

Upcoming Events:

June Luncheon June 15
June Mixer June 22

SPOTLIGHT

Newsletter of the Greater Falls
Church Chamber of Commerce

June 2010



Protecting & Leveraging Your Intellectual Property

Erik Pelton of **Eric M. Pelton & Associates, PLLC**, was the featured speaker at the Chamber's May Networking Luncheon. Erik and his firm provide intellectual property expertise to small businesses.

According to Erik, a business's intangible properties are often the business' most valuable assets and, as such, they should be protected just like any other. Erik strongly encouraged attendees to trademark their name, logo and slogans if they had not done so already. He also recommended that they consider copyright notices and registrations for publications and material placed on the web which could easily be used by competing businesses.



Some of the key takeaways included:

- Trademark registration of your businesses name, logo, slogan(s) can significantly increase the value of your business.
- Brand names that are creative and unique generally have stronger protection and greater value.
- Businesses should also seriously consider copyright notice and protection in all of their key content, such as publications, articles, blogs, videos, advertisements, brochures, web materials, and photos.
- Proper copyright notice – see ours at the end of this newsletter – on unique content enhances its value and protection.

Erik's presentation was extremely valuable. I had just recently been thinking about the need to trademark our company motto as well as articles I have had published. Erik's presentation provided the impetus to act to address the issue sooner rather than later."

~ Dr. Ralph Perrino
Northern VA Tutoring Service

Pelton, who was recently recognized for working with the Falls Church EDA to protect its "The Little City" brand, founded his law firm ten years ago after an impressive career with the US Patent and Trademark Office. For more information about Erik's practice visit his website at www.tm4smallbiz.com. For a copy of Erik's presentation, visit the firm's Facebook Page at <http://www.facebook.com/tm4smallbiz> and scroll down to the posting from May 18.

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

2010 Sponsors

PARTNERS



GOLD



SILVER

Akridge Real Estate Services
John Rodock, Esq, Ober|Kaler
Needham, Mitnick & Pollack, PLC
Original Pancake House
William V. Dougherty, III DDS

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Lyly Hoang

Hoang's Grill & Sushi Bar

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Apple Federal Credit Union

Adam Schulman

Atlantic Realty Companies

Joe Wetzel

Jefferson One

Take Advantage of the Chamber's Promotional Opportunities!

Are you taking advantage of the promotional opportunities the Chamber provides free with your membership? If not, please do!

The Chamber promotes its members via

- Spotlight, our monthly newsletter
- News from the Chamber, our twice weekly email announcements
- Our Web site, www.fallschurchchamber.org
- Through telephone and drop by references

- And potentially also in the Business News & Notes section of the Falls Church News-Press

Send your news in the body of an email or as a word attachment to sally@fallschurchchamber.org. Submission should:

- Be brief, no longer than 150 words
- Include contact info/links to more info
- Contain links to articles/Web sites referenced
- Be written in the 3rd person

son

- Have photos attached with captions when appropriate

Remember, this is a benefit of your membership! Take advantage of it and help us help you!

~ Sally & Andrea



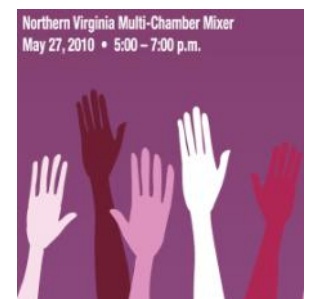
Multi-Chamber Mixer

The Value of Business Diversity

The Chamber co-hosted a mixer with the **Northern Virginia Black Chamber of Commerce**, the **Mid-Atlantic Hispanic Chamber of Commerce**, and **VietAmCham** (the Vietnamese American Chamber of Commerce) on Thursday, May 29. Approximately 65 business leaders from all four groups attended what we hope to become a regular multi-Chamber event.

Attendees had the opportunity to meet business leaders from a variety of different groups and locations. They also heard the latest news and information about Tysons construction and its impact on the business community from Marques Silva from Virginia Megaprojects and were treated to a variety of delicious appetizers from **Hoang's Grill & Sushi Bar**, **Applebee's** and restaurants representing the other Chambers.

This event was the brainchild of **Dr. Ralph Perrino** who provided inspiring remarks during the event. The event was also made possible by **Lyly Hoang**, who contributed food from her restaurant and organized all of the food sponsors and **Gary LaPorta** for managing logistics during the event. Thank you also to all of the Falls Church Chamber members who attended. We hope to announce a similar event in the future.



CHAMBER NEWS

May Networking Mixer

Annual Rowell Ct. Block Party

The Annual Rowell Court Block Party hosted by **Mark Werblood, of Tesler & Werblood**, was a popular event again this year. Food, beverages & gift certificates were provided by Anthony's, Applebee's, Clare & Don's Beach Shack, Mike's Deli at Lazy Sundae, Dogfish Head Alehouse and Red, White & Bleu. Raffle prizes and additional support were provided by the Honorable Tom Clinton, Art & Frame of Falls Church, Design Frame, Diener & Associates, FC Public Schools, Janine Benton, Esq, Perfect Endings, PRS, The Burney Company and several other businesses.



Memorial Day Parade

Chairman **Ralph Perrino** (Northern Virginia Tutoring Service) and his wife Denise, former Chairman **Gary LaPorta**, **Kim Maller** from Keller Williams and representatives from **Always There Pet Care**, the **American College of Commerce & Technology**, **Clare & Don's**, **Lazy Sundae**, and **Vantage Fitness** all marched with Chamber staff Andrea Alder and Sally Cole and Chamber volunteer Audrey Alder in the Falls Church Memorial Day Parade on Monday, May 31. Participating businesses handed out menus, promotional items, candy and the Chamber's Memorial Day \$5 Chamber Bucks coupons. While stopped in front of the Grand Stand, Chamber representatives presented the judges with coupons and chanted "Shop Falls Church" and "We Love Edna Frady" who served as the parade's grand marshal!



Photos Courtesy of Gary Mester



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 www.usatoday.com. Photo by Jack Gruber, USA Today



Aladdin's Lamp Closing

We are sorry to inform you that **Aladdin's Lamp** is closing its doors at the end of the month. Aladdin's Lamp, which was on Broad Street for many years, is located on the lower level of the Lee Harrison Shopping Center. Please drop by the children's store for discounts and the chance to say so long to **Alina Gawlik**, a long time Chamber member and friend.



Pizzeria Orso is Open

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 hand-made 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.

Tuxedos at Jos. A. Banks

Jos A Bank now rents and sells tuxedos! Visit them in Loehman's Plaza!



Ireland's 4 P's Hosts Charity Awards Dinner

On May 15th nearly 100 golfers took to the links for Divot Charities' 7th Annual fundraiser which culminated with a post outing awards dinner at **Ireland's Four Provinces**. More than \$25,000 was raised for Fisher House™. Photographed here is the winning team - Scott Tucker (Pres of Divot Charities) **Tommy Kinsella** (Ireland's Four Provinces), Jason Ellis, Dathan Hartl, Jason Remillard, and their caddy "Cowboy" Pete Murphy.



FCA Plein Air Festival

Falls Church Arts sponsored "Scenes in the City," the first annual Plein Air Festival that encouraged artists to paint outdoors in Falls Church City throughout the month of May. The winning entries and other selected works from FCA's "Scenes in the City" competition will be exhibited in Falls Church City Hall (G-level), Monday through Friday, June 1 through 11. For more info visit www.fallschurcharts.org.



SPOTLIGHT New Members

Arlington Dental Associates

200 Little Falls St. #201B
Falls Church, VA 22046
703-534-1222
Rachael Valltos & Evan Sapperstein

Berman & Lee Orthodontics

(Orthodontist)
311 Park Ave
Falls Church, VA 22046
703-241-9191
www.bermanandlee.com
Dr. Scott Berman

Fall Properties

212-A N. West St.
Falls Church, VA 22046
703-536-7001
www.fallproperties.com
Bruce Fall

Long & Foster Commercial

(Commercial Real Estate)
8227 Old Courthouse Rd. #200
Vienna, VA 22182
703-600-9295
Kathy Killion & Frank Dillow

Polu Kai Services

(Environmental Const. Services)
137 N. Washington St. #301
Falls Church, VA 22046
703-533-0039
www.polukaiservices.com
Sean Jensen

VA Forest Liberty

(Gas Station)
702 S. Washington St.
Falls Church, VA 22046
703-533-1600
Chuck Abou Rejaili

MEMBER NEWS

Ribbon Cuttings

West Broad Dental

Johana Nieto's new practice in the Flower Building located at 800 W. Broad Street was welcomed to the City by Chamber and City officials.



American College of Commerce & Technology

Graduate, undergraduate and certificate classes are now underway. The college is located at 150 S. Washington St. visit www.acct2day.org for info.



Fall Properties

The residential real estate firm which recently relocated to 212 N. West Street from Arlington, participated in a ribbon cutting on May 29.



Northern Virginia Magazine's "Best Of" Winners

The June edition of Northern Virginia Magazine, on stands now, acknowledges several Chamber Members. Congratulations to Doodlehopper for being named as Best Toy Boutique, Red Hot & Blue as Best BBQ, Jos. A Bank as Best Menswear runner up, Ireland's Four Provinces as Best Trivia Bar, Dogfish Head Alehouse as Best Happy Hour and Best Place for a Breakup, Curry's as Best Auto Shop, and Sonic Soft as Best Car Wash.



9 Members in Memorial Day Chamber Bucks Coupons

Nine businesses participated in the Chamber's Memorial Day \$5 Chamber Bucks coupon promotion. While the final results won't be known until the end of August, the initial response rate has been mixed. While several participants have not seen any coupons come through their doors, Applebee's and Doodlehopper 4 Kids have each had more than a dozen coupons redeemed, primarily within a couple of days of the Parade. After the final expiration date, the Chamber will make results available.



Applebee's 127 E. Broad St. FC 703-532-5380 www.applebees.com Excludes alcohol.	Art Frame 111 Park Avenue FC 703-534-4202 www.artofframeoffallschurch.com Good towards any framing service.	ALWAYS THERE PET CARE 130 West Jefferson St. FC 703-237-5522 www.alwaystherepetcare.com	CURRY'S AUTO SERVICE 105 Falls Ave. FC 703-533-1107 www.currysauto.com	doodlehopper 4kids 228 West Broad St. FC 703-241-2262 www.doodlehopper.com Expires 8/1/10
Brought to you by the FALLS CHURCH 417 W. Broad St. FC 703-532-1050 www.fallschurchchamber.org	Galleria Florist 7187 Lee Hwy. FC 703-536-0770 www.galleriaflorist.biz Cash & carry items only.	Hoan's Grill & Sushi Bar 502 W. Broad St. #5 FC 703-536-7777 www.hoansgrill.com Dinner drive in & carryout only. Excludes happy hour items.	the plumbing dr. 370 W. Broad St. FC 703-891-0148 www.theplumbingdr.com	the plumbing dr. The Plumbing Dr. 703-525-9280 www.theplumbingdr.com

UPCOMING EVENTS

June Chamber Luncheon

Dale Little, a Business Strategist with the VA Small Business Development Center will speak on how to develop an effective marketing plan. The Luncheon will take place **Tuesday, June 15 from 11:30 am - 1:15 pm at the Italian Cafe**, 7161 Lee Highway. Reserved tickets are \$27 for members and \$32 for nonmembers. An additional \$5 is charged for walk-ins.

Dale Little is a Business Strategist based in Northern Virginia. Her clients range from entrepreneurs with a budding idea for a new business to established businesses throughout the United States. Dale focuses on marketing, customer interaction, business plans and development, employee issues, and financial documents. For more information on Dale Little, visit www.dalelittle.com.

June Networking Mixer

The Chamber's June Mixer will be an outdoor event hosted by Falls Church Housing Corp. at the future location of the new Wilden project. The Mixer will take place from 5:30 – 7pm on **Tues, June 22 at 350 S. Washington St.** The event is free for Chamber members, their families and friends. RSVPs are not required.

VPIS Concerts in the Park

The Village Preservation & Improvement Society is hosting Concerts in the Park again this year while Falls Church Arts has again secured art work to also be on display. Dr. Gordon Theisz of Family Medicine in Falls Church, has organized this year's performances which will run Thursdays from June 17 - August 5. For a schedule of performances, visit www.vpis.org, www.fallschurchchamber.org or check out the Chamber's email announcements, "News from the Chamber".

Strategic Planning Groups

Karen Acar, the Director of Communications for the Falls Church City Schools, has generously offered to help the Chamber develop a strategic plan. Focus groups are being held to secure information from members regarding current and suggested Chamber benefits and activities. **If you are interested in participating in a focus group, please contact sally@fallschurchchamber.org.** The Chamber will also seek additional information through a survey at a later date.

The Chamber is grateful to Karen for leading this effort and for her years of support, primarily with the Chamber's Annual Awards Gala and the accompanying videos. Karen has provided countless hours, on her own time, to develop historical videos documenting the Chamber's history, developing scripts and helping to plan Galas for the last several years. Thank you Karen!

FC City Business Retention & Attraction Task Force

The Chamber is forming a Task Force to conduct some research and make recommendations to FC City Council and staff on tools and ideas to help the City increase its retention of current businesses and its attractiveness to potential new businesses. **Please email sally@fallschurchchamber.org for more information or if you would like to serve on this Task Force.**

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.



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