

Upcoming Events:

Homeless Shelter Fundraiser	December 9
December Mixer	December 15
Annual Member Meeting	December 15

SPOTLIGHT

Newsletter of the Greater Falls
Church Chamber of Commerce

November 2009



Social Networking For Small Business

Brian Williams presented on social networking for small businesses to a full house at the Chamber's October Luncheon. Brian is the Co-Founder & CEO of Viget Labs, a Falls Church-based company that "plans, designs, builds and markets remarkable web properties".

Social networks are a relatively new, ever-growing, ever-changing part of the online world which should be incorporated into every business's marketing strategy. Brian addressed the 3 top networking sites – Linked In, Facebook, and Twitter – and provided helpful tips to maximize the benefits of using each.

Linked In is one of the more overtly business oriented social networks which enables individuals to highlight their business and their expertise. To fully benefit from Linked In, Brian suggests creating a detailed profile, adding connections as you make them, seeking and making recommendations as appropriate, and connecting people carefully.

Facebook, while historically used for purely social means, has become an increasingly popular site for businesses. To create a successful business page, be sure to ask as many people as you can to become fans, add relevant content and be active by posting comments and responding to other's comments.

Twitter can help your business through individual and business accounts. It provides the opportunity to monitor key words in other people's tweets which may be relevant to your business and ultimately result in more business for you. General Twitter protocol is to be supportive of those you are in contact with and to cultivate relationships rather than being too aggressive.

In general, no matter what the format, it is important to make "real connections from the real world" and to be a good community member. Relationship cultivation is key – share information as appropriate, discuss what others share, and help others make connections. In doing so, you will earn more connections which are ultimately business prospects.

It is equally important to avoid certain behaviors such as overtly selling your products and services, criticizing your competition, and participating in negative behaviors. Manage your social networking expectations and bear in mind, this is an ever changing field.

Linked In, Facebook and Twitter are all important online marketing tools. Brian urged all small businesses to incorporate them and the more niche oriented tools to their online marketing strategies. For a copy of Brian's presentation, contact the Chamber office.

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MESSAGE FROM THE CHAIRMAN

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We have all seen or heard of the film "The Perfect Storm." Of course, it is the story of the unique confluence of several meteorological events during October 1991, depicted in Sebastian Junger's book and the subsequent film three years later, that culminated in a massive storm that hit New England. This metaphor, of course, is now used to describe the perfect convergence of factors that result in a successful venture, not a meteorological catastrophe! In sports, it can result in a world championship. In politics, it can result in a come-from-behind victory. In business, it can be a god-send and can result in increased sales and profitability.

As Chairman of the Chamber, I am always seeking ways to not only help my business find the Perfect Storm, and to assist fellow Chamber members to do the same. I firmly believe that in a difficult economic environment, helping others succeed is one of my major missions. Our mutual efforts may not produce the ideal Perfect Storm, but together, we can do much that we cannot accomplish alone.

An example of this happened to me last spring. I attended one of our monthly Chamber luncheons and, as

"Together we can do that which we cannot accomplish alone."

usual, networked extensively during the half-hour period before the speaker and lunch. As I meandered around the room, I met a new Chamber member, Stephanie Oppenheimer. Stephanie's enthusiastic greeting and insightful comments and questions immediately resulted in an exchange of business cards. It was one of those 'Ahha' moments when you realize that you have found the service you need to solve a problem.

My "problem" was that our company brochure had not been rewritten or redesigned in more than eight years. It had a decidedly "90's look" about it, and had been written by a pedantic academic by the name of Perrino. We needed a fresh look.

Stephanie and I met with my Office Manager, Deb Haynes. She and Deb immediately connected, pretty much took me out of the equation (I was clearly expendable!), and produced a

fabulous brochure with the help of my son, Raphael, a graphic designer and technical writer. The result is spectacular.

On top of that, another Chamber member, Bob Beach, has, to date, printed 2,000 copies of the brochure at a very competitive price. Stephanie even took the time to personally stop by Bob's shop to take a look at the proof of the brochure before it went to final print – at no additional cost to us!

Why do I tell you this story? Simply because it is a "Perfect" example of the benefits of doing business with fellow Chamber members because the factors of quality and trust are enhanced significantly in this environment. So take my advice...if you want your own "Perfect Storm", stay involved with your Chamber of Commerce and seek the services of fellow Chamber members.

Dr. Ralph G. Perrino,
Chairman

Under the direction of Dr. Ralph Perrino, the Chamber is working with the school-business partnership programs in the area to make it easier for Chamber members to volunteer in the schools. Each jurisdiction has a variety of opportunities available. For more information, 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

CHAMBER NEWS



October Networking Mixer

Hosted by Creative Cauldron, Falls Church Arts and Pearson Square

Creative Cauldron, Falls Church Arts and **Pearson Square** hosted the Chamber's October Networking Mixer in the new flexible art space, ArtSpace Falls Church. The new exhibit and theater space is located in the Pearson Square Building at 400 S. Maple Avenue. Attendees enjoyed refreshments while viewing **Bill Abel's** watercolors and enjoying a lively cabaret show. Fundraising efforts are still underway for this new flexible art space. To find out how you can help, visit www.creativecauldron.org.

Grand Openings & Ribbon Cuttings

Apple Federal Credit Union

Falls Church Chamber Chairman **Dr. Ralph Perrino** (far right) joined Falls Church City Council Member **Lawrence Webb** (far left) and Apple Federal Credit Union officials including **Mike Engley, Joyce Bell, CEO Larry Kelly**, and branch manager **J.D. Leonard** for their official Grand Re-Opening and Ribbon Cutting on Saturday, October 23. Apple Falls Church branch recently moved from a location on Park Avenue to its new location in Falls Plaza at 1118 W. Broad Street.

Open Kitchen

Owners **John Karels** and **Hue-Chan Karels** (center) are joined by Falls Church **Mayor Robin Gardner** and Falls Church Chamber Chairman **Dr. Ralph Perrino** along with other City dignitaries, local business leaders and their team to celebrate the official ribbon cutting and grand opening of Open Kitchen at 7115 Leesburg Pike in Falls Church.



MEMBER NEWS

In The News

Now Open

The Bath & Idea Center by Noland Company has opened in its new location in the Tower Square Shopping Center on Hillwood Avenue in Falls Church. The new showroom provides plumbing contractors and consumers with products and consultation services for bath and kitchen new construction and remodeling projects. The Bath & Idea Center at 157-A Hillwood Ave. is open 9am - 6 pm Monday - Wednesday and Friday, and 9am-7pm. For more information call 703-241-2371.



FC Student Art Contest

Art and Frame of Falls Church has taken on the promotion and management of the City's student art contest and its accompanying calendar. **Smith-Gifford** is also sponsoring the effort. Submissions of art by FC City students representing "change in the City of Falls Church" are being accepted at 111 Park Avenue through Friday, November 20. For details visit www.FIRSTFridayofFallsChurch.com.



Record Earnings

Burke & Herbert Bank & Trust Company reported record earnings of \$23.9 million for the first nine months of 2009, an increase of 32% over the same period in 2008. Earnings per share totaled \$124.51, also up 32% from last year. Revenue improved 31% to \$68.8 million, up from \$52.5 million in the previous year, which was itself a record year for the Bank. For more information go to www.burkeandherbert.com.



Members Helping Others

For Our Troops

Ireland's Four Provinces is again this year collecting items for care packages to US Troops for the holidays. Donations of personal care products, non-perishable food, and other items can be dropped off at the restaurant located at 105 W. Broad Street in November. For more information or to make a monetary contribution visit www.divotcharities.com.



Food Drive

Solano Spine & Sport is still collecting food for the Capital Area Food Bank. More than 1000 pounds of food has been collected thus far and \$2,000 was raised for the Capital Area Food Bank through their VIP reception and silent auction this month. Collections will continue through the end of November. For more information visit www.solanospine.com.



Coat Drive

William V. Dougherty III, DDS is sponsoring a coat drive now through December 17th to help those in need this holiday season. The dental practice is collecting new or gently used coats for children and adults. All donations will go to families in need through **The Koinonia Foundation**. Dougherty DDS is located at 200 Little Falls, Suite 506 in Falls Church.



SPOTLIGHT New Members

Home Instead Senior Care

(Personal care for seniors)
103 W. Broad St. #602
Falls Church, VA 22046
703-533-7368
www.homeinstead.com/arlingtonva

K& M Law Group, LLP

(Family, bankruptcy & business law)
701 W. Broad St. Suite 402
Falls Church, VA 22046
703-249-4117
www.kandmlawgroup.com

Mad Fox Brewing

(Brewpub)
444 West Broad St.
Falls Church, VA 22046
703-380-0622
www.madfoxbrewing.com

No. Va. Black Chamber of Commerce

P.O. Box 6265
Alexandria, VA 22306
703-879-2770
www.novabcc.org

Plan Ahead Events

(Social & business event planning)
2776 S Arlington Mill Dr.
Arlington, VA 22206
703-349-3720
www.planaheadevents-arlington.com

Signature Financial Partners

(Financial Services)
8607 Westwood Center Dr.
Vienna, VA 22182
703-287-7137
www.signaturefinancialpartners.com

MEMBER NEWS

In The News

The "Green" Flower Building

Congratulations to 800 Broad, LLC (**Jefferson One/The Young Group**) for the Leadership in Energy and Environmental Design (LEED) ® Gold certification awarded by the U.S. Green Building Council. "The Flower Building" is the first and only LEED certified building in the City of Falls Church. It is one of only nineteen buildings in the Northern Virginia region to receive any kind of LEED certification, and one of only seven to achieve a Gold level of certification. It features one of only three living/green roofs on large commercial buildings in the City of Falls Church and it includes other green amenities such as the inclusion of a tenant shower room to encourage the use of bicycles as an alternative means of transportation, use of high efficiency air handlers in a state of the art building envelope, ample daylight views and water efficient landscaping. For more information call Jefferson One at 703-356-8800.



Congratulations to Hope Galley!

Did you see the article on **Hope Galley** and her recent wedding in Sunday's Washington Post Arts section? Hope was the Chamber's 2009 **James S. Elkin Humanitarian Award** Winner - read about Hope and her new husband and check out photos from the wedding at: <http://www.washingtonpost.com/wp-dyn/content/article/2009/11/12/AR2009111211594.html>



Photo from The Washington Post

Member Profile

Signature Financial Partners

Dede Haas recently joined Signature Financial Partners, LLC as a financial representative. Headquartered in Tyson's Corner, Dede helps individuals and businesses attain financial security through education, wealth accumulation and protection, with a focus on Long Term Care.



After graduating from Penn State with a degree in International politics, Dede made her home in Falls Church where she has been a resident for 28 years. Dede has always been active in our community. She has been on the Board of Falls Church Arts and is the Chamber representative for the performing arts organization, Creative Cauldron. She recently managed the successful ArtSpace Falls Church fundraiser at Dogfish Head Alehouse in August, which raised over \$4500 for the wonderful cause. Prior to joining Signature Financial Partners, Dede worked for over 25 years in high tech sales.

To contact Dede at Signature Financial Partners, please call: 703.287.7137 or email her at: dhaas@jhnetwork.com or visit their website at: www.signaturefinancialpartners.com.

The Local Scene

Falls Church Arts' Halloween Paint-In

Dozens of volunteer artists participated in **Falls Church Arts' 2nd annual effort to Boo-tify Falls Church!** Windows on businesses in and around the Washington and Broad Street crossroads were painted with a variety of Halloween inspired designs. The event was great fun for established and novice artists alike while helping downtown businesses scare up some late October business!



UPCOMING EVENTS

December Annual Members Meeting

The Chamber's annual members meeting is being held December 15th from 11:30-1:15. Stay tuned for more information.

December Mixer

Networking Mixer and Holiday Party Hosted by Sunrise Assisted Living – Tues, December 15 from 5:30 - 7:00 pm. Sunrise is located at: 330 N Washington St. Falls Church Church.

December Homeless Shelter Fundraiser

Clay Cafe Studios 9th Annual Homeless Shelter FUNdraiser

Supported by: **FALLS CHURCH** CHAMBER OF COMMERCE

Enjoy a creative way to help the Falls Church Homeless Shelter

9th ANNUAL FAMILY FUNRAISER

PAINT AN ORNAMENT, PLATE, BOWL OR MUG FROM A SELECT GROUP.

\$25 PER PERSON
CHILDREN MUST BE ACCOMPANIED BY AN ADULT

WEDNESDAY, DECEMBER 9, 2007
7:00 PM TO 9:00 PM

REFRESHMENTS
DOOR PRIZES
LOTS OF FUN!

SPACE IS LIMITED
CALL TODAY!

101 N. MAPLE AVE.
FALLS CHURCH
(703) 534-7600

Clay Café donates all profits directly to the Falls Church Winter Emergency Homeless Shelter!

Special Thanks

- Special Thanks to **Barb Cram of FC Arts** for the photos of the Halloween Paint-In.
- Also special thanks to **Carol Beales of Galleria Florist** for providing flowers for our luncheons.



Falls Church Chamber of Commerce
417 W. Broad Street, Suite 207
Falls Church, VA 22046
703-532-1050 ph
703-237-7904 fax
info@fallschurchchamber.org

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