



## Celebrate Arlington's Best in Business at the 13th Annual ABBIES Awards!

The Arlington Chamber of Commerce and the Arlington Economic Development Commission (AED) work to help Arlington's business community grow and prosper, and together they honor our thriving business community with the Annual ABBIES Awards. The ceremony will be on Tuesday, **May 13** from 7:30 a.m. to 9:30 a.m. at the **Sheraton National Hotel** in Arlington, Virginia.

The Awards are designed to recognize the achievements and contributions of Arlington commerce, acknowledging the exceptional efforts of our local economy. The prestigious ABBIES awards are presented to businesses that consistently provide outstanding quality of service and products, have achieved significant growth or stability over the lifetime of their business and display industry leadership. The ABBIES winners are dedicated and hard working. "Businesses that receive these awards deserve our respect and patronage," Chamber President Rich Doud remarked.

ABBIES winners focus on giving back to the community and making Arlington a better place to live and work. Therefore, environmentally friendly businesses are also honored at the ABBIES. The Chamber and AED instated the "Green ABBIE" in 2001 to assist and encourage businesses to protect our environment and reduce energy needs. The "Green ABBIE" recognizes companies that go above and beyond to improve the Arlington community's environment in a distinctive manner.

Join the Chamber in acknowledging this year's ABBIES winners and celebrating Arlington's wonderful business community!

A special thank you to our Grand Sponsor, **Comcast**



Thank you to our Sponsors!

**BENEFACTOR SPONSORS:** American Painting & Janitorial Co., Inc;  
Bean Kinney, Korman, P.C.; United Bank

**PATRON SPONSOR:** Interstate Moving & Storage

**13<sup>th</sup> Annual ABBIES Awards Ceremony**  
Honoring Arlington's Best in Business  
Tuesday, May 13, 2008  
Registration: 7:30 a.m.  
Ceremony: 8 a.m.  
**Sheraton National Hotel**  
900 South Orme Street  
**Register Today at**  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)



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### Save the Date!

### *Scholarship Awards Reception*

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

Contact  
[events@arlingtonchamber.org](mailto: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](http://www.arlingtonchamber.org)!



# The Chamber

Arlington Chamber of Commerce

*Opportunity. Leadership. Results.*

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

## EXECUTIVE COMMITTEE

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## Where you need to be in MAY



### 1 Thursday

Arlingtonian Contents Due

TRD Networking Rally

5–6 p.m.

Knights of Columbus Council Home

### 5 Monday

Ambassador Committee

4:30–5:30 p.m.

Chamber Board Room

### 6 Tuesday

Community Action Committee

8–9 a.m., Chamber Board Room

### 7 Wednesday

SMART Start

7:45–9 a.m., Chamber Board Room

### 8 Thursday

Breakfast Connection

7:30–9 a.m.

Holiday Inn Ballston

Higher Education Council

4–5 p.m., Chamber Board Room

### 13 Tuesday

ABBIES Awards

7:30–9 a.m.

Sheraton National Hotel

### 14 Wednesday

Executive Committee

8–9 a.m., Chamber Board Room

Information is accurate as of press time. Please consult the Chamber's website ([www.arlingtonchamber.org](http://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](http://www.arlingtonchamber.org) or by calling the Chamber office, 703-525-2400.

### 15 Thursday

TRD Networking Rally

5–6 p.m.

Kettler Capital Iceplex

### 20 Tuesday

Communications Council

5–6 p.m., Chamber Board Room

### 22 Thursday

Business After Business

5–7 p.m.

Kettler – Crystal City

### 23 Friday

Board Meeting

11:45 a.m.–2 p.m.

Fort Myer Military Community

### 26 Monday

Memorial Day

Chamber Office Closed

### 28 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

### 30 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](http://www.arlingtonchamber.org)

Visit our wireless website: [www.chamberwap.com](http://www.chamberwap.com)

# Committee Message: Communications Council



Meredith Dittmar

Shortly after I joined the Arlington Chamber of Commerce, I asked myself, "How can I make the most of my Chamber membership?" "Join a committee," I was told. Lead a committee—even better! And so along came an opportunity with the Communications Council, which I have had the pleasure to chair since last year.

So what is the Communications Council? Our mission describes us as a forum for communications professionals to share knowledge and best practices with each other and the Arlington Chamber. Meeting the third Tuesday of every month, the Council helps members foster the growth and improvement of their businesses and communications methods.

How does the Council do this? One important way we help communications professionals is to hold mini-seminars at our monthly meetings. Our seminar topics have ranged from how to improve business writing to the care and feeding of the media. We've had a guest speaker share his knowledge about copyrights and trademarks. Another guest recently gave a talk about e-newsletters and how to use them effectively.

We are always looking to learn more! Examples of other meetings that have contributed and improved our membership and their business growth have been: improving one's elevator speech, working in a gen-friendly environment and learning about the latest Web 2.0.

### WHAT HAVE SOME OF OUR MEMBERS SAID ABOUT THE COUNCIL?

- "As a public speaking coach and a freelance writer, I joined because communications is my specialty," says long-time Chamber member, **Diane Cohen of Cohen and Company**. "I wanted to meet others and learn about topics outside my area of expertise." Diane recommends that prospective members join the Council to, "reap the benefits of the Chamber powerhouses who generously share their knowledge and experience."
- "I love the group, the dynamics of it, we all get a chance to share from our experience and it is so informative," says member **Mili Arica of Global Printing**. "It is a treat. I am always looking forward to the next meeting!"

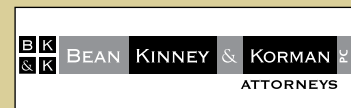
By attending the Council meetings you can expect to:

- Share your expertise
- Connect with other professionals
- Discuss hot topics such as Web 2.0, intellectual property and media relations
- Learn how communications can grow your business

I encourage anyone who wants to improve their business communications to attend a Communications Council meeting and think about joining our team. Communicate and connect!

Meredith Dittmar, President  
DittmarDesign LLC

### 2008 Annual Corporate Sponsors



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*Serving all of Northern Virginia and Washington, D.C.*



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LEADING REAL ESTATE COMPANIES OF THE WORLD™



## 2008 Arlington Real Estate Showcase

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

Summer will arrive soon, and so will the buses. And in addition to the thousands of tourists, some will carry members of the Arlington real estate and development community, as they participate in the 2008 Arlington Real Estate Showcase and bus tour. This summer's bus tour will take place on Thursday, June 12th from 7:30 a.m. to 12:00 noon, and will kick-off at the Westin Arlington Gateway. 2008 sponsors, The JBG Companies and **Monday Properties**, will headline the tour, which is presented by Arlington Economic Development, in partnership with the **Ballston-Virginia Square Partnership, Clarendon Alliance Inc., Columbia Pike Revitalization Organization and Rosslyn Renaissance**.

The 2008 tour will feature a variety of residential and commercial development projects, highlighting Arlington's newest and most innovative projects. This tour is a must for brokers and developers who work in and around Arlington, and for anyone who is interested in getting the inside scoop on all the newest projects in Arlington, plus advance notice on what's up and coming in the next year.

The program will begin with a continental breakfast and exhibits from 7:30 to 8:30 a.m. A presentation from AED Director, **Terry Holzheimer**, and others will follow. Attendees will board buses at 9:30 a.m., where they'll hear about a variety of projects in the Metro corridors, as well as projects in Shirlington and along Columbia Pike, from expert bus captains. The tour will conclude at the new Hotel Palomar in Rosslyn with a reception at 12:00 p.m.

Recipients will receive a copy of the 2008 Real Estate Showcase book, a valuable reference guide for development projects throughout Arlington. Sponsorship and advertising opportunities are still available. Registration before June 5, 2008 is \$125 for members of the **Ballston-Virginia Square Partnership, the Clarendon Alliance Inc., the Columbia Pike Revitalization Organization, or Rosslyn Renaissance**; \$150 for non-members. After June 5, 2008 all registrations are \$175. For more information on the 2008 Real Estate Showcase, and to register, visit [www.arlingtonvirginiausa.com/bustour2008](http://www.arlingtonvirginiausa.com/bustour2008).

### Enjoy another benefit of your Arlington Chamber membership!

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

**C**ommunications  
**C**ouncil

[communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org)

## The Best Companies Join Chambers of Commerce

**W**hy should your business or company join or remain a member of the Arlington Chamber of Commerce? There are numerous reasons ranging from government advocacy, networking to advertising. But now there is one more reason to add to the list! Job Seekers might select your company based solely on your Chamber membership.

The American Chamber of Commerce Executives (ACCE) conducted a study, and the best places to work tend to belong to their local chamber of commerce. *Fortune* magazine also published their yearly list "100 Best Companies to Work For" in the United States and Canada. Of the top 100, 94 of the companies are members of their local chamber of commerce, including all of the top 24. Additionally, the ACCE randomly sampled 100 companies featured in the *Fortune* 100. Of the 100, approximately 75 were members of their local chamber of commerce.

These results are not only attractive to those looking for a great place to work, they communicate that belonging to a chamber of commerce can influence your company's image, work life and quality of employees. "If a company cares about its employees, there's a good chance it also cares about its community, and the chamber is the way that great employers invest in both," stated ACCE President Mick Fleming. Fleming reaffirmed that the number of businesses who are chamber members on the Fortune list and on the ACCE's random sampling of Fortunes's top 100 simply means "that the best companies tend to be chamber members."

To view Fortune's list of the best places to work: visit <http://money.cnn.com/magazines/fortune/bestcompanies/2008/>



## Leadership Arlington is Accepting Applications for the Class of 2009!

**Deadline: Noon on Monday, May 12, 2008**  
**Applications available at [www.leadershiparlington.org](http://www.leadershiparlington.org)**

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

### How Do You Benefit?

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

### How Does Your Organization Benefit?

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

### How Does the Community Benefit?

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

For more information please contact Betsy Frantz, President & CEO,  
 at 703-528-2522 or [bfrantz@leadershiparlington.org](mailto:bfrantz@leadershiparlington.org)  
 Visit our website at [www.leadershiparlington.org](http://www.leadershiparlington.org)

### 10<sup>th</sup> Anniversary "Celebration of Leaders" Dinner

**Come celebrate the 10th Anniversary of Leadership Arlington and the Graduation of Leadership Arlington's Class of 2008!**

Thursday, May 29, 2008

6 p.m.

Ritz Carlton, Pentagon City

Cost: \$100 per person

RSVP: To register visit: [www.leadershiparlington.org](http://www.leadershiparlington.org) or call 703-528-2522

### The Leadership Arlington Youth Program is Looking for Rising Juniors and Seniors for the Youth Class of 2008



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

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

**Applications are due no later than June 13, 2008**

For more information, please contact Erika Mendez, Youth Program Director, at 703-528-2522 or email [emendez@leadershiparlington.org](mailto:emendez@leadershiparlington.org)

### HAPPY ANNIVERSARY!

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

#### APRIL ANNIVERSARIES

Arlington Independent Media	15
Clarendon Alliance, Inc.	20
Harold Frank, DDS	10
State Farm Insurance, Kevin Gallagher	5
VOAC Residential Program Center	5



## Grow Your Business with Breakfast Networking!

### BREAKFAST CONNECTION!

Thursday, May 8, 2008 • 7:30–9 a.m.  
Holiday Inn – Ballston

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



Feed your business the food it needs – networking with Arlington's top business professionals – and your business will grow! Enjoy a great breakfast while sharing 60-second commercials amongst Arlington's top business professionals. Our roundtable networking format is sure to introduce you to numerous key business contacts. Bring plenty of business cards!

*Please register for this event before noon, on May 7. All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly. Thank you!*

Additional thanks to our Quarterly Host, **Cardinal Bank!**

Register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org)!

## 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, May 7  
7:45–9 a.m.  
Chamber Board Room

Register online: [www.arlingtonchamber.org](http://www.arlingtonchamber.org)  
For more information contact **Brian Hefner**  
at 703-525-2400 or  
[membership@arlingtonchamber.org](mailto:membership@arlingtonchamber.org)

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

**Bank of America**   
Bank of Opportunity

## Branding – how important is it?

Find out at the May 20th Communications Council meeting when **Krishna Brown** of **Shoebox Oven** will lead a discussion on consistent branding and what it means to the success of your business. Learn how to:

- ✦ Develop brand personality
- ✦ Use consistent language
- ✦ Maintain a common look and feel
- ✦ Apply your brand in print and on the web

Ms. Brown is an experienced graphic designer who effectively promotes her business with branding. To learn more, visit [arlingtonchamber.org](http://arlingtonchamber.org). Click on membership guide / committees. Or, send an e-mail to [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org).

Next Meeting:  
Tuesday, May 20,  
5:00 p.m. at the  
Chamber!

**communicate  
& connect!**

 Communications  
Council



# Members IN THE News

## ➤ ASSOCIATIONS & PARTNERSHIPS

In an effort to leverage Crystal City's existing green assets, including transit-oriented development and "green development zone" status, as well as enhance the area's environmentally-conscious competitive-edge, the **Crystal City Business Improvement District (BID)** proudly announces, Crystal Green. The program kicks off with three partnerships from which early successes in energy efficiency, environmental quality and recycling/reuse (waste minimization) can be built. **Crystal City BID** has been designated the first partner in the **Arlington Initiative to Reduce Emissions (Fresh AIRE)** program. Through this partnership, the **BID** will clean up the Long Bridge Park area, offer energy solutions for multi-family buildings, plant 365 trees in 365 days, expand existing recycling programs and further market alternate transportation programs—bicycling, METRO, Zipcar, and more. Second, the **Crystal City BID** has arranged for property owners to engage in building energy audits. Third, the **Crystal City BID** has partnered with JK Moving and Storage to expand and solidify recycling/reuse options. Visit [www.reusedc.org](http://www.reusedc.org) for re-useable items. For further information visit, [www.crystalcity.org](http://www.crystalcity.org).

## ➤ DANCE CLASSES & COMPANIES

In celebration of **The Center Dance Company's** long history and its magnificent new facility, they have announced "*Spring Forward*", a unique collaboration, presentation and festival performance with Dana Tai Soon Burgess and Co. to be held at the Thomas Jefferson Community Theatre in Arlington. In addition to offering the community an evening of dance, this production also serves as a benefit event for **The Center Dance Company's** new home. Tickets are available online at [www.arldance.org](http://www.arldance.org) and run from \$17–\$20. For youth younger than eighteen and senior citizen older than sixty, tickets run from \$12–\$15. All tickets are reserved seating and group discounts are available. Call 703.522.2414 for more information.

## ➤ ENTERTAINMENT

**Signature Theatre** has just announced the appointment of **Maggie Boland** as the theatre's new Managing Director beginning May 5, 2008. According to **Signature's** Board chair, Sarah Valente, the several-month, nationwide search for a Managing Director identified a strong list of qualified candidates. "We were surprised and lucky to find the perfect fit for **Signature** 'right in our own backyard,'" said Ms. Valente, the Theater's Artistic Director. **Boland** was previously the Director of External Affairs at Arena Stage, a position that she had held since January 2003 when she assumed responsibility for Arena's Annual Fund in addition to her oversight of the theater's marketing, public relations, and sales efforts. To find out more, visit [www.sig-online.org](http://www.sig-online.org).

## ➤ NON-PROFIT ORGANIZATIONS & FOUNDATIONS

Canstruction®, a local architects' annual design and build competition using only cans of food, was held this past April at **Ballson Common Mall**. The competition, organized by the Northern Virginia Chapter of the American Institute of Architects (AIA), makes a significant contribution to feeding the hungry in Arlington. Canstruction® involves 14 local architectural firms competing to turn piles of canned food into delightful and inventive structures. After the competition, the teams donated the cans used to the **Arlington Food Assistance Center (AFAC)**, the local food pantry that now feeds over 800 families each week. "The number of families coming to us has grown about 25 percent in the last year. We need all the donated food we can get to feed the growing demand," stated **AFAC** Chair **Jim Whelan**. Visit [www.afainfo.org](http://www.afainfo.org) for additional information.

**AHC Inc.**, one of the largest developers of affordable housing in the area, is proud to announce the opening of **AHC Mortgage Services**, a new program that provides affordable mortgages in the Washington, DC, metropolitan region.

Backed by 30 years of integrity and community experience, **AHC Mortgage** offers stable fixed-rate mortgage products in today's uncertain market. "We created this program because we saw a need in the marketplace that meshes with our mission to provide affordable housing," said **Walter D. Webdale**, President and CEO. **AHC's** program offers long-term homeownership solutions, including stable, fixed-rate mortgages and an ongoing education component with before- and after-purchase guidance from certified financial counselors. Visit [www.ahcinc.org](http://www.ahcinc.org) to find out more.

The Honorable Mary Margaret Whipple and Arlington County Board Vice Chair Barbara Favola officiated the **Arlington Partnership for Affordable Housing's (APAH)** Fisher House grand-opening on April 29<sup>th</sup>. The ceremony was a concrete representation of **APAH's** mission in Arlington: to enhance the Arlington community by developing, preserving and owning high-quality affordable housing. Highlights of the Fisher House rehabilitation include: 100% of the apartments as affordable, secured Historic Tax Credits to complete the rehabilitation and safeguard their historic character, combined Federal Low Income Tax Credits with Historic Tax Credits to complete a quality renovation with as little debt as possible, initiated a phased renovation plan to reduce the impact of construction on residents lives and used "bumpouts" to expand half of the one bedroom apartments into two bedrooms. Visit [www.apah.org](http://www.apah.org) for more information.

## ➤ PET & ANIMAL SERVICES

On Saturday, May 10, 2008, local animal lovers and their dogs will be out in force to raise money for homeless and neglected animals by participating in the **Animal Welfare League of Arlington's** 13th Annual Walk for the Animal. The pledge walk is a favorite among area animal lovers and last year attracted more than 500 people and 300 dogs, raising over \$82,000 and making it our most successful Walk ever. Funds raised at the Walk help support all the animals that enter the **League's** doors. Owner-accompanied dogs over four months old and people of all ages are invited. Cats and other pets must remain at home.

*continued on page 8*

### Members in the News, *continued*

The Walk begins and ends in Arlington's Bluemont Park (329 N. Manchester Street, Arlington, VA 22203) and inaugurates Arlington's Neighborhood Day. Registration begins at 8:30 a.m. and the Walk kicks off at 9:30 a.m. Register (or donate) online at <http://awla.kintera.org/walk2008>.

#### ► RESTAURANTS & FOOD SERVICES

In March, the 2008 Platinum Plate Award was presented to **Sushi-Zen Japanese Restaurant** for "Best Japanese Restaurant in Arlington" from the prestigious Best Independent Restaurant Association (BIRA). Visit [www.sushizen.com](http://www.sushizen.com) or call 703.534.6000 to find out the restaurant's hours, location and menu.

#### ► UNIVERSITIES & COLLEGES

**Marymount University** has received a record-setting \$3,000,000 commitment toward the construction of its planned 26<sup>th</sup> Street project from Preston C. Caruthers. Caruthers is the Chairman of Carfam II Associates, L.P., a real estate development firm headquartered in Arlington. A longtime supporter of Marymount, Caruthers has been involved with the institution since the mid-1960s as a friend and advisor to three of its presidents. His commitment for the 26<sup>th</sup> Street project represents the largest single gift from an individual in the University's history. **Marymount's** 26<sup>th</sup> Street project is a planned multi-purpose development on the site of a current surface parking lot owned by the University, at the intersection of 26<sup>th</sup> Street, Old Dominion Drive, and Yorktown Boulevard. The project will include an academic building focused on science and health science, a residence hall providing suite-style accommodations for 230 students and attractive outdoor spaces, all built over underground parking. In recognition of Mr. Caruthers' support, the project's academic building will be named Caruthers Hall.



### The following new members joined in April, 2008

#### FINANCIAL & INVESTMENT SERVICES

##### ARLINGTON BENEFITS GROUP

Greg Clough, Principal  
1100 North Glebe Road, Suite 1010  
Arlington, VA 22201  
Phone: 703-224-8085

##### SPONSOR: Brian Hefner, Staff

Independent financial advisor specializing in working with small business owners. Helping them with business needs planning and personal planning.

##### INTERFACE FINANCIAL GROUP

Peter Pokorny, Principal  
520 John Carlyle Street, Suite 305  
Alexandria, VA 22314  
Phone: 571-257-5649

##### SPONSOR: Joe Prentice, New York Life

We provide working capital to small, growing businesses that have difficulty attracting conventional funding.

#### AUTOMOBILE SERVICES

##### BEST AUTO SALES

Nariman Sultanzada, Office Manager  
3217 North 10th Street  
Arlington, VA 22201  
Phone: 703-528-0606

##### SPONSOR: Brian Hefner, Staff

Family owned business for more than 20 years at the same location. Our number one goal is to provide the best customer service possible.

#### COACHING, SEMINARS & PROFESSIONAL DEVELOPMENT

##### LEAD STAR, LLC

Wesley Tuck, Director of Sales  
P.O. Box 328  
Fairfax, VA 22038  
Phone: 703-533-7822

##### SPONSOR: Brian Hefner, Staff

Best-selling authors of "Leading from the Front," **Angie Morgan** and **Courtney Lynch** teach leadership based on their experiences as Marine Corps Officers, private sector professionals and entrepreneurs.

#### CONSULTING

##### OUTER CONSULTING, LLC

Jessica Outer, President  
2607 Arlington Boulevard #201  
Arlington, VA 22201  
Phone: 202-253-3838

##### SPONSOR: Brian Hefner, Staff

Outer Consulting, LLC specializes in event and fundraising strategy development for non-profit organizations.

##### TEAMLOGICIT

David Stefkovich, President  
2200 Wilson Boulevard  
Suite 102-272  
Arlington, VA 22201-3324  
Phone: 703-531-8789

##### SPONSOR: Brian Hefner, Staff

We cost-effectively handle your IT needs with powerful technology expertise and nationwide buying power that you couldn't match when using a single business or company.

#### COPYING

##### FEDEX KINKO'S

Dakota Moore, Center Manager  
1601C Crystal Square Arc  
Arlington, VA 22202  
Phone: 703-418-3727

##### SPONSOR: Brian Hefner, Staff

Copying, printing & professional binding. Print posters, signs and banners. Photo-quality prints from your traditional and digital photos. FedEx Express and ground packing/shipping.

##### FEDEX KINKO'S

Sterling Moore, Sr. Center Manager  
1601C Crystal Square Arc  
Arlington, VA 22202  
Phone: 703-413-8011

##### SPONSOR: Brian Hefner, Staff

#### FITNESS

##### DAH N YOGA & TAI CHI

Dawn Jakutowicz, Manager/Head Instructor  
1235 South Clark Street  
Arlington, VA 22202  
Phone: 703-415-9642

##### SPONSOR: Brian Hefner, Staff

Dahn Yoga & Tai Chi offers group energy yoga and tai-chi classes, private lessons and yoga healing. Gain strength and flexibility, improve posture and balance, release stress and increase mental clarity.

#### GIFTS

##### C&C UNIQUE GIFTS & GIFT BASKETS

Carmen Chong, Owner  
6501 Randall Place  
Falls Church, VA 22044  
Phone: 703-534-3660

##### SPONSOR: Joe Prentice, New York Life

C&C Unique Gifts & Gift Baskets

*continued on page 9*

**Welcome to New Members, *continued***

specializes in helping individuals, small businesses and large corporations show appreciation to friends, family, colleagues, employees and clients in unique, memorable and cost effective ways.

**GOVERNMENT OFFICES****CLERK OF THE CIRCUIT COURT**

Paul Ferguson  
1425 N. Courthouse Road, Suite 6700  
Arlington, VA 22201  
Phone: 703-228-7010

**SPONSOR: Joe Prentice, New York Life**

**HOME IMPROVEMENT & REPAIR****WALLIS DECORATIVE PAINTING INC.**

Laurel Starkey, Owner  
3700 South Kemper Road  
Arlington, VA 22206  
Phone: 571-259-3320

**SPONSOR: Brian Hefner, Staff**

Painting—interior and exterior and specialty, wall repair, power washing, reglazing of bathroom fixtures and tile, wallpaper removal and similar services.

**INSURANCE—PROPERTY & CASUALTY****STATE FARM INSURANCE AGENCY  
FIELD OFFICE**

Michael Garcia, Agency Field Executive  
1900 North Beauregard Street, #250  
Alexandria, VA 22311  
Phone: 703-933-6031

**SPONSOR: Brian Hefner, Staff**

We support and train the local Arlington State Farm Agents and their employees.

**LANDSCAPING, SWIMMING POOL  
MAINTENANCE****GREEN ACRES LANDSCAPING  
& MASONRY**

Rodney Elliott, President/Owner  
PO Box 7164  
Arlington, VA 22207  
Phone: 703-521-4555

**SPONSOR: Brian Hefner, Staff**

Full service landscape maintenance, design & installation company. Masonry work including stone, paver, and cement patios, driveways, walks and retaining walls.

**NON-PROFIT ORGANIZATIONS  
& FOUNDATIONS****COMMUNITY RESIDENCES**

Barbara Bush, Sr. Director of Development  
14160 Newbrook Drive, First Floor  
Chantilly, VA 20151  
Phone: 703-841-7768

**SPONSOR: Rich Doud, Staff**

Residential, supportive, counseling, community integration and educational programs for adults and children who are mentally retarded or mentally ill and/or physically disabled, including homeless individuals.

**Hit the Jackpot at May's****BusinessAfterBusiness:**

**A**ttend Business After Business this May 22 at Kettler's West Village of Shirlington and socialize with Arlington's key business leaders! 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 **\$2,400** and hasn't been won in over two years! If you're a member, this could be your chance to win. You do not have to be pre-registered to win but you must be present at the time of the drawing to receive prizes. Happy hour networking and a chance to win—what could be better?

*Please register for this event before noon, on May 22. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!*



West Village of Shirlington  
4155 Four Mile Run Drive  
Arlington, VA 22204

Thursday, May 22  
5-7 p.m.

Register early at [www.arlingtonchamber.org](http://www.arlingtonchamber.org).

**TAHIRIH JUSTICE CENTER**

Jenny Nuber, Major Gifts Manager  
6066 Leesburg Pike, Suite 220  
Falls Church, VA 22041  
Phone: 703-575-0070

**SPONSOR: Brian Hefner, Staff**

The Tahirih Justice Center enables women and girls fleeing gender-based violence to access justice by providing pro-bono legal services and public policy advocacy.

**RESTAURANTS & FOOD SERVICES****MIMI'S CAFE**

Jeanne Turner, Director of Community & Public Relations  
21015 Dulles Town Circle  
Sterling, VA 20166  
Phone: 571-434-0162

**SPONSOR: Brian Hefner, Staff**

## TRD CORNER

**T**he Chamber is in the midst of its third annual Total Resource Development (TRD) campaign and our volunteers are experiencing great results while having a great time! The bi-monthly TRD Networking Rally's give volunteers a chance to network and share tips of campaign success. See May's events right. Thank you to **Brighton Gardens of Arlington** and **ROCKLANDS Barbeque & Grilling Company** for hosting great networking rallies in April!

The volunteers are well on their way to reaching the campaign's goal of \$250,000, and we are confident that we can achieve our objective by the end of the three month period, June 19! For up to date information on campaign progress, please visit [www.arlingtonchamber.org](http://www.arlingtonchamber.org) and click the TRD logo in the lower right corner. Thank you to all the volunteers participating in TRD 2008. This is your campaign and your Chamber! Your hard work strengthens the Arlington Chamber of Commerce. If you have any questions about the TRD campaign, please contact Kate Roche at 703-525-2400.



*Gary Hughes of Brighton Gardens of Arlington chose the winner for the homerun door prize they donated to the TRD Networking Rally – a \$100 gift card to the Washington Nationals brand new stadium!*



## TRD TRIP UPDATE

For those volunteers working towards earning the TRD trip, the location and date have been finalized. This October 10 through the 13 we will retreat to sunny Freeport, Bahamas at the Sheraton Grand Bahama Island Our Lucaya Resort. The hotel is oceanfront and located in the heart of Grand Bahama Island on 7.5 acres of sandy beaches and tropical surroundings. The resort also features two magnificent golf courses and the new Isle of Capri Casino at Our Lucaya.



## MAY TRD EVENTS

### May 1

TRD Networking Rally  
Knights of Columbus Council Home  
5-6 p.m.

### May 15

TRD Networking Rally  
Ketter Capitals Iceplex  
5-6 p.m.

TRD volunteers can register for these events at [www.arlingtonchamber.org](http://www.arlingtonchamber.org).



*Joe Prentice of New York Life Insurance proudly shows off the \$100 Washington Nationals gift card he won from Brighton Gardens of Arlington at the April 3 TRD Networking Rally.*

## Business Roundtable

The Chamber sponsored Roundtable is an open discussion forum held on the last 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*

### March 2008

#### How Are You Doing?

On March 26<sup>th</sup>, the Arlington Business Roundtable turned to the topic: *How Are You Doing?* Sixteen attendees discussed the many challenges that face a small business keeping on top of producing a profit as the business grows. The objective of a business is to make a profit. How do you know you're winning unless you keep score? Develop a financial scorecard and use it!

Attendees agreed they shouldn't wait until tax time to be surprised. A monthly profit checkup is necessary to catch potential problems before they grow to be the 800 pound gorilla. Use a scorecard to provide meaningful information.

Four checklists that should be on your scorecard

- ✓ **Net Profit**—Sales less operating expenses shows if the company is profitable (although it may not have enough cash on hand).
- ✓ **Operating Cash Flow**—Cash from operations less cash out shows how much cash is being generated by operations and in the bank to pay bills.
- ✓ **Return on Assets**—Net Profit divided by Average Assets shows if the business is doing a good job managing sales and expenses plus managing receivables, inventory and fixed assets.

*Business Roundtable*  
 Wednesday, May 28  
 11:45 a.m.  
 Chamber Board Room

**TOPIC:**  
**Referrals:**  
*Everyone agrees that referrals are the best way to get new business. What is your referral generation?*

Roundtable is free, but space is limited and registration is required.  
 Please register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call 703-525-2400.

✓ **Quick check on Owner Profitability**—Compile Sales, Revenue in terms of bank deposits, and Total owner compensation. Develop a trend analysis. Also, divide compensation by deposits monthly to catch any downward drift in compensation.

Lauren Marley of Northshoredesign uses Simple Straw from Quick Books as an easy way to start the process of tracking profits. Kathleen Manley of Asset Funding Solutions turns over the financial record keeping and

reporting to professionals and works with them to stay on top of profits.

The Bottom Line from this roundtable? Use a scorecard that provides meaningful information on the business' profits. Check the profit trend monthly and take any needed corrective action.



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](http://www.ProActiveCorp.net) or call 703-862-6758. To learn about the upcoming Business Roundtable topic, go to [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or contact the Chamber office at 703-525-2400.



### 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 April.

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. Entertainment
3. Real Estate
4. Dining
5. Shopping

**Top 5 Business Categories**

1. Churches
2. Hotels & Motels
3. Restaurants & Food Services
4. Real Estate – Residential
5. Apartments

### Thanks go to...

- **Bean, Kinney & Korman** for hosting our March Business After Business.
- the following for bringing door prizes to the March Business After Business: **Cliff Farbstein** of **Dimension Creative Promotions**, **Bernie Cohen** of **Insurance Solutions**, **Richard Otto** of **Otto's Electrical Service, Inc.**, **Ann McIntyre** of **FRC Marketing**, **Main Event Caterers**, **Carmen Chong** of **C&C Unique Gifts & Gift Baskets** and **Ned Overton** of **FW&D Remodeling Services**
- **The Knights of Columbus** for hosting our March Board Meeting.



- Arlington Realty Specialists Since 1976
- Residential Sales & Relocation
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VOTED AN ARLINGTON SMALL BUSINESS OF THE YEAR BY THE ARLINGTON CHAMBER OF COMMERCE



**Questions?**  
Call 703-525-2400.

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# The Arlingtonian

## Arlington Chamber of Commerce

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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.