

# TheArlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce



Vol. LI, No. 11 November 2009

## 85<sup>th</sup> Annual Meeting

Friday, December 11  
11:30 am – 1:30 pm  
**Sheraton National Hotel**  
900 South Orme Street

Please join your Chamber for the 85th Annual Meeting, a celebration of 2009 and the future that lies ahead. This meeting will detail the Chamber's highly anticipated key initiatives and developmental plans for the coming year. This year, as **Ted Leonsis**, owner of the **Washington Capitals** will be the event's keynote speaker.

The Annual Meeting is a Chamber tradition where the infamous slideshow chronicles the year's events and the awards for 2009 are presented; the Chair's Award, President's Award and Committee of the Year Award. Join your Chamber in celebration as we acknowledge these deserving recipients, share in the successes of 2009 and looking forward to 2010.



**Ted Leonsis**, known in our community for his position as the Chairman and Majority owner of the **Washington Capitals**, is also one of the country's premier businessmen and a pioneer in the Internet industry. He held numerous leadership positions at AOL in his 15-year tenure, including Vice Chairman and President. In addition, Leonsis serves as the founder and chairman of Web 2.0 start-up SnagFilms; Chairman and investor in Clearspring Technologies and Revolution Money; a film producer; a private-angel investor; an active Board member; and a committed philanthropist.

Thank you to the 85th Annual Meeting Grand Sponsor, **TD Bank**.



Register early at  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)  
or email Kate Roche at  
[events@arlingtonchamber.org](mailto:events@arlingtonchamber.org)  
for more information.

### What's inside:

Calendar.....	2
Chair Message .....	3
AED .....	4
Leadership Arlington .....	5
Scholar's Cup.....	5
Members on Membership ...	6
Members in the News.....	6
Business After Business.....	8
Welcome New Members.....	9
SMART Start.....	10
Breakfast Connection.....	10
Communications Council....	10
Business Roundtable .....	11



Patty Browne, **Arlington Community Federal Credit Union**; Kris Martini, **Arlington Public Schools**; and Kim Durand, **Arlington Public Schools**, and Chair of the **Arlington Education and Workforce Development Committee**, were excited to help participants get ready for a wonderful day of mini-golf to support Arlington Chamber's Scholarship Fund!  
*See more on the Scholar's Cup on page 5.*

# 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](http://www.arlingtonchamber.org)

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

## Where you need to be in NOVEMBER



### 2 Monday

Ambassador Committee  
8:00 – 9:30 am  
Chamber Board Room

### 3 Tuesday

Community Action Committee  
8:00 – 9:30 am  
Chamber Board Room

### 4 Wednesday

SMART Start  
7:45 am – 9:00 am  
Chamber Board Room

### 10 Tuesday

Executive Committee  
8:00–9:00 am  
Chamber Board Room

### 11 Wednesday

Veteran's Day  
Chamber Closed All Day

### 12 Thursday

Breakfast Connection  
7:30–9:00 am  
Knights of Columbus

### 17 Tuesday

Communications Council  
4:00 – 5:00 pm  
Chamber Board Room

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.

### 18 Wednesday

Small Business Roundtable  
11:45 am–1:15 pm  
Chamber Board Room

Education & Workforce Development Committee  
4:00–5:00 pm  
Chamber Board Room

### 19 Thursday

Board Meeting  
11:45 am–2:00 pm  
Metropolitan Washington Airports Authority

Higher Ed Council  
4:00 – 5:00 pm  
Chamber Board Room

Business After Business  
5:00–7:00 pm  
Preferred Offices

### 20 Friday

Government Affairs & Economic Development Committee  
8:00 – 9:00 am  
Chamber Board Room

### 26 Thursday

Chamber Office Closed for Thanksgiving Holiday

### 27 Friday

Chamber Office Closed for Thanksgiving Holiday

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.

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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**

Where will you be at lunch time on Friday, December 11? I certainly hope that you plan to join me and hundreds of other members of the Arlington Chamber of Commerce at Chamber's Annual Meeting, scheduled for 11:30 that day at the **Sheraton National Hotel**.

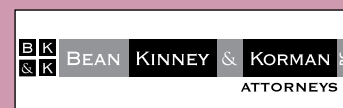
Here are just a few reasons to mark your calendar and plan to attend:

- This isn't your typical annual meeting, filled with endless recitations of the year's accomplishments. It is actually an awful lot of fun! You can anticipate a creative—and amusing—summary of the year told through pictures...along with some surprise announcements. I assure you, you will not be bored.
- With more than 250 business leaders expected, this luncheon promises to be one of the year's best networking events. Come early to ensure that you have time to meet and greet fellow Chamber members at the pre-lunch reception. You may also want to take advantage of some of the great sponsorship opportunities associated with this event. Be sure to contact Kate Roche at 703-525-2400 with questions on available sponsorships.
- This is an opportunity to acknowledge the hard work of fellow Chamber members. Winners of the Chair's Award, the President's Award, and the Committee of the Year Award will be announced during the Annual Meeting. The awardees have worked tirelessly throughout the year to make this Chamber the best there is. They deserve our thanks; come and give them the recognition they deserve.
- And if all those reasons weren't enough to entice you to attend, perhaps this year's featured speaker will. As faithful readers of this publication already know, **Ted Leonsis**, Chamber member and owner of the **Washington Capitals**, will present the keynote address at this gathering. Whether he gives us insight into his 101 life goals or makes a prediction about the **Caps'** chances for winning the Stanley Cup, his remarks promise to be lively and inspiring.

If you haven't already done so, please go to the Chamber's website ([www.arlingtonchamber.org](http://www.arlingtonchamber.org)) or call the office today (703-525-2400), and reserve your space at this terrific event. Let's rock the red and have a great afternoon with the Chamber! I'll look forward to seeing you there.

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

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## New Hotels Arrive in Arlington

*Four Hotels to Add 1,000 Additional Rooms*

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

Arlington will soon welcome new visitors to the County with the opening of three new hotels in the near future. The hotels will add nearly 1,000 additional hotel rooms to an existing supply of over 10,000 and will bring with them new retail and restaurants for residents and visitors alike.

The **Residence Inn at Courthouse** celebrated its grand opening in September 2009. The eco-friendly hotel meets Arlington County LEED requirements and is a leader in green practices and awareness. The hotel features 176 guest rooms, plus space for a high-end restaurant and retail shops at the ground level.

South of Courthouse, additional hotels are quickly shaping up. In Shirlington, the Hilton Garden Inn Shirlington completes the final phase of construction for the new Shirlington Village. With an opening slated for December 2009, the seven-story Hilton Garden Inn Shirlington will add 142 new hotel rooms, a swimming pool and 1,290 square feet of meeting space on the first floor. Parking will be provided at the new 750-space garage across S. Stafford Street.



In Crystal City, construction is now underway on a two-hotel project located in Potomac Yards area of Crystal City. The Marriott Renaissance and Residence Inns will operate separately but will be joined at the garage and at the first few above-grade levels. One hotel will be a 300-room Renaissance while the second hotel will be a 325-room Residence Inn. The Marriott Renaissance will be the first Renaissance branded hotel in Arlington. The hotels will have separate lobbies but will share amenities and meeting rooms.



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## Leadership Arlington ON BOARD! Program a Success!

On August 25, 2009, Leadership Arlington hosted the first ON BOARD! Workshop, a nonprofit board member training, at WETA. ON BOARD!'s mission is to create capacity amongst Northern Virginia non-profits through education and training. Over 60 key leaders in the Arlington community attended the workshop to become more effective as a nonprofit board member. Now, more than ever, board members need to have a clear understanding of their roles and responsibilities.

"Our vision for the ON BOARD! program is to create a strong, sustainable non-profit community in Arlington and the Northern Virginia region through creating knowledgeable, effective board members," says Betsy Frantz, President & CEO of Leadership Arlington. "There's a domino effect; when board members are well-trained, our community's non-profits are better able to serve the populations on which they focus, which results in a stronger, more vibrant community of citizens with fewer unmet needs."

**Leadership Arlington will host its second ON BOARD! Workshop on Thursday, January 21, 2010 at WETA from 9am to 5 pm.** For more information on the program or to register, visit Leadership Arlington's website at [www.leadershiparlington.org](http://www.leadershiparlington.org).

## 4th Annual Scholar's Cup

The 4th 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. Guests enjoyed a fun barbecue party with music complimentary of **A Sound Plan** and delicious food from **ROCKLANDS Barbeque & Grilling Company**. The Scholar's cup was a great day for all who attended, and 100% of the money raised directly benefits the Arlington Chamber Scholarship Fund. Thanks again to **Upton Hill Regional Park** for letting the Chamber take over!



### Final Results for the 4<sup>th</sup> Annual Scholar's Cup Miniature Golf Tournament

Best Individual (lowest score) – Greg Mullan, **Bank of America Home Loans**  
Highest Individual Score (Amateur Award) Sarah Rainey, daughter of Ellen Rainey, **Hamilton College**.



### 1st Place Team

Greg Mullan, **Bank Of America Home Loans**; Robert Martinson, **Bank of America Home Loans**; Cabell Wilkes, **Keller Williams**; Cobey Potter, **Wellfire Interactive**

*(left to right) Cabell Wilkes, Cobey Potter, Robert Martinson, and Greg Mullan are excited to be the winners!*

### 2nd Place Team

Donna Hamaker, **Donna Hamaker, KDH Real Estate**; Kent Hamaker, husband of Donna Hamaker; Todd Ihrig, **H.D. Investment Services**; Madison Ihrig, daughter of Todd Ihrig

*(left to right) Kent Hamaker, Donna Hamaker, Madison Ihrig, and Todd Ihrig receive trophies commemorating their winning performance!*



### Special Thanks to our Sponsors:

BBQ Sponsor – **ROCKLANDS Barbeque & Grilling Company**  
Entertainment Sponsor – **A Sound Plan**

### Special Thanks to our Hole Sponsors:

AHC, Inc.; Arlington County Medical Society, Inc.; Arlington Community Federal Credit Union; Arlington Rotary Club; Capital MarCom; Donna Hamaker – KDH Real Estate.; Hamilton College; Main Event Caterers; Northern Virginia Business Referrals; Northstar Heating and Air Conditioning; Self Storage Plus; TeamLogicIT of Arlington, VA; & WETA

**Thank you to the Education and Workforce Development Committee who volunteered at the event and their Chair, Kim Durand of Arlington Public Schools!**

## Members on Membership



Maria Pugliese

I was a networking rookie & new to life as a business owner of my company when I joined the Chamber in April of 2008. Prior to joining, I had been an independent court reporter for many years. Always having done my best work in silence, I now had to become a networker.

The first thing I attended was a SMART Start session where I found multiple areas of interest within the Chamber and a lot of educational opportunities. One of the first challenges that I faced as a new business owner was figuring out how to plan our opening event. I went directly to Deborah Kunin, Member Services Administrator for the Arlington Chamber. She was and still remains a tremendous resource on so many levels. She had me off & running in no time.

As time passed, I began to join multiple committees, and offering my time wherever there was an opportunity, which created the start of great relationships. The reward for me: A successful opening at our office with a phenomenal turnout, including chamber staff, fellow members and even a visit from a VA senator. And that's just one example of Chamber benefits that I have so far reaped.

A Chamber relationship has reciprocal value. When you devote your time and efforts into the Chamber you will collectively help build strength and give voice to the institution that supports and stands behind your business.

Not only has this Chamber helped my business to grow, but it has helped *me* grow as a businesswoman, a community member & philanthropist. Life's lessons often take me back to the simplicity of words my dad enumerated time again: "When you put your love into the pot, you get a great sauce."

My love for our Chamber has me cooking up some pretty interesting dishes these days. Joining the Chamber was one of the best business decisions we made at TeamLogicIT.

—Maria Pugliese, TeamLogicIT

## 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. Please submit your article by the 15<sup>th</sup> of the month, for the following publication.

### A-SPAN Receives 5-Year Contract for Emergency Winter Shelter

The Board and Staff of **Arlington Street People's Assistance Network (A-SPAN)** are happy to announce that they will once again be operating the Arlington County Emergency Winter Shelter located at 2049 N. 15th St. Executive Director **Kathleen Sibert** sees operation of the shelter as a "vital component of our continuum of care for the homeless of Arlington and for many of the clients whom we already serve."

**Olivia Payton** has been named Shelter Director. She has 8 years of experience, having worked as Assistant Director of the EWS. **A-SPAN** is hiring several staff and recruiting volunteers for the shelter, which will run from November 1<sup>st</sup>, 2009 to April 1<sup>st</sup>, 2010. The shelter will be run on a first-come, first-served basis with the doors opening at 4 pm. There are beds for 40 individuals, with overflow room for up to 33 more. Clients will be provided clean living quarters, laundry services, food, and housing-focused case management.

**A-SPAN** thanks the many community supporters who wrote letters of support for their application. They are seeking donations of new and gently-used sheets and blankets, and hot meals. Please contact **Sarah Morse** at (703) 820-4357 or [info@a-span.org](mailto:info@a-span.org) to make a donation or learn about volunteering opportunities.



### Bean, Kinney & Korman Appoints Jerry William Boykin of Counsel to the Firm

**Bean, Kinney & Korman**, Arlington's largest and most established law firm, announced the addition of **Jerry William Boykin** as Of Counsel to the firm. **Boykin** has been practicing law for more than 30 years. In his new position with **Bean Kinney**, he will represent clients in civil litigation matters. **Mr. Boykin** also has notable experience representing clients in corporate matters, commercial real estate, mergers and acquisitions and other transactional work.

"We are extremely pleased to have Jerry join our firm," said **Leo Fisher**, managing shareholder of **Bean, Kinney & Korman**. "He enhances our roster of experienced trial lawyers and has a proven track record of successfully advising growing businesses and their principals, with a solid corporate and government contractor client base."

Prior to joining **Bean Kinney**, Boykin most recently practiced law at Womble, Carlyle, Sandridge & Rice. He



has significant experience as a business litigator in federal and state courts throughout the country with emphasis on complex civil litigation, including antitrust, restaurant franchise matters, copyright and trademark infringement, energy-related litigation, constitutional questions and business torts, such as breach of fiduciary duty.

### Jane Franklin Dance selected for "Forward 5"

**Jane Franklin Dance** was recently selected as a recipient of the Dance Metro DC's "Forward 5." "Forward 5" is a professional development program that helps dance-makers identify and realize their next steps artistically. Dance/MetroDC convened an outside panel to review applications.



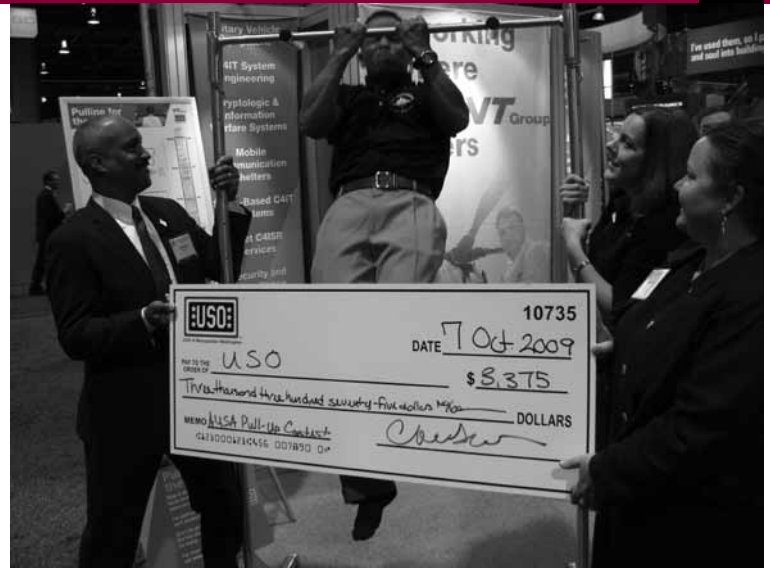
Participation was only offered to eight artists/organizations in this initial pilot year beginning in January 2010.

**Jane Franklin Dance**, a new Chamber member, is not new to the Arlington community. The company has been in the area since 1997 has grown

to more than 34 performances, reaching approximately 11,500 people yearly with its performances and education programs. The company is known for its innovative projects combining dance with digital and visual arts, neighborhood participation, and original music. **Jane Franklin Dance** was named The Best Dance Company in The Washington City Paper Best of DC 2008 and has earned recognition in the Washington DC metro area by promoting active participation in dance by people of all ages. In November, **Jane Franklin Dance** performs *Travel Tales Too* at Gunston Theatre One, 2700 S Lang Street, in Arlington on Saturday, November 7 at 8 pm and Sunday, November 8 at 2 pm. *Travel Tales Too* recalls dances from the past 12 years created in partnership with distinctive music and visual artist. Call 703-933-1111 or e-mail info@janefranklin.com to purchase tickets and receive 10% off regular-priced admission when you mention "Chamber." Tickets \$28-\$12, visit www.janefranklin.com for more info.

### Pull-up Contest Raises \$3,375 for USO-Metro

**VT Group** hosted a pull-up contest that raised \$3,375 to support **USO of Metropolitan Washington (USO-Metro)** programs and services for troops and their families. The contest was held at their booth during the **Association of the United States Army (AUSA)** conference in early October. Participants were challenged to complete as



many pull-ups as they could. With each pull-up, \$2.50 was donated to USO-Metro; a total of 1,350 pull-ups were completed.

Cheryl Hall, **USO-Metro's** chief operating officer, accepted the check and thanked VT Group for their donation. "This was truly a creative and fun way to show support for our troops and their families. On behalf of **USO-Metro** I want to thank VT Group and all the participants who took the challenge."

### Salma Qarnain, Area Executive, Joins Synetic Theater as its New Managing Director

**Synetic Theater** is pleased to announce the addition of **Salma Qarnain** as its new Managing Director. **Ms. Qarnain**, a three-year veteran of **Synetic's** acting company, joined the business team in July as the Special Assistant to the Artistic Director, focusing on new business development and strategic planning. Most recently, **Ms. Qarnain** served as the Director of International Business Development at AOL, where she forged strategic alliances with start-ups and established corporations in the Asia Pacific region, and as the Director of Strategic Planning for AOL's \$1B Member Services organization. She holds a BS from Stanford University, an SM from MIT, and an MBA from Harvard Business School.

"I am thrilled to lead this company in a period of rapid growth. Over the past eight years, **Synetic** has reached fantastic artistic heights, and my task will be to ensure the financial viability for this remarkable Washington institution through audience development and fundraising. Our goal is to expand the reach of the company's innovative work, truly making **Synetic** synonymous with 'American physical theater.'" – **Salma Qarnain**, Managing Director

"**Salma** is the perfect fit for the job. She has a true appreciation for the art combined with disciplined business sense. Her transition from the corporate world to the non-profit world and her love of theater make her unique." – **Paata Tsikurishvili**, Founder and Artistic Director

Members in the News, continued from page 7

#### About Synetic

**Synetic Theater** is Washington DC's premier physical theater company. Founded in 2001 by the husband and wife team of **Paata** and **Irina Tsikurishvili**, **Synetic** seeks to advance and enrich the theater arts in the Nation's Capital through its unique performance style, which fuses the classical elements of drama, movement, dance, mime, and music into a distinct form of non-realistic theater. This form is simultaneously avant-garde and accessible, with a broad appeal to a wide, culturally diverse, and cross-generational audience.



### BusinessAfterBusiness

Join the Chamber at November's Business After Business at **Preferred Offices** and network with Arlington's top business professionals! This event is open to Chamber members and the public, so you are sure to get connected with a broad audience. Network while having a great time! Bring plenty of business cards!

Please register for this event before noon, on November 19th. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly.

Thank you!

#### Preferred Offices

Thursday, November 19  
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### NON-PROFIT ORGANIZATIONS & FOUNDATIONS

#### AMERICAN CANCER SOCIETY

Eric Harper, Income Manager  
124 Park Street, SE #100  
Vienna, VA 22180  
Phone: (703) 938-5550  
Email: eric.harper@cancer.org  
**SPONSOR: Erica Pristas, Staff**  
The American Cancer Society is at work in the Arlington community providing programs that empower people facing cancer, advocating law makers so fighting cancer is a top-priority, and fundraising. You too can help in the fight!

#### NEW HOPE HOUSING, INC

Pamela Michell, Executive Director  
8407 Suite E Richmond Highway  
Alexandria, VA 22309  
Phone: (703) 799-2293  
Email: admin@newhopehousing.org  
**SPONSOR: Robert McCoy, Virginia Commerce Bank**  
New Hope Housing is a non-profit agency providing shelter, transitional and permanent housing for homeless families and single adults and the services they need to succeed.

### TRAVEL

#### GROUP TRAVEL & SERVICES CORP

Asefaw Sultan, CEO  
3215 Columbia Pike, Suite 203  
Arlington, VA 22204  
Phone: (703) 468-1600  
Email: gtsc@early.com  
**SPONSOR: Erica Pristas, Staff**  
Group travel and services provides a variety of services including air ticket (domestic and international), package tour, hotel, cruise, cargo and can also obtain Visas along with many other services.

### Milestone Anniversaries

**30**

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Bean, Kinney & Korman, P.C.

**20**

**20 YEAR MILESTONE**

Clarendon Dental Arts

**10**

**10 YEAR MILESTONE**

Your Community Phone Book

**5**

**5 YEAR MILESTONE**

enlightek, Inc.

## 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

Thursday, November 4th  
7:45 a.m. – 9:00 a.m.  
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)

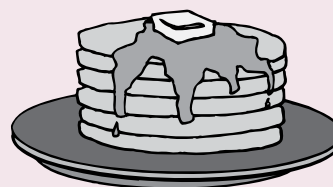
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## Pour on the Networking at November's Breakfast Connection

Attend November's breakfast connection and make more business contacts than ever before! Our breakfast focuses on quality networking, and the format incorporates speedy networking over breakfast so it is easy and fun to meet and greet new business contacts. You move from table to table during and after breakfast, sharing 60 second commercials and exchanging business cards. Attend our Breakfast Connection and get connected!

Thursday, November 12, 2009  
7:30–9:00 a.m.

**Knights of Columbus**

5115 Little Falls Rd  
Arlington, VA 22207

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

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Additional thanks to our Host Sponsor, **Network Solutions** and Patron Sponsor, **Ted Kramer–RE/MAX Allegiance.**

**Pre-register by noon on Tuesday, November 10.**

The Chamber is closed on Wednesday, November 11 for Veteran's Day

**Register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org)!**

## Join the Communication's Council for their next meeting!

Part 2 of the hands-on workshop for brainstorming the Chamber's 2010 Communications Plan!

Now that we have down the main objectives, let's put on the finishing touches.

Don't be afraid to take notes to bring back to your own organization!



Tuesday November 17, 2009, 4-5pm 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

### September 2009 Roundtable

At the September 30<sup>th</sup> Small Business Roundtable, 18 attendees explored a significant challenge they face running their business—Effectively Reaching Their Audience with Limited Marketing Resources. A cautionary note, marketing resources include time and effort in addition to financial outlay.

The discussion ranged from the standard approach to up-to-date communication methodology:

- **Social networking** (LinkedIn & Facebook) provides a way to broadcast your name and company using limited financial resources but is a less effective method than a website and blogging in the minds of those present. Although LinkedIn & Facebook reach a wide range of contacts, their weakness lies in establishing trust, which is the major ingredient in forming a long lasting bond with a customer. Not a networking tool, Jigsaw is a sales tool that can be used effectively. Jigsaw is a prospecting tool used by sales professionals, marketers and recruiters to get fresh and accurate sales leads and business contact information.
- **Website and blogging** communicate in greater detail, on a professional level, the organization's expertise and capacity. To be effective, a website should be easy to navigate, include a call to action and, on each page, a way for the prospect to contact you. Blogging has proven to have the potential to consume chunks of time.
- **Public relations** is always a method to introduce and maintain an organization's name in their marketplace. Before employing a professional PR firm, it is worthwhile learning about the process of achieving free publicity. A book which an earlier Roundtable attendee found effective is *Writing Effective News Releases: How To Get Free Publicity For Yourself, Your Business, Or Your Organization* by Catherine V. McIntyre (Paperback—Jul 3, 2008).

The Bottom Line from this roundtable—social media is another way to attract and maintain contact with prospects and clients. Don't dump the tools that have produced results in the past.

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

Wednesday, November 18, 2009

11:45 a.m.—1:00 p.m.

Chamber Board Room

2009 14th Street, N. Suite 111

#### TOPIC:

#### Lessons Learned Starting and Growing a Small Business

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.



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.



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## Arlington Chamber of Commerce

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The mission of the Arlington Chamber of Commerce is to promote businesses and economic development within Arlington County. The Chamber will represent the interests of Arlington County businesses by: participating as a business advocate to government; endorsing regional solutions to infrastructure and educational challenges; and striving to create the conditions that encourage a healthy community and business environment within the County and the Commonwealth of Virginia.

### Thanks go to...

- **Network Solutions** for partnering with the Chamber to host the *Getting More From Your Website* seminar
- **WETA** for providing the space for the "Getting More From Your Website" seminar
- **Main Event Caterers** for hosting the September Board of Directors meeting
- **Virginia Hospital Center** for hosting the September Business After Business and providing door prizes
- **Bernie Cohen – Insurance Solutions** for providing a door prize for the September Business After Business
- **Edible Arrangements** for providing an arrangement for the September Small Business Roundtable



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**Questions?**

**Call 703-525-2400.**

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