



Gaithersburg-Germantown Chamber of Commerce, Inc.

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Randy Scritchfield, CFP

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VOLUME II, ISSUE I

JANUARY—MARCH 2007

Message from the Chair

Randy Scritchfield, Randy Scritchfield, CFP



The Gaithersburg-Germantown Chamber of Commerce is working diligently on our three primary membership priorities: Advocacy, Membership Attraction and Retention, and Member Involvement. It has been a busy three months for Advocacy with the legislature in session. The Chamber has responded to at least seven specific pieces of legislation, while reviewing many more.

Our Membership Attraction and Retention committee is working hard, creating ways to attract new members with neighborhood walk-arounds and "warm" calls.

And, of course, the key to Membership Involvement is you, our members. From business networking after five and before nine to educational

seminars to roundtable discussions and committee meetings, we make many opportunities available for you to be involved in the Chamber.

I recently heard a story of a traveling preacher in the 1800's that has some relevance to our involvement as Chamber members.

The story goes that a traveling preacher was invited to deliver the Sunday sermon at a new church in a neighboring village. On the appointed Sunday, he took his young son by the hand and walked to the other village. As he entered the church, he deposited a quarter in the collection box. He delivered a fine sermon and afterward, one of the local deacons thanked him for the message and said that in appreciation, he could

have whatever was in the collection box.

As he left the church, he opened the box but all that was in it was his quarter. Later, as they were walking home, his son looked up to his father and said "You know Dad, if you would have put more in -- you could have taken more out".

Now, of course we don't have a "collection box". However, what we do offer is the opportunity to be involved and the more "deposits" that you make in your involvement with the Chamber, the more you will get out of being part of the Chamber.

I look forward to seeing you the next time you make a "deposit".

Member-to-Member Discount Program Debuts This Month

The GGCC is proud to unveil the newest and most comprehensive benefit to our entire membership.

The **Member-to-Member Discount Program** will enhance the value of your membership by giving you the opportunity to buy goods and services from other members at a discount. This benefit can be passed along to all of your employees and their families.

Today we have nearly 100 members offering a discount of some type to other GGCC members. Our website, www.ggccchamber.org will have the most up to date information on the list of member discounts.

So, how do you and your employees get the discount? Easy, you simply show your GGCC 2007 Membership Card. Cards

are available for all your employees and their families. Just let us know how many you need.

This is just one more way to make business connections and make your GGCC membership work even harder for you.

Watch for more information on this exciting program.



Jerry Gimmel pictured here with Mary Ann Britton was honored for 17 years on the GGCC Board at the at Asbury Methodist Village BNAF in January.

Asbury BNAF

Our first networking event of the year was held at the Asbury Methodist Village in Gaithersburg.

Alexis McKenzie, Director of Community and Public Relations at Asbury Methodist Village provided an elegant atmosphere for business networking complete with delicious food, entertainment, door prizes and two gift baskets valued at \$100 each.

Jerry Gimmel of Gimmel, Weiman, Ersek & Blomberg, P.A.

was honored at his event for his dedication to the Chamber of Commerce. **Mary Ann Britton**, presented him with a plaque. Jerry has been active with the Chamber for more than 30 years and has served on the board of directors of the Gaithersburg-Germantown Chamber of Commerce for 17 years.

Winners of the door prizes/gift baskets were **Martin Posse** of Altronics Communications;

Robert L. Fischer owner of Bruster's Real Ice Cream in Gaithersburg; **Suji Singh** of New Choice Travels and Lisa Matas, the entertainer for the evening.



Events

4th Annual Wine Tasting

Our 4th Annual Wine Tasting Celebration sponsored by the **City of Gaithersburg** at the **Kentlands Mansion** in Gaithersburg was our best ever with over 120 in attendance.

As part of this event, the **Hilton Washington DC/North Gaithersburg Hotel** hosted a Bake Sale to benefit the "Give Kids the World" Foundation. There were donated cakes as well as home baked goods by Hilton employees. Hilton's **Laura Fairbanks** and her team were proud to have collected over \$1000 for the charity which exceeded donations from last year.

This year, a fine array of both red and white wines was provided by Sugarloaf Mountain Vineyard.

Chef Bryan of Chef Bryan's Kitchen in Gaithersburg, despite

unfortunate circumstances due to fire damage to his kitchen, provided delicious food to complement each of the wine pairings.

City of Gaithersburg Councilmember **Henry F. Maraffa, Jr.** welcomed everyone to the event followed by **Marilyn Balcombe**, who made a presentation to recognize some exceptional volunteers: **Fred Allen** of AFLAC; **Andy Bass** of United Bank; **Dawn Goldberg** of Write Well University and **Mike Trudgett** of Symbolic Systems Integration Associates.

To top off the evening, all attending left with a rose from **Floral Scentsations**, a keepsake wine glass from the GGCC and three lucky members received wine baskets as door prizes.



Courtyard by Marriott BNB

Despite the snowy weather, we had a very good turnout as GGCC networkers joined us for a very elegant Valentine's Day sit down breakfast. The **Courtyard by Marriott** at

Lakeforest regaled us with delicious food, romantic candlelight and mimosas. This was a great atmosphere for the BNB traditional "round robin" 30 second commercial

networking session. The Courtyard also gave a tour of some renovations and two of our members left with prizes of a weekend stay at any Courtyard by Marriott.

Commerce Bank BNAF

The team at **Commerce Bank** in Gaithersburg showcased their branch by providing great ambiance, great food and great networking for our March after five event. The bank was abuzz with GGCC members while it was still open for business. But that didn't stop GGCC members from receiving their drinks from a teller's station!

Door prizes and Commerce Bank luggage tags completed the evening.



YOU OUGHTA BE IN PICTURES!

Look for more event photos in the Photo Galleries on our website.

www.ggchamber.org/PhotoGallery

Public Procurement Breakfast Seminar



On Tuesday, March 20, 2007, the GGCC held a morning breakfast seminar entitled "**Public Procurement Made Simple**" at the **Gaithersburg Marriott Washingtonian Center**.

This event was geared for business owners who work with government agencies and want to learn more about the procurement process. There was a panel discussion as well as break-out sessions.

All attendees became familiar with

the entire procurement process including market intelligence, targeting clients, how agencies buy and how to get financing.

The title sponsor of this event was **Commerce Bank** along with other GGCC special event sponsors: Crown Trophy, Gaithersburg Marriott Washingtonian Center, Oakwood Worldwide, and OBA Bank. Altronics Communications, Inc. and Proforma Stevenson & Associates also helped sponsor the seminar.

The Panelists Included:

David Dize, Director, Montgomery County Office of Procurement

Stanley Fujii, Assistant District Director, U.S. Small Business Administration, 8(a) Business Development

Malcome Harp, Senior Procurement Manager, Hughes Network Systems, LLC

Amy Kim, Business Development Specialist, Montgomery County Department of Economic Development, Local Small Business Reserve Program

Carmen Ortiz Larsen Owner-Aquas, Inc.

Archisha Mehan, AVP, Small Business Lending, Commerce Bank.



Sponsorship Opportunities

The GGCC has many sponsorship opportunities in 2007. These sponsorships enable you to gain exposure and market your company to the local business community as well as the entire Gaithersburg, Germantown and Upcounty areas.

There are many different ways to become a sponsor, so that whether your company is large or small, you can participate.

● **Flyer inserts in the quarterly newsletter** — for \$250, we will insert your company's information in this newsletter which is sent out to all our members.

● **NASCAR Simulator Car** — for as little as \$250, you can display your logo on a full size NASCAR simulator car at the Montgomery County Agricultural Fair this summer. The GGCC also has booth

space next to the simulator car for brochures and flyers.

● **Golf Tournament**—be part of this large event by sponsoring a hole, a contest, a scholarship, a meal, etc.

● **Celebration Gala**—end the year on a high by being part of this event. Sponsor a table, donate items to the silent auction.

Sponsors to Date:

PUBLIC SAFETY AWARD BREAKFAST

Signs of Progress

NASCAR

Montgomery County Employees FCU

Towne Place Suites By Marriott

East Diamond Self Storage

Gaithersburg Regional Library

GOLF

Hughes Network Systems

Montgomery College

Shady Grove Adventist Health

Genesis Security Systems, LLC

Lerch, Early & Brewer, Chartered

Lake Forest Shopping Center

Moyer & Sons Moving and Storage, Inc.

Join this list of sponsors, Contact GGCC today!

Germantown Taskforce

The Germantown Task Force has been busy working on several important projects. Several members of the Task Force have been actively involved in the Germantown Master Plan process. On March 7th, Park & Planning hosted a Charrette to engage the community in developing a vision for the next Germantown Master Plan. The Chamber was well represented with **Doug Wrenn** of Rodgers Consulting; **Steve Poteat** of Montgomery College; **Peter Rosen** of Lerner Properties; **Robby Brewer** of Lerch,

Early, and Brewer, Chartered; and **Catherine Matthews** of the Upcounty Regional Services Center all participating.

The Task Force has also submitted a budget request to County Executive Ike Leggett to fund a Germantown Initiative that will provide for a full time Development Manager to coordinate the development of the Germantown Business District. The initiative also includes funding for gateway signage, streetscape maintenance, and community building activities.

The group was also well represented at the grand opening of the Germantown Library on March 8th. While everyone is excited about the opening of the library, our sites are now set on completing the Town Center Park.

The Germantown Task Force continues to meet each month to discuss issues impacting Germantown. The meetings are held on the 3rd Thursday of the month at 8:00 AM at the Upcounty Regional Services Center.

Marketing, Communications and PR

Brainstorming is the buzz word for the Marketing, Communications and PR committee. We brainstorm ways to better communicate to our members. We brainstorm ways to better communicate our events. We brainstorm new ideas to try. The result of this is fresh and timely marketing such as an advertising banner on the Kentlands Today website for our Wine Tasting

Event and a "\$5 off with this card" message on the "In Your Neighborhood" postcards so we can track how this medium is working for us.

We're currently brainstorming ways to create awareness for upcoming events and how to communicate benefits of sponsoring our key events for the remainder of the year.

You don't have to be a marketing person to come up with a good idea. If you would like to sit in on one of our brainstorming sessions, feel free to drop in to one of our meetings: the 4th Thursday of every month at the Chamber Annex at 9:00 am.

Community Service

The Chamber continues to serve the community by not only providing and facilitating business opportunities in the community, but supporting the nonprofit sector by fundraising and promoting volunteerism.

Each year the GGCC Community Service Committee sponsors and coordinates three major projects from applications submitted by our non-profit

members and works to involve all chamber members in these programs.

On **Saturday, April 21st**, we would like to encourage everyone to join us at St. Luke's House for a Spring Clean-Up Project. This will be our second year sprucing up the grounds of **St. Luke's House**, which "helps people live, learn and work successfully in their com-

munities by offering integrated mental health services and community resources." This is a great opportunity to learn about St. Luke's "Back to Work Program" and for high school students to earn community service credits.

Other events on the horizon for Chamber participation include: the annual GGCC Non-Profit Member Showcase (September

BNAF) at **Smokey Glen Farm** where GGCC non-profit members may showcase their organizations. Participation in the **Maryland Soccer Foundation's** Walk for the Homeless and an end-of-year "Collection Event" to benefit Gaithersburg & Germantown residents.

Membership Attraction and Retention

The Membership Attraction and Retention Committee has eagerly started several new initiatives in 2007. The goal of the committee is to make contact with every member company several times throughout 2007, just to make sure we are doing everything we can to help you. We want you to know that your membership is worth your investment. Attraction/Recruitment of new members is also very important. As the GGCC grows, the more valuable it becomes as a business and community resource and hence, your return on invest-

ment grows. This is an area where you can contribute a great deal. You are a member because you know that your membership brings value to your business and also to our communities. Help us spread the word. Send your referrals to us, and we'll follow-up and send them information on the GGCC. Tell your business friends, neighbors, customers, and vendors about the Chamber.

Once again the committee is tasked by the Board of Directors with maintaining an 80% retention/renewal rate for 2007 as well as a 10% increase in membership.

The year is off to a solid start with 19 new members in the first quarter of 2007. The GGCC has 401 member companies representing nearly 20,000 employees.

The Membership Attraction and Retention Committee needs your help. We are seeking active volunteers to become more involved in the GGCC and specifically in the MAR Committee. Help us make "warm" telephone calls to other members or participate in one of our planned walk-around campaigns that

the Committee is busy planning for early May in various professional centers in the Upcounty to introduce the GGCC to non-member businesses. As any MAR Committee member will tell you, the calls they make for GGCC are actually very friendly and easy to make, no cold or hard selling here, and it's a great way of getting to know other members. For the walk-around campaigns we simply drop off Directories and Flyers to businesses, no hard or cold selling involved. Join us for one of our meetings, the fourth Wednesday of each month, 8:30-9:30a at the Annex.

Small Office Home Office

The Small Office Home Office (SOHO) Committee focuses its efforts on members with 10 or less employees. The SOHO Committee knows first-hand that many times, the small business owner's schedule of activities is dictated by an issue or problem that just recently emerged. Many times, there's not enough hours in a week or month to work in longer range

planning and marketing, especially when just trying to get the business off the ground. The Committee is tasked with providing an environment where business owners can share their expertise and reach out for support to resolve their crisis of the day or get input on various solutions. The SOHO Business Solutions Roundtable is held the 1st Wednesday of every month

from 8:00-9:00am at the Annex for just that purpose. Come network with other Small Business owners and bounce your concerns or questions off of each other. You may not get the answer you want, however, you will get the benefit of first-hand experience.

Legislative

It is a busy time of year for legislative advocacy. Early in the year, the Gaithersburg-Germantown Chamber of Commerce successfully joined forces with the other chambers in Montgomery County to oppose the proposed building moratorium. We also testified in favor of the Corridor Cities Transitway at the County Council's public hearing to establish the County's transportation priorities.

At the State level, the Chamber has weighed in on several pro-

posed bills that would impact businesses in Maryland. The Chamber took a position to oppose the following bills:

HB448 – Which would expand sales tax to a variety of services.

SB402 / HB518 – Which would grant municipalities taxing authority to increase the hotel tax.

The focus will now turn to the County's FY08 operating budget and the FY08 supple-

mental capital budget. Although we were snowed out for one of our legislative events, we did manage to host Council members George Leventhal and Marc Elrich during the first quarter. We will host Mayor Sidney Katz in May and our State Delegates in June.

Our April legislative event will be held in conjunction with the Upcounty Business Breakfast Briefing hosted by **Jim Muir at Hughes Network System.**

Committee Meeting Schedule

All meetings take place at the GGCC Annex (unless otherwise noted)

SOHO Business Solutions Roundtable

1st Wednesday of the month
8:00 am

Legislative Speaker Series

2nd Wednesday of the month
8:00 am

Exception:

Tuesday, May 8
Mayor Sydney Katz

SOHO Committee

3rd Wednesday of the month
8:00 am

Membership Attraction & Retention

4th Wednesday of the month
8:30 am

Events

2nd Thursday of the month
12 noon

Germantown Taskforce

3rd Thursday of the month
8:00 am

12900 Middlebrook Road
Germantown

Marketing, Communications & PR

4th Thursday of the month
9:00 am

Committees that meet as needed:

Community Service
Golf Committee
Celebration Dinner

Welcome New Members

Abundant Life Investments, Inc.

701 Falls Grove Drive, Suite 213
Rockville, MD 20850
www.prepaidlegal.com/hub/michaelsjohnson
Mr. Michael Johnson
(301) 761-3089
snkasyllum@aol.com

Alex Cyber Lounge

108 Olde Towne Avenue, Suite 13
Gaithersburg, MD 20877
www.alexcyber.com
Ms. Alejandra Barreiro
(240) 252-4595
abarreiro@alexcyber.com

BPI Business Solutions, Inc.

18310 Montgomery Village Avenue
Suite 230
Gaithersburg, MD 20879-3552
www.bpitoday.com
Mr. Mark Hanson
(301) 840-6624 x18
mhanson@bpitoday.com

Clark/Farrell Chiropractic Center

418 East Diamond Avenue
Gaithersburg, MD 20877
www.clarkchirocenter.com
Ms. Millie Delgado
(301) 926-1500
dmillie@clarkchirocenter.com

Floral Scentsations, Inc.

8660 Dakota Drive
Gaithersburg, MD 20877
Ms. Judy Eisenberg
(301) 921-0080
floral@rcn.com

Hampton Inn Germantown/ Gaithersburg

20260 Goldenrod Lane
Germantown, MD 20876
www.hamptoninngermantown.com
Mr. Michael Frimel
(301) 428-1300
germantowngm@ih-corp.com

JK Moving & Storage

7561 Lindbergh Drive
Gaithersburg, MD 20879
www.jkmoving.com
Mr. Tom Grass
(301) 340-6683
tgrass@jkmoving.com

Konica Minolta Business Solutions

7500 Greenway Center Drive
12th Floor
Greenbelt, MD 20770
www.konicaminolta.com

Mr. Jamie Field
(301) 623-2480
jfield@kmbs.konicaminolta.us

Mr. Derek Kirk
(301) 623-2478 x1039
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Mr. Greg Williams
(301) 623-2478 x1026
gwilliams@kmbs.konicaminolta.us

Lerch, Early & Brewer, Chartered

3 Bethesda Metro Center, Suite 460
Bethesda, MD 20814
www.lerchearly.com
Mr. Robert Brewer
(301) 657-0165
rgbrewer@lerchearly.com

Lockheed Martin Corporation

700 North Frederick Avenue
Gaithersburg, MD 20879
www.lockheedmartin.com
Ms. Kelly Buckingham
(301) 240-7426
kelly.e.buckingham@lmco.com

Long & Foster Real Estate, Inc.

189 Kentlands Boulevard
Gaithersburg, MD 20878
www.jasonzahler.lnfre.com
Mr. Jason Zahler
(301) 975-9500
jzahler@comcast.net

Palta Cleaning Services

8224 Gallery Court
Montgomery Village, MD 20886
www.paltacleaning.com
Mr. Alo Pfinayi
(240) 632-9234
ntpfinayi@paltacleaning.com

PDCA Solutions

18859 Summer Oak Court
Germantown, MD 20874
www.pdcasolutions.com
Ms. Brenda Meredith
(301) 980-8364
brenda.meredith@pdcasolutions.com

RCR Consulting

13512 Sanderling Place, Suite 201
Germantown, MD 20874
Ms. Renee Randall
(301) 775-5359
rcrconsulting1@verizon.net

The River Church

PO Box 1221
Germantown, MD 20875-1221
www.riverchurchmd.com
Mr. Erik Tammaru
(301) 789-1975
pastorerik@riverchurchmd.com

The Shaffer Group, LLC

16768 Whites Store Road
Building A
Boyd's, MD 20841-9673
www.shaffergroup.com
Ms. Carole Shaffer
(301) 404-1359
clshaffer@shaffergroup.com

Towne Place Suites by Marriott Gaithersburg

212 Perry Parkway
Gaithersburg, MD 20877
www.towneplacegaithersburg.com
Mr. Stacey Friedly
(301) 590-2300
stacey.friedly@bfsaulco.com

Universata, Inc.

12800 Middlebrook Road
Suite 400
Germantown, MD 20874
www.universata.com
Mr. James Thomas
(952) 641-2040
james.thomas@universata.com

Winmor and Associates, Inc.

7845-A Airpark Road
Gaithersburg, MD 20879
Ms. Jo Anne Morris
(301) 926-6519
jwinlerblemorris@winmorassoc.com

Upcoming Events

Thursday, April 19, 5:30-7:30 pm
Business Networking After Five
 Sovereign Bank
 481 N. Frederick Road, Gaithersburg
 Free for Members/\$40.00 for Returning Non-Members

Saturday, April 21, 9:00 am-1:00 pm
Community Service 2nd Annual Spruce Up Day
 St. Luke's House
 6040 Southport Avenue, Bethesda

Tuesday, April 24, 1:30 pm
ICC Business Opportunities Briefing
 Upcounty Regional Services Center
 12900 Middlebrook Road-Conference Room (A), Germantown

Thursday, April 26, 4:30-6:30 pm
 (Ceremony with Mayor 6:15 pm)
Ribbon Cutting
 Alex Cyber Lounge
 108 Olde Towne Avenue, Suite 13, Gaithersburg,

Wednesday, May 9, 7:30 am
Business Networking Before Nine
 Germantown Library
 19840 Century Boulevard, Germantown
 Free for Members/\$40.00 for Returning Non-Members

Thursday, May 17
 5:00 pm **Member Orientation**
 5:30-7:30 pm **Business Networking After Five**
 Maryland Soccer Foundation, Discovery Sports Center
 1803 Central Park Circle, Boyds
 Free for Members/\$40.00 for Returning Non-Members

Tuesday, June 5, 7:30 am
Business Networking Before Nine
 Sam's Club
 610 N. Frederick Avenue, Gaithersburg
 Free for Members/\$40.00 for Returning Non-Members

Thursday, June 21, 5:30-7:30 pm
Business Networking After Five
 The Melting Pot
 9021 Gaither Road, Gaithersburg
 Free for Members/\$40.00 for Returning Non-Members

To register call (301) 840-1400 or visit our website:
www.ggchamber.org

Member News



GGCC Board Member Carol Rieg travels to New Delhi, India

Carol Rieg, President of Rieg and Associates as well as National Director of the EWeek Future City Competition and Board Member of the Maryland Transportation Authority traveled to New Delhi, India last week to help launch the inaugural "Future Cities - India 2020" competition. The competition, a partnership of the Indian Science and Technology Ministry and Bentley Systems, is inspired by the US-based National Engineers Week Future City Competition which reaches 30,000 students annually. Additionally, Carol presented Pradeep Kumar, Chairman, National Highways Authority of India, a resolution from the Maryland Transportation Authority regarding their Future Cities 2020 - India involvement and support.

If you have any Member News that you would like to share, please forward to jmelnick@ggchamber.org.

Did You Know...



Meet Alice Lynn O'Steen
 New GGCC
 Director of Events

We have a new **Director of Events** — **Alice Lynn O'Steen** has joined the Chamber this March.

Alice Lynn brings 10 years of Event Planning and Public Relations expertise. Her experience as an Appointee at The U.S. Department of Labor coupled with that of a Marketing Manager at Oracle Corporation, has provided Alice with extensive experience in managing special events, swearing in ceremonies, press briefings, C-level luncheons and receptions, high-level awards banquets and seminars while engaging partners and promoting the messaging of their business. She replaces Willadene Chapman who has left the Chamber after 7 years. A warm welcome to Alice Lynn and best of luck to Willadene.

Member Survey Results Are In

This quarter, we conducted an on-line survey to give you the opportunity to let us know how the Chamber is meeting your needs.

A big thank you to all of you who participated in this survey. The results were positive and show that the Chamber is meeting your needs. Here are some of the highlights:

The reason most members join the Chamber is for networking opportunities and to be part of

the local community. Our networking events both before nine and after five were viewed as the most beneficial and were the most attended.

If offered, members felt that special event lunches, more events during business hours, a speaker series during lunch, book discussions and women's events would be of interest.

In terms of communication, our weekly e-mail blast and our website get high marks.

And of all the resources offered by the GGCC, mailing labels were cited by 78% of the respondents as most valuable.

The Chamber is constantly working to make your GGCC membership experience worthwhile with interesting programs, value-added resources and long lasting business connections.

We always welcome your comments and suggestions to help you make the most of your membership.

GGCC STAFF

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Director of Member

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BLOMBERG, P.A.



MERCANTILE POTOMAC BANK



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