



1926 - 2006

Celebrating 80 Years of Excellence

March 2006

# CHAMBER NEWS

**The Greater Bethesda-Chevy Chase Chamber of Commerce**

## Presenting the “One Day Only” Business Expo!

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On April 25th, 2006, The Greater Bethesda-Chevy Chase Chamber of Commerce will present the 11th Annual B-CC Business Expo at the Hyatt Regency Bethesda. The day will begin at 7:15 a.m. with a Networking Breakfast featuring a panel of procurement officers from both the private and public sectors seeking to award contracts to small businesses. Participants from all areas of Montgomery County will come together at this breakfast to take advantage of premier networking opportunities and to learn about local procurement opportunities with local government and some of the area’s largest companies.

Following the breakfast, doors to the “One Day Only” Business Expo will open to showcase 75 exhibiting businesses offering special discounts, values, and gift certificates to all attendees during Expo hours only – 10am until 3pm. Don’t miss your chance to cash in on valuable offerings from every exhibitor ranging from restaurants and retail to technology and financial services! Additionally, the Expo will showcase a Business Resource Center, through partnership with The Montgomery County

Department of Economic Development featuring state and county agencies that provide resources and information to local businesses. Most business owners are unaware of all the benefits and support available to them, so don’t miss this chance to find all the information in one place...and for one day only!

In addition to the Power Networking Breakfast and the Expo, this year’s event will again include Executive Luncheon from 12:00 to 1:30 p.m. The luncheon will feature a prominent panel of CEOs sharing their exciting business stories and strategies. Seats at the luncheon sell-out every year, so be sure to make your reservations early!

Admission to the exhibit hall is free. Plan on attending to take advantage of valuable offerings from the varied businesses in our community, learn about local resources available to small businesses, and network with decision-makers of the B-CC community at the networking breakfast and luncheon.

### **YOUR INPUT IS NEEDED FOR NEW CHAMBER LEADERSHIP Board Nominations Due March 24th**

The Chamber seeks nominations for candidates for the Board of Directors. Chamber Chair Michele Horwitz Cornwell (Chevy Chase Land Company) has appointed Chair elect Anne Martin (Linowes and Blocher) to chair the nominating committee for the Board of Directors of the Chamber. The Board meets monthly to set policy for the Chamber. Directors are required to attend monthly meetings as well as to make membership, participation and financial commitments. Board member terms commence July 1, 2006. Nominations are accepted from the membership until March 24th. The Nominating Committee will then develop a slate of candidates to present to the Chair. For more information or to receive a nomination form, contact Ginanne Italiano at the Chamber at 301 652 4900 x203 or [gitaliano@bccchamber.org](mailto:gitaliano@bccchamber.org).

# Letter From the Chair

In January, The Greater Bethesda Chevy Chase Chamber of Commerce reinforced two principles of advocacy via the Montgomery County Council's favorable votes on two issues of importance to our members: refining the proposed Norfolk Avenue street improvements, and the Woodmont Triangle amendment to the Bethesda CBD Sector Plan. Although the issues were vastly different in scale, both votes were the result of our Chamber's hard work in advocating for our members' best interests through meetings with elected and appointed government officials, stakeholders and the general community. Both votes were the best course of action for the specific neighborhoods involved, and for the region as a whole. Neither issue was simple, neither resolution was quick. And therein lies the lesson about the principles of advocacy.



Chair,  
Michele Horwitz Cornwell

The first principal is that in numbers, there is strength. The Chamber doesn't represent a narrow band of interests as might be suggested, rather, the Chamber is the voice of business, and businesses are comprised of people who are part of the community, people who work with us, drive on our roads, send their children to our schools and live alongside us. Business is not a thing that exists in a vacuum, it is an evolving organism that changes and reacts to its surroundings. The Chamber, along with similar associations, helps to organize the many voices of business and of the people behind them. If one voice calls out for someone to pay attention, that voice can get lost. A multitude of voices can be heard but pull the listener in just as many directions. Advocacy groups refine the many voices and focus the listener's attention. The strength of the voices is multiplied, it carries a new authority.

The second principal is the importance of staying on message. Disraeli wrote that "the secret of success is constancy of purpose." Concentrate density around Metro Stations. Take advantage of the infrastructure we have already invested in. Grow or die. And thus was the Woodmont Triangle Amendment achieved.

I want to thank everyone involved in these two recent County Council actions for their time and energy, for maintaining a constancy of purpose. And I want to thank the Chamber's membership, nearly 1,000 businesses, for allowing us to consolidate your voice.

PS: Yes it was Peter Finch not Faye Dunaway. That was a test!

## Chamber Officers

### Chair

Michele Horwitz Cornwell, The Chevy Chase Land Co.

### Immediate Past Chairman

John P. Chaplin, Robert A. Pumphrey Funeral Homes

### Chair-Elect

Anne C. Martin, Linowes and Blocher, LLP

### VP, Budget & Finance

Mark Edward, BDO Seidman, LLP

### VP, Community Development and Education

Cindy Libby-Green, Premier Homecare

### VP, Economic Development and Government Relations

Kevin Maloney, Maloney & Metz

### VP, Marketing and Communications

Cliff Chiet, The Gazette

### VP, Membership Development

Lance Van Winter, Vansam Software, Inc.

### VP, Member Services

Greg Hourigan, Hard Times Café

### Counsel to the Board

Robert G. Brewer, Lerch, Early & Brewer, Chtd.

### President

Ginanne M. Italiano

## Board of Directors

Steven M. Bonavita, *SunTrust Bank*

Ronna Borenstein-Levy, *Suburban Hospital*

Janet S. Calhoun, *Bond Beebe Accountants & Advisors*

Elizabeth Ferrenz, *United Bank*

Charles H. Fleischer, *Oppenheimer, Fleischer & Quiggle, P.C.*

Kevin G. Hanlon, *Guernsey Office Products*

Mark Jennings, *Hyatt Regency Bethesda*

Deb Kahley, *EagleBank*

Lawrence Kotchek, *Printl*

Jerome Morenoff, *Imagination Stage*

Gus Moyer, *DELMarVa Investment Group, Inc.*

Bhavesh Naik, *AMBICA Training*

Jason Newman, *Advantage Industries, Inc.*

Colin M. Pitcairn, *Coretrait*

Scott C. Reed, *The Magruder Companies*

Christina Renshaw, *Text Design, Inc.*

Demetrius Robinson, *Green Earth Consulting*

Suzanne Rosetti, *Chevy Chase Bank*

Andrew P. Shulman, *McShea & Company, Inc.*

Larry Thau, *CB Richard Ellis*

### Ex Officio Directors

Ginanne Italiano, President, *The Greater Bethesda-Chevy Chase Chamber of Commerce*

David Dabney, Executive Director, *Bethesda Urban Partnership*

Ron Resh, Esq., Public Affairs Consultant

### Directors Emeritus

Thomas D. Murphy, *EagleBank*

Lilliam Machado, *Furey, Doolan & Abell, LLP*

Randy Schools, *NIH-NOAA Recreation & Welfare Association*

## Chamber Staff

### President

Ginanne M. Italiano: [gitaliano@bccchamber.org](mailto:gitaliano@bccchamber.org)

### Director of Operations

Gloria Arnold: [garnold@bccchamber.org](mailto:garnold@bccchamber.org)

### Membership Director

Vickie L. Loria: [vloria@bccchamber.org](mailto:vloria@bccchamber.org)

### Events Manager

Ann Marie Pinto: [ampinto@bccchamber.org](mailto:ampinto@bccchamber.org)

### Printing: Spectrum Printing & Graphics

*The views expressed in articles submitted by members are the personal opinions of the author and not necessarily those of The Greater Bethesda-Chevy Chase Chamber of Commerce. The Greater Bethesda-Chevy Chase Chamber of Commerce accepts no responsibility for any liabilities arising from the publication of such views.*

# Members in the News

**Aronson & Company (A&C)**, a nationally ranked top 50 accounting and consulting firm based in the DC Metropolitan area, recently congratulated five of its GSA Schedule clients who received major awards on the GSA Schedule. The GSA Schedule is the preferred vehicle for government buyers; product and service providers who have contracts on the GSA Schedule are more likely to be selected by government purchasing agents.

**Elite Personnel** hosted a bake sale Jan 25<sup>th</sup> to support Share Our Strength, a non profit organization working to eliminate child hunger. After selling \$327 worth of baked goods, Elise Ambrose, owner, matched this amount 100% for a total donation of \$654, all to stay in the local community.

Local real estate developer **The Tower Companies** ([www.towercompanies.com](http://www.towercompanies.com)) having recently purchased 82 million kilowatt hours of clean, 100% pure wind energy to meet all of their energy needs, retained its position on EPA's Green Power 25 Leadership Club. With EPA's release of the top 25 industry leaders for Green Power purchasing, Tower retained the distinction of being the first and only real estate developer among the EPA Green Power Top 25 Leadership Club. Tower is offsetting 100% of its total electricity use with emission-free wind energy

**Montgomery Hospice** 25th Anniversary Gala, a celebration of Montgomery Hospice's quarter-century service features dinner, dancing, and live & silent auctions. It will be held at Bethesda North Marriott Hotel & Conference Center, 5701 Marinelli Road, North Bethesda. Friday, March 24, 6:30 - 11:00 PM. Tickets are \$250 each. Contact Montgomery Hospice at (301) 921-4400 or visit [www.montgomeryhospice.org](http://www.montgomeryhospice.org).

Lisa J. Cines, CPA, Managing Officer, **Aronson & Company**, has been named to the Robert H. Smith School of Business Accounting Advisory Board at the University of Maryland.

David F. Graling, CPA, MBA, president and managing director of the CPA firm **Gelman, Rosenberg & Freedman**, has been elected vice chair of the CPAAmerica International Board of Directors. Graling has been a member of the board since 2003. As vice chair, he will assist with guiding

the association in its quest to provide excellent programs to its member firms.

**Bethesda-Chevy Chase High School's** literary magazine, "Chips," received four first place awards in the annual high school literary magazine critiques for 2005. "Chips" was awarded the American Scholastic Press Association First Place Award, the National Council of Teachers of English Highest Award, the Columbia Scholastic Press Association Gold Medalist Award and most recently the Maryland District of Columbia Scholastic Press Association First Tier Award.

**DowntownBethesda.com** has been awarded the 2005 MAPublisher Map Award in the Multimedia Map category for their cartographic work on the Downtown Bethesda Interactive Guide ([www.DowntownBethesda.com](http://www.DowntownBethesda.com)).

The **Round House Theatre** Board of Trustees and Producing Artistic Director Blake Robison are pleased to welcome Amy Selco as the organization's new Director of Development. She was selected for the position following a comprehensive search and a number of competitive interviews with highly qualified candidates.

**Advanced Communication and Translation, Inc.** (ACT), an area leader in translation and interpreting services, has received a five-year translation and interpreting contract by Montgomery County.

**College Hunks Hauling Junk** ([www.CollegeJunk.net](http://www.CollegeJunk.net)) has moved into a new office space at 5020 Nicholson Court Suite 100B, Kensington MD 20895

Garry K. Tryan has been appointed Vice President of Business Development for **EagleBank**, Chevy Chase region. With the upcoming opening of EagleBank's new Chevy Chase office at 15 Wisconsin Circle, Tryan has been selected to head the bank's business development efforts. The new office will officially open in the first half of 2006, EagleBank's ninth location (six in Montgomery County and three in DC). "Tyran will boost our power to reach and help more professionals, non-profits, and small business clients in this south county area with the kind of personal touch and individual financial attention for which EagleBank is known," commented President and CEO Mike Flynn.



*Lisa J. Cines, CPA,  
Aronson & Company*



*David F. Graling, CPA,  
Gelman, Rosenberg &  
Freedman*

## Calendar Check

### THANK YOU...

to the February Event Hosts and Sponsors. These events could not have been so successful without their generous support!

February Monthly Member Luncheon @ McCormick & Schmick's Seafood Restaurant  
**Presented by Pressed 4 Time**

February After Hours @ Sapphire Café  
**Presented by Our Gift Biz**

February Breakfast @ National 4-H Conference Center  
**Presented by City Living Magazines**

Host or Sponsor An Upcoming Event!  
Contact Events Manager Ann Marie Pinto at (301) 652-4900

### **Tuesday, March 7th – 5:30 to 7:00pm**

### **Business After Hours**

*Joint After Hours Event with BNI and the Rockville Chamber. Sponsored by Tanta's Treasures and hosted by Talk of the Town Variety Entertainment.*

*Location: 14650 Southlawn Lane, #23, Rockville, MD*

### **Tuesday, March 14th – 7:15am to 9:00am**

### **Power Networking Breakfast**

*Hosted by Mon Ami Gabi, and co-sponsored by Elite Personnel and First Liberty National Bank*

*Location: 7239 Woodmont Avenue, Bethesda, MD*

### **Thursday, March 23rd – 11:30am to 1:30pm**

### **BSO Business Partners Luncheon**

*Co-sponsored by the Chamber and BSO, this elegant luncheon brings together business professionals from all over the county. Space is limited, so make your reservation today!*

*Location: The Music Center at Strathmore 5301 Tuckerman Lane, North Bethesda, MD*

### **Friday, March 24th – 8:00am to 9:00am**

### **Quick Connect Meeting**

*Location: EagleBank Board Room at the Chamber 7910 Woodmont Avenue, Suite 1204, Bethesda, MD*

### **Wednesday, March 29th**

### **1st Annual Community Baby Shower**

*After Hours sponsored by the Community Development Committee benefiting National Center For Children and Families and the Betty Anne Kranke Center. 5:30 – 7:00 pm. Admission is a new baby item or diapers Location: Union Jacks 4915 St. Elmo Ave., Bethesda, Md*

See the "Events Calendar" insert for registration fee and RSVP deadlines. Fax registration forms to the Chamber Office or register online at [www.bccchamber.org](http://www.bccchamber.org). For more information on the events, please contact Ann Marie Pinto at (301) 652-4900 or at [ampinto@bccchamber.org](mailto:ampinto@bccchamber.org).

### **Pack your bags and get ready to travel! It's the Member Get A Member Get Away!**

Starting March 1, you are asked to support the Chamber by referring prospective members to your Chamber "Travel Agent" Vickie Loria. If your prospect joins the Chamber, your name will be included in the drawing for great prizes including:



- An Escape Weekend Get-Away to Solomon's Island, MD including 2 nights stay in a waterfront room, dinner for two, round of golf for two, tickets to the Calvert marine museum and a cruise around the island
- A Two night stay at the luxurious Sanibel Harbor Resort, located in Florida compliments of Esprit Rainbow Travel coupled with a two day rental car, compliments of Enterprise Rent A Car
- A relaxing weekend stay for two at the Hyatt Regency Chesapeake Bay Resort and Spa, compliments of the Hyatt Regency Bethesda



- Three Day Two Night stay at the exciting Tropicana Casino & Resort in Atlantic City featuring "The Quarter", where excitement and fun go around the clock, compliments of Tropicana Casino & Resort .

**For more details, please see the MGAM instructional flier, included in this newsletter!**

# Legislative Update

## A DAY TO REMEMBER

Whenever an organization sees any of its priorities or suggestions adopted by an elected body, it can justifiably be pleased. Something like that doesn't happen frequently. If it occurs three times in one day, that's almost unheard of. Yet, that's exactly what was experienced by the Greater Bethesda-Chevy Chase Chamber of Commerce on the last day of January during the weekly session of the Montgomery County Council.

Before the watchful eyes of a roomful of Chamber officers and members, the Council dealt in order with these issues of concern to the Chamber: the restructuring of the procedure for dealing with Transportation Management Fees, defining Norfolk Avenue street improvements, and the long-awaited Woodmont Triangle amendment to the Bethesda CBD Sector Plan. The latter two items are discussed in the "Letter from the Chair" in this edition. The positive implications of the Council's actions will be remembered for a long time to come.

With respect to Transportation Management Fees, the Council adopted the Chamber's recommendation to clarify that revenue generated within a particular Transportation Management District would be used only for programs and services within that TMD. This explicit requirement will eliminate any possible interpretations

to the contrary and will raise the comfort level for everyone involved with Transportation Management in the Greater Bethesda-Chevy Chase area.

At issue with the Norfolk Avenue improvements was whether or not to adopt a new type of back-in angled parking. Although this would have generated some additional spaces, it also presented serious safety and air quality issues. This would have been inconsistent with the goal of the Woodmont Triangle revitalization project which envisions Norfolk Avenue as a pedestrian, bicycle, auto compatible area. The Council sided with the Chamber and the County's Department of Public Works and Transportation and rejected the angled parking proposal.

Finally, much has been written over the past several years about the Woodmont Triangle revitalization project spearheaded by our chamber. The Council's approval clears the way for that area to realize its best potential. The plan, which was approved by a unanimous vote of seven members present, represents smart growth at its finest. It encourages a mix of new housing, ground floor retail, art galleries, and outdoor cafes along user-friendly streets with bike racks, benches, festive lighting, and other amenities.



## Nominations Requested for Annual Chamber Awards Deadline April 7, 2006

Immediate Past Chairman John P. Chaplin (Robert A. Pumphrey Funeral Homes) has been appointed to Chair the Nominating Committee for Chamber's Annual Awards, which will be presented at our Annual Installation and Awards Dinner on June 15th. Businesses and individuals who have significantly contributed to the Bethesda Chevy-Chase community throughout the past year will be honored with the following awards: Community Service Award, Police Officer of the Year, Public

Service, Youth Services, Dick Price Small Business, William Prescott Allen, The President's Award and the "Rick Massucci Goodwill Award." Please look for the nomination form and complete list of past recipients in the March Newsletter, and help nominate those who do so much in our community. Please submit your nominations by April 7th. For more information, please contact Ginanne Italiano at 301 652 4900 x203.

## Availability and Vacancy Analysis January 2006

Zip Code	Bldgs	Existing Rentable Bldg Area	Direct SF Vacant	Vacant Rate %	Direct w/ Sublet SF Vacant	Vacant % w/ Sublet	Total SF Available	Direct SF Available	Sublet SF Available	Max SF Contig	Avg Rate
20814	162	8,499,927	658,040	7.7%	736,774	8.7%	964,929	777,379	211,664	117,684	\$30.02/fs
20815	28	2,527,709	88,082	3.5%	97,301	3.8%	161,729	108,510	53,219	37,000	\$29.03/fs
20816	13	447,080	95,671	21.4%	95,671	21.4%	94,000	94,000	0	94,000	\$23.14/fs
20817	36	4,985,140	391,680	7.9%	541,163	10.9%	948,492	762,609	185,883	197,403	\$29.46/fs
20818	4	52,233	0	0.0%	0	0.0%	0	0	0	0	
<b>Totals</b>	<b>243</b>	<b>16,512,089</b>	<b>1,233,473</b>	<b>7.5%</b>	<b>1,470,909</b>	<b>8.9%</b>	<b>2,169,150</b>	<b>1,742,498</b>	<b>460,766</b>	<b>197,403</b>	<b>\$29.12/fs</b>

Analysis from CoStar Group, Inc., 2 Bethesda Metro Center, 10th Floor, Bethesda, MD



*LaMiche*  
The Premier Country French Restaurant

*Jason Tepper, Proprietor*



## CHAMPAGNE SUNDAY BRUNCH

*from 11:30-2:00 PM*

*Sunday Nights  
Half-Price Wines by the bottle*

*Three Course  
Prix Fixe menus every night  
\$35.00 and \$50.00*

*Reservations Requested*

7905 Norfolk Avenue – Bethesda

**301-986-0707**

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

## Welcome New Members - January 2006!

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### ARTIST

Jennifer E. Carter  
Bethany Treasures  
Jennifer Carter Bethesda,  
MD 301 943 4462  
www.bethanytreasures.com

### ADVERTISING, PROMOTIONAL/ SPECIALTY

Creative Papers + Promotions  
Jamie Cohen  
13002 North Commons Way  
Rockville MD 20852  
301 881 6958  
F. 301 340 8101  
www.creativepapersplus.com  
Sponsor: Steve Feldman,  
Bluestone Financial Corp.

### AUDIO VIDEO DEALERS & SERVICE

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Suite 108  
Cabin John, MD 20818  
301 229 7373  
F. 301 229 5888  
www.mammothmultimedia.com  
Sponsor: Caryle Miller, Bethesda Title &  
Escrow

### BATH PRODUCTS, CANDLES, BEDDING

everything Ro Lifestyle Boutique  
Rovenia Brock  
4550 Montgomery Ave.,  
Suite 130  
Bethesda, MD 20814  
301 469 3490  
F. 301 469 3492  
www.everythingro.com  
Sponsor: Cliff Chiet, The Gazette

### CABLE TELEVISION COMPANIES

Comcast Spotlight  
MeganMolloy 7501 Wisconsin Ave.  
Suite 650  
Bethesda, MD 20814  
240 482 1440  
F. 240 482 1455  
www.comcastspotlight.com

### EVENT PLANNING

Bethesda Bridal & Event Group  
Neal Freed  
4931 Cordell Ave.  
Bethesda, MD 20814  
301 652 5452.  
www.bethesdabridalandevent.com  
Sponsor: Niki Yianilos, Esprit Rainbow  
Travel

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Nick Irons  
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Kensington, MD 20891  
301 530 9236  
F. 301 564 1610  
www.marylandpersonaltrainer.com  
Sponsor: Eric Eisenberg, BNI, Inc.

### INFORMATION TECHNOLOGY

Rush Technologies, IES  
Lewis Kelley  
7830 Old Georgetown Road,  
Suite 125  
Bethesda, MD 20814  
888 248 1757  
www.rushtechnologies.com

### IT CONSULTING

SysArc, Inc.  
Tim Brennan  
3 Bethesda Metro Center  
Suite 700  
Bethesda, MD 20895  
301 664 8483  
www.sysarc.com

### REAL ESTATE SETTLEMENTS

Solomon & Maged PC/Pinnacle Title  
Peter Martin  
51 Monroe St.  
Suite 1505  
Rockville, MD 20850  
301 279 4216  
301 424 6896  
www.pinnacletitle.com  
Sponsor: Andrea Dykes, West Financial  
Group

### RESTAURANT & PUB

On the Rocks Lounge  
Kyle Bell  
5701 Marinelli Rd.  
North Bethesda, MD 20852  
301 822 9221  
301 822 9202

### RESTAURANTS

Meritage Restaurant  
Kyle Bell  
5701 Marinelli Rd.  
North Bethesda, MD 20852  
301 822 9221  
301 822 9202

### WEB DEVELOPMENT

Glynn Technologies  
Laura Glynn  
7501 Wisconsin Avenue,  
Suite 1130  
Bethesda, MD 20814  
301 652 5250  
301 652 5253  
www.glynn.com  
Sponsor: Beth Ferrenz, United Bank

**Thank You to the  
Following Members  
Who Renewed  
Their Membership in  
January 2006!**

Anybill Inc. Financial Services  
Area Appraisal Services  
Boston Properties  
Brownstone Capital, LLC  
Capital Funding Group  
Gilis Automotive  
The Grand  
Greenway Lending Group  
Long & Foster Realtors  
Montgomery Co. Employees Federal  
Credit Union  
Rasevic Snow Services, Inc.  
Rebuilding Together \* Montgomery  
County  
TeamLogicIT  
Thomas AAA Moving & Storage



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www.bccchamber.org

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## Community Baby Shower After Hours

*Want to enjoy great company, engage in fabulous networking, and treat yourself to tasty appetizers and spirits, while doing community good?* Then join the **B-CC Chamber's Community Development Committee** as they sponsor the areas first Community Baby Shower After Hours benefiting **The National Center for Children and Families** and the **Betty Anne Kranke Center**. Women entering these facilities that are pregnant or with small babies often do not have the basics they need. Each facility "throws" a welcome baby shower to make sure each resident and their child have the essentials that they need. Please help by attending this event on Wednesday March 29, 2006, from 5:30 pm until 7:00 pm, hosted by Union Jacks at 4915 St. Elmo Ave., Bethesda and bringing a NEW gift such as diapers, bottles, toys, baby clothes, or a Giant or Safeway gift card.

 The Greater Bethesda-Chevy Chase Chamber of Commerce  
2006  
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 **BDO** Seidman, LLP  
Accountants and Consultants

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OF MONTGOMERY COUNTY, MARYLAND  
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Healy, Pennington,  
& Marshall, P.C.

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Healthcare System

 **Monument**  
Bank

 **Grossberg**  
CERTIFIED PUBLIC ACCOUNTANTS

 **Reznick Group**  
Building Business Value