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CHAMBER NEWS

The Greater Bethesda-Chevy Chase Chamber of Commerce



Michele H. Cornwell,
2005-2006 B-CC Chamber Chair

The Chamber Welcomes its New Board at the Annual Installation & Awards Dinner

Members of the Chamber would like to extend the warmest welcome to the 2005-2006 Board of Directors and give a heartfelt thanks to the outgoing Board. The 79th Annual Installation and Awards Dinner, held at the Bethesda Marriott Hotel, also honored this year's recipients of several community awards, including the Community Service winner, Dick Price Small Business winner, and the Rick Masucci Goodwill winner. Notably, the new Greater Bethesda-Chevy Chase Chamber of Commerce Chair, Michele Horwitz Cornwell, Senior Vice President of Chevy Chase Land Company, was acknowledged, as well as Chair-Elect Anne C. Martin, Associate with Linowes and Blocher, LLP. The Chamber also congratulates new 3-year term directors Ronna Borenstein-Levy (Suburban Hospital), Deborah C. Kahley (EagleBank), Lawrence Kotchek (Print1), Bhavesh Naik (AMBICA Training), and Robby Brewer, new counsel to the Board. Cornwell appointed two additional members to 1-year terms: Demetrius Robinson (Green Earth Consulting) and Colin Pitcairn (CoreTrait). Congratulations to the new Board, those directors reappointed for additional terms, and the annual award winners!

Upcoming 2005 Golf Classic

The Greater Bethesda-Chevy Chase Chamber of Commerce is hosting its 13th Annual Golf Classic on Monday, June 13th. This event is presented by The Chevy Chase Land Company and brings together business leaders, local decision-makers and golf aficionados from the B-CC area. The event begins with a golf clinic, registration and driving range practice, and continues with putting contests and a cookout. The Shotgun Scramble Start is scheduled for 12:30pm, followed by an evening of cocktails and the awards banquet. The Golf Classic will be held at the Argyle Country Club in Silver Spring, MD and player registration is under way!



Argyle Country Club

Members may participate in the Golf Classic for \$225 (which includes entry in the Golf Tournament; contests and door prizes; gift bags; cookout lunch; cocktail reception; and awards banquet). If you need to brush up on your golf skills or are a beginner golfer, join us for the golf clinic (10:30am to 11:30am). For only \$25, Argyle Country Club pros will present golf etiquette tips, as well as technical pointers on the putting green and driving range (the cost also includes the cookout lunch). For those who do not wish to golf, we invite you to join us for the reception and awards banquet (\$40 for members). If you are interested in registering golfers or attending the Golf Classic, please call the Chamber at (301) 652-4900 or register online at www.bccchamber.org.

Current sponsors include:

Chevy Chase Land Company (Presenting Sponsor)
DataWatch (Grand Classic Sponsor)
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From the Chairman's Desk



John P. Chaplin, Chairman

My year as Chairman is coming to end this month. I want to thank each and every member of the Chamber, the Board of Directors, and Executive Board for your participation in the accomplishment of reaching our goals for this year. Without your help, guidance and input we would not be the “Oldest, Largest and Fastest Growing Chamber in Montgomery County”. A special thank you to Ginanne, Gloria, Vicky, Anne Marie and Kerry. The Greater Bethesda–Chevy Chase Chamber is honored and pleased to have a first class, professional and dedicated staff. I have personally enjoyed working with each of you. To our new Chair Michele Cornwell and her Board I wish you best, and I know you will

bring a fresh vision to the Chamber.

Over the last year we achieved many goals. We continued to build our relationships with County and State Officials, hired new professional staff, strengthened our advocacy for the membership, improved our Senior Focus Committee, added a new display for member literature and business cards, grew our membership to over 950 members, improved our email and fax communications to our membership, and increased the awareness of the Chamber through print and media campaigns. We have responded to members in need, especially with the closing of Garage 11 and Bethesda Cares. It is always nice to reflect on our past accomplishments; however, it is time to support Chair Cornwell in the coming year to take the Greater Bethesda–Chevy Chase Chamber to a higher level.

Once again thank you for the privilege to be Chairman of the Greater Bethesda–Chevy Chase Chamber of Commerce.

2005 Business Expo a Huge Success!

The 10th Annual Business Expo, held Monday, May 9th at the Hyatt Regency Bethesda, boasted more than 75 exhibitors and drew a record crowd of over 1,000 visitors. “This year’s Business Expo was a great success, a true cross section of businesses in the community showcasing their products and services,” noted Chamber Chairman John P. Chaplin. The Expo also included the year’s most anticipated Power Networking Breakfast and Executive Luncheon. The Breakfast, featuring keynote speaker NBC News4 Technology Reporter, I.J. Hudson and sponsored by **Atlantech Online**, received rave reviews as Chamber members and guests succeeded in gaining new contacts and business leads. Later in the day, Patrick Bryne, CEO of Overstock.com, spoke at the Executive Luncheon to an audience of almost 200. The luncheon was graciously sponsored by **Robert A. Pumphrey Funeral Homes**. The Chamber would like to thank the organizations who sponsored the 2005 Business Expo for their generous support, including presenting sponsor **Chevy Chase Bank**. The 2005 Business Expo Corporate Sponsors were: **AXA Advisors, LLC, BDO Seidman, LLP, Champion Title & Settlements, Inc., Comcast, EagleBank, The Gazette, Lockheed Martin, Results Software, Rock Creek Creative, UOCW Vision Centers, WTOP, and Y2Marketing**. Lastly, the Chamber would like to recognize the outstanding contributions of Rock Creek Creative for the Expo collateral and design materials and Text Design for the “Special Edition” May *ChamberNews*. We hope everyone enjoyed this event and we look forward to continued Expo success in future years!

Chamber Officers

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John P. Chaplin, Robert A. Pumphrey Funeral Homes

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Thomas D. Murphy, EagleBank

Chairman–Elect

Michele Horwitz Cornwell, The Chevy Chase Land Co.

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VP, Marketing and Communications

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Suzanne Rosetti, Chevy Chase Bank

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Randy Schools, NIH–NOAA Recreation & Welfare Association

Jack Alexander, AMR Commercial Real Estate

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Marketing & Communications Manager

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Design and Production: Text Design, Inc.

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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.

Members in the News

Hospice Caring, Inc. is offering Caregiver Training for hospice volunteers June 7-9, 2005. The sessions will run from 8:30am to 4:30pm. The three-day training is required to become a one-on-one caregiver and provides an opportunity to learn about the various ways to assist the dying through their end-of-life journey. This training will take place in Silver Spring. September training will take place in Gaithersburg. For more information, call (301) 869-HOPE (4673).

Manpower Inc. received top marks for its corporate reputation in the annual *Fortune* list of America's Most Admired Companies. For the third consecutive year, Manpower was named the most admired company in the temporary help industry. "It is an honor to be recognized as the leader in the staffing industry. Our role here in Manpower's DC, MD, VA area is to ensure that the high standards that earned our most admired status are in place locally, benefiting area job seekers and employers," said Ray Reyna, Business Development Manager, Manpower. Staffing industry experts appraised Manpower and its nine largest competitors according to eight key attributes of corporate reputation. In this peer review, Manpower led the industry in every category, as it has for three years running.

United Bankshares, Inc. reported diluted earnings per share of \$.57 for the first quarter of 2005, which represented an 8% increase from diluted earnings per share of \$.53 for first quarter of 2004. United generated net income of \$24.8 million for the first quarter of 2005, an increase of 5% from the \$23.5 million earned in the first quarter of 2004. United Bankshares, with \$6.3 billion in assets, presently has 90 full-service offices in West Virginia, Virginia, Maryland, Ohio and Washington, D.C.

The Washington Business Journal recently announced the honorees in the Best Places to Work in Greater Washington. The following Greater Bethesda-Chevy Chase Chamber members will be honored at the June 10th Awards breakfast: **The Meltzer Group, Allstate Insurance, and Jones Lang LaSalle Americas, Inc.**

Bethesda-Chevy Chase High School is pleased to announce that the Board of Education for Montgomery County Public Schools appointed Mr. Sean Bulson as principal effective April 26th, 2005. Mr. Bulson has been acting principal and the neighborhood looks forward to his continued service to Bethesda-Chevy Chase High School. Congratulations and good luck to the newest member of our strong education community!

The Gently Used Business Clothing Drive was a Big Success...thanks to **EagleBank** for the use of their lot, **Dry Clean Depot** for making sure the donations were ready to go, volunteers Suzanne Kim, DDS, Peter Ensign (Elite Personnel), Todd Breneman (Hospice Caring), Sia Harandi (CoverWith Blinds & Shutters Co.), Kevin Hanlon (Guernsey Office Products) and Elise Goede, who was there on behalf of the drive's recipient, **The National Center for Children and Families**. Lastly, thank you to the many chamber members whose donations made this drive such a success.

Carol Trawick, owner of **Trawick and Associates**, is very pleased to announce that during the month of April, the Company won multiple contract awards for information technology support services at both the Smithsonian Institution and the National Naval Medical Center.

L. Marc Cohn, owner of **Custom Financial, LLC**, a mortgage brokering company licensed to do business in DC, MD, VA, DE and FL, is pleased to announce an affiliation with Brown Harris Stevens, a prominent real estate firm with offices in New York City and South Florida. This partnership will expand the services offered beyond mortgages to include a full range of real estate services, including purchasing and leasing of residential and commercial property in both of these active markets. For more information, please call (301) 509-9464. Inquiries are welcome.

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



Sean Bulson



Carol Trawick



L. Marc Cohn

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

May Power
Networking Breakfast
@ 2005 Business Expo

**Presented by
Atlantech Online**

2005 Business Expo
**Presented by
Chevy Chase Bank**

May Executive Luncheon
@ 2005 Business Expo
**Presented by Robert A.
Pumphrey Funeral Homes**

May After Hours
@ Café Europa
Presented by TextDesign

May Seminar
**Presented by Paul Ward,
Rock Creek Creative**

Calendar Check

Tuesday, June 7th – 5:30pm to 7:00pm

Business After Hours

Sponsored and hosted by Chevy Chase Cars @ 7701 Wisconsin Avenue, Bethesda, MD

Monday, June 13th – 10:30am to 6:30pm

13th Annual Chamber Golf Classic

Argyle Country Club @ 14600 Argyle Club Road, Silver Spring, MD

Thursday, June 16th – 8:00am to 9:30am

Professional Development Series

*“How to Present Yourself Professionally” Presented by Darryl Glick, Dale Carnegie,
in the SunTrust Board Room @ the Chamber, 7910 Woodmont Avenue, Suite 1204, Bethesda, MD*

Wednesday, June 22nd – 12:00pm to 1:30pm

Monthly Member Lunch

Sponsored by Steve Gierszewski of Sprint PCS @ Bistro Asiatique, 4936 Fairmont Avenue, Bethesda, MD

Friday, June 24th – 8:00am to 9:00am

Quick Connect Meeting

SunTrust Board Room @ the Chamber, 7910 Woodmont Avenue, Suite 1204, Bethesda, MD

Tuesday, June 28th – 7:15am to 9:00am

Power Networking Breakfast

Sponsored by The Children’s Inn at NIH @ the Bethesda-Chevy Chase Rescue Squad, 5020 Battery Lane, Bethesda, MD

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



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John Fineran, Atlantech Online, Inc. and Gayley Knight, Connecting Links Web Consulting

... if you do, then right from your desk, at no extra cost, you have access to dozens of business and government databases, web sites, and the best researchers in our area!

All it takes is a virtual visit to the library <http://www.montgomerycountymd.gov/library>. Once there, sign in with the number on your library card and a whole new business resource center opens before you, including

- The catalog (no longer the card catalog)
- Collections and Services
- Research Tools
- eBooks from Maryland's Digital eLibrary Consortium
- Tax Info
- Search for eBooks and magazine, newspaper, and encyclopedia articles.

Not comfortable reading on the computer? Then use the alternative technology: Ask-a-Librarian. This is a 24/7 service you can access via email or live chat. If you would like to use Ask-a-Librarian by phone, call (240) 777-0001 during regular library hours.

Of course, you can still visit in person. The library web site allows you to find a branch near you including directions and hours. You can renew your books online, place holds for videos, make online payments, volunteer, find a job, reserve a meeting room and make MCPL's Virtual Library your homepage!

Finally, you can watch the construction of the new Rockville Library, scheduled to open in summer 2006. Once completed, this branch will house the business resource center. Still don't know where your library card is? Walk into any library, with identification, and get one immediately. Don't let your competition get ahead of you!

Sponsorships Available

Are you interested in driving brand recognition, increasing sales and promoting your business to the Greater Bethesda-Chevy Chase community? If so, consider becoming one of the Chamber's 2005-2006 **Gold** or **Silver Annual Corporate Sponsors**! As an annual corporate sponsor, your organization has the opportunity to maximize the benefits of Chamber membership by consistently reaching over 950 member businesses and employees. **Gold** sponsors receive four tickets to the Annual fall gala CELEBRATE, four reserved seats the Executive Luncheon, a reserved table for eight at the Annual Installation and Awards Dinner, and much more. **Silver** sponsors receive two tickets to the Annual fall gala CELEBRATE, two tickets to the Annual Installation and Awards Dinner, golf hole sponsorship at the Annual Golf Classic, and other amazing advantages. **Gold** sponsorship is available to any Chamber member for \$6,000; **Silver** sponsorships are \$3,000. Both **Gold** and **Silver** sponsors also receive:

- The company's name and logo prominently featured in the Chamber's 2006 Membership Directory (10,000 copies are distributed throughout the B-CC area),
- Direct link to company's website on every outgoing email from the Chamber Staff,
- The company description highlighted in an issue of the *ChamberNews* (see page 7),
- The company's logo on every issue of the *ChamberNews* (1200+ copies distributed monthly), and
- The company's name on the Chamber's letterhead for correspondence to members, businesspeople, government, civic leaders and the press.

Remember, this is only a partial listing of the bonuses of becoming a corporate sponsor! For a complete listing of the Gold and Silver sponsorship rewards, please contact Kerry McClellan at (301) 652-4900 or kmcclellan@bccchamber.org.



"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.

Legislative Update



With the end of this year's General Assembly session in Annapolis and the beginning of the County Council's annual budget deliberations in Rockville, several significant legislative achievements have been realized on issues important to the business community.

Locally, in mid-April the Council passed legislation to establish a Small Business Reserve Program for county contacts. This measure was one of the top priorities of the Greater Bethesda–Chevy Chase Chamber of Commerce. It had been sought after by small businesses for decades. Under this program, all county departments must purchase 10 percent of goods and services from Montgomery County small businesses. This is modeled after a similar initiative adopted by the State of Maryland.

The new program requires county departments to post on the Internet all planned purchases between \$5,000 and \$25,000 for five days before the purchase is made or the contract is entered into. Previously, there was no requirement that the public be notified of purchases under \$25,000. In 2004, \$1.2 million of "informal" purchases were made this way, not subject to competitive bidding or public notification. This Internet provision, like the new Small Business Reserve Program, will generate significant new procurement opportunities for local small businesses, which constitute the county's largest source of private sector jobs.

At the state level, agreement was reached on a funding plan for the Intercounty Connector road project, another priority of our Chamber. This was one of the last hurdles to overcome before the ICC can proceed to construction later next year.

Other successful business priorities in Annapolis were re-enactment of Maryland's Research and Development tax credit, which had expired in 2004, and the passage of a new Biotechnology Investment Incentive tax credit.

On the downside, the General Assembly enacted legislation to mandate that employers with 10,000 or more employees offer health insurance to their employees, or else pay a payroll tax to the State if they do not spend at least 8 percent of their payroll on medical benefits. This sets a precedent for the State to tell businesses they have to offer health care and how much they must provide. You can be certain that it will only be a matter of time before attempts are made to extend this requirement to other businesses throughout the State.

Sponsorship Opportunity

The Greater B-CC Chamber of Commerce is partnering with Chamber member **White Flint Mall** to provide a monthly, free movie for seniors in Montgomery County. This event is held on the third Wednesday each month, in the newly renovated Lowes Cinema located on the upper level of White Flint Mall. Seniors attending the movie arrive early, and then proceed into the theater where that month's movie sponsor offers a 5-minute presentation. There is also a public service announcement and door prize drawings.

Before and after the movie, the sponsor is provided a table to display their materials and literature, and they have the opportunity to speak with attendees concerning the products or services they offer. During the month preceding the movie, sponsors are promoted on the Rockville Pike marquee, on the White Flint website, within the mall on all mall marquees and through various other outlets. If you would like to take this occasion to publicize your business, product or service to a major segment of our population that has time and income, this opportunity is for you. For further information and costs, please contact Gloria Arnold at (301) 652-4900 or garnold@bccchamber.org.

Chamber Welcomes New Marketing & Communications Manager

The Chamber is pleased to announce the latest addition to its staff. Kerry McClellan, the Chamber's new Marketing and Communications Manager, is a graduate of the University of Maryland and has previously held positions with both Westfield Shoppingtowns and Adventist HealthCare. Kerry is currently busy contacting Chamber members for the 2006 Membership Directory & Business Referral Guide. She looks forward to working with our members to increase Chamber visibility and exposure to the community. Kerry can be reached at (301) 652-4900 ext. 205 or via email at kmcclellan@bccchamber.org.

Spotlight on Annual Silver Sponsors

Atlantech Online, Inc., headquartered in Silver Spring, MD, is a leading provider of high-performance Internet services. Celebrating its 10th anniversary in 2005, Atlantech Online offers Internet connectivity and data center services to business and government entities. The company specializes in broadband connections and server co-location services in its wholly owned and operated data center in downtown Silver Spring. Organizations will find that Atlantech Online's products offer superior features and values. Data hosting, including virtual, managed hosting and dedicated servers, are among the products Atlantech Online can customize for your company. Managed hosting is especially helpful for small businesses, as it allows for companies to maintain high-Internet functioning without the cost of an IT staff. Additionally, they offer several email features, such as spam and anti-virus software, mail packs, Webmail, and four levels of data security management. Extensive customer support is also available for each Internet package (some packages offer support 24 hours each day, 7 days a week). If your organization is interested in receiving more information about Atlantech Online, please contact John Fineran at (800) 256-1612. You can visit Atlantech Online on the web at www.atlantech.net.



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ExactTarget customer has access to training and education, including online training, client support, account management and deliverability consultation, all while maintaining compliance with anti-spam laws. Currently, the Chamber utilizes ExactTarget to correspond with Chamber members via the *ChamberWatch* and similar email notices. The services offered by this company allow users to track email subscriber trends and receive helpful feedback on email effectiveness. ExactTarget has over 30 offices in the United States, as well sites in the United Kingdom. If you are interested in finding out more information about ExactTarget, please visit their website at www.exacttarget.com.

Named by *Entrepreneur* magazine as “Best Rental Car Company” and by Fortune as one of the “100 Best Companies to Work For,” **Enterprise Rent-A-Car** is the industry leader in car rentals. The organization, headquartered in St. Louis, is the largest car rental company in North America, operating over 6,000 offices and 600,000 vehicles in the United States. These automobiles include more than 160 different makes and models and are often purchased from local dealerships. Enterprise specializes in both neighborhood and travel rentals, which allows customers to receive low rates for their specific needs. Rental centers are available at over 200 American airports, as well as Canada and the United Kingdom. In 2004 alone, Enterprise grossed in excess of \$7.4 billion dollars worldwide. So whether you're in need of a car due to business travel, theft, or accident, Enterprise Rent-A-Car is ready to meet your needs. For more information, please visit www.enterprise.com.



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complete graphics department for design and layout, formatting and typesetting assignments. They also die cut, foil stamp and emboss in-house, which reduces costs for their customers. Decatur Press, Inc. has extensive experience with social printing for large non-profit groups, as well as wedding invitations for individual brides. Family owned and operated, the customer service offered by Decatur Press, Inc. is outstanding and responsive. For more information, please call (301) 881-7300.

The leader in the defense and homeland security markets, with 2004 sales over \$35.5 billion dollars and a backlog of \$76.9 billion dollars, **Lockheed Martin** is one of the most technologically advanced businesses in our community. Headquartered in Bethesda, MD, Lockheed Martin specializes in 5 distinct business areas: Aeronautics, Electronic Systems, Information & Technology Services, Integrated Systems & Solutions, and Space Systems. In 2004, Lockheed Martin contracted with the U.S. Department of Defense, which umbrellas the Air Force, Navy, Army, and other entities, for over 58% of its business. The organization employs almost 130,000 people worldwide and operates over 930 facilities in the United States and has locations in more than 50 international countries. For more information regarding Lockheed Martin, please visit them online at www.lockheedmartin.com.





Doing Business Since 1926

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It's That Time!

It's time to start thinking about the 2006 Membership Directory & Business Referral Guide! Members will soon be contacted to reserve spaces in this valuable community resource. With 10,000 directories distributed in libraries, financial institutions, real estate agencies, hotels, and throughout member businesses across the Bethesda-Chevy Chase area, you can't afford to miss this great opportunity! For more information, contact Kerry McClellan at (301) 652-4900 or via email at kmcclellan@bccchamber.org.

The Greater Bethesda–Chevy Chase Chamber of Commerce *2004–2005 Annual Sponsors*

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