



LOUDOUN
CHAMBER

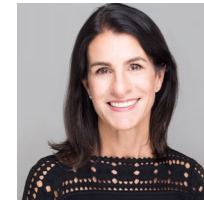
BE MORE. TOGETHER.



TO THE MEMBERS OF THE LOUDOUN CHAMBER

Serving two years as the Chair of the Loudoun Chamber has been the experience of a lifetime, both professionally and personally.

Together, we learned how devastating a pandemic can be and the importance of coming together as a community to help one another. We were also reminded that everyone's voice matters and should be heard. That is why we continued to advance the values of diversity and inclusion, while supporting our members on their DEI journeys.



If these past two years have taught us anything, we know that "being better" is a journey worth taking together. I am beyond grateful for all that Tony Howard and the chamber team have done to navigate the choppy waters of this pandemic, by thinking differently and continuing to provide valuable content and programs to our members. Through their leadership, the Chamber remains an important and trusted information source for all.

I am also proud of our Board of Directors, community partners, sponsors, committees, and all our members for fueling creative thinking, offering ideas and opportunities for us to "be more together" over the past two years. 2020 and 2021 often blend together for me, but tonight is about looking back, so let me highlight a handful of our top 2021 accomplishments:

We welcomed 216 new chamber members to our family. Through the Chamber's First 100 Day onboarding strategy and our impressive Ambassador Program, each of these new members learned how to access the benefits of Chamber membership.

We also cut 41 ribbons to celebrate the opening of new businesses in our community, supporting the most resilient business owners who didn't let COVID-19 stop them from chasing their dreams.

Our Loudoun Chamber Foundation distributed \$32,000 to 8 local nonprofits, maintaining our commitment to serve those who serve the neediest in our community. Additionally, our Board of Directors continued to grow the Foundation's Endowment, which now stands at \$165,000.

Many Zoom meetings and events transitioned back in-person events, supported by our Board's vaccine or test requirement for in-person attendance. As we reconnected with each other in person we were reminded of everyone's smile, warmth, personalities, and height! It just felt good to safely be together again.

The DEI Committee created a toolkit for members, celebrated the diversity of our membership through monthly profiles, and welcomed more chamber members to join their important work. In addition, the Board adopted DEI policies and a DEI Governance Committee to govern Chamber operations, the Board and staff recruitment. The Board and Public Policy Committee also committed to ensuring diversity and inclusion outcomes were integrated into our 2021 public policy positions.

One of the proudest moments of 2021 was when the Loudoun Chamber was named a finalist for ACCE's National Chamber of the Year Award! This national recognition just proved what we have long known: the Loudoun Chamber of Commerce is national example of excellence.

I deeply appreciate this opportunity to lead such an extraordinary Chamber and to serve the amazing community leaders who allowed me to call them "my team". I am especially grateful to Tony, who was the best-ever partner in all things Chamber, Community, and Friendship. It was an extraordinary journey, taken together! I can't wait to see what the Loudoun Chamber will do in 2022.

My Very Best,
Stacey Metcalfe, 2020 & 2021 Chair of the Board of Directors

Board of Directors



2021 OFFICERS

Chair, Stacey Metcalfe, *Morven Park*
Vice Chair, Shawn Mitchell, *Modern Mechanical, LLC*
Second Vice Chair, Secretary, Carol Barbe, *Backflow Technology, LLC*
Immediate Past Chair, Lisa Kimball, *The Arc of Loudoun*
Treasurer/VP Finance, Brian Kling, *YHB | CPAs & Consultants*
General Counsel, Bob Sevila, *Sevila, Saunders, Huddleston & White, P.C.*
President & CEO, Tony Howard, *Loudoun County Chamber of Commerce*

2021 EXECUTIVE COMMITTEE

Ken Chaletzky, *Copy General Corporation*
Tina R. Johnson, *CEO Consulting Group*
Kirsten Langhorne, *Langhorne Custom Homes*
Scott Loftis, *Wells Fargo Bank*
Angela Mitchell, *ARM Consulting, LLC*
Amy Owen, *Community Foundation for Loudoun and Northern Fauquier Counties*
Sim Shaikh, *CBD-X*
Veatch, Casey, *Veatch Commercial Real Estate*

2021 DIRECTORS

Tracy Baynard, *McGuireWoods Consulting*
Jen Breaux, *Breaux Vineyards*
Renee Brohard, *Brohard + Co.*
Hillary Coley, *Dominion Tea*
Jesse Collins, *REHAU, Inc.*
Justin Dobson, *Comfenergy*
Robert DuPree, *Telos Corporation*
Donna Fortier, *Mobile Hope*
Alice Frazier, *BCT The Community's Bank*
Al Garcia, *M & T Bank*
Dave Jones, *Extraordinary Transitions/Long & Foster*
David Leudemann, *Atlantic Union Bank*
Jennifer Montgomery, *Loudoun Hunger Relief*
Peggy Musgrave, *Integrus Holdings, Inc.*
Dorri O'Brien, *Inova Health Systems*
Jimmy Olevson, *MainStreet Bank*
Jeff Powell, *Strongbridge, LLC*
Bill Schmidt, *Integrated Insurance Solutions*
Nene Spivy, *Northern Virginia Science Center Foundation*
Mitch Sproul, *Toth Financial Advisory Corporation*
Monica Tressler, *Sandy Spring Bank*
Nathan Vooy, *StoneSprings Hospital Center*
Joe Zmitrovich, *Bank of Clarke County*

EX-OFFICIO DIRECTORS

Amanda Brewer, *Dulles Area Association of Realtors*
Dario Campolattaro, *Loudoun CEO Cabinet*
Zack Carpenter, *Leadership Loudoun*
Beth Erickson, *Visit Loudoun*
Tim Hemstreet, *Loudoun County Administrator*
Susan Henson, *MEC-Leesburg*
Colleen Kardasz, *Loudoun Economic Development*
Mitchell Mahoney, *LoudounYP*
Bernard Mustafa, *Loudoun EDA*
Russell Seymour, *Leesburg Economic Development*
Lynn Tadlock, *The Claude Moore Charitable Foundation*
Grant Wetmore, *Purcellville Business Association*
Scott Ziegler, *Loudoun County Public Schools*



"The Loudoun Chamber has been a tremendous resource which has connected me with other leaders in the community. I have gained new friends and valuable business partnerships! My membership gives me the chance to get to know the community on a personal level and for them to learn more about who we are and what we value. It is one of the most valuable marketing tools I use in my business."

— Natasha Magrath, *You've Got Maids NoVa*



"The Loudoun Chamber is an incredible source for businesses large and small. The staff is engaging and quite frankly, functions as expert connectors. Tony Robbins said, 'Engaging people is about meeting their needs, not yours.' As a premier membership association, the Loudoun Chamber has created a table for everyone. If you join and discover there is notable for you, they make room for you to create that table for you and others like you! Meeting your needs is genuinely their focus. The Loudoun Chamber is a place where you can truly be more, together."

— Casandra Blessingame, *IACET*

Engage



OUR MISSION at the Loudoun Chamber is simple, yet powerful: to help our members build their brands, grow their businesses, and become leaders in the community. That is what you Chamber is all about. Helping you achieve your personal and professional goals in our community.

We do that by working with every member, whether you are a home-based business or a Fortune 100 firm, to build your own customized membership journey, built to achieve your unique goals and needs.

Your journey might include being engaged with one of our 15 standing or event-specific committees. Networking events, workshops or our annual signature programs are a great way to create stronger relationships with industry peers and to hear from Northern Virginia's top private and public sector leaders.

We also love to celebrate our members and our public safety heroes, for their accomplishments and their commitment to Loudoun. Get engaged with the Loudoun Chamber. It will pay off, for you and your business.



"Being a member of the Loudoun Chamber has been invaluable to my real estate business. I first joined because I was interested in becoming a member of a LeadShare group. I am now president of my LeadShare group and can confidently say that that group alone has sent me millions of dollars of sales volume in referrals and has been a constant source of business for me."

—Kathleen Stakem, KS Real Estate



28,500

social media followers,
hitting the 10k marker
on Facebook



5,762

members attended
events in 2021



40,550

views on the Chamber's
Online Member Directory

1,092

closed business deals
made through LeadShare referrals



1,156

referrals made
through LeadShare



217

new members



41

ribbon cuttings in 2021

"Insurance and financial services is at its core a promise, and therefore demands a high level of integrity and trust. To earn that from your clients requires a strong relationship that must be built quickly. Devoting so much energy to the Chamber has awarded my team and I with relationships that have cultivated confidence in our service in the public eye. When homeowners contact us to discuss their financial needs now, they are confident in our expertise because of our connection to the Chamber."

—Landey Patton, King Street Insurance



Advocate



THE LOUDOUN CHAMBER IS THE VOICE of business in Loudoun. And that voice is stronger thanks to the direct involvement of business and community leaders like you.

Thanks to our members' strong voice, the Loudoun Chamber has made a difference on issues as complex and diverse as transportation, housing, economic development, technology and support for business during COVID.

Loudoun Chamber members not only have a voice to influence policy, they have the opportunity to directly engage the leaders who are establishing policies that will impact our businesses and our families.

Thanks to the engagement of our members, the Chamber has made Loudoun's housing affordability crisis Loudoun's top issues, which has already to several much needed reforms and sparked a conversation to do more about this quality of life issue.

Lend your voice to thousands of other influential business leaders in Loudoun, get engaged with the Loudoun Chamber's Public Policy initiative.



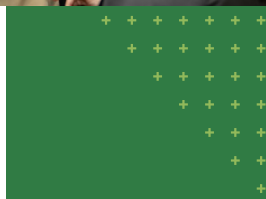
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The Loudoun Chamber effectively amplifies the voice of its members, small and large, to advocate on their behalf before government officials at the local, regional, and state levels. As a Loudoun Chamber member, our company is able to leverage our membership to create relationships with leaders at all levels of government and with other Loudoun businesses who are advocating for a strong business climate in our community, the Commonwealth and nation.”

— Jake Mages, Guernsey, Inc.



Secured the legislative victory to provide the Commonwealth expanded authority to limit toll rate increases on the Dulles Greenway.



572

attendees at PolicyMaker Series events, in-person & virtual



“

As one of Loudoun's largest employers, Inova Loudoun Hospital has long valued the tremendous benefits the Chamber offers its members – large and small. The Chamber's deep and broad connections with government leaders and commitment to timely advocacy is invaluable to our organization.”

— Dorothy O'Brien, Inova Loudoun Hospital



Lobbied Loudoun County government to provide maximum support for Loudoun businesses hurt by the COVID pandemic, resulting in more than

\$11.5m

in COVID relief to local businesses.

“No business operates in a vacuum. I consider the Chamber my public policy department. Their monitoring of government actions, advocacy for policy changes that help businesses grow, and ability to engage a wide variety of business owners to get policies passed or changed helps to ensure my business can continue to succeed in Loudoun County.”

— Hillary Coley, Dominion Tea

”



Convinced County officials to allow restaurants and food and beverage providers greater ability to offer outdoor dining, sidewalk use, parking areas and temporary signage to encourage customer access.



Successfully lobbied Loudoun officials to produce the County's first ever affordable housing strategic plan, creating the goal of

16,000

workforce-affordable housing units in Loudoun by 2024.



Nonprofits & Community



SUSTAINING A STRONG AND HEALTHY Loudoun community is the Loudoun Chamber's top strategic priorities.

That is why we are so proud to see the Loudoun Chamber Foundation emerge as a mighty force, donating \$32,000 to eight local nonprofits in 2021. Since it was launched in 2015, the Loudoun Chamber Foundation has gifted \$164,000 to Loudoun nonprofits and built an endowment of \$166,000, creating a permanent community legacy for generations to come.

Sustaining Loudoun's world class quality of life is the mission of our Nonprofit Initiative. Known as NPI, this initiative exists, to supports the more than 120 nonprofits that are Loudoun Chamber members.

In a partnership with the Community Foundation of Loudoun and Northern Fauquier Counties, NPI presents the Loudoun Nonprofit Academy, a workshop series that sharpens the skills of Loudoun's nonprofit professionals, so they can better fulfill their respective missions.



“

Friends of Loudoun Mental Health has been a member of the Chamber for nine years. In that time, we have made many connections that have brought benefits. Word about our organization has traveled across the county. We have been honored to be selected as a finalist for Nonprofit of the Year twice. We have also gained two new board members through connections in the Chamber. We cannot forget that we have been the recipient of grant funds from the Foundation. All of these things would not be possible without working with the many members of this wonderful organization.”

- Katrina Cole, Friends of Loudoun Mental Health



\$2,500 in gift cards donated to Loudoun Hunger Relief in December



650+

Searches for local nonprofits in online directory



“

We at Veterans Moving Forward are extremely thankful for the wonderful support of the Loudoun Chamber and its many members. We greatly appreciate their enthusiastic support of our nation's veterans and their families, especially our wounded veterans, who are helped via our Service Dog programs. We look forward to a long-standing and mutually beneficial relationship with the Loudoun Chamber team.”

- Colonel Gordon Sumner, Veterans Moving Forward



139

Loudoun Nonprofit Academy attendees

“Being a member of the Chamber has been extremely valuable to Loudoun Cares and has raised awareness of our organization and how we support our residents and nonprofits here in Loudoun County. We know the importance of connections, collaboration, and community. Stronger together is a perfect way to describe how the Chamber supports our local businesses, nonprofits, and community.”

- Val Pisierra, Loudoun Cares

\$41,342

Loudoun Chamber Foundation donation to nonprofits



Awards



WE HAVE A LOT TO CELEBRATE here in Loudoun County, and the Loudoun Chamber is proud to honor our finest businesses, public safety personal and community leaders, for all they do to create a world class economy and quality of life.

Now in its 27th year, the Loudoun Small Business Awards proudly honors the real heroes of our society: small businesses, entrepreneurs and nonprofits executives for all they do to create a thriving economy.

The Community Leadership Awards is entirely dedicated to highlighting the essential contributions that our businesses and business leaders make to Loudoun's prosperity and community vitality.

Finally, public safety is essential to Loudoun's quality of life, and that is why the Chamber is proud to honor our heroic first responders at the annual Valor Awards, where career and volunteer public safety personnel are recognized for their actions that go "above and beyond" the call of duty.



2021 SMALL BUSINESS AWARDS WINNERS

Loudoun's Entrepreneur of the Year: *Dawn Crawley, House Cleaning Heroes*
 Loudoun Small Business of the Year: *Loudoun Cares*
 Superior Service Business of the Year: *Extraordinary Transitions - Long & Foster*
 Nonprofit Organization of the Year: *Loudoun Cares*
 Virtual Business of the Year: *Cucinamore*
 Main Street Business of the Year: *The Marketing Management Group (TMMG)*
 Health & Wellness Business of the Year: *WB20 Whole Body 20 EMS*
 Loudoun Destination Business of the Year: *Magnolias at the Mill*



"Winning Loudoun Entrepreneur of the Year is an invaluable recognition in the Loudoun Community and Loudoun Chamber, especially being a female entrepreneur. Such recognition from my peers and the community is humbling and motivates me to serve my Loudoun community even more. My hope is winning the award inspires other women to put themselves forward with no hesitation about stating their worth in the business community."

— Dawn Crawley, House Cleaning Heroes



2,052

people attended online and in-person signature events



Chamber receives finalist commendation for **Chamber of the Year** through ACCE



21,000+

Amount of votes cast for People's Choice for SBA



"Being able to take the 2021 Small Business Community Leadership award home was a huge highlight to the year for myself and Bear Chase Brewing Company. We strive to be a great partner in Loudoun County, in receiving this award it showed us that the community noticed and we can't wait to continue to be a strong small business partner. We can't wait to see what 2022 has in store for us."

— Chris Suarez, Bear Chase Brewing Co.

84

Valor Award recipients in 2021



"Winning the Chamber's Health and Wellness Small Business of the Year award is a tremendous honor. We brought something new to the market with the intent to help people, especially those who don't gravitate to fitness programs. As a family business, another objective was to create an entity that would allow us to work together. Not only did we check both those boxes, as a bonus, our family has grown to include our awesome clients & trainers, and the amazing people we work with in the business community! We believed in the technology, in the vision, and the skills we each brought to the table and decided to go for it. We didn't know how it would turn out. I think winning the award validated a lot for us. We are still learning and there is still a lot of work to do. It's good to have the support of the Chamber as we grow."

— Daphne Mustafa, WB20



2022 COMMUNITY LEADERSHIP AWARDS

EXECUTIVE LEADER



PAUL BICE
BCT – The
Community's Bank



TINA JOHNSON
CEO Consulting Group



ZACK CARPENTER
Leadership Loudoun



KINDRA DIONNE
Purpose WorX LLC



SUSAN MITCHELL
Guardians of Honor



BRUCE RAHMANI
Falcon Heating &
Air Conditioning



MONTI MERCER
HHMI Janelia
Research Campus

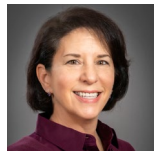


CHRYSTINA NGUYEN
Rhythmic Technologies

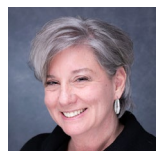
NONPROFIT EXECUTIVE LEADER



NIKKI DARUWALA
Loudoun Literacy
Council



LISA KIMBALL
The Arc of Loudoun



VALERIE PISIERRA
Loudoun Cares



NENE SPIVY
Northern Virginia Science
Center Foundation

SMALL BUSINESS



LARGE BUSINESS



2022 ANNUAL MEETING & COMMUNITY LEADERSHIP AWARDS SPONSORS

SIGNATURE SPONSOR



GRANT SPONSOR



PLATINUM SPONSORS



What is your #LoudounPossible goal for the new year?



Expanding your network



Opening your location



Finding funding



Growing your team

Loudoun Economic Development is here to connect you with the resources to make your dreams a reality.

Discover what we can do for you at biz.loudoun.gov.



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