Morroy
Hyatt Regency Crystal City
Main Event Caterers
National Apartment Association
Northern Virginia Business Referrals
Northern Virginia Regional Park Authority
Order Unlimited
Organize Your Estate, Inc.
Otto's Electrical Service, Inc.
Pacers Running Store
Piedmont Club
PNC Bank
Red Top Cab Company of Arlington
Restaurant Association of Metropolitan Washington
Ritz-Carlton, Pentagon City
Sangam Restaurant
Senator Patricia Ticer
Self Storage Plus - Ball Street
Sette Bello
Sheraton National Hotel
Signature Theatre
Skardon Pover Inc.
Smart Payment Solutions
Sport & Health Clubs
Scott Sterling
Sushi Zen
Synetic Theater
Technology Management International
The American Century Theatre
The Back Porch Boutique
The Teal Center
United Bank
Virginia Commerce Bank
Washington Capitals
Washington DC International Film Festival
Washington Workplace
Westfield & the shops at Ronald Reagan National Airport
Westin Arlington Gateway
WETA-TV 26/90.9 FM
Whitlow's on Wilson
Willow Restaurant

Members IN THE News

► ASSOCIATIONS & PARTNERSHIPS

The **Crystal City Business Improvement District (BID)**, with support from Arlington County Cultural Affairs Division, has procured the talents of local mosaic artist, Valerie Theberge, to design and install a new mural at the Route 1 Overpass at 18th Street site, a major gateway into and out of the community. "This vibrant and sparkling mural will welcome our many workers, residents and visitors in a way that is reflective of the Crystal City experience that we are driven to create," stated **Angela Fox**, President and CEO of the **Crystal City BID**. The mural installation further expands the focus of arts in Crystal City – an effort initiated last April with the success of Artomatic, which attracted more than 32,000 visitors, and the more recent launch of Arena Stage in Crystal City. Keep track of the mural progress by visiting the artist's blog at <http://crystalcitymetromosaic.blogspot.com/>.

The **Ballston–Virginia Square Partnership** is gearing up for its upcoming Farmers Market and Arts & Crafts Market season. Both markets return to Welburn Square in May and they are currently accepting vendor applications. If you know someone who might be interested in selling their goods at either the Farmer's Market or Arts & Crafts Market, contact Kristina at: ballstonvasquare@gmail.com or by calling 703-528-3527.

► BANKS

Virginia Commerce Bank (VCB) is pleased to announce the opening of its second Fredericksburg branch, located at 1304 Central Park Boulevard, Fredericksburg, VA. The new Central Park branch is the Bank's 25th overall and is the first of three planned for 2008 with additional expansion into Dulles and Falls Church. **Peter A. Converse**, President and CEO, commented, "Following the success of the Courthouse Road branch that we opened this past summer, we are thrilled to expand our presence in Fredericksburg." Visit www.vcbonline.com for details.

► CATERING

Clean Currents, LLC, a Maryland clean energy business, today announced that it has successfully brokered an arrangement with **Main Event Caterers** to cover 100% of its annual electricity usage. **Main Event Caterers** has purchased 256,000 kilowatt-hours (KWh's) of Green-E certified national wind energy credits to cover 100% of its annual electricity usage. This represents a significant commitment to a cleaner environment. According to EPA Green Power Partnership, **Main Event Caterers** is the first caterer in the DC Metro area to go Green. "Clean Currents showed us that turning to green power is easy, affordable and the right thing to do," said **Joel Theroz** of **Main Event Caterers**. The **Main Event Caterers** purchase will offset about 358,400 lbs. of the chief greenhouse gas, carbon dioxide (CO₂). This is equal to planting 24,380 trees or taking 24 cars off the road. For more information about **Main Event Caterers**, go to www.maineventcaterers.com.

► COUNSELING & MENTAL HEALTH SERVICES

CrisisLink's nationally recognized Volunteer Hotline Listener training program began its Winter Training Class on Saturday, February 2, 2008. The program, which includes 50 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 Hotlines. **CrisisLink's** training regimen is nationally recognized and has been cited as a model for other crisis center training programs around the country. Call 703-527-6016 or e-mail volunteer@crisislink.org for more information.

► ENTERTAINMENT

Signature Theatre is pleased to announce additional casting for the theater's eagerly anticipated Kander & Ebb Celebration this spring. The festival is a four-month celebration of the works of John Kander & Fred Ebb, the longest song-writing partnership in the history of the American musical theater. George

Dvorsky, David Margulies and Michael Minarik will headline director Michael Unger's production of *The Happy Time*, Kander & Ebb's seldom-produced 1968 Broadway musical. *The Happy Time* will play from Tuesday, April 1 – Sunday, June 1 in **Signature's** Ark space. Marc Jacoby will join two-time Tony Award® winning stars Chita Rivera and George Hearn in *The Visit*. *The Visit* will play Tuesday, May 13 – Sunday, June 22 in **Signature's** Max space. Visit www.sig-online.org for more info.

► NON-PROFIT ORGANIZATIONS & FOUNDATIONS

AHC, Inc. has submitted a proposal to Arlington County to rehabilitate Buckingham Village 3, a 140-unit community located on the corner of George Mason Drive and North Pershing Drive. They are in competition with four other developers. The proposal includes an affordable housing program with both homeownership and rental opportunities for residents with a variety of income levels. Their proposed scope of work is similar to the historic rehabilitation successfully completed at the Gates of Ballston, a 464-unit property owned, managed and rehabbed by **AHC** and located just across the street from Buckingham Village. Visit www.ahcinc.org for further information.

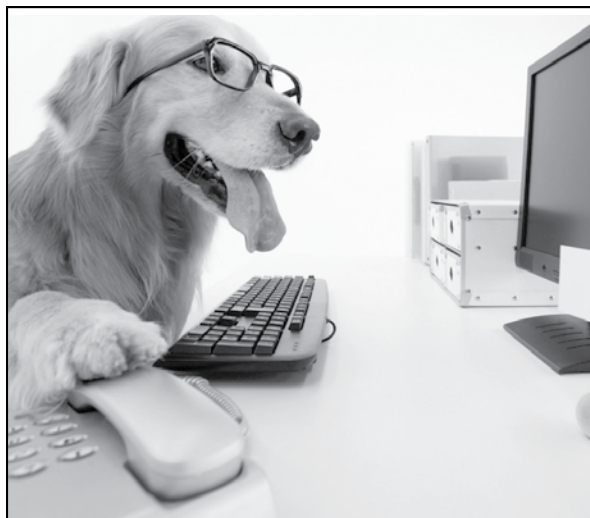
The **Arlington Partnership for Affordable Housing, Inc. (APAH)** welcomes Lucy Denney, Robert Fox and David Hannah to their Board of Directors. They join current board members **Randy Anderson**, Brooks Blake, Warren Dahlstrom, **Danine Fresch Gray**, Jane Hammitt, Alice Hogan, Thomas Parker, Elizabeth Stasiak Perry, Frank Poli, Sarah Reese, Steve Weinstock and Robert Wiberg. Continuing as officers are Carolyn Settles, President; Bill Fogarty, Vice President; Rita Bamberger, Secretary; and **Doug Dowling**, Treasurer. **APAH** also welcomes two new staff members: Sylvia Avila, Resident Services Coordinator and **Kate Wersan**, Administrative Assistant. **Kim Painter** has been promoted to Asset Manager. Visit www.apah.org to find out more.

► RESTAURANTS & FOOD SERVICES

Sushi-Zen Japanese Restaurant, in Lee Harrison Shopping Center, is accepting applications for 2008 non-profit

Members in the News, continued from page 7

fundraisers. To celebrate 10 years in business (1997-2007), **Sushi-Zen** sponsored ten Arlington-based non-profit fundraisers in 2007 as a way of giving back to the community that has supported us over the years. Two very successful fundraisers have been held in January and February for Yorktown High School's orchestra and band to help raise money for their April trips to New York City. In addition to the on-site fundraisers, we will be donating a portion of gift certificates sold as another way of raising money



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for non-profits. If interested, please e-mail RGordon@sushizen.com, attn: **Rosie Gordon**.

► UNIVERSITIES & COLLEGES

The HR Leadership Scholarship Program, sponsored by the HR Leadership Awards of Greater Washington, will award three \$4,000 scholarships to support current and aspiring HR professionals pursuing a graduate or undergraduate degree in human resources management. One scholarship is reserved for a student attending **Marymount University**, one of the founders of the Awards program. The remaining two will be awarded to students who reside in the greater Washington, DC, area and are registered in an HR program that is part of a regionally accredited university.



Pour on the Networking at March's BREAKFAST CONNECTION!

ATTEND March's breakfast connection and make more business contacts than ever before! Our breakfast focuses on quality networking, and the format incorporates speedy networking over breakfast so it is easy and fun to meet and greet new business contacts. You move from table to table during and after breakfast, sharing 60 second commercials and exchanging business cards. Attend our Breakfast Connection and get connected!

THURSDAY, MARCH 13, 2008
7:30-9:00A.M.

HOLIDAY INN – BALLSTON
4610 FAIRFAX DR., ARLINGTON, VA 22203

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

SELF STORAGE PLUS
Climate Controlled Storage

THANKS TO OUR QUARTERLY HOST, **Cardinal Bank**

THANKS TO OUR PATRON SPONSOR,
Ted Kramer-RE/MAX Allegiance

Please register for this event before noon, on March 12. All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly. Thank you!

Register online at www.arlingtonchamber.org.



The following new members joined in November, 2007

ADVERTISING, MARKETING & PUBLIC RELATIONS

ATLANTIC COMMUNICATIONS GROUP, INC.

Rob Waller, Advertising Sales & Marketing
18 East Mill Road
Flourtown, PA 19031-2027
Phone: 800-832-3747

SPONSOR: Brian Hefner, Staff Publishers

APARTMENTS

THE PRIME AT ARLINGTON COURTHOUSE

Doug Crawford, Leasing Director
1415 North Taft Street
Arlington, VA 22201
Phone: 703-527-0418

SPONSOR: Brian Hefner, Staff

The Prime is a beautifully renovated apartment building located in the Courthouse area. Our apartments include hardwood floors, stainless steel appliances, granite countertops and extraordinary views.

HEALTHCARE SERVICES

SYNERGY HOMECARE

Mitch Opalski, CEO/Owner
2111 Wilson Boulevard, Suite 600
Arlington, VA 22201
Phone: 703-558-3435

SPONSOR: Brian Hefner, Staff

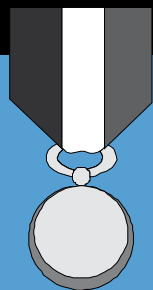
Synergy HomeCare offers compassionate caregivers who provide homemaking and companionship home care services to the elderly; those recovering from illness, surgery, or childbirth; and the disabled.

INFORMATION TECHNOLOGY

ANGEL INFORMATION SYSTEMS, INC.

Andreas Xenos, President
4910 25th Road North
Arlington, VA 22207
Phone: 703-531-8319

SPONSOR: Brian Hefner, Staff
Information technology support and integration services.



SAVE THE DATE

Valor Awards:

Honoring the Police, Fire, and Sheriff Departments in Arlington County

Have you thanked a hero today?

Tuesday, April 15, 2008

11:30 a.m. – 2 p.m. at Ft. Myers Officers Club

Register online at www.arlingtonchamber.org

JEWELER

SILVERRIA

Keyia Yalcin, Director of Marketing
P.O. Box 16713
Alexandria, VA 22302
Phone: 571-451-9219

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Our jewelry is crafted by independent artisans around the world and made from a plethora of natural stones and sterling silver. Originality is our guarantee.

OFFICE SUPPLIES, EQUIPMENT, FURNITURE & LEASING

OFFICE DEPOT

Yuhannes Watts, Development Manager
1515 North Courthouse Road
Arlington, VA 22201
Phone: 703-229-0760

SPONSOR: Brian Hefner, staff

Office Depot is the world's leading reseller of office supplies. The company, founded in 1986, conducts business in 22 countries and employs nearly 50,000 people worldwide.

The following new members joined in December, 2007

BANKS

THE BUSINESS BANK

Karen Stephens, Client Manager
4300 Wilson Boulevard, Suite 102
Arlington, VA 22203
Phone: 703-224-2424

SPONSOR: Brian Hefner, Staff

Since 1981 the Business Bank has focused on accommodating business & personal customer needs and desires through traditional services dedicated to developing the very best relationship.

HSBC NATIONAL BANK, USA

Michaela Whelan, Branch Manager/Vice President
4075 Wilson Boulevard
Arlington, VA 22203
Phone: 703-243-0351

SPONSOR: Brian Hefner, Staff

If you have accounts in more than one country, managing day-to-day banking can be time consuming. HSBC provides seamless banking solutions for clients with needs across borders.

GARBAGE & WASTE REMOVAL

CON-SERV INDUSTRIES, INC. (CSI)

Guy Huttlin, Sales Manager
P.O. Box 650490
Sterling, VA 20165
Phone: 703-444-3181

SPONSOR: Brian Hefner, Staff

CSI, a locally owned and operated company, has been a leading provider of waste removal and recycling services in Northern Virginia since 1985.

REAL ESTATE—RESIDENTIAL

KEN COURTADE, YES I KEN!, KELLER WILLIAMS REALTY

Ken Courtade, Realtor
2101 Wilson Boulevard, Suite 101
Arlington, VA 22201
Phone: 703-981-4646

SPONSOR: Brian Hefner, Staff

Strategic and personal Real Estate Sales by long-time Arlingtonian. Focused on promoting/applying Green living resources. Gives a percentage of income back to our community.

TRAVEL

AMERICAN EXPRESS TRAVEL RELATED SERVICES

Dwain Robertson, Team Leader
1101 South Joyce Street
Arlington, VA 22202
Phone: 703-415-5400

SPONSOR: Brian Hefner, Staff

American Express Travel specializes in the sale of Leisure Travel services, cardmember services, foreign currency, American Express traveler's checks and gifting products.

UNIVERSITIES & COLLEGES

VIRGINIA TECH

Barbara Micale, Public Relations Manager
1101 King Street, Suite 610
Alexandria, VA 22314
Phone: 703-518-2700

SPONSOR: Brian Hefner, Staff

Founded in 1872 as a land-grant college, Virginia Tech is the most comprehensive university in the Commonwealth of Virginia. Virginia Tech is dedicated to putting knowledge to work through teaching, research and engagement activities to fulfill its vision.

Communications Council

The Communications Council is a forum for communications professionals to share knowledge and best practices with each other and the greater Arlington Chamber of Commerce. **Meredith Dittmar** of **DittmarDesign** chairs the committee. Join us March 18 at 5 p.m. in the Chamber for our next Council meeting.

Workplace Harmony: A Conversation about "Gen-Friendly" Workplaces

By *Diane Cohen, Cohen and Company*

In January the Communications Council discussed the issues of a generationally diverse workplace. The question was raised if it is generational differences or personality that can create office conflict? **Kate Heffley**, Communications Manager for **Educational Options, Inc.** raised her hand for generational differences. A vote for personality came from **Ingar Grev**, of **The Growth Coach**. "It's the Golden Rule," he said. "Do unto others how you want to be treated." **Joey Tackett** of **Clear Sky Creative** added that technology sometimes widens the gap among the generations. Communications Manager at the **Arlington Chamber Meghan Cahill** attributed office behavior to one's upbringing and parents. "We learn respect for others at home."

Whatever your perspective, here are some highlights from the Communications Council January meeting.

Characteristics and significant events of the Four Generations working together: (Source: *Generations at Work*; Ron Zemke, Claire Raines, Bob Filipczak)

1. VETERANS (TRADITIONALISTS, SILENT GENERATION, WWII Generation) 1922–1943
Outlook: Practical
Work Ethic: Dedicated
View of Authority: Respectful
Leadership by: Hierarchy
Events and Trends: Great Depression, WWII, New Deal, Korean War, Golden Age of Radio

2. BABY BOOMERS 1946–1964
Outlook: Optimistic
Work Ethic: Driven
View of Authority: Love/hate
Leadership by: Consensus
Events and Trends: Assassinations, Vietnam, Civil Rights, Women's Liberation, Space

3. GEN X/BABY BUSTERS/TWENTY-SOMETHINGS 1964–1982
Outlook: Skeptical
Work Ethic: Balanced
View of Authority: Unimpressed
Leadership by: Competence
Events and Trends: Watergate, Latchkey kids, MTV, AIDS, Computers, Fall of Berlin Wall

4. NEXT GEN/MILLENNIALS/GEN Y/NEXTERS 1982–2000
Outlook: Hopeful
Work Ethic: Determined
View of Authority: Polite
Leadership by: Pulling Together
Events and Trends: Computers, Oklahoma City bombings, Multiculturalism

Strategies.

Strategies for a "gen-friendly" workplace:

Keep an open mind. Common pitfalls to workplace harmony are making stereotypes. An attitude of "Why hire a young person? She'll leave after a year", for example, is as inappropriate as "Why hire an old person? He'll retire soon."

Get a mentor. An article, "Bridging the Generation Gap", in the September 17, 2007 issue of *Business Week* gives an example of the successful mentoring program at Randstad. A 61 year-old worker, for example, is paired with a 28 year-old worker. No one is "the boss". There's open communication. Each helps each other.

Have conversations. Abraham Lincoln said it best. "I do not like this person. I must get to know him better." Discuss the leadership, structure, mission, and vision of your organization. Find out what motivates your clients or employees.

Narrow the "laughter gap". Adding humor and increasing laughter helps ease conflicts.



Is your e-news effective?

Next Meeting:
 Tuesday, Mar. 18,
 5:00 p.m. at the
 Chamber!

If not, join the Communications Council March 18, for a special guest presentation by **Robert Deigh**, member of the **International Association of Business Communicators**. You're sure to walk away with some useful tips for promoting your business and reaching your target audience. 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*

January 2008 Meeting Report

The January Arlington Small Business Roundtable attendees looked to jump-start their business this year by considering their vision, establishing a goal for 2008, identifying three milestones to achieve the goal and putting in place a method to concentrate on the outcome.

The discussion was active, analytical, inquiring and supportive. Some examples of the goals and milestones:

Elizabeth Hare Bricksin of **DynLink** has a 2008 goal to establish **DynLink's** hosted CRM solution by March 30.

Milestones:

- By Feb 15 complete contracts IP and sales
- By Feb 28 complete website for marketing purposes
- By Feb 28 train internal staff member to provide this service

Mario Rodriguez of **M.A.R. Reporting Group's** goal is to increase net profit 10% by June 30th

Milestones:

- By June 30 improve client base
- By June 30 improve staff with higher skill set
- By Feb 28 increase prices to keep up with competition

Paula Adkins of **Your Alter Ego's** goal is to remove herself from the business.

Milestones:

- Start Feb 4 to be more ProActive (less reactive) with my time
- By Mar. 1 identify, interview and bring onboard at least 2 more contractors
- By May 1 double client activity (billable hours)

The bottom line from this roundtable? To arrive at business growth on a commonsense basis, select a goal, recognize the needed actions and focus on reaching the goal.

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.

Business Roundtable

Wednesday, March 26

11:45 a.m.

Chamber Board Room

TOPIC:

Are you Paying Attention to your Financial Scorecard?

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

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



BusinessAfterBusiness: All the Luck You Need



Attend Business After Business this **March 27** and you won't need luck! 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. This month join us at **Bean, Kinney & Korman, P.C.** for food, fun and networking! Register early at www.arlingtonchamber.org.

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

Please register for this event before noon, on March 27. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!

Bean, Kinney & Korman, P.C.

Thursday, March 27, 5-7 p.m.

2300 Wilson Boulevard, Suite 700

Arlington, 22201

Thanks go to...

- **Bank of Georgetown** for hosting our December Business After Business! The grand opening made it fun and memorable to all.
- **ROCKLANDS Barbeque and Grilling Company** for hosting our January Business After Business at their new location on Washington Boulevard in Arlington. The food and atmosphere were great!
- the following who brought door prizes to one, or both, of our last two Business After Businesses: **Anne McIntyre** of **FRC Marketing**, **Cliff Farbstein** of **Dimension Creative Solutions**, **Bernie Cohen** of **Insurance Solutions**, **Donna Hamaker** of **KDH Real Estate**, and **Richard Otto** of **Otto's Electrical Service, Inc.**
- **The Westin Arlington Gateway** for hosting our December Holiday Board Meeting. The food and ambiance were an excellent way for us to celebrate the holidays!
- **Lebanese Taverna** for hosting our January Board Meeting at their Tyson's II location. The service and food were outstanding!



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



WANTED!

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

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

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

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

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

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

The Arlingtonian

Arlington Chamber of Commerce

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

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

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