

What's inside:

2009 Chair's Message2
 2010 Chair's Message 3
 '10 Executive Committee 4
 '10 Board of Directors 6
 Meet the New Board
 Members..... 8
 '10 Committee Chairs10
 Thanks to Donors11
 '09 Award Winners..... 12
 '09 ABBIE and Hospitality
 Award Winners 14



2009 Chair's Award:

KNIGHTS OF COLUMBUS/ COLUMBUS CLUB OF ARLINGTON

Jesse Corning, center, accepted the 2009 Chair's Award on behalf of **The Knights of Columbus/ Columbus Club of Arlington** from 2009 Chair, **Ellen Rainey, Hamilton College**, with Rich Doud at his side.



2009 Committee of the Year:

OPPORTUNITY WORKS CAMPAIGN

Committee Co-Chairs **Joe Prentice of The State Department Federal Credit Union** and **Barbara Nicastro of The Law Offices of Barbara E. Nicastro**, both right, received the 2009 Committee of the Year Award on behalf of the Opportunity Works Campaign. The award was presented by 2009 Chair **Ellen Rainey, Hamilton College**, and Chamber President **Rich Doud**, both left.



2009 President's Award:

DOUG BRAMMER, VERIZON

Doug Brammer of Verizon, right, received the 2009 President Award from **Rich Doud**, left, with 2009 Chair **Ellen Rainey, Hamilton College**, center.

2009 Chair's Message



Ellen H. Rainey

When I reflect on the year just ended, I can't help but think of the infamous quote/curse: "May you live in interesting times." If ever there was an "interesting" year at the Arlington Chamber of Commerce, it was 2009. The national recession had a significant impact on the Chamber and on our member companies. And yet, this was also a period of growth and creative accomplishment for this great organization and for our many volunteer-

driven committees. For example:

- Our **Communications Council** developed a new communication plan for the Chamber that will enhance the Chamber's ability to reach out to our members as it is implemented later this year.
- The **Community Action Committee** continued its successful Volunteer Arlington Days and its Nonprofit Forums, ensuring that our nonprofit members get the most for their membership investment.
- The **Economic Affairs and Government Relations Committee**, in addition to its busy agenda of local issues, took positions on federal issues including the Employee Free Choice Act. The committee broadened its scope and provided important information to our members in the process.
- Despite the economy, the **Education and Workforce Development Committee** gave two scholarships to local students headed to Georgetown and George Mason Universities. At a time when more students need more financial help than ever before to pursue their educational dreams, these grants were significant.
- The **Hotel General Managers Committee** was reinvigorated in 2009, and worked with the Metropolitan Washington Airports Authority to negotiate curb usage at Ronald Reagan National Airport.
- And the **Opportunity Works Campaign Committee** exceeded all expectations—and its own goals—by raising more than \$230,000 to support the Chamber's many programs.

Committees are a place where Chamber members collaborate with each other to get things done. Collaboration with other organizations was also a hallmark of the Chamber last year. We worked with our friends at Leadership Arlington on the State of the County address this spring, and with both Leadership Arlington and the Arlington Community Foundation on a few "Weathering the Storm" events to help local businesses cope with the recession. We also had an ongoing dialog with County Board Chairman Barbara Favola and her staff on the spending of transportation taxes on the business community. I hope we'll keep those lines of communication open going forward. And we've worked with **Arlington Economic Development** on many issues, most recently retail development guidelines.

Recognizing that more and more collaboration is taking place electronically, in 2009 the Chamber stepped into the world of social networking. We created a LinkedIn group to allow our members to network in cyberspace and offered new website forums to those looking for tech advice. Yet, even as the Chamber had one foot in the future with technology, in our 85th year, we also acknowledged and honored our past. As part of a new and expanded ABBIES program, we launched an Arlington Business Hall of Fame, and were pleased to have Arlington business legends Preston Caruthers and Fred Burroughs as our inaugural inductees.

2009 was a busy—and a good—year for the Chamber and I'm grateful to all of you for making it so. It was an honor and privilege to serve as Chamber Chair in this "interesting" year, and I look forward to working with all of you in the months and years ahead.

Ellen H. Rainey, Director, Parent Relations
Hamilton College



2010 Chair's Message



Philip Keating

The Annual Gala was a wonderful evening and truly lived up to its billing as "Arlington's Best Night Out." Thank you to everyone who attended the Gala and bid on auction items. Thank you also to the many generous people and companies who donated auction items, and to those who did the work to plan and pull off an incredible event. The Arlington Chamber would not exist without all of you. We also are very fortunate to have an extremely talented and dedicated group of individuals comprising the Chamber staff. Kudos to Rich, Kate, Erica, Deb, Tami, Amy and Jacob.

We live and work in a rapidly changing global environment in a community that has in its official vision statement the goal of being "world class." From the more "micro" perspective of our individual businesses, we confront daily the challenge of how to compete successfully in this environment. At times this can be overwhelming and lead to inaction. The question, therefore, is how do we move forward to where, individually and collectively, we are positioned for current and sustained business success. Perhaps part of the answer lies in the wisdom of George Washington Carver, who was quoted as saying, "When you can do the common things of life in an uncommon way, you will command the attention of the world."

The Arlington Chamber of Commerce does many of the "common things" in an extraordinary way, all in an effort to assist you and your business to achieve and sustain success. In this edition of *The Arlingtonian* and in the weekly newsletters, you will learn about events such as the Breakfast Connection and Business After Business that provide excellent networking opportunities. You also will learn about numerous quality events and programs, such as those organized by the Communications Council, the Small Business Roundtable, our new Green Committee, the Education and Workforce Development Committee and the Community Action Committee. Finally, there are opportunities to be involved in the political process, particularly in Arlington County on issues including development and retail policies, the budget and environmental/sustainability standards. I hope you will take advantage of these many opportunities offered to members.

This month our Annual Opportunity Works campaign gets underway. The Washington Capitals (rock the red!) are sponsoring Opportunity Works and providing a tremendous level of support to participants. Not only is Opportunity Works an important aspect of providing the Chamber with essential operational resources, it is a wonderful way for you to get to know and bond with fellow Chamber members. Please watch for notices about upcoming Opportunity Works events and consider getting involved. You might even have some fun and end up in a warm weather destination later this year!

All the best,

Philip M. Keating, **Bean, Kinney & Korman, P.C.**

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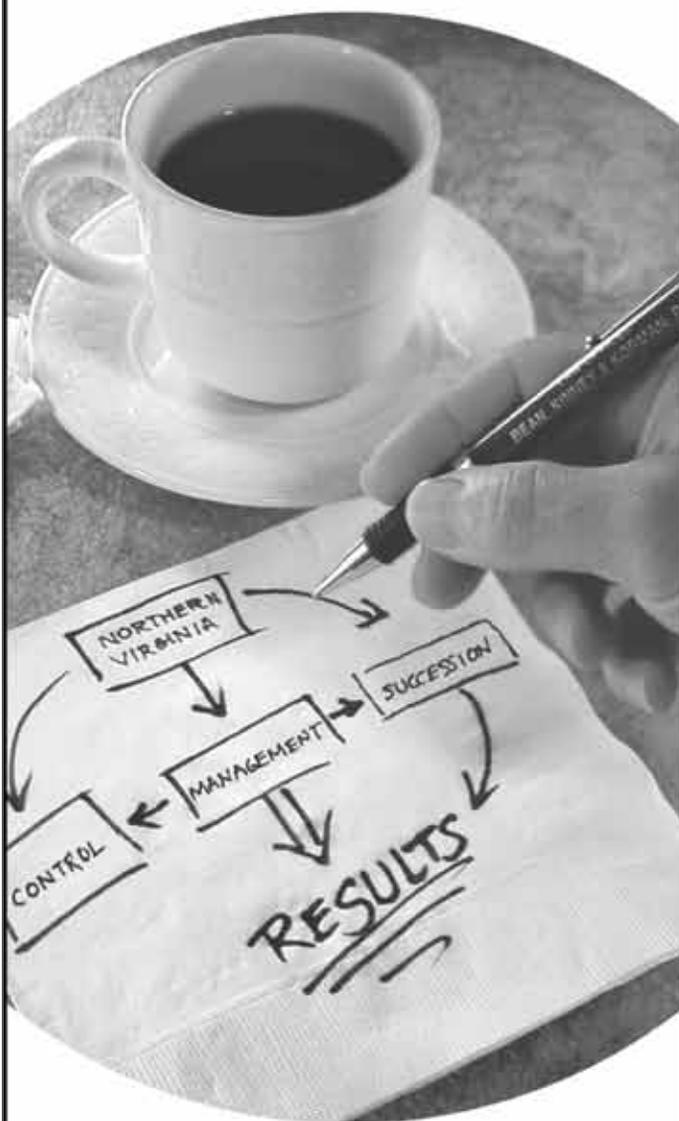


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All pictures from left to right.



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Gordon Thrall, Pat Murphy, Jim Whelan



Brian Gordon, Todd Ihrig, Sean Hosty, Michael Foster



John Murphy, Scott Sterling, Tim Hughes



Chris Domes, Kevin Shooshan, Pat Williamson, John Constant



Nancy Goodman, Brenda Turner, Grace Shea, Kim Price-Harwood, Marie Schuler



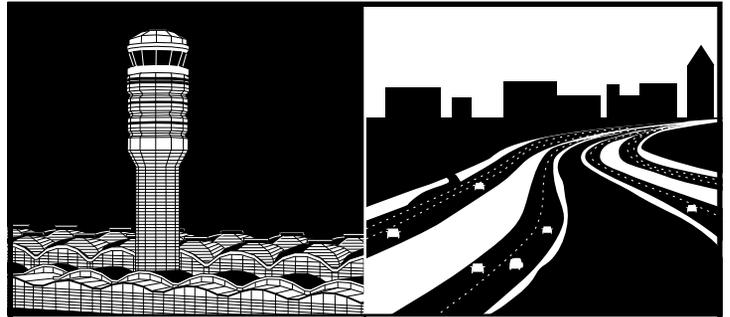
Susan Anderson, Greta Menard, Joe Prentice, Deborah Johnson



Ted Kramer, Sonia Johnston, Donna Hamaker, Scott McCaffrey



Todd Yates, Bob Hawthorne, Ellen Rainey, Todd Jerscheid



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Meet the New Board Members



Ted Kramer is a realtor with **RE/MAX Allegiance** in Arlington, specializing in residential properties. He has been a realtor for over 9 years, with designations as Certified Residential Specialist, Accredited Buyer Representative, Seniors Real Estate Specialist and Certified Distressed Property Expert. Kramer retired from 30 years of law practice, specializing in telecommunications.

He previously served on the Chamber Ambassador Committee and the Membership Committee.

Kramer currently serves as Director of the **Ballston Virginia Square Partnership**, past President and Director of the **Kiwanis Club of Arlington**, Vice President of Arlington Business Council, Block Captain for the Buckingham Community Civic Association, member of the Clarendon Alliance and **Columbia Pike Revitalization Organization**.

He has lived in Arlington over 25 years. He is married to Jackie Kramer for almost 42 years with two children who attended Arlington public schools and Virginia universities.



Ron Novak serves as Executive Vice President for **Segue Technologies, Inc.**, an Information Technology company headquartered in Arlington, Virginia, and recently celebrated his 11th year anniversary with the organization. **Novak** is responsible for overseeing **Segue's** commercial and non-profit web application development efforts, and growing revenue and market share within this arena. Novak has more than 15 years of experience in a broad range of information technology disciplines and has managed several large scale federal software development efforts for the Air Force, Marine Corps, NASA and the National Guard Bureau. **Novak** has leveraged this federal government IT experience to lead **Segue** into the commercial and non-profit sectors. **Novak** graduated from the University of Virginia in 1997 and follows their sports teams religiously (even though it has been tough lately). **Ron**, a self proclaimed "Arlingtonian," and his wife Nicole reside in south Arlington.



Sean W. Hosty is Vice President for Wealth Management at **Morgan Stanley Smith Barney** in McLean, Virginia. **Hosty** began his career as a Financial Advisor in 1998. **Hosty** is also a Certified Financial Planner (CFP®), and works with clients to help achieve their financial goals through comprehensive financial planning. He does this with quality advice, proven strategies and superior client service.

Hosty has been a member of the **Arlington Chamber of Commerce** for over 10 years. During this time, **Hosty** has served as the Chamber's Chairman, the Treasurer, and Chairman of the Government Affairs/Economic Development Committee.



Brendan R. Owen is the Chief Leasing Officer for **Vornado/Charles E. Smith**. He is responsible for Vornado's over 20 million square foot office and retail portfolio in the greater Washington Metropolitan area. He also oversees the firm's Leasing and Legal departments, which is comprised of leasing agents, attorneys and support personnel.

Before joining **Vornado/Charles E. Smith**, **Owen** had a successful seventeen year career at CB Richard Ellis where he was recognized as the 2003 and 2004 Top Producer throughout Metropolitan D.C. While there, he directed over 550 office sales and lease transactions totaling over 11 million square feet.

Owen's achievements have been acknowledged in the real estate industry by numerous awards. After many years of qualifying for GWCAR's Multi-Million Dollar Club, he was awarded a Lifetime Membership. In addition, he was awarded GWCAR's Leasing Transaction of the Year Award in 1998 and 1999.

Owen is a 1988 graduate of **Georgetown University's** McDonough School of Business.



A twenty-five year hospitality industry veteran, **Angella Reid**, is responsible for the strategic business leadership and hotel operation of **The Ritz-Carlton, Pentagon City**, Arlington, Virginia. **Reid's** career has spanned continents, from Jamaica to Germany and multiple destinations on the east coast of the United States.

Prior to joining **The Ritz-Carlton, Pentagon City**, **Reid** was General Manager at The AAA Five Diamond, Ritz-Carlton, Coconut Grove, Miami. A native of Jamaica, **Reid** began her career at The Half Moon Club before joining The Ritz-Carlton Company in 1991. She received a Hospitality Management Diploma from Carl Duisberg Gesellschaft in Munich, Germany.

Reid is a Board Member of the USO of Greater Washington, D.C., supporter of Wednesday's Child and served with the Big Brothers, Big Sisters Organization in Miami. She also served on the Business Improvement District for Coconut Grove, Miami. In 2005 she was recognized in the "Movers & Shakers" issue of *Florida International Magazine*.



Todd Jerscheid is an accomplished marketing executive who is recognized for his creativity and strategic insight in the field of commercial retail real estate marketing. With more than 20 years experience, **Jerscheid** has enjoyed a successful career with industry leaders including **Simon Property Group**, Mills Corporation and Taubman. In addition

to **Jerscheid's** career accomplishments, he has also made sufficient contributions on boards and advisory groups of non-profit organizations, including The Arthritis Foundation Maryland Chapter, The American Heart Association Maryland Chapter, Severn Park Chamber of Commerce and the Northern Anne Arundel Chamber of Commerce. He and his wife of 22 years, Terry, have two girls: Rachael, 17, and Allison, 13. The family resides in Maryland.



Donna Hamaker is a REALTOR® with **KDH Real Estate**, a family-owned real estate and property management firm now celebrating 25 years of service to Arlington and the surrounding communities. **Hamaker** has received the advanced REALTOR® designations of Accredited Buyer Representative and e-PRO, and is a member of the National, State and Local REALTOR® associations.

Prior to being in real estate, **Hamaker** was the Public Relations Director for Bloomingdale's in the D.C. region for six years and prior to that was a corporate and editorial photographer for over 10 years. Her experience in those fields complements her work as a REALTOR®, bringing added value to her clients.

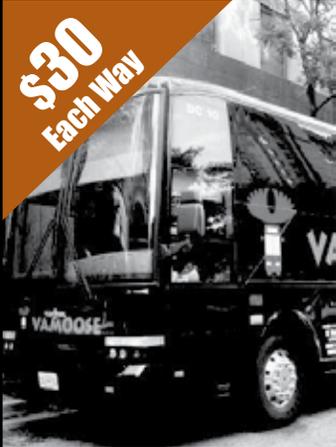
Hamaker is involved with the Arlington Business Connection, Dress for Success Washington D.C. (Board Member), McLean Project for the Arts and the Leukemia & Lymphoma Society (Candidate for Woman of the Year 2008). **KDH Real Estate** was a finalist in the 2009 ABBIE awards.

A native of Arlington and a graduate of James Madison University, **Hamaker** is married to Kent Hamaker III and has three children, Sarah, Meredith and Stephen.



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Communications Division

Vice Chair: Greta Menard, Capitol MarCom



Communications Council

Chairs: Shannon Swahn, Select Printing and Copying
Joey Tackett, Clear Sky Creative
Staff Liaison: Rich Doud

Economic Development & Government Affairs Division

Vice Chair: Scott McCaffrey, Sun Gazette



Government Affairs & Economic Development Committee

Chairs: Bob Bushkoff, Dittmar Co.
Tad Lunger, Bean, Kinney & Korman, P.C.
Staff Liaison: Rich Doud

Member Affairs Division

Vice Chair: Deborah Johnson, Dominion

Membership Development Division

Vice Chair: Doug Brammer, Verizon



Ambassador Committee

Chair: Donna Hamaker, KDH Real Estate
Staff Liaison: Erica Pristas

Membership Development Committee

Chair: Arianna Gleckel, Bean, Kinney & Korman, P.C.
Staff Liaison: Erica Pristas



Special Interests Division

Vice Chair: Bob McCoy, Virginia Commerce Bank



Education & Workforce Development Committee

Chair: Kim Durand, Arlington Public Schools
Staff Liaison: Rich Doud

Green Committee

Chair: Zaneta White, HSBC National Bank, USA
Staff Liaison: Rich Doud



Hotel General Managers Committee

Chair: Greg Raines, Holiday Inn Rosslyn
Staff Liaison: Rich Doud

Chamber Staff



From Left: Rich Doud, President; Kate Roche, Director of Member Services and Development; Erica Pristas, Director of Membership; Deborah Kunin, Member Services Administrator; Tami Anderson, Staff Accountant; Jacob Fullmer, Publications Coordinator.



left: Amy Yang, Web Coordinator

The Chamber welcomes to the staff Jacob Fullmer and Amy Yang.

Thank you Donors

The Chamber would like to thank these fine members and individuals for making donations to the Staff Education and Technology Fund during 2009. The Staff Education Fund is used for furthering staff education through Chamber programs and conferences. The Technology Fund is used to keep the Chamber office up to date with modern technology.

Education and Technology Fund Donors

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For more information on how to donate to the Chamber's Education and Technology Funds, or the Chamber's Scholarship Fund please call 703-525-2400.

The Chamber would also like to thank the following generous individuals, whose contributions to the Chamber's Scholarship Fund improved the educational lives of Arlington students in 2009. The Chamber Scholarship Fund provides financial assistance to several Arlington high school students each year.

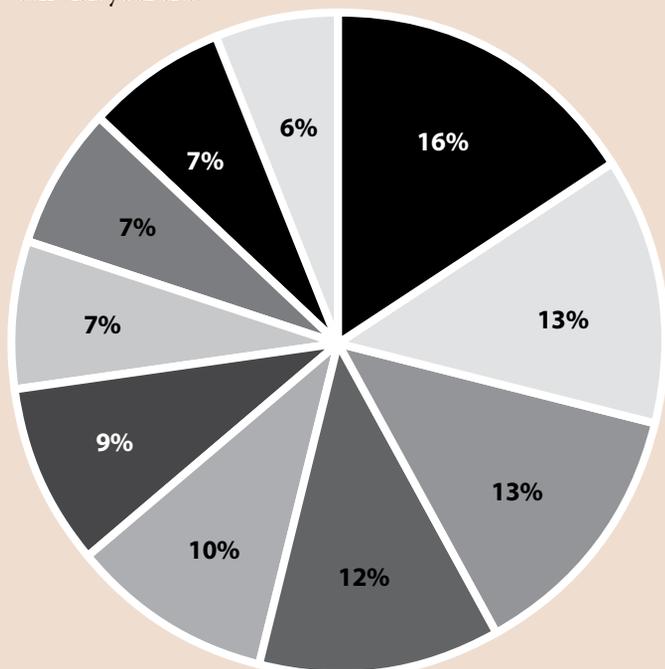
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 Reinsch Foundation
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 Clarendon Dental Arts
 Mereck Associates
 Potomac Disposal Services of Virginia
 The Scholars' Cup participants

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 for the entirety of 2009.

Don't miss out! Please ensure that the Chamber has an accurate and current website address for your business so that searchers can visit your site.



Top 10 Business Categories of 2009:

- Hotels & Motels (16%)
- Restaurants & Food Services (13%)
- Apartments (13%)
- Real Estate - Residential (12%)
- Non-profit Organizations & Foundations (10%)
- Entertainment (9%)
- Transportation (7%)
- Real Estate - Developers and Management (7%)
- Accounting & Bookkeeping (7%)
- Financial & Investment Services (6%)

Top 10 Keywords of 2009:

- Lodging
- Entertainment
- Dining
- Transportation
- Shopping
- Real
- Hotel
- Bank
- Restaurant
- Financial



2009 Award Winners



2009 Chair's Award

Knights of Columbus/Columbus Club of Arlington

The Chair's Award was established to provide public recognition to a member organization and its Chamber representatives that have made an exceptional contribution to the Chamber through sponsorship, leadership, attendance at events and other contributions of resources.

Chair **Ellen Rainey, Hamilton College**, presented the 2009 Chair's Award to the **Knights of Columbus/Columbus Club of Arlington**. The **Knights of Columbus/Columbus Club of Arlington** worked alongside the Chamber when budgets were often tight this year. They provided their facilities for the monthly Breakfast Connection at a price which allowed the Chamber to keep costs low enough to allow a wider variety of members to afford attendance. They also hosted a Business After Business event and a Board Meeting this year, a cookout for the Opportunity Works campaign and donated their space for one of the Chamber's nonprofit forums.

General Manager, **Jesse Corning**, accepted the award on their behalf. He serves on the Chamber's Ambassador Committee, is an active participant in Opportunity Works and regularly attends the Chamber's networking events. Congratulations to the **Knights of Columbus/Columbus Club of Arlington!**

2009 President's Award: Sponsored by Comcast

Doug Brammer

The President's Award is given to a member individual deemed to have made significant contributions to the Chamber over the past year. Each winner has, in his or her own way, found a means to make a difference to Chamber members. Chamber President **Rich Doud** presented **Doug Brammer** of **Verizon** with the 2009 President's Award recipient.

Doud said, "There is probably no one among us who holds the Chamber's best interests more at heart. This genuine concern for the well-being of both our organization and our membership is evidenced frequently by [**Brammer's**] championing of our Chamber at every turn."

Brammer provided behind the scenes effort as a Board Director and member of the Executive Committee. **Brammer** is also consistently a top-level Opportunity Works participant.

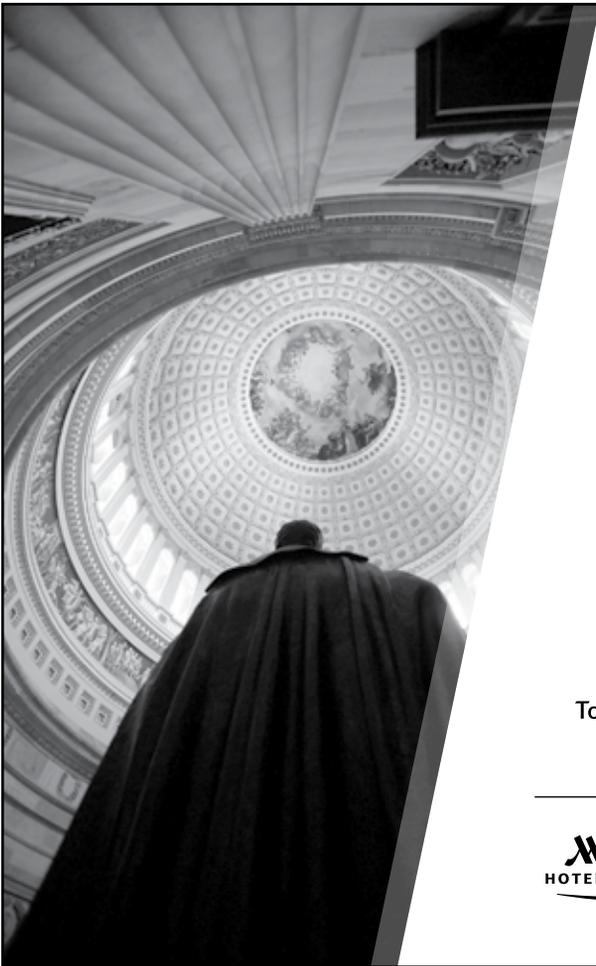
Congratulations to our 2009 President's Award recipient, **Doug Brammer!**

2009 Committee of the Year Award: Sponsored by Dominion

Opportunity Works Campaign

The 2009 Committee of the Year was awarded to the Opportunity Works Campaign. Opportunity Works is the Chamber's volunteer-based ongoing development effort with a concentrated three month campaign. The campaign had a lofty goal this year—to raise \$230,000 (about 1/3 of the Chamber's operating budget) by promoting the benefits of Chamber membership, sponsorship and advertising to current and prospective members.

The campaign not only met its goal, it exceeded it. In a tough economic climate, the campaign volunteers were able to remind others of the value of the Chamber and raised more money through this year's campaign than any of the Chamber's previous campaigns. The award was received in behalf of all the Opportunity Works Campaign volunteers by Committee Co-Chairs **Barbara Nicastro** of **The Law Offices of Barbara E. Nicastro** and **Joe Prentice** of **The State Department Federal Credit Union**. Congratulations to the entire Opportunity Works Campaign volunteers!



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Congratulations to our 2009 ABBIE and Hospitality Award Winners!

The prestigious ABBIE awards are presented to those 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 Chamber is extremely proud of all of its many fine member organizations; and, we are especially proud to recognize those so highly regarded by their peers," said 2009 Chair **Ellen Rainey, Hamilton College**.

2009 ABBIE Recipients

The Liberty Tavern – ABBIE (Retail Small Business of the Year)

Columbus Club of Arlington – ABBIE (Service Small Business of the Year)

Bowen McCauley Dance – ABBIE (Nonprofit of the Year)

Jamie Nicholas Printing & Graphics – ABBIE (Home-Based Small Business of the Year)

Arbour Realty – Green ABBIE

Sunrise Independent and Assisted Living At Bluemont – ABBIE (Large Business of the Year)

Crystal Gateway Marriott – ABBIE (Large Business of the Year)

The Boeing Company – ABBIE (Large Business of the Year)



2009 ABBIE winners

First Two Arlington Business Hall of Fame Inductees



Fred Burroughs (deceased), Former Chairman of the Board: 1979

Preston Caruthers, Former Chairman of the Board: 1963



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ARLINGTON HOSPITALITY SUPERSTAR

The Arlington Chamber of Commerce annually recognizes 'superstars' in the hospitality industry for their efforts to keep visitors to Arlington coming back again and again. **Greg Raines, Holiday Inn Rosslyn** and Chair of the Hotel General Managers Committee, said winners of the Hospitality Awards are the type of employees who frequently go "above and beyond the call of duty." Winners were honored for everything from the dependability of not missing a single day of work in 17 years, to loaning a personally owned suit to a guest who had forgotten their own. Each winner was awarded a "Hospitality Superstar" pin to signify to others the exceptional service they give.

2009 Legendary Service Superstars

- ★ Kien Tran, Hyatt Regency Crystal City
- ★ Teresa Rojas, Key Bridge Marriott
- ★ Saim Un, Doubletree Hotel Crystal
- ★ Hector Herrera, Crowne Plaza National Airport
- ★ Lewis Christian, Crowne Plaza National Airport
- ★ Mae Borce, Crowne Plaza National
- ★ Favio Amezcua, Crystal City Marriott
- ★ Nancy Parker, Key Bridge Marriott

2009 Hospitality Superstars

- ★ Angela McCarson, Key Bridge Marriott
- ★ Ghirmay Hiabu, Sheraton National Hotel
- ★ Gonzalo Cruz, Crowne Plaza National Airport
- ★ Alejandra Morales, Holiday Inn Rosslyn
- ★ Debra Norbert Guzman, Crystal City Marriott
- ★ Mohamed Elbahlouli, Residence Inn Pentagon City
- ★ Rene Bonilla, Crystal Gateway Marriott
- ★ Emma Cisneros, Holiday Inn National Airport
- ★ Estrella Cody, Ritz-Carlton, Pentagon City
- ★ Tahssin Al-Boarab, Hyatt Regency Crystal City
- ★ Jennifer Fessler, Main Event Caterers
- ★ Yirga Semer, Crystal City Marriott
- ★ Dante Renterla, Doubletree Crystal City
- ★ John Gildersleeve III, Sheraton National Hotel
- ★ Carlos Alvarado, Holiday Inn National Airport
- ★ Erin Havens, Holiday Inn Rosslyn
- ★ Ayanna Moore, Ritz-Carlton, Pentagon City
- ★ Anum Salahuddin, Holiday Inn Rosslyn
- ★ Ana Martinez, Key Bridge Marriott



2009 Hospitality Superstars

- ★ Alan Fon, Hyatt Regency Crystal City
- ★ Tai Huynh, Key Bridge Marriott
- ★ Bereket Yenaie, Sheraton National Hotel
- ★ Yared Tibebe, Crystal Gateway Marriott
- ★ Mebrahtu Belai, Crowne Plaza National Airport
- ★ Cherell Askew, Holiday Inn Arlington at Ballston
- ★ Jose Campos, Crystal City Gateway Marriott
- ★ U-Yei Htay, Embassy Suites Crystal City
- ★ Khadija Khairt, Key Bridge Marriott
- ★ Beloe Nabil Odeh, Crystal City Marriott
- ★ Daniel Agamso, Residence Inn Pentagon City
- ★ Maria Mejia, Crystal City Gateway Marriott
- ★ Fekadu Kitila, Embassy Suites Hotel
- ★ Abdul Saboor, Holiday Inn Rosslyn
- ★ Maria Bentley, Crystal Gateway Marriott
- ★ Lonnie Bennett, Ritz-Carlton, Pentagon City
- ★ Marvely Escalante, Holiday Inn National Airport
- ★ Brian Smith, Key Bridge Marriott
- ★ Flor De Maria Roberson, Crystal City Marriott
- ★ Trent Tyson, Key Bridge Marriott
- ★ Josephine Annie Mefouma, Residence Inn Pentagon City
- ★ Joanna Talska, Holiday Inn Rosslyn
- ★ Ana Ulloa, Key Bridge Marriott
- ★ Ruby Ray, Crystal City Marriott
- ★ Carla Berberich, Crystal Gateway Marriott
- ★ Cesar Munoz, Hyatt Regency Crystal City
- ★ Aziz Moussaif, Holiday Inn Rosslyn
- ★ Mazen Abou Khir, Crystal Gateway Marriott
- ★ Prince Williams, Hyatt Regency Crystal City
- ★ Georgia Muedking, Doubletree Crystal City
- ★ Silvia Montoya, Residence Inn Pentagon City
- ★ Leila Tomaub, Key Bridge Marriott
- ★ Thelma Poole-Brown, Crowne Plaza National Airport
- ★ Dylan Galang, Holiday Inn Rosslyn

The Arlingtonian

Arlington Chamber of Commerce

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DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

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

PRESS RELEASES—Same deadline as Display Ads

ARTICLES—Same deadline as Display Ads

INSERTS—Must deliver 1,750 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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