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CHAMBER NEWS

The Greater Bethesda-Chevy Chase Chamber of Commerce

Save the Date – June 12th!



Save the Date for the 77th Annual Awards & Installation Dinner on June 12, 2003 from 6:00 p.m. until 9:00 p.m. at The Hyatt Regency Bethesda. This year's dinner is chaired by Chamber Board member, Dr. Suzanne Kim. Join hundreds of executive decision makers and government officials 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 2003-2004 Board of Directors. Incoming President Tom Murphy (EagleBank) looks forward to an exciting year, with an increased focus on membership growth and value.

Businesses and individuals who have significantly contributed to the Bethesda-Chevy Chase community throughout the past year will be honored with awards including Community Service, Police Officer of the Year, Public Service, Youth

Service, the Dick Price Small Business Award, in honor of the late Richard Price of Decatur Press, William Prescott Allen Award, The President's Award and the "Rick Masucci Goodwill Award," in honor of the late Rick Masucci, of the Bethesda Hyatt Regency who helped found the Goodwill Dinner program. Join us in honoring the outstanding businesses and individuals who will be awarded and enjoy a spectacular evening with fellow Chamber members.

Tickets are \$75 per person. \$700 for a table of ten. Invitations will follow shortly. For more information on the event or sponsorship opportunities, contact Holly at 301-652-4900 or hpersinger@bccchamber.org.

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Swing into Spring at the 11th Annual Golf Classic

Don't miss the Chamber's 11th Annual Golf Classic on Monday, May 19th! Come try out the fabulous new location, Manor Country Club. This year's tournament is underwritten by Grand Classic Sponsor The Chevy Chase Land Company and Golf Ball Sponsor EagleBank! Other sponsors include Bond Beebe CPA's, Lerch, Early & Brewer Chtd., NIH-NOAA Recreation Welfare Association, Robert A. Pumphrey Funeral Homes, Inc., Realty Management Company, Suzanne Kim D.D.S., Trawick & Associates and Wagner Management Group, LLC. Part of the proceeds will benefit Bethesda Cares, Inc.

For golfers, the day starts with a putting contest and cookout. Eighteen holes of pure pleasure follow a shotgun scramble start, and the evening is wrapped up with the exciting putting contest finale and a networking & awards reception and buffet. Event Chair Deb Kahley of EagleBank invites all Chamber members to get away from it all and spend the day networking in the sun. And even if you're not a golfer, join fellow members as a volunteer during the day or join everyone just for the mid-day lunch or the evening reception and buffet dinner.

Whether you play golf or not, your company can consider choosing one of the high-profile golf sponsorships still available. To register or sign up for sponsorships, see the enclosed flyer or go to www.bccchamber.org. Make plans now to network on the golf course!

From the President



Lillian L. Machado,
Oppenheimer,
Fleischer & Quiggle

As many of you know, County Executive Doug Duncan released his proposed budget last month. Thankfully, Bethesda was spared the drastic budget cuts that some County agencies may face. Mr. Duncan understands Bethesda's importance to the fiscal health of the County and we at the Chamber are grateful that he does. The Executive's budget will now move to the County Council where we hope his recommendations concerning Bethesda will be accepted. I, along with other members of the Board and Ron Resh, our Public Affairs Consultant, have met with members of the County Council to sensitize them to the unique issues facing Bethesda and Chevy Chase. We trust that these meetings accomplished their purpose and that Bethesda will fare well when the budget is finalized. Thank you, Mr. Duncan, for starting this process off in the right direction.

In the next few weeks, Bethesda Transportation Solutions (BTS) will be sending the 2003 Commuter Survey to businesses in the Bethesda CBD. Workers will be asked, among other things, how they get to work – carpool, public transportation, walk, or single occupancy vehicle. Please encourage your employees to complete this survey in a timely manner. The results of this survey will help determine the future of Bethesda. Last year's commuter survey revealed a sharp increase in the use of public transportation by commuters and we all need to see this trend continue. Encourage your workers to explore alternatives to their own car whenever possible – even if it's just a few days a week. BTS can assist you in coming up with creative, win-win alternative ways for your employees to get to work. Call BTS Director Francine Waters (301-656-0868) to learn about everything from Maryland State tax credits and Montgomery County's Fare Share transit subsidy program to telework and flextime arrangements for your company.

And lastly, thanks to everyone who participated and contributed to our biggest and most successful Business & Tech Expo to date. This event gets better every year because of you – the sponsors, the exhibitors and the visitors. Thanks to John Chaplin of Pumphrey Funeral Homes for taking the lead on this. Career Partnership Day was another resounding success as well. Thanks to Roger Kruse, General Manager of the Residence Inn by Marriott and Chair of the Education Committee, for leading the effort with his Committee. Thanks, too, to the many businesses who shared their valuable resources with more than 200 area students. Coming up in May is the Golf Classic at Manor Country Club in Rockville. Remember, you don't have to play golf to participate. You can join us at the lunch cookout, the dinner banquet or volunteer for a few hours or even all day!

The Greater Bethesda-Chevy Chase Chamber of Commerce

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Joseph Tanis, *Bonde Beebe*

VP, Membership Development

Anita Segreti, *Anita Segreti Insurance*

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*

Strategic Planning & Communications

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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

Anthony L. Prutting of **Prutting & Prevost** has been awarded a professional degree in the field of long-term care, Certified in Long-Term Care (CLTC). The program is independent of the insurance industry and focuses on providing insurance professionals the tools they need to meet their client's long-term care needs.

Bethesda Gateway Office, Long & Foster Realtors celebrated their recent record-setting year (in 2002, first in the country to exceed \$1 billion in residential sales) with an office/company-sponsored trip to the Big Apple. About 100 agents played tourist for a day and a night in New York City going to shows, sightseeing and shopping.

Sarah Carpenter, CTP Travel has been awarded the Accredited Cruise Counselor (ACC) designation by the Cruise Lines International Association, after the completion of numerous programs and rigorous instruction regarding the cruise business.

Junior Achievement of the National Capital Area is pleased to announce the creation of Junior Achievement's new curriculum "Excellence through Ethics." This program will expose school children to a variety of key business ethics issues they may face when entering the workforce.

Schulman, Rogers, Gandal, Pordy & Ecker, P.A., announces that Michelle Lazerow has joined the firm. Ms. Lazerow is OF Counsel to the Immigration, Nationality & Consular Practice Group within the firm's Corporate Department.

Round House Theatre recently received seven nominations for the 2003 Helen Hayes Awards including the prestigious "Outstanding Resident Play" and "Outstanding Director" categories, for the third consecutive year.

For creative excellence in marketing communications, **Martin-Schaffer, Inc.**, was awarded the 2002 Dx Award from the Biomedical Marketing Association (BMA) for a capabilities package the firm developed last year for Covance Health Economics and Outcomes Services, Gaithersburg.



Would Your Organization Like to be a Corporate Sponsor?

As a member of The Greater Bethesda-Chevy Chase Chamber of Commerce, you can enjoy Exclusive Benefits and Privileges as an Annual Corporate Sponsor. These Sponsorships provide members with an unparalleled opportunity to obtain high visibility for the entire year for one consolidated investment.

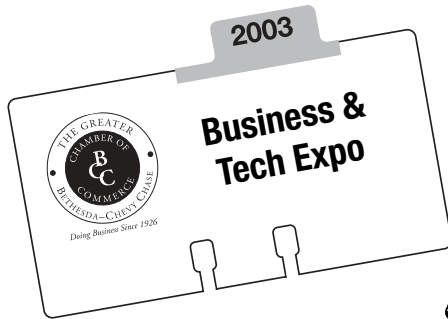
Gold Sponsor – \$6000

Silver Sponsor – \$3000

Corporate Sponsor – \$2000

For a complete list of opportunities, please contact Holly Persinger at hpersinger@bccchamber.org or 301-652-4900.





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Business & Tech Expo Sponsors

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Visual effects

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Seminar Speakers

Darryl Glick , Dale Carnegie Training; Montgomery County Procurement Office; Eric Whisenhunt , Computer Showcase

Business & Tech Expo Exhibitors!

Accolades Laser Engraving	Montgomery College
Antharia	Professional Workforce & Development
ADT Security Services	Morgan Stanley
AMR Commercial Real Estate, LLC.	Natelli Homes, Inc.
Apartment Search Relocation Central	New-Bold Enterprises
Atlantech Online, Inc.	NIH-NOAA Recreation & Welfare Association
BD's Mongolian Barbeque	Nuts & Bolts Interactive
Beale Personnel, Inc.	Peyton Hadley, Inc.
Bethesda Court Hotel	Planet Cotton
Bond Beebe, CPA's	Portfolio Advisory Association
BrowserMedia	Potomac Village Deli
Bethesda Transportation Solutions	Prime Office Products
Bethesda Urban Partnership	Print 1
Campbell Associates, Inc.	PVI Office Furniture
Cavalier Telephone	Rehabilitation Opportunities
Ceridian/ Powerpay	Rock Creek Creative
Combustioneer Corporation	Rosedale Park
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CPAMoneyWatch.com	SequoiaBank
DrinkMore Water	Southern Business Communications
Enterprise Rent-A-Car	Spectrum Group, LLC.
Four Points by Sheraton	Sportsfan Magazine
Friends & Company	SunTrust Bank
Gally Public Affairs, Inc.	SuperShuttle
Gelman, Rosenberg & Freedman	Tangible Advertising
Glenn Pearson Productions	The Business Gazette
High-Tech Lock Company	The Community Phonebook
Holiday Inn Select Bethesda	The Honey Bake Ham Co.
hp/Marketsource	The Washington Group
HRH of Metro Washington	TSI Staffing inc.
Hyatt Regency Bethesda	Unique Specialties, Inc
M.C. Volunteer Center	Washington Business Journal
Marketch Services	Wells Fargo Home Mortgage
Marriott	Y2 Marketing
Maryland.com	YMCA/ AyrLawn

How to Market with E-Mail

By Gabriela Linares, Vice President of Marketing, L-Soft, (Member, Tech Resources Committee)

Today's businesses are looking for economical ways to stretch their marketing dollars. Many companies have already turned to more cost-effective methods to reach their customers, such as e-mail marketing. Although a relatively new marketing channel, Forrester Research reported that more than \$6.8 billion will be invested in e-mail marketing resources by 2006. As e-mail marketing grows in popularity, marketers are discovering innovative ways to take advantage of its usefulness. Below is an actual case study of how a clever company integrated e-mail into their communication efforts.

Consulting firm InterImage used e-mail to send announcements and updates to a relevant and targeted audience when it was hired by the U.S. Department of Commerce's Minority Business Development agency to develop an effective method to market the agency's annual conference. InterImage administered five mailings to 137,000 opt-in recipients with the goal of increasing awareness for the MBDA event. After the initial mailing, the agency received 45,000 unique hits to its Web site (it had 233 the day before the mailing) and is experiencing higher registration rates than in past years.



As more companies integrate e-mail into their communications platforms in unique and effective ways, an increasing number of business opportunities arise. In today's corporate world, e-mail is a cost efficient marketing medium that saves time and money. Properly executed, opt-in e-mail marketing campaigns can capture and retain customer interest for a fraction of the cost other channels require. With sophisticated e-mail software, you can personalize messages with customer demographics and preferences. Responses can then be measured, allowing you to quickly evaluate and make adjustments to maximize campaign success rates. To learn more about this subject, write to: info@lsoft.com, or go to <http://www.lsoft.com>.

(Portions of this article were excerpted from L-Soft's White Paper, "Successful E-Mail Marketing Practices." To view the entire white paper, go to: <http://www.lsoft.com/info/wp-email-marketing.pdf>)



Bytes of Bethesda

"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.

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Everyone's A Winner
Membership Campaign

Extended Until May 15th!

Calendar Check Upcoming Events



Wednesday, May 7, 12:00-1:30pm

Monthly Member Lunch

Sponsored by CREATE Art Center @ La Miche (7905 Norfolk Avenue, Bethesda, MD)

Tuesday, May 13, 5:30-7:00pm

Business After Hours

Sponsored by SequoiaBank @ SequoiaBank (4801-A Montgomery Lane, Bethesda, MD)

Thursday, May 15, 8:00-9:30am

Smart Business Seminar

"Microsoft Outlook-Beyond the Basics" Presented by Paul Locander, Senior Network Engineer and Project Manager, Guru Incorporated @ The Chamber Office (7910 Woodmont Avenue, Bethesda, MD). Limited seats available.

Monday, May 19

11th Annual Golf Classic, benefiting Bethesda Cares

@ Manor Country Club (14901 Carrolton Road, Rockville, MD)

Tuesday, May 20, 7:15-9:00am

Power Networking Breakfast

@ South Beach Restaurant & Bar (7904 woodmont Avenue, Bethesda, MD)

Thursday, May 29, 5:30-7:00pm

Wine Tasting

Sponsored by the Technology Committee @ Embassy Suites @ Chevy Chase Pavilion (location)

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.

Keep Connected Forums Connecting the Membership



In an effort to keep our membership up-to-date on important issues and programs, the Chamber's three Keep Connected Forums were a huge success under the leadership of Lilliam Machado (Oppenheimer, Fleischer & Quiggle), President; Tom Murphy (EagleBank), President-Elect; and Anita Segreti (Anita Segreti Insurance), Vice President of Membership Development. Hosted by the Embassy Suites at Chevy Chase Pavilion, Dave & Busters at White Flint and the Round House Theatre, members were able to learn more about the Chamber's exciting programs and activities, and in turn, were able to voice their opinions and recommendations on how to make the Chamber and the communities of Bethesda, North Bethesda and Chevy Chase/Friendship Heights even better!

Thank you to our hosts as well as to those who attend the forums. Keep those suggestions coming!

Success Stories



Tom Parnell of Potomac Asset Management met **Sam Lerner** of Potomac Village Deli, one of our newer members, at the November Networking Breakfast. Based on that meeting, Sam arranged to provide lunch for Tom's January staff meeting. "Sam brought over a lunch sampler for a king, queen and entire court," said Tom. Sam noted that Potomac Village Deli is in Bethesda every day delivering breakfast and lunch. Again, it goes to show you that Chamber members like to do business with people they know!

Do you have a success story to share with other Chamber members? If so, please contact Margery Shrinsky at mshrinsky@bccchamber.org or 301-652-4900 x201.

Bethesda Community Base Ball Club – Bethesda Big Train

P.O. Box 30306, Bethesda, MD 20824
Bruce Adams, President

Business Profile: Collegiate summer wooden-bat baseball team with a mission of raising funds to improve youth baseball and softball fields. Sponsor: Christina Renshaw, Text Design, Inc.

T: 301-983-1006 F: 301-983-4932

www.bigtrain.org
email: bruce@bigtrain.org

First Horizon Home Loans – Bethesda Retail

6903 Rockledge Drive, Bethesda, MD 20817
Jeffrey Boogaard, Relationship Manager
Mary Jane Boyle, Bill Mulligan

Business Profile: Our goal is to provide stress-free, personalized mortgage financing, understand your home is an ideal base for your long-term financial security. Sponsor: Jennifer Warner, SunTrust Bank

T: 301-214-1400 F: 301-571-4371

www.stressfreeloans.net
email: jboogaard@fhhlc.com

Hodes, Ulman, Pessin & Katz, P.A.

3 Bethesda Metro Center, Suite 700, Bethesda, MD 20814
Charles Michael Tobin, Esq.

Business Profile: Attorneys Sponsor: Margery Shrinsky, Membership Director

T: 301-961-1998 F: 301-657-9776

www.hupk.com
email: ctobin@hupk.com

Long and Foster Realtors

5101 Wisconsin Avenue, NW, Washington, DC 20016
Marshall Milam, Real Estate Agent

Business Profile: The representation of a seller or buyer in a real estate transaction.

Sponsor: Marc Hershkowitz, Long & Foster Realtors

T: 202-364-5200 F: 202-364-7052

www.marshall@milam.com
email:marshall.milam@longandfoster.com

Paychex, Inc.

8380 Colesville Road, Suite 100A, Silver Spring, MD 20910
Julie Rush, Payroll Consultant

Business Profile: Paychex specializes in small to medium size businesses, offering them a total payroll solution including payment of all payroll taxes. Sponsor: Ellen D. Tillman, MBA, Ellen Tillman & Company

T: 301-587-0370 F: 301-587-2421

www.paychex.com
email: jrush@paychex.com

Pressed4Time

14900 Lear Lane, Silver Spring, MD 20905
Charles L. Barrow, President

Business Profile: Pressed4Time provides free pick-up and delivery of dry cleaning, alterations and shoe repair for busy persons at their place of work. Sponsor: Randy Schools, NIH-NOAA-Recreation & Welfare Association

T: 301-384-3665 F: 301-384-5054

www.pressed4time.com
email: mister.barrow@verizon.net

Weichert, Realtors

11300 Rockville Pike, Rockville, MD 20852
Kathleen R. Doubroff, Realtor

Business Profile: Full-time realtor, market consultant. Superior five-star service everything. Specializing in Bethesda, Chevy Chase, N. Bethesda, Rockville, Kensington, Silver Spring and Olney.

Sponsor: Margery Shrinsky, Membership Director

T: 301-468-1600 F: 301-984-1076

email: kdoubroff@aol.com



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

Committees Connect for the Community

The Greater B-CC Chamber announces a brand new program, bringing together three of the Chamber's committees in an effort to "Connect for the Community," benefiting the work of three member organizations. On June 19th from 7:30 a.m. until 2:00 p.m., the "Committees Connect" event will be hosted by the B-CC Rescue Squad in their parking lot at 5020 Battery Lane in Bethesda.

The Community Development Committee will be sponsoring the **Inova** Bloodmobile, as part of this committee's bi-annual blood drive. At the same time, the **Second District Police** is collecting used cell phones for "911" programming to provide to senior citizens in the community.

Plan on signing up to give blood, or stopping by on your way to work and drop off that old cell phone and make a difference for the community. For more information, contact Gloria Arnold at garnold@bccchamber.org or 301-652-4900 x200.





**The Greater Bethesda-Chevy Chase
Chamber of Commerce**
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ChamberWatch Coming to Members Weekly

Resulting from some of the recommendations from the recently held “Keep Connected Forums,” the Chamber’s bi-monthly “ChamberWatch” email update will be emailed out to members every Thursday afternoon, announcing upcoming events and meetings for the following week and providing links to more information on the event, host and sponsor of the event. For more information on how to sponsor an event or to be added to the ChamberWatch weekly email list, please contact Holly Persinger at hpersinger@bccchamber.org or call her at 301-652-4900 x202.



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