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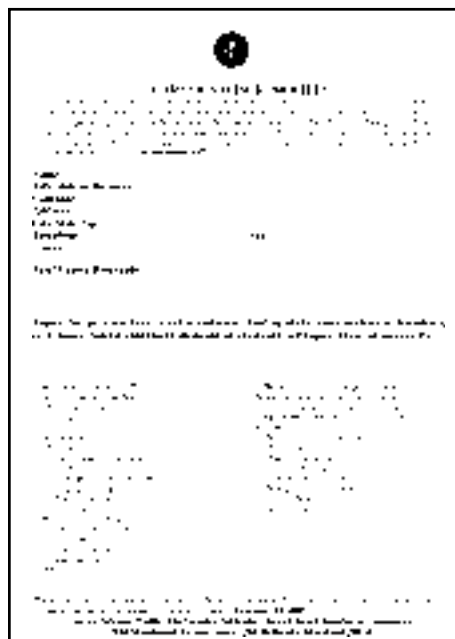


CHAMBER NEWS

The Greater Bethesda-Chevy Chase Chamber of Commerce

Career Awareness with a New Direction

By Roger Kruse (Residence Inn by Marriott), Chair, Education Committee



The Education Committee of the Greater Bethesda-Chevy Chase Chamber of Commerce is committed to providing CAREER EDUCATION for our local high schools and various other youth organizations in the greater Bethesda-Chevy Chase communities.

Representatives on the committee who are business leaders, chamber members, and educators in our local schools have approached this year's program by expanding the business/education relationships. Different from the past, the primary focus this school year is to take the businesses into the schools. This will be accomplished by providing guest speakers or panels of speakers from our business community as well as school parent organizations. An array of topics will be provided on specific career opportunities, interviewing skills, resume writing, and basic needs to a career path. This type of focus will touch a greater number of students. At the same time, it will provide an opportunity for the students to participate in more than one career subject.

MOST IMPORTANT, we need your commitment in helping to make this event happen! We encourage your participation for the benefit of our future business leaders. Enclosed in this newsletter is a form to complete and return by fax to the Greater Bethesda-Chevy Chase Chamber of Commerce office. This will assist us in creating a data base as we move through this program. Updates on this program will be in future newsletters.

TAKE TIME TO COMPLETE THE FORM NOW and we look forward to your continued commitment to the education of our youth-our workforce for tomorrow!

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Celebrating a Great Success: CELEBRATE

On October 29, the Chamber held its annual fall gala, CELEBRATE: business and the arts, at the Chevy Chase Bank Headquarters. This was the second annual CELEBRATE and what a success it was, under the steadfast and fun leadership of Anita Segreti (Anita Segreti Insurance). Networking was the key to the event with over 140 attendees. A nice addition to the event this year was a silent auction that roared, including exciting packages from weekends away to custom designed suits!

Other great moments of the evening were provided by the two wonderful high school jazz ensembles, Bethesda Chevy Chase High School and the Grammy Award winning group from Walter Johnson High School. As Emcee, our very own Glenn Pearson filled in between the two groups. And speaking of the arts, other performing arts venues including Imagination Stage, Round House Theatre, Strathmore Hall, and Joy of Motion were represented, as well. For the fine arts, Fraser Gallery, ArtSeen, Inc., Gallery Neptune, Dawn Eury, Ethel Kessler and the 2003 Trawick Award winner, Richard Cleaver were all represented. The culinary arts were presented by Catering by Windows and McCormick & Schmick's Seafood Restaurant. And last but certainly not least were the floral arts presented by Floral Extraordinaire, Suburban Florist, Chevy Chase Florist, York Florist, and a wonderful outdoor display created by American Plant Food Company.

Continued on page 4

From the President



Tom Murphy,
EagleBank

This month I want to tell you about some of the great information and resources members learned about last month when they attended the Chamber's monthly Economic Development Committee meeting, chaired by Anne Martin (Linowes and Blocher). Our guest speaker was Dr. DeVance Walker (240-777-2000), Chief of the Small Business Division for Montgomery County's Department of Economic Development. Joining Dr. Walker was Hugh Bailey, Program Manager for the Montgomery County Division of Workforce Investment Services (240-777-2048) and Juliane Woepke (240-777-2010) from the State of Maryland's Department of Business and Economic Development. These three professionals brought with them a wealth of information, much of which can be found online at their respective websites – www.theIdeaLocation.com and www.choosemaryland.org.

Dr. Walker discussed the services available to businesses including partnerships, training, and mentorships, and distributed a pamphlet entitled "Montgomery County Resources and Programs for Small Businesses," which outlines the information and contacts for resources such as "The Maryland Intellectual Property Legal Resource Center" (www.umuc.edu/distance/odell/cip/) which provides low-cost intellectual property services and other legal assistance to start-up tech companies; the Small Business Administration (www.sba.gov) which offers everything from on-line counseling with seasoned business veterans to financing options for small businesses; and the "Small Business Development Network," (www.mdsbdc.umd.edu) which provides quality customer service to the small business community.

Workforce development programs include the "Montgomery Works One-Stop Centers" at Wheaton-Westfield South Office Building and Lakeforest Mall in Gaithersburg; "The Partnership for Workforce Quality," which targets Maryland manufacturing and tech companies to help them increase their capacity to succeed; and the "Maryland Software Industrial Consortium," a group of Maryland info tech companies seeking excellence through continuous product, service and organizational improvements.

The speakers provided information on financing resources (including the Economic Development Fund, Technology Growth Program; Small Business Revolving Loan Program; Enterprise Zones; Community Development Grants; and so many others), as well as Procurement Opportunities from agencies throughout the Greater Washington area.

After Mr. Bailey informed the members about the quality workforce development programs offered to Montgomery County businesses through "Montgomery Works," Juliane Woepke distributed information cards on every resource and phone number imaginable to businesses in the state.

I strongly encourage you to take advantage of these great resources better helping your business to succeed. For free copies of the information distributed at the meeting or to get more information about the Chamber's Economic Development and Government Affairs Committee, contact Ginanne Italiano at 301-652-4900 x203.

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The Greater Bethesda-Chevy Chase Chamber of Commerce

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HOLIDAY INN SELECT

Members in the News

Watkins, Meegan, Drury & Company, L.L.C. (Watkins, Meegan), has expanded their Annapolis accounting practice with the addition of **Richard Brohawn, CPA, John Gloss, CPA, and Andrea Max, CPA.**

Martin-Schaffer, Inc. won recognition in Creativity 33, for entries into this annual international advertising and design competition for the creation of a calendar for Invitrogen Corporation; an invitation for the Montgomery County Executive's Ball for the Arts and Humanities; and a T-shirt for Gene Logic. Thousands of entries from ad agencies and design firms from over 30 countries were submitted to the Creativity 33 competition. Martin-Schaffer's winning entries have been selected for inclusion in a full-color, hand bound book, The Creativity Annual, to be published next summer.

Imagination Stage announces that Miss Nelson and Miss Viola Swamp are back in Miss Nelson Has a Field Day! Guess which one is enlisted to whip the Smedley football team into shape! Count on another musical comedy extravaganza in this world premiere by Joan Cushing, which runs now through January 11. Performances are recommended for ages 4 and up. For information about performance times and ticket prices contact the Box Office at 301-280-1660. There is ample parking at the public garage next door to the theatre – and it is FREE on weekends.

On October 25, Lt. John Dockrey, representing the Naval Reserve National Naval Medical Center in Bethesda presented to the **Residence Inn by Marriott** a special recognition plaque and note of praise for the hospitality extended to the Navy Reserves who were guests in their hotel from May until August 2003 during the Iraq War.

David Graling, CPA, Managing Principal of **Gelman, Rosenberg & Freedman** was elected to the Board of Directors of CPAmerica International, the world's second largest network of CPA and consulting firms. Graling will serve a three-year term on this working Board.

United Bank has announced that **Jerry Snyder** has been elected Vice President and appointed Senior Wealth Management Consultant in the Bank's Wealth Management Group.

Adventure Theatre announces holiday shows that will delight all this season. For a Chanukah gift, Adventure Theatre gives you the story of Chelm, a tiny Jewish shtetl in late 19th Century Poland; and A Visit From Saint Nicholas, or, The Night Before Christmas, is an adaptation of the now famous poem, which embodies all children's anticipation of the joyous Christmas season. Recommended for ages 4 and up. For times, ticket prices and reservations, contact Adventure Theatre at 301-320-5331.

Snyder, Cohn, Collyer, Hamilton & Associates, P.C. (SCCH) is proud to announce the promotion of **Michael C. Groft, CPA**, to Manager in the Audit and Accounting Department.

Monique-Paule Tubb, President of **Advanced Communication and Translation, Inc. (ACT)**, an area leader in translation and interpreting services, announces that ACT has been awarded a five-year contract to provide 24-hour, seven-day a week telephone interpreting primarily to police, emergency, health and social services agencies within the Greater Washington, DC area.



David Graling



Jerry Snyder



Michael C. Groft

Don't Throw the Inserts Away!

Due to size limitations and the growing list of new members, the "Welcome New Members" article can be found as an insert within this newsletter! Make sure to take it out and place it into your Membership Directory and Guide. For more information on new members, contact Margery Shrinsky at 301-652-4900 x201.

Do You Know ????

What Chamber Board member's grandfather won a Nobel Prize for the discovery of cortisone, used to treat rheumatoid arthritis?

Answer in next month's newsletter.

Last month's answer:

Melody Khalatbari, Comcast, ran in recent Chicago marathon.

Celebrating a Great Success: CELEBRATE — Continued from Page 1



Thank you to everyone who made this event such a great success and a special thanks to each of the silent auction donors: Oor Celik, Bethesda Custom Tailors Fine Men's Clothier; Denise Graham, Borders Books and Music; Suzanne Rosetti, Chevy Chase Bank; Diane Dantagnan, Realty Management Company; Amy Schoen, Amy's Eye for Style; Cathie Chaplin, Mary Kay® Cosmetics; Dr. Suzanne Kim, D.D.S.; Idalina Rodriques, Rainbow Hair Designers; Julie Golan Jamsa, City Lights Jewelry; Jack Hauber, Sandler Training Institute; Art Monk and Charles Mann, AXIA Merchant Services; Melody Khalatbari, Comcast; John Chaplin, Pumphrey Funeral Homes; Hans Olson, Clyde's Tower Oaks Lodge; Roger Kruse, Residence Inn by Marriott; Lansdowne Resort; Michele Horwitz Cornwell, Chevy Chase Land Co.; Mary Adams, Tiffany & Co.; Clare Marshall, Imagination Stage; Bill Carey, Strathmore Hall; Lori Hensch, Round House; Jacque Nawar, Cafe Europa; Debra Larson, and Outback Steakhouse.



This event would not have been possible without all of our generous event sponsors. Special thanks to Alex Boyle, Suzanne Rosetti and the staff of Chevy Chase Bank, as well as the Washington Business Journal, The Chevy Chase Land Company, Trawick & Associates, Catering by Windows, EagleBank, Print 1 and TextDesign, Inc.

January Monthly Member Seminar: How to Create or Improve A Board of Directors or Board of Advisors



The most common misconception in the fields of business, organizational development and entrepreneurship is that small organizations do not need boards of directors or boards of advisors. The new rule of thumb is that if you have two full time employees in your business or non-profit organization, the time is now to develop a board of directors or board of advisors. This seminar will discuss ways to build and manage boards of directors and advisors, how to compensate them at a low cost to the organization and how to rotate off members of boards of directors or advisors who are not producing value for the organization. This seminar will be based on the presenters work with numerous organizations in helping them build their boards of directors and boards of advisors and his book, Breakthrough, Inc.: High Growth Strategies for Entrepreneurial Organizations (Prentice Hall/Financial Times, 1999) by Herb Rubenstein and Tony Grundy. This seminar is also based on the new Board of Directors Scorecard developed by Growth Strategies, Inc. This seminar is directed equally to businesses and non-profits. Ample time will be given for questions and answers and if you plan to attend you can send your questions in advance to herb@growth-strategies.com. For additional

information on the board of directors scorecard, please visit www.growth-strategies.com. Persons attending will receive a white paper outlining New Standards for Boards of Directors as well as a discussion of the factors to consider in any evaluation of boards of directors or boards of advisors.

Innocent Liability (or How Did this Happen?)

By Eric J. von Vorys, Esquire, Shulman, Rogers, Gandal, Pordy & Ecker, P.A., Chair, Technology Resources Committee

The owner of a local Bethesda restaurant, which we'll call "Café," wanted to update his Web site so that it looked more stylish. Not knowing much about this technology and not wanting to spend a lot of money, he hired a local Web site professional, who we'll call "Joe," to redo the site. Joe used an over-the-counter template program to build the site instead of hand-coding it. Café was pleased with the artistic results. There was only one problem. Joe did the same thing six months prior for the owner of another Bethesda restaurant, which we'll call "Bistro." In other words, the Café Web site looked just like the Bistro Web site.

You can imagine the reaction from Bistro's owner when she found out about Café's site, especially after Bistro had spent extra time and money copyrighting her site. Bistro thought Café intentionally copied her one-of-a-kind site and told her lawyer. The lawyer sent Café a firm letter demanding that the infringing Web site be taken off-line immediately. If the look-alike site wasn't taken down in ten days, Bistro would seek the maximum damages set forth in the Copyright Act, \$150,000.

So what could Café do? Café called Joe, who told Café that according to the contract they had signed; Joe was only liable for \$250 in damages.

Did the above scenario happen? Well, not in Bethesda. Could that happen to you? Absolutely. Copyright law protects creative thought in a fixed form. Web sites are sufficiently fixed and are regularly copyrighted. The Copyright Act contains statutory remedies for claimants to use against infringers, even if the infringer was innocent, as in this case. So before you make the move to your new home on the Web, be sure you understand exactly what you're getting (and what you're getting into).

For more information on this subject, contact Eric von Vorys with Shulman, Rogers, Gandal, Pordy & Ecker, P.A., at 301-230-5242 or evonvorys@srgpe.com.



"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.

Save the Dates!



May 17, 2004 — Chamber Golf Classic
Manor Country Club



March 18, 2004 — Business & Tech Expo
Holiday Inn Select Bethesda

Scotch Tasting Coming Your Way!

By Eric J. von Vorys (Shulman, Rogers, Gandal, Pordy & Ecker, P.A.), Chair, Technology Resources Committee

If January 2004 is anything like 2003, then we'll need a little something extra to warm us up. So, the Technology Resources Committee is planning a scotch tasting for the January 20, 2004, After Hours event at Maggiano's Little Italy. Come to network and sample a wee dram. I hear that a few members might even be dressed in kilts.



Legislative Update

A Meeting You Don't Want to Miss!

To receive an update and explanation of the Annual Growth Plan and the Impact Tax, put December 18th from 8:00 a.m. until 9:00 a.m. on your calendar. The Economic Development and Government Affairs Committee, led by Anne Martin (Linowes and Blocher) will be meeting in the SunTrust Board Room to inform members about these issues. For more information on the meeting or to get involved in this committee, contact Ginanne Italiano at 301-652-4900 x203 or gitaliano@bccchamber.org

Success Story



Ryan Chapin and Lawrence Kotchek

Chamber Member To The Rescue!

When Ryan Chapin, President of Nuts & Bolts Interactive, Inc., was left in the lurch he turned to fellow Chamber member Lawrence Kotchek, Print 1 for help. Ryan had new business cards printed and then discovered a mistake in the way the cards were cropped. When Ryan asked the vendor to redo their obvious mistake, they refused.

At the same time, Ryan was speaking to Scott Johnson, Rock Creek Creative, another Chamber member about a potential business opportunity and casually mentioned his printing dilemma. Scott recommended Lawrence and within a matter of hours, Lawrence was able to provide a price quote, and “just like magic,” new business cards arrived a few days later.

“My company does more than just programming and web hosting,” said Ryan. “We also provide design services and, as a result, it’s important that all of our marketing materials, business cards included, look professional. Lawrence and the staff at Print 1 did an excellent job and we were more than pleased with the resulting product. We are going to be sending our custom-designed holiday cards to Print 1.”

This is just another example of how networking within the Chamber helps grow your business and build long-lasting relationships. Remember, people like to business with people they know...when looking for a particular service...refer to your Chamber directory, go online to the Chamber’s Business Directory (www.bccchamber.org) or call the Chamber office.



Santa Files Chapter 11

We hope we never see this headline, but Santa does need your help. For the last 15 years the Goodwill Dinner in Bethesda has provided good food and a warm holiday atmosphere for those in need of holiday cheer. We have been able to provide these wonderful events through the financial contributions of the Bethesda-Chevy Chase community. If you can find it in your heart to help this wonderful cause please send your donation to the Goodwill Dinner c/o The Greater Bethesda – Chevy Chase Chamber of Commerce. For more information about this program, contact Margery Shrinsky at 301-652-4900 x201 or mshrinsky@bccchamber.org.

Committee Corner

It's been a busy fall season at the Chamber for the Community Development and Senior Focus Committees, under the leadership of Vice President of Community Development, Chris Renshaw (TextDesign). The Community Development Committee and Chamber Board members honored the outstanding contributions of members of the 2nd District Police station on Oct. 17th. In a very well attended ceremony, honorees were awarded certificates of merit and restaurant gift certificates graciously donated by Hard Times Café, RiRa Irish Restaurant, South Beach and Timpanos Italian Chophouse. November saw a successful blood drive, again thanks to the support of Chamber members and especially Phil Tufano of Hyatt Regency, Bethesda for the generous donation of space, food and beverage. Also thanks to Diane Dantagnan, Realty Management for her assistance throughout the day. Coming up this month is the 15th annual Goodwill Dinner, which brings so many in our community together for an evening of holiday fellowship and joy.

The Senior Focus Committee has been hard at work representing the Chamber at senior events in the community. On November 5th, we participated in the senior movie event at Westfield Shoppingtown, sponsored by the Montgomery County Police. Chamber representatives provided an overview about the Chamber and encouraged support of Chamber member businesses through the distribution of membership directories and flyers offering discounts geared to the senior market. The following week, we began our sponsorship of the "2nd Wednesday Mall Walkers" at White Flint Mall. There, Gus Moyer of DELMarVa Investment Group, and Peter Hart of Wachovia Securities handed out muffins, juice and water (as well as membership directories and discount flyers) to participants, while talking about the Chamber and all we do in the community. Any Chamber member business with an offer, special or discount available to the senior market, can offer that discount at no charge through the Senior Focus Committee events. Please email garnold@bccchamber.org for more information on either of these committees.



Calendar Check

Wednesday, December 3, 7:15 a.m. to 9:00 a.m.

Power Networking Breakfast

Dave & Buster's, White Flint Mall, 11301 Rockville Pike, N. Bethesda, MD. Sponsored by White Flint Mall.

Wednesday, December 3, 5:30 p.m. to 7:00 p.m.

Real Estate Forum After Hours (Real Estate Related Industry)

Sponsored and Hosted by The Meridian Group, 3 Bethesda Metro Center, Bethesda, MD.

Tuesday, December 9, 5:30 p.m. to 7:00 p.m.

Monthly After Hours

Holiday Inn Select Bethesda, 8120 Wisconsin Avenue, Bethesda, MD. Sponsored by Beale Personnel.

Tuesday, December 16, 12:00 p.m. to 1:30 p.m.

Monthly Member Lunch

La Miche, 7905 Norfolk Avenue, Bethesda MD. Sponsored by Atlantech Online. PLEASE NOTE: As this event will again be a sell-out, no walk-ins will be allowed. Attendees must pre-register in order to attend. No exceptions.

Wednesday, January 7, 12:00 p.m. to 1:30 p.m.

Monthly Member Lunch

Meiwah Restaurant, 4457 Willard Avenue, Chevy Chase, MD.

Tuesday, January 13, 7:15 a.m. – 9:00 a.m.

Power Networking Breakfast

McCormick & Schmick's Seafood Restaurant 7401 Woodmont Avenue, Bethesda, MD. Sponsored by Dr. Suzanne H. Kim, D.D.S.

Calendar Check

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 staff at the Chamber at 301-652-4900 or at staff@bccchamber.org.



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Chamber Snow Policy

In times of inclement weather, the Greater Bethesda-Chevy Chase Chamber of Commerce follows the closing policy of Montgomery County Public Schools.

If schools are closed, all events and meetings will be cancelled for the day. If there is a delayed opening, morning events and meetings will be cancelled, and all other events and meetings from noon on will be held as scheduled.

Happy 
Holidays
From the Chamber



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