

Upcoming Events:

January Luncheon January 19
January Mixer January 26

SPOTLIGHT

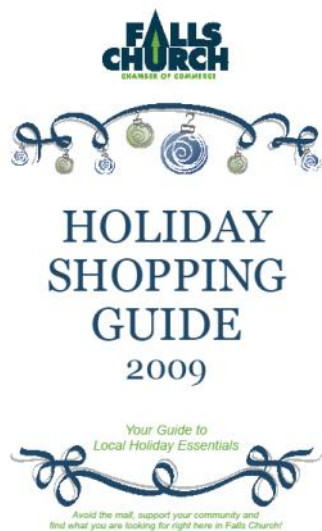
Newsletter of the Greater Falls
Church Chamber of Commerce

January 2009



Happy Holidays From The Chamber!

Happy holidays from the Greater Falls Church Chamber of Commerce. Whether you celebrate Christmas, Hanukkah, or Kwanza, we hope that your holidays are filled with the spirit of the season and optimism for the coming year.



See it at: www.fallschurchchamber.org

We hope that you have visited our website and reviewed the Chamber's Holiday Shopping Guide. It was designed to promote our members and to help shoppers support our community. Apparel, art, jewelry, toys, pet items, ornaments and more are available at one of your fellow Chamber member's establishments! And, this year, for the first time, the Guide also offers coupons. Whether you are looking for gifts for loved ones or for yourself, you will want to check out the offers provided by **Art and Frame of Falls Church, Curves, Geeks on Call, K&M Law Group, Long & Foster's, Tori McKinney, Sacred Well Yoga and The Plumbing Dr.**

This season a number of Chamber members have celebrated the season by reaching out to help those in need. Some Chamber members have collected food, personal care items and warm weather accessories while others have spearheaded fundraising efforts. See page 5 for some of the impressive efforts undertaken by Chamber members, most often with help from their fellow members and the community.

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ANOTHER PERFECT STORM

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I read Ralph Perrino's Chairman's Column about a "Perfect Storm" moment last month with interest. I started to think about how being a Greater Falls Church Chamber of Commerce member had helped me find my own Perfect Storm moment for my business, **Family Medicine in Falls Church**.

I started my new practice in October 2005. I chose to start my business in Falls Church with the idea of living and working in the same town, providing care for neighbors, friends and locals, becoming the "country doctor" in the City. I was unable to find space in Falls Church City as I had wished, so I sublet space on the "far side" of Seven Corners on Sleepy Hollow Road. I knew however that my business would be more successful if I was on the City side of Seven Corners.

I attended a Chamber Mixer in early 2006 at the office of new podiatrist **Dr. Paul Cannon**. I met many chamber members that night, but the most interesting activity was walking around with Paul as he showed me his space. Paul had purchased the well established **Falls Church Foot and Ankle Center** podiatry practice in the

"Both businesses now face the "good problem" of having full schedules every day. "

summer of 2005 when his family moved to Falls Church. Stuck with the rent for a space designed for at least two doctors, Paul was looking to share his extra space.

So Paul showed me his space, and we began talking by email about the possibility of moving my practice to his building. Paul and I realized that the location, in the center of Falls Church, was just ideal for our new businesses to grow. Eventually, we pooled our resources and successfully purchased the office condominium, and I moved in to the space in August 2006. I like to joke that having a business in the 100 block of Broad Street in any town in America is a good place to be.

Since moving, both of our businesses have thrived. Within two weeks of moving, I went from seeing a maximum of 8-10 patients a day to 15, and now I see 25-30. Both businesses now face the "good problem" of having full schedules every day. We used our association with the Chamber to promote our businesses, and we proudly count many of you as our patients. I am grateful to the chamber for providing the opportunity for my own "Perfect Storm" moment.



Gordon Theisz,



Family Medicine
in Falls Church

Do you have your own perfect storm experience? Tell us all about it and we will share it with your fellow Chamber members!

CHAMBER NEWS



Clay Café 9th Annual Homeless Shelter Fundraiser

Benefiting The Falls Church Emergency Homeless Shelter

Clay Café Studios held its 9th annual family fundraiser to support the Falls Church Emergency Homeless Shelter on Wednesday, December 9th. More than 30 local business leaders, elected officials and residents painted ornaments, plates, bowls, or mugs and enjoyed the generous food contributions from **Flippin' Pizza**, Edible Arrangements, and Clay Cafe. Clay Cafe donated all profits from the event and was able to raise \$900 during the two-hour event. Clay Café Studios, located at 101 N. Maple Avenue, is open Monday through Thursday from 11am to 7pm, Friday and Saturday from 11am to 9pm and Sundays from 12pm to 5pm. The phone number is (703) 534-7600.



November Events

Chamber Luncheon

Gregg Hassett and **Heidi O'Leska** were the featured speakers at the **Greater Falls Church Chamber of Commerce's** November Networking Luncheon. The speakers, both members of the Arlington Now Chapter of BNI, "the world's largest referral organization", presented on effective networking strategies and skills and the concept of power networking. Greg has since formed a group to test the concept within the Chamber. Interested parties can contact Greg at greg.hassett@wellsfargoadvisors.com



Chamber Mixer

Solano Spine & Sport Chiropractic held its 2nd Annual Food Drive and VIP Reception in conjunction with the Chamber's November Mixer. A number of sport celebrities were in attendance including WBC USNBC Champion **Jimmy Lange**, US Figure Skater **Haley Dunne**, the 2009-2010 **Washington Wizard Girls**, and several members of the **NFL Moms**. Solano Spine & Sport is located at 313 Park Avenue in Falls Church. For more information visit www.solanospine.com.



CHAMBER NEWS

The Rewards of Chamber Loyalty

The Falls Church Chamber is an extremely efficient operation. The Chamber produces its monthly newsletter, creates monthly ads, provides updates and information on its website, and distributes twice weekly email announcements promoting news and event information on and for Chamber members while also hosting monthly luncheons, facilitating monthly mixers and organizing special events throughout the year. Additionally, the Chamber office helps connect members with one another and provides information and resources to new businesses, new residents and visitors...all with an annual operating budget of about \$100,000!

Sponsors are the primary contributors to the Chamber. The Board of Directors would like to increase the contribution members make toward the annual budget so that we are less reliant on our generous sponsors. In order to do so, the Chamber has increased its emphasis on new member outreach in order to significantly increase membership. It has also decided to increase annual dues.

In an effort to show its appreciation to its current members, however, the Board is also instituting a 10% discount to those Chamber members who renew their membership on time. Invoices will indicate the discount and state the deadline date. The new dues and timely payment structure are as follows:

Category	2009 Dues	2010 Dues	Renewal Dues with 10% Discount for Timely Payments
1-4 Employees	\$200	\$250	\$225
5-10 Employees	\$225	\$275	\$247
11-25 Employees	\$250	\$325	\$292
26-49 Employees	\$300	\$375	\$337
50-99 Employees	\$350	\$450	\$405
100+	\$400	\$500	\$450

Thus, while dues will increase somewhat for all members, the increase will be significantly less for members renewing their membership who pay on time. It is just one of the many benefits of Chamber loyalty. The increase will go into effect in January 2010.

In The News

Edna Frady

Edna Frady was recognized by the Falls Church City Council for her commitment to the City of Falls Church. Edna has played a leadership role in almost every local community organization operating in the City. The City Council hosted a reception and honored Edna during a recent meeting naming December 8, **Edna Frady Day** in the City of Falls Church. She has moved to Goodwin House but, thankfully, is still a member of the Falls Church Chamber so we expect to continue seeing her on a regular basis!



In The News

Bob Young

Bob Young of **The Young Group** at a recent City Council meeting where he was recognized by the **US Green Building Council** and the Council for its Leadership in Energy and Environmental Design, or LEED, Gold Certification for the "Flower Building" located at 800 W. Broad Street. For more information about the building and/or available commercial space, contact The Young Group at 703-356-8800.



MEMBER NEWS

The Holiday Spirit

Dogwood Tavern & Long & Foster

Both **Dogwood Tavern** and **Tori McKinney's Long & Foster** office are collecting for the US Marine Corp Toys for Tots campaign. Toys can still be dropped off at Dogwood, located at 132 W. Broad Street, until 9pm on Friday, December 18.



Original Pancake House

The Original Pancake House will provide Christmas breakfast and handmade scarves to more than 300 local homeless people on Christmas morning. They are also hoping to provide entertainment – contact Jeff Bulman at jbulman@ophrestaurants.com if you are aware of singers or musicians who would be interested in performing at the restaurant Christmas morning.



Vantage Fitness

Vantage Fitness has adopted several families involved with Home-stretch for the holidays. Staff and members of Vantage Fitness will provide gifts to about 20 individuals from five families who otherwise would have gone without. Vantage Fitness is located at 402 W. Broad Street in Falls Church.



Ireland's Four P's

Ireland's Four Provinces held a number of events to help others during the holidays. They teamed up with Divot Charities for the 3rd year to collect and send care packages to US Troops for the holidays. They also collected close to 200 toys from staff and regulars at their annual Christmas party which were distributed to children in need through the City's schools, Homestretch and through Toys for Tots. 4Ps is located at 105 W. Broad Street in Falls Church.



Solano Spine & Sport

Solano Spine & Sport collected food for the Capital Area Food Bank. More than 1000 pounds of food was collected and \$2,000 was raised for the Capital Area Food Bank through their VIP reception and silent auction earlier this month. Solano Spine & Sport is located at 313 Park Ave. Suite 100A in Falls Church.



Dougherty DDS

William V. Dougherty III, DDS sponsored a coat drive November through mid-December to help those in need this holiday season. The dental practice collected 34 coats for children and adults. All donations went to families in need through The Koinonia Foundation. Dougherty DDS is located at 200 Little Falls, Suite 506 in Falls Church.



SPOTLIGHT New Members

Falls Church Civitan Club
(Non-Profit)
6917 Victoria Dr. Unit F
Alexandria, VA 22310
703-971-3113
www.civitan.org

Mid Atlantic Hispanic Chamber of Commerce
P.O. Box 910
Germantown, MD 20975
301-404-1946
www.mahcc.org

UPCOMING EVENTS

January Chamber Luncheon

Have you read about The Little City? It is the result of a branding exercise by Smith-Gifford which involved extensive research and interviews with residents and businesses both in and outside of Falls Church City's 2.2 square miles. Matt Smith will review the process and discuss the benefits of this new tag line at the Chamber's January 19th Luncheon. It will take place Tuesday, January 19 from 11:30 to 1:15 at the Italian Café, 7161 Lee Highway. Tickets are \$27 for members, \$32 for nonmembers. An additional \$5 is charged for walk-ins. RSVP to 703-532-1050 or info@fallschurchchamber.org.

January Mixer

The Chamber's January Mixer will be hosted by Art and Frame of Falls Church on Tuesday, January 26th from 5:30-7pm. The event will be a celebration of the 100th First Friday of Falls Church taking place in February. Refreshments, including a cake by Kendall will be provided at this free event. Additional details will be provided in the Chamber's email announcements "News from the Chamber". Art and Frame of Falls Church, located at 111 Park Avenue. For information call 703-534-4202 or visit www.artandframeoffallschurch.com.

Remember to visit our website for how you can earn Chamber Bucks and get involved in our local schools!

SPECIAL THANKS TO:

- Brenda Schrier for photographing our luncheons
- Carol Beales of Galleria Florist for providing flowers for our luncheons.



www.fallschurchchamber.org



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