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January 2004



CHAMBER NEWS

The Greater Bethesda-Chevy Chase Chamber of Commerce

Grow Your Business with Business & Tech Expo 2004



On March 18, 2004, Montgomery County's business leaders will come together for a day of intensive networking and deal making at The Greater Bethesda-Chevy Chase Chamber of Commerce-sponsored Business & Tech Expo 2004 from 9:00 A.M. to 3:00 P.M. at the Holiday Inn Select Bethesda.

Business & Tech Expo 2004 will allow over 75 businesses from the Bethesda-Chevy Chase area to exhibit their products and services to an expected crowd of more than 1,000 business decision-makers. Admission to the exhibit hall is free. This year's event will again include an exciting Executive Luncheon held during the Expo from 12:00 to 1:30 p.m., as well as several great seminars throughout the day.

All Chamber members are encouraged to participate by either exhibiting or attending. As an exhibitor, it's a cost-effective advertising opportunity. Members have the opportunity to show the community what products and services their company has to offer. It is like buying six hours worth of interactive commercial airtime, which allows companies to get face to face with members of their target market. As an attendee, members will have more than 75 vendors at their fingertips. This is a great opportunity for attendees to get answers to many business questions in one day, by viewing the products and services of area businesses in one stop.

There is no better way to start the Spring than meeting hundreds of potential clients at this Expo- a great chance for businesses located in or trying to reach the decision makers of the Bethesda-Chevy Chase Community. This is an event that no one can afford to miss! If you have not yet reserved your space at Business & Tech Expo 2004 or would like information on participating as a sponsor in this very visible program, contact Scott Scholz today at (301) 652-4900 ext. 202 or sscholz@bccchamber.org.

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Derick Berlage, Chairman of the Montgomery County Planning Board, addresses members attending the Chamber's December 3rd Real Estate Forum. In his remarks, Berlage discusses upcoming plans to for the Planning Board to focus on the future of the Woodmont Triangle, as well as the Bethesda CBD going to Stage II of development as recommended in the Bethesda CBD Sector Plan.

From the President



Tom Murphy,
EagleBank

Start 2004 with Great Successes and Get Involved!

It looks like 2004 is going to be a great year for business in Bethesda-Chevy Chase and I encourage you to not miss out on it! Over the past several months the Chamber has been hard at work and we're now realizing the success from all of those efforts. Thanks to the leadership of Anne Martin (Linowes and Blocher), Vice President of Economic Development, and Ron Resh, the Chamber's Public Affairs Consultant, in the next few months we can expect to see the Planning Board review all of the indicators that will finally bring Bethesda to Stage Two in the Master Plan, allowing new development and smart growth to take place in our Central Business District.

Under the guidance of Kevin Maloney (Maloney Associates), Chairman of the Woodmont Triangle Advocacy Committee, and with input from so many of our members who have been involved in numerous community meetings over the past several months, the Planning Board and their staff are very focused on the Woodmont Triangle area of Bethesda. The Board seems to realize the need to move plans forward for this area, to allow a new economic vitality for the Woodmont Triangle's future.

Thanks to Jack Hauber (Sandler Training Associates), Vice President of Membership Development, and the 50 members involved in last year's successful membership drive, we all have more than 100 new members to do business with – bringing our membership ranks to over 850! And if sell-outs and overflowing crowds at monthly networking events are any sign of success, we are definitely on an upward swing, thanks to the excellent leadership of Art Dwight (Dwight & Associates), Vice President of Member Services, Vice President of Member Services and the numerous members involved in planning our events.

These successes only happen because of the commitment and involvement of so many of our members. They understand that this type of involvement brings success not only to the community but to their businesses as well.

Included in this issue of the ChamberNews is a Committee Sign-up Sheet. With over 15 different committees from which to choose, there is a wide range of opportunities for you to become involved in. If you want to learn more about these committees, join Toby Beach (Next Financial), Past Chamber President, at our monthly Quick Connect, which will be held on Friday, January 23rd at 8:00 a.m. at the Chamber Office. If you can't attend that session call any of us at the Chamber office and we will guide you to an interesting opportunity.

As you plan for this New Year, I encourage you to join me in resolving to get more involved with our 850 fellow members of the Greater Bethesda-Chevy Chase Chamber of Commerce. Attend the events, learn something new at a monthly member seminar, join a committee.

Happy New Year and thank-you for your support.

Chamber Officers

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Immediate Past President

Lillian Machado, Oppenheimer, Fleischer & Quiggle

President-Elect

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Suzanne Rosetti, Chevy Chase Bank

Larry Thau, CB Richard Ellis

Phil Tufano, Hyatt Regency Bethesda

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Ex Officio – Ginanne Italiano, Executive Director,

Greater Bethesda-Chevy Chase Chamber of Commerce

David Dabney, Executive Director, Bethesda Urban Partnership

Ron Resh, Public Affairs Consultant

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NIH-NOAA Recreation & Welfare Association

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Director Emeritus – Walter Pennington,

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

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The Greater Bethesda-Chevy Chase Chamber of Commerce

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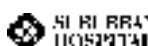
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HOLIDAY INN SELECT

Another Successful Legislative Reception!

It was a dark and stormy night; no this is not the start of a horror novel, it is how the evening of the Annual Legislative Reception began. Upon entering Tragara Ristorante, an entirely different atmosphere presented itself: delectable edibles, fine beverages and some fabulous networking with elected and appointed officials and the business elite of the Bethesda-Chevy Chase area. Even with bad weather, it was just not possible to dampen the liveliness and spirits of the event. By the end of the evening, there was so much successful networking that several attendees did not even want to leave.

A special thank you goes out to Tragara Ristorante for their fine hospitality and to all the sponsors, for which the event could not have been a success without: Gold Sponsor: The Chevy Chase Land Company; Silver Sponsors: Eagle Bank; Lerch, Early & Brewer, Chtd.; Robert A. Pumphery Funeral Homes; Bronze Sponsors: AMR Commercial Real Estate; Dembo, Jones, Healy, Pennington & Marshall, P.C.; Suzanne H. Kim, D.D.S.; Linowes and Blocher, LLP; and Shulman, Rogers, Gandal, Pordy & Ecker, P.A.



Ron Resh, Public Affairs Consultant, Councilmember Howard Denis, and Kevin Maloney, Chair Woodmont Triangle Advocacy Committee (Maloney & Associates, LLP)

A Wee Dram to Keep You Warm

No one can officially say when it was first created: ninth century, or the eleventh century, but one thing is for sure, the twenty-first century definitely has some of the very best scotch. For this reason, the Technology Resource Committee has decided to sponsor the Chamber's very own official Scotch Tasting event with a wonderful selection of single malt and a few blended varieties of scotch. On January 20, 2004, Maggiano's Little Italy at 5333 Wisconsin Ave, NW, in Washington, DC, will be the host of this fabulous event. The pricing is as follows — \$35 for members and \$45 for guests and \$10 off if one should attend in proper Scottish attire (men in Kilts, women in plaid, pleated skirt and a plaid sash pinned over the right shoulder). This is a sure to be the one event of early 2004 that is not to be missed! As always, the BCC Chamber always encourages safety first with all events and asks attendees to drive responsibly and use a designated driver, if needed.

Start the New Year off Right With Your Own Passport

Save time, money and be pre-registered at monthly networking events this upcoming year. Join Art Dwight, Dwight & Associates, Laurence Kotchek, Print 1, and Jonathan West, Pre-Paid Legal Services, and become one of the newest Networking Passport members. You can "Passport" for monthly Power Networking Breakfasts, Monthly Member Lunches or both and be automatically registered for all Business After Hours. Your passport insures your special nametag at all events and listing on each and every list of pre-registered attendees, a powerful networking tool. Contact Scott Scholz at 301-652-4900 ext 202, or sscholz@bccchamber.org today and start your new year off on the networking track.

Do You Know ?



What Chamber member property includes a portion of an old golf course and also on which buried Native American Indian artifacts have been found ?

Answer in next month's newsletter.

Last month's answer:

In 1950, Dr. Edward Kendall, grandfather of John Bowis, Chevy Chase Cars, was named co-winner of the Nobel Prize in Physiology and Medicine for his discovery of cortisone.





Welcome to the following new members. Please read over their business profiles and familiarize yourself with their services. If you need a particular service and cannot find it in the Chamber's Directory & Business Referral Guide, do not hesitate to call the Chamber office and the staff will be able to assist you. *People like to do business with people they know – do business with a fellow Chamber member!*

Welcome New Members

Austin Grill

7278 Woodmont Avenue, Bethesda, MD 20814

Joseph Miller, General Manager

Michelle Hawkins, Bob McKay

Business Profile: Casual dining Tex-Mex restaurant: best you ever ate!

Sponsor: Margery Shrinsky, Membership Director

T: 301-656-1366 F: 301-656-1398

www.austingrill.com

email: josephm@austingrill.com

Choice Hotels International

10720 Columbia Pike, Silver Spring, MD 20901

Sarah Sims, Manager

Business Profile: Meeting space available for outside companies.

Sponsor: Demetrius Robinson, Green Earth Consulting

T: 301-592-5195 F: 301-592-6200

www.ChoiceHotels.com

email: Sarah_Sims@choicehotels.com

Daily Grill

1 Bethesda Metro Center, Bethesda, MD 20814

Bill Shriver, Area Director

Business Profile: Reminiscent of a classic American grill, the Daily Grill serves real food prepared by real chefs in a contemporary upscale setting.

Sponsor: Phil Tufano, Hyatt Regency Bethesda

301-656-6100 F: 301-656-0406

email: billshriver@earthlink.net

Fidelity & Trust Bank

4831 Cordell Avenue, Bethesda, MD 20814

Russell Grimes, President & CEO

Loren C. Geisler, Cesar Cabrejas

Business Profile: A new full-service commercial bank serving the metropolitan Washington community, with an emphasis on Montgomery County.

Sponsor: David Dabney, Bethesda Urban Partnership

T: 301-657-7800 F: 301-657-8516

www.fidelitytrustbank.com

email: rgrimes@fidelitytrustbank.com

Montgomery County Thrift Shop

7125-27 Wisconsin Avenue, Bethesda, MD 20814

Evelyn MacFadden, President, Stella S.Vass

Business Profile: The Montgomery County Thrift Shop is a partnership of five non-profit voluntary agencies that use the proceeds to further health, welfare and educational programs in Montgomery County. Merchandise is donated by residents from Montgomery County. The shop also has a consignment shop to make the Bethesda business area more aware of the existence of the shop and to create a business relationship with business.

Sponsor: Margery Shrinsky, Membership Director

T: 301-654-0063

January Smart Business Seminar – “Get More from Your Board of Directors”

Presented by Herb Rubenstein, Growth Strategies, Inc.



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. Herb Rubenstein, with Growth Strategies, Inc., 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. If you are a business or a nonprofit, this seminar is directed equally to both. 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.

The Media is the Message – Must-Know Skills for Successful Interviews

By Gayley Knight, ConnectingLinks

Technology does not always mean new media. For a diversion, consider some of these pointers:

1. If you want to be quoted in an interview, use analogies, stories, humor, cultural references, rhetorical questions and opposition quotes. Just the facts won't do it when on the media hot seat.
2. When a reporter calls, don't rush to respond. Discover her deadline and the topic. Ask if you can phone back, even if only 5 minutes later as that time allows you to organize your message. The best interviews are often less than a minute because you had a chance to give a vivid and well-prepared sound bite.
3. Don't wing it. Think of the time taken to create your marketing materials — where you control the final product. You don't have control with the media. Prepare three message points and one good quote in advance. Memorize them. Practice your delivery.
4. Speak in visual terms. Don't preach. Relax. Be enthusiastic. Move your body a little. Ramrod stiffness is great for the Royal Guard at Buckingham Palace but not for interviews.
5. Look at the person interviewing you. It is difficult to converse with a camera. Don't let your eyes roam — this produces a zombie effect.
6. It's unfair, but you will be judged on appearance. Your message will be lost if viewers are distracted by how you sit or your clothes. Stripes dance, reds bleed, tight patterns distort, white is too bright. Call attention to your face. If someone is admiring your clothes or jewelry, they'll miss your words. Wear a dark suit with a pastel shirt or top. Wear only one ring, no dangly or reflective earrings or shiny tie clasps.
7. Sitting back makes you look short and fat; too straight is too stiff. Lean in slightly toward the camera to look taller, confident and to lose that double chin effect.

For more information on this subject, contact Gayley Knight, ConnectingLinks at 301- 951-1026 or staff@conlinks.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.

Success Story – Shopping the Easy Way

At the November Chamber Luncheon held at Ruth's Chris Steak House, Diane Dantagnan, Realty Management Company, had the pleasure of sitting across the table from new member Julie Jamsa, City Lights Jewelry. The following week, Diane and Julie met again at the South Beach Restaurant After Hours where Julie was the sponsor of that event. Julie was able to display her jewelry. The women at this event could see first-hand what was available and could try on the pieces before buying. The beautiful jewelry peaked the men's interest as well, and before long, they too were looking for gifts for their wives, daughters and girlfriends.

Impressed with the many styles, quality and prices, Diane thought, "What a great idea for our office to have a trunk show for the holidays." She then scheduled a show early in December from the convenience of her office, which enabled her staff to do holiday shopping for gifts and for themselves during their lunch hour.

What an instantaneous hit! Everyone was pleased. Julie was delighted with the turnout, which enabled her to gain more customers for the future. And Diane's office was thrilled to do their holiday shopping at a leisurely lunch hour....or two!

Just another great connection made from one Chamber member to another!



Diane Dantagnan, Realty Management Company and Julie Jamsa, City Lights Jewelry



Legislative Update

Spotlight on Transportation Funding

As the Maryland General Assembly begins its annual 90-day session on January 14, transportation funding will be among the important issues under consideration. Currently, Maryland's Transportation Trust Fund is woefully short of the level of funding required to address road and transit needs. In order to generate revenue, support is growing in Annapolis for an increase in the state gasoline tax as well as other user charges.

In the past, money from the Transportation Trust Fund has been used for both road and transit purposes. Now, there is some talk about dedicating money from the TTF solely for road projects. This leaves open to question what will be the source of transit funding.

The Greater Bethesda-Chevy Chase Chamber of Commerce has been and will continue to be actively involved in the transportation-funding debate. We want to see a balanced approach to transportation funding, with funding for transit being a key ingredient of the overall mix.

This past November, our Chamber testified on this issue before our Montgomery County state elected officials as well as before the Hellman Commission, a group appointed by the governor to develop recommendations on transportation funding options. We applauded the renewed attention being given to long-neglected road projects, but we also stressed the need for transit funding to remain a top priority.

Bethesda-Chevy Chase serves as a classic example of why transit is so important. Simply stated, there are not going to be any more new roads constructed in our central business district; our road infrastructure is in place. To the extent we are able to cope successfully with existing and future travel demands, it must be done through transit.

With support from the county and Annapolis, great strides have been made in recent years in promoting transit ridership in Montgomery County. Bethesda-Chevy Chase has directly benefited from these advances. Convenient shuttle service within our central business district, transit incentives for businesses and employees, improved equipment, enhanced scheduling, and new routes have resulted in a notable increase in transit usage. In turn, this has enabled our community and the county to move forward and to focus on future economic development possibilities for the Bethesda-Chevy Chase area.

Our goal is to ensure that everything possible is done to protect and expand transit advancements and opportunities.

Smart Business Seminar Building your Referral – Marketing Program

By Debbie DeChambeau, Select Business Team



You have heard the chatter over and over: "In order to get new clients you have to be creative, stand out from your competition and really WOW your clients." Since you are working so hard to get these clients, why not implement a system to educate them on how to refer you to other people who will benefit from your outstanding products and service? If your clients really like what you are doing, they will want to tell others about you. Often times they just need to know how to find you additional business. Don't you like to do business with people you know and trust?

On February 19th, Select Business Team will present a seminar on Building Your Referral-Marketing Program. We will focus on designing a system that defines your referral network; implementing follow up activity for staying in contact with your network; hosting referral events; and strategies for building strong relationships with strategic alliances. Attendees will leave this seminar with a plan they can implement as soon as they return to the office and strategies to keep their referral-marketing program going month after month.

Space is limited. For more information or to register, contact Scott Scholz at 301-652-4900 x 202 or sscholz@bccchamber.org.

If you want more referral business, this is a must attend Smart Business Seminar.

Committee Corner – Focus on Membership

By Jack Hauber, Vice President, Membership Development (Sandler Training Institute)

There is no better time than now to get connected to your chamber, and no better way than through involvement in the Membership Committee! Last month in this column, you heard about all the great opportunities available with the Community Development, Senior Focus and Education programs at the Chamber, and in following months, you will learn about other exciting opportunities for involvement. This month, we want you to know about how YOU can make more connections for your business and at the same time promote the great benefits of the Chamber!

By attending the monthly membership committee meetings, you will have the opportunity to personally welcome new members, reach out to existing members and contact prospective members. Who can better discuss membership than you? Our own Chamber members have first-hand knowledge of the benefits received, and are able to promote the Chamber on a personal level.

The monthly “Quick Connect” meetings help jump-start new members or new representatives from a company, as well as reach out to long-time members who now have the time to “get involved.” Monthly “Future Chamber Connections” for prospective members helps them gain an insight into Chamber while also helping them understand the many benefits that they will receive when they become Chamber members.

Under development is an Ambassadors Program. Ambassadors will be at all events to welcome members and guests alike to make them feel welcome and to explain to them how they can get the most of their attendance. You may be could be one of the first members they meet and you will be able to learn more about each others’ businesses.

The Membership Committee is for you if you like people and want to meet more business contacts. At the same time, you will be an integral part of helping the Greater Bethesda-Chevy Chase Chamber of Commerce continue to grow and prosper! Talk to me at an event, or contact Margery Shrinsky, Membership Director at mshrinsky@bccchamber.org or call 301-652-4900.



Calendar Check

Thursday, January 1, 2004

Chamber Offices Closed

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

Monthly Member Lunch

Meiwhah Restaurant, 4457 Willard Avenue, Chevy Chase, MD. Sponsored by Heart Check Washington DC.

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

Power Networking Breakfast

McCormick & Schmick’s Seafood Restaurant, Two Metro Center, 7401 Woodmont Avenue, Bethesda, MD. Sponsored by Suzanne H. Kim, D.D.S.

Thursday, January 15, 8:00 a.m. to 9:30 a.m.

Smart Business Seminar

SunTrust Board Room, B-CC Chamber, 7910 Woodmont Avenue, Bethesda, MD. “Get More from Your Board of Directors” presented by Herb Rubenstein – Growth Strategies.

Monday, January 19, 2004

Chamber Offices Closed

Tuesday, January 20, 5:30 p.m. to 7:00 p.m.

Scotch Tasting – Monthly After Hours

Maggiano’s Little Italy, 5333 Wisconsin Avenue, NW, Washington, DC. Sponsored by Technology Resource Committee.

Wednesday, February 4, 12:00 p.m. to 1:30 p.m.

Monthly Member Lunch

Austin Grill, 7278 Woodmont Avenue, Bethesda, MD. Sponsored by Bethesda Sport & Health Club.

Tuesday, February 10, 5:30 p.m. to 7:00 p.m.

Monthly After Hours

Strike Bethesda, 5353 Westbard Avenue, Bethesda, MD. Sponsored by Association of Professional Office Managers.

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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Make a New Year's Resolution to Get Back Involved in Your Chamber of Commerce

Has it been a while since you've attended a Chamber committee meeting or a networking event? Isn't time to get back out there to see old friends and meet new contacts? Would you like an update on issues the Chamber has recently been addressing?

To learn more about the exciting opportunities for visibility, networking and growing your business, join past Chamber President Toby Beach (Next Financial) for bagels and donuts on Friday, January 23rd from 8:00 a.m. until 9:00 a.m. at the Chamber. Space is limited, so please RSVP to Margery Shrinsky at 301-652-4900 x201 or mshrinsky@bccchamber.org.

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.



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