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**LEADERSHIP**

**KNOWLEDGE**

## CELEBRATING LEADERSHIP : CHAMBER ENGAGES NEW BOARD

## PLANS ANNOUNCED TO EXPAND ADVOCACY EFFORTS FOR MEMBER BUSINESSES



2009 LOUDOUN CHAMBER BOARD OF DIRECTORS. For a complete listing, visit the Loudoun Chamber website - [loudounchamber.org](http://loudounchamber.org)

In late January, members of the 2009 Chamber Board of Directors were sworn in by Clerk of the Circuit Court Gary Clemens at the Loudoun Chamber's Annual Luncheon Meeting. James Rohrbaugh, Inova® Loudoun Hospital who took the reins from Paul Bice of John Marshall Bank said that, in 2009, the Chamber would focus on "celebrating leadership" by

recognizing business leaders in the community "that make Loudoun a great place to live, work and play."

He said the challenging year ahead "is going to require different thinking." Among the initiatives he said the Chamber would pursue in the months ahead is a partnership with the CEO cabinet "to draw on the rich resources Loudoun County enjoys to

help businesses survive one of their greatest challenges."

The Chamber also will maintain a presence in Richmond during the General Assembly's session to present to state legislators the organization's public policy agenda. "You're going to have to have a successful business coalition to solve significant issues," Rohrbaugh said. ■

The Loudoun County Chamber of Commerce (LCCC) and Dulles Regional Chamber of Commerce (DRCC) recently announced they have secured representation for the Loudoun-Dulles region before the Virginia General Assembly. Representing more than 2,200 businesses and 100,000 jobs in the region, the Chambers believe the time has come to increase their advocacy and engagement at the state level on behalf of their members' interests.

In recent years, the LCCC and DRCC have increased their focus on business advocacy and public policy efforts, providing significant value to their member businesses and the communities they serve. This year, the two Chambers decided to elevate their advocacy programs by securing professional representation of the Loudoun-Dulles business agenda before the Virginia General Assembly in Richmond.

"We believe that the Northern Virginia business community needs to redouble its efforts to represent the interests of our communities before the Commonwealth's legislative and regulatory decision-makers in the state Capital," said Tony Howard, President of the LCCC.

The LCCC and DRCC also seek to better understand the issues impacting

■ CONTINUED ON PAGE 4



Ralph Buona, Telos & Jeanette Newton, DAAR, both represent their companies on the Loudoun Chamber Board of Directors.



Andy Lauer, Tetra Partners, hosted the February After Hours Mixer at their Ashburn facility. Jim Mullen, Kent Commercial is pictured on right.



Susan Lee of Heartland Payment Systems is recognized as the Chamber's Ambassador for the month January - Congratulations!



Bruce Gemmill, Campbell & Associates and Kristina Bouweiri, Reston Limo along with guest mingle at the John Marshall Bank grand opening in Leesburg.



Congressman Frank Wolf (c) and Leesburg Vice Mayor Katie Hammler (r) cut the ribbon at the John Marshall Bank grand opening celebration flanked by John Marshall Bank board members and employees.



O. Leland Mahan receives the 2008 Chairman's Award from Brian Chavis, ARGroup for his leadership with the Loudoun Small Business Development Center.



Tracey White, HCA Virginia and Carol Kost, Loudoun Youth Inc. were honored for their chairmanship of the Chamber's Non Profit Initiative.



Mindy Williams, Access Point Public Affairs LLC, pictured with Paul Bice, John Marshall Bank - was recognized for her work with the Public Policy Committee with the highly acclaimed Dick Brennan Award.



Paul Bice, John Marshall Bank presents incoming Chairman James Rohrbaugh with a Lab coat, something Rohrbaugh has coveted for many years working in the medical field.

## 2009 WOMEN IN BUSINESS ALLIANCE Golf Series: Knowledge is Power

The WOMEN IN BUSINESS ALLIANCE, Loudoun's leading network of female business executives who gather regularly to learn from each other and develop the relationships that help them address their unique challenges, returns with its highly successful Spring Golf Series.

The series begins on Wednesday, March 25 and includes 10 lessons with a golf pro focusing on fundamentals, terminology, rules, grip, stance, positioning, swing, driving, pitching, chipping, putting and much more!

To provide for the best instruction possible, the series is limited to only 20 participants. All skill levels welcome. ■

REGISTER ONLINE [WWW.LOUDOUNCHAMBER.ORG](http://WWW.LOUDOUNCHAMBER.ORG)



**SAVE  
THE  
DATE**

APRIL 14, 2009

**Valor Awards Luncheon**  
The National Conference Center



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## CHAMBER EVENTS March 2009

**12TH** Thursday  
BUSINESS SHOWCASE  
BREAKFAST  
Belmont Country Club,  
Ashburn  
7:30 a.m. ~ 9:00 a.m.  
Tickets: \$22/33M; \$33/\$43NM

Gold Sponsor: *Ameriprise  
Financial*

**19TH** Thursday  
AFTER HOURS MIXER  
The Black Olive @ The National  
Conference Center, Lansdowne  
Admission: \$10M

**24TH** Wednesday  
LUNCH & LEARN  
Spotlight: Downtown Leesburg  
Lightfoot Restaurant  
11:30 a.m. ~ 1:30 p.m.  
Admission: \$30M; \$45NM

Series Sponsor:  
*The National Conference Center*

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**2009 BREAKFAST CLUB**  
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12 Business Showcase Breakfasts &  
11 After Hours Mixers!

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**With every paid Breakfast Club Season Ticket, you receive a copy of Loudoun: A Photographic Portrait.**

businesses throughout Virginia and to work with other organizations to advance business issues in the Commonwealth. "We believe this is critical not only to the success of the Loudoun-Dulles business communities, but to the Commonwealth as a whole," said Eileen Curtis, President & CEO of the DRCC.

The LCCC and DRCC view this as a long-term, widely collaborative effort and are confident they will expand this partnership to involve like-minded chambers of commerce throughout the Northern Virginia region and beyond.

The focus of the LCCC - DRCC partnership in 2009 will be to support pro-business policies that enhances Virginia's and the Loudoun-Dulles region's economic competitiveness. This will include advocacy on taxes and revenue, transportation investment, higher education, health care, technology and immigration.

Mindy Williams and Michael Carlin of Access Point Public Affairs, LLC, who are both long time supporters and leaders in the Northern Virginia business community, have been retained to represent the organizations during the 2009 legislative session. ■

LEADERSHIP

**"DIFFERENT THINKING" FOR A DIFFICULT ECONOMY**

The Loudoun Chamber and Loudoun CEO Cabinet have announced a partnership to provide local business owners and executives support and resources in facing the difficulties that the nation's economic crisis is causing their business.

Drawing upon the extensive talent and resources of the Loudoun County business community, the partnership is centered on the "Different Thinking" program. This program will be a series of educational seminars and peer-to-peer counseling provided by the County's leading business owners and CEOs, on important business topics taught at a senior executive level.

"The leadership of the Loudoun County business

community is stepping up to provide the expertise and support that every business needs to face this economic crisis head on. "My deepest thanks go out to the CEO Cabinet and all of our partners that have committed their valuable time, expertise and resources to help Loudoun's entrepreneurs weather the economic storm that is confronting our local and global economy," said Chamber President Tony Howard.

"I am proud of this effort by the CEO Cabinet and the Chamber to show leadership in the County during a time of great economic challenge, to help stabilize Loudoun's economic base in the short term, while building our community for the long term," said CEO Cabinet

Chairman Scott Hamberger, Co-President of Fortessa, Inc.

The "Different Thinking" program will launch on Friday, February 27th at George Washington University's Virginia Campus with a high level panel discussion featuring five area business owners discussing leadership and strategy issues in challenging economic environment.

The "Different Thinking" series will continue with concurrent seminar programs on March 27, April 24, May 29 and June 26, all running from 8 a.m. to 10 a.m. For a full list of topics and presenters, visit [www.loudounchamber.org](http://www.loudounchamber.org) and click on the Events tab. ■

John Marshall Bank is pleased to announce the opening of its Loudoun County headquarters, located in Leesburg.

Please stop by for a visit and ask about our high-yielding Loudoun Money Market Account.

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## SOCIAL MEDIA - INFORMATION OUTPUTS & HUMAN INTERACTION



Pictured left to right are James Rohrbaugh, Inoua Loudoun Hospital, Rob Pegoraro, The Washington Post, Brian Chauis ARGroup & Tony Howard during a Loudoun Chamber Technology Forum where Pegoraro presented on the business advantage to social networking web sites.

KELLY MCLAUGHLAN, CEO  
KME INTERNET MARKETING

As the Obama administration settles into office this year, what's described as the "most connected ever" group of leaders are quickly focusing on how to leverage the groundswell of "social media" use and expertise demonstrated by the campaigns.

Social media, proven useful in politics, is rapidly

among interested people in public – anonymously or not. There are many styles of online conversation and tools – from those focusing on photos or videos (like "Flickr" and "YouTube"), to reviews (like "Yelp"), to those focusing on profiles, expertise or favorite bookmarks (i.e. "Facebook", "LinkedIn" and "Delicious").

For business owners and employees, the prospect of engaging customers in

developing, that you can't harness - or your reputation may be quickly deteriorating, whether justified or not.

Loudoun businesses and organizations can and should learn from those already finding success in leveraging social media – especially in this difficult economy. Look online at the Loudoun Times, read local blogs like "Gateway to Loudoun County" and follow "Digg", "Mixx", "Twitter"

### Social media are primarily Internet & mobile-based tools for sharing and discussing information among human beings

being adopted by students and families, and is dramatically changing the landscape of traditional news reporting. But is it good for business, here in Loudoun and Northern Virginia? Social media may be difficult to define, but you'll know it when you see it. It's about talking back to the web, sharing your opinion, and participating in a multimedia dialogue

a public, un-moderated dialogue (that can't be erased) can be daunting. Local businesses typically aren't used to this – but it's already an expectation of most online customers. If your digital assets, press releases and online communications about your business aren't managed across social media, you're at risk. Really great news or feedback might be

and "Google News" for Loudoun business news. Join a LinkedIn group and create a "social media policy" (i.e. part of our "Internet Checklist" for starting a Loudoun Business, at [KMEInternetMarketing.com/InternetChecklist.html](http://KMEInternetMarketing.com/InternetChecklist.html)). Socialize your business online, though with purpose, restraint and professional guidance. ■

**Make Sure to Visit  
the New Loudoun  
Chamber Web site**  
[www.loudouchamber.org](http://www.loudouchamber.org)



## ITS TIME TO NETWORK

When it comes to networking, the Loudoun Chamber is the market leader.

With an average of 150 attendees, the Business Showcase Breakfast is Northern Virginia's premier business networking event. Held at interesting locations throughout Loudoun, the After Hours Mixers offers busy Chamber members the chance to meet and develop relationships with other business leaders in a comfortable, fun atmosphere.

There is no better way to cement a relationship than during a challenging round of golf on one of Loudoun's premier courses. The Small Business Golf Tournament offers Chamber members valuable marketing and client development opportunities, with the small business budget in mind.

The Annual Golf Classic is held at the prestigious Belmont Country Club, offering a peerless round on the links and the opportunity to target senior executives who have a passion for the game of golf.

The Non Profit Initiative was created to support the nonprofit members of the Chamber, with an emphasis on helping them communicate their mission and value to Loudoun's business community. The Non-profit Initiative will also help nonprofit professionals build a strong network of relationships with their peers across Loudoun County.

The most effective relationships in the Chamber are developed at the Committee level, where our members work together to produce Northern Virginia's most dynamic lineup of networking, marketing and educational events. With nearly 20 volunteer-driven committees, the Chamber offers cost-effective ways to reach targeted business markets while developing your leadership profile within the Chamber community.

Belonging to a LeadShare group is like having an extended team of business development professionals all looking for new customers to send your way. The Loudoun County Chamber has 10 thriving LeadShare Groups in every corner of Loudoun, with new groups forming all of the time. Get involved in LeadShare and learn how to turn your Chamber relationships into new business opportunities. ■



BigConnect is a monthly newsletter of the Loudoun County Chamber of Commerce.

**BIZCONNECT EDITORIAL TEAM**

Tony Howard  
Lorna Campbell Clarke  
Ashlie Vickers

**2008 EXECUTIVE COMMITTEE**

**Chairman of the Board**

James Rohrbaugh, Inoua Loudoun Hospital

**1st Vice Chair, Chair Elect 2010**

Ralph Buona, Telos Corporation

**2nd Vice Chair, Secretary, Chair Elect 2011**

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**VP, Technology** Brian Chavis, ARGroup

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*BizConnect is a production of The Loudoun County Chamber of Commerce to keep members up to date on its member businesses, initiatives and events. The Loudoun County Chamber of Commerce represents more than 1,300 businesses in Loudoun County and Northern Virginia. As Loudoun County's largest broad-based business organization, the Chamber serves to make the connection in the community. It is committed to ensuring the growth and development of new and existing businesses within the county.*

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Phone: 703-777-2176; FAX: 703-777-1392

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RELATIONSHIPS

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www.AceMoversInc.com

AID Performance Physical  
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Loudoun County Procurement

Loudoun Insurance Group

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Market Salamander

Merritt Properties, LLC

Moore Cadillac Hummer

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Northern Virginia

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United Bank, Leesburg

United Way of Loudoun County

Virginia Commerce Bank

Virginia Gold Cup Association, Inc.

Wingler House Apartments

World Trade Center Dulles  
Airport

Your Newsy Notes, LLC

## SHARK BAIT

**TOM SIMMONS, THE THOMAS SIMMONS AGENCY**

The blue water off the Nassau shore is crystal clear so you can see the sharks swimming in lazy circles below just by leaning over the side of the boat. Eight or ten are visible at once but you know there are more. There are always more.

I'm one of the first divers to suit up and I decide to roll off the side rather than waddle across a dozen other divers' fins to get to the stern. Sitting tank-toward-the-ocean on the gunwale, ankles crossed, hand over my mask, I lean back and raise my feet. I hit the water upside down in a profusion of bubbles.

The sharks take a languid interest in me right away. They don't exactly rush over but they get a little closer with every lazy circle. They're 20 feet away, then they're 10 feet away. One swims close enough to touch.

This is a new experience for me. I've been on dives with sharks before, in Tahiti, the Galapagos, the Gulf Stream off North Carolina. But generally sharks in the wild keep their

distance. Not these guys. They're full-grown Caribbean Reef Sharks, 10 to 12 feet long, and they're up close and personal.



We've come to feed them and they know it. So they have no intention of keeping their distance. It's chow time and they're hungry. Where's the food?

The rest of the divers are in the water now and we all kneel on the bottom in a circle.

The divemaster, wearing some protective chain mail just in case, swims into the center of the circle carrying a box filled with dead fish. There are about

20 of us and there are easily 45 sharks at this point.

While the divemaster ladles out tasty morsels on a spear, a photographer records the moment with nice shots of each of us surrounded by our new best friends. The sharks swim in and out of the circle,

angling for the food, and we're just obstacles at this point. They try to avoid us, but occasionally a fin or a tail makes contact.

Just when you decide the sharks are really cute, one lines up for a piece of fish and suddenly you're looking at a JAWS poster. Oh yeah, they have Teeth! They're really into it now and don't always have time to avoid us. One shark dodged a couple of his buddies and ran right into my head.

The feeding lasts about 20 minutes and once all the fish is gone, so are most of the sharks. Before heading back to the boat, we dig in the sand where the divemaster was and find shark's teeth. They lose some every time they eat.

Then we swim back to the mooring and begin our slow ascent. The show's over. But a couple of sharks follow me up, just in case I saved something for dessert. ■

## MEMBER NEWS & ANNOUNCEMENTS

**THE NATIONAL CONFERENCE CENTER (NCC)**, an ARAMARK Harrison Lodging-managed property, has been certified by Green Seal. In order to receive the certification, the hotels had to undergo an inspection and meet a checklist of criteria which included environmental compliance, waste minimization and recycling, bulk and environmentally preferable product purchasing, use of energy efficient equipment and supplies, and water conservation measures.

"We are very proud to be one of only four properties in the Washington, DC Metropolitan area to be awarded this distinction and one of 28 in the nation with the Silver certification, said General Manager Kurt Krause. "We take our mission as good stewards of this earth very seriously and it really shows."

**THE LOUDOUN FREE CLINIC IN LEESBURG**, a project of The Catoctin Foundation, recently named Loudoun residents, Sharon R. Meyers and John H. Cook III, MD, to its 15-member Board of Directors. Meyers, Director of Catering for The National Conference Center at Lansdowne, brings extensive experience in management, marketing, and new business development to the Free Clinic Board. An involved leader in the business community, she is a member of the Loudoun and Dulles Regional Chambers of Commerce, and the Loudoun Chapter of the Northern Virginia Community Foundation, among other organizations.

Dr. Cook, founder of Loudoun Internal Medical Associates and a specialist in geriatric care, is a long-time Leesburg resident and active member of the area medical community. A Diplomate of the American Board of Internal Medicine, he is a director of the Inova Loudoun Healthcare Foundation.

**BODY BY GEOFF HEALTH & FITNESS**, a primary sponsor of the Virginia Polar Plunge, helped raise over \$17,000 this year for Camp Sunshine - where critically ill children can spend a week in Maine away from hospitals. This is the second year of the Virginia Polar Plunge, doubling the donations from \$8,000 and the participants from 30 to over 60 brave participants. Over 300 spectators viewed the plunge in the icy waters of Lake Anne in Reston, Virginia with ice 1-inch thick.



**In good times and bad, it pays to have neighbors you can bank on.**

You can tell a lot about a company by looking at its leaders. So it's no surprise that Joe Boling and Gary Shook have built a team dedicated to knowing their clients and caring for their communities. If you think that's a unique approach to banking these days, we couldn't agree more. It means we listen more and talk less. It means we learn as much as we can about your needs and your dreams. And it means everything we do is focused on you, not on us. It's a philosophy that's helped our clients prosper for 84 years, through good times and bad. After all, that's what neighbors do for each other.



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