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CHAMBER NEWS

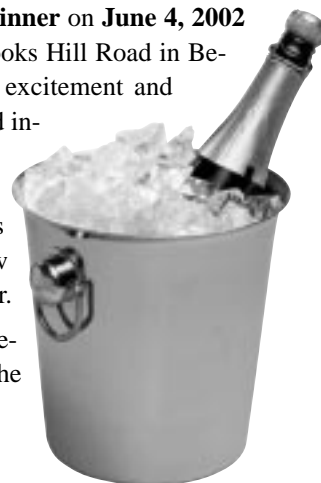
The Greater Bethesda-Chevy Chase Chamber of Commerce

Save the Date – June 4, 2002!

Save the Date for the Chamber’s 76th Annual Awards & Installation Dinner on **June 4, 2002 from 6:00 pm until 9:00 pm** at the Bethesda Marriott Hotel at 5151 Pooks Hill Road in Bethesda. Join hundreds of fellow members for an evening of elegance, excitement and outstanding food. The Chamber looks forward to honoring businesses and individuals for their contributions to commerce and community. At the dinner, the Chamber will install the 2002-2003 Board of Directors, including nine new Board members. With membership growing and attendance at events continuing to increase, President-elect Lilliam Machado (The Machado Law Firm) and the Board look forward to a prosperous and groundbreaking year.

Businesses and individuals who have significantly contributed to the Bethesda-Chevy community throughout the past year will be honored with the following awards:

- Community Service Award
- Public Service
- Small Business
- The President’s Award
- Police Officer of the Year
- Youth Services
- William Prescott Allen



Additionally, the “Rick Masucci Goodwill Award” will be awarded to the business or individual(s) in the Bethesda-Chevy Chase Community that symbolizes goodwill through their efforts in the community. This special new annual award will be given in honor of the late Rick Masucci of the Bethesda Hyatt Regency, who was one of the founders of the community’s Goodwill Dinner program.

Join fellow members in honoring the outstanding businesses and individuals who will be awarded and enjoy a spectacular evening. Musical entertainment during the reception will be provided by Glenn Pearson Productions. Tickets are \$75 per person and \$700 for a table of ten. In addition, exclusive sponsorship opportunities are now available. Look for your invitation in the mail soon. For more information, contact Holly Persinger at 301-652-4900 or hpersinger@bccchamber.org.

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Join In as the Chamber Welcomes Round House to “Our Town” – June 20th

“Our Town” Comes to Our Town (Bethesda-Chevy Chase) on **Thursday, June 20th** as the Greater Bethesda-Chevy Chase Chamber of Commerce celebrates the opening of Round House Theatre’s new performance location in downtown Bethesda with a Special After Hours event scheduled for 5:30-7 pm. Discounted tickets are available to Chamber members for that evening’s performance of OUR TOWN at 8pm.

The Theatre is located at East-West Highway and Waverly Street, one block east of Wisconsin Avenue. This event will give members an opportunity to see the new theatre and get more information about Round House and its programs. Our Town, by Thornton Wilder, is a Pulitzer Prize-Winning classic about details of everyday life in small town America. Round House’s production is directed by Producing Artistic Director Jerry

Round House continued on page 3

From The President's Desk



Tradition — A wonderful word to describe the history of our community. Recently, the Kiwanis Club of Bethesda honored ten of the most recent Past Presidents of the Bethesda-Chevy Chase Chamber. It was a grand occasion, the meeting was full of values that goes from one generation to the next...Our national anthem...Pledge of Allegiance to the Flag, and for all in attendance, it was a time of reflection.

Bethesda-Chevy Chase is in constant motion. We have gone from the land of the Algonquians—to farm land—to land involved in the Civil War with Jeb Sturart, and Jubal Early's troops —to neighborhoods—to community stores—to services for the community—to Metro—to a Skyline—and now the next step of a cosmopolitan urban city with arts and entertainment. For the past 75 years the Bethesda-Chevy Chase Chamber has been in the forefront, and you as a member have helped make this possible. Hats off to Scott Brewer, uncle of Past President Robby Brewer, and his fellow members of the Kiwanis for making it possible to showcase our Chamber. The day was made extra special for those in attendance as Margery Shrinsky was sworn in as a member. A big thanks goes out for all that made it possible and gave of their time to attend.

Hats off as well to all of our members who share the values of community service. If you belong to the Rotary, Lions or Kiwanis or serve through your Church, Synagogue, Mosque, or help us with our many projects at the Chamber, you are the cornerstone of our community, and have our continued & heartfelt appreciation for all you have done, and continue to do for our community.

This month as we continue to move forward, we are asking our members to share our enthusiasm, for the planning of the 2012 Olympics. What's at stake, is competition with three other metro areas —New York City, Houston, and San Francisco — for the chance to host this prestigious event. The Olympics would bring \$5.3 billion to our community and leave behind many infrastructure improvements. Our community will be asked to help and again we appreciate your willingness to serve, and help us showcase our community for the selection committee. I will follow up with additional details, as they take shape in the month ahead, and from the Potomac Conference, which will devote this year's spring meeting to the bid.

Congratulations to the winners (Diane Dantagnan, Tim Whipple, Dr. Susanne Kim, and Tony Prutting) of our membership contest led by Vice President of Member Services, Tom Murphy. Thanks for growing us. Congratulations to Betsy Davis who will give her leadership to our community as the new commander of our police department ... the Chamber is here for you. And a big round of applause goes out to Ginanne Italiano, our executive director who just celebrated her first anniversary as our Executive Director. Speaking on behalf of our membership — thank you, Ginanne for coming into our lives, and bringing your skills, and enthusiasm to our community.

Till we meet again, take care.

Chamber Officers

President

Randy Schools, NIH-NOAA Recreation & Welfare Assn.

Immediate Past President

John C. Alexander, AMR Commercial Real Estate

President-Elect

Lilliam Machado, Thaler Liebler Machado & Rasmussen

VP, Budget & Finance

John Lane, ColomboBank

VP, Membership Development

Tom Murphy, EagleBank

VP, Member Services

John Fineran, Atlantech Online, Inc.

VP, Economic Development & Government Relations

Patricia Harris, Holland & Knight LLP

VP, Community Development & Education

Alex Inglese, Federal Realty Investment Trust

VP, Special Events

Anita Segreti, Howard W. Phillips & Company

Counsel to the Board

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

Board of Directors

Theresa Cameron, Arts & Humanities Council of Mo. County

Kathleen Martens, BAPA's Imagination Stage

Joseph Tanis, Bond Beebe

Page Lansdale, Chevy Chase Bank

John Bowis, Chevy Chase Cars, Inc.

Michele Horwitz Cornwell, The Chevy Chase Land Company

Arthur R. Dwight, The Gazette

Greg Hourigan, Hard Times Café

Steve McKee, Hyatt Regency Bethesda

Suzanne H. Kim, D.D.S.

Roger Kruse, Residence Inn by Marriott

John Chaplin, Robert A. Pumphrey Funeral Home, Inc.

Sandra Penn, PG&E National Energy Group

Glenn Pearson, Glenn Pearson Productions

Andrew S. Berman, Spectrum Printing & Graphics

Christopher Collier, Suburban Hospital

Jennifer Warner, SunTrust Bank

Katherine Wright, Ph.D., Viability Associates

Ex Officio - Ginanne Italiano, Executive Director,

Greater Bethesda Chevy Chase Chamber of Commerce

David Dabney, Exec. Director, Bethesda Urban Partnership

Ron Resh, Public Affairs Consultant

Director Emeritus - Thomas E. Korengold,

Ourisman Ford Company, Inc.

Directors Emeritus - Walter Pennington, Dembo,

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

Directors Emeritus - C. Robert Dalrymple,

Linowes and Blocher LLP

Chamber Staff

Executive Director

Ginanne M. Italiano: gitaliano@bccchamber.org

Membership Director

Margery F. Shrinsky: mshrinsky@bccchamber.org

Events & Marketing Manager

Holly Persinger: hpersinger@bccchamber.org

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.

Hats Off to Walter Hernandez, Bethesda Urban Partnership

For once again going above and beyond!

On April 10th as he was driving down Montgomery Lane next to the McDonald's, Walter Hernandez (Bethesda Urban Partnership) observed several young high school kids carrying another student into the parking garage on Montgomery Lane. He pulled over to ask if anyone needed help and noticed that the young man being carried was semi-conscious and choking. Walter called 911 for assistance and the CBD officers on his Nextel direct connect and then exited his truck and began to clear the young man's air way as he stabilized him on the ground.

While attending to the victim, Walter discovered from talking with the other students in Spanish that he was not having a seizure as they had first indicated, but was in fact having a bad reaction to "liquid E" (known as the "date rape drug"). The fire and rescue paramedics arrived quickly and transported the young man to Suburban Hospital where he did recover. Walter certainly made a difference once again in our community and in the life of this student!



Round House continued from page 1

Whiddon and stars the legendary Pat Carroll as The Stage Manager.

Round House Theatre Bethesda is the first new professional theatre in ten years. This new theatre built by Chevy Chase Bank as part of its new corporate headquarters complex and outfitted by Round House Theatre, has maximum seating capacity of 400. With ten rows of seats in the orchestra and a three-row gallery, there's not a bad seat in the house.

Discounted tickets for the Thursday, June 20th performance of OUR TOWN are only \$24 and go on sale May 1. Don't miss out on this exciting Chamber Event! For more information about the After Hours, contact Holly at 301-652-4900 or hpersinger@bccchamber.org. To purchase tickets for the performance, contact Round House Theatre Box Office at 240-644-1100, make sure to tell them you're a member of the BCC Chamber!

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

Silver Sponsors

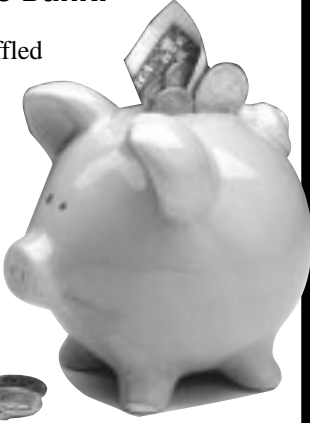
LOCKHEED MARTIN  
 COLOMBO BANK ESTABLISHED 1914 we love to see you smile!

Corporate Sponsors

  
 CHEVY CHASE CARS Bethesda - Washington THE CHEVY CHASE LAND COMPANY (in MONTGOMERY COUNTY, MARYLAND) ESTABLISHED 1914
 
 

**Need Extra Visibility?
 Donate Door Prizes!
 It's Like Money in the Bank!**

Donate Door Prizes to be raffled off at the Monthly Networking Events! What better way to show your support for the Chamber and promote your business! For more information, please contact Holly Persinger at 301-652-4900 or email her at hpersinger@bccchamber.org.



Members in the News

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

On May 29th the new **Round House Theatre** opens in the heart of downtown Bethesda at 7501 Wisconsin Avenue, one block from the Bethesda station on Metro’s Red Line! The recipient of the 2001 Helen Hayes Award for Outstanding Director and Outstanding Resident Play (and a 2002 nominee in both of these prestigious categories and others,) the Round House is one of the region’s finest professional theatre companies. Weekend parking is FREE at the County-operated parking deck on Waverly Street. For specific driving directions and more information, call 240-644-1100.

Scheer Partners, Inc., has moved their offices to 11 N. Washington Street, Suite 300, Rockville, MD 20850. Their telephone and fax numbers remain the same.

ColomboBank announces the recent relocation of their headquarters to 14801 Southlawn Lane, Rockville, MD (Phone: 240-268-2265; Fax: 240-268-2291). ColomboBank still maintains their Bethesda branch office at 6931 Arlington Road, as well as a branch in Baltimore.

The Rappaport Companies has announced that Cingular Wireless has leased 1,759 sq.ft. in **Woodmont Corner**.

Shulman, Rogers, Gandal, Porphy & Ecker, P.A. is pleased to announce that **Latif S. Doman** has joined the firm. Mr. Doman joins the Commercial Litigation Department.

EagleBank has continued its expansion in Montgomery County with the opening of its sixth branch office on March 18th at 9600 Blackwell Road, close to the intersection of Blackwell and Shady Grove Road in Gaithersburg.

Miriam L. Albert has joined EagleBank as Vice President and Commercial Lender.

W.C. & A.N. Miller Realtors announced its largest single-year total in sales earnings at the company’s annual awards breakfast in January at Columbia Country Club. Miller’s \$730 million for 2001 was the largest single-year total in the company’s 90-year history.

Martin-Schaffer, Inc., has won recognition in the Business Marketing Association’s national Pro-Comm Awards competition. The agency earned an Award of Excellence for a campaign that it created for Invitrogen Corporation, a provider of products and technologies for biotechnology and biopharmaceutical research and production applications. The Business Marketing Association is the leading professional association for business-to-business marketers and communicators, with 3,000 members worldwide.

Enten & Associates (E&A), the Washington, DC advertising, marketing and public relations agency, congratulates **Michael Mertz**, chief creative officer, and **Robert Stewart**, art director, for receiving the prestigious Art Director Club of New York’s (ADCNY) 81st Annual Art Directors Award for the website TalkJaneTalk.com.

St. Luke’s House has been selected to receive The National Association for the Mentally Ill’s (NAMI) “Phillip and Sarah Francoeur Services Award” for 2002. The Phillip and Sarah Francoeur Services Award is presented annually by NAMI to honor an organization that has done exemplary work in the area of providing housing to persons with mental illness. Over the last 29 years, St. Luke’s has been a leader in this area and has provided integrated psychiatric rehabilitation services and mental health treatment programs to more than 750 youths and adults with serious mental illnesses in Montgomery County.

After an in-depth two-month review process, **TechLecture** has been accredited as a Microsoft Registered FrontPage Web Presence Developer (WPD). WPDs for Microsoft FrontPage, who are registered with Microsoft and can provide users of Microsoft Office and FrontPage with development services to help design, install and configure their FrontPage-based Web sites. TechLecture is now a featured service provider (one of only two) on the Microsoft Office Web site for the State of Maryland.

When the Unthinkable Occurs in Your Business

by Jason Newman (Newman Systems), Chair, Tech Resources Committee

Disaster Recovery Planning (DRP) is the process to ensure that an organization can continue to operate after a disaster that would normally preclude it from trading. A sound disaster recovery / business continuity plan is essential to protect the well being of an organization. This cannot really be over emphasized... yet many enterprises still side step the issue or hold plans which are clearly out of date or inadequate.

It is now generally recognized that business continuity planning and disaster recovery planning are vital activities. However, the creation (and maintenance) of a sound business continuity and disaster recovery plan, is a complex undertaking, involving a series of steps.

Prior to creation of the plan itself, it is essential to consider the potential impacts of disaster and to understand the **underlying risks**: these are the foundations upon which a sound business continuity plan or disaster recovery plan should be built. Following these activities, **the plan itself must be constructed** - no small task. This itself must then be maintained, tested and audited to ensure that it remains appropriate to the needs of the organization. And what about the support infrastructure and services?

The first step in a sensible business continuity process is to consider the **potential impacts of each type of disaster or event**. This is critical - how can you properly plan for a disaster if you have little idea of the likely impacts on your business/organization of the different scenarios?

Having determined the impacts, it is now equally important to **consider the magnitude of the risks**, which could result in these impacts. Again, this is a critical activity - it will determine which scenarios are most likely to occur and which should attract most attention during the planning process.

These steps are only the beginning to a complete disaster recovery plan. Be sure that you have a complete, written recovery plan in place to insure the continuity of your business.



"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.

Members in the News, continued

Locally owned restaurant and catering chain, **Chicken Out Rotisserie** has been selected as the "Official 2002 Picnic Caterer" for the upcoming summer season at the Wolf Trap Foundation for the Performing Arts in Vienna, VA. As the 2002 Official Wolf Trap Picnic Caterer, Chicken Out Rotisserie Catering will be present during each of nearly 100 of Wolf Trap's summer performances that run from May through September.

Todd J. Sukol, President, Sukol Communications, LLC presents "Marketing to Seniors: A Crash Course for Senior Service Professionals" on May 16th from 8:15 am to 12:15 pm, at the Holiday Park Senior Center, Wheaton, MD. This session will review the key ingredients for marketing success, where participants will learn how to develop a simple, cost-effective mar-

keting program; develop marketing materials that work; make use of rudimentary market data; and avoid doing things "the hard way." For more information contact Leslie Yager 301-654-8848 or lyager@sukol.com.

The **Keller Graduate School of Management** of DeVry University is hosting free Information Sessions on May 8, 14 and 15th (6:30 PM) at the Washington, DC area locations. Dr. Lyn Bartlett will be discussing how you can use a graduate education to achieve your career objectives and transfer newly learned skills to your job. The first session is scheduled at Keller's Bethesda Center located at 4550 Montgomery Avenue, Suite 100N. Please RSVP - www.keller.edu/lo_dc.html or infosession@keller.edu.

Welcome



The Chamber is pleased to welcome the following new members. Please take a moment to familiarize yourself with the businesses and their business profiles. Remember—members like to do business with fellow Chamber members—whenever you need a particular service, you have the following resources:

- The 2002 Membership Directory & Business Referral Guide
- visit the Chamber’s website www.bccchamber.org and click on the “business directory”
- the monthly *ChamberNews*, which can also be found online on the Chamber’s website—click on “events calendar” and “Newsletter”
- call the Chamber office—the staff will be happy to assist you

Aon Consulting, Inc.

8315 Wisconsin Avenue, West Tower, Suite 700, Bethesda, MD 20814
Scott Dever, Consultant

Business Profile: Aon Consulting is a global integrated human resources consulting firm. Services include HR strategic planning, change management, job design and competency modeling, benefits design and management and compensation and reward systems.

T: 301-280-2257 F: 301-718-1633

www.aon.com
email: scott_s_dever@aoncons.com

Sponsor: Margery Shrinsky, Membership Director

The Arc of Montgomery County

603 Southlawn Lane, Rockville, MD 20850
Ed Stewart, Sales Procurement Manager

Business Profile: Provides advocacy, educational, vocational, and residential services to citizens and their families with mental retardation and related developmental disabilities residing in Montgomery County; private non-profit.

T: 301-294-68 F: 301-294-0669

www.arcmontmd.org
email: estewart@arcmontmd.org

Sponsor: Jack Hauber, The Sandler Training Institute

Beneficial Title, Inc.

12 South Summit Avenue, Suite 250, Gaithersburg, MD 20877
Erik R. Quick, Partner

Business Profile: Residential and commercial real estate settlement and title services throughout Maryland, DC and Virginia.

T: 240-386-0561 F: 240-386-0557

www.beneficialtitle.com
email: equickesq@cbglaw.com

Sponsor: Mark Hill, PVI Office Furniture

Chicken Out Rotisserie

15952 Shady Grove Road, Gaithersburg, MD 20877
Mandy Eubanks, Catering Consultant

Business Profile: We cater every kind of event imaginable....from 10 to 10,000 people. Everything on our menu is made fresh daily, with 100% all natural ingredients.

T: 301-921-0600 Ext. 280 F: 301-869-2386

www.chickenout.com
email: meubanks@chickenout.com

Sponsor: Alex Papanicolas, The Chevy Chase Land Company

Columbia Wireless Facilities, LLC

4904 Asbury Lane, Bethesda, MD 20814
Richard F. Carr, Jr. Managing Member

Business Profile: Columbia Wireless Facilities is a management consultant company assisting commercial building managers with marketing, negotiations, and management of telecommunication site antennas, fiber and tower installation proposals and agreements.

T: 301-571-4356 F: 301-571-4389

email: rcarr@erols.com

Sponsor: Stacey Wahlert, The Chevy Chase Land Company

D.C. United

14120 Newbrook Drive, Suite 170, Chantilly, VA 21051
Dan Giffin, Senior Manager Corporate Programs

Business Profile: DC United, a charter member of Major League Soccer and three-time league champion, offers client service/entertainment and employee morale programs.

T: 703-397-5479 F: 703-736-9451

www.dcunited.com
email: dgiffin@misnet.com

Sponsors: Ginanne Italiano, Executive Director and Holly Persinger, Events & Marketing Manager

James G. Davis Construction Corporation

12530 Parklawn Drive, Rockville, MD 20852
Dennis J. Cotter, Executive Vice President

Business Profile: James G. Davis Construction Corporation (Davis) provides general contractor, pre-construction, construction management, and design-build services to the Washington Metropolitan Area.

T: 301-881-2990 F: 301-468-3918

www.davisconstruction.com
email: dcotter@davisconstruction.com

Sponsor: Michele Horwitz Cornwell, The Chevy Chase Land Company

FitnessWise

4801-B Montgomery Lane, Bethesda, MD 20814

J.P. Montalvan, Executive Director

Cathy Montalvan, General Manager

Business Profile: The Fitnesswise team of certified fitness and post rehabilitation experts delivers top-flight exercise and weight loss consulting services at our exclusive, unintimidating downtown Bethesda wellness center.

Sponsor: Edward H. Asher, The Chevy Chase Land Company

T : 301-986-WISE (9473) F: 301-986-9440

www.fitnesswise.net

email: jpmontalvan@fitnesswise.net

email: cmontalvan@fitnesswise.net

Hammer and Nails, Inc.

439 N. Frederick Avenue, Suite C-10, Gaithersburg, MD 20877

W. Gregory Wims, President

Business Profile: Hammer and Nails, Inc., is a corporation that provides marketing and consulting services, political strategies and campaign management, and development and training for business personnel.

Sponsor: Randy Schools, NIH-NOAA Recreation and Welfare Association, and Ginanne Italiano, Executive Director

T: 301-212-4141 F: 301-330-2062

www.hammernails.com

email: gwims@hammernails.com

Inbox Interactive, Inc.

7300 Pearl Street, Suite 205, Bethesda, MD 20814

Kim MacPherson, President

Business Profile: Email marketing agency. We help companies speak to their customers and prospects with email and web site copy and design and email database management and development.

Sponsor: Marcia Kolankewicz, LOGOmotion, Inc.

T: 301-654-7977 F: 301-913-0610

www.inboxinteractive.com

email: info@inboxinteractive.com

Kantakevich, Doring, & Perez-West, P.A.

11400 Rockville Pike, Suite 509, Rockville, MD 20852

Joseph J. Kantakevich, D.D.S., Charles A. Doring, D.D.S., F.A.G.D., Clementina Perez-West, D.D.S.

Business Profile: Our practice strives for high quality, patient centered dentistry in a friendly, efficient and safe environment. We offer preventative dentistry comprehensive care, endotics, oral surgery and cosmetic dentistry for the entire family.

Sponsor: Margery Shrinsky, Membership Director

T: 301-881-7647 F: 301-881-7688

email: josephkdw@aol.com

Shelia H. Khatri, Esquire

140 Chevy Chase Street, #204 Gaithersburg, MD 20877

T: 240-683-7050 F: 240-683-7050

email: khatri@yahoo.com

Sponsor: Lilliam Machado, The Machado Law Firm

Millennium Technology Group LLC

25 West Middle Lane, Rockville, MD 20850

Michael B. Sperling, Director, Operations

Business Profile: Vendor Independent, Cost Effective, I.T. Consulting, Web/Application Development, and Networking Firm that formulates and implements a strategy for businesses technology needs.

Sponsor: Margery Shrinsky, Membership Director

T: 301-838-3214 F: 301-340-8271

www.mtgcp.com

email: Michael.Sperling@mtgcp.com

Kathy Phelan, CPCC, Life Coaching

4611 Rosedale Avenue, Bethesda, MD 20814

Kathy Phelan, Life Coach

Business Profile: Life Coaching – private practice, guiding people through life transitions. Helping people make changes to bring more balance and fulfillment to their lives.

Sponsor: Denny Goforth, Merrill Lynch Private Client Group

T: 301-652-9195 F: 301-652-6092

email:kphelan19@aol.com

Poseidon Dry Carpet Cleaning

319 Mt. Vernon Place, Rockville, MD 20852

Cal Smith, Owner, Elaine Lisssit, Marketing Director

Business Profile: Commercial and residential carpet cleaning using host dry extraction system – rated #1 by leading consumer publication. Cleanest carpets ever or it's free—guaranteed!

Sponsor: Michele Horwitz Cornwell, The Chevy Chase Land Company and Ginanne Italiano, Executive Director

T: 301-279-7767

www.poseidondrycarpetcleaning.com

Strike Bethesda

5353 Westbard Avenue, Bethesda, MD 20816

Rebecca Blake, General Manager

Business Profile: Entertainment facility consisting of bowling, corporate events, food and beverages.

Sponsor: Mike Benson, BrowserMedia, Margery Shrinsky, Membership Director and Holly Persinger, Events and Marketing Manager

T: 301-652-0955 F: 301-652-0957

www.strikebethesda.com

email: rebecca@strikebethesda.com

Transportation Action Partnership

5640 Nicholson Lane, Suite 224, N. Bethesda, MD 20852

Peggy Schwartz, Executive Director

Business Profile: Transportation Action Partnership provides transportation management; commute options, and traffic mitigation programs, services and technical assistance. Operates the North Bethesda Transportation Management Associations.

Sponsor: Harry Lerch, Lerch, Early & Brewer, Chtd.

T: 301-770-8108 F: 301-770-8105

www.nbtc.org

Legislative Update

by Ron Resh, Public Affairs Consultant



Issues Update

Over the past month, decisions made in Rockville and Annapolis represent major progress on key issues important to the Bethesda-Chevy Chase business community.

In the area of transportation, the County Council, by a 7-2 vote, approved initial funding for the Montrose Parkway, linking I-270 and Rte. 355. This will cover the first phase of the project, which involves the design, right-of-way acquisition and construction of the project from Tower Oaks to Executive Boulevard. The final extension to 355 will be coordinated with State plans for improvement of the Montrose/355 interchange. Project design and construction is expected to continue over the next eight years.

In Annapolis, the General Assembly approved funding for completion of the study of the Inner Purple Line. This includes the Georgetown Branch Light Rail project, linking Bethesda and Silver Spring. Completion of the study will allow the State to compete for federal funding for this project in FY04.

Another major transportation victory at the State level was an overwhelming vote by both the Senate and the House urging the Governor to resume study of the Intercountry Connector. No action is expected from the current governor, who has blocked this project for the past four years. However, the future looks bright. All prospect candidates for governor in the coming elections have announced their support for the ICC. Moreover, at the federal level Senator Barbara Mikulski and Congressman Al Wynn have added their voices to other supporters of the ICC.

Locally, the County Council has endorsed the designation of Bethesda as an Arts and Entertainment District. If approved by the State, this would make available certain economic benefits and incentives to the designated area. Transit funding survived the General Assembly session without any major cuts. In Montgomery County, the County Executive has proposed full funding for Ride-On service. However, because of budget restraints, he has suggested the elimination of the "Fairshare" and "Super Fairshare" commuter incentive programs for FY03. These programs have been valuable marketing tools for promoting increased transit ridership in Bethesda. The Chamber and other groups and individuals have urged the Council to reconsider this decision and to include these programs in the approved FY03 Operating Budget.

Garage Update

by Anne Martin, Linowes and Blocher LLP, Chair, Parking and Transportation Committee



The long-awaited Garage 36, located between Del Ray Avenue and Rugby Avenue in downtown Bethesda, will be open for business soon! The Parking and Transportation Committee has been monitoring the construction schedule and working with officials from the County to let them know our Chamber members' concerns regarding the extended delays for parking availability both in the new Garage and along Del Ray and Rugby Avenues. The 700 parking spaces in the Garage are expected to be available for public use in early May, although the meters may not be installed at the initial opening. Please be sure to visit Hard Times Café, located on Del Ray Avenue immediately across from the Garage, which has been very patient throughout this extended garage construction process.

The completion of Garage 36 will help employees and shoppers in downtown Bethesda with the upcoming restoration of Garage 11, located between Woodmont Avenue and Old Georgetown Road. When the restoration work starts in July 2003, approximately 750 spaces in the old section of the Garage will be out of service due to necessary repairs to

Garage, continued on page 12

Calendar Check

Upcoming Events

Wednesday, May 1, 8:00-9:00am

Getting to Know Your Chamber

At the Chamber Office — 7910 Woodmont Avenue, #1204, Bethesda, MD
Member orientation hosted by Past President, Toby Beach.

Wednesday, May 1, 12:00-1:30pm

Monthly Member Lunch

Sponsored by United Bank at BD's Mongolian Barbeque — 7201 Wisconsin Avenue, Bethesda, MD

Friday, May 10, 7:15-9:00am

Tech Networking Breakfast

Hyatt Regency Bethesda — One Bethesda Metro Center, Bethesda, MD
Sponsored by Shulman Rogers Gandal Pordy & Ecker, Newman Systems and Atlantech Online
Featuring Clarence T. Bishop, Senior Vice President, Chesapeake Region 2012 Coalition,
who will be speaking about the coalition's efforts to bring the 2012 Summer Olympics to the Greater Washington region!

Tuesday, May 14, 5:30-7:00pm

Business After Hours

STRIKE Bethesda — 5353 Westbard Avenue, Bethesda, MD
Sponsored by AMR Commercial Real Estate

Thursday, May 16, 8:00-9:30am

Smart Business Seminar

Chamber Office — 7910 Woodmont Avenue, Bethesda, MD
"How to Create High Impact Ads that Get Results" by Art Dwight, Associate Publisher, The Gazette

Tuesday, May 21, 7:15-9:00am

Power Networking Breakfast

Bethesda Marriott Hotel — 5151 Pooks Hill Road, Bethesda, MD
Sponsored by The Jane Fairweather Team, Coldwell Banker at the

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



Smart Business Seminar

Smart Business Seminar

"How to Design High Impact Ads that Get Results"

Presented by Art Dwight, Associate Publisher, The Gazette

Do you ever wonder why some advertising gets the phone to ring and other times you pray that it does? Would you like to know how to be an "expert" in ad design in just 90 minutes? It can be done! This seminar will teach you:

- **How to Design an Ad that will reach your target market and generate response.** The key to print advertising is to cut through the clutter and reach the people who are most likely to buy.
- **How to Design "Ad Agency Quality" Ads.** It's not that hard. Really. Learn the fundamentals of ad design that will make your ad stand out every time.
- **How Creativity Can Make the Difference in Your Advertising and Your Business.** The more creative you are, the more successful your business will be.

"How to Design High Impact Ads That Get Results" will be presented as the Chamber's May Smart Business Seminar on Thursday, May 16th from 8:00 am until 9:30 am in the Chamber's Board Room. For more information or to register, go to www.bccchamber.org and go to the Events Calendar or Contact Holly Persinger at 301-652-4900 x202.

Chamber ● Photo Gallery



▲ A decade of past presidents, honored by the Kiwanis Club on April 11th — Stan Jones (92-93), David Freishtat (99-00), Randy Schools (01-02), Walter Pennington (97-98), Jack Alexander (00-01), Toby Beach (93-94), Carol Trawick (91-92) and Robert Brewer (94-95)



▲ Chamber President Randy Schools (l) and Education Committee Chair Roger Kruse (r) present awards to Recipients of the Cynthia Clark Award on Career Partnership Day, March 21st



▲ Sue Kirk (Bethesda Cares) enjoying a fun moment at the Annual Ringling Bros. and Barnum & Bailey Circus to benefit the NIH charities in March



▲ Eric Von Vorys (Shulman Rogers) and Ruth Roe (EMR) at April After Hours held at the Bean Bag



▲ Roger Kruse (Residence Inn by Marriott) with BCC High School student who participated in Career Partnership Day

The Sail-Away Campaign may have ended...but YOU can still be a winner! Bring a prospective member to any event during May or June and become eligible to win a \$25.00 gift certificate courtesy of **Dave & Busters**. It's simple....write the name of the guest you bring on the back of your business card and drop it into our special "pot of gold."

Get Swept Away Membership Recruitment Winners Announced

Among the more than 100 attendees at the April Monthly Member Lunch at **Outback Steakhouse** were 32 Chamber members who participated in the *Get Swept Away* Membership Recruitment Campaign. At this lunch, drawings were held for the final prizes for those who participated in the campaign. For every new member a Chamber member sponsored, their name went into the drawing for the exciting weekend packages.

- **Diane Dantagnan (Realty Management Company)** was the grand winner and had "first choice" and chose the "Bethany Beach Spring Get-Away" contributed by **John Bowis (Chevy Chase Cars)**.
- **Tim Whipple (AMR Commercial Real Estate)** chose the "Bethesda Marriott Sports Package" with prizes courtesy of **Brad Colton (Bethesda Marriott Hotel)**, **Mike Wilson (Willie & Reed's)**, and **Randy Schools (NIH-NOAA Recreation & Welfare Assn)**.
- **Suzanne Kim, D.D.S.**, chose the "Philadelphia Fantasy at Penns Landing" thanks to **Phil Tufano (Hyatt Regency Bethesda)** and the Hyatt Regency Philadelphia.
- **Tony Prutting (Meltzer, Schiner & Carroll, Inc.)**, chose the "Weekend at Embassy Suites @ Chevy Chase Pavilion" with prizes courtesy of **James LoBosco (Embassy Suites Chevy Chase Pavilion)**.

Special thanks to Bob McKay for creating this great campaign and to **Tom Murphy (EagleBank)**, V.P. of Membership Development, as well as the Membership Committee for making this campaign an outstanding success.

Success Stories

The Chevy Chase Land Company of Montgomery County Maryland. Comella Design Group, Inc. Two companies who know from experience that long and successful relationships often begin with involvement in the Greater Bethesda-Chevy Chase Chamber of Commerce.

The Chevy Chase Land Company was founded more than a century ago by Senator Francis G. Newlands. Today, Edward Hall Asher serves as President of the firm. Throughout the years, the firm has gained an unparalleled reputation for the development and long-term ownership of superior real estate properties. Many Chamber members walk by the impressive Francis G. Newlands Building on Woodmont Avenue, or frequent the shops and offices at Chevy Chase Center in Friendship Heights, MD, a location that is about to undergo a complete and exciting redevelopment. The Land Company owns and manages nearly two million square feet of commercial property in Montgomery County, Washington, DC, Northern Virginia and Richmond.

Comella Design Group, Inc., a full service graphic design firm in its 18th year of business, provides distinctive and effective communication services to a wide variety of clients, with emphasis on the development of high-end corporate graphics, including corporate identity, marketing materials, annual reports and web

Success Story, continued on page 12



Michele Horwitz Cornwell, Senior Vice President of The Chevy Chase Land Company, and Stephen Fox, Director of Marketing for Comella Design Group, Inc. review marketing materials for the renovation of Chevy Chase Center, including the cover design for the 2002 Greater Bethesda-Chevy Chase Chamber Directory.

Comella Design Group, Inc.

A full service graphic design firm specializing in:

Corporate Identity

Annual Reports

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**The Greater Bethesda-Chevy Chase
Chamber of Commerce**

7910 Woodmont Avenue Suite 1204
Bethesda, MD 20814
Phone: 301-652-4900 Fax: 301-657-1973
www.bccchamber.org

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Garage — continued from page 8

the foundation and structure of the older section of the Garage. The Parking and Transportation Committee will work with the County prior to construction to ensure the Garage renovation and other parking and transportation options are widely publicized and to avoid the delays experienced with the Garage 36 construction. Please contact the Committee if you would like to help participate in this process or if you have concerns.

The Parking and Transportation Committee meets the first Tuesday of every month at 8:00 am, usually at the Chamber offices. To be added to the committee or for more information, contact Ginanne Italiano at 301-652-4900x203 or gitaliano@bccchamber.org.

Success Story — continued from page 11

design. The firm's intimate size, design expertise, personal service, and attention to detail are qualities that have helped to further the alliance with The Chevy Chase Land Company.

It was membership on a Chamber committee that brought these two companies together. At the time, the Chevy Chase Land Company was getting ready to develop the Francis G. Newlands Building and hired Comella Design Group, Inc. to design the building identity and marketing materials. Since that time, the two firms have enjoyed a successful and enjoyable relationship that both are confident will continue for many years to come.



TEXTdesign inc.

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