



## Board Passes 2006 Budget

The Chamber's Board of Directors has unanimously passed a budget for 2006 that represents a modest five percent increase over this year's budget. The budget sustains itself without regard to results from the recently approved Total Resource Development campaign.

Annually, the Chamber staff creates a draft budget that is then scrutinized and amended as appropriate by a Budget Committee, the Executive Committee, and, finally, by the Board of Directors. This exhaustive process ensures that ample consideration is given to each line item of income and expense, and reflects reasonable estimates regarding the seventy-five categories. Special consideration is given to holding expenses in check and minimizing dues investment increases (for 2006, less than the budget increase percentage).

The Chamber takes its financial affairs 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 following strict rules for cash control, check signing, and bank statement review.

## 81<sup>st</sup> Annual Meeting

Please join your Chamber for a celebration of 2005 and the future that lies ahead. The 81<sup>st</sup> Annual Meeting will feature keynote speaker Dennis Bakke, Arlington Native and author of *Joy at Work*. Bakke is a Harvard Business School graduate and Co-Founder/CEO Emeritus of Arlington based AES, a multibillion-dollar worldwide energy provider. His book, *Joy at Work*, focuses on creating and sustaining a joy filled workplace. The book is based on Bakke's experience at AES, and the business model developed there over several decades. Join the Chamber to hear a distinguished speaker offer his unique perspective on a topic that is familiar to us all. Register today! Seats are limited.

### 81<sup>st</sup> Annual Meeting

Friday, December 9

Heraton National Hotel  
100 South Orme Street

Featuring Keynote Speaker  
Dennis Bakke,  
author of *Joy at Work*

Dennis Bakke



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## The Fourth Annual Tech-E Awards Were a Great Success:



The Technology Young Mind Award Finalists: (from left to right) Nick Ewing, Arlington Career Center and Wakefield High School, Ben Lyon, Arlington Career Center and Wakefield High School, Bryan Eckerson, Arlington Career Center and Wakefield High School, Phi Tran, Arlington Career Center and Washington and Lee High School, Daniel Letchev, Wakefield High School, and Bounrajbanditi "Ace" Koumtakoun, Wakefield High School.

(see page 5 for more information about the Ceremony and a detailed list of the Award recipients)

# The Chamber

Arlington Chamber of Commerce  
*Opportunity. Leadership. Results.*

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

## EXECUTIVE COMMITTEE

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Sean Hosty, *Chairman-Elect*, Legg Mason  
John Moore, *Treasurer*, Ballston Common Mall  
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Gordon Thrall, Guernsey Office Products, Inc.  
Helen Tremont, US Airways  
Jim Whittaker, SRA International  
Pat Williamson, WETA  
Barbara A. Wyles, Northern Virginia Community College

## LIAISON TO THE BOARD

COL Thomas Allmon, Fort Myer

## STAFF

Richard V. Doud, Jr.,\* *President*  
Tami Anderson, *Staff Accountant*  
Ashley Glover, *Communications Manager*  
Brian Hefer, *Director of Membership*  
Deborah Kunin, *Member Services Administrator*  
Cate Murray, *Member Services Manager*

\*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 DECEMBER



### 1 Thursday

Article deadline for January 2005  
*Arlingtonian*

### 7 Wednesday

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

### 9 Friday

81<sup>st</sup> Annual Meeting  
10:30a.m. – 3:30p.m.  
Sheraton National Hotel

### 14 Wednesday

*Smart Start*  
7:30 – 9:15a.m.  
Chamber Board Room

Business Roundtable  
11:30a.m. – 2:30p.m.  
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 networking opportunities for members and their 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.

### 20 Tuesday

Education & Workforce Development Meeting  
12:30-2:00p.m.  
Career Center Dining Room

### 22 Thursday

Legislative Affairs/Economic Development Committee meeting  
8:15 – 9:15a.m.  
Chamber Board Room

Insert deadline for January 2006  
*Arlingtonian*

### 26-30 Monday-Friday

Chamber Office Closed

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Chamber telephone system courtesy of Lockridge Communications and Reynolds Maps. Broadband internet capability courtesy of Comcast Communications. Office WiFi capability courtesy of Washington Workplace.

#### DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

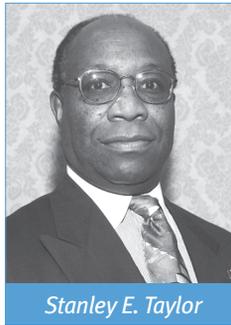
DISPLAY ADS – The first of the Month prior to publication. i.e. For December, the ad must be submitted by November 1.  
PRESS RELEASES – Same deadline as Display Ads  
ARTICLES – Same deadline as Display Ads  
INSERTS – By the 22nd of the month prior to publication. i.e. For December, the insert must be at the mail house by November 22.

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.

# Chairman's Message

For the past months it has been an honor to serve as the Chairman of the Arlington Chamber of Commerce. The Chamber has been successful in retaining members and recruiting many new members, conducting a membership survey to get responses regarding the mission, planning goals and activities to ensure the organization is meeting the needs of its members, and providing events to allow the members to meet and share their business missions and goals.



Stanley E. Taylor

Regarding the Arlington Affordable Housing Roundtable and serving as the Chamber representative, I would like to report that the Roundtable members, on October 25, 2005, unanimously approved a compromise plan whereby the developers will work with Arlington County government to create affordable housing throughout the County. To move forward, a zoning ordinance amendment that identifies the intent and language of the joint agreement will be advertised at the Arlington County Board's November meeting, with a public hearing and adoption scheduled for December 2005.

Finally, I would like to recognize Rich Doud for doing a great job in hiring two new employees to fill the Communications Manager position and the Director of Membership position. They are Ashley Glover and Brian Hefner, respectively. On behalf of the Arlington Chamber of Commerce, welcome to both of you!!

Stanley E. Taylor  
Chairman

## 2005 Annual Corporate Sponsors



## 82<sup>nd</sup> Annual Arlington Business Gala

SATURDAY, JANUARY 28, 2006  
RITZ CARLTON, PENTAGON CITY

Don't miss this year's event! The 2006 Gala features the **Odyssey Band**, to keep you dancing all night! The evening begins with a lovely cocktail hour at the **Ritz Carlton, Pentagon City**, and a fabulous silent auction, followed by a delicious dinner and dancing. Special thanks to **Washington Workplace** for sponsoring this year's entertainment. Register early to save your spot; there is limited seating at this venue. You may register for this and other Chamber events by visiting our website, [www.arlingtonchamber.org](http://www.arlingtonchamber.org), or by calling the Chamber office at 703-525-2400.

Donations are still being accepted for the Gala's silent auction! Don't miss your chance to market your business to over 300 area business leaders at Arlington's Best Night Out. Donating to the silent auction is a great way to have fun, while getting your company noticed. If you're interested in making a donation, please call Cate Murray, Member Services Manager, at 703-525-2400 ext. 204 or email [Cate at events@arlingtonchamber.org](mailto:Cate@arlingtonchamber.org).



(See insert for more details.)

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# Arlington Companies Capture Largest Share of Homeland Security Dollars in U.S.

## Study Shows High-tech Procurement Exceeds District of Columbia and Fairfax

By Karen Vasquez, PR & Advertising Manager at Arlington Economic Development

A study recently completed by Arlington Economic Development (AED) found that in 2004, private contractors based in Arlington, Virginia captured more homeland security contract dollars than any other single jurisdiction in the United States, earning more than \$818 million or 29.5% of all Department of Homeland Security contracts.

In addition, the study also showed that Arlington was the center of high-tech homeland security procurement, with Arlington companies earning more dollars for high-tech products and services than any other location in the Washington, D.C. region and earning nearly double that of Fairfax County. The study was conducted by AED in partnership with Dr. Heike Mayer of the Urban Affairs and Planning Program at Virginia Tech's Alexandria Center to analyze data on federal procurement of homeland security products and services.

"The implications of these findings are enormous," stated AED Director Terry Holzheimer. "Especially in light of recent BRAC recommendations, the attraction Arlington holds for high-tech firms looking to capture federal contracting dollars – and the benefits they'll find by locating in Arlington – is massive. Arlington is truly the center of the homeland security universe."

The federal government spent about \$18 billion on

homeland security products and services from 2001 to 2004. Arlington County is the center for high-tech product procurement in homeland security, capturing almost 17% of the total U.S. high-tech procurement in homeland security. Within the Washington, D.C. area, Arlington's share accounted for almost 36% of the regional total, and was almost twice as high as Fairfax County's share within the region.

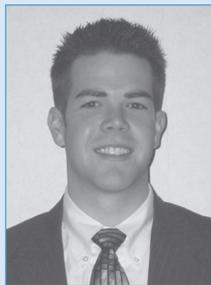
The homeland security industry in Arlington County specializes in aerospace, audio and visual equipment, communications equipment, computer systems design, industrial machinery, technical and managerial consulting services, navigational and measurement instruments and R&D services. These areas correlate to the findings of an earlier AED study on Emerging Technology Sectors, which presented evidence for employment concentrations in these same sectors.

Arlington has become the top location for homeland security contract work, and will continue to focus efforts on the retention and expansion of current firms. New firms will be attracted to the presence of a vast array of government contractors, research and policy institutions, a talented labor pool and other non-DHS federal agencies charged with conducting research and development in homeland security.

The complete study is available on the AED Web site, [www.arlingtonvirginiausa.com](http://www.arlingtonvirginiausa.com).

## Chamber Welcomes Brian Hefner to the Staff

**B**rian Hefner is the new Director of Membership at the Arlington Chamber of Commerce. As a native Washingtonian, he joins us with extensive knowledge of the area. Hefner most recently worked with Red Hot & Blue Restaurants, Inc., in their accounts receivable department. A graduate of **George Mason University**, he holds a Bachelor Degree in Marketing, with a range of experience in the marketing field. Please welcome Brian. We are excited to have him as part of our team!



Brian Hefner

## Scott Nadeau, Crystal Gateway Marriott, Appointed to the Hotel Committee

**S**cott Nadeau, General Manager of the **Crystal Gateway Marriott** is the new Chair of the Hotel Committee, effective immediately. **Scott Nadeau** has been with Marriott International for 22 years, in a variety of positions and locations. Nadeau is currently the Area General Manager for the Arlington/Alexandria hotels, and he has been the General Manager for the **Crystal Gateway Marriott** since 2004. Prior to his tenure in Arlington, **Nadeau** was the Hotel Manager at the Marriott's Wardman Park Hotel in Washington D.C., for four years. **Nadeau** was also the Area General Manager for Northern Virginia, based out of the Dulles Airport Marriott and the Dulles Suites Marriott. In addition to being recently appointed to the position of Hotel Chair, **Nadeau** has recently become a member of the **Arlington Economic Development** Commission.

## The Achievements of Arlington's Technology Community Honored at November Awards Ceremony

The Arlington Chamber of Commerce held its fourth annual Tech-E Awards to honor the Technology Innovator, Technology Company, Corporate Citizen, Technology Executive, and Technology Young Mind of the Year. Nominations were open for companies and individuals, either located in Arlington County or members of the Arlington Chamber. The "Tech-E" awards were presented on November 3, 2005, at a breakfast ceremony held at the Holiday Inn, National Airport. Nearly 150 people attended the event. Attendants included Arlington County Board members, Representatives from the Virginia House of Delegates and the Virginia State Senate, and members of the Arlington County School Board.

Brian van de Graaff, Meteorologist for WJLA, Channel 7, emceed the event. Van de Graaff expressed his professional connection to technology, as a Meteorologist, and the significant role of technology in his field, alluding to the so-called "Doppler wars." Keynote Speaker, George Strawn, Chief Information Officer at the National Science Foundation, set the stage for the event by educating the audience about the past, present, and future of the Internet.

A special thank you to the event's sponsors: McEnearney & Associates, the Grand Sponsor, KBR, the Presenting Sponsor, and CACI, the Scholarship Sponsor.

The recipients of the Fourth Annual Tech-E Awards:

### TECHNOLOGY INNOVATOR OF THE YEAR:

#### DAN MALKS, SUN MICROSYSTEMS

This award goes to a company that has created the most significant new technology innovation during the prior 12-month period. Dan Malks built wireless global messaging solutions to support movements for a positive social change. These solutions were used to promote global campaigns in innovative ways and were integrated creatively into some of the largest concert and media events of the year.

### TECHNOLOGY EXECUTIVE OF THE YEAR:

#### JUDY SEBASTIAN, CEO OF PRO-TELLIGENT, LLC

This award goes to an entrepreneur in the IT industry who has exhibited a focused vision along with tremendous strength and perseverance. Sebastian oversees a company whose corporate culture is distinguished by a set of corporate tenets that define team culture; the tenets create a foundation for their most important goals: client appreciation, employee motivation, and technical excellence.

### TECHNOLOGY COMPANY OF THE YEAR:

#### SRA INTERNATIONAL

The winner of this award is a company that has made a positive impact on the Arlington community through its hard work and its persistent development of high-quality services, products and marketing and sales initiatives. SRA International is a leading provider of information technology services and solutions. The company supports U.S. Federal government contracts with 12 of the 14 Department-Level agencies, as well as the Judicial and Legislative



(from left to right) Jim Whittaker, SRA International, Brian van de Graaff (WJLA, Channel 7), emcee, and David Kreigman, SRA International, pose with SRA International's "Company of the Year" Tech-E Award.

branches. In the past year, SRA has set new records for revenue, net income, and contract awards. Further, in January 2005, SRA International held its first month-long charity drive, raising nearly \$130,000 for humanitarian programs.

### CORPORATE CITIZEN OF THE YEAR: DECISIVE ANALYTICS CORPORATION

This award goes to a company that has exhibited the greatest commitment to community service during the prior 12-month period. Each year, Decisive Analytics provides a four-year scholarship to an Arlington high school student pursuing a degree in engineering, mathematics, or science. Additionally, Decisive has recently adopted a first grade class in Northeast D.C., whom a group of employees regularly visit to help with reading and math.

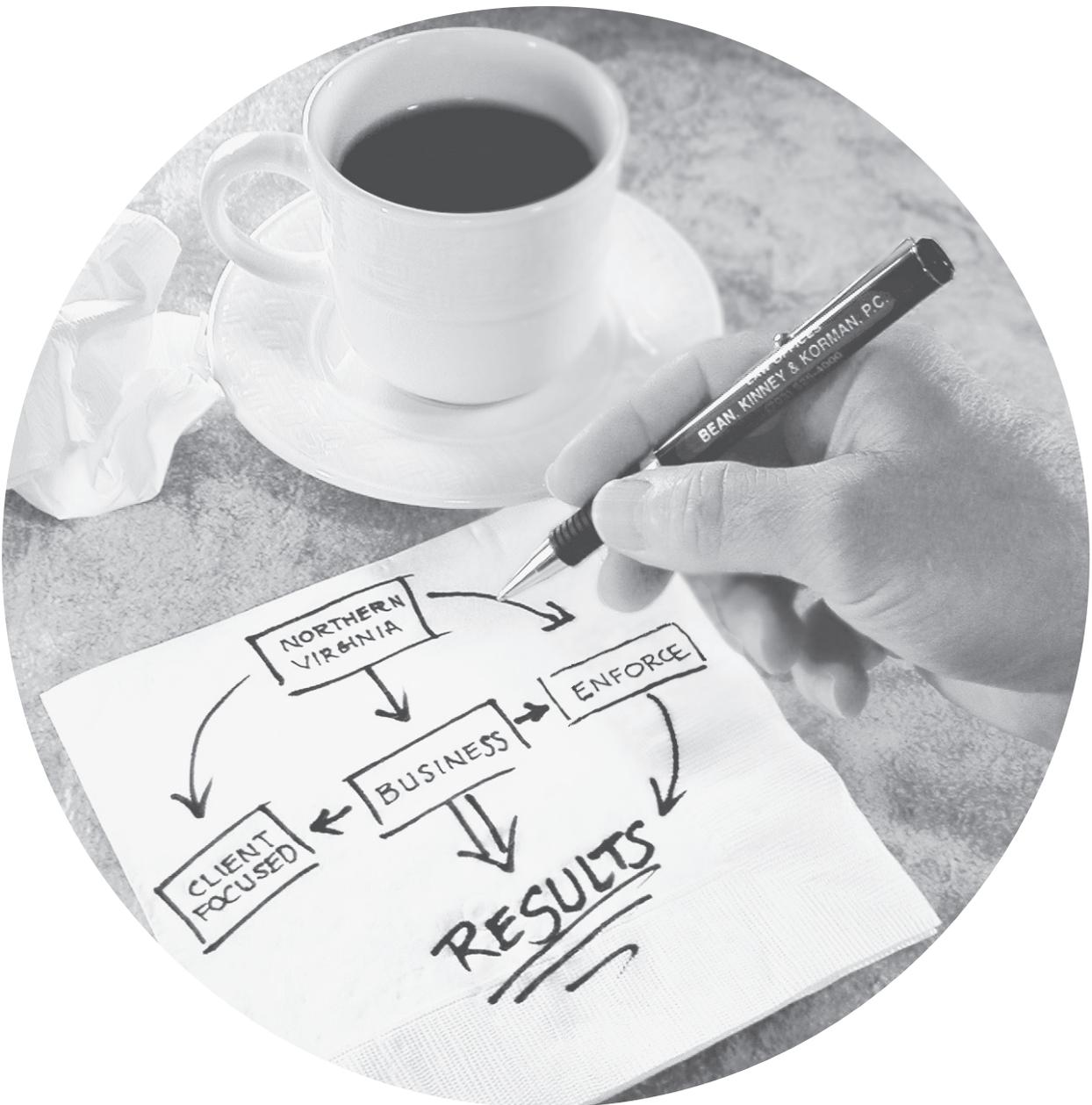
### TECHNOLOGY YOUNG MIND OF THE YEAR:

#### "ACE" KOUMTAKOUN, WAKEFIELD HIGH SCHOOL, AND PHI TRAN, ARLINGTON CAREER CENTER AND WASHINGTON AND LEE HIGH SCHOOL.

This award recognizes an outstanding grade 9–12 Arlington student in a public or a private school who has excelled in technology in any of several categories. This year, two of the Young Mind Award finalists were awarded this year's prize. One of the two award winners, "Ace," is taking advanced placement computer science classes at Wakefield High School, where he was named "Student of the Month." "Ace" also received first place at the Technology Expo, 2005. Phi, the other winner of this award, is a very talented animator. Phi specializes in flash animation; he has won first and second place prizes in Skills-USA Special Effects Competitions, and he wants to sharpen his skills during college, hoping to ultimately become a professional animator.

## GETTING IT DONE STRATEGICALLY

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GETTING IT DONE.

# Welcome to New Members

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Rob Cahill, Principal  
1525 North Kentucky Street  
Arlington, VA 22205-2824  
Phone: 703-534-9123

#### Sponsor: Steve Barto, UBS Financial Services

As founder and principal of Rob Cahill + Associates, Rob's passion is leadership and his consulting focus is working with individuals, teams, and organizations to inspire and sustain peak performance.

## CRUISES

### CRUISES INC.

Jackie Cubero, Cruise Specialist  
717 South Barton Street  
Arlington, VA 22204  
Phone 703-981-9400

#### Sponsor: Brian Hefner, Chamber Staff

## EMPLOYMENT SERVICES

### EXPRESS PERSONNEL SERVICE

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## FOOD, BEVERAGE, AND RETAIL CONCESSIONS

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Kelly Price, Vice President – Airport Management  
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Phone: 301-942-5610

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Westfield Concession Management manages the retail and food and beverage concessions at Washington National and Washington Dulles International Airports.

## MEDIA

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## RESTAURANTS

### SETTE BELLO

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Phone: 703-351-1004

#### Sponsor: Brian Hefner, Chamber Staff

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dishes. Wide selection of wine and beer from Southern Italy. Design is modern and sleek, 46-foot style bar, floor to ceiling windows, fireplace, private party room, flat screen T.V.s, and open pizza oven. Service runs from 11:30 a.m. to 1 a.m.

### TED'S MONTANA GRILL

Christopher Zack, Proprietor  
4300 Wilson Boulevard  
Arlington, VA 22203  
Phone: 70-741-0661

#### Sponsor: Cate Murray, Chamber Staff

Ted's Montana Grill is an upscale casual dining restaurant, featuring steaks, bison, salads, full wine/beer menu. Open lunch/dinner, Sunday-Thursday 11 a.m.–10 p.m. and Friday-Saturday, 11 a.m.–11 p.m.

## SECURITY GUARD SERVICES

### SECURMAX INTERNATIONAL, LLC

Wayne Bell, President/CEO  
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Washington DC 20004  
Phone: 202-349-1490

#### Sponsor: Brian Hefner, Chamber Staff

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## SHIPPING AND PACKING

### THE UPS STORE

John Sague, Sales Manager  
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#### Sponsor: Brian Hefner, Chamber Staff

UPS is the world's largest package delivery company and a global leader in supply chain services, offering an extensive range of options for synchronizing the movement of goods, information and funds.

## Two Chamber Members Receive the 2005 James B. Hunter Human Rights Award

This year, the Arlington Human Rights Commission honors four recipients, including two Chamber members: **Verizon Communications** and **Doorways for Women and Families**. The award ceremony took place at the Central Library in Arlington, Virginia. The 2005 James B. Hunter Human Rights Awards recognize a sustained commitment and outstanding accomplishments in the area of human rights, made in Arlington, by an individual, community group, nonprofit organization, or business. **Verizon** was honored for its commitment to creating and fostering an inclusive culture that values the diversity of its employees. **Verizon** customers, who have difficulties with mobility, speech, cognition, hearing, or sight, can rely on a full portfolio of products and services specifically designed to meet their needs. **Doorways for Women and Families**, was awarded this honor, for the fact that the organization empowers women and families who are abused, homeless, or at-risk, to live safe, secure, and self-sufficient lives. **Doorways** provides services to its targeted community and advocates on behalf of its constituency before local and state government authorities, helping thousands of women and children over the years. Congratulations to all of the award recipients; thank you for making Arlington a better place to live and work.

## HAPPY ANNIVERSARY!

The Chamber is pleased to recognize the great organizations that celebrate their membership anniversaries in December. We thank the following members for their continued support of the Arlington business community.

## DECEMBER

Harris Teeter	5
The Arlington Historical Society	10
David A. Bell, Clerk of the Circuit Court	10
Strategic Analysis, Inc.	10
Axxan Corporation	15
Ballston-Virginia Square Partnership	15
Courtyard by Marriott – Crystal City	15
PNC (formerly Riggs National Bank)	25
Crystal City Marriott	35

# Members News

IN THE

## ► BANKS

**United Bankshares, Inc.** reported record earnings per share for the third quarter and first nine months of 2005. Diluted earnings per share were 59 cents for the third quarter of 2005, which represented a 5% increase from diluted earnings per share of 56 cents for third quarter of 2004. **United** generated net income of \$25.4 million for the third quarter of 2005 as compared to \$24.5 million earned in the third quarter of 2004. Diluted earnings per share were \$1.73 for the first nine months of 2005, which was also a 5% increase from diluted earnings per share of \$1.64 for the first nine months of 2004. Net income for the first nine months of 2005 totaled \$74.7 million as compared to \$72.3 million for the prior year's first nine months.

## ► COMMUNICATIONS

**Lynn Osborne**, president of **Ad Management Insights, LLC** in Arlington, VA, and **Yvonne Pover**, founder of **Skardon Pover, Inc. Visual and Marketing Communications, Inc.**, were presented with a 2005 Clarion Award from The Association for Women in Communications, Inc. (AWC) at the organization's professional conference. The award, designated for the category of Annual Reports, Non-profit, budget less than \$20,000, was given for **Osborne** and **Pover's** joint work on the 2003 annual report for Southern Maryland Electric Cooperative. **Osborne** was also elected as chair of the board of directors for The Matrix Foundation, which is affiliated with AWC, providing education, research, and publication support to the members of AWC and all women in all communications-related professions. **Osborne's** award was presented with an award for her outstanding service on the AWC national board of directors from 1996 through 2004.

## ► NETWORKING/REFERRAL CLUB

During October, the lead-share group, **Northern Virginia Business Referrals**, added Mario Rosi of Portico IBD and **Bill Rolfe** of **Order Unlimited** to its membership rolls. **NVBR** will maintain its customary meeting schedule of every Tuesday morning from 7:00am to

8:30am at the Metro 29 Diner. Visitors are welcome -- let NVBR be your sales force! For directions and more information please visit [www.nvbr.org](http://www.nvbr.org).



(from left to right) Lynn Osborne of Ad Management Insights, LLC and Yvonne Pover of Skardon Pover, Inc. Visual and Marketing Communications, Inc.

## ► NON-PROFIT ORGANIZATIONS

The **Potomac Harmony Chorus** celebrates the holiday season and invites you and your family to join them. Their annual show, entitled "Celebrate with Light," takes place on December 11. The Chorus will also give a free holiday performance on December 19<sup>th</sup>, in the **Ballston Common Mall**. The award-winning chorus, composed of 90 women from the D.C. metropolitan area, sings "a capella." For more information please call 703-764-3896 or visit [www.potomacharmony.org](http://www.potomacharmony.org).

The annual Women's Memorial Veteran's Day ceremony was held last month. The event took place at the **Women In Military Service for America Memorial**, the nation's only major memorial honoring all servicewomen, past, present, and future. The ceremony, one of three major observances held in the Nation's Capital, was free and open to the public, including formal military honors, a keynote address, and a wreath lying. Servicewomen who served in Operation Enduring and Operation Iraqi Freedom as well as a Navy woman who served aboard the USNS *Comfort*, a ship that was deployed for Hurricane Katrina relief efforts in the Gulf Coast region, provided remarks that were a highlight of the ceremony.

## ► NON-PROFIT ORGANIZATIONS-VOLUNTEER

In cooperation with Arlington County's Department of Community Planning, Housing and Development, **AHC** offers low-interest loans and grants for qualified homeowners. Experienced construction managers carefully monitor projects from start to finish, providing advice and support throughout the renovation process. **AHC** and Arlington County also offer grants for exterior improvements to homes in county-designated Neighborhood Strategy areas. These grants are available by themselves or in conjunction with interior home renovation projects. For more information please call 703-486-0626.

The **Arlington Jaycees** are teaming up with the **Northern Virginia AIDS Ministry (NOVAM)** for the annual "Photos with Santa and Gift Wrapping" at the **Ballston Common Mall**. This is the fifth year that the **Jaycees** are involved in this project, and **NOVAM's** second year of involvement. All proceeds will benefit the **Arlington Jaycees** and **NOVAM**, as well as other community organizations including the **Animal Welfare League of Arlington**. Photos and gift-wrapping will operate every weekend until Saturday, December 24<sup>th</sup>, as well as all weekdays during the week before Christmas. Volunteer opportunities are available for both projects.

## ► RETIREMENT - CONTINUING CARE

Arleigh Burke Pavilion, part of **Vinson Hall Corporation**, is very pleased to announce that its Nursing Home survey was Deficiency Free! Arleigh Burke Pavilion has been Deficiency Free for the past 9 out of 10 years, due to all of the staff's hard work to provide assistance with their residents "Activities of Daily Living."

## ► THEATRES

During the summer of 2006, **Signature Theatre** will move to its new home and will open its doors to audiences with a grand opening production of *Into the Woods* in September. Arlington County's invitation for the theatre to join them in becoming an economic and cultural anchor is the first public-private partnership in county history. **Signature's** new complex is part of the **Village at Shirlington** expansion. Heralded as

“Arlington’s new downtown,” the area is developing into a vibrant urban village with condominiums, residential-retail buildings, 800 new parking spaces, and entertainment. Arlington County is currently constructing the shell and providing the infrastructure with a total investment of \$5.5 million. Additionally, **Signature** is honored to receive a prestigious \$600,000 challenge grant from the Kresge Foundation. With the addition of the Kresge Foundation grant, **Signature Theatre** is 75% toward its fundraising goal for its new two-theatre complex currently under construction.

### Thanks Go To...

**AlphaInsight Corporation** for sponsoring the e-Council event, Opportunity Knocks. Special thanks to our guest speaker at this event, Greg Rothwell, Chief Procurement Officer of the Department of Homeland Security.

**Holiday Inn, National Airport**, for hosting a fabulous multi-Chamber Business After Business in October. Special thanks to **Virginia Commerce Bank** for co-sponsoring the Multi-Chamber Business After Business.

Ms. **Sue Gruskiewicz, Edward Jones** for moderating the October Breakfast Connection, and **Scott Deibler, Hendry House/Ft. C.F. Smith** and **Darren Montgomery, Washington Capitals** for speaking at the event.

The following members who worked so long and hard at coming up with a viable affordable housing result as members of the Arlington County Board Chair’s Affordable Housing Roundtable: Chamber Chairman, **Stanley E. Taylor, George Mason University**; Directors: **Mark Ingrao, Apartment and Office Building Association, Dave DeCamp, Grubb & Ellis, Jon Kinney of Bean Kinney & Korman, P.C., Nan Terpak of Walsh, Colucci, Lubeley, Emrich & Terpak, P.C., Bob Bushkoff of Dittmar Company, Andy Viola of Bush Construction Company, John Milliken of Venable, LLP, Doug Peterson of Arlington Partnership for Affordable Housing, John Shooshan of The Shooshan Company, Mark Silverwood of Silverwood Associates, and Jeff Sherman of Charles E. Smith Commercial Realty (now deceased).**

## “Gallstones to the left, hernias to the right, hysterectomies in front of me,” and other things we fixed about same-day surgery.

When you build a new hospital, you get a chance to make a lot of changes. At Virginia Hospital Center we’ve made major changes that are good for the patients and good for the business of the hospital.

Nearly 93% of the people who come to hospital leave shortly after their procedure.

Less invasive procedures and the latest diagnostics have



replaced older methods that required an overnight hospital stay. As a result, the whole flow of a hospital has changed and we took two big steps to help all the “same-day” patients.

Almost 65% of all surgeries are now classified as “same-day”. This trend has forced many hospitals to retrofit their existing facilities and they end up with uncomfortable spaces not designed for the job. Our new hospital was designed with same-day surgery in mind. Now it’s easy to get to and

easy to get around. Our paperless processing speeds up admissions and computerized scheduling keeps us running on time. We’ve doubled the number of pre- and post-operative recovery rooms. And each one is private. All this makes it much more comfortable for the patient.

Nearly everyone who visits the hospital needs some kind of

diagnostics or imaging procedure. This makes Radiology & Diagnostics our busiest department. To handle this volume, we doubled its size. We added systems that eliminate film by storing images electronically and reports can be generated in minutes instead of days.

Practicing the best medicine is our only goal at Virginia Hospital Center and that means we are practicing good business. So if you spot a trend that affects 93% of your customers, you do something about it. Stat.

**Good business empowers good medicine.**



## Thanks to Members who renewed in October!

Apartment and Office Building Association  
 Arlington County Cultural Affairs  
 Arlington Promotional Products  
 The Carlin  
 Corporate Apartment Specialists, Inc.  
 Crescent Resources, LLC  
 Curves of Arlington  
 Dan Kain Trophies, Inc.  
 Danaher Insurance  
 DeVry University  
 FRC Marketing  
 Georgetown University  
 Kenneth Matzkin, Buck & Associates  
 McCormick & Schmick's Seafood Restaurant  
 Darlene Mickey-Hayes & Schneider Properties, Inc.  
 Northern Virginia AIDS Ministry – NOVAM  
 OneMil Development, LLC  
 Linda Reed, Buck & Associates  
 Summers Hospitality, Inc.  
 Technology Management International (TMI)  
 Washington Workplace

## Benefit by Logging onto Members Only!

The Chamber is excited to see that members are taking advantage of the "Members Only" section of our website, where members can add their own company events to the community calendar, find contact information for fellow members, and benefit from member coupons. Those members who utilized "Members Only" in the months of August through October were:

**All About You**  
**Alliance for Housing Solutions**  
**Animal Welfare League of Arlington**  
**Arbonne International, Independent Consultant**  
**Arlington-Alexandria Coalition for the Homeless**  
**Arlington County Commissioner of Revenue**  
**Arlington County Medical Society, Inc.**  
**Arlington Economic Development**  
**Arlington Jaycees**  
**Arlington Optimist Club**  
**Capitol Financial Partners**  
**City Club of Washington**  
**Cohen and Company**  
**Comprehensive Language Center, Inc.**  
**Creative Facilitating**  
**Custom Accounting Solutions**  
**D.C. United**  
**Department of Human Services**  
**Dimension Strategic Marketing**  
**Fingers in Ink**  
**George Mason University**

**GSA & Associates, LLC, DBA Express Personnel Service**  
**Holiday Inn-National Airport**  
**J&M Printing, Inc. t/a Kwik Kopy Printing**  
**Joan's Travel Partners, Inc.**  
**The Law Offices of Barbara E. Nicastro**  
**Marymount University**  
**Meltt Design**  
**Merrill Lynch & Co.-Frank Ruffing**  
**Metropolitan Washington Airports Authority**  
**National City Mortgage**  
**Northern Virginia Business Referrals**  
**OBA Bank**  
**Order Unlimited**  
**PNC Bank-Ballston**  
**Potomac Harmony Showtime Chorus**  
**The ProActive Corporation of America, Inc.**  
**Raymond Hanford, Northwestern Mutual Financial**  
**The Reading Connection**  
**Residence Inn by Marriott, Pentagon City**  
**Robeks - Fruit Smoothies & Healthy Eats**  
**Rocklands Barbeque & Grilling Company**  
**Sangam Restaurant**  
**Sowa & Nicholas, Printing & Graphics**  
**Treehouse Coaches Inc.**  
**USO of Metropolitan Washington**  
**Vinson Hall Corporation**  
**Washington Workplace**  
**Whitlow's on Wilson**  
**The Wolfe Law Firm, LLC**  
**Women in Military Service for America Foundation**



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 for more information.

## Planning: A Race Against Time and Human Nature

By **Jim Whelan**, *ProActive Corporation of America, Inc.*

On October 26, discussion at the Arlington Business Roundtable turned to the topic of planning—one of the least favorite chores that businesses face each year.

The Roundtable is an open discussion forum held on the fourth Wednesday of each month at the Chamber and facilitated by **Jim Whelan**, of ProActive Corporation of America. Roundtable participants revealed that their level of business planning ranged from completing a full corporate plan, to just being happy to complete a to-do list. Participants made occasional “I don’t have *anything* in writing” confessions.

Highlights of the discussion included:

- Many participants concluded that an effective plan includes, at minimum, the identification of the business objective for the coming year, and the subsequent identification of two or three goals that must be met in order to achieve the objective.
- Banish the thought that a plan—any plan—has to be perfect, detailed, and cast-in-stone. Many people start to plan but then quit, thinking their plan must be perfect in all respects. Remember - a plan is a living document!
- The ultimate objective rarely changes during the year; however, mid-course adjustments are made when experience proves a tactic isn’t working.
- To be effective, the plan must be in writing and revisited frequently in order to keep everyone’s efforts focused on the objective.

Bottom line from this roundtable? Planning is the process of answering three questions: 1) Where are you now? 2) Where do you want to be? 3) What are you going to do to get there?. Answering those questions provides the track on which your business’ plan can move forward.

Roundtable participants without formal plans unanimously decided that the time had come to turn their informal efforts into plans with purpose. Time will tell if their good intentions result in a real commitment to work in a goals-driven manner that aims for success.

*Jim Whelan helps organizations develop and execute strategies for success. To contact him, go to [www.proactivecorp.net](http://www.proactivecorp.net) or call 703.862.6758. To learn about upcoming Business Roundtable topics, go to Community Calendar at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or contact the Chamber office at 703-525-2400.*

### Business Roundtable

Wednesday, December 15th  
11:45 a.m. – 1 p.m.  
Chamber Board Room

TOPIC:

#### FAMILIARITY BRINGS IN BUSINES

People tend to do business with companies they know—How to use tools to become known and stay in front of your target audience.

Facilitated by **Jim Whelan**, expert strategic planner with **ProActive Corporation of America, Inc.**

for more information, visit  
<http://www.proactivecorp.net/>

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

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

Questions?  
Please call 703-525-2400.

### SMART Start

How can you polish your networking skills?

By attending  
SMART Start.

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.

December 14th, 2005 at 7:45 a.m.,  
in the Chamber Board Room.

Register online:

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

For more information contact  
Brian Hefner at 703-525-2400  
or [bhefner@arlingtonchamber.org](mailto:bhefner@arlingtonchamber.org)

SMART Start is sponsored by  
**Bella Consulting and iRides.**



Questions?  
Call 703-525-2400.

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## 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. The top categories and keywords, searched in the month of October, are listed below.

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

### Top Business Categories:

1. Restaurants
2. Hotels
3. Accountants – Certified Public
4. Lawyers
5. Spa & Salon

### Top 5 Keywords:

1. Hotel
2. Restaurant/Restaurants
3. Printing
4. Lawyer
5. Bank



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## The Arlingtonian

### 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.

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