



Chamber's First Nonprofit Forum a Success

On July 17, the Chamber's Community Action Committee hosted a special Nonprofit Forum—the first of a regular series of educational presentations aimed at the Chamber's nonprofit membership. The brown bag luncheon featured **Dr. Lehn E. Benjamin, George Mason University** Assistant Professor of Non-Profit Management Studies, who delivered a talk entitled "Measuring Success: An Introduction to Outcome Measurement & Program Evaluation." More than thirty-five program managers, grant writers and other nonprofit professionals attended the presentation, which addressed the difference between evaluation and outcome measurement, along with popular approaches to these important nonprofit activities.

The Community Action Committee plans to host more Nonprofit Forums on a quarterly basis. Future topics may include nonprofit marketing, fundraising, networking and trends in skills-based volunteering. Have an idea for a relevant Forum topic? Please e-mail it to events@arlingtonchamber.org.

Thank you to **Marymount University** for sponsoring the event, **Goodwill of Greater Washington** for hosting and to the speaker, **Dr. Lehn E. Benjamin of George Mason University**.

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Save the Dates!

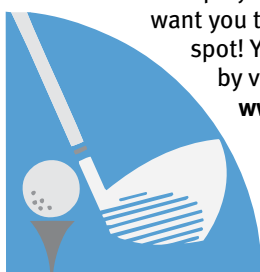
Don't miss out on the **Scholar's Cup Mini Golf Tournament!** This event is a scholarship fundraiser for the Chamber, and 100% of the proceeds benefit the Arlington Chamber Scholarship Fund. The tournament is open to anyone of all ages and is designed to be a family friendly event. The mini-golf tournament will be followed by a delicious dinner and awards ceremony! Mark your calendars now and save your spot by registering TODAY at our website, www.arlingtonchamber.org!



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

Join us this fall at the **Chamber's 57th Annual Fall Outing!** Each player will receive coffee and breakfast, a boxed lunch on their cart, beverages conveniently located around the course, a barbecue dinner and tons of giveaways! Register early; there is a limit on the number of golfers allowed to play in this tournament, and we

want you to be sure to save your spot! You can register online by visiting our website at www.arlingtonchamber.org.



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



(left to right) Arlington Chamber Chair **Margaret McKeough**, TRD Campaign Chair **Allen Schirmer** and Chamber President **Rich Doud** celebrated the close of another successful TRD campaign. **Sunrise at Bluemont Park** was the perfect location for our 2008 TRD Victory Celebration.

Win-Win. Your Business. Your Chamber. TRD 2008

Thank you to all of the volunteers who made TRD 2008 a success. As mentioned in the Chair's Message, TRD 2008 raised \$228,689, which is over \$15,000 more than has ever been raised by the Arlington Chamber of Commerce through a TRD Campaign. Thank you to the following teams: American Painting and Janitorial; the Board Liaison Team; Comcast Cable Communications; the Communications Council; the Community Action Committee; Gold's Always Good; Guernsey Office Products; Holiday Inn National Airport; HSBC National Bank, USA; The IDI Group Companies; KBR; the Law Offices of Barbara E. Nicastro, Esq.; Metropolitan Washington Airports Authority; The Ambassador Team; The ProActive Corporation of America; United Bank; Verizon; and Virginia Commerce Bank.

The Chamber

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

Where you need to be in SEPTEMBER



1 Monday

Labor Day
Chamber Office Closed

2 Tuesday

Arlingtonian Contents Due

Community Action Committee
8–9 a.m.
Chamber Board Room

10 Wednesday

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

11 Thursday

Breakfast Connection: Nonprofit
7:30–9 a.m.
Holiday Inn Ballston

Higher Education Council
4–5 p.m.
Chamber Board Room

16 Tuesday

SMART Start
7:45–9 a.m.
Chamber Board Room

Communications Council
5–6 p.m.
Chamber Board Room

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

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

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

17 Wednesday

Scholars' Cup
3:30–7 p.m.
Upton Hill Regional Park

19 Friday

Board Meeting
11:45 a.m.–2 p.m.
TBA

24 Wednesday

Small Business Roundtable
11:45 a.m.–1:15 p.m.
Chamber Board Room

25 Thursday

Business After Business
5–7 p.m.
Virginia Hospital Center

26 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.

THE ARLINGTONIAN (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA. POSTMASTER: Send address changes to The Arlingtonian c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201

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

Chair Message



Margaret E. McKeough

The Chamber's 2008 Total Resource Development Campaign (TRD) recently concluded and the financial results established a new record level for the third consecutive year. Thanks to the commitment of many people, TRD 2008 raised \$228,689 for Chamber activities and programs!

Significant thanks goes to all Chamber members and businesses that participated in this initiative. I would like to specially acknowledge several individuals who committed much time serving in leadership roles for this year's campaign. **Allen Schirmer** with **United Bank** strategically guided the Campaign's success as Chair. **Todd Ihrig** and Chair-elect **Ellen Rainey** contributed invaluable advice as Board-liaisons. **Bill Holmes** with **American Painting & Janitorial Co.**, **Barbara Nicaastro** with **The Law Offices of Barbara E. Nicaastro, Esq.**, **Frank Ruffing** with **Farragut Resources**, **Scott Sterling** with **The IDI Group Companies**, **Karolyn Stuver** with **KBR**, and **Jim Whelan** with **The ProActive Corporation of America, Inc.** served as Campaign Vice-Chairs providing support to twelve teams comprised of over fifty volunteers. Many thanks also goes to the Chamber staff for their impressive energy and skills in keeping the Campaign volunteers and pledges organized.

As the 2008 TRD Campaign wraps up, the Chamber has already begun planning for the 2009 business year. The fall season is a busy time at the Chamber. The 2009 Program Budget is under development for formal review by the Chamber Board. Chair-elect Ellen Rainey is leading the Chamber Nominating Committee's efforts to establish the Chamber's 2009 Board of Directors. Fall is also the Chamber's traditional golf season with two golf events scheduled. The first event on September 17 offers a great opportunity to support the annual scholarship fund for Arlington's youth by playing mini-golf in the Chamber's Scholar's Cup at Upton Hill Regional Park. On October 6, the annual Fall Outing at the Westwood Country Club offers a second opportunity to enjoy a round of golf with Chamber businesses. Hope to see you then.

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

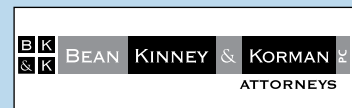


Questions? Call 703-525-2400.

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Deborah Kunin, Administrative	x200	dkunin@arlingtonchamber.org
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Army Community Covenant Signing

The Fort Myer Military Community's Army Community Covenant took place August 7, 2008 at the Arlington County Fair Opening Ceremonies. The **Army Community Covenant** is designed to develop and foster effective state and community partnerships with the Army in improving the quality of life for soldiers and their families, both at their current duty stations and as they transfer from state to state. Chamber President **Rich Doud** participated in the ceremony along with The Honorable Pete Geren, Secretary of the United States Army; Maj. Gen. Richard J. Rowe, Jr., Commanding General of the Military District of Washington and Joint Force Headquarters National Capital Region; **Colonel Laura J. Richardson**, Garrison Commander of **Fort Myer Military Community**.

The Army Community Covenant is a nation-wide event that is tailored at the local level, with leaders at both local and state levels participating in covenant signings, and all are taking place between April and December 2008. The Army Community Covenant recognizes the strength of Army soldiers, their families and the support of their local community.



Scott Perry, of BB&T, Lee Highway, Chamber President Rich Doud and The Honorable Pete Geren, Secretary of the United States Army, observed and participated in the Army Community Covenant Ceremonial Signing.

Arlington Unveils "People's Choice" ABBIE Awards

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

Beginning this fall, Arlington County will reinvent the Arlington Best Business (ABBIE) Awards, and introduce a new format, dubbed the People's Choice ABBIE Awards. The People's Choice ABBIES will recognize the very best of all Arlington businesses, with voting open to the public. Arlington Economic Development (AED) will present the new People's Choice ABBIES, which will culminate in an awards presentation with the Arlington County Board.

In addition to recognition from the Arlington County Board, award winners will receive continuous promotion throughout the year as People's Choice ABBIE Award winners from AED. "An awards program is just one of the many ways we support the Arlington business community, especially the small retail stores and restaurants that help shape the character of Arlington's urban villages," stated AED Director, Terry Holzheimer. "The new People's Choice ABBIES will help us recognize the very best of all Arlington businesses, with participation from the entire community."

Arlington County sought to reinvent the awards program, which had previously been presented by the Arlington Chamber and the Arlington Economic Development Commission. Under the old program, nominations were submitted for businesses according to specific criteria, and a committee selected the winners. The new People's Choice ABBIES will begin with approximately twenty award categories, ranging from "Best Date Restaurant" to "Best Customer Service". Anyone may nominate an Arlington business for any category during the two-week nomination period. Once nominations are gathered, award winners will be selected by popular vote.

All nominations and voting for the People's Choice ABBIES will take place online. Those without access to a computer at home or at work may vote at any Arlington County Library public computer. Nominations will begin on September 1. To nominate an Arlington business for an ABBIE Award visit: www.arlingtonva.us/ABBIES.

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 effective communications can help grow your business
- ✦ Meetings: third Tuesday of every month (5:00 p.m. at the Chamber)

Next Meeting:
Tuesday, Sept. 16,
5:00 p.m. at the
Chamber!

Communications
Council



communications@arlingtonchamber.org

Summer PRIME Program Beneficial for Both Students and Participating Organizations

By Elena Ponds, Rising Senior at H-B Woodlawn and Chamber PRIME Intern

Upon applying for the PRIME internship program, or Professional Related Intern/Mentorship Experience, I was hesitant about where I would be placed. I had no interest in doing remedial tasks all day. To my advantage, **Nancy Opsut** and **Becki O'Loughlin**, the leaders of the PRIME program, spent weeks finding a local business that would provide me with a rewarding experience. Their hard work paid off when the Arlington Chamber of Commerce offered me their internship position.



*Elena Ponds,
2008 Chamber
PRIME Intern*

During the month of July I began to fully understand the Chamber's mission as well as its crucial role in the community. My mentor, Kate Roche, the Chamber's Member Services Manager, works primarily on planning the monthly and annual Chamber events as well as directing the 2008 Total Resource Development (TRD) fundraising campaign. Therefore, my internship mainly focused on assisting Kate in the many projects associated with the planning of Chamber events. I have done everything from making invitations and ordering tournament trophies to researching major companies and writing donation request letters for the upcoming silent auction at the annual Chamber Business Gala. In addition to working with my mentor Kate, I was also assigned various projects with Meghan Cahill, the Chamber's Communications Manager, and Brian Hefner, the Chamber's Director of Membership. With them I was able to update content on various pages on the Chamber's website, including the online photo gallery, and also work on the new membership directory.

I am extraordinarily grateful for the experiences that I have had working with the Chamber. Every one of its staff and members have been exceedingly kind to me throughout my internship. I am especially thankful to Rich Doud, the Chamber of Commerce's President. He took me under his wing and made it his mission to make sure I gained as much as I possibly could during my internship experience. He allowed me

to accompany him to his meetings whose themes ranged from economic development to the Community Action Committee's Non Profit Forum.

In my observations, the Chamber of Commerce is an amazing environment because of its tight-knit community and its wonderful employees. The PRIME program has allowed the Chamber and me to flourish simultaneously, each of us gaining tangible benefits out of this wonderful experience. Thanks to the Arlington Chamber of Commerce, I have not only learned more about a specific career field, I have begun to grasp the type of lifestyle I would eventually like to lead; one which focuses on the betterment of a community and one that is rewarded through involvement.

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WHAT WE DO EVERY DAY, POWERS YOUR EVERY DAY.



Members IN THE News

➤ ASSOCIATIONS & PARTNERSHIPS

Save the date for **Columbia Pike Revitalization Organization's (CPRO) Taste of the Pike** on Saturday, Sept. 20. The Columbia Pike area has been called "the World in a Zip-Code," and you will be able to enjoy specialty foods from around the globe at this event. The 2nd annual Taste of the Pike is a multicultural celebration, and more than a dozen musical and dance groups will be performing in a variety of folkloric and contemporary styles. **CPRO** is pleased to again be partnering with Arlington's Multicultural Advisory Commission to produce this exciting event. You will want to visit the booths of local civic groups, shop for the fine goods of arts and crafts vendors, and check out the kids activities—there will truly be something for everyone! Admission is FREE. Sat. Sept. 20, noon to 7:00 p.m. on the grounds of the Arlington Mill Community Center at 4975 Columbia Pike. For sponsorship opportunities contact **Jim Whittaker** at 703-892-2776 or jwhittaker@columbiapike.org.

➤ BANKS

Arlington Virginia Federal Credit Union (AVFCU) saluted Art Baltrym, for his service to **Arlington Street People's Assistance Network (A-SPAN)**, during a special presentation at **AVFCU's** 56th Annual Meeting. Baltrym was awarded the second annual "People Helping People" Award, which recognizes individuals for their extraordinary service to the Arlington community. Baltrym's service-focused mission led him to begin volunteering with **A-SPAN** in November of 2006 at their Emergency Winter Shelter and meal program. During his time there, he quickly became an indispensable part of the **A-SPAN** team. **Arlington Virginia Federal Credit Union's** "People Helping People" award is presented annually. Nominations will be accepted for the 2009 award next spring. Go to www.arlingtonvafcu.org for more information.

As a member of the Promontory Network, **United Bank** can offer a customer up to \$50 million in FDIC insurance cov-

erage through a service named CDARS – 500 times the standard \$100,000 that most banks offer. **United Bank** offers CDARS at all of its 114 offices – 43 in Virginia, seven in the District of Columbia, eight in Maryland, 53 in West Virginia and three in Ohio. An employee at each of the offices will be designated to handle CDARS transactions and two senior bank officers have been named to oversee the program. **United Bank** is the largest bank headquartered in the Washington area to offer the CDARS service. "Nothing is safer than FDIC insurance," said **James J. Consagra, Jr.**, President and Chief Executive Officer of **United Bank**, "since the FDIC was created 75 years ago, no one has lost a single penny in an FDIC-insured account. Find out more at www.unitedbank-va.com.

Virginia Commerce Bank (VCB) proudly announces the appointment of **Paul Garcia**, as Vice President, Sales Manager for the Bank's Mortgage Lending department. As Sales Manager he will oversee recruitment, sales training and loan originations. **Garcia** has over 23 years of experience in mortgage lending. For further information about VCB's services and a map of locations, visit VCBonline.com.

➤ DANCE CLASSES & COMPANIES

The Center Dance Company, Inc. and its school **Arlington Center for Dance** (now in its 27th year of operation) proudly open the doors of its new home—one of the largest dance education facilities in the Metro D.C. area. Located at 3443 Carlin Springs Road, Falls Church, Virginia., in the convenient Bailey's Crossroads area, this state-of-the-art facility will serve students from Northern Virginia, Maryland and Washington DC. In addition to the extensive class schedule and training program, the center will provide the local dance community with exceptional rehearsal, class and studio performance space by offering rental opportunities to local and national dance, arts and wellness organizations. Schedule information can be found on the Center's website www.arldance.org.

➤ HOME IMPROVEMENT & REPAIR

FW&D Remodeling Services is pleased to announce that **David Simmons** has joined their team. **Simmons** serves as **FW&D's** Sales Manager for exterior remodels such as roofing, siding, windows, gutters, gutter covers and shutters. Additionally he is their Field Manager for all interior remodeling projects. **Simmons** brings 35 years of remodeling experience to **FW&D**. At **FW&D** they are committed to providing the expertise of a large company with the personal service and accountability of a locally owned and managed business. With **Simmons** on board as our Sales and Field Manager, they will be better able to coordinate and provide those services. Visit www.fairwd.com to find out more.

➤ NON-PROFIT ORGANIZATIONS & FOUNDATIONS

Three blocks from Metro The Arlington County Board unanimously approved **AHC Inc.'s** site plan for The Jordan, a new 90-unit affordable apartment building. The project is part of a 4.8 acre site on Glebe Road and Wilson Boulevard that will also include two office buildings and 28 market-rate townhouses. **AHC** also developed a site-specific transit package for residents to encourage the use of public transportation—a first in Arlington County. Visit www.ahcinc.org to find out more.

The Commonwealth of Virginia Energy and Sustainability Conference (COVES) will take place September 17-19, 2008 in Richmond, Virginia at the Greater Richmond Convention Center. This year's conference will feature sessions on federal, state and local energy and sustainability policies; innovative transportation and energy system options; Green Building design; and other topics of interest to Chamber members. The conference is being organized this year by the Virginia Sustainable Future Forum, led by Co-Chairs, **Annette Osso**, President, **Virginia Sustainable Building Network** and Harry Gregori, Vice President, Environmental Solutions Inc. Learn more about COVES 2008 at www.vsbn.org/coves2008.

Continued on page 12



Leadership Arlington is excited to announce the 2008 Leadership Arlington Youth Program Class

Congratulations to the following students who represent a diverse cross section of Arlington and who attend seven different high schools in our area:

Caroline Clements, H-B Woodlawn Program
Peter Corrales, H-B Woodlawn Program
Nick Cox, H-B Woodlawn Program
William Diffie, Bishop O'Connell High School
Mayra Gallo, Yorktown High School
Claire Hunn, Yorktown High School
Prakriti Khanal, Washington-Lee High School
Lydia Kidane, Wakefield High School
Patricia Lira, Wakefield High School
Helen Lovo, Wakefield High School

Danielle McKenzie, Wakefield High School
Katty Novillo, Wakefield High School
Veronica Ramos-Coreas, Wakefield High School
Evelyn Reyes, Wakefield High School
Antonia Smith, H-B Woodlawn Program
Timothy Spicer, Jr., Wakefield High School
Charlie Townshend, St. Albans School
William Troppe, Thomas Jefferson High School
Luis Vallejo, Yorktown High School
Kaitlin Wolla, Yorktown High School

The Youth Program is designed to enhance leadership skills and awareness of the need for philanthropy, community service and civic participation in young people. For two weeks, the youth program meets at different business, non-profit and government locations throughout Arlington County to provide students the opportunity to be exposed to diverse organizations and meet with leaders from our community. Training is hands-on, experiential learning. Daily sessions focus on professionalism, culture competency and commitment, mentoring, facilitation and philanthropy. One highlight is our "Philanthropy into Action" program session. This session offers participants the experience to learn the value of philanthropy through site visits to local non-profits in Arlington.

If you would like to receive more information on our youth program and/or nominate a student for next year's class please contact **Erika Mendez, Youth Program Director** at 703-528-2522 or visit www.leadershiparlington.org.

TRD, continued from page 1



Thank you to the following volunteers for their production:

Campaign Chair Allen Schirmer, United Bank

Ellen Rainey—Hamilton College
Margaret Bishop—Metropolitan
Washington Airports Authority
Karolyn Stuver—KBR
Barbara Nicastrò—The Law Offices of
Barbara E. Nicastrò
Robin Coracci—Virginia Commerce
Bank
Cathy Morris—Virginia Commerce
Bank
Al DeSabato—United Bank
Joe Prentice—State Department
Federal Credit Union
Doug Brammer—Verizon
Arianna Gleckel—Bean, Kinney,
Korman, P.C.
Robert Hawthorne—United Bank
Amanda Koenig—Intelligent Office
Gordon Thrall—Guernsey Office
Products
Todd Ihrig—H.D. Vest Investment
Services
Robert Klein—Holiday Inn National
Airport
Marie Schuler—Comcast Cable
Communications
Bill Holmes—American Painting
& Janitorial Co., Inc.

Scott Sterling—The IDI Group
Companies
Margaret McKeough—Metropolitan
Washington Airports Authority
Cindy Engquist—All About
YOUiversity
Kim Durand—Arlington Public Schools
Jim Whelan—The ProActive
Corporation of America, Inc.
Nancy Hong—Virginia Commerce
Bank
Bob McCoy—Virginia Commerce Bank
Ted Johnson—Virginia Commerce
Bank
Jesse Corning—The Knights of
Columbus
Patricia Newman—American Realty
Group
Sinamon Marchioro—United Bank
Michaela Whelan—HSBC National
Bank, USA
Norm Odeneal—Keller Williams Realty
Naina Singh—United Bank
Donna Hamaker—KDH Real Estate
Sylvana Mascarenhas—Virginia
Commerce Bank

A special thank you to **Sunrise at Bluemont Park** for hosting an outstanding Victory Celebration! The food was spectacular, ranging from crab cakes to chicken satay, and the open bar was extremely generous! Thank you for your support.

Plans are already beginning for TRD 2009. If you are interested in participating, contact Kate Roche at 703-525-2400 or events@arlingtonchamber.org.



HOTELS & MOTELS

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HAPPY ANNIVERSARY!

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

AUGUST ANNIVERSARIES

Bookkeeping and Money Management	5
Northern Virginia Business Referrals	5
Baird Automotive	10



September's BREAKFAST CONNECTION

Focusing on Building Relationships Between the Nonprofit & Business Community

Thursday, September 11, 2008 • 7:30–9 a.m.
Holiday Inn – Ballston

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



Breakfast this month will highlight the Chamber's nonprofit members and will focus on strengthening their relationships with Arlington's business community. This event is a great opportunity for nonprofits and for-profits to come together for power networking that will enhance and shape our community. Come for the networking, stay for the rewards and benefit from the connections made!

This Breakfast Connection will utilize the same 60-second commercial, roundtable format. Bring plenty of business cards! Additional thanks to our Quarterly Host, **HSBC National Bank, USA!!**

Register online at www.arlingtonchamber.org!

Re-Charge Your Business at September's

Business After Business

Clear your schedule and enliven your business! September's Business After Business at the **Virginia**

Hospital Center will get the heart of your business pumping by tapping you into the main artery of Arlington's business community! Networking is key to a successful business diet, and Business After Business is an easy way to revitalize yours! Enjoy great company, food and drinks while having an excellent time! Bring plenty of business cards.

Our monthly cash jackpot has grown to **\$2,800!** If you're a member, you don't want to miss your chance to win! You must be present to receive prizes, so register now.

Please register for this event before noon, on September 25. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!



Virginia Hospital Center

Thursday, September 25 • 5–7 p.m.
1701 North George Mason Drive • Arlington, VA 22205

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 August.

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. Transportation

Top 5 Business Categories

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

www.arlingtonchamber.org

Business Roundtable

The Chamber sponsored Roundtable is an open discussion forum held on the fourth Wednesday of each month at the Chamber, facilitated by **Jim Whelan** of **The ProActive Corporation of America**.

By *Jim Whelan, The ProActive Corporation of America*

Small Business Roundtable

Wednesday, September 24
11:45 a.m.
Chamber Board Room

TOPIC:

A Visit from the IRS

In April 2008 the IRS launched a campaign to help small businesses. The September Roundtable will have an IRS representative discussing topics such as: Tax Issues for Limited Liability Companies, Independent Contractor or Employee, and E-File for Businesses.

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

July 2008

360 Degree Marketing

The July Small Business Roundtable's scheduled topic was 360 degree marketing. However, the first question out of the box was "How can I get the news media to pay attention and publish my PR notices?" The attendees came forth with a number of models that worked for them:

- **Jason Hancock** of **Sowilo Consulting, LLC** recommended the book "Writing Effective News Releases" by Catherine V. McIntyre. After applying her methods, Jason's news release announcing the opening of his office was carried in three newspapers.
- Some use professionals to write and distribute news releases with good results (but more expensive than writing your own).

The next topics on the table were:

Enewsletters—Using standard templates are useful. They are quick and easy to use without a large investment of time and effort. Yet there are sacrifices such as, "drop a paragraph into a predefined space"

leaves little chance to be innovative nor does it accommodate the company's distinctive identification.

Blogs—Can be an effective method of periodically updating a web site. **Joey Tackett** of **Clear Sky Creative** reminds us once again that computer tools should be utilized to support the company—the company should not be changed to adjust to the computer's system's requirements.

Internet Marketing—There is a myriad of web sites devoted to achieving better efficiency through this media, ranging from advertising, analysis, research and SEO (search engine optimization).



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

He is a resource to businesses that need an experienced leader to grow revenue, increase profits and improve performance. To contact him, go to www.ProActiveCorp.net or call 703-862-6758. To learn about the upcoming Business Roundtable topic, go to www.arlingtonchamber.org or contact the Chamber office at 703-525-2400.



SMART Start is a free Networking Seminar and Information Session.

Learn how to meet new clients or future business associates.

Also, learn how to maximize your investment with the Chamber.

Next SMART Start

Tuesday, September 16
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.

Thanks go to...

- the **Knights of Columbus** for the hosting our July Business After Business.
- the following for bringing door prizes to the July Business After Business: **Dimension Creative Promotions** and **Bernie Cohen** of **Insurance Solutions**.



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

Members in the News, *continued*

► UNIVERSITIES & COLLEGES

Dr. Sherri Lind Hughes has been appointed provost and vice president for Academic Affairs at **Marymount University** in Arlington, Virginia, effective July 1, 2008. As the University's chief academic officer, **Dr. Hughes** will oversee all undergraduate and graduate programs in **Marymount's** four Schools, as well as Library and Learning Services, the Registrar's Office, the Academic Success Center, the Center for Teaching Excellence, and the Office of Institutional Effectiveness. **Dr. Hughes** comes to **Marymount** from McDaniel College in Westminster, Maryland, where she most recently served as dean of Graduate and Professional Studies. **Hughes** holds a bachelor's degree in Psychology from Davidson College; her master's and doctorate, both with a specialization in Industrial/Organizational Psychology, are from the Georgia Institute of Technology. Visit www.marymount.edu for more information.

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.