



CHAMBER NEWS

The Greater Bethesda-Chevy Chase Chamber of Commerce

2006 Annual Corporate Sponsors

Sponsorship is an investment and a partnership. The Greater Bethesda-Chevy Chase Chamber is proud to announce its 2006 Annual Corporate Sponsorship partners:

PLATINUM – EagleBank

GOLD – BDO Seidman LLP, The Chevy Chase Land Company, The Gazette, SunTrust Bank

SILVER – Atlantech Online, ExactTarget, TW Perry

CORPORATE – AMR Commercial Real Estate, LLC; The Bean Bag; Chevy Chase Cars; Clark Construction Group, LLC; Councilor, Buchanan & Mitchell, P.C. CPAs; Grossberg Company, LLP; and Suburban Hospital

By making an additional investment in their Chamber, the sponsorship program will bring a higher level of recognition, visibility and opportunities to these businesses. In the upcoming year you will see their names on Chamber publications, communications, at major events, and monthly networking gatherings and you'll have the chance to learn more about these organizations and what they do in our community. Please take a moment and thank them, when given the opportunity, for making this investment and partnership with the Chamber.

There are still a limited number of sponsorship opportunities available. If you would like to learn more, please contact Gloria Arnold at (301) 652-4900 ext. 200 or at garnold@bccchamber.org.

Annual Scotch Tasting

Warm up on a cold January evening by joining the B-CC Chamber for a wee dram of scotch! Presented by the Chamber's Technology Resources Committee, this popular annual event features a variety of complimentary scotches, as well as other beverages (wine, beer, sodas) and complimentary appetizers. This event is sponsored by: **Abonar Title; Advantage Industries, Inc.; Alpha Omega Debt Recovery, LLC; DHR Technologies, LLC; GHC Appraisal Services; and Shulman, Rogers, Gandall, Pordy & Ecker, PA.** The Annual Scotch Tasting will be held at **Maggiano's Little Italy** in Friendship Heights. Members and guests are encouraged to attend in proper Scottish attire (men in kilts; women in plaid, pleated skirts and a plaid sash pinned over the right shoulder). As always, the B-CC Chamber encourages safety with all events and asks attendees to drive responsibly and use a designated driver, if needed.



Members Networking at a Chamber Business After Hours

DATE: Tuesday, January 17th, 5:30 - 7:30pm

LOCATION: Maggiano's Little Italy
5333 Wisconsin Avenue, NW
Washington, DC

COST: \$25 Members, \$30 Guests

Register for the Annual Scotch Tasting online at www.bccchamber.org or call the Chamber Office at (301) 652-4900 for a registration form. We look forward to another successful event!

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Letter From the Chair

As we enter 2006 and the celebration of the Chamber's "80 Years of Excellence," I want to first thank the more than 950 members of the Chamber and your investment in this organization. It's because of your commitment to the Bethesda-Chevy Chase community that the Chamber has been so extraordinarily successful.



*Chair,
Michele Horwitz Cornwell*

At a time of new resolutions, we're excited about some of the new changes you'll be seeing at the Chamber over the next six months, including our new branding campaign, which will bring more visibility to all of our members and reinforce the value of membership by showcasing certain aspects of it. Special thanks to Cliff Chiet (The Gazette) and the Marketing & Communications Committee for their creativity and the hard work they're doing in this area.

Garage 11 (Woodmont and Norfolk Avenues in Bethesda) is now open, providing 750 parking spaces in a new "Pay-On-Foot" facility. This opening is a testament to the Chamber's persistent work toward positive change in a timely manner. Thanks to David Smith (The Chevy Chase Land Co.) and Patrick O'Neil (Lerch, Early and Brewer, Chtd.), the Chamber has been communicating with the Department of Public Works and Transportation (DPWT), receiving project updates every month at our meetings, and working to make the transitions as easy as possible for everyone affected.

I hope that you will join me in three important Resolutions in 2006:

- 1) Become more involved and active in your Chamber;
- 2) Sponsor a New Member; and
- 3) Do Business with other Chamber Members.

As we look ahead, there will be many opportunities for increased visibility and new contacts for our members. This month, I encourage you to join us at the 3rd Annual Scotch Tasting at Maggiano's, participate in Restaurant Week in January, and keep an eye open for the launch of our new website. I hope to see your involvement at the many major events and meetings coming up in 2006. So many of our resolutions barely last through January, but we mean well. Even at 80 years old, our Chamber is still making resolutions! Wishing you health and happiness in the coming year.

Chamber Officers

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Michele Horwitz Cornwell, The Chevy Chase Land Co.

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Mark Edward, BDO Seidman, LLP

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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.

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Randy Schools, NIH-NOAA Recreation & Welfare Association

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Ann Marie Pinto: ampinto@bccchamber.org

Marketing & Communications Manager

Kerry McClellan: kmcclellan@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

- For the third consecutive year, **Manpower** is the only staffing company to earn a spot on the list of Top 25 Most Military-Friendly Employers. Manpower placed 14th in the 2005 rankings.

- **Apex Home Loans, Inc.** is proud to announce that they ranked #19 on the **Washington Business Journal's** list of Largest Home Mortgage Lenders.

- **Reznick Group** Managing Principal Kenneth E. Baggett has announced that Jonette Hahn and Joshua Northcutt have been promoted to principal. Reznick Group is a national accounting, tax and business advisory firm with approximately 900 employees serving clients nationwide.

- Elise M. Ambrose, owner of **Elite Personnel**, has purchased the executive search firm, **Atlas Employment Agency**. The agency, founded in 1940, specializes in the recruitment and placement of management, finance and government contracts personnel to a wide variety of companies.

- Anton Cohen, CPA, has been promoted to audit principal in **Reznick Group's** Bethesda office. Cohen has been with Reznick Group for nearly 11 years and is a graduate of the University of Maryland, having earned a bachelor's degree in accounting. Cohen primarily serves commercial businesses and the real estate industry.

- **The Suburban Hospital-NIH Stroke Center** has become the first acute stroke treatment program in Montgomery County, and one of only four in Maryland, to receive certification as a Primary Stroke Center from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). The Stroke Center is a collaboration between Suburban Hospital and the National Institute of Neurological Disorders and Stroke (NINDS) of the **National Institutes of Health**. To receive the JCAHO Primary Stroke Center designation, a hospital must demonstrate its commitment to meeting the unique and specialized needs of stroke patients, including rapid assessment by a multi-disciplinary team, and the most advanced treatment with clot-busting medications.

- **Wood Street** has been selected to develop new websites for the schools operated by Sunrise Senior Living Education Foundation (SSLEF): Merritt Academy, the Appletree School, and the First Steps Child Care Center.

- **AMR Commercial Real Estate, LLC** is pleased to announce that Brian C. Wood has joined the company as a sales and leasing Associate.

- Effective December 1, 2005, American Voyages Travel will close its doors, and the staff will join **Esprit Rainbow Travel** in its new location at 4800 Hampden Lane. Esprit Rainbow Travel owners, Selma Deleon and Niki Yianilos, are pleased to announce this merger, which will allow for expansion of travel related services, in particular, destination weddings in Italy.

- Steve Rothenberg, President, and Kera Drabick, General Manager, of **Talk of the Town Variety Entertainment** joined local teenagers and adults on November 22nd to bring Thanksgiving to more than 700 underprivileged families in Montgomery County. This is the first year Talk of the Town has been involved with the Leadership Cares Foundation, an organization which teaches leadership skills to teenagers and young adults.

- **Bond Beebe, Accountants & Advisors** proudly announces the following promotions in recognition of these team members' ongoing efforts to better serve their clients: Janet Calhoun, CPA (Associate); Michael Rockefeller, CPA (Associate); Sherwin Abellera, CPA (Sr. Manager); Jim Flach, CPA (Manager); Linh Crider, CPA (Senior II); Mayra Johnson, CPA (Senior II); David Miller (Senior II); Marcella Pascal, CPA (Senior II); Fabricia Constantini (Senior I); Brian Wynne (Senior I); Anita Edwards (Staff III); Caroline Moran (Staff III); Ben Ahiaglo (Staff II); Crystal Long (Staff II); Lena Smetaniouk (Staff II).

Did your organization make the news? Tell us about it! Please submit press releases and news information to Vickie Loria at vloria@bccchamber.org.



*Anton Cohen, CPA,
Reznick Group Principal*



*Eric Gates,
Apex Home Loans*



*Jon Bailey,
Wood Street*



*Niki Yianilos and Selma
Delson, Esprit Rainbow
Travel*

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

December
Power Networking
Breakfast at
La Ferme
Restaurant -
Presented by
Suzanne H. Kim,
DDS

December
Luncheon at
Timpano Italian
Chophouse -
Presented by
Sovereign Bank

December
Business After
Hours at
Caddies
on Cordell -
Presented by
Hospice Caring,
Inc.

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

Calendar Check

Wednesday, January 11th - Noon to 1:30pm

Monthly Member Luncheon

Sponsored by Sprint Nextel and hosted by Hard Times Cafe @ 4922 Del Ray Avenue, Bethesda, MD

Tuesday, January 17th - 5:30pm to 7:00pm

Annual Scotch Tasting

Sponsored by the Technology Resources Committee and hosted by Maggiano's Little Italy @ 5333 Wisconsin Avenue, NW, Washington, DC

Thursday, January 19th - 8:00am to 9:30am

Professional Development Seminar

Monthly Professional Development Seminar presented in the EagleBank Board Room at the Chamber Office @ 7910 Woodmont Avenue, Suite 1204, Bethesda, MD

Tuesday, January 24th - 7:15am to 9:00am

Power Networking Breakfast

Sponsored by Augurwell Corporation and hosted by Holiday Inn Select @ 8120 Wisconsin Avenue, Bethesda, MD

Take Advantage of These Resources in 2006!

1. Access Our Conference Room

FREE use of the EagleBank Board Room is available for Chamber members. Host a private seminar, meet with clients, or have a staff retreat in our conference room. Seats up to 30 people.

2. Member-to-Member Discount Program

Offer a discount to employees of 1,000 Chamber businesses. This newly expanded program will offer your company huge visibility. And as a member, you'll enjoy savings on everything from home appraisals to shoe repairs!

3. Let the Chamber Be Your Voice!

Take advantage of the advocacy efforts of the chamber on behalf of its members, through the advice and guidance of the chamber's lobbyist Ron Resh, and find out about the news and legislation that affect your business by attending committees such as the Parking & Transportation Committee, Real Estate Committee, and Economic Development & Government Affairs Committee.

4. Purchase the Chamber's Mailing Labels to Announce a New Product or Service

We'll provide you with a hard-copy or electronic file of almost 1,300 member mailing addresses. You customize the mailing, we'll provide the labels!

5. Sponsor a Monthly Networking Event

The event sponsor provides information regarding their products and services, which inform and educate the event attendees. There are three monthly networking

events each month and each provide the opportunity for the sponsor to speak and display promotional materials.

6. Use the Online Small Business Resource Center

As a member of the B-CC Chamber, you'll have access to the U.S. Chamber of Commerce's Online Small Business Resource Center. This center provides you with the tools and information to successfully grow your small business.

7. Develop Your Employees by Sending Them to a Professional Development Seminar

Seminars are offered each month and include topics such as: Marketing, Sales, HR, Financial Planning and Technology.

8. Be Listed On The Chamber's New Website

Launching in early 2006, the new Chamber website will provide optimal visibility to Chamber members, including a listing and a link to your website.

9. Volunteer with the Chamber

Interested in developing a strong community? Volunteer to feed the less fortunate at the Annual Goodwill Dinner, donate to the Kids In Need Drive, or host a high school senior during the Annual Career Partnership Day.

10. Receive Referrals From the Chamber

Each day, the Chamber office receives calls and walk-ins requesting services and products in the area. And the Chamber only refers Chamber members! Start increasing your customer base today!

Bytes of Bethesda: Trademarks & Business *By Steven D. Rinaldi, P.C.*

Almost all business entities use a logo, tradename or slogan to market their products or services. Business owners often ask: (i) whether or not a particular name, logo, or slogan can be protected under trademark law; (ii) about the process to obtain trademark protection; and (iii) what can be done when another entity or individual is violating a business' trademark rights. A trademark is a name, symbol, logo, domain name, or slogan that must be used in commerce to advertise, market, distribute, promote, or sell goods or services. Trademarks that are used in connection with services are called service marks. The rights of trademark and service mark owners are the same. Trademarks are protected under both federal and state laws.

In order to qualify for trademark protection, choose a name, symbol or logo that is not generic, but rather is descriptive, suggestive, or arbitrary/fanciful. Trademarks fall into four categories: (1) generic trademarks; (2) descriptive trademarks; (3) suggestive trademarks; and (4) arbitrary/fanciful trademarks. A generic trademark refers to a class that a particular product or service is a member (such as Thermos or Kleenex), and can never be protected. A descriptive mark describes the characteristics of a product or service, and can be protected if the mark has acquired secondary meaning (people associate your goods or services with the trademark). A suggestive mark suggests the characteristic of a product or service, permitting the customer to infer something about the product or service from the trademark. Arbitrary/fanciful names appear to be unrelated to a product or service (such as Camry for a car, or Inspiron 2650 for a Laptop).

If you want a name, logo, or slogan to be protected under trademark law, avoid the following:

- suggesting a connection with persons or institutions that is not the case;
- using a logo that consists of the flag of any nation, state, or municipality;
- using the portrait or signature of a live person without their consent in writing;

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

- selecting a name, logo, or slogan that resembles another trademark that is likely to cause confusion, mistake, or to deceive; or
- selecting a name, logo, or slogan used by the owner of a famous trademark either, even if your use is for unrelated products or services.

A trademark need not be registered with the United States Patent and Trademark Office in order to be eligible for protection; however, it is strongly recommend. If a registered trademark is “incontestable,” then an infringer generally cannot attack the validity of a trademark in court. If you have a registered trademark, then you should include the ® notice next to the trademark. If you have a registered trademark and fail to give the appropriate notice, then you cannot receive profits and damages from any person or entity that infringes your registered trademark.

Thank You to the Following Members Who Renewed Their Membership in November 2005!

Altogether Printing
Arden Courts Kensington
Association of Professional Office Managers
AXA Advisors, LLC
Bethesda Tobacco Inc.
BMC Property Group
Cafe Europa
Choice Hotels International
The Columbia Bank
Creative Benefit Solutions
Dan Daniels Printing

ExactTarget
Fidelity & Trust Mortgage, Inc.
Morton’s The Steak House
Paragon Title & Escrow Co.
Prudential Carruthers Realtors
PVI Office Furniture
South Beach Restaurant & Bar
State Farm Insurance
Wachovia Securities
Washington Adventist Hospital Foundation
The Wilson Group - Long and Foster

People in the Community



Chamber Directors Kevin Hanlon (Guernsey Office Products) and Jason Newman (Advantage Industries, Inc.) at the Power Networking Breakfast



Members Discuss Issues at the Joint Economic Development-Parking & Transportation-Real Estate Committee Meeting



Councilman Howie Denis (right) with a New Chamber Member Dan Faulkner at a December's After Hours at Caddies on Cordell



December Business After Hours Sponsors Hospice Caring, Inc.



Members Relaxing at December's Monthly Member Lunch at Timpano Italian Chophouse



Chamber Members Help Celebrate the Ribbon-Cutting for New Member Sovereign Bank



Chamber Membership Director Vickie Loria Sells Raffle Tickets to Members to Raise Money for Hurricane Katrina Victims

Restaurant Week Is Back!

Monday, January 23rd to Sunday, January 29th, 2006

The B-CC Chamber of Commerce is pleased to announce that we will partner again with *The Washington Post* to present **Bethesda-Chevy Chase Restaurant Week Winter 2006!** The Chamber is extremely proud of the growing number of successful restaurants in this community - and we are thrilled to help showcase these businesses. Bethesda Urban Partnership and Montgomery County Conference & Visitors Bureau will join the Chamber and *The Washington Post* as co-sponsors of Restaurant Week.

Bethesda-Chevy Chase Restaurant Week Winter 2006 will be held Monday, January 23rd to Sunday, January 29th. Customers can visit participating restaurants and enjoy a 2-course lunch for \$15 and/or a 3-course dinner for \$30. Look for upcoming information with listings of participating restaurants and contact information.

Additionally, each participating restaurant will donate a \$25 gift certificate for the **Dine Around Town** contest. As patrons dine out during restaurant week, they'll have the chance to enter to win the **Dine Around Town** grand prize: a \$25 gift certificate from every participating restaurant! The Chamber, *The Washington Post*, Montgomery County Conference & Visitors Bureau, and Bethesda Urban Partnership look forward to bringing the community another exciting B-CC Restaurant Week! For more information, please contact Kerry McClellan at the Chamber office at (301) 652-4900.

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Goodwill Dinner Thank You!

On December 14th, 2005, the 17th Annual Goodwill Dinner was held at the B-CC Rescue Squad's Anastasi Room. With fabulous food provided by **Hyatt Regency Bethesda**, and **Classic Residence by Hyatt**, approximately 300 of our less fortunate neighbors shared an evening of fun, great food and holiday sentiments. Santa Claus arrived to the delight of the youngsters, with sacks filled with gifts...and his busy helpers made sure all left with a picture taken with Santa! Balloon animals and face painting by Apple Dumpling and Pockets filled the air with laughter and gazes of wonder. Music provided by Washington Choral Outreach Singers, balloons donated by **the Jane Fairweather Team** and festive table decorations by the **Women's Club of Bethesda** provided the joyful backdrop for this annual holiday gathering.

This event is only possible with the generous and caring spirit of the many partners throughout the community and the extraordinary volunteers who give their time and talents to this event. A special thank you to those employees of **Hyatt Regency Bethesda**, **Classic Residence by Hyatt**, **Bethesda Urban Partnership**, **B-CC Rescue Squad**, **Bethesda Government Services Center**, **A Wider Circle** and **Bethesda Cares** who donate their time along with the many drivers, resident managers and others who help identify, organize and transport our guests each year. The evening would not be possible without the support and smiles of the volunteers who donate their time each year to ensure this event is the magical evening it is. Thanks also to **Dickstein Shapiro Morin & Oshinsky LLP** for their years of continuing support, and **TW Perry** for their generosity, along with all those whose donations make this joyous event possible.



*Captain Wayne Jerman
Helps Serve Dinner
to Attendees at the
Goodwill Dinner*

*Chair Michele
Horwitz Cornwell
and Other
Volunteers Help
Make the Goodwill
Dinner a Great
Success*



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Economic Indicators

Average Weekday Metro® Ridership - November 2005

	Entry	Exit
Bethesda Station	9,971	10,261
Friendship Heights Station	9,165	9,209
Grosvenor	5,379	5,086
Navy Medical Center	5,197	5,133
White Flint Station	3,677	3,660

Population Forecasts for Bethesda-Chevy Chase

	Population	Total Households
2005	79,067	38,954
2010	85,410	40,054
2015	86,767	41,499
2020	88,241	43,294

The following information was compiled from data provided by the Washington Metropolitan Area Transit Authority and the Montgomery County Department of Park and Planning.



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Legislative Update *By Ron Resh, Esq., Public Affairs Consultant*



Each January affords an opportunity to refocus on legislative and public policy issues that will be in the forefront in the year ahead. 2006 will present a number of special opportunities and challenges. All this will unfold against a background of hotly contested local elections for County Council and County Executive, as well as statewide races for governor and General Assembly.

Locally, we anticipate final action by the County Council on the Woodmont Triangle revitalization plan early in January. We worked hard over the past several years to educate our public officials about the critical need for this project, and its approval will represent a major victory for our chamber. Issues relating to land use planning reform engendered by the Clarksburg Town Center controversy, as well as the availability of affordable housing are expected to dominate the local election campaigns.

In Annapolis, the 90-day General Assembly session, which begins January 11, will start with controversy. The first order of business will be to consider overriding the Governor's vetoes of several legislative measures from last year's session. The Maryland Chamber of Commerce and other business organizations throughout the state are urging that the vetoes be sustained. One of these bills would increase the minimum wage in Maryland by \$1 to a new level of \$6.15. Businesses argue that because they must compete with other surrounding jurisdictions, the federal minimum wage should be retained as the required standard.

A veto override will also be considered for a bill requiring that a certain percentage of the payroll of corporations with more than 10,000 employees be dedicated to health care benefits. Although this measure would currently affect only one business (Wal-Mart), it could set a precedent for legislatively mandated benefits for other firms. Businesses have long maintained that this should be an exclusive function of the employment marketplace.

Increased state funding for transportation is another issue of importance to Maryland's businesses community, the B-CC Chamber of Commerce included. A dialogue on the means to achieve this will no doubt begin, but no definitive action is expected because of the reluctance of elected officials to impose revenue raising measures in an election year.

Development is also anticipated to be in the limelight at the state level. The General Assembly is expected to deal with numerous growth control and eminent domain measures. This stems from a variety of sources, such as increased population growth and expansion pressure on rural communities, added demands brought about by military realignment and base closure decisions, as well as the U.S. Supreme Court decision giving government the right to seize private property for economic development projects.

Interesting enough, slot machines, the controversial issue de jure for the past several years, has received very little pre-session attention. It is doubtful whether slots will play any significant role in Annapolis during 2006.

Welcome New Members - November 2005!

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ATTORNEYS

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Welcome New Members - November 2005! (cont'd)

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www.bccchamber.org

Chamber Snow Policy

In times of inclement weather, the Greater B-CC 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.

Committee Corner

(Quick Committee Updates)

Technology Resources Committee
Chair, Colin Pitcairn (Coretrait)

Purpose: To provide technology expertise and resources that serve to educate the membership and Greater Bethesda-Chevy Chase community about technology-related issues. Committee members plan and sponsor three annual After Hours Events per year, author informative Bytes of Bethesda articles for the monthly Chamber newsletter, and are currently partnering with a local nonprofit organization to provide technology support and solutions.

Staff Contact: Ann Marie Pinto, Events Manager

Technology Resources Committee: Meets the 1st Thursday of each month at 8:00 am; discusses technology issues and strategies for educating the membership, authors the Chamber's Bytes of Bethesda articles, and plans three Business After Hours Events each year, including the Annual Scotch Tasting, Annual Wine Tasting, and Annual Beer Tasting. For more information on the upcoming Annual Scotch Tasting, please see the front cover of this issue.

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