



## The State of the County

The Arlington Chamber of Commerce and **Leadership Arlington** proudly presented the State of the County on June 29<sup>th</sup>. Arlington County Chair Barbara Favola served as the event's keynote speaker, and provided an opportunity for business people, residents, and interested citizens of Arlington to learn about the county's financial and developmental status. Attendees were given the opportunity to submit questions for Favola, and a question and answer session occurred after his address.

The 2009 State of the County took place at the **Crystal Gateway Marriott**. **Scott McCaffrey** of the **Arlington Sun Gazette Newspapers** provided the introduction for Favola and emceed the question and answer period. Nearly 200 members of Arlington's business and residential community were present for the event.

Favola's speech focused on how Arlington is weathering the recession better than nearly any other community. Nevertheless, an ongoing economic downturn could force more difficult choices in the coming year.

Favola stated that the "state of the county was very good," and that "you should be pleased that you live in the county, or work in the county, or maybe both....most counties are envious." Favola had a positive outlook on the low unemployment rate; continued development; low office-vacancy rate; and the county government's ability to approve a budget with cuts that were modest compared to some neighboring jurisdictions.

Favola suggested that 2010 could prove to be "another tenuous year" and that so far the assessed value of most commercial real estate in the county has continued to grow, even as residential real estate has been declining. "With 45% of the county's total real estate tax tied to commercial development – far higher than any other Northern Virginia locality – keeping the commercial sector healthy is of key concern."

County Board members increased the real estate tax rate by about 3 percent, which affects commercial property owners more than homeowners. Favola defended this action saying that it was prudent to continue investing in county programs and infrastructure. Favola stated, "We made some tough decisions during the budget process, but we strived to make the final budget one that featured a sense of compassion and fairness."



Barbara Favola



### What's inside:

Calendar.....	2
Chair Message .....	3
AED .....	4
Leadership Arlington .....	5
Members on Membership ...	6
Members in the News.....	7
Summer PRIME Program .....	9
Business After Business.....	9
SMART Start.....	10
Breakfast Connection .....	10
Communications Council.....	9
Business Roundtable .....	11

### Special Thanks to the 2009 State of the County Sponsors!

- Grand Sponsors: **Metropolitan Washington Airports Authority, Verizon**
- Premier Sponsor: **Arlington Public Schools**
- Benefactor Sponsors: **Comcast & The Shooshan Company**
- Patron Sponsors: **Clark Construction Group, LLC; Dominion; & IDI Group Companies**

### Thank you to the following individuals and organizations:

- **Leadership Arlington** for partnering with the Chamber to present this event.
- **The Crystal Gateway Marriott** for providing a wonderful venue for this event.
- **Marty Almquist**, 2009 Chair of Leadership Arlington and **Ellen Rainey**, 2009 Chair of the **Arlington Chamber of Commerce** for welcoming the attendees.
- **Scott McCaffrey** of the **Arlington Sun Gazette Newspapers** and Vice Chair of the Economic Development Division and for introducing **The Honorable Barbara Favola**.

For more information regarding the 2009 State of the County address, please call 703-525-2400 or visit [www.arlingtonchamber.org](http://www.arlingtonchamber.org).

# The Chamber

Arlington Chamber of Commerce

*Opportunity. Leadership. Results.*

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

## EXECUTIVE COMMITTEE

Ellen Rainey, *Chair*, Hamilton College  
Philip Keating, *Chair Elect*, Bean, Kinney, and Korman, P.C.  
Doug Brammer, *Treasurer*, Verizon  
Deborah Johnson, *Assistant Treasurer*, Dominion  
Greta Menard, *Vice Chair—Communications Division*, Capital MarCom  
Scott McCaffrey, *Vice Chair—Economic Development & Government Affairs Division*, Sun Gazette  
Gordon Thrall, *Vice Chair—Member Affairs Division*, Guernsey Office Products  
Karolyn Stuver, *Vice Chair—Membership Division*, KBR  
Michael Foster, *Vice Chair—Special Interest Division*, MTFA Architecture  
Margaret McKeough, *Immediate Past Chair*, Metropolitan Washington Airports Authority  
Barbara Nicastro, *Past Chair*, The Law Offices of Barbara Nicastro

## DIRECTORS

Susan Anderson, Clarendon Alliance, Inc.  
Steve Barto, Wells Fargo Advisors  
Doug Brammer, Verizon  
Robert Bushkoff, Dittmar Company  
John Constant, Buck & Associates  
David DeCamp, Grubb & Ellis  
William Diffie, Colony House, Inc.  
Chris Domes, Marymount University  
Richard Doud, Arlington Chamber of Commerce  
Michael Foster, MTFA Architecture, Inc.  
Nancy Goodman, Main Event Caterers  
Brian Gordon, Apartment and Office Building Assn.  
Robert Hawthorne, United Bank  
Bill Holmes, American Painting & Janitorial Co., Inc.  
Tim Hughes, Bean, Kinney, Korman, P.C.  
Todd Ihrig, H.D. Vest Investment Services  
Deborah Johnson, Dominion  
Sonia Johnston, John Marshall Bank  
Philip Keating, Bean, Kinney & Korman, P.C.  
Scott McCaffrey, Sun Gazette Newspapers  
Robert McCoy, Virginia Commerce Bank  
Margaret McKeough, Metropolitan Washington Airports Authority  
Greta Menard, Capital Marcom, Inc.  
Darren Montgomery, Washington Capitals  
John Murphy, Washington Workplace  
Patrick Murphy, Arlington Public Schools  
Barbara Nicastro, The Law Offices of Barbara Nicastro  
Brian Nicholson, Kettler  
Adrian Stanton, Virginia Hospital Center  
Joe Prentice, State Department Federal Credit Union  
Ellen Rainey, Hamilton College  
\*Laura Richardson, Fort Myer Military Community  
Deidre Schexnayder, Vornado/Charles E. Smith  
Marie Schuler, COMCAST Cable Communications  
Kevin Shooshan, The Shooshan Company  
John Snedden, ROCKLANDS Barbeque & Grilling Co.  
Scott Sterling, The IDI Group Companies  
Michael Sternberg, Enovo Restaurant Ventures, LLC  
Karolyn Stuver, KBR  
Gordon Thrall, Guernsey Office Products  
Marc Tohir, PNC Bank  
Brenda Turner, Arlington Virginia Federal Credit Union  
Nan Walsh, Walsh, Colucci, Lubeley, Emrich & Walsh  
Alison Wertzler, Clark Ventures and Clark Construction  
Jim Whelan, The ProActive Corporation of America, Inc.  
Jim Whittaker, Columbia Pike Revitalization Organization  
Patricia Williamson, WETA  
Todd Yeatts, The Boeing Company

## LIAISON TO THE BOARD

\*COL Laura J. Richardson, Fort Myer Military Community

## STAFF

Richard V. Doud, Jr., \*President  
Kate Roche, Director of Member Services and Development  
Erica Pristas, Membership Director  
Samantha Thompson, Communications Manager  
Deborah Kunin, Member Services Administrator  
Tami Anderson, Staff Accountant

\*Executive Committee Member & Director

Visit our website: [www.arlingtonchamber.org](http://www.arlingtonchamber.org)

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

## Where you need to be in AUGUST



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

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

You can register for all events by visiting [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by calling the Chamber office, 703-525-2400.

### 1 Sunday

Arlingtonian Contents Due

### 4 Tuesday

Opportunity Works Victory Celebration  
5:00–7:00 p.m.  
Knights of Columbus

### 13 Thursday

Breakfast Connection  
7:30–9:00 a.m.  
Knights of Columbus

### 18 Tuesday

Communications Council  
4:00–5:00 p.m.  
Chamber Board Room

### 20 Thursday

Higher Ed Council  
4:00–5:00 p.m.  
Chamber Board Room

### 26 Wednesday

Executive Committee  
8:00–9:30 a.m.  
Chamber Board Room  
  
Education and Workforce Development Committee  
4:00–5:00 p.m.  
Chamber Board Room

### 27 Thursday

Business After Business  
5:00–7:00 p.m.  
The Energy Club

### 28 Friday

Government Affairs & Economic Development Committee  
8:00–9:30 a.m.  
Chamber Board Room

Chamber 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 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.

## Chair Message



Ellen H. Rainey

**A**t last month's State of the County address (which is covered on page 1 on this issue of *The Arlingtonian*), County Board Chairman Barbara Favola spoke about the importance of partnerships. As I listened to her, I was struck by how that event—and so much of what the Chamber does—typifies the power of partnerships in our community.

Winston Churchill is quoted as saying "If we are together nothing is impossible. If we are divided all will fail." Certainly, this is true in today's business environment: each of us is made stronger by our association with others. Take, for example, the State of the County breakfast. That forum was hosted jointly by the Arlington Chamber of Commerce and Leadership Arlington, and sponsored by members of the business community both large and small. The event succeeded thanks to the wide range of hosts and sponsors, and all who attended benefitted from the diversity of guests and participants.

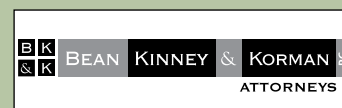
Another example of Chamber partnerships at work is highlighted on page 6 of this publication. Earlier this spring, the board of directors of the **Metropolitan Washington Airports Authority (MWAA)** proposed charging hotel courtesy vehicles for access to Reagan National Airport. Rather than simply imposing a fee, **MWAA** partnered with the Chamber's Hotel Committee to come up with a solution that would work for all parties. According to **Margaret McKeough**, **MWAA's** Vice President and Chief Operating Officer, "this experience is a great testament to the role a Chamber can have in influencing policy and providing assistance to all its members, big or small...."

Every day, your Chamber fosters partnerships between its members through in-person and virtual networking opportunities, committee work, and events. Through its government advocacy work, the Arlington Chamber of Commerce also creates alliances between the Arlington business community and officials in County and State government, thus benefitting our region as a whole. By working collectively, and using the affiliations afforded by the Chamber, we make Arlington a better place to work and live.

I thank you for being part of the great partnership that is the Arlington Chamber of Commerce and encourage you to take advantage of all your membership has to offer. Together, we're better.

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

### 2009 Annual Corporate Sponsors



~ Established 1980 ~

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



**McEneaney Associates, Inc.**

4720 Lee Hwy, Arlington, VA 22207

**703.525.1900**

**McEneaney.com**



LEADING REAL ESTATE  
COMPANIES OF THE WORLD™



## DARPA Moving to New Arlington Location

*First DoD Secure Building in Arlington will Spur Redevelopment of Brownfield Site*

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

Arlington officials announced in July that the Defense Advanced Research Projects Agency (DARPA) plans to relocate all operations to 675 North Randolph Street, which is part of the Founders Square development by **The Shooshan Company**. DARPA, currently located in the Virginia Square neighborhood along Fairfax Drive, will move to this secure building in 2012 upon its completion. DARPA will be the first in Arlington to meet the Department of Defense's new Minimum Anti-terrorism Standards for Buildings.

"I'm pleased that Virginia is able to retain such a valuable research agency as DARPA," stated Governor Tim Kaine. "With this highly advanced facility, Virginia will retain over 800 people working in the current location. DARPA also works with numerous defense contractors and other private businesses that employ over 1,700 workers in Arlington and Northern Virginia."

"DARPA is an extraordinary resource, a proverbial font of creativity responsible for the Internet and other scientific and research discoveries never before imagined," said Congressman Jim Moran. "Retaining DARPA in Arlington

was a top priority for all involved. This is a big victory for the County and its workforce. Combined with George Mason, Virginia Tech and the Office of Naval Research, the greatest minds in the country will continue to gravitate to our community."

"We're very pleased that DARPA will remain located in Arlington," stated Arlington Board Chair Barbara Favola. "Research agencies like DARPA contribute to the highly-educated, sought-after workforce that Arlington has become known for. In addition, this building will spur the development of Founders Square on an existing brownfield site, plus expand the adjacent Mosaic Park, creating value and a high quality of life for those who live and work in Ballston."

In 2005, a bipartisan coalition of local, state and federal Virginia representatives joined together to keep DARPA and other Extramural Research Agencies in Arlington during the Base Realignment and Closure (BRAC) Commission hearings. A unanimous decision by the BRAC Commission reaffirmed the value of research synergy generated by the co-location of these agencies, surrounding the National Science Foundation.

"We feel extremely fortunate, especially with this difficult economy, to be able to play a role in this collaborative effort with Arlington County, the Commonwealth of Virginia, and the Federal Government to retain such a prestigious and important organization as DARPA for both our local economy and national security," stated John Shooshan, Chairman of **The Shooshan Company**. "With DARPA's new headquarters leading the way, Founders Square will be at the forefront of sustainable design and construction through the redevelopment of the WMATA bus lot, which has long been a strategic goal of Arlington County and our firm."



*View looking north from North Randolph Street.*



*View looking south from North Randolph Street.*



## LEADERSHIP ARLINGTON

### Congratulations to the 2009–2010 Leadership Arlington Board of Regents!

We are honored to announce the following members of the 2009–2010 Board of Regents, beginning July 1, 2009. The Board of Regents continues to oversee initiatives and programming to enlighten, inspire and connect leaders to strengthen the Arlington community.

#### CHAIRMAN

Ms. Marty Almquist, '99  
Senior Vice President  
Cassidy & Pinkard Colliers

#### CHAIR-ELECT

Ms. Cathy Morris, '03  
Vice President  
Virginia Commerce Bank

#### MEMBERS

Ms. Karen Albert, '04  
Owner  
Practical Solutions for Public Safety

The Honorable Beth Arthur, '01  
Sheriff  
Arlington County Sheriff's Office

Mr. Doug Brammer, '07  
Area Manager, External Affairs  
Verizon

Mr. Rich Doud, '99  
President  
The Arlington Chamber  
of Commerce

Mr. Michael Foster, '00  
Principal/Owner  
MTFA Architecture, Inc.

Ms. Loretta Franklin, '05  
Campus President  
DeVry University

Ms. Betsy Frantz  
President & CEO  
Leadership Arlington

Ms. Fernanda Howard, '05  
Business Deposit Services Manager/  
Senior Vice President  
BB&T

Mr. Mark Ingrao, '99  
President  
Aspen Strategies, LLC

Ms. Deborah Johnson, '09  
Senior Manager, State & Local Affairs  
Dominion

Adam Kernan-Schloss, '00  
President/CEO  
KSA-Plus Communications, Inc.

Mr. Dean Klein, '01  
Director  
Fairfax County Office  
to End Homelessness

Mr. John Murphy, '99  
President  
Washington Workplace

Ms. Robin Norman, '05  
Senior Vice President/CFO  
Virginia Hospital Center

Ms. Ellen Rainey, '00  
Director, Parent & Leadership Giving  
Programs  
Hamilton College

Mr. Jim Schwartz, '02  
Fire Chief  
Arlington County Fire Department

Mr. Mark Treadaway, '02  
VP of Air Service Planning  
& Development  
MWAA

# Members on Membership



Steven Wright

**S**egue Technologies has been very pleased with our membership in the Arlington Chamber of Commerce. Since joining earlier this year, we've grown closer to the local business community, seen an immediate boost to our marketing and community outreach initiatives, and enjoyed the ample educational and training opportunities made available

through the Chamber.

We see the networking events hosted by the Chamber as one of the foremost benefits of our membership. These directly support our marketing efforts and provide avenues to guide our focus on engaging with the community. The monthly Breakfast Connections and Business After Business events have been fantastic venues for meeting new and potential clients and partners, and we intend to participate in these at every opportunity.

Other key benefits of Chamber membership are the regular educational and training sessions. These events are not only a way to learn new skills, but to meet new colleagues at the same time. They are professionally rewarding experiences, which provide a natural opening for partnering discussions. Similarly, participating on one of the various Chamber committees offers a direct way to contribute to the Chamber's mission. As they say, "You get out of it, what you put into it." We've seen this adage to hold true with our membership; getting a great response from every event we've attended.

Segue has felt very welcomed by the Chamber, from the warm greeting we received at our first event to the personalized attention provided during our membership initiation. Rich Doud and his staff ensure that everyone feels like part of the family, from first time Chamber guests to long-time members. We've enjoyed an immediate return on our membership investment and encourage anyone who is looking to connect with other like-minded business professionals to attend a Chamber event and become involved with this excellent organization.

—Steven Wright, Segue Technologies

*A Special Message  
from the Director of Membership*

## The Chamber and the Economy

**T**he Chamber is committed to helping you through these tough economic times. Here are just a few benefits that the Chamber provides at no cost to you:

- Website directory listing
- Referrals via the web, in person and telephone
- Assistance with local government interaction
- Committee networking/involvement
- Nonprofit forums
- Communications forums (under development)
- Insertion of press releases in monthly "Members in the News" column
- Leadership/sales training through our Opportunity Works program
- Small business round table
- Legislative representation

For any questions regarding membership, please contact Erica Pristas, Director of Membership, at 703-525-2400 or [epristas@arlingtonchamber.org](mailto:epristas@arlingtonchamber.org).

As a reminder, the Chamber also offers payment plans of monthly, quarterly and semi-annual billing to make your investment more manageable during these difficult times.

## EDITORIAL

*by Rich Doud, President, Arlington Chamber of Commerce*

### Airports/Hotel Agreement Finalized

In the July (2009) *Arlingtonian* (Members in the News section, p.6), we wrote about the ongoing discussion between the **Metropolitan Washington Airports Authority** (MWAA) and Arlington Chamber's Hotel Committee members regarding proposed fees for the hotels' shuttles to enter the airport grounds to pick up or drop off passengers. At press time for that article, a proposed solution had yet to be presented by the **MWAA** Board of Directors. Subsequently, the **MWAA** Board agreed to the **MWAA** staff recommendation as negotiated with the hotel community and created a policy that took into consideration the needs of all stakeholders. Both sides are to be highly commended for their professional work in a situation that could have been contentious.

The Chamber does not customarily take sides in issues between or among members but was invited to take the lead in bringing the parties together and keeping all interested parties informed. During the several month long discussions, the Chamber attended the meetings and participated in the dialogue. We are blessed with having fine members such as the parties involved in this issue.

# Members IN THE News

Please contact Samantha Thompson, Communications Manager at 703-525-2400 or [sthompson@arlingtonchamber.org](mailto:sthompson@arlingtonchamber.org) if you are interested in placing an article in the Members in the News section.



## Special Thanks to Mark Ingrao

**M**ark Ingrao, who has served the Chamber since 1996, has recently accepted a position as President and CEO of the Greater Reston Chamber of Commerce. The Arlington Chamber of Commerce would like to thank Mark Ingrao for his participation with our organization since 1996. Ingrao has served

several terms on our Board of Directors, as well as the Chair in 1999.

Over the years, Ingrao has served the Chamber well by handling legislative lobbying on behalf of the Chamber on a volunteer basis. As stated in the **Arlington Sun Gazette**, Mark Ingrao is "a good guy and one of the most effective government-affairs representatives around. Ingrao brings a solid set of skills to his new post. We wish him the best even if it does take him away from Arlington much of the time."

## Defense Secretary Gates Recognizes USO-Metro for Its Service to Wounded Warriors

**D**efense Secretary Robert M. Gates kicked off the start of the president's summer service initiative "United We Serve" at Walter Reed Army Medical Center (WRAMC) on Monday. The **USO of Metropolitan Washington (USO-Metro)** was one of five organizations that met privately with Sec. Gates.

In the meeting Sec. Gates emphasized that beyond the war effort, there is no greater cause than improving the care of wounded troops and their families. Sec. Gates recognized the participating organizations as model examples of the work that must be done to support wounded warriors and their families. **USO-Metro** President **Elaine Rogers** and John Marselle, Chairman of the Board of **USO-Metro**, were presented with coins to recognize **USO-Metro's** contribution to the patients, patients' families and staff at Walter Reed. Later Sec. Gates participated in a ceremony and reception in the Mologne House Gardens to thank volunteers.

"The work being done by organizations such as those represented here and by compassionate and selfless citizens across the nation is invaluable in creating an atmosphere that promotes ... fun, optimism and intense rapid regrowth," said Secretary Gates.

**Elaine Rogers**, president of **USO-Metro** added, "We are honored to have Secretary Gates make time to recognize



*Elaine Rogers, USO-Metro president (left), discusses USO-Metro's Hospital Services with Defense Secretary Robert M. Gates (right) at Walter Reed.*

**USO-Metro** and all of our amazing volunteers. It means so much."

The **USO of Metropolitan Washington** supports service members and their families who are recovering and receiving treatment at Walter Reed Army Medical Center, the National Naval Medical Center and Warrior Transition Units at Ft. Meade, Ft. Belvoir and the McGuire Richmond VAMC. **USO-Metro** serves recovering troops through various programs including: Celebrity Handshake Tours • Therapeutic programs • Emergency Housing • Patient Excursions • Texas Hold Em' Tournaments • On-site BBQs and Concerts • Emergency Services • United Through Reading • Food assistance • Concerts • Time • Holiday Hotel.

## Bean, Kinney & Korman Accomplishes Closing on Financing Fit for Sport & Health Clubs

**B**ean, Kinney & Korman, P.C., a leading Northern Virginia law firm, announced today that it is pleased to have represented the borrowing corporate group in a successful closing on \$25 million in mezzanine financing for **Sport & Health Clubs**, provided through Pittsburgh-based PNC Mezzanine Capital. The financing enabled a modification of the company's senior debt structure and provides the company with enhanced capacity to grow and improve its network of health, athletic and fitness facilities throughout the Washington, D.C. metropolitan region.

**Bean Kinney** represented the corporate group in negotiating the mezzanine financing documents, restatement of governance agreements, modification of the senior credit documents and related transactions. David Canfield and Sabiha Malik were the principal attorneys for **Sport & Health**, and credit the successful closing to a capable and dedicated management group, and commitment on the part of all parties to an enterprise that has proven performance and excellent prospects for continued successful growth.

Members in the News, continued from page 7

### **H&R Block Turns Tax Filing into Fundraising** *Tax Time Gives Local Non-Profits a Financial Boost*

**H&R Block** is announcing free services that they're providing community businesses of all sizes and free fund raising opportunities for local non-profit groups in these times of great economic need.

Last year **H&R Block** partnered with over 100 different local businesses for free on-site Tax Talk Seminars around topics of their choosing. They are looking to continue to expand this relationship with the community by continuing to educate individuals on tax planning and saving strategies.

Across the country, more than 3,800 non-profit organizations enrolled in the Non-Profit Referral Program and received donations from **H&R Block**. The program provides area non-profits with an opportunity to raise funds at the beginning of the year when private donations traditionally decline.

Organizations may inquire about either program by contacting John Gibson at 703-533-0465 or at [john.gibson@hrblock.com](mailto:john.gibson@hrblock.com).

### **The Westin Arlington Gateway Celebrates** **10 Years of Heavenly**

Ten years later, consumers and critics agree – Westin Hotels & Resorts is still the best in bed. Westin turned the travel industry on its head and sparked a hotel bedding revolution with the 1999 launch of the Heavenly Bed®: an icon that inspired countless imitators, ignited the hotel-bed wars, and jump-started the hotel retail phenomenon.

Following an overwhelming guest response and unmatched media attention, "Heavenly" soon became synonymous with "Westin." Over the next 10 years, Westin introduced several additions to the Heavenly portfolio, including the Heavenly Crib in 2000, Heavenly Shower in 2001, Heavenly Dog Bed in 2002, and Heavenly Spa brand in 2008.

After introducing the bed that changed it all, Westin continued to look for other ways to strengthen its commitment to guests' wellness, pledging to "help guests feel better when they leave than when they arrived." Wellness-inspired offerings introduced over the past decade included several more industry firsts: Breathe Westin (a commitment to a smoke-free environment), a signature White Tea scent, and a SuperFoods breakfast menu.

### **The Liberty Tavern Voted Best Neighborhood** **Gathering Place!**

The Restaurant Association of Metropolitan Washington recently announced the winners of the 2009 RAMMYS, recognizing the best restaurants and chefs in the Washington, DC metropolitan area. We are excited to let you know that, thanks to all of you, **The Liberty Tavern** was voted *Best Neighborhood Gathering Place!*

### **VitalSelf featured in Arlington Unwired** *(Excerpted & Adapted from June 'Faces' profile in Arlington Unwired)*

A successful career with one of the world's most influential technology companies is something most people would walk across fire to attain. Amy Arnold did just that... but on her way out the door.

During her over 15-year tenure as an AOL executive, Arnold helped to build one of the top online entertainment, promotions and social media organizations in the world.

It was what anyone would consider a dream job, and Arnold was addicted to the work. But like with any addiction, it began to wear her down. While focused on her own health and wellness, Arnold was starting to recognize the need for a change.

"I was always excited at AOL. Every day, I had the opportunity to do and learn so many different things," said Arnold. "But I thought that there was more I could do with my natural gifts."

Arnold launched her own wellness company, **VitalSelf** in January 2008 here in Arlington and provides holistic health, nutrition and life coaching, workshops and seminars, energy work, yoga and movement meditation services. **VitalSelf** services empower clients with tools to reduce stress, increase energy, eat healthier, manage weight and increase overall vitality.

In other efforts to expand **VitalSelf's** services, Arnold has begun offering group-oriented sessions, including her health and weight management program "Weigh Less, Live More," scheduled for mid-September to help people get back on track this fall after summer indulgences (she is offering a **25% discount for Arlington Chamber members** and **15% discount for Arlington residents**).

Please visit <http://www.arlingtonunwired.com/faces.php> to view a full profile. To schedule a free health consultation or for more information, visit [www.vitalself.com](http://www.vitalself.com) or email [amya@vitalself.com](mailto:amya@vitalself.com).

### **Treasure Shop Ribbon Cutting**

The new Treasure Shop is officially open and ready for business!

The Treasure Shop originally opened in **Vinson Hall Retirement Community** in 1971 and was run by volunteers from the Navy Officer's Spouses Club, Vinson Hall residents, and community members. The hours for the new Shop are Monday through Saturday, 10 AM to 5 PM.

As before, proceeds from the Treasure Shop benefit the Navy Marine Coast Guard Residence Foundation. Please call Linda McNair at the Treasure Shop if you have any questions or if you are interested in volunteering: 703-536-7467.



## Summer PRIME Program Provides Great Opportunities

**H**ello! I'm Madeline Botticello and I'm the Chamber's summer PRIME intern. The PRIME program is organized by the Arlington Career Center, and its purpose is to allow high school students to intern at a company that matches their particular career interests. Before my internship began, I was unsure of what I had gotten myself into. As I walked into the Chamber's office for my first day, I wondered if I had sentenced myself to a month of pencil sharpening and photocopying. Fortunately, these fears were dispelled as soon as I began work. The Chamber staff made sure that I worked on interesting tasks that, in the process of completing them, gave me a much better understanding of how the Chamber functions.

I was initially attracted to the marketing and public relations aspect of the Chamber, and I've completed tasks that relate to this interest, as well as other assignments that encompass other parts of the Chamber. For instance, I've helped create the Opportunity Works weekly newsletter and also designed a web page for the Chamber's website. Additionally, I've been heavily involved with the preparations for the 2009 Fall Outing, from researching potential sponsors to taking inventory and ordering supplies.

The tasks I've completed while working at the Chamber have been numerous and varied, which demonstrates my favorite part of working with the Chamber—the diversity. Instead of working on the same routine jobs day after day, the Chamber staff has had me work on assignments that focus on different parts of Chamber which has given me a truly well rounded experience. The variety of my tasks is appropriate because, in the course of promoting the welfare of Arlington businesses, the Chamber must wear many hats. The Chamber can be found doing a wide range of things, from organizing networking events to acting as a mediator between the county government and an Arlington business. By working on tasks that encompass different aspects of the Chamber, I have a more accurate view of the Chamber and that has made my experience much more worthwhile.

One of the many things I've learned during my internship is that business rarely takes place in an office; instead it's conducted in the real world. With this in mind, it is fitting that as a part of my internship, I've been given the opportunity to observe Chamber events and observe networking firsthand. I was able to participate in the Chamber's Breakfast Connection and SMART Start meeting, both of which were extremely informative. Moreover, it was interesting to watch the business leaders interact in a professional setting. I have had a great experience interning at the Arlington Chamber of Commerce, and I know that the skills and experience that I have gained will prove to be extremely useful for my future career.

### Milestone Anniversaries

# 10

#### 10 YEAR MILESTONE

The Virginian Suites  
Hunton & Willams  
E\*TRADE Financial Bank

# 5

#### 5 YEAR MILESTONE

InterNational Council on Infertility Information  
Alliance Bank  
Reliable Hauling & Junk Removal

### Burn out Your Competition!

### Attend August's **BusinessAfterBusiness:**

**A**re the dog days of summer dragging you down? Reenergize your business and make key, new contacts at August's Business After Business at The Energy Club. Enjoy great company, food and drinks while connecting with Arlington's top business leaders! Bring plenty of business cards!

Please register for this event before noon, on August 27th. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you! Register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by calling 703-525-2400.

#### The Energy Club

Thursday, August 27th 2009  
2900 S. Quincy St  
Arlington, VA 22206  
5:00 – 7:00 pm



## SMART Start

**SMART Start** is a free Networking Seminar and Information Session.

Learn how to meet new clients or future business associates.

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

### Next SMART Start

September 2, 2009  
7:45 am – 9:00 am  
Chamber Board Room

Register online:

**[www.arlingtonchamber.org](http://www.arlingtonchamber.org)**

For more information contact

**Erica Pristas**

at 703-525-2400 or  
[membership@arlingtonchamber.org](mailto:membership@arlingtonchamber.org)

Thank you to our Sponsors!

Grand Sponsor

**Bank of America**

Bank of Opportunity



Premier Sponsor

**Network  
Solutions.**



## August's BREAKFAST CONNECTION

**Attend the Final Breakfast Connection  
of the Summer!**

Thursday, August 13, 2009

7:30–9:00 a.m.

**Knights of Columbus**

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

**SELF STORAGE PLUS**  
Climate Controlled Storage

Promote your business before the workday even begins! The format of the Breakfast Connection gives attendees a chance to bring their business to the table, literally. The breakfast focuses on roundtable power networking and provides attendees the chance to exchange business cards, develop new prospects and share a 60 second commercial with each table. Meet more business contacts than ever before! Bring plenty of business cards – you'll need them!

Seats are limited - Sign up today!

Please register for this event before noon on Wednesday, August 12th (the day prior to the Breakfast Connection event). All registrations that occur after that time will be considered "same day" and registrants will be charged accordingly.

Register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by calling 703-525-2400.

## Communications Council

*Join **Greta Menard** of **Capital MarCom** in a hands-on discussion about effective communication planning.*

- Learn the element of an effective marketing and communications plan
- The difference between communications strategies and tactics
- How to outline a plan for your own organization that dovetails with your own business goals.

Tuesday August 18, 2009 in the Chamber Board Room

*Please register at [www.arlingtonchamber.org](http://www.arlingtonchamber.org)*



## Small Business Roundtable

By: *Jim Whelan, The ProActive Corporation of America*

### June 2009 Report

**O**n June 24, discussion at the Arlington Business Roundtable turned to the topic - **Are you wrapped up in your comfort zone? The sky isn't falling . . . but the ground has shifted, and the landscape of banking and business has been altered.**

Twenty-two local business owners and representatives recognize that for those who remain flexible and navigate change, this is an opportune time to take advantage of the current economic uncertainty to experiment and regenerate creative energies that can lay the groundwork for great things ahead.

Discussion zeroed in on three topics that included the following:

- **Trying new approaches** – Some are trying something new in their business to overcome marketing stumbling blocks. One business owner who has been reluctant for over five years to prospect by phone is addressing this problem by hiring an employee who is good at it.
- **Discerning** – During such tight credit times, it's essential to know with whom you are doing business. More than one business owner expressed being more selective in signing up new clients or hiring new employees.
- **Diversifying** – Some are considering a related aspect of their business to enhance customer ties and to bring in new business. However, it is important to maintain focus on your core business when “fishing in another pond.”

**The Bottom Line from this roundtable**—Small risks can open up new ways of thinking and new business. Many attendees find by working on new and imaginative ideas they developed a new comfort zone.



The Small Business Roundtable, an open forum discussion, is a member benefit of the Arlington Chamber of Commerce. Facilitated by **Jim Whelan** of **ProActive Corporation**, the roundtable discusses topics essential to the success of small businesses. It is held the last Wednesday of the month in the Chamber's Board Room and you can register on-line.

### Register Now for September's Small Business Roundtable

**September 30, 2009**

11:45 a.m.–1:00 p.m.  
Chamber Board Room

**TOPIC:**

**To Be Announced**

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

Please register online at  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)  
or call 703-525-2400.



Independent Living  
Assisted Living  
Alzheimer's Care

**SUNRISE**  
INDEPENDENT &  
ASSISTED LIVING

AT BLUEMONT PARK

5910 Wilson Boulevard  
Arlington, VA 22205  
(703) 536-1060

[www.sunriseseniorliving.com](http://www.sunriseseniorliving.com)

# TheArlingtonian

## Arlington Chamber of Commerce

2009 North 14th Street, Suite 111

Arlington, Virginia 22201

703-525-2400 703-522-5273 (fax)

chamber@arlingtonchamber.org

www.arlingtonchamber.org

Pre-sorted  
Standard  
U.S. Postage  
PAID  
Permit 6418  
Merrifield, VA

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.

### Thanks go to...

- **TD Bank** for hosting our June Business After Business
- **Arlington Center for Dentistry, Bernie Cohen – Insurance Solutions, Dimension Creative Promotions, and Network Solutions** for donating door prizes for the June Business After Business



- Arlington Realty Specialists Since 1976
- Residential Sales & Relocation
- Commercial Sales & Leasing
- Property Management & Consulting

**BUCK** & Associates, Inc. REALTORS

2519 Wilson Boulevard • Arlington, Virginia 22201 • 703-528-2288

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



**Questions?**

**Call 703-525-2400.**

### Chamber Staff Phone Extensions

Rich Doud, President .....x206  
rdoud@arlingtonchamber.org

Kate Roche, Events .....x204  
kroche@arlingtonchamber.org

Erica Pristas, Membership.....x202  
epristas@arlingtonchamber.org

Samantha Thompson,  
Communications .....x203  
sthompson@arlingtonchamber.org

Deborah Kunin,  
Administrative.....x200  
dkunin@arlingtonchamber.org

Tami Anderson, Accountant ....x205  
tanderson@arlingtonchamber.org