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October 2001

# CHAMBER NEWS

The Greater Bethesda-Chevy Chase Chamber of Commerce



## We Must Stand United!

by Randy Schools, NIH-NOAA Recreation & Welfare Association



Our world has changed — September 11, 2001 has changed us, and now it is up to us to learn from the tragedies at the Pentagon and World Trade Center. If you're like me, we have had trouble keeping on task, and trying to focus. Our hearts have become heavy — we think of families and their loss's, the heroes of the day are our fireman and policeman, and rightfully so. At the same time we think of the spirit of our community, the willingness to help, our desire to assist in any way we could from giving of blood, to carrying a flag in our place of business. For this you have our applause.

A big thank you goes out to the Unity Wall constructed by Bethesda Urban District, and sponsored by McDonald's, and marketed by our Chamber. The Chamber reached out, helping to educate the business community and it's employees about community prayer services, and assisting in letting individuals know of the need for blood. The National Institutes of Health and Red Cross filled their needs within two days. Those needs will continue, so be ready when you are called upon in the future.

We are in the midst of anxiety and sadness, so let's continue to think of ways to come together, and honor the spirit of those who work at the World Trade Center and the Pentagon. Think of ways that you as a business can give back...share your kindness with the victims' families and honor those heroes who helped us to establish normalcy in our lives. Think of our armed forces and the sacrifices they are making, and it helps to bring our lives into prospective.

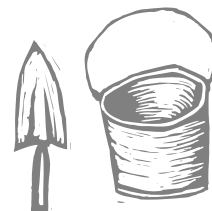
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## Community Service Day

### to Benefit St. Luke's House, YMCA Bethesda Youth Services & Springhouse Assisted Living at Westwood



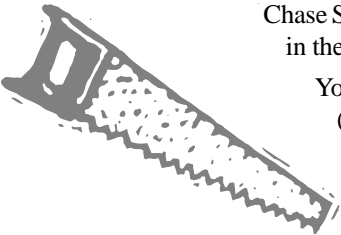
The Community Development Committee, chaired by Alex Inglese (Federal Realty Investment Trust) has planned for the Chamber's best-ever participation in the County's Annual Community Service Day, to be held on Saturday, October 27, 2001 from 10:00 a.m. until 2:00 p.m.

Community Service Day is a half-day event organized by the Corporate Volunteer Council of Montgomery County, to highlight the importance of volunteerism and allow non-profit and government agencies to get needed work done. In past years, the BCC Chamber rallied volunteers to benefit numerous area organizations including Glen Echo Park, Bethesda Cares, Audubon Naturalist Society, and The National Center for Children & Families (formerly Baptist Home for Children & Families). Throughout the county, thousands of volunteers will be working to help our community.

This year the Chamber will carry on this tradition of increasing the functional and aesthetic value of our community through this program, benefiting three area member organizations: YMCA Bethesda Youth Services, St. Luke's House and Springhouse Assisted Living at Westwood. This year, the Chamber has

(Community Service Day continued page 2)

(Community Service Day continued from cover)



also expanded the program and through the Bethesda-Chevy Chase Services Center, invited area citizens' organizations in the community to join us that day.

You will not want to miss this opportunity for you (and your family and friends) to make a substantial contribution to our community. It will also be a good chance to forge new liaisons with other Chamber members and residents in the community. This year, our kick-off will be held in the parking lot of Giant Food at the corner of

Arlington Road and Bethesda Avenue, beginning at 9:00 a.m. Coffee and donuts will also be provided, courtesy of Giant Food, and at each site snacks and drinks will be provided. For more information on the fun activities that will take place on Community Service Day and how you can get involved, see the enclosed flyer or contact Leslie Yager at 301-652-4900 x200 or lyager@bccchamber.org.

### Don't Forget!



Verification forms have been sent to all Chamber members to update your listing for The Greater Bethesda-Chevy Chase Chamber of Commerce 2002 Membership Directory and Business Referral Guide. All forms must be faxed back by Friday, October 5th. If you have not received your form, please call Margery Shrinsky at 301-652-4900 Ext. 201 or email: [mshrinsky@bccchamber.org](mailto:mshrinsky@bccchamber.org).

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

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### 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 Liebeler Machado & Rasmussen

#### VP, Budget & Finance

John Lane, ColomboBank

#### VP, Membership Development

Bob McKay, Fairmont Bar & Dining

#### 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

Tom Murphy, EagleBank

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

Ex Officio - Ginanne M. 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](mailto:gitaliano@bccchamber.org)

Membership Director

Margery F. Shrinsky: [mshrinsky@bccchamber.org](mailto:mshrinsky@bccchamber.org)

Finance & Office Manager

Leslie P. Yager: [lyager@bccchamber.org](mailto:lyager@bccchamber.org)

Events & Marketing Manager

Holly Persinger: [hpersinger@bccchamber.org](mailto: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.

# Members in the News

**Two Rider Design** has relocated their office to 614 Ellsworth Drive, Suite 100, Silver Spring, MD 20910. Their new telephone number is 301-588-8024; Fax 301-588-8025; website: [www.tworiderdesign.com](http://www.tworiderdesign.com).

**Bethesda Cares** has moved to 7728 Woodmont Avenue in Garage 11. Their telephone number is 301-907-9244; Fax: 301-652-1781; website [www.bethesdacares.com](http://www.bethesdacares.com); and email: [bethcares@tidalwave.net](mailto:bethcares@tidalwave.net).

**The Bethesda Urban Partnership** has moved to 7700 Old Georgetown Road (located behind Pizza Castle). Phone: 301-215-6660; Fax: 215-6664; Website: [www.bethesda.org](http://www.bethesda.org).

**Lisa J. Cines, CPA** of **Aronson, Fetridge & Weigle (AFW)** was recently appointed to Managing Officer by AFW's Board of Directors. Ms. Cines was voted in as the first female Officer after 9 years of providing audit and accounting services to the firm's Government and Technology Group's clients.

**Stephen Fluhr** who has been promoted to General Manager of **Westfield Shoppingtown Montgomery Mall**. Prior to starting with Westfield in July 2000. Fluhr was previously Assistant Manager of Historic Properties Rental Services, Fairfax County Park Authority, Fairfax, VA.

**Councilor, Buchanan & Mitchell, P.C., CPA's** named **Ross Armstrong, CPA**, as Director of Quality Assurance Services for the Audit & Accounting Practice, where his responsibilities now include financial statement pre-issuance reviews, planning and reviewing engagements, and orienting and training staff to the firm's operations and quality control standards.

**Bregman & Company** has named **Robert D. Edell, Jr.** its chief executive officer. Mr. Edell has been with Bregman & Company for six years and was previously president and chief operating office of the company.

**Snyder, Cohn, Collyer, Hamilton and Associates, P.C.**, one of the oldest and largest certified public accounting firms in the metropolitan area, has announced the addition of several new employees to the firm. Supervising senior accountant, **Ying Fang, CPA**, has joined the Audit and Accounting Department Staff Accountant, **Cherl Yuen**, has joined the Audit and Accounting Team, **Maria Staggers** as a Supervising Senior for the Tax Department and **Tracy Murray** as a Pension Specialist.

Margaret D. Farthing & Associates, P.C., has changed its name to **Farthing, Farthing & Forgotson, P.C.** Joining **Margaret D. Farthing** and **Laura V. Farthing Berthiaume** is **Elizabeth Forgotson Goldberg, Esq.** All are members of the District of Columbia and Maryland Bar Associations.

**Bond Beebe Strategic Solutions** is pleased to announce the appointment of **Ruth Reichman** as a Senior Consultant. Ms. Reichman has an extensive background as a business applications system administrator with accounting system software implementation and project management experience.

At their Annual General Meeting, the Board of Trustees of Bethesda Academy of Performing Arts voted unanimously to change the name of the 23 year-old theatre arts organization for children and young people to **BAPA's Imagination Stage**. Founder and Executive Director **Bonnie Fogel** says that the name change comes in anticipation of the organization's move into a \$10 million,

state-of-the-art, regional children's arts center in downtown Bethesda. The following Chamber members were elected as officers of the board: **Robert G. Brewer, Jr., Lerch, Early & Brewer, Chtd., Lauran I. Penn, Snyder, Cohn, Collyer, Hamilton & Associates**, Treasurer; and **Barbara Shaben**, Director of Marketing, **McDonald's Corporation**.

The Board of Trustees of the **Suburban Hospital Healthcare System** announced the appointment of **Brian A. Gragnolati** as President and Chief Executive Officer. He succeeds Brian G. Grissler. Mr. Gragnolati, who will officially join Suburban on November 1, has held a number of key executive management positions in New England hospitals and the York Health System in Pennsylvania.



Brian A. Gragnolati

The office of **Temporary Staffing inc.** was the setting for the TSi Scholar Dollar award presentation. Two \$500.00 scholarships were awarded to Ms. Rosalene Gomes of Silver Spring, MD and Ms. Kathy Maloney of Edgewater, MD. The TSi Scholar Dollar Program is designed to reward hard-working students who commit their summers to temporary work. Selection is based on attendance, hours worked, assignment performance, client feedback and general work flexibility.

**Brett W. Kaplowitz** has been promoted to Senior Vice President/Commercial Lending in Potomac Valley Bank's Business Banking Division. Mr. Kaplowitz has worked for the bank for over five years.



Brett W. Kaplowitz

**Stage 2 A/V Productions** announces the installation of a major equipment upgrade, which will allow them to do economical video to DVD transfer and DVD productions, with quick turn-around time. For more information, contact J.D. Mack or Phyllis Lieberman at 301-0203 or [staff@stage2.com](mailto:staff@stage2.com).

The Boys and Girls Club of Greater Washington is presenting the seminar "Tax-Wise Gifting," co-sponsored by **SunTrust Bank** and **Shulman, Rogers, Gandal, Pordy & Ecker, P.A.** Designed to educate attendees on techniques almost anyone can use to reduce taxes, this seminar will be held on Thursday, October 11 and Friday, October 12. For more information, call Jenny Kamachaitis at 301-230-5200 x5294, or email: [jkamachaitis@srgpe.com](mailto:jkamachaitis@srgpe.com).

**Aronson, Fetridge & Weigle (AFW)** announces a QuickBooks Breakfast Briefing for Business Owners & Managers on Tuesday, October 23 from 8:30 a.m. – 10:30 a.m. at their offices 700 King Farm Blvd., 3<sup>rd</sup> Floor, Rockville, MD. For more information call Lena Nazarian or Richard Goldstein at 301-231-6200.

**Maggiano's Little Italy** and Paul's of Chevy Chase present the Second Annual Wine Tasting Portfolio, benefiting The Montgomery County Humane Society (HCHS). More than 20 area wine purveyors will be featured at the second annual wine tasting portfolio being held on Thursday, October 11 at Maggiano's from 6:30 p.m. to 9:00 p.m. Maggiano's is located at 5333 Wisconsin Avenue, NW, Washington, DC. For reservations call 202-537-1900.

A special thank you to Mike Wilson, Third Corner Deli for providing refreshments to the Membership Committee's Membership Table at the Kenwood Building.

Want to get the word out about recent promotions, awards, new locations, or other significant achievements?

Send your press releases and event announcements to [mshrinsky@bccchamber.org](mailto:mshrinsky@bccchamber.org).

## We Must Stand United

*(continued from page 1)*

The needs of our chamber and community go hand and hand. If our community is better, the Chamber is better. If we work as a team, we effectively address the problems of our community. One way you can reach out is with our planned Community Service Day on October 27th. Alex Inglese, our Vice President of Community Development and Education has planned the an excellent program that will benefit three different organizations in our community (*see article on page one*). Join us and bring your families. Your reward is that you will be personally enriched by the experience of helping others, have opportunities to develop your leadership skills and become more capable citizens.

The Chamber thanks you, and appreciates your desire to assist others in this time of national tragedy. You belong to our family, and we want you to feel free to call us, if you have any concerns. God Bless.

## Success Stories

*by Melissa Griffith, Account Manager, TeleSec CORESTAFF*

At TeleSec CORESTAFF, my position as Account Manager means I am responsible for developing our business, both with current customers and possible future clients. This is one of the reasons why TeleSec CORESTAFF is an active member of The Greater Bethesda-Chevy Chase Chamber of Commerce. The BCC Chamber plays an integral part in connecting businesses to businesses in our area.

When someone calls the Chamber to ask for a suggestion on a service, staff will refer 3 or 4 different companies. Knowing this, The Chevy Chase Land Company called the Chamber, where they received our name and number, along with a couple of other temporary staffing companies' information, in order to find someone who could fill a temporary position within their company.

Thanks to the Chamber, I was given the opportunity to speak with Jessica Vides-Garcia, the Office Manager for The Chevy Chase Land Co., and gained our first order from them. We were able to send one of our associates to help in their office for a couple of days. From the success we had with the first order, we are currently working on finding them someone to help cover during an employee's maternity leave. Not only is my business growing, but TeleSec CORESTAFF' is able to help another business to continue to run smoothly. We have the chance to work together as a successful team, and that is a rewarding feeling!

Having now worked with both Jessica Vides-Garcia and the Vice President, David Smith, I can say that a strong business relationship between TeleSec CORESTAFF and The Chevy Chase Land Company is beginning and will continue to prosper. This is all because of our involvement with the Bethesda-Chevy Chase Chamber of Commerce! Without that connection, we might not have been able to help each other's businesses. It is truly amazing what can come out of one phone call.



*The Greater Bethesda-Chevy Chase Chamber of Commerce  
requests the pleasure of your company at its*

### *Annual Legislative Reception*

*Thursday, November 1, 2001*

*5:30 p.m. to 7:30 p.m.*

*Embassy Suites at Chevy Chase Pavilion*

*4300 Military Road, N.W., Washington, DC 20015*

*RSVP by October 29, 2001*

*301-652-4900*

*hpersinger@bccchamber.org*



## Firewalls and Network Security

by Jason Newman, Newman Systems LLC

There is only one-way to guarantee that your network will not be hacked: Disconnect your network from the Internet. As this is not a feasible option for companies anymore, IT staffs are making their networks 99% hacker proof through the use of a firewall.

A firewall is a system designed to prevent unauthorized access to or from a private network. Firewalls can be implemented in both hardware and software or a combination of both. Firewalls are frequently used to prevent unauthorized Internet users from accessing private networks connected to the Internet. All messages entering or leaving your network pass through the firewall, which examines each message and blocks those that do not meet the specified security criteria.

The main objective with network security is to hide your network from the Internet as best you can. The most common way to do this is through the use of a proxy server. The proxy server stands in for all PCs that are connected to the Internet. If a hacker is trying to find information on your network, he will only see the proxy server from the outside. There should not be any data on this server, so that even if hacked, the proxy server will hold no valuable information. Most often, the proxy server is only one of the many functions that a firewall provides.

The proxy server is only the beginning step that you need to take to protect your network. The more valuable the data that sits on your corporate network, the more important network security and firewalls become.

*"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 fourth Thursday of every month in the Chamber offices. Members are also invited to write technology-related articles for the ChamberNews' *"Bytes of Bethesda"* column.

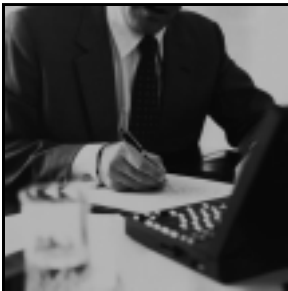


### Spotlight

#### ColomboBank

ColomboBank is a locally owned community bank. The bank was founded in 1914 in the neighborhood known as Little Italy in Baltimore, Maryland. In addition to Little Italy, the bank has a branch on Arlington Road in Bethesda, Maryland.

ColomboBank serves the small businesses in our area with commercial products including lines of credit, commercial loans for acquisition of fixed assets, and commercial mortgages. In addition, the bank is very active in the area in residential mortgage lending. The bank serves the commercial needs; the business and seasonal needs of the owners and their employees. We would not be a successful bank if not for our community involvement. The bank sponsors and supports many local non-profits including the Greater Bethesda-Chevy Chase Chamber of Commerce.



*Need To Know When An Event Is?  
Want to See What Is Happening In Bethesda-Chevy Chase?  
Then Travel To Our Web Site!*

**[www.bccchamber.org](http://www.bccchamber.org)**

## Calendar Check



### Upcoming Chamber Events

**Membership Orientation** – Oct. 3, 8:00-9:00am (at the Chamber)

**Monthly Member Lunch** – Oct. 3, 12:00-1:30pm (at Marriott Suites)

**Business After Hours** – Oct. 9, 5:30-7:00pm (at Parker's American Bistro)

**County-Wide Power Networking Breakfast** – Oct. 23, 7:15-9:00am (at Montgomery Mall)

**"Direct Mail Marketing" Seminar** – Oct. 18, 8:00-9:30 (at the Chamber)

**Community Service Day** – Oct. 27, 10am-2pm (in Bethesda-Chevy Chase)

**"Tap Into Government Contracting" Seminar** – Nov. 1, 8-9:30am (at the Chamber)

**Annual Legislative Reception** – Nov. 1, 5:30-7:30pm (at the Embassy Suites @ Chevy Chase Pavilion)

**Membership Orientation** – Nov. 7, 8:00-9:00am (at the Chamber)

**Monthly Member Lunch** – Nov. 7, 12:00-1:30pm (at Ruth's Chris Steakhouse)

## Smart Business Seminars

### Tchochkis, Doo-hickeys, Stuff and Junk!

by Colorworks Promotions

**October 18, 2001**

That's right — most of the items in my world are tchochkis, doo-hickeys, stuff and junk to many people. In the promotional products and marketing industry, we prefer to call those same products "marketing tools." What's the difference between a piece of junk and a successful marketing tool? The difference is the usefulness and creativeness of the piece in the mind of the recipient.

Colorworks Promotions will present a seminar on **Creative Direct Mail Marketing**. During this session, we will discuss some marketing basics and reasons to market. Attendees will receive a brief overview of the promotional products industry and how to determine your target audience for a particular marketing piece. A variety of direct mail methods for a range of budgets will be exhibited and examined.

Finally, Colorworks will suggest some methods to track the success of your direct mail marketing campaign. If you are currently marketing and are unhappy with the results or want to market and are unsure about where to begin, come on by to the Chamber office from 8:00 a.m. until 9:30 a.m.

Space is limited. For more information or to register, contact Holly Persinger at 301-652-4900 x202 or [hpersinger@bccchamber.org](mailto:hpersinger@bccchamber.org).

### Tapping Into Government Contracting

by Scott Orbach, EZGSA

**November 1, 2001**

For more information or to register, contact Holly Persinger at:

301-652-4900 or [hpersinger@bccchamber.org](mailto:hpersinger@bccchamber.org).

Due to the recent events of the past few weeks, it has been predicted that government contracting will be on the rise with the need for all types of services from the business community.

On November 1, 2001, the Chamber will offer a half-day seminar on how to tap into government contracting. This informative program will feature Dr. Beatrice Tignor, Director of the Montgomery County Office of Procurement, who will present a discussion of local government needs and business opportunities for small and medium businesses. Scott Orbach, President of EZGSA will present information about the GSA schedule, and how by pre-contracting goods and services with

the GSA, a vendor could make their goods and services available to the US government in the quickest, easiest and most efficient way. Louise Wager of United Bank will highlight various ways of financing the sales made to the US Government. A representative from the Small Business Administration is expected to help identify resources for small businesses contracting with the government for the first time.

## Legislative Update

### Light Rail – Time for a Decision!!

by Ron Resh, Public Affairs Consultant

Light rail transportation linking the Bethesda and Silver Spring Central Business Districts has been a top priority of the Greater Bethesda-Chevy Chase Chamber of Commerce for a number of years. First discussed over 20 years ago, this proposal has at various times been referred to as the Georgetown Branch, Bethesda-Silver Spring Trolley, Light Rail, Transitway. Regardless of what it is called, it is an idea whose time has come, and the decision-making window of opportunity to secure needed state and federal funding is running short.

The transitway would extend 4.4 miles from the Bethesda Metro Station to the Silver Spring Transit Center, serving as a convenient connection between the Glenmont and Shady Grove legs of the Metro Red Line. A substantial portion of the alignment would follow a former railroad right-of-way, acquired by Montgomery County in 1988. An accompanying hiker/biker trail is an important element of the project. The transitway / trail is supported by Bethesda and Silver Spring land use master plans.

Important in its own right, the Bethesda/Silver Spring Transitway recently has been discussed as a possible component of a larger, more expansive, Inner-Beltway Purple Line, linking Montgomery and Prince George's Counties with other Washington area jurisdictions. At issue is whether to choose an inner or outer Beltway alignment for the Purple Line, and if the inner alignment is favored, whether the Bethesda/Silver Spring Transitway as contemplated by the master plans should be part of that alignment. A decision is expected soon from the Governor.

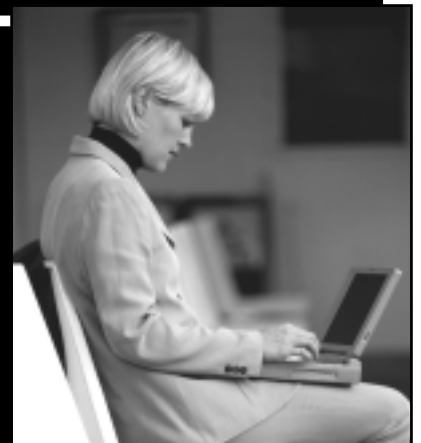
In a recent letter to Governor Glendening, the Greater Bethesda-Chevy Chase Chamber of Commerce expressed its strong support for the Bethesda/Silver Spring Light Rail Transitway. Among other things, the Chamber pointed out the need for a direct, convenient rail connection between Montgomery County's two largest inside-the-Beltway job centers, which cannot rely on increased vehicular traffic because of limited road capacity and safety considerations. The Chamber stated that since the government has acquired the existing right-of-way, there would be limited need for further land acquisition and taking of private property. The resultant savings in time and expense would make a significant difference in the overall cost of the project. Finally, the Chamber recognized that a light rail link between Bethesda and Silver Spring, along the existing right-of-way, could be an important initial component in a more comprehensive effort such as the Purple Line linking job centers in Montgomery and Prince George's Counties.

Hoping for a favorable decision, our chamber is working closely with county and state elected officials and other business and civic groups to see that light rail is allowed to move forward into the next stage of engineering and environment impact study.



## Are You Getting Our Emails?

Since July, members have been receiving monthly "BCC Chamber Email Updates." The updates provide quick, up-to-date news items regarding local issues, events and meetings of interest to the Bethesda-Chevy Chase community. If you have not yet received these emails or have colleagues that would like to be included on the distribution list, please email Leslie Yager at [lyager@bccchamber.org](mailto:lyager@bccchamber.org), subject: "Subscribe BCC Update," or call her at 301-652-4900 x200.







## Employee Dress Codes, or “Men in Tights”

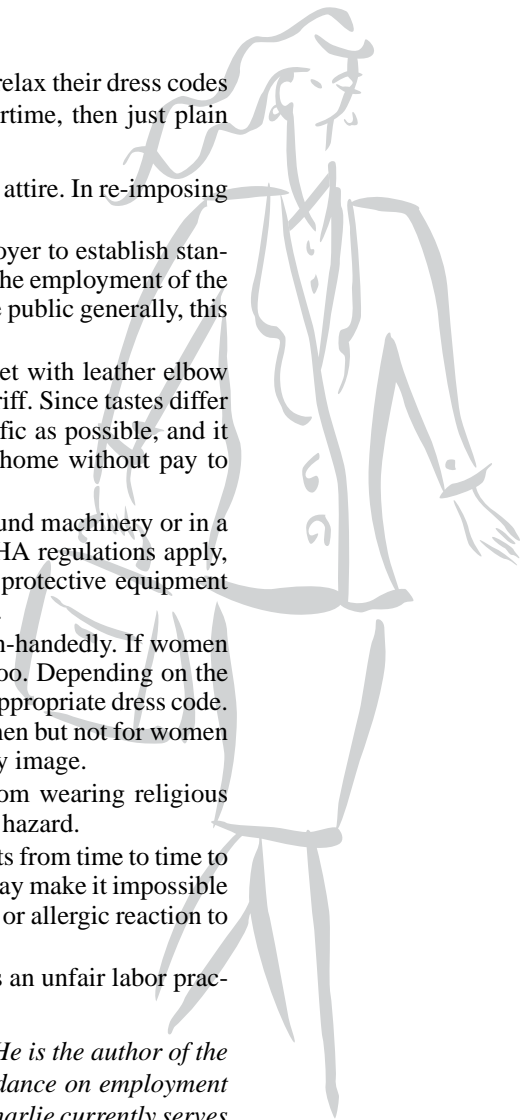
by Charles H. Fleischer, Esq.

When the demand for employees outpaced the supply, some employers felt they had to relax their dress codes just to stay competitive. First it was casual summertime Fridays, then casual summertime, then just plain casual.

Now, as the job market shrinks, there seems to be a trend back to more traditional office attire. In re-imposing standards, what legal issues should an employer be concerned about?

- **Business necessity.** Maryland’s Fair Employment Practices Act permits an employer to establish standards for dress and grooming if the standards are “directly related to the nature of the employment of the employee.” For employees who have contact with clients or customers, or with the public generally, this should not be a difficult test to satisfy.
- **Basic fairness.** “Casual” can mean anything from a comfortable old sports jacket with leather elbow patches to a beer-stained T-shirt and jeans; from a blouse and slacks to a bare midriff. Since tastes differ as to what is acceptable, a dress code should be in writing, it should be as specific as possible, and it should be well-publicized. The consequences of a violation – such being sent home without pay to change – should also be spelled out.
- **Safety concerns.** Loose sleeves or a billowing skirt may pose a safety hazard around machinery or in a lab where toxic chemicals or biologics are used. In certain industries where OSHA regulations apply, employers not only may, but they must, require their workers to wear personal protective equipment such as hard hats, safety glasses, face masks, latex gloves, steel-tipped shoes, etc.
- **Gender discrimination.** Employers should be careful to enforce dress codes even-handedly. If women get sent home for wearing jeans, men doing similar jobs should be sent home, too. Depending on the circumstances, however, it may be permissible for employers to impose a gender-appropriate dress code. Court decisions have generally upheld rules prohibiting earrings or long hair for men but not for women where the employer legitimately wants to present a more conservative, less trendy image.
- **Religious discrimination.** An employer probably cannot prohibit employees from wearing religious garb, such as crucifixes, yarmulkes, or chadors unless they pose a genuine safety hazard.
- **Accommodating disabilities.** Employers may have to relax dress code requirements from time to time to accommodate persons with disabilities. Use of a prosthetic device, for example, may make it impossible to comply with strict dress code standards. Or an employee may have a sensitivity or allergic reaction to the fabrics in a uniform.
- **Union insignia.** Prohibiting employees from wearing union buttons or insignia is an unfair labor practice in violation of the National Labor Relations Act.

Charlie Fleischer is an attorney with Marsh Fleischer & Quiggle, Chtd., in Bethesda. He is the author of the new e-book, EMPLOYER’S SURVIVAL GUIDE, providing practical advice and guidance on employment matters to businesses and organizations in the greater metropolitan Washington area. Charlie currently serves as chair of the Chamber’s Seminar Committee.



### Benefit Car Show

Over 150 custom cars and street rods will be cruising into downtown Bethesda for a great display of nostalgia. This annual tradition has become a highlight of the day, with hundreds of curious on-lookers and car aficionados lining the avenue.

### Event Sponsors

Advance Construction Technologies • Advanced Collision Technology • Barwood Transportation  
 Chesapeake Petroleum & Supply Co., Inc. • CVS • Eagle Bank • Enterprise Rent-A-Car • Flea Circus Clowns  
 Four Points by Sheraton • Hard Times Cafe • Hyatt Regency-Bethesda • Mellon Bank • Motorsport Insurance  
 Profund Advisors • Realty Management Co., In Memory of Valerie Petrucci  
 Recreation & Welfare Association of NIH • SunTrust

# New Members



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**Aronson, Fetridge & Weigle**

700 King Farm Blvd., Rockville, MD 20850  
email: lnazarian@afwcpc.com

**231-6200 F: 301-231-7630**

www.afwcpc.com

Lena Nazarian, Product Specialist, Gerald Parshall, Esq.  
Lisa Cines, CPA, Julia Richardson, CPA, Jay Herron, CPA

*Business Profile: Certified Public Accountants and Consultants. We are dedicated to bringing together the right mix of professionals to meet your financial, computer and management needs.*

*Sponsor: Margery Shrinsky, Membership Director*

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**Bethesda Community Store**

8804 Old Georgetown Road, Bethesda, MD 20814

**T: 301-564-1009 F: 301-564-4577**

Arnie Fainman, Owner

*Business Profile: Delicatessen & Community Store.*

*Sponsor: Margery Shrinsky, Membership Director*

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**Dave & Buster's**

11301 Rockville Pike, Rockville, MD 2089

email: chris\_ahernC@daveandbusters.com

**T: 301-230-5151 F: 301-230-9232**

www.daveandbusters.com

Chris Ahern, Special Events Representative

*Business Profile: 60,000 square foot entertainment complex with over 200 interactive and simulated games, billiard and shuffleboard tables, midway bar and grand dining area-catered specialists for 20-2,000.*

*Sponsor: John Fineran, Atlantech Online, Inc.*

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**Jack Stone Sign Co., Inc.**

3131 Pennsy Drive, Landover, MD 20785

email: trevor@jackstone.net

**T: 301-322-3323 F: 301-322-8407**

www.jackstone.net

Trevor A. Stone, Sales

*Business Profile: Sales and service of all interior and electrical exterior signage. We manufacture and install custom signs made from aluminum. We also provide design services and digital printing.*

*Sponsor: Margery Shrinsky, Membership Director*

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**L-Soft**

7272 Wisconsin Avenue, Suite 330, Bethesda, MD 20814

email: info@lsoft.com

**T: 301-731-0440 F: 240-497-1802**

www.lsoft.com

Jason Rizzo, Communications Representative

*Business Profile: L-Soft offers a comprehensive portfolio of email list and email delivery solutions for the management of electronic newsletters, discussion groups and personalized direct email campaigns. L-Soft licenses the original LISTSERVE software.*

*Sponsor: Margery Shrinsky, Membership Director*

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**Oudens + Knoop Architects PC**

2 Wisconsin Circle, Suite 820, Chevy Chase, MD 20815

email: s-knoop@okarch

**T: 301-718-0080 F: 301-718-9520**

www.okarch.com

Stuart L. Knoop FAIA, President, Gerald F. Oudens FAIA

*Business Profile: Oudens + Knoop is a full-service architectural firm providing master planning, programming and design for health care, research and government clients worldwide.*

*Sponsor: Margery Shrinsky, Membership Director*

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**Performance Enhancement Group, Inc.**

9702 Bellevue Drive, Bethesda, MD 20814

email: rjpeg101@aol.com

**T: 301-897-5776 F: 301-897-5602**

www.recognitionsecrets.com

Erica Holloway, Project Coordinator

*Business Profile: We support organizations in achieving excellence by bringing their performance goals to life. We work to create an environment where employees skills are developed to their fullest.*

*Sponsor: Leslie Yager, Finance & Office Manager*

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**Random Harvest**

7766 Wisconsin Avenue, Bethesda, MD 20814

*Business Profile: Retail home furnishings antiques and decorate accessories.*

*Sponsor: Tom Murphy, EagleBank*

**T: 301-280-2777**

Beth Aberg

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**ROOMS UNIQUELY U**

18219 Swiss Circle #3, Germantown, MD 20874

email: Helen@roomsuniquelyu.com

**T: 301-972-2801 F: 1-831-203-3136**

www.roomsuniquelyu.com

Helen Stewart, President

*Business Profile: Interior design consultant and founder of ROOMS UNIQUELY U. Helen Stewart helps clients transform homes into havens through artistic adornment and distinctive decorating.*

*Sponsor: Margery Shrinsky, Membership Director*

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**Solutions Engineering Corp.**

7930 Old Georgetown Road, Suite C40, Bethesda, MD 20814

email: barsonson@soleng.com

**T: 301-986-9181 F: 301-986-5540**

www.soleng.com

Robert Aronson, Business Development/Client Relations

## **New Members**

*Business Profile: An IT Solutions firm, specializing in the design and implementation of customized technology solutions for government and commercial organizations.*

*Sponsor: Margery Shrinsky*

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### **Success Computer Solutions, Inc.**

8904 Mallard Court, Columbia, MD 21045

email: creativesales@starpower.net

*Business Profile: Success Computer Solutions works with your organization, as a team to solve your business needs. We specialize in providing enterprise-consulting services that are based on Microsoft's .NET platform to create custom software & web enterprise solutions to meet your organization's growing and expanding business needs.*

*Sponsor: Margery Shrinsky, Membership Director*

**T: 800-960-6020**

Paul Landavere, President

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### **StratComm LLC**

2429 Linden Lane, Silver Spring, MD 20910

email: cindy@stratcommdc.com

*Business Profile: A quality network and communications services provider and has been providing IS solutions for major clientele in the Washington, D.C. metropolitan area since 1995*

*Sponsor: Margery Shrinsky*

**T: 301-563-7047 F: 301-563-7044**

www.stratcommdc.com

Cynthia Geary

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### **SunTrust Bank – Sumner Place**

4701 Sangamore Road, Bethesda, MD 20816

email: bowenac@starpower.net

Andrew C. Bowen

*Business Profile: Financial institution*

*Sponsor: Jennifer Warner*

**T: 301-215-9396 F 301-215-9399**

www.suntrust.com

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### **T. Rowe Price Investment**

900 17<sup>th</sup> Street, NW, Suite 100, Washington, DC 20005

email: jrizquierdo@troweprice.com

*Business Profile: Investment services*

*Sponsor: Margery Shrinsky*

**T: 202-835-2836 F: 202-466-2805**

www.troweprice.com

Jean Ramos-Izquierdo

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### **Wellington Condominium Association**

7036 Strathmore Street #311, Chevy Chase, MD 20815

*Business Profile: Condominium Association*

*Sponsor: Margery Shrinsky*

**T: 301-656-3938**

Courtney Barr



Stage Two Ad from Last Month





**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](http://www.bccchamber.org)

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Bethesda, MD  
Permit No. 7013

## **“Get Swept Away” Membership Recruitment Campaign**

Recruit new members to the membership of the Greater Bethesda-Chevy Chase Chamber of Commerce and win one of the following fantastic weekend packages:

**Bethesda Marriott Sports Package** — Includes a weekend at the Bethesda Marriott Hotel, dinner for 2 at Willie & Reeds, tickets to a Capitals game, dinner/lunch at the ESPN Zone and two tickets each to an Orioles, Wizards, Mystics, Bethesda Big Train, and Frederick Keys game!

**Bethany Beach Spring Get-away** — Includes a weekend at Sea Colony Resort, weekend Enterprise rental car, dinner for 2 at Mango’s restaurant, brunch for 2 at The Blue Moon restaurant and more surprises!

**Philadelphia Fantasy at Penns Landing** — Includes a weekend at the Hyatt Regency Penns Landing, 2 round trip train tickets to Philadelphia, dinner & dancing on the Spirit Cruise Line, and Brunch at the Hyatt!

**Pamper Yourself Weekend at Embassy Suites @ Chevy Chase Pavilion** — Includes a weekend at the Embassy Suites at Chevy Chase Pavilion, a day at the spa, movie tickets... and more!

The top four winners will be rewarded their prizes at the December 19<sup>th</sup> Board of Directors meeting, highlighted in the monthly email update and in the February 2002 newsletter. For more information and to get copies of membership marketing materials and the membership application contact Margery Shrinsky at the Chamber at 301-652-4900 x203 or go online at [www.bccchamber.org](http://www.bccchamber.org).

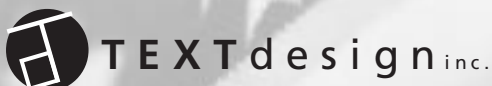


*At Text Design, we share with you, our community,  
an abiding concern for the victims and families who have been  
touched by the tragic events of September 11th.*

*In honor of the more than 6,400 people today, who are missing or  
presumed dead as a result of the terrorist attacks against  
the World Trade Center, the Pentagon, in Pennsylvania, we offer our hope  
and our renewed strength toward personal and spiritual renewal.*

*As all Americans — both near and far — continue to band together  
in the wake of a national disaster, we at Text Design acknowledge  
the strength and character of those coming to our defense and  
those suffering personal loss.*

*Today and as tomorrow unfolds, our thoughts and hopes  
remain with you, our community.....*



7978 Old Georgetown Road, Suite 6C  
Bethesda, MD 20814  
301 | 652 | 5153