

# **CHAMBERNEWS**

The Greater Bethesda-Chevy Chase Chamber of Commerce

## C E L E B R A T E business and the arts



Mark your calendar for the evening of Wednesday, October 29th! Join hundreds of corporate, government, civic and community leaders from the greater Washington region for an evening of elegant music, outstanding food, and an exciting atmosphere at the Second Annual CELEBRATE business and the arts gala.

CELEBRATE will be held in the grand lobby of the Chevy Chase Bank Headquarters in Bethesda from 6:00 to 9:00pm. Local award-winning artists and arts organizations will display their work during the event, including the First Annual Trawick Award First Prize winner. Performing artists will include Glenn Pearson Productions, as well as musical performances by students at Bethesda-Chevy Chase, Walt Whitman and Walter Johnson High Schools. Back by popular demand, tours of the Roundhouse Theatre will be given throughout the evening, and wonderful displays of foods and beverages will be provided by member Catering by Windows. Also new this year is a fantastic Silent Auction featuring an array of select items for your bidding inclinations.

Honorary Chairman, Alexander R. M. Boyle, Vice Chairman of Chevy Chase Bank, invites all Chamber members to join him at this elegant event. Sponsors include Chevy Chase Bank, Washington Business Journal, Catering by Windows, The Chevy

Chase Land Company, EagleBank, Trawick & Associates, Print 1 and Text Design.

Event Committee Chair Anita Segreti (Anita Segreti Insurance), Host Suzanne Rosetti (Chevy Chase Bank) and the numerous committee members have put together an elegant evening members will not soon forget. The cost for this event will be \$100 per person, which includes beverages, a lavish spread of fantastic food, and complimentary parking in the garage under the bank. Contact Scott Scholz at the Chamber at 301-652-4900 or sscholz@bccchamber.org to register for this premier event.

## Greater Washington Business Summit & Expo — October 22 – 23, 2003

Washington Business Journal and Clear Channel Communications are pleased to present the Greater Washington Business Summit and Expo, October 22 – 23, at the Washington Convention Center. Over 3,000 business leaders are expected to attend this B2B conference featuring Lou Dobbs, Jeffrey Gitomer, over 100 exhibitors including the BCC Chamber, educational workshops, and exclusive networking opportunities. For more information, please visit www.bizexpodc.com. For information on exhibiting, please contact Washington Business Journal at 703-875-2200.

Note: Member companies with promotional give-aways are welcome to provide them to the Chamber for distribution at our booth at this expo as well as at the Chamber's booth at Best of Bethesda day on October 4th. For more information, contact Scott Scholz at sscholz@bccchamber.org or 301-652-4900 x202.

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### **Don't Throw the Inserts Away!**

Due to size limitations and the growing list of new members, the "Welcome New Members" article can be found as an insert within this newsletter! Make sure to take it out and place it into your Membership Directory and Guide. For more information on new members, or if you would like to participate in the Chamber's membership drive, contact Margery Shrinsky at 301-652-4900 x201.

### From the President



Tom Murphy, EagleBank

## Your Business is Our Only Business in the Five Weeks of October!

October has always proven to be one of the busiest months of the year and this year is no different! Check out "what's on tap" for this month and how we're letting everyone know that "Your Business is our Only Business!"

**Week One:** Starting with our Monthly Member Lunch on **October 1st** at Tragara Ristorante, which promises to be a culinary and networking delight. Thanks to Chamber Director Larry Thau of Insignia/ESG, Inc. for sponsoring this event!

Next is "Taste of Bethesda" and "Back to Bethesda" on **October 4th**, in the Woodmont Triangle area of Bethesda. These

events bring almost thirty-five thousand visitors to our area every year. Be sure to visit the Chamber's booth.

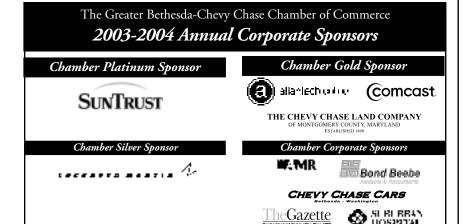
Week Two: From October 7th through the 9th, the Chamber will be conducting an intense membership drive at our offices. Join Jack Hauber, our directors and other members as we try to recruit over 100 new business contacts to the membership!

Week Three: This next week gives you numerous opportunities to network, learn and give thanks. On Tuesday, October 14th is the Tech Resources Committee's First Annual Beer Tasting to be held at Rock Bottom Brewery. Later that week on October 16th is a special Seminar Panel focused on "Firing Without Fear and Other Workplace Concerns." If you haven't already signed up for this great program, do so right away – it promises to be a sell-out! The next day, Friday, October 17th, join Chamber directors and members of the Community Development Committee at the 2nd District Police Department as we honor deserving police officers.

Week Four: The Classic Residence by Hyatt is the setting for our Power Networking Breakfast on October 21st, which will be sponsored by the Association of Professional Office Managers. Two days later, on October 23rd and October 24th, stop by Booth #308 at the Greater Washington Business Summit & Expo presented by the Washington Business Journal, and see your Chamber at work for you! And don't forget the annual Community Service Day on October 25th.

**Week Five:** Finally, October ends with our Second Annual "Celebrate Business and the Arts Gala" to be held at the Chevy Chase Bank Headquarters building in Bethesda on **October 29th.** With fantastic arts from the community, music from Glenn Pearson, as well as each of the three public high schools in the area, excellent food, and an exciting new Silent Auction, this event will be the best yet!

Amazing how much is happening at your Chamber and I didn't even cover all of the committee meetings that will be taking place. I strongly urge you go to the Chamber's website at www.bccchamber.org to check it all out. I look forward to seeing you in the upcoming weeks!



### Chamber Officers

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Tom Murphy, EagleBank

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Greater Bethesda-Chevy Chase Chamber of Commerce

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 $Director\ Emeritus-Walter\ Pennington,$ 

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

### **Chamber Staff**

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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 1

Hats off to Sara Kerchner, Bundles of Cookies for being one of the finalists in the party favor category for the summer-long feature, "Today Throws a Wedding" on NBC's "Today" show.

Michael S. Fried, Hodes, Ulman, Pessin and Katz, P.A. ("HUP&K"), one of Maryland's largest law firms, just opened its fifth office in Bethesda at 4416 East-West Highway. What once began as a Towson-based solo practice in 1988, has now grown into a statewide powerhouse – ranking as one of the 10 largest law firms in the state.

EagleBank announces that the Bethesda-based community business bank has hired Craig E. Ulander and Thomas A. Mee as Vice President and Commercial Real Estate Lenders. Mr. Ulander brings to EagleBank over sixteen years of commercial and community banking experience, and Mr. Mee a blend of banking and real estate experience.

Congratulations to Gayley Knight (Connecting Links), who was recently inducted as the new president of the Women Business Owners of Montgomery County.

BAPA's Imagination Stage (located at 4908 Auburn Avenue, Bethesda) announces their inaugural season in their new theatre. Three world premieres by acclaimed Washington, national and international artists highlight Imagination Stage's first full season in its spectacular new theatre. The BFG (Big Friendly Giant) by Roald Dahl, adapted by David Wood, Directed by David Wood runs from September 10-October 19, 2003. Miss Nelson Has a Field Day – Book, music and lyrics by Joan Cushing based on the book by Harry Allard, illustrations by James Marshall, Directed by Kathryn Chase Bryer runs from November 12, 2003 – January 11, 2004. For more information call the box office at 301-280-1660 or visit their website www.ImagiinationStage.org.

The office of TSi Staffing inc. was the setting for the "TSi \$cholar Dollar\$" award presentation. This year, three \$500.00 scholarships were awarded to Mr. Koko Adasi, of the Bethesda office, Ms. Zavonna Price-Randall of the Washington office and Ms. Victoria Gibson of the Crofton, MD office. The TSi Scholar Dollar Program is designed to reward hard-working students who commit their summers to temporary work. Se-

lection is based on attendance, hours worked, assignment performance, client feedback and other criteria.

Snyder, Cohn, Collyer, Hamilton & Associates, P.C. (SCCH) is proud to announce the promotion of Cheryl Heusser, CPA, to Senior Accountant in the Audit and Accounting Department.

Westfield Shoppingtown Montgomery, in partnership with Jewish Women International announces the Washington, DC area debut of the internationally acclaimed educational exhibit, "Anne Frank: A History for Today." Created by the Anne Frank House in Amsterdam, the exhibit will be on view



Cheryl Heusser

at Westfield Shoppingtown Montgomery in Bethesda October 13th to November 9th, 2003. It is open to the public and free of charge. Local volunteers are needed to serve as exhibit guides. For more information, contact Geri Elias at 202-857-1300 or go to www.jewishwomen.org.

On October 25th, new BCC chamber member, A Wider Circle will be organizing a large Community Fair & Wellness Expo for the residents of the Columbia Heights neighborhood in Washington, DC, home to thousands of people living in impoverished conditions as well as to the city's largest family shelter. Donated items will also be delivered to other shelters throughout the region. For more information on how you can help, including donating clothes and home goods; volunteering at the event; helping with storage space; or making financial contributions (tax deductable) call 301-657-1010, www.awidercircle.org.

Aronson & Company, a nationally ranked top 50 accounting and consulting firm based in the DC Metropolitan area, today congratulated five of its clients who were recently awarded GSA Schedule contracts. Aronson & Company prepared the successful offers and negotiated the contracts on behalf of these five companies. The GSA Schedule is the preferred vehicle for government buyers; product and service providers who have contracts on the GSA Schedule are more likely to be selected by government purchasing agents.

## **Your Chamber At Work for You**

On September 7th, Chamber members were represented at the "Senior Info Expo" held at White Flint Mall. The expo was organized by Chamber member Stuart Rosenthal, of The Senior Beacon newspaper with over 75 participating businesses and great attendance. Staff made numerous referrals to Chamber members, gave out more than 250 Chamber directories, and distributed hundreds of giveaways which were donated by Chamber members. If you would like your advertising giveaways to be distributed at upcoming events where the Chamber will have booths (Back to Bethesda – October 4th and Greater Washington Business Expo – October 23-24), feel free to drop them by the Chamber office. Volunteers are also welcome to help man the booths!

## **Bethesda Cares Need Your Help!**

Due to the impending construction of Garage 11 on Woodmont Avenue between Old Georgetown Rd. and Norfolk Ave. where Bethesda Cares (a community outreach program for the homeless, needy and poor) is located, they will need to move into temporary space for a two-year period beginning March 2004. Their needs are 1100-1800 square feet of space with a bathroom. For more information on Bethesda Cares and their needs, please contact Sue Kirk at 301-907-9244.

## Smart Business Seminar "Firing Without Fear and Other Workplace Concerns"



"YOU'RE FIRED" are among the most painful words an employee can hear. But they're not easy for the employer to say, either. Particularly when they may trigger a discrimination investigation or an expensive and disruptive lawsuit.

Local attorneys Tom Freeman, Lilliam Machado and Charlie Fleischer will present a practical half-day seminar on workplace legal issues for employers on Thursday, October 16th from 9:00 a.m. until 12 noon in the SunTrust Board Room at the Chamber (7910 Woodmont Avenue). The focus will be on how employers of all sizes can avoid common pitfalls. Topics to be covered include –

- · How to fire, including reductions in force, without getting sued
- · At-will employment and its exceptions
- The interview and hiring process
- Title VII, ADA, FMLA, COBRA, and other acronyms we know and love
- · Discrimination and sexual harassment
- Non-compete and confidentiality agreements
- · Arbitration of workplace disputes
- Proposed new overtime rules

Tom Freeman, a member of Freeman & Freeman, P.C., in Rockville, is a graduate of George Washington University law school. His areas of practice include Labor and Employment Law, Intellectual Property, and Commercial Law. Tom also holds a degree in accounting.

Lilliam Machado and Charlie Fleischer are both with Oppenheimer, Fleischer & Quiggle, P.C., in Bethesda. Lilliam, the immediate past president of the Chamber, is a graduate of the Hastings College of Law (University of California). She represents a wide range of businesses and organizations on workplace legal issues. Charlie, a graduate of the George Washington University law school, is a frequent speaker and writer on employment law. His new book on workplace law for employers, being published by Source Books in Chicago, is due out in January.



## **Chamber Tech Committee Hosts 1st Annual Chamber Beer Tasting**

On October 14th, the Technology Committee will be hosting the Chamber's 1st annual beer tasting. Come out to Rock Bottom Restaurant & Brewery at 7900 Norfolk Avenue from 5:30 to 7:00pm to learn about the process of brewing beer and taste the 2003 edition of B-CC's Rye ChamBEER, as well as all the other wonderful beers that Rock Bottom Restaurant & Brewery brews each and every day.

For only \$30, (\$35 for perspective members), you will receive a B-CC Chamber ChamBEER glass, enjoy a tour and presentation on the art of brewing, try a variety of beers, enjoy wonderful appetizers and network with fellow Chamber members and prospective members. Register today (go to www.bccchamber.org), as this promises to be a fun packed event – a definite sell-out!

For more information on this event or the Tech Committee, contact Scott Scholz at 301-652-4900 x202 or sscholz@bccchamber.org.

## **Ethical Email**

By Ken Hill, Netspace (Member, Technology Resources Committee)

Email marketing is currently in some turmoil. Spam is a major problem that is growing and getting uglier each day. The response to the problem is evolving rapidly and nobody wants to risk their reputation by being grouped with the "enhancement" peddlers in their marketing efforts. The dilemma is that email is still very effective and relatively inexpensive. One answer is the following set of rules:

- Be careful who you do business with If you purchase a list be very careful
  of who you do business with. Good list vendors will be able to provide well
  targeted prospects that have made it clear that they are willing to receive email
  offers on that subject. The current standard is Double opt-in. That means that
  the person specifically chose to be on the list in a two step process.
- 2. Stay close to your customers Collect email addresses from your existing customers and prospects at every opportunity. People want to develop and maintain a relationship with a good business.
- 3. Focus on providing value Each message should be welcomed because it provides value in some way. You want to send messages frequently enough that they don't forget about you but not so often that it becomes a problem. Many businesses find that a biweekly to bimonthly schedule works well for them.
- 4. Treat people as you would expect to be treated Make it easy to get off the list and have a good way to handle issues that come up. If someone does complain to your internet provider you will have to explain how you handled that customer to avoid the "spammer" label.

There are many details that I did not have space to cover but the bottom line is: Email makes good business sense if you use good common sense.

For more information on this subject, contact Ken Hill of Netspace at 301-986-9730 or ken.hill@netspacemc.com.



"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.

## **Calendar Check**

### Wednesday, October 1 12:00-1:30pm

**Monthly Member Lunch** 

Sponsored by Insignia/ESG, Inc. At Tragara Ristorante (4935 Cordell Avenue, Bethesda, MD)

### Tuesday, October 14, 5:30-7:00pm

### **Business After Hours/Beer Tasting**

Sponsored by Technology Resources Committee and Atlantech Online, Inc., Shulman, Rogers, Gandal, Pordy & Ecker, PA, Vansam Software, Inc., Connecting Links / EMR Virtual Tour Photography, and Browser Media At Rock Bottom Brewery (7900 Norfolk Avenue, Bethesda, MD)

### Thursday, October 16, 9:00am-12:00 p.m.

### **Special Smart Business Seminar Panel**

"Firing Without Fear and Other Workplace Concerns" Presented by: Thomas Freeman; Freeman & Freeman, P.C., Charles H. Fleischer; Oppenheimer, Fleischer & Quiggles, P.C., Lilliam L. Machado; Oppenheimer, Fleischer & Quiggles, P.C. In the SunTrust Board Room at the Chamber (7910 Woodmont Avenue, Bethesda, MD)

### Tuesday, October 21, 7:15-9:00 a.m.

**Power Networking Breakfast** 

Sponsored by Association of Professional Office Managers At Classic Residence by Hyatt (8100 Connecticut Avenue, Chevy Chase, MD)

### Wednesday, October 29, 6:00 p.m. – 9:00 p.m.

**Celebrate: Business and the Arts** 

### Calendar Check

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 staff at the Chamber at 301-652-4900 or at staff@bccchamber.org.

Sponsored by Chevy Chase Bank, Washington Business Journal, Chevy Chase Land Company, Catering by Windows, Eagle Bank, Trawick & Associates, Print 1, and Text Design At Chevy Chase Bank Headquarters Building (7501 Wisconsin Avenue, Bethesda, MD)

## **Legislative Update**



### A Rude Awakening

By Ron Resh

Those of us involved with chambers of commerce and other business organizations in Montgomery County have known for many years that transportation should be the County's top priority. We all have been involved in our share of discussing, planning, testifying, and urging support for critically needed transit and road projects. Regrettably, far too often we have witnessed years of planning effort and millions of dollars of public and private funds wasted on projects which have been started and stopped by local and state elected officials at the drop of a hat. The status of a particular project depends on whichever way the political wind is blowing at any given time.

Although the County and the region have grown by quantum leaps, for the most part our infrastructure has remained stagnant due to the lack of political commitment and leadership. I recently had an experience that put all this into perspective.

Late this summer I had occasion to spend several days driving to and around New York City. My trip took me through all areas of the City except Manhattan. I left New Jersey, crossed Staten Island, drove around Brooklyn, passed through Queens, and went up into South Bronx. Imagine my surprise when I found I could drive through these areas in the middle of the day in less time than it has taken me on numerous occasions at midday to drive from Rockville to the Howard County line or from Silver Spring to Virginia. And in the process, I crossed three bridges and encountered a fair number of accidents, road construction and general stop and go congestion.

The glaring difference between Montgomery County and an area like New York is that there the direct and connecting infrastructure is in place; in Montgomery County it is practically nonexistent. Never once in New York did I have to drive through residential streets, creep through commercial areas, or wind my way through narrow two-lane roads to reach my destination. Direct parkways, expressways, and bridges took care of that.

Somewhere along the way leadership in New York and similar urban areas faced reality and did what had to be done to address transportation needs. Did projects there face opposition? Were neighborhoods impacted? Were costs staggering? Certainly. But sound reasoning prevailed. Overall public needs were placed above local opposition, mitigating efforts were put into place, and toll facilities were used to address costs of construction, maintenance and repairs.

Would I want to live in New York City? No. But I'd sure like to see our local and state elected officials in Maryland take a refresher course from places like New York in the way to address infrastructure needs and to get things done.

## **Membership Drive Off to an Auspicious Start**



Under the leadership of Jack Hauber, Sandler Training Institute, Vice President Membership Development and Terry Kinser, Managing Partner, HRC Co., members of the Chamber are gearing up for a very successful membership drive to be held October 7th, 8th and 9th in the SunTrust Board Room at the Chamber office.

As usual, our members are stepping up to the plate to make this program a success! Cingular Wireless is generously providing cell phones to be used during the drive; Phil Tufano, General Manager of the Hyatt Regency Bethesda is providing lodging for Terry Kinser; and Greg Hourigan, owner of Hard Times Café is providing dining certificates for everyone participating in the drive. In addition, prizes are also being provided by the following members: Marriott Suites Bethesda, Four Points Sheraton, Enterprise Rent-A-Car and Residence Inn by Marriott.

The Greater Bethesda-Chevy Chase Chamber of Commerce continues to grow, and with the addition of an anticipated 125 new members from the drive, we will remain the strongest Chamber in Montgomery County, providing advocacy, networking events, educational seminars and community outreach.

## **Success Stories**

How Much is Music Worth in Bethesda-Chevy Chase? University of Arizona (Tucson) freshman, Chris Holdridge, will tell you "Plenty!" Not only has Chris earned a partial music scholarship to help defray the cost of attending Arizona, but he also carries with him an invaluable experience in the music business from his Maryland hometown.

"I got my first set of drums at twelve...been in a lot of (garage) bands...and played in the school jazz group," said Chris. "But I wasn't sure if I wanted to really pursue my music, until I started working at Glenn Pearson Productions."

During Chris' final year at Bethesda-Chevy Chase High School he participated in a unique internship program provided by his school in a partnership with the BCC Chamber and member, Glenn Pearson Productions (GPP).

"The BCC High School Internship program benefits students and employers. We've helped Chris shape his career choices by providing him with hands-on experience in the live-music production business," said owner Glenn Pearson.

The win-win experience continues as GPP Manager, Sandy Wester, added: "This program, and our time with Chris, has helped us sharpen our training for new-hires. It's gratifying to know that partnerships between our schools and Chamber members can really be meaningful to our young people."

Glenn Pearson Productions provides and manages musicians and other entertainers in the Mid-Atlantic area for special events and gatherings. Reporting to GPP several hours each week during the internship period, "Chris became a quick study on our special style of customer service," said Pearson. "We want him back whenever he's home from school!"

Much credit is due BCC High School Internship Program Coordinator, Vicky Wood, who is a teaching veteran of 18 years and is now dedicated entirely to the sixty students in her program.



December 16th marks the 15th Anniversary of the Annual Goodwill Dinner under the leadership of Sue and Ben King (past president of the Chamber.) The Goodwill Dinner Committee is organizing the evening that provides a festive atmosphere for those less fortunate in our community. Here are ways in which you can help:

- Donate to the Goodwill Dinner Fund which directly goes to the costs of the dinner and holiday presents that will be provided to our guests (check payable to the "BCC Chamber Goodwill Dinner.)
- Donate 250 promotional items that will go into the bags of each guest that attend the dinner. Items can include: pocket monthly planners for 2004, toothbrushes, tooth paste, sewing kits and pocket combs.

200 – 6:30 p.m. and

The Goodwill Dinnner will be held at the Bethesda-Chevy Chase Rescue Squad from 4:00-6:30 p.m. and volunteers are always welcome. The Dinner is a joint effort of the Bethesda-Chevy Chase community including the Hyatt Regency Bethesda, the BCC Rescue Squad, the Bethesda Urban Partnership, the Bethesda-Chevy Chase Regional Services Center, the Montgomery County Department of Health and Human Services, the Second District Police and the BCC Chamber.

For information about the Goodwill Dinner, contact Margery Shrinsky or Gloria Arnold at 301-652-4900.





## The Greater Bethesda-Chevy Chase Chamber of Commerce

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## **Welcome Scott Scholz!**

Join us in welcoming Scott Scholz, the Chamber's new Marketing and Events Manager. After working in the fields of fundraising/special events and volunteer management/promotion, Scott's accrued marketing talents are a great match with the needs of the Chamber! A graduate of Virginia Tech, Scott was employed for the past five years at Volunteer Fairfax, where he most recently was their Community Outreach/Information Manager. A Leadership Fairfax graduate (class of 2002), Scott is active in numerous service organizations, especially those focused on the homeless, including serving for a year as an AMERICORPS\*VISTA Volunteer, where he was the fundraiser coordinator for a homeless shelter in Gettysburg, PA.

Scott is responsible for the marketing and promotion of all programs, events and activities of the Chamber, as well as the planning and administration of all Chamber events. He can be reached at sscholz@bccchamber.org or  $301-652-4900 \times 203$ .



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