

TheArlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce



Vol. LI, No. 12 December 2009

85th Annual Meeting

The Chamber invites you to attend the 85th Annual Meeting. The Annual Meeting is a celebration of the Chamber's accomplishments in 2009 and will include the presentation of the prestigious **Chair's Award, President's Award** and **Committee of the Year Award**. We will also introduce the 2010 Directors and Officers, along with the Chamber's key initiatives for the coming year. The meeting is a must attend event for every member and representative of the business community in and around Arlington. We are pleased to have Ted Leonsis join us as our keynote speaker.

Register early at www.arlingtonchamber.org. Seats are limited!



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.

Friday, December 11
Sheraton National Hotel
900 South Orme Street
11:30 a.m. – 1:30 p.m.
Featuring— **Ted Leonsis, Owner,
Washington Capitals**

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Save the Date!

86th Annual Arlington Business Gala
Saturday, January 30, 2010
Ritz-Carlton, Pentagon City

The 86th Annual Arlington Business Gala is fast approaching. Mark your calendars and make your plans early to attend the premier event of the season! The Gala is an opportunity to mix and mingle with Arlington's top business professionals, dance the night away and enjoy fabulous food and drinks. The night is filled with many attractions, including the Chamber's famous Silent Auction. The Silent Auction is always packed with incredible items like hotel stays, restaurant gift cards, sports items, and more! Besides bidding on these great packages, you can publicize your business by donating an item to the Silent Auction. You can also guarantee a spot for you and your guests by taking advantage of our remaining sponsorship opportunities. Market your business to over 300 area business leaders, get noticed and have a great time! Dress in your finest because the Chamber is 'puttin' on the Ritz'!

Email Kate Roche for further sponsorship and donation information at kroche@arlingtonchamber.org.

Thank you to our Grand Sponsor, Verizon!



Phil Keating, Bean, Kinney, & Korman, P.C., sinks a putt at the 58th Annual Fall Outing. See more on page 6.

The Chamber

Arlington Chamber of Commerce

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Member: Virginia Chamber of Commerce

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*Executive Committee Member & Director

Visit our website: www.arlingtonchamber.org

Visit our wireless website: www.chamberwap.com

Where you need to be in DECEMBER



1 Tuesday

Community Action Committee
8:00 – 9:00 a.m.
Chamber Board Room

2 Wednesday

SMART Start
4:00–5:15 p.m.
Chamber Board Room

3 Thursday

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

4 Friday

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

7 Monday

Opportunity Works Recruitment Party
5:00–7:00 p.m.
Sangam Restaurant

9 Wednesday

Executive Committee
8:00–9:30 a.m.
Chamber Board Room

Business After Business

5:00–7:00 p.m.

PNC Bank–Bailey's Crossroads

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.

11 Friday

Organizational Board Meeting
10:30–11:30 a.m.
Sheraton National Hotel

Annual Meeting

11:30 a.m.–2:00 p.m.

Sheraton National Hotel

15 Tuesday

Communications Council
Holiday Happy Hour
5:00–6:00 p.m.
Liberty Tavern

16 Wednesday

Education and Workforce Development Committee
4:00–5:00 p.m.
Chamber Board Room

17 Thursday

Board Meeting
11:45 a.m.–2:00 p.m.
TBD

24 Thursday through Friday, January 1

The Chamber offices will be closed

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

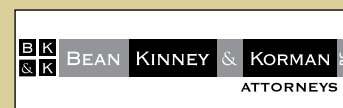
Although the physicists at **Hamilton College** can't explain it, I am convinced that time is moving faster than ever. I've been honored to serve as 2009 Chair of the Arlington Chamber of Commerce, and the year has flown by. I am immensely proud of what the Chamber has accomplished this year, only slightly frustrated that we didn't get to tackle absolutely everything that was on my to-do list back in January, and awed by all I have learned as a result of this wonderful opportunity. For example:

- One of the most humbling lessons I learned this year was about the fragility – and resiliency – of small business. The recession had an enormous impact on Arlington and on the Chamber. I was saddened that a number of our members closed their doors as a result of the economic crisis. We will miss their involvement in the Chamber and in our community. At the same time, I was inspired by member companies that held on this past year, and used their Chamber memberships to network and keep their businesses afloat. I trust that the relationships they have built will stand them in good stead through this period of recovery and beyond.
- Despite trying economic times, I learned how incredibly generous and committed Chamber members are. This was demonstrated by the astounding success of this year's Opportunity Works campaign, which exceeded its \$230,000 goal. This support allows the Chamber to continue to provide exceptional programming and resources to all of our members.
- While we often associate Arlington business with the names and faces we see in the newspapers (and also, of course, at Chamber functions), I learned this year how much of the work of this community takes place behind the scenes. Never was this made clearer to me than when I listened to the stories told at the Hospitality and Valor Awards ceremonies. Thousands of employees keep our hotels and restaurants running, keep the guests happy, and keep everyone in our community safe. They deserve our daily gratitude.
- There are some great people working behind the scenes at our own Chamber, too. This year, I observed firsthand that this organization is run by an exceptional staff. They are competent, caring, and 100% committed to the success of the Chamber. Our professional staff works long hours to ensure that the Arlington Chamber of Commerce is the best. If you have not yet gotten to know these folks, I encourage you to introduce yourself at your next opportunity. I promise you will be impressed.
- I was reminded this year that if you want to get something done, you ask a busy person. Over the past twelve months, hundreds of you volunteered to help the Chamber by serving on the board, by working on a committee, task force, or campaign, or by offering your expertise to the staff. I recognize that you did this in addition to your "real" job, and I am grateful for your time and talents. The Chamber literally could not function without your assistance.
- Finally, to quote Rich Doud, I learned that every day really is a great day to be in Arlington!

I am both relieved and saddened by the fact that my year as Chair is coming to an end. But even as I transition into what we in academics call an emeritus role, I know I will stay involved and active with the Chamber, and do all I can to support incoming chair **Phil Keating** of **Bean Kinney & Korman** in his work next year. I thank all of you for all you have done for Chamber in 2009, and look forward to working with you in 2010.

Ellen H. Rainey, Director, Parent Relations
Hamilton College

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Arlington County Announces 2009 People's Choice ABBIE Awards

Winners Announced in Fifteen Categories

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

The votes are in, with more than 5,000 Arlingtonians choosing their favorite local businesses and venues in the 2009 People's Choice Arlington Best Business "ABBIE" Awards. Among the big winners: **Whitlow's on Wilson Bar & Grill**, which won in the categories of Best Neighborhood Bar and Best Happy Hour. New category winners were the **Arlington Food Assistance Center (AFAC)** for Best Community-Based Nonprofit; and the Tony-award winning **Signature Theatre** for Best Performing Arts Organization.

The winners in the 15 different ABBIE categories were announced by County Board Chair Barbara Favola at the November 17, 2009 Board meeting.

All nomination submissions and voting for the new People's Choice ABBIES took place online. Those without



2009 People's Choice ABBIE Awards winners

access to a computer at home or work were encouraged to use Arlington Public Library internet stations.

ABBIE Award Winners

Arlington's Best Community-Based Nonprofit: **Arlington Food Assistance Center (AFAC)**

Arlington's Best Place to Learn Something New: Arlington Public Library

Arlington's Best Place to Care for Your Pet: **Ballston Animal Hospital**

Arlington's Best Dessert: **Heidelberg Pastry Shoppe**

Arlington's Best Customer Service: **Pacers Running Stores**

Arlington's Best Performing Arts Organization: **Signature Theatre**

Arlington's Best Neighborhood Bar: **Whitlow's on Wilson Bar & Grill**

Arlington's Best Happy Hour: **Whitlow's on Wilson Bar & Grill**

For a complete list of the 2009 People's Choice ABBIE Award winners, visit www.shoparlington.org/abbies.

(This submission was edited for space.)



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2010 Budget Approved by Board of Directors

The Chamber's Board of Directors has approved a budget for the calendar year 2010. In light of current economic conditions and the uncertainty of the immediate future, the Board once again paid special attention to every facet of the budget and worked hard to tighten up expenses and look for new sources of revenue. Belt-tightening efforts led to the reduction-in-force of one staff position (Communications Manager; we are putting plans together to try to accomplish these tasks via alternative methods). Our 2009 Opportunity Works Campaign came to a successful conclusion and will in part help offset the annual onslaught of rising expenses. The Campaign raises about 1/3 of the required annual income. Your Chamber is fundamentally in sound fiscal condition and has sufficient reserves to weather poor performance, should that be the case. We will make every effort to avoid a deficit.

The process that leads to the final budget begins with a draft budget compiled by the staff under the leadership of our Staff Accountant. All staff members have budgetary responsibilities and participate. A Budget Committee, appointed by the Treasurer, reviews the staff-prepared version and sends their recommendations to your Executive Committee. The Executive Committee likewise reviews the draft document line-by-line before making its suggestions and passing it to the full Board of Directors who approves a final version. The three-month process is at times labor intensive for volunteers and staff alike. This exhaustive process ensures that ample consideration is given to each line item of income and expense and reflects the most reasonable estimates possible.

The Chamber takes its financial affairs very seriously. An independent CPA firm conducts a full audit annually. For years, the Chamber has received a "clean" audit report without the need for a management letter due in large part to establishing and following strict rules for cash control, check signing and bank statement review.

opportunityworks

WANTED: Enthusiastic Chamber members looking to grow their businesses and strengthen the Chamber

If found, please send to the Opportunity Works Recruitment Party to learn more about participating in the 2010 Opportunity Works campaign.

Monday, December 7
5:00 p.m. – 7:00 p.m.

Sangam Restaurant

Register at www.arlingtonchamber.org
or by calling 703-525-2400

**REWARD: New business contacts,
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The 58th Annual Fall Outing Was a BIG Hit!

On Monday, October 26, the Arlington Chamber of Commerce hosted its 58th Annual Fall Outing at the Westwood Country Club in Vienna, Virginia, with great success. Members of Arlington's business community gathered on the greens for some friendly competition amongst colleagues. The Fall Outing provided an opportunity for Chamber members to break from their normal 9 to 5 routine, play a full round of golf and compete in several competitions. Contests included longest drive for men and women, putting, closest-to-the-pin for men and women, and a hole-in-one contest that offered a 2009 Mercedes Bens C300 as the prize. The exciting door prizes, delicious food, stuffed goody bags, tournament trophies and challenging contests ensured that every attendee walked away a winner!

Thanks to everyone who volunteered, sponsored, donated, or participated. Without your support, this year's event would not have been the success it was. Below, we congratulate the winners and thank the volunteers whose efforts made this event a victory!



Golfers practiced their swing at the driving range prior to the tournament's shotgun start.

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Contact the Chamber at 703-525-2400/
communications@arlingtonchamber.org
to find out more today!

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

Lunch Sponsor—**John Marshall Bank**
 Golf Cart Sponsor—**Steve Barto, Wells Fargo Advisors**
 Golf Ball Sponsor—**Plateau Systems**
 Team Photo Sponsor—**American Painting and Janitorial Co., Inc.**
 Beverage Cart Sponsor—**Churchill Corporate Housing**
 Hospitality Station Sponsor—**Segue Technologies**
 Hole Sponsors—**Bean, Kinney, & Korman, P.C.**
Burger King
Comcast Spotlight
Craig Mastrangelo, RE/MAX Distinctive
Crowne Plaza Crystal City & Holiday Inn National Airport Hotels
KBR
Marymount University
Rapiscan Systems, Inc.
Sean Hosty, Morgan Stanley Smith Barney, LLC.
Valcourt Building Services L.C.
Virginia Commerce Bank
Washington Workplace
 Longest Drive Sponsor—**Hotel Palomar Arlington**
 Driving Range Sponsor—**Guernsey Office Products**
 Putting Green Sponsor—**PROSHRED of Northern Virginia**
 Hole in One Sponsor—**American Service Center**

Chair massages were provided courtesy of **Apple A Day Onsite**.

Fruit arrangements were provided by **Edible Arrangements**.

Thank you to the members of the 2009 Fall Outing Committee. These individuals are dedicated members who worked to ensure the success of this year's event.

Chair: **Craig Mastrangelo, RE/MAX Distinctive**
Steve Barto, Wells Fargo Advisors
Bill Holmes, American, Painting, & Janitorial Co., Inc.
Sean Hosty, Morgan Stanley Smith Barney

Thank you to the following businesses, who provided wonderful door prizes and goody bag items to this year's attendees!

Arlington County Department of Environmental Services
Bean, Kinney, and Korman, P.C.
Buck and Associates
Comcast Spotlight
Craig Mastrangelo, RE/MAX Distinctive
GolfTEC—Clarendon
Donna Hamaker, KDH Real Estate
John Marshall Bank
Main Event Caterers
Network Solutions
Synergy Health & Fitness

Winners of the 58th Annual Fall Outing:

1st Place Low Gross: RE/MAX Distinctive

Craig Mastrangelo
Greg Boyer
Robert Peterson
Don Gay

1st Place Low Net: Virginia Commerce Bank

Dave Stephens
Mike Bolen
Byron Shultze
Greg Ryan



(left to right) Byron Shultze, Mike Bolen, Greg Ryan, Dave Stephens



Elena Kochman



Brent Williams



Joe Corish

Contest Winners

Longest Drive Ladies – Elena Kochman,
Morgan Stanley Smith Barney, LLC.

Longest Drive Men – Brent Williams,
Marymount University

Closest to the Pin Ladies – Elena
Kochman, Morgan Stanley Smith
Barney, LLC.

Closest to the Pin Men – Andy Ruge,
Rapiscan Systems, Inc.

Putting Contest – Joe Corish, Bean,
Kinney, & Korman, P.C.

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

Ann Bisson, Office of Arlington County Commissioner of Revenue
Sonia Johnston, John Marshall Bank
Ingrid Morroy, Arlington County Commissioner of Revenue

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Members IN THE News

Please call 703-525-2400 or email communications@arlingtonchamber.org if you are interested in placing an article in the *Members in the News* section. Please submit your article by the 15th of the month, for the following publication.

AHC Inc. Wins National Historic Preservation Award

AHC Inc., a nonprofit affordable housing developer based in Arlington, recently won a 2009 National Preservation Award from the National Trust for Historic Preservation. **AHC Inc.** completely renovated The Gates of Ballston complex, including restoring distinctive architectural details, upgrading interiors, installing new landscaping, and building a new community center. The original complex is a 464-unit, garden-style community built in the late 1930s. Along with **AHC Inc.**, co-recipients honored for the restoration of The Gates of Ballston were: Arlington County Housing Division; Collins & Kronstadt, AIA; Traceries, Inc.; and Harkins Builders.

Red Top Cab Wins 2009 WRAPPY Award

Red Top Cab of Arlington received the 2009 WRAPPY (Washington Regional Alcohol Program) Award for Community Partnership on October 23rd, for its decade-long commitment to WRAP's SoberRide initiative. SoberRide provides free cab rides to would-be drunk drivers on holidays such as Halloween, New Year's Eve and the Fourth of July, helping everyone in our community get home safely.

With **Red Top Cab's** support, WRAP's 2009 Halloween SoberRide Program provided 515 free cab rides home during this past Halloween, one of the most dangerous nights of the year for alcohol-related accidents, according to police statistics.

In addition to helping provide more than 3,300 free cab rides home this past year to residents who otherwise may have driven drunk, **Red Top Cab's** contribution to the SoberRide program includes in-kind support of staff time to operate the communications center.

"For more than a decade **Red Top Cab** has been proud to support this invaluable program that ensures everyone in our community stays safe during busy, festive holidays," said **Neal Nichols**, President of **Red Top Cab**.

Sangam Restaurant to Partner with DC Convention Center

In September 2009, **Sangam Restaurant** was officially accepted to partner with the DC Convention Center. Through this new partnership, **Sangam** has already participated in events at the convention center including an event hosted by the **Association of the US Army** with over 20,000 attendees each day, an Arts and Craft show, the DC Metro Food Show and an event hosted by the National

Teachers Association.

These new accomplishments haven't taken away from **Sangam's** availability to serve Arlington. During **Sangam's** six year presence in Arlington, they have won the Taste of Arlington several times. Owner, **Ed Dean**, is proud to be an active Chamber member, sponsor of Chamber events, and a volunteer with the Chamber's Opportunity Works campaign. **Sangam** is available to cater private events or for you to use the banquet space in the restaurant in Ballston for your holiday parties or other events

SOC Enterprises Announces New CEO



SOC Enterprises' Board of Directors is pleased to announce the appointment of **Linda H. Chandler** as the agency's new Chief Executive Officer. Previously **Chandler** was vice president of operations for Goodwill Industries International Inc., and has over 30 years of experience working with nonprofit and for-profit organizations, including

as senior vice president for the American Society of Association Executives (ASAE), senior vice president for finance and administration at the National Association of Manufacturers, and senior management positions with Griffith Consumers Inc., Coca-Cola Bottling Company, BarclaysAmericanCorporation, and Bank of America.

Chandler succeeds Charles S. Richman who is retired after 18 years. **SOC Enterprises**, celebrating its 50th Anniversary this year, provides employment and vocational services for workers with disabilities and offers printing, hand assembly, document processing and direct mail services.

"Ms. **Chandler** was selected for her experience leading complex organizations, her passion for SOC's mission and her executive and personal qualities," said Lee Mariano, Chair of **SOC's** Board of Directors. "We look forward to working with her as she leads **SOC** into the future."

Murray, Jonson, White & Associates Establishes \$50,000 Scholarship

In conjunction with their 50th anniversary **Murray, Jonson, White & Associates** have established a \$50,000 scholarship to help promising college students pursue an accounting degree. The Virginia Society of Certified Public Accountants (VSCPA) Educational Foundation will administer this scholarship.

The **Murray, Jonson, White & Associates** Scholarship will award \$2,500 each year to a Virginia accounting student. The student must be currently enrolled in an accredited Virginia college or university and demonstrate academic excellence and financial need.

"Throughout the firm's history, many **Murray, Jonson, White & Associates** principals and staff have volunteered

their time and effort to support the accounting profession as well as their communities,” said **Randy Shapiro**, CPA, managing director of **Murray, Jonson, White & Associates**. “To continue this tradition, we are very proud to announce the establishment of the **Murray, Jonson, White & Associates** educational scholarship. In honor of our 50th anniversary, we have pledged to raise a minimum of \$50,000 in contributions.”

AFAC Thanks

The Arlington Food Assistance Center (AFAC) recently honored St. Ann Catholic Church in Arlington for donating more than 8,000 pounds of food – more than any other religious organization for the year ending June 30, 2009. **AFAC** is Arlington’s food pantry and distributes supplemental groceries to about 1,200 needy Arlington families each week. Here **AFAC** Board member and St. Ann parishioner **Steve Theobald**, Proshred of Northern Virginia, left, and Executive Director **Christine Lucas**, Executive Director of **AFAC**, present a Certificate of Appreciation to pastor Rev. Donald Greenhalgh.



AFAC Board member and St. Ann parishioner Steve Theobald, left, and Executive Director Christine Lucas present a Certificate of Appreciation to St. Ann pastor Rev. Donald Greenhalgh.



Members of the Arlington Business and Civic Circle (ABCC) recently volunteered at the **Arlington Food Assistance Center (AFAC)**, sorting food and bagging rice. Pictured from left are:

Greg Mullan from **Bank of America Home Loans**; **Mike Neuman** from **Cartridge Depot**; **Sandy Spina** from **Arbonne International**; **Allan Kellum** from **Allan Kellum, LLC**; **Joan Porte** from **Joan’s Travel Partners**, and **Christine Lucas**, Executive Director of **AFAC**. For more information, see www.afac.org.

USO-Metro Recognizes The Boeing Company

The **USO of Metropolitan Washington (USO-Metro)** presented **The Boeing Company** with a flag that was flown over the Pentagon on Memorial Day to commemorate **The Boeing Company’s** sponsorship of the Mobile USO program.

Nearly a year into operations, the Mobile USO program has brought direct service to nearly 23,000 service members

and supported wider military community events that have impacted over 225,000 people. **The Boeing Company** made a \$700,000 commitment to the program, which covered the cost of building the vehicle and an additional \$150,000 per year for 3 years for its operation. Additionally, **The Boeing Company** employee volunteers gave over 160 hours of service to supporting program operations.

Elaine Rogers, President of **USO-Metro**, explained, “This gift from **The Boeing Company** has truly changed our organization. We no longer have to wait for service members and their families to come to us, we go directly to them. Our capacity to provide service is simply unlimited now.”



Elaine Rogers, president of USO-Metro, presents the flag of the United States to The Boeing Company’s Tim Keating and Bob Vilhauer to commemorate The Boeing Company’s sponsorship of the Mobile USO program.

Chamber Website Yields Results!



Each month the chamber actively tracks usage of its website in an effort to better serve our members and to keep the website resourceful. Below are the top categories and keywords.

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

Top 5 Keywords:

1. Lodging
2. Dining
3. Entertainment
4. Transportation
5. Shopping

Top 5 Business Categories

1. Hotels & Motels
2. Apartments
3. Real Estate—Residential
4. Accounting & Bookkeeping
5. Restaurants & Food Services

www.arlingtonchamber.org

Milestone Anniversaries

40

40 YEAR MILESTONE

Crystal City Marriott

20

20 YEAR MILESTONE

Axxan Corporation

Courtyard by Marriott Crystal City

15

15 YEAR MILESTONE

Arlington Historical Society

Strategic Analysis

10

10 YEAR MILESTONE

Todd Ihrig, H.D. Vest Investment
Services

Give the gift of Networking

The Chamber is now offering gift certificates to attend Business After Business networking events to give to your clients.

\$20 each or 3 certificates for \$50

Contact the Chamber Office at (703)525-2400 to purchase
Valid for any Arlington Chamber Business After Business in 2010



BusinessAfterBusiness

Is business cooling off this December? Join the Chamber for Business After Business on **December 9** at **PNC Bank – Bailey's Crossroads Branch**! This event makes it easy to meet key business contacts and network with Arlington's top business professionals. Business After Business will increase your contacts and the visibility of your business. This month will be particularly festive, as we celebrate the holiday season. Register early for December's must-attend networking event!

Please register for this event before noon on **December 9**. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly.



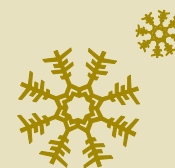
PNC BANK

PNC Bank–Bailey's Crossroads Branch

Wednesday, December 9, 2009

3516 South Jefferson Street, Falls Church, VA 22041

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

December 2

4:00–5:15 p.m.

Chamber Board Room

Register online:

www.arlingtonchamber.org

For more information contact

Erica Pristas

at 703-525-2400 or

membership@arlingtonchamber.org

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Attend December's Breakfast Connection

Reward your business and co-workers with the gift of networking this December. 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, December 3, 2009 • 7:30–9:00 a.m.

Knights of Columbus

5115 Little Falls Rd, Arlington, VA 22207

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Register online at www.arlingtonchamber.org!

Small Business Roundtable

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

Creating Powerful Financial Goals

The ultimate objective of every small business is to produce a profit for the owner. A tried-and-true method of knowing if the business is producing the desired profit is to set a goal for the year and measure progress toward it. At the October Small Business Roundtable, with the theme of Creating Powerful Financial Goals, 18 attendees explored a significant challenge of determining a pertinent set of goals to shoot for in 2010.

While there is considerable diversity on the method of collecting data (Quick Books, spreadsheet, etc.) the essential ingredients are:

- Track cash—the P&L may look profitable but there may be hardly enough money in the checking account to cover expenses. Creating a monthly or quarterly cash flow projection based on prior experience and what is anticipated next year highlights the highs and lows of liquid funds. (Hint—put some of the cash in the high periods aside to cover the lows)
- Use a system that works for you—whether it's Quick Books, a spreadsheet, or the back of an envelope, the information needs to be kept current and available in a way that signals when the actual results are not tracking the projection.
- Crosscheck sales objectives with financial goals. An aggressive sales program may lead to a cash squeeze if there is a long receivable collection time. At the

same time, the sales effort must be ambitious enough to produce the revenue necessary to meet financial goals. The bottom line from this roundtable—Knowledge of cash flow is key to producing a profit. Keep a tight rein on the company's cash flow resulting in a balance of receivables and payables to develop a profit at year's end.



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 the Next Small Business Roundtable

January 27, 2010
11:45 a.m.—1:00 p.m.
Chamber Board Room
2009 14th Street, N. Suite 111

TOPIC:
To Be Determined

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

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

Join the Communication's Council in a cheers to the Holiday!

Mix and mingle with members of the Communications Council during their Holiday Happy Hour! This a great time to learn more about the Council in a relaxed atmosphere and squeeze in some networking too!



Tuesday December 15, 2009, 5-6 pm at The Liberty Tavern
Please register at www.arlingtonchamber.org

TheArlingtonian

Arlington Chamber of Commerce

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Arlington, Virginia 22201

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

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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...

- The **Knights of Columbus** for hosting the October Business After Business
- **Dimension Creative Promotions, Bernie Cohen – Insurance Solutions, Northstar Heating & Air Conditioning, and FRC Marketing** for donating door prizes for the October Business After Business
- **Joint Base Myer-Henderson Hall** for hosting the October Board of Directors meeting



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



Questions?
Call 703-525-2400.

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