



September 2001

# CHAMBER NEWS

The Greater Bethesda-Chevy Chase Chamber of Commerce

## Get Swept Away!!!

### BCC Chamber's "Clean Sweep" Weekend Get-Away Fall Recruitment Campaign

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New business contacts . . . Chamber wide recognition . . . Win a great weekend getaway. These are just a few of the benefits you get when you recruit new members to the Greater Bethesda-Chevy Chase Chamber of Commerce this fall. Beginning September 1st and running until Friday, December 14th, the membership of The Greater Bethesda-Chevy Chase Chamber of Commerce is invited to participate in "Swept Away!" The Chamber's new membership recruitment campaign.

Each weekend package is unique, featuring different types of travel, meals and interesting entertainment.

Membership Development Vice President Bob McKay (Fairmont Bar and Dining) and his membership team have developed an exciting new campaign, enabling all members of the Chamber to get involved and get recognition. "How many people do we do business with that are not already members of the Chamber? Every organization that does business in the Bethesda-Chevy Chase area should be a member." said McKay. "Whether it's calling on companies with which we would like to do business and representing the Chamber at the same time, or winning one of the four weekend packages, or getting continued recognition at all the events and in the Chamber's newsletter, everyone can benefit from this campaign. And in the long run, more members mean more business."

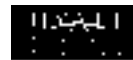
Look for your name on the leader board at every event to see where you stand in this new campaign. The prizes will be rewarded to the top four winners at the December 19th Board of Directors meeting, highlighted in the monthly email update and all membership sponsors will be listed in the February 2002 newsletter.

The campaign: For every new member you sponsor, your name will go into the running for one of four exciting weekend packages. Your name needs to be listed as the sponsor on the application of the prospective new member. Only membership applications received between September 1, 2001 and 12:00 noon on Friday, December 14th will be considered in this campaign. For more information and to get copies of membership marketing materials and the membership application, contact the Chamber at 301-652-4900 or go online at [www.bccchamber.org](http://www.bccchamber.org).

Special thanks to Bethesda Marriott Hotel, Chevy Chase Cars, Hyatt Regency Bethesda, Hyatt Regency Philadelphia at Penns Landing and Embassy Suites Chevy Chase for donations of the grand prizes.

The four "Clean-Sweep" Weekend Packages include a:

- Bethesda Marriott Sports Weekend
- Bethany Beach Spring Get-Away
- Philadelphia Fantasy at the Hyatt Regency Penns Landing
- Pamper Yourself at Embassy Suites Chevy Chase Pavilion



## 30 Days & Counting!

Advertising in the Greater Bethesda-Chevy Chase Chamber of Commerce 2002 Membership Directory & Business Referral Guide is coming to a close. This is your LAST CHANCE to advertise your business for as little as \$25 per month for an entire year's worth of promotion.

Friday, September 28th is the LAST day to reserve your place.

Contact Margery Shrinsky at the Chamber office today 301-652-4900!

## From The President's Desk

by Randy Schools, NIH-NOAA Recreation & Welfare Association



Now that the “lazy” days of summer are a faint memory (if one at all), we get so caught up in our work that we lose sight of the additional benefits and opportunities to grow our businesses and become involved. One of the great things about your membership in the Greater Bethesda-Chevy Chase Chamber of Commerce is the opportunity for you to get involved.

You see, we need each other — not only to grow our businesses, but to grow our potentials, as well. The Chamber of Commerce provides opportunities, whether it is attending events, serving on a committee, or just contributing a helpful suggestion. As a member, you are given opportunities to participate in our leadership, as well as having fun at one of our special events. Take a look through this newsletter to see the numerous opportunities. Pick even just one program or committee and try it out. If it isn't a good fit for you, go to a different one next month.

We enjoy having your participation — it helps us by setting an example for the follow members of our business community. It helps the Chamber as well, by fostering a positive and open planning process. Your membership is a commitment, your participation is a right of that commitment, and we want it.

By getting involved in our networking, you help us to become the ideal forum for our business community. It's simple — the more individuals and companies that get involved — the better we become. We want to serve you and help you — SO LET'S ALL GET INVOLVED!

## Chamber Officers

### President

Randy Schools, NIH-NOAA Recreation & Welfare Assn.

### Immediate Past President

John C. Alexander, AMR Commercial Real Estate

### President-Elect

Lillian 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, Porfy & 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

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Jennifer Warner, SunTrust Bank

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

Finance & Office Manager

Leslie P. Yager: lyager@bccchamber.org

Events & Marketing Manager

Holly Persinger: hpersinger@bccchamber.org

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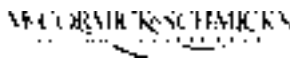
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# Members in the News

**Lena S. Barnett, Esq. of Lena Barnett & Associates, LLC**, has been named Adjunct Professor of Multidisciplinary Practice and Senior Faculty of the Estate and Wealth Strategies Institute at Michigan State University.

**BAPA's Imagination Stage** announces its fall classes and performance opportunities for young people ages 3-18. Now in its 23rd year, BAPA offers classes in acting, dance and music/voice every weekday afternoon and on Saturday and Sunday. An Open House will be held on September 8th and general auditions will be on September 9th at 7300 Whittier Blvd., Bethesda.

Kicking off its 10th season, **BAPA** announces the production of **Trickman: A Spell of Cold Weather** by **Charles Way**, which is the American premiere of a charming, magical tale about a lonely girl and frisky house elf that bring song and dance back into the lives of a grumpy farm couple. Production runs from September 8-November 4. For further information call 301-320-4386.

**The Complete Health and Wellness Center** is conducting a complimentary lecture on Permanent Allergy Relief on Tuesday, September 18th at 7:00 p.m. at 11119 Rockville Pike, #101, Rockville. Seating is limited. Call 301-770-WELL (9355) to reserve your space!

**Dembo, Jones, Healy, Pennington & Marshall PC** is pleased to announce that retired shareholder Martin S. Dembo, CPA, has been awarded the **Melvin A. Eggers Senior Alumni Award by Syracuse University**. The award honors senior alumni who demonstrate exceptional leadership and dedicated service to society and loyalty and service to Syracuse University.

**Hospice Caring, Inc.** is offering Caregiver Training for hospice volunteers September 11-13. The sessions will be from 8:30 a.m. to 4:30 p.m. at the Gaithersburg office. The three-day training is required to become a one-on-one caregiver. Hospice Caring, Inc. is a non-medical, volunteer hospice that provides free practical and emotional support to terminally ill patients and their families. For more information and registration, call 301-869-HOPE (4673).

**Gelman, Rosenberg & Freedman CPA's**, announces the following promotions: William M. Murphy, Director of Finance and Administration, Jesse D. Burns, Controller, Jacqueline A. Oneto, CPA, Audit Manager, Andreas A. Alexandrou, CPA, Audit Supervisor and Troy A. Turner, CPA, Tax Supervisor.

**Lerch Early & Brewer, Chtd.**, announces Lawrence G. Lerman has joined the firm as a principal in the real estate and commercial transactions departments and David H. Anderson has been appointed Chief Operating Officer. John Joyce was honored with the 2001 Professional Excellence Award by the Maryland Bar Foundation for his work in connection with the long-running television series, "Law School for the Public."

**EagleBank** announces that Dion W. Smith has joined the bank as Vice President for Commercial Lending and the promotion of John Bettini to Vice President in the Commercial Loan Department.

**Charles H. Fleischer, Esq.** announces his new e-book Employer's Survival Guide, which includes specific information about the employment laws that govern each of the jurisdictions in the Greater Washington, DC area, as well as federal law and relevant court decisions. Contact Susan Hlesciak Hall at 301-962-7737, integrity.ink@worldnet.att.net or visit the Guide's website [www.employersinfonet.com](http://www.employersinfonet.com).

**Potomac Valley Bank's Little Falls Office** celebrated its Grand Opening in late June with an all-day celebration and a ribbon cutting ceremony. Potomac Valley Bank's Little Falls Office was formerly located in Little Falls Mall, which has recently undergone a transformation and been remaned, "The Shops at Sumner Place."



**Aronson Fetridge & Weigle** CPAs and Consultants announces its "Introduction to QuickBooks Pro" training classes September 20 and October 18 from 9:00 a.m. to noon, instructed by Barbara Thomas, CPA. All classes will be held at 700 King Farm Blvd., Rockville. For more information contact Lena Nazarian at 301-231-6300 ext. 6826.

**F. Ruth Dickie and Carol Maclure**, managers of the Bethesda Gateway office of **Long & Foster Realtors** announced that June sales topped \$72 million.

**Bernard R. Wolfe & Associates, Inc.**, one of the greater Washington, DC metro area's leading financial planning firms, announced that the company is celebrating its 20th anniversary with the launch of a new website ([www.bernardwolfe.com](http://www.bernardwolfe.com)) and expansion of its financial planning services.

**Jason Lucas** has joined **Potomac Valley Bank** as Assistant Vice President & Sales/Business Development Manager of the Bethesda office, located on Montgomery Avenue.



Jason Lucas

**Bloomberg's Wealth Manager** published the results of a survey it conducted of financial advisory and money management firms in their June issue. A total of 150 firms were named as the top firms in the nation, including **Burt Associates, Inc.**, which was ranked 30 overall. Burt Associates, Inc. is a financial advisory and money management firm located in Rockville, MD.

## Members in the News

(continued from page 3)



Councilor Buchanan & Mitchell celebration with Peter B. Reilly (CBM), Ginanne Italiano (BCC Chamber), James Tortorella (CBM), Randy Schools (BCC Chamber), County Executive Doug Duncan, S. Vincent Crescenzi (CBM), Clair Parsons (CBM), and Anthony Cuzzo (CBM).

On August 8th, **Councilor Buchanan & Mitchell (CBM)**, a Bethesda-based CPA and management advisory consulting firm, celebrated 80 years of public service and 26 years as part of the Bethesda-Chevy Chase business community. CBM officers received certificates of appreciation and recognition from Montgomery County Executive Doug Duncan, BCC Chamber President Randy Schools and BCC Chamber Executive Director Ginanne Italiano.

## Success Stories

### Making the Right Connections!



left to right: John Fineran (Atlantech Online) and Jason Newman (Newman Systems, Inc.)

Washington area Internet Service Providers (ISP) have been struggling, and Newman Systems LLC, until a year ago, had trouble finding a reliable, stable, and knowledgeable ISP to recommend to clients.

Jason Newman, President of Newman Systems LLC, recommends Atlantech Online to all of his customers. "In today's rough telecom market, it is very difficult to find a stable ISP, let alone one that has knowledgeable technical support. Atlantech Online's sales force and support group are top notch, and very responsive." Newman Systems LLC is a Bethesda-based networking consulting firm, specializing in the design, installation and support of Microsoft Networks and Novell Networks, internet connectivity, and network security.

John Fineran is Executive Vice President, Sales for Atlantech Online, a Montgomery County-based ISP. The two met at the chamber one year ago and have been doing business together ever since. "As an ISP goes, we don't provide any network services. When one of our prospects or clients match up with Jason's business model, we forward contact information to both groups for them to get in touch. Jason is a great resource for Atlantech and is one of our many Referral Agents that brings Atlantech leads. It has been a wonderful experience working with Jason and we look forward to many more years of collaboration," says John.

Atlantech Online is a business-to-business ISP, providing Internet connectivity nationwide and web hosting (virtual, dedicated, collocated and managed) worldwide. Atlantech Online has been in business since June 1995. Some of Atlantech Online's clients are Fairmont Bar and Dining, EagleBank, Linowes and Blocher, BrowserMedia, the Executive Office of the President, [www.backstreets.com](http://www.backstreets.com), [www.stuffbak.com](http://www.stuffbak.com) and [www.bid4assets.com](http://www.bid4assets.com).

Councilor Buchanan & Mitchell is expanding its services with the addition of a full-time Marketing Professional. "Adrienne Nichols comes with over 8 years of marketing experience and we are thrilled to have her heading up our marketing efforts," says S. Vince Crescenzi, President and Managing Partner of the firm. "We have grown to the point where we can now begin to look for services that will enhance our market share," he said.

**The Jane Fairweather Community Service Scholarship** was recently awarded to three outstanding high school seniors in the Bethesda area. The \$500 award is offered every year to recognize and promote social awareness in the community. The Year 2001 recipients were: Anna Stephanie Cohen, Amelia Snider, and Adam Schlosser from Walt Whitman, Bethesda-Chevy Chase, and Walter Johnson High Schools respectively.

**Senator Leonard H. Teitelbaum** (D-19 Montgomery County), has been elected to the Board of Directors of **Montgomery Hospice**. Senator Teitelbaum sponsored the bond bill that provided state money for the creation of **Montgomery Hospice's Casey House**, a 14-bed hospice located on Muncaster Mill Road.

*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).*



## Bytes of Bethesda

### Are You Legit?

by Bill Jeansonne (TechLecture), Member, Technology Resources Committee

The Business Software Alliance (BSA), an industry watchdog group or association, is currently conducting random software audits on businesses and other organizations throughout the Washington Metropolitan area.

They are performing the audits in order to determine if an organization has properly licensed any software for which it is using. Its members include Microsoft, Adobe, Corel, and many other software companies that make software for PCs, servers, and notebook computers. Many of you may have already received the notice in the mail or e-mail regarding this issue from both Microsoft and/or the BSA. If audited, a business or organization can face hefty fines and treble damages if it is determined that a violation or violations have occurred. Moreover, if you reject a request for an audit, expect a U.S. Marshall at the door the next day. No kidding.

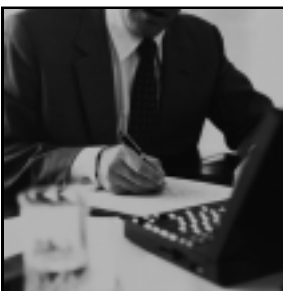
Both Microsoft and the BSA are beginning a serious campaign or crackdown on the illegal use of software, particularly with smaller organizations. Conversely, many small businesses and non-profit organizations are unaware that they may be using Microsoft Windows and Office illegally. But ignorance is no excuse for the law, as the saying goes. The problem usually manifests itself in the scenario where one copy of Windows is purchased from a local retailer by the office computer guru (network administrator should know better) and is subsequently loaded onto two or more computers. Another problem can occur when a local "box" vendor or small computer dealer loads illegal copies of software on your deal-of-the-century clone, a practice known as disk loading.

So it is imperative that you know exactly what software licenses you own by maintaining a log and/or file containing each license, when using Microsoft's or any other software vendor's product for that matter. You can begin the process by having an independent professional software audit performed, which is not costly. A checklist of services that a computer consulting service can perform regarding your organization's software is listed below:

- Provide an overview of software licensing issues that may effect an organization.
- Perform an inventory of your software licenses for each computer.
- Determine the proper licensing needed based on any deficiencies discovered in the inventory.
- Help you find the best price for additional licenses, if needed.
- Train the network administrator or office manager in proper license management.

If you plan to upgrade to Microsoft Office XP anytime soon, you will have to properly license the technology anyway, since Microsoft is strictly enforcing licensing beginning with this edition of its Office suite of software. The same goes for Microsoft's upcoming operating system Windows XP, due out later this fall. So it's a good idea to begin preparations for getting properly licensed, if you haven't already, and avoid the costly price of an audit and any fines that may accompany a software audit by the BSA.

*"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. The views expressed in this article 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.



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Want to See What Is Happening In Bethesda-Chevy Chase?  
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# Calendar Check



## Upcoming 2001 Networking Events

- **Monthly Member Lunch** — Wednesday, September 5, 12:00 - 1:30pm  
Sponsored by/at Parker's American Bistro
- **Membership Orientation** — Wednesday, September 5, 8:00 - 9:00am  
Staff Contact: Margery Shrinsky
- **Business After Hours** — Tuesday, September 11, 5:30 - 7:00pm  
Sponsored by Bundles of Cookies At Fairmont Bar and Dining
- **Pizza & Pizzazz** — Thursday, September 20, 11:45 - 1:00 pm  
Staff Contact: Margery Shrinsky
- **Tech Networking Breakfast** — Friday, September 21, 7:15 - 9:00am  
Sponsored by BrowserMedia, EMR Group, EZGSA, Newman Systems, & Shulman, Rogers, Gandal, Pordy & Ecker at Dave & Busters
- **Power Networking Breakfast** — Tuesday, September 25, 7:15 - 9:00am  
Sponsored by Partners Resource Group at McCormick & Schmick's

See "Events Calendar" for registration fees and RSVP deadlines. Fax registration forms to the Chamber Office or register Online at [www.bccchamber.org](http://www.bccchamber.org).

# Smart Business Seminar

## Team Building in the Great Outdoors

When was the last time your executive team really worked as a team? Is your sales team in peak form? Could your entire staff benefit from a common experience filled with laughter, adventure, and fresh air? If you answered, "yes" to any of these questions, don't miss the **September 20th Smart Business Seminar on Team Building**, presented by **Team OuterQuest**.

Despite what you have experienced in the past, team building opportunities do exist beyond the hotel conference room or office walls. Whether your company is interested in building individual self-esteem, boosting employee morale, increasing sales productivity, or simply needing an opportunity to get better acquainted, there is a team building experience unlike any other waiting for you through Team OuterQuest.

Join us as we explore a variety of team building activities at the Chamber Office from 8:00 - 9:30 a.m. Dave Ritter, President of Team OuterQuest will entertain, educate, and enlighten you with games, program ideas, adventure options and activities designed especially for building strong corporate teams that are sure to increase productivity and morale.

Sign up now as this interactive seminar is limited to 24 participants and is sure to sell out quickly. Contact Holly Persinger at 301-652-4900 x202, email her at [hpersinger@bccchamber.org](mailto:hpersinger@bccchamber.org) or register online at [www.bccchamber.org](http://www.bccchamber.org).

## Brand New SMART BUSINESS SEMINARS!

All seminars are free of charge to members/\$10 for non-members and are held at the Chamber's offices — Limited Attendance. Contact Holly Persinger at 301-652-4900 x202 or go to [www.bccchamber.org](http://www.bccchamber.org).

**September 20, 2001**  
8:00 - 9:30 am

**Team Building**  
Presenter: David Ritter, OuterQuest

**October 18, 2001**  
8:00 - 9:30 am

**Direct Mail Marketing with a Creative Flair**  
Presenter: Stephanie Warlick, Colorworks Promotions

**November 1, 2001**  
8:00 - 12:00 pm

**How to Tap into Government Contracting Opportunities**  
Presenters: Scott Orbach, EZGSA; representatives from a local financial institution, and Maryland state and local governments.

**December 7, 2001**  
8:00 - 9:30 am

**Becoming a Better Manager**  
Presenter: Ben Ficks, Ficks Communications

# Committee Calendar

The following committee meetings will be held in September at the Chamber's offices from 8:00 a.m. until 9:00 a.m., unless otherwise noted. For more information or to be invited to upcoming meetings, please email staff (email addresses on pg.2) or call them at 301-652-4900. This is a great way to meet new contacts and to get involved in the community! **Let's Get Involved!**

## **Parking and Transportation Committee — Tuesday, September 4**

Chair: Anne Martin, Linowes & Blocher

Staff Contact: Ginanne Italiano

*Agenda: Update on Transportation Survey; plans for the Bethesda-Silver Spring Transitway; change machines*

## **Technology Resources Committee — Thursday, September 6**

Chair: Scott Orbach, EZGSA

Staff Contact: Leslie Yager

*Agenda: Plans for Fall Events and Seminars*

## **Bethesda Action Group (BAG) — Friday, September 7**

Staff Contact: Ginanne Italiano

## **Economic Development and Government Relations Committee — Tuesday, September 11**

Chair: Pat Harris, Holland & Knight

Staff Contact: Ginanne Italiano

*Agenda: Discussion of AGP testimony and other Chamber issues.*

## **Senior Market Committee — Tuesday, September 11**

Chair: Todd Sukol, Sukol Communications

Staff Contact: Leslie Yager

*Agenda: Senior services guide, seminar for adult children of seniors, and joint programs with other organizations.*

## **Executive Committee — Wednesday, September 12**

Chair: Randy Schools, NIH-NOAA Rec. & Welfare Assoc.

Staff Contact: Ginanne Italiano

## **Special Events Committee — Wednesday, September 12**

Chair: VP, Special Events, Anita Segreti, Howard W. Phillips

Staff Contacts: Holly Persinger, Ginanne Italiano

## **Community Development Committee — Thursday, September 13**

Chair: VP, Community Development & Education, Alex Inglese, Federal Realty Investment Trust

Staff Contact: Leslie Yager

*Agenda: Officer of the Year program, Community Service Day (Oct. 27th), Fall Blood Drive (Nov. 20th)*

## **Board of Directors — Wednesday, September 19**

Chair: Randy Schools, NIH-NOAA Rec. & Welfare Assoc.

Staff Contact: Ginanne Italiano

## **Membership Development Committee — Monday, September 24**

Chair: VP, Membership Development, Bob McKay  
(Fairmont Bar and Dining)

Staff Contact: Margery Shrinsky

*Agenda: Membership retention, membership recruitment campaign and other programs*

## **Education Committee — Wednesday, September 26**

Chair: Roger Kruse, Residence Inn by Marriott

Staff Contact: Margery Shrinsky

*Agenda: Preparations for Career Partnership Day (March 21, 2002)*



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### For more information, contact:

Andrew Joseph • (301) 214-5219 • [ajosep02@sprintspectrum.com](mailto:ajosep02@sprintspectrum.com)

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# Community Development Update

The Community Development Committee is pleased to announce the establishment of the new “Officer of the Month” program, recognizing and honoring employees within the Bethesda District Police Department, Bethesda Fire Department and the Bethesda-Chevy Chase Rescue Squad. Beginning in September, these employees who give exemplary service to their community and chosen by their department leadership, will

- Be honored at a special meeting in front of their peers.
- Have their names added to permanent plaques that will be maintained at their respective stations.
- Receive personalized recognition certificates from the Chamber.
- Receive a \$75 gift certificate to one of the numerous Chamber member restaurants in the Bethesda-Chevy Chase area.

Special thanks to Community Development Committee members Maria Cornelius (Burt Associates) and Marcia Custer (Chesapeake Embroidery and Design) for their hard work on this effort and to the following member restaurants for their generous donations of \$75 gift certificates to this program: BD Mongolian BBQ, Fairmont Bar and Dining, Hamburger Hamlet, Hard Times Cafe, McCormick & Schmick’s, Rock Bottom, Terrazza Ristorante and Willie and Reed’s.

## Sponsor Spotlight



Lockheed Martin Corporation, one of the Chamber’s three Silver Sponsors for 2001-2002, was formed in March 1995 with the merger of two of the world’s premier technology companies, Lockheed Corporation and Martin Marietta Corporation. In April 1996, Lockheed Martin completed its strategic combination with the defense electronics and systems integration businesses of Loral.

Headquartered in Bethesda, Lockheed Martin is a global enterprise principally engaged in the research, design, development, manufacture and integration of advanced technology systems, products and services. Employing about 130,000 people worldwide, Lockheed Martin’s sales in 2000 surpassed \$25.3 billion.

Led by Vance Coffman, chairman and chief executive officer and Robert J. Stevens, president and chief operating officer, Lockheed Martin’s operating units are organized into broad business areas: Aeronautical Systems, Space Systems, Systems Integration, Technology Services, and Global Telecommunications.

A highly diversified advanced technology company, Lockheed Martin in 2000 earned approximately 50 percent of annual revenues from sales to the U.S. Department of Defense, 22 percent from sales to NASA and other government agencies, 7 percent from domestic commercial sales and 21 percent from international sales.

The Corporation reported 2000 sales surpassing \$25.3 billion and a record backlog of more than \$56 billion. The Corporation reported a net loss of \$519 million; excluding nonrecurring and unusual items, the Corporation would have achieved net earnings of \$432 million. The Corporation’s New York Stock Exchange symbol is LMT and its web-address is [www.lockheedmartin.com](http://www.lockheedmartin.com).

Listed as #5 in the Washington Business Journal’s 2001 Book of Lists “Largest Corporate Philanthropists in the Metro Area,” Lockheed Martin is a true community partner. Their list of Employee Volunteer Activities runs a wide range, including services and contributions to Montgomery County American Red Cross, Montgomery County Corporate Volunteer Council, Bethesda Academy of Performing Arts, Strathmore Hall, and United Way (with over \$2.8 million in employee contributions, Lockheed Martin had the largest private sector employee campaign in the 2000 National Capital Area Campaign).

Other major programs where you’ll see Lockheed Martin employees include Bethesda Space Day, National Engineers Week, Holiday Easter Basket Drive, Christmas in April, School Supply Drive, Montgomery County Community Service Day, Thanksgiving Food Drive, Bikes for Tykes & Teens, and numerous schools throughout the county, where hundreds of students have received thousands of hours of mentoring and tutoring from Lockheed Martin employees.

For more information about Lockheed Martin, contact Chamber member Barbara Reinke, Community Relations Manager for Lockheed Martin at 301-897-6601.

# New Members



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## ACSYS, Inc.

6701 Democracy Blvd., Suite 400, Bethesda, MD 20817  
Catherine Collins, Regional Account Manager  
Barbara Amani, Regional Account Manager

*Business Profile:* ACSYS, Inc. (formerly Don Richard Associates) is one of the nation's leading specialty professional staffing firms, providing interim and long-term workforce solutions in accounting, finance, administrative, technology and business consulting.  
*Sponsor:* Margery Shrinsky, Membership Director

**T: 301-581-9500 F: 301-581-9515**

www.acsysinc.com  
email: ccollins@acsysinc.com

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## The Corner Slice

7901 Norfolk Avenue, Bethesda, MD 20814

*Business Profile:* The Corner Slice offers the premier NY style pizzeria, selling pizza by the slice in Bethesda!  
*Sponsor:* Leslie Yager, Finance & Office Manager

**T: 301-907-Slice**

Brian Sluder, Owner

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## The Creative Group (Robert Half International)

1201 F Street, NW, Suite 900, Washington, DC 20004  
Allison Parker, Account Manager

*Business Profile:* The premier provider of marketing, advertising, communications and design professionals on a project basis.  
*Sponsor:* Margery Shrinsky, Membership Manager

**T: 202-626-0290 F: 202-626-4952**

www.creativegroup.com  
email: allison.parker@creativegroup.com

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## Distinctive Events by Susan B. Katz, Inc.

1653 Nordic Hill Circle, Silver Spring, MD 20906  
Debra Katz, Corporate Event Planner /Marketing Director

*Business Profile:* Complete social international and corporate event planning company. Award winning company recognized in The Washingtonian magazine and Town & Country magazine as a top planner.  
*Sponsor:* Marcia Custer, Chesapeake Embroidery & Design, Inc.

**T: 301-933-7700 F: 301-933-7702**

www.susanbkatz.com  
email: debbie@susanbkatz.com

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## Duke's Catering

7101 Democracy Blvd. Bethesda, MD 20817

*Business Profile:* We are a full service catering company, specializing in corporate catering. No order is to small or to large.  
*Sponsor:* Margery Shrinsky, Membership Director

**T: 301-365-5908 F: 301-365-2994**

Richard Weiser, Marketing Manager

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## Fitness for Women

4825 Bethesda Avenue, Lower Level, Bethesda, MD 20814

*Business Profile:* Athletic center for women  
*Sponsor:* Margery Shrinsky, Membership Director

**T: 301-913-9652 F: 301-913-5443**

Evie Bentley, Director of Operations  
email: bentleyfit@aol.com

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## Gifford's Ice Cream Company

7720 Wisconsin Avenue, Bethesda, MD 20814

Marcelo Ramagem, President

*Business Profile:* Manufacturers of the highest quality super-premium homemade ice cream, sorbets, gelatos and chocolate candies. A Washington tradition cherished by locals for over 60 years.  
*Sponsor:* Margery Shrinsky, Membership Director

**T: 301-907-3436 F: 301-907-9303**

www.giffords.com  
email: marcelo@giffordsgourmet.com

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## Inova Blood Donor Services

3289 Woodburn Road, Annandale, VA 22003

Shannon L. Rogan, Donor Recruiter

*Business Profile:* Inova Blood Donor Services collects blood, pantalets and other blood products that help save the lives of patients in our community.

**T: 703-698-3885 F: 703: 698-3881**

www.inova.org/donateblood

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## LifePath Health Center, Inc.

5602 Shields Drive, Bethesda, MD 20817

Ann Miller, President

Ruby N. Celia, Marketing Director/Outreach Coordinator

*Business Profile:* LifePath Health Center offers over 30 types of alternative health therapies. Working in conjunction with medical doctors, LifePath helps to achieve optimal wellness by focusing on each person's physical, emotional and spiritual needs.

*Sponsor:* Margery Shrinsky, Membership Director

**T: 301-897-8090 F: 301-897-5066**

www.lifepathhealthcenter.com

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## McDonald's Corporation

7600 Wisconsin Avenue, Bethesda, MD 20814

Barbara Shaben, Director of Marketing

Dave Allen, Regional Manager

Dave Gearhart, Development Director

*Business Profile:* McDonald's Baltimore Washington Regional (BWR) headquarters, based in Bethesda, is home to over 150 corporate employees. These valued staff members service 525 restaurants, owned and operated by the eighty-three McDonald's Owner/ Operators and McDonald's Corporation.

*Sponsor:* Margery Shrinsky, Membership Director

**T: 240-497-3600 F: 240-497-3835**

www.mcdonalds.com

email: barbara.shaben@mcd.com

Jim Norberg, Resturant Support Officer

Patrick Delaney, Human Resource Manager

## New Members

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**MDG Financial Advisors, LLC**

7272 Wisconsin Avenue, Suite 300, Bethesda, MD 20814

Matthew D. Gelfand, President

*Business Profile: MDG Financial Advisors, an independent company, provides globally diversified investment advice and portfolio management on a fee-only basis, using in-house fundamental market analysis.*

*Sponsor: Judy McBride, Source Office Suites*

**T: 301-941-1987 F: 301-656-0183**

www.mdg-financial.com

email: mdgfa@mdg-financial.com

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**Morrison & Hecker L.L.P.**

1150 18th Street, NW, Suite 800, Washington, DC 20036

Gregory O. Olaniran, Esq.

Lawrence Block, Esq.

*Business Profile: Legal Services.*

*Sponsor: Margery Shrinsky, Membership Director*

**T: 202-785-9100 F: 202-785-9163**

www.moheck.com

email: goolaniran@moheck.com

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**Polander Ryu Te Kempo Karate**

5017 Wilson Lane, Bethesda, MD 20814

Peter Polander Ciewierz, President

*Business Profile: A place where people develop physically, spiritually and emotionally. We develop peoples' confidence, character and discipline. Martial arts is an art that affects you in the most promising way.*

*Sponsor: Margery Shrinsky, Membership Director*

**T: 301-656-0558 F: 301-656-0558**

www.polanderkempo.com

email: polanderkempote@cs.com

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**RHI Consulting**

1201 F Street, NW, Washington, DC 20004

Kevin Hill, Technical Recruiter

*Business Profile: The premier provider of information technology professionals, specializing in client/server development, relational database management and network engineering.*

*Sponsor: Margery Shrinsky, Membership Director*

**T: 202-626-0290 F: 202-626-4952**

www.rhic.com

email: Kevin.hill@rhic.com

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**RheemMedia**

8732 Preston Place, Chevy Chase, MD 20815

Donald L. Rheem II, Principal

*Business Profile: A PR/Marketing consultancy providing clients award-winning advice and expert media counsel. Former White House correspondent, Rheem has 20 years in PR, media and presentation training.*

*Sponsor: Margery Shrinsky, Membership Director*

**T: 301-718-4344 F: 301-718-4361**

email: Don@RheemMedia.com

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**L.H. Rieckelman Associates**

4807 St. Elmo Avenue, Bethesda, MD 20814

Harry Rieckelman, Vice President

*Business Profile: We provide counseling and psychotherapy for individuals and organization; specialize in coaching key employees and enhancing relationships among employees; and provide training on pertinent topics.*

*Sponsor: Margery Shrinsky, Membership Director*

**T: 301-951-8969 F: 301-320-6299**

www.advocateeap.com

email: hrieckel@aol.com

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**Stan Wahler & Associates**

P.O. Box 59606, Potomac, MD 20859

Stan Wahler, Principal

*Business Profile: Improving bottom lines, utilizing assessment testing to hire and promote more effectively; protecting bottom lines utilizing Comprehensive Employment Management System; growing businesses through management coaching.*

*Sponsor: Anita Segreti, Howard W. Phillips & Co.*

**T: 301-299-7999 F: 301-299-0988**

www.stanwahler.com

email: stanwahler@stanwahler.com

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**Success Computer Solutions, Inc.**

8904 Mallard Court, Columbia, MD 21045

Paul Landavere, Vice President

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

*Sponsor: Margery Shrinsky, Membership Director*

**T: 800-960-6020**

email: creativesales@starpower.net



## Legislative Update

### Public Policy Priorities

*by Ron Resh, Public Affairs Consultant*

At its summer planning conference, the board of directors of the Greater Bethesda-Chevy Chase Chamber of Commerce adopted the following public policy priorities for the Chamber's 2001-2002 program year. Over the past several months, Chamber leadership has discussed these issues in depth with members of the Montgomery County Council, the County Executive, and other public officials. In our opinion, these meetings have been productive. Our discussions suggest an appreciation on the part of elected officials of the important contributions of Bethesda-Chevy Chase to the economic health of the county and the state. They also suggest a willingness for elected officials to work with the Chamber as we promote smart growth, transportation and quality of life priorities for the benefit of our members and the community.

**Smart Growth/Development** - With a well-developed infrastructure of roads and transit, the Bethesda Central Business District serves as a model for smart growth. There exists capacity for additional development, and transit ridership is better than anywhere else in the county. But further development has been stymied by certain transit ridership goals of questionable validity, arbitrarily put into place a decade ago. We hope to convince the county that these goals have been met, or in alternative, that they may not be valid and should not be used to impede Bethesda's further economic progress. We also support the concept of mixed-use development, combining housing, retail and commercial, where appropriate.

**Transit/Transportation** - Recognizing that adequate parking is essential for making best use of existing road infrastructure, we support on-going funding for parking lot maintenance and development. Specific transportation projects such as the Bethesda/Silver Spring Light Rail Transitway, the InterCounty Connector, and the Montrose Parkway have our full support. In addition, we support funding for the study of alternative modes of transit including monorail.

**Quality of Life** - We support continued funding and assistance for police, fire, and arts and humanities programs and facilities throughout the Bethesda-Chevy Chase area. We support county funding for maintenance and upgrading of street lighting in the Bethesda Central Business District. We urge that the county consider Bethesda for designation as an Arts and Theater District, eligible for certain benefits and incentives recently authorized by the state.



## We Need Your Opinion

### Should There Be a Parking Lot District for North Bethesda?

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

The Montgomery County Department of Public Works and Transportation ("DPWT") is requesting input from the business community to determine whether the creation of a new parking lot district ("PLD") would help meet economic development and transportation management goals for North Bethesda. The County's goals in establishing PLDs are: (1) to promote economic development by providing a mechanism for supplying the parking needed to meet private sector land use demands; (2) to support transportation management policies; and (3) to be financially self-sufficient through fees, fines and parking taxes for the program.

There are four PLDs currently in Montgomery County - Bethesda, Silver Spring, Montgomery Hills and Wheaton. All properties in the existing PLDs are subject to a parking tax; however, properties are exempted from the tax if they can independently satisfy the parking requirements of the County Zoning Ordinance. Therefore, only property owners and businesses that generate the need for the parking facilities pay the tax, and the remaining funding comes from people paying to use the facilities. If a new PLD is established in North Bethesda, the PLD could be established so as to exempt land uses and parking facilities in existence prior to the establishment of the PLD. Participation in the PLD is intended to create flexibility for redevelopment or change in uses.

On October 2nd, a representative from DPWT will make a presentation on the benefits of PLDs and will be available to answer questions at the monthly meeting of the Chamber's Parking and Transportation Committee. We invite all Chamber members to attend this meeting and especially urge our North Bethesda property owners, developers and business owners to attend, to determine if the creation of a North Bethesda PLD would benefit their business. For more information or to RSVP to this meeting, contact Ginanne Italiano of the Chamber at 301-652-4900 x203 or at [gitaliano@bccchamber.org](mailto:gitaliano@bccchamber.org).

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## Staff Update



*Holly Persinger  
Events and Marketing Manager*

### **Holly Persinger**

We are pleased to announce the addition of Holly Persinger to the Chamber staff as our new Events and Marketing Manager. Formerly with the staff of the Arlington County Chamber of Commerce, Holly has an Associates Degree in Cooking and Baking from Baltimore International Culinary College, a Bachelor of Science in Marketing from West Virginia University and is presently pursuing a Masters degree in Tourism Administration, with a concentration in Event Management at George Washington University.

### **Leslie Yager**

Join us in congratulating Leslie Yager, who has been promoted to Finance and Office Manager. Although Leslie will have different responsibilities within the organization, she will still be the primary staff contact for the Community Development and Technology Resources Committees, and you'll still see her at all of our events and programs!

## One Marketing Opportunity You Can't Refuse!

The Greater Bethesda-Chevy Chamber of Commerce, in partnership with Discovery Communications, is expanding its Member-to-Member Discount Program, which offers special discounts to employees of Chamber members. Beginning in the fall, the Bethesda-Chevy Chase Chamber member-to-member discounts will be posted quarterly on Discovery's electronic employee bulletin board and advertised on Discovery's employee intranet site, which services 1,600 employees at its two Maryland locations (Silver Spring and Bethesda).

In addition to being added to the Discovery Communications site, Member-to-Member Discount Program information is distributed at all Chamber events and included in prospective member packets. This is a free service to all Chamber members. To be added to the member-to-member discount program call Margery Shrinsky 301-652-4900 Ext. 201 or email her at [mshrinsky@bccchamber.org](mailto:mshrinsky@bccchamber.org).

*Stage 2 Ad*

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# Chamber ■ Photo Gallery

## Leadership Retreat



Jack Alexander (AMR Commercial), David Freishtat (Shulman, Rogers, Gandal, Porly & Ecker), Scott Orbach (EZGSA), and Anita Segreti (Howard W. Phillips) prepare for the July Board meeting & Retreat.



Alex Inglese (Federal Realty) and David D. Dabney (BUP) discuss Community Development in 2001



Steve McKee (Hyatt Regency Bethesda) and Anita Segreti (Howard W. Phillips) talk about major events of the Chamber.

## Networking Events



Evie Bentley (Fitness for Women) talks to a prospective member after the Breakfast.



President Randy Schools (NIH-NOAA) and Stacy Marks (Washington Sports Club) talk about upcoming events.



Dr. Tim Young (Young Specific Chiropractor) and Anthony Prutting (Meltzer Schiner & Carroll, LLC) have fun giving out door prizes at the July Power Networking Breakfast.



Julie Maxham (Sandler Training Institute) & Marilyn Miller (The Business Gazette)



Chamber members and guest enjoy networking over lunch.



Anita Segreti (Howard W. Phillips) laughs along with the crowd as Perry Vernikoff (Bethesda Marriott Suites) thanks everyone for coming.



Linda Hill (BETAH Associates), Joseph Delisi (First Financial Group), and Terrence Thomas (Prudential Securities) listen as others from the table give 60 sec. infomercials about their businesses.



Brian Highsmith (Atlantech Online) asks questions of dentist Dr. Suzanne Kim.



Amy Raehees, Alice Lynch, Tamar Handel, and Amy Kent from CREATE Expressive Arts Center show off art at the July Monthly Member Lunch.



**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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## **Save the Date!!!**

**Saturday, October 6th - Best of Bethesda Day!**

Get your appetite ready to indulge in great food and music, and check out all types of custom, classic, antique and modified cars — all in one day! Mark your calendar for Saturday, October 6th from 11:00 a.m. until 4:00 p.m. and bring your family and friends to Bethesda's Woodmont Triangle area. The 12th Annual Taste of Bethesda, sponsored by the Bethesda Urban Partnership, will showcase edibles from over 50 restaurants and will be held along Fairmont, Norfolk, St. Elmo, Del Ray and Cordell Avenues. Come Back to Bethesda, a car-show and family day fundraiser benefiting the Children's Inn at NIH, will be held at Chevy Chase Cars at 7725 Wisconsin Avenue. This year's show will feature Bunny Burkette and the Boys. Kids of all ages will enjoy the car show, clowns, entertainment and contests! For more information on Come Back to Bethesda, contact Jan Mayes at 301-496-5672; and for Taste of Bethesda, contact Stephanie Coppula at 301-215-6660.



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