

## Upcoming Events:

April Mixer	April 27
May Board Meeting	May 11
May Luncheon	May 18
May Mixer	May 25

# SPOTLIGHT

Newsletter of the Greater Falls  
Church Chamber of Commerce

April 2010

## Driving Your Business

**“A business like an automobile has to be driven, in order to get results.” – BC Forbes**

Are you driving your business or is it driving you? Spring is an excellent time to make sure your hands are on the wheel by taking stock of your business, adapting your work plan accordingly, and reconsidering ways in which to meet your annual objectives and get where you want to go. Need directions? The Chamber can help get you on the road to success.

While your business will receive a help along your journey by simply being associated with the Chamber, your business can get where it needs to go faster and more efficiently through active participation. In addition to the benefits realized passively through referrals and affiliation with the Chamber, active involvement can secure additional promotional opportunities and introduce you to new clients and supporters.

**Promotional Opportunities** – The Chamber prides itself on its promotion of its members through its monthly “Spotlight” newsletter, its twice weekly email announcements “News from the Chamber”, and its website. Promotion in these vehicles is free with your membership. There is no limit on exposure providing the information regarding your business is timely and relevant to recipients. In effect, *it is free, unlimited advertising for your business.*

**Networking Opportunities** – The Chamber provides two networking opportunities each month along with special events throughout the year. Networking lunches enable members to introduce themselves and their business to fellow attendees in a formal setting. Networking Mixers provide a more informal networking opportunity while allowing the Mixer hosts the opportunity to formally introduce their business to attendees. Additional yearly events provide the chance to introduce your family and friends to your fellow business leaders, their families and friends. **Chamber events provide access to potential business partners, customers and sales people** as members promote one another in their regular course of business. The better you know someone and his/her business, the more likely you are to refer them.

Below is a check-list to help you take advantage of the benefits available:

### Promotion

- ☐ Add the Chamber to your customer and public relations distribution lists.
- ☐ Email the Chamber about any specific information you want shared with your fellow members.
- ☐ Send the Chamber photos from events along with press releases or other



### 2010 Sponsors

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#### BRONZE

Apple Federal Credit Union  
Falls Church Animal Hospital  
Falls Church Housing Corporation  
Oshinsky Family Ltd. Partnerships  
Pearson Square

2010 Sponsorships are available! Contact the Chamber office for details.

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

# MESSAGE FROM THE CHAIRMAN

## OFFICERS

**Dr. Ralph Perrino**

Chairman

Northern Va. Tutoring Service

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Joint Technology Solutions

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## DIRECTORS

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Falls Church City Public Schools-BIE

**Barbara Cram**

Greenscape

**Rick Goff/Becky Witsman**

Falls Church City EDO

**Greg Hassett**

Wells Fargo Advisors

**Sally Cole**

Executive Director

**Mary Lynn Hickey**

Falls Church Housing Corporation

**Lyly Hoang**

Hoang's Grill & Sushi Bar

**JD Leonard**

Apple Federal Credit Union

**Adam Schulman**

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Jefferson One



As many of you know, Sally Cole and I have been working very hard to nurture a budding business relationship with several local Chambers of Commerce – Northern Virginia Black Chamber of Commerce, Vietnamese-American Chamber of Commerce, and the Mid-Atlantic Hispanic Chamber of Commerce. In addition, I have recently approached the Asian-American Chamber of Commerce to see if we can find a way to work with that group also.

To date, our efforts have focused primarily on creating shared membership agreements with each of these organizations, and working with them and the school-business partnership programs in Arlington County, Fairfax County, and the City of Falls Church. These efforts have brought our organizations to-

## Please join us for our first Chamber Alliance Mixer!

gether in a meaningful way, and it has strengthened our Chamber of Commerce.

Our next effort to solidify these relationships is a cross-Chamber networking mixer at a Tyson's Corner location on May 27th. This event will bring our five Chambers of Commerce together for the first time in the spirit of unity and common business and civic goals. It is my sincere hope that every member of our Chamber considers attending this event.

As noted in last month's Chamber newsletter, Northern Virginia is experiencing dramatic demographic changes. These changes bring opportunities as well as challenges. In addition to simply recognizing these changes sweeping the nation and Northern Virginia, it is just smart business to tap into this vast mar-

ket. Whether you are a physician, and accountant, or the owner of a restaurant, people of all races, ethnicities, religions, and socio-economic classes become ill, need a tax preparer, and get hungry now and then. Recognizing this and embracing it brings profitability to your business. It also shows this emerging market that we are eager and willing to do business with them.

Please join Sally, the Chamber Board, and me on Thursday, May 27 in this exciting Chamber Alliance. Check your Chamber emails for more information. We look forward to seeing each of you at our first Chamber Alliance mixer. I also look forward to seeing an increasing level of cross-Chamber participation in the future.

Dr. Ralph G. Perrino,  
Chairman

# CHAMBER NEWS

## Chamber Advocacy Efforts

**Non-Discrimination Resolution** - The Chamber's Board of Directors passed a Non-discrimination Resolution at its April meeting. The resolution takes aim at recent actions by Attorney General Ken Cuccinelli reprimanding state colleges and universities for including protections for 'sexual orientation,' 'gender identity,' 'gender expression', or like classification in their non-discrimination policies as the Board believed such action could have a negative impact on the Commonwealth's ability to attract major corporations. A copy of the resolution is on the Chamber's website under "About the Chamber" and then "Chamber Decisions".

**Support for Economic Development** – As outlined by City Manager Wyatt Shields at the Chamber's March Luncheon, the City of Falls Church is facing the need to make severe budget cuts as well as instituting a significant increase to property taxes. The good news for the business community is that other than the property tax increase, which is the same for residents, there are not any business tax increases under consideration.

What may impact the business community, however, are potential cuts to the City's Economic Development Office and to other City divisions that work closely with the business community. Cuts to the EDO could result in EDO professional staff having to spend time on administrative functions rather than business outreach and the loss of access to consultants and to CoStar, a real estate information resource that provides information about vacancies, trends, etc. Understanding the need for EDO funding to help retain current businesses and attract new businesses to Falls Church in order to build and diversify the City's funding base, the Chamber Board issued a letter to City Council advocating for full funding for that office as well as the Planning department and others that work with businesses. A copy of that letter is available on the Chamber's website – click on About the Chamber and then on Chamber Decisions.

## March Chamber Events

### Chamber Luncheon



**Falls Church City Manager Wyatt Shields** gave a presentation on the City's budget at the Chamber's March luncheon.

View & purchase luncheon photos at:  
[www.brendasphotos.com](http://www.brendasphotos.com)



### Chamber Outreach Day

Members of the Chamber's Membership Committee and volunteers gathered together at **Apple Federal Credit Union** before pairing off and heading out to meet members and introduce the Chamber to potential new members.

Thanks to **John Bowen (Bookkeeping and Money Management)**, **Greg Hassett (Wells Fargo Investments)**, **JD Leonard (Apple Federal Credit Union)**, **Eva McPhall (Plan Ahead Events)**, **Ron Neblett (Edward Jones Investments)**, **Mark Werblood (Tesler & Werblood)** and Chamber Chairman **Ralph Perrino (Northern Virginia Tutoring Service)** for hitting the streets for the Chamber!

Anyone interested in participating in future such events can email [sally@fallschurchchamber.org](mailto:sally@fallschurchchamber.org).

# MEMBER NEWS

## Robek's Wins BIE Partner of the Year Award



As he was unable to attend the Chamber Gala, **Dave Hutchinson** was presented with the Falls Church City Public School's Business in Education Partnership Partner of the Year Award in his Falls Church **Robeks** juice and smoothy bar. The award was presented by Falls Church City School Superintendent Lois Berlin, FC City Community Outreach Coordinator, Marybeth Connelly, Chamber Director Sally Cole and several Falls Church City teachers. Congratulations Dave!



## FIRSTFriday Now Includes Outdoor Events

There are some exciting events being added to **FIRSTfriday of Falls Church** from May through October. In addition to exhibits and receptions in businesses across town, **ArtALot**, which will take place in the parking lot next and behind Art and Frame of Falls Church will include artist booths and live music hosted by Tori McKinney (Your Green Realtor Offering Rock Star Service™). Additionally, vintage cars, sponsored by Don Beyer Volvo, will be on display for 'Cruise-In Friday' as well. For a full list of events and opportunities, visit [www.firstfridayoffallschurch.com](http://www.firstfridayoffallschurch.com).



**Pictured:** FIRSTfriday artist Rajendra KC pictured here with fellow artist Bill Abel at the Arpil FIRSTfriday event hosted by Art and Frame of Falls Church



## Robert Beach Designs New Memorial

### Robert Beach Architects Charged with Designing New Suffragist Memorial

Congratulations to **Bob Beach** of **Robert E. Beach Architects** for his design of the Turning Point Suffragist Memorial. Bob's conceptual design will be debuted along with the presentation of the 2010 Silent Sentinel Award to Helen Thomas, on Wednesday, May 12 from 7-10pm at the Meadowlark Botanical Gardens. For more information on Bob's design, call 703-532-9193. For more information on the event, visit [www.suffragistmemorial.org](http://www.suffragistmemorial.org)



## SPOTLIGHT New Members

Cheri Corrado  
**Corrado Consulting**  
(Business Consulting)  
800 West Broad St. #404  
571-249-2212  
[www.linkedin.com/in/chericorrado](http://www.linkedin.com/in/chericorrado)

Larissa Norris  
**Radley Acura**  
(Car Dealership)  
5823 Columbia Pike  
Falls Church, VA 22041  
888-807-9496  
[www.radleyacura.com](http://www.radleyacura.com)

Lien Tran  
**Venus & Mars Spa**  
(Nail & Hair Salon & Day Spa)  
450 West Broad St. #116  
Falls Church, VA 22046  
571-282-4522

# MEMBER NEWS

## In The News

### School-Business Partnerships

The Chamber is working with local school-business partnership programs to make it easier for Chamber members to volunteer in the schools. Each jurisdiction has a variety of opportunities available. For more info., contact one of the coordinators below:

**Falls Church City** -  
Marybeth Connelly  
703-248-5691

connellym@fccps.org

**Fairfax County**-

Shelley Prince  
571-423-1223

Shelley.Prince@fcps.edu

**Arlington County** -

Kim Durand  
703-228-6003

kdurand@arlington.k12.va.us

### Mike's Deli

Mike's Deli at Lazy Sunday was named "Best Belly Buster Breakfast" location by Northern Virginia Magazine in its April issue. Try one if you haven't already! Mike's Deli is located at 110 N. West Street. Visit [www.mikesdeliatlazysunday.com](http://www.mikesdeliatlazysunday.com) for more information.



### Ireland's 4 P's

Although the Chamber didn't have a formal networking mixer in March, we invited members out for an informal happy hour at **Ireland's Four Provinces**. About 25 members attended and enjoyed excellent food, festive beverages and a fun time.



### Did You Know?

**“When consumers know that a small business is a member of the chamber of commerce they are 63% more likely to purchase goods or services from the company in the future.”**

-The Shapiro Group  
*The Real Value of  
Joining a Local Chamber  
of Commerce*

## Members Running For Elected Office

Three Chamber members are running for seats on the Falls Church City Council. The City election will take place May 6. If you are a City resident, please consider voting for your fellow Chamber members!



**Barry Buschow** (member through Lions Club & VPIS) - Barry is a former member of the Falls Church Economic Development Authority, Treasurer of the Northern Virginia Park Authority and a long time active volunteer and supporter of City events.

**Lindy Hockenberry** (an individual member) - Lindy is a current member of the Falls Church Planning Commission, former Vice Mayor, former City teacher and long time City business supporter and activist.



**Ron Peppe** (member through FC City Schools) - Ron is currently serving as Chairman of the FC City School Board. He is relatively new to Falls Church but has significant community involvement experience in other jurisdictions.

# UPCOMING EVENTS

## April Chamber Luncheon

The Chamber's April Luncheon featured The Richmond Report which was co-hosted by the Greater Merrifield Business Association. Delegate Jim Scott presented an overview of the recent legislative session in Virginia. Delegate Kaye Kory was unable to attend at the last minute while Senator Mary Margaret Whipple was in Richmond for a committee meeting. Photos will be included in the May edition of Spotlight.

## April Mixer

Apple Federal Credit Union is hosting the Chamber's April Mixer from 5:30-7pm, Tuesday, April 27. Join us for refreshments, entertainment from local students and the chance to network with your fellow business leaders. Apple FCU is located at 1118 W. Broad Street in the Falls Plaza (between Staples and CVS).

Remember to visit our website for how you can earn Chamber Bucks!

# DRIVING YOUR BUSINESS Cont. from pg. 1

information regarding the events.

- ⌋ Forward the Chamber's publications to associates, clients, vendors and encourage them to sign up for the email announcements "News from the Chamber".
- ⌋ Add the Chamber's logo on your website and/or promotional materials.

### Networking

- ⌋ Schedule Chamber events as you would any other meeting – mark your calendar for lunches on the 3<sup>rd</sup> Tues of each month and for Mixers on the 4<sup>th</sup> Tues of each month.
- ⌋ Attend Chamber Luncheons or send designated staff member(s). Note: the cost of luncheons is \$27 per person providing an reservation has been made in advance (additional \$5 charge for walk-ins).
- ⌋ Consider distributing brochures, flyers or promotional materials at Luncheons.
- ⌋ Attend and invite staff to attend Chamber Mixers (free).
- ⌋ Consider hosting a Networking Mixer to highlight your business and invite current customers, vendors, etc. in addition to your fellow members.
- ⌋ Invite business colleagues, associates, customers, and/or potential clients to events.
- ⌋ Carry business cards on you at all times.

**Becoming an active member of the Chamber can help you get where you need to go faster and more effectively. You have already made the investment – take advantage of it!**

## SPECIAL THANKS TO:

- **Brenda Schrier** for photographing our Gala and luncheons.



View the photos at:

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

- **Carol Beales of Galleria Florist** for providing flowers for our luncheons.



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