



CHAMBER NEWS

The Greater Bethesda-Chevy Chase Chamber of Commerce

Don't Miss Out on the 10th Annual Golf Classic – April 29th!

Spring is here and it's time to get out and start networking on the golf course and at the awards dinner during the Chamber's 10th Annual Golf Classic! Whether you plan to spend the day golfing or just to join

fellow members for the networking reception and awards dinner, make sure to put **Monday, April 29th** on your calendar!



This year's Golf Classic will be held at Norbeck Country Club, 17200 Cashell Road, Rockville, Maryland. Excellent Golf Classic sponsorships are still available, offering great visibility opportunities. The Classic gives you the chance to get away from it all while networking with clients and business partners. This year's Classic is underwritten by Presenting Sponsor **COLOMBOBANK** and Grand Classic Sponsor **Chevy Chase Land Company**. For information on sponsorship packages and costs, see the flyer insert in this issue of the *ChamberNews*.

The Golf Classic features a shotgun scramble, use of the driving range, the putting green, a cookout lunch, greens fees, golf cart rental, course beverages, gifts and souvenirs, a cocktail reception and the awards banquet dinner. Not a golfer? As with any major Chamber event, the Classic's success depends on member participation. You can still be part of the day by volunteering to help out or by attending the Networking Reception and Dinner that evening. Break out your clubs for this tremendous opportunity for fun in the sun with new business contacts! For more information, contact Holly at (301) 652-4900 or hpersinger@bccchamber.org.

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You're Invited!

*The Greater Bethesda-Chevy Chase
Chamber of Commerce*

76th Annual Awards & Installation Dinner

Bethesda Marriott Hotel
Tuesday, June 4, 2002
6:00pm -9:00pm

For more information contact Holly Persinger at (301)652-4900
or hpersinger@bccchamber.org.

From The President's Desk

by Randy Schools, NIH-NOAA Recreation & Welfare Association



Giving Back! A term we often use in the business world. What does this mean – ability to assist society with a new program for the disadvantaged – a way to help a family member who may be having a crisis.

A way to give a monetary sum to help a organization in the non-profit community from arts and entertainment to conservation, to mentoring youth, assistance to the ill. They are all ways in which we give back. And the BCC Chamber does this over and over for our communities in Bethesda and Chevy Chase.

This month the Chamber would like you to Give Back- Get involved in our programs, whether it's membership drives, special events, or serving on a committee to assist with educational seminars. The Chamber depends on its members as being volunteers. Because of volunteerism,

the chamber benefits through enhanced visibility within our community, improved morale, and camaraderie among our business owners and local business leaders. The chamber develops an internal system that put a premium on helping each other with our expertise, and sharing of ideas.

Our Chamber- The Greater Bethesda-Chevy Chase Chamber of Commerce is an outstanding resource. It basically works on kindness and helpfulness to create a vision for our community. We would love to have you serve on and attend our committee meetings. Be part of our leadership teams.

Each month, I like to take a few moments to thank a special effort — this month Roger Kruse of the Residence Inn by Marriott for his leadership with Career Partnership Day 2002. A round of applause for his leadership in coordinating this special day for the students at Walter Johnson, Bethesda-Chevy Chase, and Walt Whitman High Schools. Hats off as well to the continued leadership of our membership committee and it's new chair, Tom Murphy of Eagle Bank, and Diane Dantagan of Realty Management Company for keeping membership in the forefront of our Chamber— A BIG THANKS TO YOU!

A friendly reminder to our business community, as well. Some of the businesses have been randomly selected for the annual Bethesda Transportation Solutions transportation survey. We would appreciate it if you could encourage your employees to complete and return the survey. This survey is an integral part of our being able to convince the Montgomery County Government to the fact that we have a great number of commuters who take alternative modes of transportation and we're ready to move to Stage Two in the development of our community. For more information, they can contact BTS at 301-656-0868 or www.bethesdatransit.org.

Make sure you discuss- with your employees the opportunity to participate in our golf classic on April 29, and to ride their "Bike to Work" on May 3, and the Scavenger Hunt for Montgomery Youth Works on April 20th. All of these events are lots of fun, and a great way to participate in your community.

See ya at the Chamber Events — till then, Take Care.

Chamber Officers

President

Randy Schools, NIH-NOAA Recreation & Welfare Assn.

Immediate Past President

John C. Alexander, AMR Commercial Real Estate

President-Elect

Lilliam Machado, Thaler Liebler Machado & Rasmussen

VP, Budget & Finance

John Lane, ColomboBank

VP, Membership Development

Tom Murphy, Eagle Bank

VP, Member Services

John Fineran, Atlantech Online, Inc.

VP, Economic Development & Government Relations

Patricia Harris, Holland & Knight LLP

VP, Community Development & Education

Alex Inglese, Federal Realty Investment Trust

VP, Special Events

Anita Segreti, Howard W. Phillips & Company

Counsel to the Board

David D. Freishtat, Shulman, Rogers, Gandal, Porly & Ecker

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Theresa Cameron, Arts & Humanities Council of Mo. County

Kathleen Martens, BAPA's Imagination Stage

Joseph Tanis, Bond Beebe

Page Lansdale, Chevy Chase Bank

John Bowis, Chevy Chase Cars, Inc.

Michele Horwitz Cornwell, The Chevy Chase Land Company

Arthur R. Dwight, The Gazette

Greg Hourigan, Hard Times Café

Steve McKee, Hyatt Regency Bethesda

Suzanne H. Kim, D.D.S.

Roger Kruse, Residence Inn by Marriott

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Sandra Penn, PG&E National Energy Group

Glenn Pearson, Glenn Pearson Productions

Andrew S. Berman, Spectrum Printing & Graphics

Christopher Collier, Suburban Hospital

Jennifer Warner, SunTrust Bank

Katherine Wright, Ph.D., Viability Associates

Ex Officio - Ginanne Italiano, Executive Director,

Greater Bethesda Chevy Chase Chamber of Commerce

David Dabney, Exec. Director, Bethesda Urban Partnership

Ron Resh, Public Affairs Consultant

Director Emeritus – Thomas E. Korengold,

Ourisman Ford Company, Inc.

Directors Emeritus – Walter Pennington, Dembo,

Jones, Healy, Pennington, & Marshall, P.C.

Directors Emeritus – C. Robert Dalrymple,

Linowes and Blocher LLP

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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.

The Greater Bethesda-Chevy Chase Chamber of Commerce
2001-2002 Annual Corporate Sponsors

Silver Sponsors

LOGAN REED MARTIN  
 COLOMBO BANK  we love to see you smile!

Corporate Sponsors

  
 CHEVY CHASE CARS  THE CHEVY CHASE LAND COMPANY
OF MONTGOMERY COUNTY, MARYLAND
 
 

Success Stories

By Cynthia Geary, Project Manager, StratComm LLC

In June of 2001, StratComm LLC opened new offices in Silver Spring and proceeded to grow their computer products and services business into a robust company. That September, StratComm joined the Greater Bethesda-Chevy Chase Chamber of Commerce to expand their business further, and assimilate into Montgomery County's varied business community.

As is often the case, StratComm noted that there were similar vendors in the area. At times like these, companies often spend more time examining the competition as opposed to growing business. StratComm took note of Newman Systems, LLC and, having had the opportunity to meet with owner, Jason Newman, decided that a true symbiosis could occur, one in which StratComm and Newman Systems assist and foster each other's businesses, instead of trying to shut each other out of the marketplace. Jason is also very active in the Chamber and provided StratComm with knowledge on expanding in the county, and has been a true ambassador of good will.

Subsequently, StratComm's Dean Goldsmith and Jason Newman strategized and created ways to truly help each other's business, the county's economy, and most importantly, exceed expectations of each other's customers. A great deal of trust must be maintained between companies endeavoring to support the other's clients, and Dean and Jason both understand and agree that the customer's satisfaction is the sole priority. Based on this mutual understanding and acceptance of each other, Dean and Jason solidified a viable M.O. for serving each other's customers, and whenever either's plate is full, the other is hired to serve the customers on a consultation basis. Dean and Jason also confer with each other on product specifications and parameters, and in ascertaining new ways to provide solutions in varied network environments.

StratComm values its relationship with Newman Systems and encourages other like businesses to share their ideas and marketplace. Competition keeps us strong, and ensures that our customers need us.



Chamber Member Benefits – Learn How YOU Can Become Involved!

Whether you are a new member, new representative to your company or an established member – by attending our Monthly Member Orientation you can find out how to get the most for your membership investment.

In one fast-paced hour, you will find out the many \$aving services that are available. From advertising, marketing your business, the Chamber's committee structure, to legislative issues that affect you and your business before State and County officials, these orientations are for YOU! They combine informal networking with other members, as well as your learning the numerous ways to become involved in YOUR Chamber.

Check your calendars and attend one of the orientations that will be coming up the next three months. All meetings are held at 8 a.m. at the Chamber office: the first Wednesdays of the month: April 3, May 1 and June 5th. If you have any questions regarding Chamber Member Orientations, please call, 301-652-4900 x201 or email Margery Shrinsky at mshrinsky@bccchamber.org.



Members in the News

Members of the Greater Bethesda-Chevy Chase Chamber of Commerce are constantly “on the move” in the community. Listed below are Chamber members who have received awards, given back to the community, had additions to their staff, and timely announcements of what is going on right in your own backyard!

program provided in house at BUP, it adds to the overall effectiveness, efficiency and responsiveness of BUP in it’s service to the Central Business of Bethesda.

The merchants of **Woodmont Corner** donated \$1,000 to **Walt Whitman High School** as part of the shopping center’s “The Spirit of Giving” promotion. Hillary Lowenberg, a junior at Walt Whitman won a \$500 shopping spree and designated Walt Whitman as her favorite school for the \$1,000 donation. **Principal Jerome Marco** will use the donation for technology purchases. Pictured left to right: students MJ Kenny, Victoria Oldak, Hillary



Lowenberg, Todd Lowenberg; Austin Lavin, Hani Jarawan, Dr. Jerome Marco, principal; **Johanna Wisenhutt, Joy of Motion Dance Center**, and Niki Yianilos of Esprit Rainbow American Express Travel. Photo by: Bob McComas.

BAPA’s Imagination Stage at White Flint continues its 2001-2002 season of top professional theatre for families with the World Premiere production of **ALADDIN’S LUCK**, which runs now through June 16. Performances are on Saturdays 3:00 p.m. and Sundays at 12:30 p.m. and 3:00 p.m. There will be Spring Break Matinees on April 2-5 at 11:30 a.m. and 2:00 p.m. For information please call the Imagination Stage box office at 301-881-5106.

Michael W. Seay, V.P. and Director of Sales, **W.C. & A.N.**



Miller Companies, currently celebrating its 90th anniversary as Washington’s preeminent real estate firm, presented a check in the amount of \$1,000 to Terry Bishop, right, Executive Director of the Community for Creative Non-Violence (CCNV), in a recent ceremony. The Miller Companies generously supports charitable organizations such as CCNV serving the homeless and low-income communities of the Washington area.

Gelman, Rosenberg & Freedman, CPAs reports that employee **Kevin Hite**, was notified by the Virginia Board of Accountancy that he scored number two in the top ten ranking among 2,200 candidates in the State who sat for the November Uniform Certified Public Accountant Examination.



The Bethesda Urban Partnership Maintenance Crew

The **Bethesda Urban Partnership** is proud to announce the Certification by the American Red Cross of it’s entire Urban Maintenance Crew in both First Aid and CPR. Coupled with the on going ESOL

Rich L. Mahan, CPA, joined **Councilor, Buchanan & Mitchell, P.C.** (CBM) as an audit manager, with over 13 years of accounting, auditing and business experience and serving as the Vice President of Finance for several local companies and large regional CPA firms. A graduate of Bowie State University, Mahan is a current member of the AICPA and MACPA.

The Shops at Sumner Place will be the starting point for the 10K *Volksmarch* sponsored by the Seneca Valley Sugarloafers Volksmarch Club on April 6. Registration will be held from 8:00 a.m. to 1:00 p.m., at the shopping center, 4701 Sangamore Road, Bethesda. The walk will conclude by 4 p.m.

The **Family Support Center**, a private service organization designed to help school staff and families prevent, recognize and overcome mental health and behavioral problems in children and adolescents from Pre-K 4 through grade 12, is having their second annual Family Support Center Golf Tournament on Wednesday, May 29th at Bretton Woods Golf Course in Germantown. Opportunities are available to play, as well as for sponsorships to help make this outing a success. For more information, please contact 301-718-2467.

Salon Central, located in the Westlake Crossing Shopping Center at 10317 Westlake Drive, Bethesda, adjacent to **Montgomery Mall**, announces a Haircut-A-Thon on Sunday, May 19th from 10:00 a.m. until 5:00 p.m., to benefit **The National Center for Children and Families (NCCF)** Greentree Shelter. Salon Owners **Gail** and **Sammy Cohen**, along with their entire staff, will be donating their services and all proceeds generated from this event to the NCCF, which is a private agency committed to strengthening families and providing support and direction to vulnerable children. Donations of women’s clothing will also be accepted to help women trying to re-enter the workforce. For more information, please contact Gail Cohen 301-767-1077 or grcboss@aol.com.

Are Hiring Consultants Right for Your Business?

By W. Keith Euker, President, CSS Consulting, Member, Technology Resources Committee

Many companies are unsure as to why they should hire a consulting company for assistance. There are several reasons why a company would look to an outside consultant. Here are the main reasons:

Insufficient internal expertise

When companies need expertise to handle an issue within their organization, a Consultant can be used to troubleshoot the issue. It is impossible for most organizations to maintain a staff with expertise in every area they may need. This is particularly true for projects or issues that come up only occasionally.

Insufficient internal cycles

Business pressures to maintain a lean organization means that existing staff is fully occupied with its current responsibilities and does not have time to initiate improvement projects. A business that is not constantly improving is dying. Improvement projects that do not have sufficient dedicated resources often fail to produce the promised and anticipated results.

Time required

Timing is often a problem that a consultant can help solve. If your in-house staff is too busy to handle an issue, a consultant can be used to fill the gap. Consultants may also be able to complete a particular project faster than your in-house staff. If a consultant specializes in a particular type of project or technology, it is logical that they should be capable of completing projects in that area faster than your personnel.

Increased productivity

Due to their experience, expertise and management techniques, Consultants are typically more productive than individuals without the associated skill level. This can translate into higher quality work being produced in a shorter time frame, ultimately saving the company money.

If you have a problem, instead of spending more on recruitment, advertising, training or R&D, you should take the time to select the right Consultant and work with them to plan a strategy that will raise your organization to the desired next level.

For more information about this subject, contact Keith Euker of CSS Consulting at 301-564-6008 or at keuker@cssconsults.com.

Bytes of Bethesda

“Bytes of Bethesda” is a service of the Chamber’s Technology Resources Committee, which invites members with an interest in current technology trends to join and participate in the committee, which meets the first Thursday of every month in the Chamber’s Board Room. Members are also invited to write technology-related articles for the ChamberNews’ “Bytes of Bethesda” column.



Need To Know When An Event Is?

**Want to See What Is Happening
In Bethesda-Chevy Chase?**

Then Travel To Our Web Site!

www.bccchamber.org



Please welcome the following new Chamber members and take a few minutes to read over their business profiles....people like to do business with people they know...when looking for a particular service — use a fellow Chamber member!

Action Committee For Transit

P.O. Box 7074, Silver Spring, MD 20907
 Eleanor Rice, Vice President, John Carroll, Treasurer
Business Profile: Promote public transit in the Greater Washington area.
Sponsors: Lilliam Machado, The Machado Law Firm and Ron Resh, Chamber Public Affairs Consultant

T: 301-588-7606
 www.actfortransit.org
 email: carroll@cpcug.org

Adecco Staffing

1801 Rockville Pike, Suite 102, N. Bethesda, MD 20852
 Andrew Holmes, Branch Manager
Business Profile: Temporary and permanent full-time staffing. Sponsor: Margery Shrinsky, Membership Director

T: 301-468-0414 F: 301-468-7642
 www.adecco.com

Arrow Delivery & Messenger Service, LLC

550 Forest Glen Road, Silver Spring, MD 20901
 Chris Tucker, Owner
Business Profile: Specializing in time sensitive deliveries and same day package delivery service.
Sponsor: Jeff Gale, Floral Extraordinaire/Rachelle's Confections

T: 301-754-2700 F: 301-754-2800
 email: arrowdelivery@rcn.com

Café Europa

7820 Norfolk Avenue, Bethesda, MD 20814
 Jacque Nawar, Owner
Business Profile: Delicious Mediterranean restaurant located in the Bethesda triangle. Watch for the opening of their lounge!
Sponsor: Diane Dantagnan, Realty Management Company

T: 301-657-1607
 www.cafeurpoabethesda.com

CoolerSmart

6679C Santa Barbara Road, Elkridge, MD 21075
 Scott Collack, Regional Sales Manager
Business Profile: CoolerSmart is a bottless water cooler company. We work with companies saving them 50-70% off current bottle water bills. No more lifting, storing, or spilling heavy bottles.
Sponsor: Ginanne Italiano, Executive Director

T: 888-826-6537 Ext. 301 F: 410-540-9870
 www.CoolerSmart.com
 email: collack@CoolerSmart.com

ComLink Telecommunications, LLC

19225-A Orbit Drive, Gaithersburg, MD 20879
 Lila Lewis, Vice President
Business Profile: Sales and service of telephones, voice mail and video conferencing systems and voice and data cabling for the Washington Metropolitan area.
Sponsor: Jack Hauber, Sandler Training Institute

T:301-519-4200 F: 301-519-4205
 www.comliktele.com
 email: llewis@comlink.com

Law Offices of M. Gregg Diamond, P.C.

4416 East-West Highway, Suite 400, Bethesda, MD 20814
 M.G. Diamond, Esquire
Business Profile: A law firm practicing in Maryland and D.C., including zoning, land use, permit acquisition, municipal and administrative law, and appellate practice.
Sponsor: Lilliam Machado, The Machado Law Firm

T: 301-634-3180 F: 301-634-3182
 email: MGDiamond@mgd-law.com

Media Networks, Inc.

7600 Leesburg Pike, Suite 340
 Falls Church, VA 22043
Business Profile: Media Networks is the only advertising vehicle that gives local marketers access to 37 of the nation's most prestigious magazines on a local market basis.
Sponsor: Margery Shrinsky, Membership Director

T: 703-749-6237 F: 703-833-2943
 www.mini.com
 email: cheryl.platt@mni.com

Professional Care Management, Inc.

24237 Clematis Drive, Gaithersburg, MD 20882
 Sharon R. Futral, MNSc, GGM-C, RN, President
Business Profile: PCM offers comprehensive geriatric care management through assessment, coordination of services, placement, advocacy, education and support. Specialize in health care needs of retired military and their dependents.
Sponsor: Todd Sukol, Sukol Communications, LLC

T: 301-253-2588 F: 301-253-5566
 email: SRFpcm@aol.com

Starpower Communications

10000 Derekwood Lane, Lanham, MD 20706
 Dave Carmen, Senior Manager Sales, Donna Carrington, Sales Representative, Kevin Savage, Marketing Director
Business Profile: Starpower Communications provides Digital Cable Television, High Speed Internet, local and long distance telephone service, through its own fiber optic broadband network. The services are available to both residential customers and small businesses in Bethesda, Chevy Chase and most of Silver Spring.
Sponsor: Jason Newman, Newman Systems

T: 301-531-2633 F: 301-531-2515
 email: david.carmen@starpower.net

Donate Door Prizes for the Monthly Networking Events!

What better way to show your support for the Chamber and promote your business! For more information, please contact Holly Persinger 301-652-4900 or hpersinger@bccchamber.org

Reach your Market! — Advertise in the ChamberNews!

The ChamberNews is distributed to over 1,100 decision-makers of large and small businesses. Don't get left out! Reserve your advertising space and get more bang for your buck ... don't forget that in addition to being distributed to the entire Chamber membership, all newsletters can be downloaded from the Chamber's website at www.bccchamber.org, which will include your advertisement!

Newsletter Advertising Rates

Page Size	1 issue	3 issues	5 issues	11 issues
Full	\$200	\$555	\$875	\$1650
½ page	\$150	\$405	\$625	\$1265
¼ page	\$100	\$270	\$400	\$825
⅛ page	\$65	\$165	\$250	\$495
Back page	\$300	\$750	\$1200	\$2200

If you would prefer to add an insert (8 ½" x 11") to the Newsletter, only a limited number of inserts are allowed each month and are reserved on a first come, first served basis.

Newsletter Insert Rates

\$125 – client provides 1,100 copies (not to exceed 20 lb. stock)

\$325 – client provides camera-ready copy (your choice of 20 lb. stock)

\$375 – pre-folded flyers require an additional charge for special handling.

Contact Ginanne Italiano at the Chamber office at 301-652-4900 or gitaliano@bccchamber.org for more information about this great opportunity and to and reserve your advertising space. What a better cost-effective way to deliver your message – and increase your sales and visibility!

The advertiser makes a non-rescindable offer to The Greater Bethesda-Chevy Chase Chamber of Commerce for the inclusion of advertising items as noted above at the prices set forth in this agreement. It is understood and agreed between both parties hereto, in no event shall the liability of the Chamber for any error or omission relating to the publication of the advertising contracted for herein exceed the amount of money paid to the Chamber with respect to such advertising, nor shall the Chamber be liable for any information contained in the advertising or inserts. Note: Advertising in Chamber publications is not agency commissionable.

**The Greater Bethesda-Chevy Chase
Chamber of Commerce**
Welcomes the Round House Theater
Welcome to "Our Town"
**Mark your calendars now for June 20, 2002
for a special chamber event!**

Legislative Update

Changes Ahead

By Ron Resh, Public Affairs Consultant



At the time this is written (mid-March) a number of public policy issues affecting the business community remain to be resolved. At the local level, the County Council is beginning budget deliberations. As a result of revenue shortfalls, spending cuts will be unavoidable. Final action is needed on funding for the Montrose Parkway. The Council and the County Executive continue their differences over the Intercounty Connector and Inner/Outer Purple Line transit. The Council has approved a countywide development impact tax and is expected to approve a “living wage” proposal. The effect of these new laws needs to be carefully monitored. Among other things, appointment of a new Planning Board chairperson is also on the Council’s agenda.

In Annapolis, the General Assembly likewise is dealing with tough budget decisions. The annual face-off between the legislative branch and the governor over spending and program cuts is underway. A package of stringent environmental laws proposed by the governor is on the table. The future of health care insurance coverage in Maryland is a prime topic of discussion. Senators and delegates are struggling with education and transportation funding issues.

On Capitol Hill, the Maryland congressional delegation, also facing budget restraints and redirected national priorities, is fighting hard to maintain federal funding support for programs important to our state.

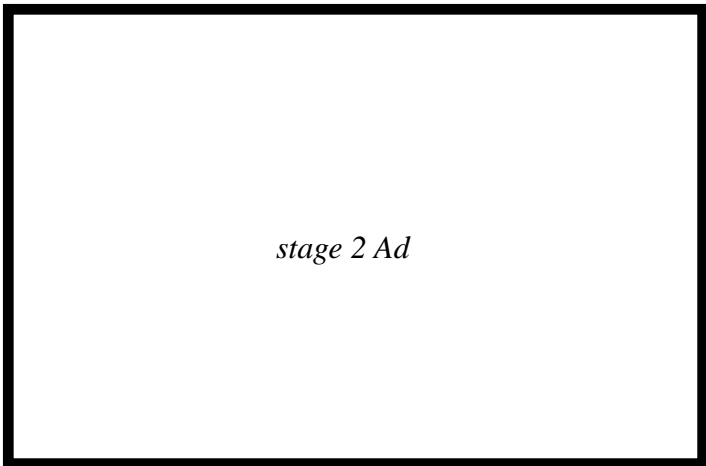
While all this unfolds, the primary and general elections loom on the horizon. One thing is certain: the voters of Montgomery County will be seeing some new faces, and some familiar faces in new positions and districts.

As a result of several members choosing not to run for reelection, there will be at least two new faces on the County Council. Because of term limits, we will have a new governor in Annapolis. Numerous other members of the General Assembly are running for higher state and federal offices; newcomers will occupy their seats. Other state and federal incumbents have been redistricted into new areas where they are not well known. Whether they will be reelected remains to be seen.

Campaigning is already underway for many of these positions. This will expand and intensify when the General Assembly session concludes on April 8 and when the Council finishes its budget work later in the spring. These elections are critical to the future direction of our county and our state. It’s not too early for the business community to prepare to get involved.



**This Ad
Could Be
YOURS!**



stage 2 Ad

Get your message out to over
1000 business decision makers for just **\$65!**
Contact Ginanne Italiano at the Chamber
at 301/652-4900 to find out more.

Calendar Check

Upcoming Networking Events

Wednesday, April 3, 8:00-9:00am Getting to Know Your Chamber – Member Orientation

At the Chamber Office (7910 Woodmont Avenue, #1204, Bethesda)

Wednesday, April 3, 12:00-1:30pm Monthly Member Lunch

Sponsored by/at Outback Steakhouse (7720 Woodmont Avenue, Bethesda)

Tuesday, April 9, 5:30-7:00pm Business After Hours

Sponsored by SunTrust Bank at the Bean Bag, Inc. (10400 Old Georgetown Road, Bethesda)

Tuesday, April 16, 7:15-9:00am Power Networking Breakfast

Sponsored by Floral Extraordinaire at McCormick & Schmick's Seafood Restaurant (8120 Wisconsin Avenue, Bethesda)

Friday, April 18, 8:00-9:30am Smart Business Seminar

"Taking the Stress Out of Business Development" by Jack Hauber, President, Sandler Training Institute at the Chamber Office (7910 Woodmont Avenue, Bethesda)

See "Events Calendar" for registration fees and RSVP deadlines. Fax registration forms to the Chamber Office or register Online at www.bccchamber.org. For more information on the events, contact Holly Persinger at the Chamber at 301-652-4900 or at hpersinger@bccchamber.org.



Smart Business Seminar

"Taking the Stress Out of Business Development"

Presented by Jack Hauber, President, Sandler Training Institute

Business Development (aka prospecting) isn't just about "dialing for dollars" or making "walk-ins" on prospective clients. It isn't even just about spending lots of time and money developing and implementing marketing programs. The process also requires creating awareness and credibility for your product or service *before* you contact your prospects. It's about being visible and being perceived as an expert in your field. This seminar will discuss some of the tools needed to accomplish this.

- **You don't have to make cold calls to get to the decision-makers.** Participating in panel discussions, delivering a presentation for a community organization, or working on a Chamber or civic association committee are just a few examples of how to make contacts. Your prospects' decision-makers are doing these things. Are you?
- **Become your own PR person.** Get to know the business editors and writers for the Gazette, Journal, and your trade publications. Send them copies of articles you have written as well as information about noteworthy achievements ... yours or your clients.
- **Stay in front of your prospects and clients.** If you are not highly visible, your prospects may become someone else's clients. It's not necessary to "chase" them just to make your presence known. Send reprints of articles you have written, as well as information about Chamber or outreach events in which you participate.

This exciting "Smart Business Seminar" is free of charge to members of the Chamber (\$10 for non-members) and will be presented on **April 18, 2002 from 8:00 a.m. until 9:30 a.m.** in the Chamber's Board Room. Seating is limited, so sign up now by going to www.bccchamber.org or contacting Holly Persinger at 301-652-4900 x202 to receive a registration form.

Chamber

• Photo Gallery

March Business After Hours at DAVE & BUSTER'S



◀ *Dean Goldsmith, StratComm, makes a new friend*



▶ *Toby Beach demonstrates "the art of balance" to other members*



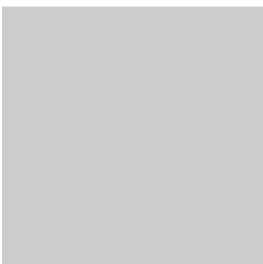
▲ *Chris Van De Moortel, Care for you, Inc., welcomes a Chamber guest*



▶ *John Fineran, Atlantech Online, Inc., and Monica Jeffries, Strathmore Hall Arts Center, mingle with new member, Dave Carmen, Starpower*



▶ *New member, Chris Tucker, takes advantage of the fabulous buffet while Shannon Trumbore, Fitness for Women, networks*



Downtown Bethesda's Bid for Arts and Entertainment Designation

By Stephanie Coppola, Director of Marketing, Bethesda Urban Partnership

On February 27th, downtown Bethesda received Montgomery County's endorsement to proceed to the state level for Arts and Entertainment designation. The State of Maryland passed legislation in July of 2001 to designate specific communities as Arts and Entertainment Districts per an application approval process. This designation provides property owners, artists and arts venues special tax incentives, which will attract more artists and art enterprises to Maryland communities that receive this designation. Downtown Bethesda will submit its final application to the state by April 1st.

Downtown Bethesda has received the strong support of the Greater Bethesda-Chevy Chase Chamber of Commerce, along with developer, artistic/



cultural and residential communities for

this important designation. Bethesda is eager to welcome more artists and artistic venues to its flourishing environment, as it has numerous residents, tourists, employees and students who will all benefit from this artistic and cultural enrichment. Bethesda's employees will have the opportunity to enjoy arts and entertainment activities after work, which will assist the County with traffic mitigation.

This designation is necessary to assist the Bethesda arts community, as numerous artists and arts organizations desperately want to be a part of downtown Bethesda thriving

urban environment. The Arts and Entertainment District Designation will provide the necessary benefits to assist these organizations in acquiring space in Bethesda via property tax incentives for space that is renovated specifically for arts' use. Additionally, the designation requires abatement from the admissions and amusement tax and will assist organizations such as the new **Round House Theatre** and BAPA's new **Imagination Stage**.

Get out that bicycle and join fellow Chamber members who will take part in "Bike to Work Day" on May 3rd!

The Bethesda Transportation Solutions (BTS) invites Chamber members to trade in their steering wheel for handle-bars on Bike to Work Day, Friday May 3rd. Participants will get a chance at winning a free *Trek 7100 hybrid bicycle* from Griffin Cycle.

Join other bicyclists at BTS' Bethesda Pit Stop Rally on May 3rd from 6:30 a.m. until 8:30 a.m. at the Bethesda Place Plaza. Sponsored by BTS, the rally will treat bicycle-powered commuters to a free breakfast, speakers, and a chance to win some fun prizes. For more information, contact BTS at 301-656-0868.





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Your Input is Needed for New Chamber Leadership: Board Nominations Due April 12th



The Chamber seeks nominations for candidates for the Board of Directors. Chamber President Randy Schools (*NIH-NOAA Recreation and Welfare Association*) has appointed President-Elect Lilliam Machado (*The Machado Law Firm*) 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, 2002. Nominations are accepted from the membership until April 12th. The Nominating Committee will then develop a slate of candidates to present to the membership.

For more information or to receive a nomination form, contact Ginanne Italiano at the Chamber at 301-652-4900 x203 or gitaliano@bccchamber.org.



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