

Upcoming Events:

Social Networking Workshop Aug. 3
Informal Networking Luncheon Aug. 17

SPOTLIGHT

Newsletter of the Greater Falls
Church Chamber of Commerce

July/August 2010



Small Business Marketing

Dale Little, a professional business strategist recommended to the Chamber by the Small Business Development Center, was the featured speaker at the Chamber's June Networking Luncheon. Following a brief presentation largely focusing on the need to diversify one's marketing efforts and embrace social marketing tools, attendees were provided the opportunity to help shape the balance of the presentation. Below are what we found to be the top 10 most important points covered:

- Develop a marketing plan and update it quarterly.
- Determine the Return on Investment or ROI of your marketing strategies. Ask new customers where they learned about you and what compelled them to patronize your business.
- Analyze advertising efforts and conduct cost benefit analysis. Bear in mind, however, that the value of a new customer is not a one-time purchase providing s/he becomes a repeat customer and/or refers your business to another prospective customer.
- Market your business constantly in a consistent manner, but take care not to be a nuisance.
- Control your Internet presence – whether or not you are on the Internet, chances are your business is via customer recommendation sites, etc. Take control of information about your business by monitoring your web presence, keeping your Web site fresh and making use of social networking vehicles.
- Consider developing a blog to provide helpful information and position your business as a resource and yourself as an expert in your field. Such information can also be shared in other social networking vehicles.
- On Facebook, once you have a personal page, you can also set up a business group page – personal friends and members of your business page need not be the same.
- Content and distribution are key to the effectiveness of e-newsletters.
- Depending on content, it is usually best to distribute e-newsletters (such as Constant Contact) monthly or, if need be, bi-monthly.
- Time management is key. Schedule time to check social networking sites and update your Internet presence on a daily basis.

Thank you to everyone who attended this session. More information on our speaker can be found at www.dalelittle.com.



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

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Free Resources for Employers Overviewed at July Luncheon

Dr. Richard Sindy, Business and Economic Development Lead Coordinator for the Virginia Employment Commission, was the Chamber's featured luncheon speaker in July.



As a partner in the Virginia Workforce Network, the Virginia Employment Commission is responsible for matching people with jobs within the system and helping businesses find qualified employees quickly, easily and at no cost.

The VEC provides a number of resources for Virginia Employers **free of charge** through the **Virginia Workforce Connection**. Dr. Sindy addressed unemployment in the local area, shared ways in which the VEC can help employers tackle the challenges of recruiting new staff, and shared personal stories from his 35 years as a Hiring Director for the corporate world.

The Workforce Connection is a tremendous, albeit relatively unknown, resource for the business community. The Web site is www.vawc.virginia.gov. It can help employers significantly reduce recruiting costs as it enables them to:

- Post jobs
- Conduct candidate searches
- Review resumes
- Research labor market trends



FIRSTfriday of Falls Church - July



Always There Pet Care's Doggy Yappy Hour



Artist Bill Abel at his new Art & Frame Exhibit



Hazel Brutsche owner of Of All The Beads displaying her lovely beaded jewelry

CHAMBER NEWS

June Networking Mixer

Hosted by Falls Church Housing Corp.

The June Networking Mixer was hosted by the Falls Church Housing Corporation and held on the future site of The Wilden, the recently approved affordable housing building for seniors. The celebratory cookout was well attended, attracting such notables as Congressman Jim Moran and several City of Falls Church elected and staff officials. Dessert catering was provided by Lazy Sundae's locally famous "ice cream truck". The Wilden is in the process of settling on its Federal funding, including \$4 million of American Recovery/Revitalization Act "stimulus funding". The project will break ground at the end of this summer. For more information contact Carol Jackson, at Housing Corp 703-241-5402. **Photos by Gary Mester.**



July Networking Mixer

Falls Church News-Press Celebrates 100th Edition

Congratulations to The Falls Church News-Press which celebrated the printing of its 1000th issue at its annual summer party held in conjunction with the Chamber's July Networking Mixer. The event was covered in an article in the Huffington Post. Read all about it at http://www.huffingtonpost.com/al-eisele/a-very-good-week-for-a-sm_b_658778.html?ref=email_share. Thanks to the News-Press for hosting a great event and for its coverage of news and events in our community.

Photos by Gary Mester.

Falls Church
News-Press



Chamber Board Update

We are pleased to report that the Honorable Robin Gardner has volunteered to serve as the FC City Council's Chamber liaison. Robin will ensure that the business community's perspective is considered during Council deliberations and that the Chamber board is aware of issues coming before Council that may effect our members. Thank you Council Member Gardner!



MEMBER NEWS

Natalia's Highlighted in USA Today

Natalia's Elegant Creations was highlighted in "Coffee's Endless Health Debate is Grounded in Fact", an article by [Mary Brophy Marcus](#) in the June 14 edition of USA Today. The main take-away? Coffee at Natalia's is good and good for you! Check it out at http://www.usatoday.com/news/health/2010-06-14-coffee14_ST_N.htm. Photo by Jack Gruber.



Cast Your Vote for Our Farmers Market

Cast your vote for **America's Favorite Farmers Markets™** at <http://tinyurl.com/24rwkhe>. **Why is this important to our business community?** It is a great way to attract new customers to our community and local businesses! For more information, contact Recreation and Parks at 703-248-5077.

Apple Federal's School Supply Drive

Apple Federal Credit Union's Stuff the Bus Program helps provide thousands of needy kids with back-to-school supplies. People interested in donating new school supplies can do so at any of Apple's 19 branches (www.applefcu.org/locations). Visit www.applefcu.org/stuffthebus for a list of needed items, drop-off deadlines and additional collection sites.



The Best Of Falls Church

Have you voted yet for your favorite Chamber members in the FC News-Press's Best of Falls Church contest? Winners will be announced in the August 5 edition and one lucky voter will receive a gift certificate to a local restaurant! A ballot is in this week's paper or go to www.fcnp.com/bestoffc.

This is a great way to support your local Chamber members. Not sure which businesses are members? Check the member listing on the cham-

Cast Your Vote Today For



New Contact at TD Bank

TD Bank has named **James Shepherd** as the Falls Church Branch Manager. Shepherd, who joins TD Bank from Wachovia in Oakton, has a background in account management, lending and investments. Jim, who replaces Maryanne Francois, will focus on those areas as well as community outreach. The Falls Church branch is located at 6198 A Arlington Boulevard. For more information about TD Bank, their Small Business Line of Credit offer good through Saturday, July 31, or their fundraiser for Special Olympics, which will also end at the close of business the 31st, visit www.tdbank.com.

New Manager James Shepherd and former Manager MaryAnne Francois who is now managing the Lee-Harrison branch.



SPOTLIGHT New Members

BJ's Wholesale Club
(Opening Soon)
Wilson Blvd
Falls Church

Kennedy's Natural Foods
(Natural Foods & Deli)
1051 W. Broad St.
FallsChurch, VA 22046
703-533-8484

Tung T Tu CPA
(CPA)
7297 Lee Highway Suite D2
Falls Church, VA 22042
703-636-5588

Pizzeria Orso
(Restaurant)
400 S. Maple Ave.
Falls Church, VA 22046
www.pizzeriaorso.com

MEMBER NEWS

Falls Church City Business Retention Efforts

The Chamber has created a Falls Church City Business Attraction and Retention Task Force to investigate ways in which the City can increase its retention and attract new businesses. The following is an initial, draft list of the ideas being investigated.

Currently under consideration are ways in which to 1) encourage redevelopment and property improvements, 2) increase the customer base and 3) better support our current business community. Following are a list of ideas which may help the City better support its current business community:

Better Signage for Businesses • Better Visibility for Existing Signage (trim trees) • Lights on Trees • Better Signage for Public Parking • Increase Public Parking Options • Consider Meters or Paid Parking Garage • Control Unnecessary Towing • Add More Traffic Lights • Rather Than Prohibiting Parking on Residential Streets Near Business Districts, Limit Time (to allow for parking for commercial but not for use of metro, etc) • Decrease Professional Services BPOL Taxes • Develop/Facilitate Business Recycling Program • Consider Incentives/Formalize Arts District

The Task Force will analyze these ideas, along with ideas on encouraging redevelopment and property improvements and increasing customer traffic and, following input from the City's Economic Development Authority and staff, prioritize them and make recommendations over the next few weeks. Got an idea that is not on here? Let us know!

Tinner Hill Blues Festival



This year's Tinner Hill Blues Festival was a huge success. Congratulations to Nikki & Edwin Henderson. Photos by Gary Mester. www.writteninlightphotography.com



Grand Openings

Pizzeria Orso

Pizzeria Orso, developed by the team behind **2941** and run by **Edan** and **Thea MacQuaid** has opened at 400 S. Maple Avenue in Falls Church. The restaurant, which features a handmade volcanic brick oven from Italy, specializes in traditional Neapolitan pizzas, antipasti, and desserts. For more information call 703-226-3460 or visit www.pizzeriaorso.com.



Mad Fox Brewing

Mad Fox Brewing Company has opened its doors in The Spectrum Building. The brew pub specializes in craft brews by Bill Madden, the brew master behind Capitol City Brewing and Vintage 50. In addition to the house brewed beers (including root beer for the kids!), Mad Fox offers a vast menu of foods made from fresh seasonal and local ingredients. For more information visit www.madfoxbrewing.com



Bill Madden and co-founder Rick Garvin
Photo by Joanne S. Lawton, Washington Business Journal

MEMBER NEWS

In The News

BJ's Coming Soon

BJ's, where "it's all about savings," is a wholesale club opening its 190th location in Falls Church this fall. BJ's is offering local businesses a pre-opening Membership offer to join now and save \$10 off the \$45 membership fee and receive 15 months of membership. Business memberships include two Cards with exempt and resale privileges available after completing the applicable state paperwork.

In addition to providing low introductory membership fees, BJ's is dedicated to providing members with high-quality, brand-name food and merchandise at prices that are significantly lower than supermarkets, supercenters, department stores, drug stores and specialty retail stores. BJ's carries the most product variety of any wholesale club with more than 7,000 items. BJ's is also the only wholesale club to accept all manufacturers' coupons and for greater convenience, offers the most payment options including EBT.

BJ's Falls Church location is being built on the 6000 block of Wilson Boulevard in Falls Church. For information or to set up an appointment call 866-287-6788.



Unleashed Abilities hosts Speed Dating

Unleashed Abilities, a local dog training company (owned by **Keri Putonen**) and Wylie Wagg, are hosting "Love Me, Love My Dog", one of the first speed-dating with dogs programs in this area. Interested persons will bring their "best friend" to hang out and meet some new friends, and maybe find love. They are looking for singles with dogs, ages 30-45 (the people, of course, not the dogs!). Dates and times for events are to be determined. Participation is free although donations to a local animal rescue group will be accepted and appreciated. **Special note to men: based on the response thus far, you've got great odds!** For more information or to register, contact Keri Putonen at 703-371-9800 or keri.putonen@unleashedabilities.com.



Sponsor Profile

Sunrise Assisted Living

Sunrise Assisted Living of Falls Church has signed on as the Chamber's newest sponsor. Sunrise provides independent living services and care, assisted living services and care, Alzheimer's care, nursing and rehabilitative care, hospice care and short-term stays and senior care. The Falls Church facility, located at 330 N. Washington Street, is lead by Executive Director Juli Swanson while outreach is managed by the Director of Community Relations, Jolie Price. Jolie can be reached at 703-534-2700 or FallsChurch.DCR@SunriseSeniorLiving.com.



Joint Networking Breakfast

Co Hosted with the McLean Chamber

The Chamber held a joint networking breakfast with the **Greater McLean Chamber of Commerce** in early July. The event attracted approximately 30 business leaders from Falls Church and McLean who had the opportunity to network and hear remarks from Ken Harvey, a former Redskin who now owns his own marketing firm. Stay tuned for more information about other joint networking events with other Chambers.

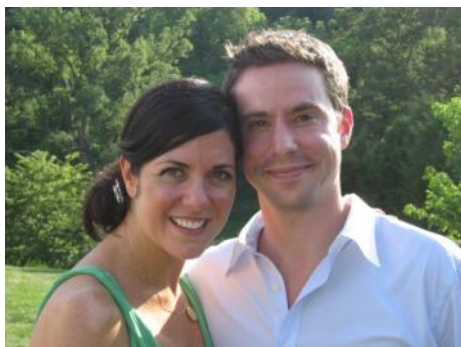


MEMBER NEWS

Member News

Red White & Bleu

Red, White & Bleu's James Roth got married this past weekend! Congratulations James and Heather!



Solano Spine & Sport

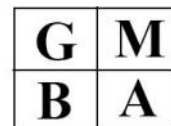
Dr. Raymond Solano from **Solano Spine & Sport Chiropractic** is offering presentations on Injury Prevention, body mechanics, and conditioning to local businesses, schools and athletic teams. For more info email docsolano@solanospine.com.



GMBA Music & Arts in the Park

The **Greater Merrifield Business Association**, is hosting Music & Arts in the Park on Saturday evenings from 6-8pm. The free concerts are held in Merrifield Park at 8191 Strawberry Lane. For a full schedule of performances and sponsors go to www.fcps.edu/FairhillES/side_menu/tuesday_packet/2010_05_18/Music%20&%20Art%20in%20the%20Park%202010.pdf,

For Info. on the FC Concerts in the Park visit www.vpis.org.



Kokolopori Sister City Art Project

Falls Church Arts sponsored "A Day in the Life of the Women in Kokolopori", a project that challenged George Mason High School students to create art related to **Falls Church's Sister City Partnership Program**. The project, developed with assistance from the Partnership's Ingrid Schulze, encouraged students to consider ways in which our respective cultures are alike and different and to build a stronger cultural appreciation between both our communities and countries. The attached photo shows teacher/organizer Maria Shields with some of her winning students at ArtSpace Falls Church. The exhibit will continue there through the summer.

Photo by Shaun van Steyn



Stifel & Capra Celebrates 3rd Anniversary

Stifel & Capra "Art & Ornament for your Wonderful Life" celebrated their third anniversary by hosting the annual Birthday Bash Show and Sale on July 3rd. Joining the in house artists, artisans and vintage dealers was a festive mix of outside vendors. Stifel & Capra is located at 260 W. Broad Street. www.stifelandcapra.com.



UPCOMING EVENTS

The Chamber will not be hosting its usual events in August due to vacation schedules of so many members. It will, however, host the following two events:

Social Networking Workshop

Facebook, Linked-In and Twitter can – and should – be important elements of your marketing efforts. To help members understand how to effectively use these tools, the Chamber is hosting a workshop which will be lead by expert staff at Viget Labs and held in Tax Analysts computer lab at 400 S. Maple Avenue. Cost of the workshop is \$40 for members, \$50 for nonmembers. Space is limited to 10 on a first come, first served basis. To secure a spot, call 703-532-1050 or email info@fallschurchchamber.org. Payment is required in advance.

Informal Networking Luncheon

The Chamber will host an informal luncheon on August 17 at Argia's located at 124 N. Washington Street. Details will be provided in the Chamber's email announcements, News from the Chamber.

SPECIAL THANKS TO:

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



View the photos at:

www.brendasphotos.com

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



703-536-0770

Thank you to the following members that renewed this month!

The Falls Church Parent Child Center
Tranz Global
Korte Realty
Nadsys Corp.
The Byron
Allied Safe & Lock
Jos. A. Bank
Extra Space Storage
Dogwood Tavern
Anthony's Restaurant
Elevation Burger



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www.fallschurchchamber.org