

The Arlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce



Vol. LI, No. 1 January 2009

85th Annual Arlington Business Gala

Ellen H. Rainey, 2009 Chair of the Arlington Chamber of Commerce invites you to the 85th Arlington Business Gala. This is a great opportunity to meet the community's business leaders. This fabulous event will kick off with a VIP cocktail reception that will be followed with a Silent Auction that will be open to all guests at 6:30. A sneak peek of the silent auction items is available to invited sponsors and VIP guests at 6:00. The auction will include amazing opportunities to bid on a wide variety of items including trips, sporting tickets, business items, and more. The night will be filled with a three-course meal, and open bar featuring the Chamber-tini, which will surely satisfy your New Year indulgences! Don't worry because you can dance the night of food and drink away with the famous *Odyssey Band* that will be performing for the fourth year in a row!



Ellen H. Rainey



Register for this event now before it's too late!

Special thanks to our sponsors that include:



Grand Sponsor – Verizon

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Silent Auction Sponsor – Kettler

Patron Sponsor – Dominion, Guernsey Office Products;
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The ProActive Corporation of America; Valcourt Building Services, L.C.

You may register for this and other Chamber events by going to our website at www.arlingtonchamber.org or by calling the Chamber office at 703-525-2400.

For sponsorship information please contact Kate Roche at kroche@arlingtonchamber.org.

**84th Annual Meeting—
A Celebration of 2008, and a look forward to 2009.**

See page 6 for more information on the event,
and 2009 Officers.

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Arlington Chamber of Commerce 85th Annual Business Gala Tuscan Villa Raffle



For details, see page 7.

The Chamber

Arlington Chamber of Commerce

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Member: Virginia Chamber of Commerce

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Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in JANUARY



1 Thursday

Arlingtonian Contents Due
New Years Day—Chamber Closed
All Day

2 Friday

Chamber Closed

6 Tuesday

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

9 Friday

Gala/Silent Auction Committee Meeting
8 a.m., Chamber Board Room

14 Wednesday

Executive Committee Meeting
8 a.m., Chamber Board Room

Nonprofit Forum “Paving a Pathway to Success—A Strategic Planning Primer”
11:30 a.m.–1 p.m.
WETA
2775 South Quincy Street
Arlington, VA, 22206

15 Thursday

Breakfast Connection
7:30–9 a.m.
Knights of Columbus
5115 Little Falls Road
Arlington, VA, 22207

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.

19 Monday

Chamber Closed
Martin Luther King, Jr. Day

22 Thursday

Business after Business
5–7 p.m.
Intelligent Office
1100 North Glebe Road, Suite 1010
Arlington, VA, 22201

26 Monday

Smart Start Program
8:30 a.m., Chamber Board Room

27 Tuesday

Communications Council Meeting
5 p.m., Chamber Board Room

28 Wednesday

Small Business Roundtable
11:45 a.m., Chamber Board Room

Education and Workforce Development Committee Meeting
4 p.m., Chamber Board Room

30 Friday

Government Affairs and Economic Development Committee Meeting
8 a.m., Chamber Board Room

31 Saturday

Arlington Business Gala
6:30 p.m.–12 a.m.
The Ritz-Carlton Pentagon City
1250 South Hayes Street
Arlington, VA, 22202

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



Ellen H. Rainey

January—a new year, a new beginning, and a time for New Year's resolutions. Perhaps, like me, you have promised yourself that you will be better—and do better—in 2009. Whether you have resolved to improve your company's bottom line, to increase your involvement in the community, or to acquire new skills, the Arlington Chamber of Commerce can help you meet your goals.

One of your resolutions may be making new business contacts. If so, you've come to the right place—networking opportunities abound at the Chamber. Monthly Breakfast

Connections provide an organized format for meeting new people while Business After Business happy hours offer networking in a less formal environment. And the Annual Business Gala, at the Ritz-Carlton, Pentagon City on January 31, is a great opportunity to update your contact list.

If increased community involvement is one of your goals for 2009, I encourage you to join one of the Chamber's eight committees. In these groups, you can delve into issues such as economic development, education, or government affairs while meeting and connecting with other Arlington business leaders.

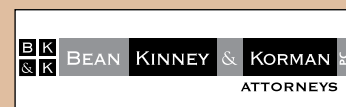
Your Chamber also offers numerous opportunities for continuing education. The Small Business Roundtable, the Communications Council, and the Community Action Committee's Nonprofit Forum all offer free skill seminars for Chamber members.

The economy is on all of our minds these days, and I recognize that 2009 will bring financial challenges to many of our businesses. In these uncertain times, one thing is sure: Your membership in the Arlington Chamber of Commerce is a sound investment that will pay great dividends if you let the opportunity work for you. Now more than ever, it is time to get more involved with your Chamber.

On behalf of the entire Chamber Board of Directors, I wish you a happy and successful new year, and I look forward to seeing you at a Chamber event soon.

Ellen H. Rainey, *Director, Parent and Leadership Giving Programs*
Hamilton College

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The Value of Economic Development

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

Given the current economic climate and the challenging future ahead, it will become more important than ever for Arlington to retain its ability to mitigate some of the inevitable consequences of the current economic downturn. Arlington Economic Development's (AED) efforts in 2008 resulted in a direct tax impact of \$10 million annually, and represent successes with tenants who would have made different leasing decisions "but for" AED involvement, development projects that would not have happened "but for" AED leadership, and visitor spending that was directly influenced by ACVS staff. One of Arlington's most effective strategies for weathering the recession will be to maximize commercial occupancy rates.

Maximizing commercial occupancy rates adds value to Arlington in a variety of ways. For instance, the average occupied square foot of office space results in direct non-real estate tax revenues of \$2.078 (includes BPOL, personal property and commercial utility taxes). This is unloaded in that it does not include any induced spending by tenants or any multiplier effects. In 2008, AED staff:

- Were instrumental in attracting new tenants into 565,970 square feet of office space resulting in a net fiscal impact of \$1.2 million;
- Successfully retained or expanded tenants, through new leases, into 737,204 square feet of space with a resulting \$1.5 million in net tax benefit;
- Were responsible for the retention or recruitment of 4,017 jobs; and
- Educated or counseled 1,500 business persons through BizLaunch and successfully found new locations for six displaced small businesses.

These figures are reflective of clearly confirmed successes in that the tenants would have made different leasing decisions "but for" AED involvement. Some of the tenants AED aided in 2008 include Gridpoint, MedStar, Cambridge and Virginia Tech among others.

Value for Arlington is also created through new development. The most definitive examples of projects that would not have happened without AED are the Kettler Capitals Iceplex and the redeveloped Shirlington. Combined, these are producing annual tax revenues in excess of \$4.0 million. In addition to these projects, in 2008 staff:

- Facilitated approval of site plans for Founders Square and 800-900 N. Glebe Road, which were centered on build-to-suit offices for DARPA and Virginia Tech respectively;
- Facilitated the development of five new hotel projects now under construction and containing 1,098 rooms resulting in projected TOT revenues of more than \$3.0 million.

- Accelerated development of 21 commercial projects resulting in \$16.3 million in local tax revenues.

AED's efforts cited above have resulted in a direct tax impact of \$10 million annually, three times our net tax support. Similar results are expected in FY2010. There is no doubt that Arlington faces a challenging road ahead. We do, however, have an opportunity to make this serious situation more manageable by acting strategically, mitigating losses and producing future revenue.



Leadership Arlington Announces it's 2009 Spring Speaker Series!

The theme for this spring series is ***"In A Down Market What Is the Upside? Finding Opportunities During These Times"***. For more information or to register online please visit www.leadershiparlington.org

What is the Speaker Series?

- ❑ Leadership Arlington offers the community six workshops a year.

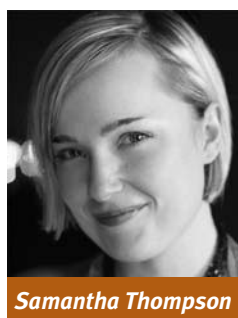
The fall and spring seminars consist of two speaker series and one skills workshop. The topics are chosen to help prepare, educate and inspire the community.

Who is the Audience?

- ❑ Community and Business Leaders
- ❑ Parents and Educators
- ❑ Concerned Citizens
- ❑ Our members. Leadership Arlington currently consists of over 400 leaders in the Arlington community from the business, non-profit, and public sectors and represents over 350 organizations.

Chamber Welcomes 2 New Staff Members

Samantha Thompson is the new Communications Manager at the Arlington Chamber of Commerce. She is a native of Arlington, VA and graduated from Randolph Macon Woman's College in 2001 with a Bachelor Degree in Philosophy. Thompson most recently worked as a Sales Executive with Association Management Software and prior to that served as a Director of Admissions for American Intercontinental University. Please welcome Samantha. We are excited to have her join our team!



Samantha Thompson



Erica Pristas

Erica Pristas is the new Membership Director at the Arlington Chamber of Commerce. She is a native of Johnston, PA and graduated from George Mason University in May of 2008 with a Bachelor of Science in Marketing. Pristas most recently worked as an Associate District Manager for Automatic Data Processing, Inc. and is a member of BNI, the Vienna Business Network Chapter. Welcome Erica to the Arlington Chamber!

Special thanks to everyone who helped put the Chamber Holiday Food Drive into Overdrive!



Arlington resident Tim Ogden donating food to the Chamber Food Drive

The Chamber would like to thank everyone who contributed to its Holiday Food Drive. Throughout December, Chamber members and non-members alike collected a bountiful supply of soup, cereal, pasta, canned goods and peanut butter – all for the benefit of needy families in Arlington. Donations were delivered to the **Arlington Food Assistance Center (AFAC)**, which was chosen by lottery to be the beneficiary of the Chamber's 2008 holiday charity activity.

"Thank you so much for selecting **AFAC** to be the recipient of the Chamber's efforts over the holidays," Christine Lucas told the Chamber. "All of us at **AFAC** greatly appreciate your support."

The food drive was managed by the Chamber's Community Action Committee, which encourages businesses to remember area nonprofits as they plan their 2009 corporate giving activities. Learn more about ways to give by visiting the individual Web sites of your favorite charities. Simply visit the "Find A Member" section of the Chamber's Web site and search the "Nonprofit Organizations & Foundations" category for a list of Chamber member nonprofits.

Happy Holidays!

Greta Menard
Community Action Committee Chair

84th Annual Meeting: Recapping 2008 and Building Towards 2009

On December 12th, the Arlington Chamber held its 84th Annual Meeting at the Sheraton National Hotel. The event was a celebration of the achievements of 2008 and a look at what is ahead for 2009. The Chamber attracted approximately 250 attendees. The attendees, Arlington business leaders enjoyed a luncheon followed by a visual presentation of "A Retrospective" by Chamber President Rich Doud. The Chamber awarded and welcomed both new and old members. Following the slideshow, the 2008 Chair, Margaret McKeough remarked on the year, thanking the Board, the members, and staff for all of their hard work and gave insight into the exciting 2009 objectives. Margaret McKeough and Rich Doud presented the following awards:

The **2008 Committee of the Year Award**, which recognizes the committee that has done an exceptional job of executing the mission of the Chamber membership and Arlington business community and serves the interests of Committee members, was given to the **Community Action Committee**, which is chaired by **Greta Menard, Capitol MarCom**.

The Community Action Committee took their flagship event, Volunteer Arlington Day, to a whole new level. This year Volunteer Arlington Day expanded to two days of service, with over 100 volunteers assisting 12 Chamber member nonprofits.

The Community Action Committee expanded beyond their typical activities to create a series of Nonprofit Forums. These quarterly events, free for Chamber members, have provided additional educational and networking opportunities for our members. These events have been extremely successful, with a large number of attendees. Topics so far have included outcome measurement & program evaluation and fundraising strategies.

In addition, the committee hosted the September Breakfast Connection, highlighting the Chamber's nonprofit members as part of the networking program.

In recognition for their accomplishments, the committee, as well as the Chamber, was recognized by the community with the prestigious James B. Hunter III Community Hero Award.

The **2008 Chair's Award**, which recognizes the member organization and its representatives that have made an outstanding contribution of resources to the Chamber and the business community was given to **Bean, Kinney, and Korman, P.C.** who is also one of our Annual Corporate sponsors.

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.



Ellen H. Rainey addresses the members at the 84th Annual Meeting

Earlier this year, Bean, Kinney, and Korman, P.C. served as a Premier Sponsor for the Business Gala, a Benefactor Sponsor for the ABBIES, Fall Outing Hole Sponsor, and as a Premier Sponsor for the Annual Meeting today. Sponsorships like these enable us to hold ticket prices down and make our events affordable to a wider audience. Bean, Kinney, & Korman P.C. also successfully hosted a highly attended Business After Business this March.

Their Chamber representatives are extremely involved in the Chamber, with one individual serving on the Chamber's Executive Committee and leading the legislative affairs initiatives for the Chamber, another serving as a top producer in the Chamber's 2008 TRD Campaign, and several who are regular attendees at the Chamber's networking events.

The **2008 President's Award**, which recognizes the individual who has made an outstanding contribution of volunteer assistance to the Chamber, was given this year to **Kim Durand with Arlington Public Schools**. Durand was deemed to have made significant contributions to the Chamber over the past year.

Durand was the chair of the Education & Workforce Development Committee and took the committee to new heights by reviving certain programs and initiating others. She led by example and increased Chamber member participation. She extolled the virtues of partnering with the Chamber to others from all over the county.

Durand is an active participant in our Total Resources Development (now Opportunity Works) campaign and also serves on our Community Action Committee.

Followed by the awards, Ellen Rainey, Chamber Chair for 2009, introduced herself and announced the Board Members for 2009.

(See next page.)

Our keynote speaker, **John McClain**, was introduced by **Chris Arabia**, from **TD Bank**, our **Grand Sponsor**. McClain is the Senior Fellow and Deputy Director of the Center for Regional Analysis at **George Mason School of Public Policy** and spoke about the current economic development in the Arlington region and surrounding area.

As **Scott McCaffrey** wrote in the **Sun Gazette**, “the tenuous state of the economy may be more reason than ever for the business community not simply to stick together, but to integrate itself fully into the lives of local residents and establish itself as a key player in daily community life.”

A special thanks to the following members for their contributions to this event:

- The outstanding guest speaker, **John McClain**
- **Sheraton National Hotel** for being a great host.

Special thanks to our Sponsors:

- **Grand Sponsor: TD Bank**
- **Chair's Award Sponsor: Metropolitan Washington**
- **Committee of the Year Award Sponsor: Dominion**
- **Premier Sponsors: AHC, Inc.; Arlington Public Schools; BB&T; Bean, Kinney, & Korman, P.C.; Clark Construction & Clark Ventures; John Marshall Bank; Marriott Hotels; Monday Properties; Sheraton National Hotel; United Bank; Virginia Commerce Bank**
- **Patron Sponsors: a.k.a. spot; American Painting & Janitorial Co., Inc.; Bank of Georgetown; The IDI Group Companies.**
- **Chair's Award Sponsor: Metropolitan Washington**
- **Committee of the Year Award Sponsor: Dominion**

Members IN THE News

► LAW FIRMS

Martin D. Walsh, Thomas J. Colucci, and William A. Fogarty, of Walsh, Colucci, Lubeley, Emrich & Walsh, P.C., have been named by *Virginia Business* magazine as being among Virginia's Legal Elite, as noted in the December, 2008 edition of the magazine. For more information, visit www.thelandlawyers.com.

► NONPROFIT ORGANIZATIONS

The 2008 Annual Meeting of the Board of Directors for the **Arlington Partnership for Affordable Housing (APAH)** elected new leadership for this award-winning nonprofit affordable housing developer. Carolyn Settles, who has led APAH as its President and Chair for the past two years, will continue as Chair, while Brooks Blake, a three year member of the board, will step up as Vice Chair. Nina Janopaul assumes the new position of President/CEO. Janopaul has served as APAH's Executive Director since early 2007. This board reorganization follows a year of dramatic growth for APAH. During 2008 APAH nearly doubled its housing portfolio, expand-

ed its staff, and increased the financial stability of the organization. “I think after the year we've just had, and with the leadership we have just elected, we are poised for the next step in our organizational growth,” announced Settles, “With Brooks' wide experience with development in Arlington and deep concern for affordable housing in our community, I know APAH's future will be in good hands.”

APAH is a nonprofit that owns, develops, and preserves quality housing that is affordable to low and moderate-income families, and is the only nonprofit affordable housing developer working exclusively in Arlington County. APAH advances its mission by creating safe, secure, and attractive rental communities, partnering with neighborhoods, businesses and supportive housing providers, and providing services to our residents. APAH served over 1,500 Arlingtonians in 2008. This year APAH was named Developer of the Year by the Housing Association of Nonprofit Developers and Best Small Business of the Year by the Arlington Chamber of Commerce.

For more information on APAH and its current projects, visit www.apah.org.

► RESTAURANTS

Edward Dean from **Sangam Restaurant** would like to thank everyone who came to the Fashion Show on December 20, 2008. The show was hosted by Ashley Fleming—International Pageant Teen Queen of the District of Columbia and music by Stewart Hill. Everyone enjoyed a delicious meal prior to the Fashion show. It was a great success.

In 2007 **Sushi-Zen Japanese Restaurant**, in Lee Harrison Shopping Center, held 10 fundraisers to celebrate its 10th anniversary. Sushi-Zen celebrated 11 years in business in 2008 by holding 11 Arlington based non-profit fundraisers as a way of saying thank you to the Arlington community for their support over the years.

Sushi-Zen would like to celebrate 12 years in business in 2009 by holding 12 Arlington based non-profit fundraisers. If interested, please e-mail Rosie Gordon at RGordon@sushizen.com.

Arlington Chamber of Commerce 85th Annual Business Gala *Tuscan Villa Raffle*

Ticket Cost: \$50 each or \$135 if you purchase 3 tickets at once
No more than 200 tickets will be sold.

Please note: You do not have to be present to participate in the raffle drawing!

The prize includes housing accommodations for four (4) adults in one of the Tuscan resort properties (Zolira, Natalia, Giovanna, Bambini, or Mira Bella). Visit www.tuscanresort.com to view them. The villas are situated in the ancient hill town of Manciano. The homes are an easy 1½ hours by car from the Rome airport and close to Siena and Firenze. Each casa features two bedrooms with views of the rolling countryside, gardens and the Tuscan hillside. Amenities include bathroom(s) with showers, a kitchen, and a lovely living room area. The length of stay is for seven (7) nights—Saturday to Saturday.

The dates and property selection are subject to availability. This trip is valid past 2008, however communication of interest must be made to the property owner before the end of 2008. The Chamber is not able to change this provision. A packet with the owner's contact information will be given to the winner. The drawing will be held at the Arlington Chamber of Commerce 85th Annual Business Gala on Saturday, January 31, 2009 at the Ritz-Carlton, Pentagon City.

Note: Includes housing only. Prize does not include airfare or other trip expenses. If the Chamber is unable to sell a minimum of 40 tickets by January 31, 2009, the raffle will be cancelled and the money will be refunded.

How to Purchase:

Contact the Chamber office at **703.525.2400** and ask for **Kate Roche** or email kroche@arlingtonchamber.org.

Nonprofit Forum—Register Today!

Nonprofit professionals and others tasked with strategic planning will not want to miss the Chamber's next Nonprofit Forum, **Wednesday, January 14, 2009 from 11:30 a.m. to 1:00 p.m.** at WETA. The brown-bag luncheon will feature **Jim Whelan**, Chamber member and founder of **The ProActive Corporation of America**, a recognized leader in business management. Jim will deliver a talk entitled *"Paving a Pathway to Success – A Strategic Planning Primer."* In addition to learning the three building blocks of a successful strategic plan, attendees will develop an outline for their own plan and identify ways to tie their strategy to their business goals. As always, attendees will also have a chance to network with staff from other area nonprofits. The event is **free for Chamber members** – just bring your lunch, and the Chamber will provide drinks and dessert. Nonmembers are welcome to attend at \$10 per person. For registration, please call the Chamber at 703-525-2400.

The Nonprofit Forum is hosted by the Community Action Committee.

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- **Bethesda, MD**—7490 Waverly Street between East-West Highway and Montgomery Avenue. 1 block from Metro
- **NYC**—Penn Station, West 31st Street between 7th and 8th Avenues (at green awning 4 Penn Plaza)

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Attend January's Breakfast Connection!

Reward your business and co-workers with the gift of networking this January. Invite your office to attend the Chamber's monthly Breakfast Connection, and you will be prepared to bring in the New Year with new business!

Our breakfast focuses on quality networking and incorporates a speed networking format. The Chamber's Breakfast Connection is an effortless way to meet new business contacts. Breakfast Connection is the gift that keeps on giving.

Thursday, January 15
7:30–9 a.m.

Knights of Columbus
5115 Little Falls Road
Arlington, VA, 22207

Special thanks to our Grand Sponsor,
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SELF STORAGE PLUS
Climate Controlled Storage

Thanks to our Quarterly Host Sponsor,
The Washington Capitals

Register online at www.arlingtonchamber.org!



SMART Start: Always a Bright Idea

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

Listen and learn from actual Chamber members who know how to create customers and business relationships using this Chamber.

Next SMART Start

Monday, January 26

8–a.m.

Chamber Board Room

Register online:

www.arlingtonchamber.org

For more information contact

Erica Pristas

at 703-525-2400 or

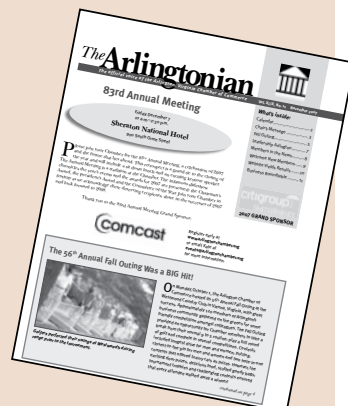
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NEW BUSINESS BEGINS WITH A NEW YEAR!

BusinessAfterBusiness

Start the new year off right at January's Business After Business on **January 22** at **Intelligent Office**! This event makes it easy to meet key business contacts and network amongst Arlington's top business professionals. Business After Business will increase you and your business' visibility. This month will be particularly festive, as we celebrate the holiday season. Register early for January's must attend networking event!

Congratulations again to **Dennis Peredo**, Assistant Vice President at **TD Bank**, for being our jackpot winner in December of \$3,100! Our monthly cash jackpot will begin again with the New Year. If you're a member, this could be your chance to win! You must be present to receive prizes.

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

Thank you to our host and sponsor,



Intelligent Office
Thursday, January 22
1100 North Glebe Road, Suite 1010
Arlington, VA 22201
5-7 p.m.

opportunityworks

OppportunityWorks, formally known as the TRD Campaign, will officially begin again in March 2009! OpportunityWorks will be an exciting initiative that will strengthen the Chamber, your business and the Arlington community at large.

For more information on OpportunityWorks, contact Kate Roche at events@arlingtonchamber.org.

OpportunityWorks will...

- Build and enrich strategic relationships
- Grow business
- Connect with the community
- Strengthen the Chamber
- Create results

Captivate Your Next Business Audience!

How important do you think verbal communications are when speaking with potential clients? Find out at the January meeting of the Communications Council when **Kimberla Fairley**, President of **Kayla Consulting**, will talk about effective verbal business communication. Learn how to:

- ✦ Design and deliver effective oral presentations
- ✦ Discover the costs of ineffective verbal communication
- ✦ Express your message with impact

To learn more, visit arlingtonchamber.org. Click on membership guide / committees. Or, send an e-mail to communications@arlingtonchamber.org.

communicate & connect!



Next Meeting:
Tuesday, January 27
5:00 p.m. at the
Chamber!

Business Roundtable

The Roundtable is an open forum discussion held the last Wednesday of the month 11:45 a.m.–1 p.m. in the Arlington Chamber's Board Room. The Roundtable is facilitated by **Jim Whelan** of **ProActive Corporation**. It is designed to discuss topics that are key to the success of small businesses.

By Jim Whelan, The ProActive Corporation of America

November 2008

You Either Get Better or Get Worse— Status Quo is Not an Option

The November 2008 Small Business Roundtable discussed the lessons learned this year that can be applied to improve next year's performance. Opportunities seized and pitfalls encountered adds up to experience that will benefit efforts in the arena of possible tough economic times for the next twelve months.

Lessons Learned:

- Communication with prospective clients that the prospect misinterprets or ignores can lead to "firing" a client. This can surface by client requesting an effort not covered by the agreement or asking for "free" work by expanding the scope of the assignment at no additional fee.
- Communications with staff not clearly describing the responsibilities or the expected outcomes of a task resulting in frustration for both the employer and the employee.
- Not applying a sharp pencil to expenses, while not wasteful, the extra cash now would provide a cushion for the anticipated tough business climate ahead.

Corrective Action:

- Give client the option of restricting options or paying for increased hours.
- Rework the proposal to better define the scope of the work.
- Work on communications by requesting feedback from employees or clients to minimize misunderstandings.

The Bottom Line from this roundtable? Times are changing and it's time to change to reflect the current reality. Employ defensive techniques; get closer to your current clients, look for additional ways of bringing value to the table, energize your employees to think about marketing in everything they do.



Jim Whelan, head of **ProActive Corporation of America**, is a recognized leader in business management. He works in partnership with business owners to create sustainable growth and profitability. To contact him go to

www.proactivecorp.net or call 703-862-6758.

Register Now for February's Small Business Roundtable

Wednesday, February 25, 2009

11:45 a.m.–1:15 p.m.

Chamber Board Room

TOPIC:

Reactivating Dormant Business Clients

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

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

Thanks go to...

- **HSBC** for hosting the November Business After Business
- **Insurance Solutions** and **Arlington Department of Environmental Services** for providing door prizes at the Business After Business
- **Guernsey Office Solutions** for donating a screen to the Chamber
- **PNC Bank** for hosting the December Business After Business.
- **Dimension Creative Promotions** and the *Washington Business Journal* for providing door prizes for the December Business After Business.



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Questions?

Call 703-525-2400.

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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.