

FEATURED PHOTO: NONPROFIT FORUM

Robert Egger, Founder of DC Central Kitchen, speaks about the innovation, collaboration and market impact of today's nonprofit sector.

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SAVE THE DATE

ANNUAL MEETING

FRIDAY, DECEMBER 10
11:30 a.m. – 1:30 p.m.
Sheraton National Hotel

ANNUAL BUSINESS GALA

SATURDAY, JANUARY 29
6:30 p.m. – Midnight
The Ritz-Carlton, Pentagon City

► [COMPLETE CHAMBER CALENDAR: PAGE 2](#)



■ SCHOLAR'S CUP REVIEW

5th Annual Scholar's Cup

The 5th Annual Scholar's Cup mini-golf tournament at **Upton Hill Regional Park** was a big hit and fun for all who attended. The kid in all of us played the 18-hole course along with the real kids of Arlington County and there were two tee times to allow for maximum fun! In addition to the mini-golf, guests enjoyed a delicious barbeque dinner from **ROCKLANDS Barbeque and Grilling Company**, listened to music complementary of **A Sound Plan** and a face painter entertained the kids. The Scholar's Cup was a great day for all who attended, and all the money raised directly benefits the Arlington Chamber Scholarship Fund.

The Chamber would like to give a special thanks to everyone who came out and supported the scholarship fund and would like to especially thank **Upton Hill Regional Park** for once again letting the Chamber take over!

Turn to page 6 to check out this year's tournament winners, and a thank you to all of our sponsors!

■ NONPROFIT FORUM REVIEW

Nonprofit Forum Featuring Robert Egger

On September 27, the Arlington Chamber had the honor of hosting Robert Egger, founder of DC Central Kitchen (DCK), as a guest speaker at the Nonprofit Forum. The event was sold out with many eager ears waiting to listen to Egger. Through DC Central Kitchen, Egger aimed to take the mission of relieving homelessness one step further to find a way to not only relieve the symptoms, but find a long term solution for the problem.

Instead of just seeing an opportunity to feed the hungry, Egger has given unemployed and homeless people the chance to learn marketable skills, all while recycling 3,000 pounds of food into 4,500 balanced meals each day. At the luncheon, Egger discussed what his hopes are for the future of the nonprofit community, ways in which the nonprofit sector can be recognized as a business, and his overall experiences in developing DCK.

With the success of DCK, Egger has examined the nonprofit sector as a whole. He spoke about his V3 Campaign and his hopes that it will help facilitate a community that recognizes the positive economic influence of social service organizations. He advised that nonprofits should not be competing, but uniting to show the impact they can make on the economy as well as people's lives. Egger's mission with DCK was to "bring together things already there" in order to find a solution to a devastating problem. As he proudly shared that DCK 80th class was about to graduate, it was clear that his dream has become a reality, and a true inspiration.

For information about how to join the Chamber's Community Action Committee, contact Deborah Kunin: ✉ chamber@arlingtonchamber.org or call: ☎ 703-525-2400.

COULDN'T MAKE THE TOURNAMENT?

Make a tax-deductible donation to the Chamber's Scholarship Fund!

Contact the Chamber for further details:
✉ chamber@arlingtonchamber.org
☎ 703-525-2400
🌐 www.arlingtonchamber.org

SPECIAL THANK YOU!

Special thanks to
WETA
for providing event
space for the Forum!

THE CHAMBER

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Ted Kramer, Treasurer
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Gaby Zamora, Publications Coordinator
Susan Townsend, Web Coordinator
Deborah Kunin, Member Services Administrator
Tami Anderson, Staff Accountant

MEMBER: U.S. Chamber of Commerce & Virginia Chamber of Commerce

NOVEMBER AT THE CHAMBER

SMART START	3 WEDNESDAY 4:00 – 5:15 p.m. Chamber Board Room
BREAKFAST CONNECTION	4 THURSDAY 7:30 – 9:00 a.m. Knights of Columbus
BIZBUZZ	4 THURSDAY 11:30 – 1:00 p.m. WETA
GREEN BUSINESS COMMITTEE	5 FRIDAY 9:00 – 10:30 a.m. Chamber Board Room
MEMBERSHIP DEVELOPMENT COMMITTEE	9 TUESDAY 5:00 – 6:00 p.m. Chamber Board Room
EXECUTIVE COMMITTEE	10 WEDNESDAY 8:00 – 9:30 a.m. Chamber Board Room
VETERAN'S DAY	11 THURSDAY Office Closed
COMMUNICATIONS COUNCIL	16 TUESDAY 11:45 – 1:00 p.m. Chamber Board Room
COMMUNITY ACTION COMMITTEE	17 WEDNESDAY 9:00 – 10:15 a.m. Chamber Board Room
SMALL BUSINESS ROUNDTABLE	17 WEDNESDAY 11:45 – 1:15 p.m. Chamber Board Room
EDUCATION AND WORKFORCE DEVELOPMENT COMMITTEE	17 WEDNESDAY 4:00 – 5:00 p.m. Chamber Board Room
BUSINESS AFTER BUSINESS	18 THURSDAY 5:00 – 7:00 p.m. Virginia Hospital Center
BOARD MEETING	18 THURSDAY 11:45 – 1:45 p.m. Cultural Center (Rosslyn BID)
GOVERNMENT AFFAIRS/ECONOMIC DEVELOPMENT COMMITTEE	19 FRIDAY 8:00 – 9:30 a.m. Chamber Board Room
THANKSGIVING HOLIDAY	25 FRIDAY – 26 FRIDAY Office Closed Happy Thanksgiving!

Don't forget to check the Chamber's website calendar for upcoming events and schedule updates.

Fast and easy, the website allows you to register for events online and provides information on the location, time, and topic of a function.

SMART START

New to the Chamber? Learn how to maximize your membership experience and meet new clients in this free networking seminar and information session.

3 WEDNESDAY
4:00 – 5:15 p.m.
Chamber Board Room
2009 14th Street N.
Suite 111
Arlington, VA 22201

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BREAKFAST CONNECTION

This month, the focus is on building relationships between the business community and Chamber member nonprofits at this organized speed-networking event. You'll have the opportunity to give your elevator pitch and exchange information with several tables of people. Bring plenty of business cards—you'll need them!

4 THURSDAY
7:30 – 9:00 a.m.
Knights of Columbus
5115 Little Falls Rd
Arlington, VA 22207

GRAND SPONSOR

SELF STORAGE PLUS
Climate Controlled Storage

HOST SPONSOR: CARDINAL BANK

BUSINESS AFTER BUSINESS

End your busy work day on a high note with delicious food and drink, mixer-style networking, and chances to win great prizes.

18 THURSDAY
5:00 – 7:00 p.m.
Virginia Hospital Center
1625 N. George Mason Dr.
Arlington VA 22201

VIRGINIA HOSPITAL CENTER

SMALL BUSINESS ROUNDTABLE

17 WEDNESDAY
11:45 – 1:15 p.m.
Chamber Board Room
2009 14th Street N. Ste 111
Arlington, VA 22201

The Chamber
Arlington Chamber of Commerce
Opportunity • Learning • Results

REGISTER TODAY! WWW.ARLINGTONCHAMBER.ORG 703-525-2400

Death, Taxes and Thanksgiving

November is a month of multiple and varied traditions, from the many cultures around the world that start the month celebrating and remembering our ancestors (el Dia de los Muertos), to Election Day and ending with Thanksgiving. As members of the business community in Arlington, we certainly do remember those who came before us and set in motion the policies that provided the foundation for the vibrant community in which we live and work today. There also are many things for which, and people for whom, we are thankful.

As for elections, the Arlington Chamber of Commerce, unlike some other organizations, does not endorse candidates. We do, however, advocate for policies that we believe are essential for the well being of the business community in Arlington. In the past year, some of these policies include the findings and recommendations of the Retail Task Force (which includes signage issues), the ongoing work of the Community Energy and Sustainability Task Force, and developing matters such as the updating of the zoning codes for the County. We continue to work on each of these matters, and we encourage all Chamber members to be active and let the members of the County Board, and the staff in the County Manager's office, know your concerns and opinions. You will be receiving updates on these issues and notices of meetings in *The Arlingtonian* and through other Chamber communications.

In early November, the Virginia Supreme Court is expected to issue a decision that has the potential to have a dramatic impact on local governments and the business community in Arlington and Fairfax Counties. Specifically, the Virginia Supreme Court is deciding whether the commercial real estate tax surcharge, which is 12.5 cents per \$100 of assessed value in Arlington County, violates the Virginia Constitution. The Virginia Constitution generally requires that residential and commercial taxpayers be taxed at the same rate. Several years ago, the Virginia General Assembly, the then Governor, wide ranging interests in the business community, and other organizations agreed on a comprehensive funding plan for transportation needs. Most aspects of that plan were invalidated by the Virginia Supreme Court and only the commercial real estate tax surcharge remains. Only Arlington County and Fairfax County imposed this tax.

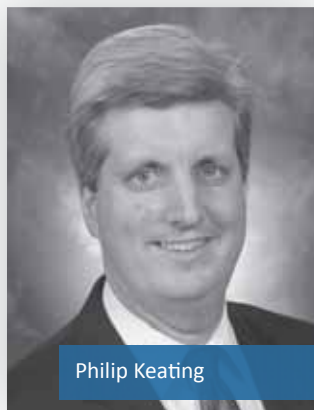
Depending on the decision of the Virginia Supreme Court, the Arlington Chamber, through its Government Affairs and Economic Development Committee, will be deciding what position to take on the continuation of the commercial real estate tax surcharge. The Arlington Chamber has supported a comprehensive funding approach to transportation improvements in Virginia, generally, and Northern Virginia, specifically. However, it also is the position of the Arlington Chamber that taxes, costs and obligations should not be imposed on one segment of the population, such as the business community, for items that benefit all segments of the community. No one is advocating that the business community not pay its "fair share." We just want to be sure that it is indeed a fair and not disproportionate share.

In closing, there is one "Save the Date" item. On Friday, December 10 from 11:30a.m. to 1:30p.m., the Arlington Chamber's Annual Meeting will be held. This event features a well known speaker (last year it was **Ted Leonsis**) and includes both a brief look back at the year that was, and a peek in to 2011. Sponsorships and tickets are available, and information may be obtained through the Chamber office.

Happy Thanksgiving!

Regards,

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



Philip Keating

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COMPANY



Chamber broadband internet capability courtesy of **Comcast Communications**.
Office WiFi capability courtesy of **Washington Workplace**.

Deadlines for submissions to *The Arlingtonian*

■ DISPLAY ADS & PRESS RELEASES

The first of the month prior to publication. (i.e., for December, the ad must be submitted by November 1)

■ 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.

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.

MILESTONE ANNIVERSARIES

■ FIFTEEN YEARS
BATTLESPACE, INC.
L'ENFANT INTELLIGENT
 CONGRATULATIONS!

WELCOME NEW MEMBERS

■ ARCHITECTURE
MICKEY SIMPSON, LTD. ARCHITECTS AND BUILDERS
 Clarke Simpson, Vice President
 2825 Lorcom Lane
 Arlington, VA 22207
 Phone: (703) 525-5002
 Fax: (703) 525-5003
 Email: cps@mickeysimpson.com

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 Full service architecture and building from design concept through construction, Mickey Simpson, Ltd. provides turn-key, one-stop shopping for your home, addition or renovation.

■ FINANCIAL & INVESTMENT SERVICES
AXA ADVISORS
 Jeffrey Maged
 3141 Fairview Park Dr., Suite 250
 Fairfax, VA 22042
 Phone: (703) 205-0351
 Fax: (703) 207-0942
 Email: jeffrey.maged@axa-advisors.com

SPONSOR: Ron Novak, Segue Technologies
 AXA Advisors help their clients accumulate wealth, manage risk, reduce their taxes and make good financial decisions with their money.

■ HEALTHCARE SERVICES
SIMPLICITY URGENT CARE
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 3263 Columbia Pike
 Arlington, VA 22204
 Phone: (703) 746-0111

SPONSOR: Erica Pristas, Staff
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■ PROMOTIONAL PRODUCTS
LYM PROMOTIONS
 Lynn Fox, President
 4616 4th Street South
 Arlington, VA 22204
 Phone: (703) 319-1285
 Fax: (703) 319-1257
 Email: lympromotions@verizon.net

SPONSOR: Shannon Swahn, Select Printing & Copy
 LYM Promotions, Ltd., is a promotional products distributorship specializing in personal service, working to find appropriate brand products that will accurately represent our client's desired corporate image, mission statement or marketing strategy.

■ SECURITY SERVICES
CYBER ARMED SECURITY
 Gregory Abrenio, President
 1200 N Veitch Street, Suite 417
 Arlington, VA 22201-5818
 Phone: (202) 536-4943
 Fax: (703) 635-7347
 Email: info@cyberarmed.com

SPONSOR: Erica Pristas, Staff
 Our services enable organizations to utilize advanced identity and authentication technologies to enhance business relationships while at the same time protecting against hostile cyber and identity theft attacks.

Continued on page 5

MEMBERS IN THE NEWS

■ ARLINGTON COMMUNITY FEDERAL CREDIT UNION

Wakefield High School Branch of Arlington Community Federal Credit Union Re-Opens

The hallways at Wakefield High School are always busy during lunchtime, but particularly on October 6th, at the re-opening of the Warrior Branch, **Arlington Community Federal Credit Union's** student-run branch at Wakefield. Delegate Adam Ebbin stopped by to visit the Warrior Branch and learn from students about this program and how it has helped them understand the fundamentals of managing their own personal finances. Started in 2004, the In-School Branch Program (ISB) has brought real world financial education into classrooms across Arlington County. Employees teach participating students how to perform **Credit Union** duties, including accepting membership applications, processing deposits and handling withdrawals. The **Credit Union's** involvement in In-School branches has garnered accolades from the Virginia Department of Education, the Virginia Credit Union League and the National Youth Involvement Board.

■ ARLINGTON COUNTY DEPARTMENT OF ENVIRONMENTAL SERVICES

Arlington County launches Arlington Green Games

On October 1, **Arlington County Department of Environmental Services** launched its new, comprehensive, green business program. The Arlington Green Games is a friendly competition for commercial property owners/managers and office tenants to reduce costs while reducing their emissions. The year-long competition pits buildings against buildings and offices against offices in the race for business gold, all while incorporating trainings, best practices, and technical assistance along the way. Property owners and managers are judged in four primary areas: energy reduction, water reduction, waste diversion and tenant engagement. Office tenants are judged in six relevant categories. Registration is now open through December 31. See www.arlingtongreengames.com. The Games begin January 1, 2011!

■ BEAN, KINNEY & KORMAN

Bean, Kinney & Korman Recognized as First-Tier Firm

Bean, Kinney & Korman, P.C. announced that it has been listed on The U.S. News-Best Lawyers® "Best Law Firms" first-tier list for its Family Law and Family Law Mediation practices. **Bean Kinney** is the only law firm in the Washington, DC area to be listed under both of these categories. "We are extremely proud of the work done by our Family Law and Family Law Mediation practices, and are honored to be recognized by such a prestigious source as U.S. News-Best Lawyers®," said **Leo Fisher**, managing partner of **Bean, Kinney & Korman**. **Bean Kinney** is among only four firms that were placed on the first-tier list for Family Law, and among only five firms for Family Law Mediation.

■ CARDINAL BANK

BauerFinancial Gives Cardinal "Five Stars"

Cardinal Bank is pleased to announce that BauerFinancial, Inc., has rated it "superior" using its independent evaluation criteria. BauerFinancial performs an independent assessment and analysis of the condition of financial institutions to render its BauerFinancial™ Star-Rating. In addition to the capital ratio, other criteria include: profitability/loss trend, evaluating the level of delinquent loans, chargeoffs and repossessed assets, the market versus book value of the investment portfolio, regulatory supervisory agreements, the community reinvestment rating (CRA), historical data and liquidity. **Cardinal** is one of only seven area banks to receive its highest "Five Star" rating on this most recent report, based on data as of June 30.

■ EDWARD JONES

Edward Jones Ranked Highly by J.D. Power and Associates and SmartMoney Magazine

For the fifth year out of the past six, financial-services firm **Edward Jones** ranks highest in investor satisfaction with full-service brokerage firms, according to the J.D. Power and Associates 2010 Full Service Investor Satisfaction Study, announced **Sue Gruskiewicz**, AAMS® and **Bill Swanson**, CFP, AAMS® **Edward Jones** Advisors in Arlington. The study measures overall investor satisfaction with full service investment firms based on seven factors: investment advisor, portfolio performance, account information, account

MEMBERS IN THE NEWS

offerings, commissions and fees, website and problem resolution. The J.D. Power and Associates study found that **Edward Jones** “performed particularly well across the two highest-weighted factors: investment advisor and investment performance.” Additionally, *SmartMoney* magazine recognized **Edward Jones** as the No. 1 full-service broker. The St. Louis-based firm ranks first in three of the magazine’s categories this year: stock picking, brokerage statement and customer satisfaction.

MARYMOUNT UNIVERSITY

G.I. Jobs Magazine Names Marymount University a Military Friendly School for 2011

Marymount University is honored to be among the 15% of American institutions of higher learning included in *G.I. Jobs* magazine’s “Guide to Military Friendly Schools for 2011.” The guide is an important resource for service people and their dependents who are researching their higher-education options. The university provides many programs and services to meet the unique needs of these students and to ensure that they receive all the benefits to which they are entitled under the G.I. Bill and the Yellow Ribbon Program, a provision of the Post-9/11 G.I. Bill. All of these programs and services, and the recognition from *G.I. Jobs* magazine, are reflections of **Marymount’s** commitment to serving those who serve the United States of America.

SIMPLICITY URGENT CARE

Simplicity Urgent Care Opens its Doors this Month

Simplicity Urgent Care, a new medical office, will be opening this month at 3263 Columbia Pike, where you can see a doctor any day of the week – whether you have insurance or not. **Simplicity Urgent Care** will offer around the clock care with office hours on evenings and weekends, and no appointment required to be treated. “In our 25 years of combined experience, we’ve learned from our patients that the best way to provide good medical care is to keep things as simple as possible for the patient,” say founders **Dr. John Jones** and **Dr. John McGuire**. “Making healthcare easier is our goal, and it applies to everything we do.” **Simplicity Urgent Care** will begin seeing patients in mid-November.

SOC ENTERPRISES

SOC Enterprises Presents 2010 Awards

SOC Enterprises celebrated its 51st Annual Meeting on September 15 by recognizing the following for their outstanding contributions to SOC’s non-profit mission to expand employment opportunities for people with disabilities: The **Knights of Columbus; Arlington Realty**; the Bureau of Engraving and Printing; Corporate Immersion; and employees **Omar Durrani** and **Rama Shankar**. Service Awards were presented to 33 employees including **Carol Mack** and **Bruce Weaver**, each with thirty years of employment with SOC. New directors elected to serve a three-year term with SOC’s board include: Christine Nyirjesy Bragale, Robert Cunningham, Allison Foster, Joseph Muskett, Carolyn Oxenford, Donald Park, Reba Pittman Walker and David Metzger.



Madi Green, Carolyn Oxenford, Barbara Favola, and Linda Chandler

SYNETIC THEATER

Synetic Theater Awarded \$10,000 Grant

The American Theatre Wing, founder of the Tony Awards®, announced **Synetic Theater** as one of 10 theater companies awarded the new 2010 National Theatre Company Grant. Receiving this grant establishes **Synetic** as one of the top emerging theater companies in the nation, as the award is given to theaters having been in operation at least five, but not more than fifteen years, having articulated a distinctive mission, cultivated an audience, and nurtured a community of artists in ways that strengthen and demonstrate the quality of American theatre. This news comes at the perfect time to kick off **Synetic’s** 10th anniversary season as it prepares to open with the legendary story of King Arthur in its new dedicated venue in Crystal City.

WELCOME NEW MEMBERS

■ **TRANSPORTATION**
BLUE RIDGE LIMOUSINE AND TOUR SERVICE, INC
Monica Mickens, Marketing Manager
7504 Inzer St.
Springfield, VA 22151
Phone: (703) 916-8000
Fax: (703) 916-8110
Email: blueridgecharters@msn.com

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Blue Ridge Transportation satisfies all of your transportation needs. We run shuttles as well as privately chartered trips. Call us today to find out about our low rates.

FEATURED MEMBER BENEFIT

GET THEM IN THE NEWS



Do you want a way to publicize newsworthy events or new services and product lines?

Are you hiring, moving, building, changing, or doing anything else that could benefit you by getting out the word?

Submitting items for consideration in *The Arlingtonian’s* “Members in the News” section is a free benefit of membership.

Remember, community members and Chamber members alike read *The Arlingtonian*. Submitting press releases to the “Members in the News” section is free publicity!

Please submit press releases by the first of the month to Gaby Zamora:

■ communications
@arlingtonchamber.org



COMMITTEE OPPORTUNITIES

Get involved in one of the Chamber's Committees!

- Ambassador Committee
- Community Action Committee
- Communications Council
- Education and Workforce Development Committee
- Green Business Committee
- Hotel General Managers Committee
- Membership Development Committee
- Fall Outing Committee
- Gala/Silent Auction Committee
- Government Affairs and Economic Development Committee

To get involved, contact Deborah Kunin at the Chamber:

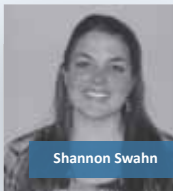
- ☎ 703-525-2400
- ✉ chamber@arlingtonchamber.org

MEMBERSHIP DEVELOPMENT COMMITTEE SPOTLIGHT

Congratulations and thank you to **Shannon Swahn** from **Select Printing and Copying**, for adding value to the Chamber and its members by sponsoring the most new members during the month of October.

Select Printing and Copying is a mid-sized printing company that manages all your printing needs from design to mail and fulfillment.

Shannon finds that regular and consistent involvement with the Chamber is key to the success of membership. Getting involved with a committee is a great way to meet fellow members and give back to the Chamber.



Shannon Swahn
Select Printing and Copying

Thanks again, **Shannon**, for all of your hard work!

SCHOLAR'S CUP CONTINUED

Congratulations to this year's Scholar's Cup Winners!

The Chamber would like to thank all of the volunteers, the Education and Workforce Committee and Chair, **Kim Durand** with **Arlington Public Schools**, who worked hard in putting together the Scholar's Cup tournament and fundraising event! Sponsors, volunteers and attendees all made this event a success!



Congratulations to our 2010 Tournament Winners!

1st Place Team:

Guest Scott Miller,
David Rowley, Minuteman Press,
Crystal City
Rick Reinsch, Digital Recollections
and guest George Kresslein



2nd Place Team:

Scott Taylor, SmolenPlevy
Ben Lopatin, Wellfire Interactive
Paula Adkins, Your Alter Egos
Amy Adkins, daughter of **Paula Adkins, Your Alter Egos**

Highest Individual Score, (Amateur Award):

Brendon Stefkovich, son of **David Stefkovich** and **Maria Pugliese, TeamLogicIT**

Best Individual Score: **Rick Reinsch, Digital Recollections**

SPECIAL THANKS TO OUR SPONSORS:



Trophy Sponsor:
Arlington Green Games, An Initiative of Arlington County Department of Environmental Services



Music Sponsor:
A Sound Plan



BBQ Sponsor:
ROCKLAND's Barbeque & Grilling Company



And a favorite with the kids—face painter, **Rebecca!**

Hole Sponsors:

Arlington Community Federal Credit Union; Arlington County Medical Society; Cardinal Bank; Dan Elder – Happy 3-0 (Deborah Kunin); Digital Recollections/ Minuteman Press, Crystal City; Dittmar Company; Donna Hamaker - KDH Real Estate; Hamilton College; H.D. Vest Investment Services; Knights of Columbus/Columbus Club of Arlington; Main Event Caterers; Proshred of Northern Virginia; TeamLogic IT; Wachovia Bank, A Wells Fargo Company; Wendroff & Associates CPA; and WETA.

■ HELPING THE HOMELESS IN ARLINGTON

by David Simon, Arlington Street People's Assistance Network



Arlington Street People's Assistance Network

November is National Homeless Awareness Month.

The latest Point-In-Time Survey (PIT) conducted in Arlington County counted 531 homeless people living on the streets, residing in shelters, or participating in transitional housing programs during a 24 hour period this past January. Of these, 347 or 65% are single adults. Their most daunting challenge: finding shelter during the seven months when Arlington's Emergency Winter Shelter is closed, a time when the number of unsheltered singles spikes to over 300 people a night.

Major factors of homelessness include a lack of health care, domestic violence, mental illness and addiction disorders. Additionally, two trends have emerged over the past 25 years that contribute to homelessness: a lack of affordable housing and an increase in poverty. According to the PIT, 82% of the homeless population in Arlington is unemployed while 76% live on less than \$500 per month.

A-SPAN (Arlington Street People's Assistance Network) began in 1988 when two concerned Arlingtonians began serving meals from their homes to homeless people. Since then, it has grown to a network of over 1,000 volunteers from faith groups, schools, businesses and the community. Staff and volunteers work together to first meet peoples' emergency needs then place them in housing, and increase their income through employment and benefits. A 73-bed hypothermia shelter, a low-barrier Drop-In Center, a bagged meal program, employment counseling, permanent supportive housing, case management, and the Homelessness Prevention and Rapid Re-housing Program are services that work together towards **A-SPAN's** goal of ending homelessness in Arlington.

GET INVOLVED:

Call A-SPAN at 703-820-HELP if you see someone living or sleeping on the streets

Advocate on behalf of **A-SPAN** to Arlington County on the need for a year-round shelter

Volunteer in one of **A-SPAN's** programs by contacting Sarah Morse at 703-842-0168

Donate by mailing a check to **A-SPAN** at P.O. Box 100731, Arlington, VA 22210 or by visiting www.a-span.org



Editor's Note:

As an initiative of the Community Action Committee, The Arlingtonian now regularly highlights a particular nonprofit category. The article will be written by a member of the Community Action Committee, and will include a list of all of the Chamber's nonprofit members who belong to that category (as of the production date). For more information about the nonprofit sector articles or about how to get involved with the Community Action Committee, contact Maria Pugliese of TeamLogicIT at (703) 528-8548 or mpugliese@tteamlogicit.com.

CHAMBER MEMBER
NONPROFIT ORGANIZATIONS
WORKING TO END HOMELESSNESS

Arlington Street People's
Assistance Network

Borromeo Housing Inc.

Doorways
for Women and Families

Residential Program Center



NONPROFIT OPPORTUNITIES

Looking to give back to your community by volunteering your time and talents?

Visit the Chamber's online member directory and find the nonprofit that is right for you!

www.arlingtonchamber.org

Are you a nonprofit who wants to increase awareness for your cause, or a business person who wants to work with nonprofits?

Come join us for a morning of networking on November 4th, event details on page 2 and on the Chamber web calendar.

THANK YOU DONORS AND VOLUNTEERS!

Special Thanks:

Ritz-Carlton, Pentagon City for donating a Champagne Brunch for four at fyve.

Buck & Associates for donating golf clubs!

Thank you to all the businesses who provided great door prizes and goody bag items to this year's attendees:

Arlington County Department of Environmental Services
Bean, Kinney & Korman, P.C.
Buck & Associates
Burger King
Comcast
Crystal City Marriott
Crowne Plaza / Holiday Inn National Airport
Doorways for Women and Families
Gold's Gym
Heidelberg Pastry Shoppe
KDH Real Estate
Lebanese Taverna
Segue Technologies
SOC Enterprises
The Ritz-Carlton, Pentagon City
Urban Igloo

Thank you to the members of the 2010 Fall Outing Committee who worked to ensure success:

Bob Hawthorne, United Bank
Bill Holmes, American Painting and Janitorial Co.
Mike Kapfer, Comcast Business Services

Thank you to the following volunteers for helping at the Fall Outing event:

Kerry Lombard, Doorways for Women and Families
Lynn Fox, LYM Promotions

CONTEST WINNERS:



Putting Contest
Michael Jukich

Golf Winners

Closest to the Pin:

Josh Merck, Marymount University

Longest Drive:

Mike Clark, Marymount University

Putting Contest:

Michael Jukich, guest of **Dominion**

Raffle Winners

50/50 Raffle:

Phil Keating, Bean, Kinney & Korman

Champagne Brunch:

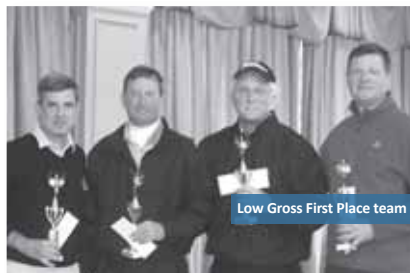
Todd Hunter, Association of the US Army

FALL OUTING WRAP-UP

58th Annual Fall Outing

On Monday, October 4th, the Arlington Chamber of Commerce hosted its 59th Annual Fall Outing at Westwood Country Club in Vienna, Virginia. Despite the rainy weather, the event was a great success with members of the Arlington Business Community gathering on the greens for some friendly competition. The Fall Outing provided an opportunity for Chamber members to take a break from their normal 9 to 5 routine, play a full round of golf and compete in several competitions. Contests included longest drive, closest-to-the-pin, a putting contest and a hole-in-one which offered a 2010 Mercedes-Benz C300 courtesy of **American Service Center** as the prize!

The exciting raffle prizes, delicious food, stuffed goody bags, tournament trophies and fun contests ensured that everyone walked away a winner! Thanks to everyone who sponsored, donated, participated, or volunteered. Without your support, this year's event would not have been the success that it was.



Low Gross First Place team

Congratulations to the winners of the 2010 Fall Outing:

1st Place Low Net:

Mike Kapfer, Comcast Business Service
Greg Raines, Holiday Inn Rosslyn
Chris Raines, Holiday Inn Rosslyn
Charles Clohan, Dittmar Company

1st Place Low Gross:

Peter Converse, Virginia Commerce Bank
Dave Stephens, Virginia Commerce Bank
Mike Bolen, Virginia Commerce Bank
Dave DeCamp, Grubb & Ellis Co.

The Chamber would like to extend a sincere thank you to the following Chamber members. Without their support of the Chamber and the Fall Outing, this event would not be possible.

Hole Sponsors

Advanced Towing Company
Association of the US Army
Burger King
Crowne Plaza / Holiday Inn National Airport
Comcast Business Services
Crystal City Marriott
Crystal Gateway Marriott
Dominion Virginia Power
Marymount University
M&T Bank
Rapiscan Systems
Sean Hosty-
Morgan Stanley Smith Barney
Virginia Commerce Bank

Hospitality Station Sponsor – **American Painting & Janitorial Co.**

Beverage Cart Sponsor – **Churchill Corporate Housing**

Putting Green Sponsor – **John Marshall Bank**

Sand Trap Sponsor – **The Shooshan Company**

Trophy Sponsor – **The IDI Group Company**

Driving Range Sponsor – **PROSHRED of Northern Virginia**

Putting Contest Sponsor – **Segue Technologies**

Closest to the Pin Sponsor – **Guernsey Office Products**

COMMITTEE HIGHLIGHT

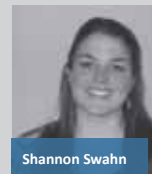
■ COMMUNICATIONS COUNCIL

The Communications Council serves as the Chamber's venue for collaboration between communications and marketing professionals. Our purpose is three-fold:

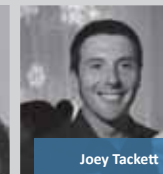
1. Encourage idea sharing among communications professionals, 2. Support the Chamber with new and existing communications initiatives, and, 3. Provide opportunities for members to showcase their skills. We do this through three types of events: IdeaSwap, a monthly brown bag discussion roundtable about a current communications topic; Mix & Mingle, a annual happy hour networking event; and BizBuzz, a Chamber-wide panel discussion.

Don't miss the highly anticipated discussion at our next BizBuzz on Thursday, November 4, 2010, 11:30-1:00 pm at **WETA**. Panelists will discuss Relationship Marketing: How to develop and nurture successful business relationships. BizBuzz is open to Chamber members and non-members, and includes networking and a boxed lunch. Participation in the Council is open to Chamber members only. Please contact **Shannon Swahn** (shannon@selectprinting.net) or **Joey Tackett** (joey@clearskycreative.com).

Communications Council Co-Chairs



Shannon Swahn
Select Printing
and Copying



Joey Tackett
Clear Sky Creative



INFORMATIONAL OPEN HOUSE in Arlington

Dominion Virginia Power is committed to continually enhancing and improving reliability of service for its customers.

To achieve this goal, Dominion will add a new underground transmission line and a new substation. This new line augments recent transmission work in the area and upgrades a network (inter-connection) of the electrical transmission facilities in Arlington.

We invite you attend the informational Open House to learn more about the new project, the construction plans, and what these improvements will mean for you and your community.

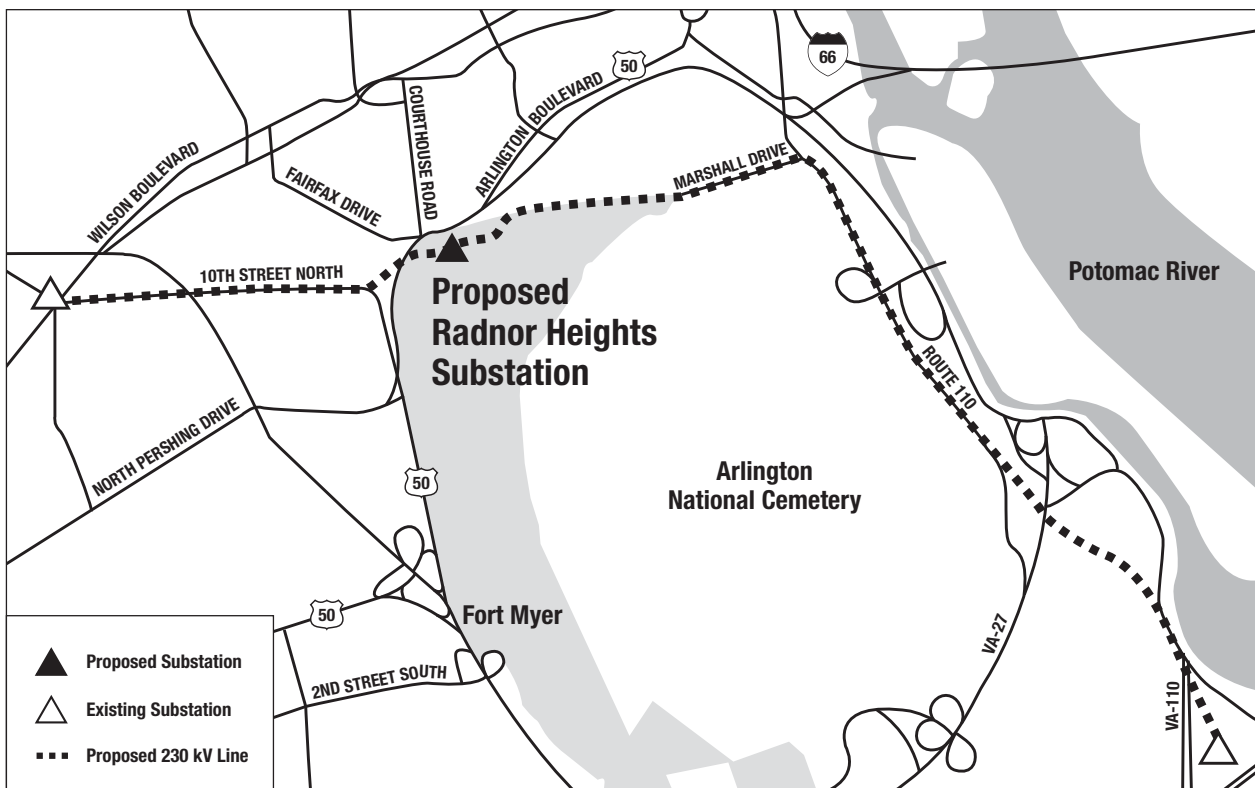
For more information, please visit our website at www.dom.com and search for "Radnor."

INFORMATIONAL OPEN HOUSE

MONDAY,
NOVEMBER 29, 2010

5 p.m. - 8 p.m.

Lyon Park Community Center
414 North Fillmore Street
Arlington, Virginia 22201



County Board Adopts Long Range Vision, Actions for Remaking Crystal City's Public Realm

by Karen Vasquez, Public Relations Manager at Arlington Economic Development

The Arlington County Board has unanimously approved the Crystal City Sector Plan, a blueprint for revitalizing Crystal City in the post-BRAC era. The vote followed extensive work with the community and other stakeholders in the area. The plan will transition the area to a more lively, complete, urban community with a thorough mix of uses, richer transit options, better streets, more functional public open spaces, and community and neighborhood-oriented services.

"Adoption of this plan reflects the extraordinary capacity and spirit of Arlington," said Board Chairman Jay Fiset. "BRAC could have devastated this neighborhood. Instead, we are using it as an opportunity to re-imagine a thriving community. This plan came together after extensive staff outreach and direct engagement between the Board and the local residents and businesses. This is a landmark achievement that provides the vision and the roadmap to ensure an exciting future for Crystal City."

The 40-year long-range plan is based on the recommendations developed with the Board-appointed Crystal City Planning Task Force. The County initiated the planning effort in response to the anticipated impact of the Base Realignment and Closure process, which will hit Crystal City harder than any other place in the nation -- producing 3.2 million square feet of office vacancies, and costing 13,000 jobs.

The proposal envisions Crystal City as a world-class place for people to live, work and play in a neighborhood bustling with activity 18 hours a day. The plan calls for a better balance of residents and workers in Crystal City -- with 26,000 residents and 56,000 jobs by 2050. Residents will have access to more and better open space linked by a more pedestrian-friendly, complete urban street network.

Highlights of the Crystal City Sector Plan include affirmation of a Route 1 Corridor Streetcar line, running from the Pentagon City Metrorail station through Crystal City to Potomac Yards - connecting to the planned Columbia Pike line at Pentagon City, and potentially extending into Alexandria - with a target for operation in 2017. The plan also adds density by constructing taller buildings in strategic areas, particularly east of Jefferson Davis Highway; the tallest buildings could top out around 300 feet. Nearly 65 new or redeveloped buildings are envisioned by 2050. Up to 7,500 new homes will be built, including significantly more affordable housing than exists today, to ensure a better balance of commercial and residential development and economic diversity. Jefferson Davis Highway will be transformed into an urban boulevard that links Crystal City's east and west neighborhoods. Additional ground level retail stores will be created to support vibrant streetscape environments, while maintaining the underground network of pedestrian corridors to extend the reach of transit. A center park will be created to help define Crystal City's civic identity.

Today, Crystal City has about 25 million square feet of mixed use development, much of which was designed for automobiles, not people. The Sector Plan envisions continuing some of the more recent improvements to cater to the needs and interests of people, with attractive streetscape environments, attractive and inviting ground floor retail, and accessible public open spaces that are programmed to accommodate a variety of activities.

For more information, including specific plan documents visit:
www.arlingtonva.us.



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- Chamber member discounts

Best Marketing Tactic I Have Used: An Open Discussion of Marketing Tools That Work

by Jim Whelan, The ProActive Corporation of America

On September 29th, 15 roundtable attendees shared marketing tactics that have produced results for them. Small business owners and entrepreneurs frequently are alone and appreciate a look from the outside to improve their business. In the course of the conversation, many sales and marketing suggestions were offered to overcome hurdles some are facing. The theme that carried throughout the discussion is "capitalize on your strengths" with business owners from a variety of professions sharing the following tips:

Write articles—if you are good at writing, having articles published in trade journals can lead to a number of inquiries over a long-term. Humorous articles can be especially helpful in catching and keeping the attention of prospective clients.

Tell your story—companies don't buy from companies, people buy from people. Let people know your story over coffee or lunch. By introducing your personal qualities, a prospect may be turned into a buyer.

Don't reduce prices; use a premium—a free book or other related premium rather than reducing your price attracts buyers while maintaining profits.

Use the personal touch—hand written notes over e-mail or a form letter can add a personal touch that can win over clients and carry the day.

Speak to associations and groups consisting of "best client" profiles—as with writing, getting in front of your "best client" prospects typically results in inquiries.

Seek out a mentor—search out a trusted mentor who will look at your business and help you identify strengths and weaknesses as well as possibly introduce you to important business contacts and clients.

Identify prospects resembling good clients—find someone to arrange an introduction.

Use Google ad words, Bing promotions, yahoo sales—these on-line marketing strategies have proven effective for some, too.

The bottom line from this roundtable?

Lead from your strengths by speaking to groups, writing articles in trade publications, or using the personal touch to differentiate yourself from the competition. In a nut shell, identify what has to be done and figure out how to achieve it.

BIG IDEAS:

- Use your strengths to stand out from your competition and call attention to your company
- Appeal to individuals within a company – personalize your interactions and tell your story.

REGISTER NOW:

NOVEMBER SMALL BUSINESS ROUNDTABLE

Establish Your 2011 Marketing Game Plan

17 WEDNESDAY

11:45 a.m. – 1:15 p.m.

Chamber Board Room
2009 14th St. N., Suite 111
Arlington, VA 22201

The Small Business Roundtable, a member benefit of the Arlington Chamber of Commerce, is an open forum discussion sponsored by **The Business Bank**. The roundtable, facilitated by **Jim Whelan** of **The ProActive Corporation of America**, discusses topics essential to the success of small businesses. It is free for members, though registration is required, and is held the last Wednesday of the month in the Chamber's Board Room.



Jim Whelan

The Business Bank
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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.

THANK YOU!

- **DeVry University** for hosting the September Board of Directors meeting.
- **Crystal City Marriott** for hosting the September Business After Business event.
- **Dimension Creative Promotions** for providing door prizes for the September Business After Business event.