



A Message From the Chamber Ron Dimaranan, Mid-Atlantic FCU



Happy New Year! What an exciting time to be a member of the Gaithersburg-Germantown Chamber of Commerce. We had an excellent year in 2012 and look forward to an even better year in 2013. If you look up the word **GROWTH** in the dictionary one of the things it says is “an increase in size, number and **SIGNIFICANCE.**” We expect 2013 to be a year of growth for the Chamber. We know that the Upcounty is the fastest growing area in Montgomery County and we are going to make sure that the Chamber grows along with it. But as the definition said, we are not just looking to grow in size but also in **SIGNIFICANCE.** We will continue the momentum of 2012’s member recruitment, adding new members while utilizing our core strengths to provide **SIGNIFICANT** networking and special events bringing value and retaining our existing members. We will continue the outstanding legislative advocacy that we are known for. We will continue to be a **SIGNIFICANT** Voice of Business in the Upcounty. Although we have a long list of Legislative Issues that we will be working on, we have identified two top projects – both transportation-related. We will work to get the Watkins Mill Interchange funded and we will work to get the CCT funded.

Joe Torre once said, his success with the Yankee was because of the all-stars he had the pleasure of working with. I think I too have a pretty spectacular team to work with:

- Anita Anderson, our new VC for Member Programs
- Colette Releford, will move over as the new VC for Member Attraction and Recruitment

- Jerry Pasternak, will be the new Legislative VC
- Scott Wallace will continue his stellar leadership as Economic Development VC

So with Trina as our Immediate Past Chair and the addition of David Eagerly as our Chair-Elect for 2014, you can see that I also have a great leadership team.

We had our strongest year ever in 2012 with over \$40,000 in new member revenue. We moved into a new office space befitting the organization and we have a strong staff and a supportive Board. We need to leverage this momentum and expand our membership base but we need the help of our members. While serving as the VC of the Membership Committee the last couple of years, members often ask me how to get more from the Chamber. My answer can be summarized in 4 words—**“Be Active, Get Involved.”**

Be active in various events such as our Business Networking Before Nine’s, Business Card Exchange Lunches and Business Networking After Five’s and our signature events such as the Wine Tasting, the Annual Golf Tournament and our newest annual event, Bowling with the Board.

Get involved in the various committees - Membership, Events, Legislative and Economic Development. Get to know what’s going on in the county and your community that’s affecting businesses. Join us as we continue to be one of the most **SIGNIFICANT** business organizations in the State. I hope to see you soon at one of our many Chamber events.

-Ron

In This Edition:

Chair’s Message.....	1
New Members.....	2
Calendar.....	3
Event Photos.....	3
Writer’s Corner.....	5
Member News.....	6
Meet the Board.....	7



“Affordable Healthcare Act” Seminar Presented by the GGCC

Date: Wednesday, Feb. 13
Time: 8:00-10:00am
Where: Hilton Gaithersburg
 620 Perry Parkway
 Gaithersburg
Cost: \$30 Plated Breakfast

- What it means for businesses and YOU!
- What is Obama Care and how does it affect you.
- Presented by Kevin Yang of the MD Health Benefit Exchange
- Open to the ENTIRE Community!!
- SPONSORSHIPS AVAILABLE, Contact us for details

REGISTER AT:
www.ggchamber.org



Why Follow Us?

- Keep up-to-date with events
- Member News
- City, County, State & Federal News
- Event Photos
- And so much more.....

Welcome New Chamber Members

American Cancer Society
7500 Greenway Center Drive, Suite 300
Greenbelt, MD 20770-3551
www.cancer.org
301-982-2130
Ashley Lach
ashley.lach@cancer.org

AT&T
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Gaithersburg, MD 20874
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sc200w@att.com

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careyb@bennigansclarksburg.com
301-540-5097(f)

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CHI, Inc. / Jones Center
9426 Stewartown Road
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240-631-2637 x103
240-631-6907 (f)
Christopher Werth
cwerth@chicenters.org

Clough Insurance Team - An Allstate Agency
19725 Executive Park Circle
Germantown, MD 20874
www.allstate.com/candiceclough
Candice Clough
301-916-9600
candiceclough@allstate.com

Country Casual
7601 Rickenbacker Drive
Gaithersburg, MD 20879-4807
www.countrycasual.com
Homa Nowrouzi
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hnowrouzi@countrycasual.com
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Express Employment Professionals
Alan Schwartz
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Rockville, MD 20850
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1505 Tilco Drive
Frederick, MD 21704
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scott@frederickfence.com
301-663-0017 (f)

Gaithersburg Garage Door
7845-F Airpark Road
Gaithersburg, MD 20879
www.gaithersburggaragedoor.com
301-990-6200
301-990-6201 (f)
Peter Giglio
peter@ggdinc.net

Griswold Home Care
Vincent Santiago
20203 Goshen Road, No. 394
Gaithersburg, MD 20879
www.griswoldhomecare.com
301-947-7500
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866-251-3994 (f)

Healthtrax Fitness & Wellness
20500 Seneca Meadows Parkway
Germantown, MD 20876
www.healthtrax.com
David Finestone
240-686-4500
dfimestone@healthtrax.net
301-540-8656 (f)

LA Fitness
602 Quince Orchard Blvd
Gaithersburg, MD 20879
www.lafitness.com
Shah Channa
301-987-5421
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245 Kentlands Boulevard
Gaithersburg, MD 20878
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240-477-1040
301-330-3562 (f)
Erik Larson
el Larson@nyajoes.com

R & A Restaurants, Inc.
Ana Takata
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Annandale, VA 22003
703-401-8191
ana.takata@partners.mcd.com
703-636-8963 (f)

Royal Flush Cleaning
13421 Walnutwood Lane
Germantown, MD 20874
www.royalflushcleaning.com
301-529-5427
Sandy Stillwell
sandy@royalflushcleaning.com

Seneca Academy - The Circle School
Brooke Carroll
15601 Germantown Road
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www.senecaacademy.org
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301-869-3348 (f)

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920 King Farm Boulevard
Rockville, MD 20850
www.sheraton.com/rockville
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SunTrust Mortgage, Inc.
Greg Awbrey
1445 Research Boulevard
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301-517-5336
greg.awbrey@suntrust.com
301-762-7708

Thibadeau Mortuary Services
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Gaithersburg, MD 20877
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301-977-6930 (f)

Web Mobile Image LLC
18554 Office Park Drive
Gaithersburg, MD 20886
www.webmobileimage.com
Jud Ashman
301-926-6931
jud@webmobileimage.com

Save The Dates

Thursday, January 17

5:30-730pm

Business Networking After Five
Asbury Methodist Village

Friday, January 18

9:00am-3:00pm

GGCC / Kaplan University
Blood Drive

Wednesday, January 23

11:30am-1:00pm

Young Professionals Group
Lunch & Learn
Mid-Atlantic FCU

Wednesday, February 13

8:00am-10:30am

Affordable Healthcare Act
Seminar

Hilton Gaithersburg

Thursday, February 21

5:30-730pm

Business Networking After Five
Therrien Waddell, Inc.

Wednesday, February 27

11:30am-1:00pm

Business Card Exchange Lunch

Wednesday, March 6

7:30-11:30am

“Grow Your Business”
Seminar & Expo

Hilton Gaithersburg

Sponsorships Available

Details To Follow

Advance registration is requested.

Register: www.ggchamber.org



MEMBER EVENT PHOTOS
www.ggchamber.org/gallery



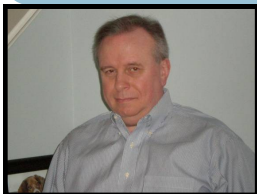
Special Thanks To Our Event Sponsors This Quarter

300 Shady Grove, BlackRock Center for the Arts, Crowne Plaza Rockville, Johns Hopkins University Montgomery County Campus and Pinky & Pepe's Grape Escape



Goal Getters

Walter Borotto is a management consultant and works primarily with entrepreneurial and family owned businesses on issues such as these, as well as sales improvement processes, customer loyalty, team management, leadership development, and other organizational and individual development issues. He is the owner and founder of Goal Getters. Contact him at: www.BeAGoalGetter.com, or email him at Walter@BeAGoalGetter.com if you are interested in contacting him for seminars or speaking engagements, lunch-and-learn, etc.



Creating a Business Strategy

No matter what kind of business you have,

whether you sell products or a service, pay attention to the saying, "If you fail to plan, then you're really planning to fail." Creating a strategy can mean the difference between you working 60 to 80 hours a week or losing money. There are many successful entrepreneurs who work fewer hours and make significant money, and they usually attribute their success to having a strategic plan and *following it*.

So what is strategic business management? Very simply, in three steps, it's the process of defining the goals and objectives for your business, creating an action plan so you can reach them, and then following the plan.

How do you create a strategic plan for your business?

First, **know or create your vision for your company**. Ask yourself this question: If there were no barriers and nothing stopping you from taking your company as far as you could, what would that look like?

Next, **what are your company's core operating values?** What are its guiding principles? In other words, why are you in business and how do you conduct your business?

Now, **create a longer term plan (for a small business, perhaps two to five years—Why? Stuff happens,**

that's why, and sometimes that stuff is beyond your control). Your long-term plan is based on the broad objectives that will help you get from where you are now, to where you want to be.

Next, **develop a plan for this year**. These are the specific objectives you plan to accomplish this year that will lead you closer to your long-term goals. Remember to be "SMART" when setting your annual goals (Specific, Measurable, Attainable, Realistically High, and Time-bound). Include a list of the barriers that are stopping you from getting where you want to go. Figure out what resources you already have, and what resources you need to get you past those barriers.

Create an action plan that clearly lays out how you will achieve your goals. Involve key employees with this part of the planning process. Create a set of milestones or benchmarks so you can measure your progress. This is very important.

Share the plan with your employees, and anyone else who will be involved in the process. Your annual strategy is the roadmap that will make sure everyone ends up at the same destination, but to be effective, everyone needs the same map!

Put the plan into action. Now that you have the roadmap, it's time to begin the journey.

Check your progress. Just like any trip, you need to check the map every now and then to be sure you're still on

the right road. If something isn't working, the sooner you figure it out and make the necessary adjustments, the sooner you'll be back on track.

Follow the same cycle next year. (Dream, Plan, Act, Check).

Creating a business strategy and following it will ensure that you enjoy the journey as much as getting to your final destination. The plan does not have to be complex, but the secret to success with any plan is executing it. That may require you to change your habits. It may require you to listen for comments such as, "That's not the way we do things around here." It may require you to have an open mind. Why? Because if you do what you've always done, you'll get what you've always gotten.

None of this is new, but the completion of any journey or transformation requires you to take one step at a time toward your destination. Steps are the *actions* you will need to put into place, so if you're the type of person for whom change in an insurmountable obstacle, don't bother with a strategic plan. You'll just be wasting your time. However, if you can translate obstacles into action steps—the actual chores, duties, actions, and tasks that you and others can schedule on your calendars and perform—and if you are not afraid to adapt when some of these actions don't turn out perfectly, you will probably be a heck of a lot more successful than you would have been otherwise. There's a big difference between *letting* it happen and *making* it happen.

CHAMBER INDUCTED INTO 1946 SOCIETY

The Chamber was inducted into the Montgomery College's 1946 Society for its total contribution of \$100,000 to the Montgomery College Scholarship Foundation. As a demonstration of its commitment to the community, the GGCC has chosen to invest in Montgomery College students; thereby changing the course of the lives of their scholarship recipients. This has ensured that more than 20 students, including those majoring in pre-engineering and business, have been able to pursue their educational dreams. Interested in donating? Contact us at 301.840.1400 x15.



Writer's Corner

Dawn Goldberg is the Creativity and Writing Expert at Write Well U, where she helps business owners write from their souls and make a greater impact. Download your free Writing From Your Soul system at www.WritingFromYourSoul.com. For more information, visit Dawn at www.WritingFromYourSoul.com.



Will the Real You Please Stand Up and Market?

Whether you're a business owner or an employee, like it or not, there are thousands of people in your industry...

Notice I didn't say, "There are thousands of business owners/employees just like you" because that's not true. However, if you **present yourself like everyone else or play it safe in your marketing, then you might as well be just like everyone else.**

(And even if you don't think you're in the business of marketing, you are. If you're an employee, you're constantly marketing yourself, proving that you're the ideal person in your position.)

If you're **marketing authentically - what feels right, what you believe in, what you stand for, what you're passionate about, what services you offer that really solve problems, your gifts** - then it's going to connect more powerfully with your audience.

So, what gets in the way of marketing authentically?

Fear that you're going to turn people off. You're not for everyone. You're not everyone's ideal service provider. (And everyone is not your ideal client.) It's better to quickly weed out those who are not a good fit and really home in on the ones who are.

Fear that people will think you're too pushy. Marketing sometimes gets a bad rap, but that's only if you're marketing in a smarmy, manipulative way. Letting people know how you can help them is not being pushy.

Fear that you're not including everyone if you narrow your marketing. It's much harder to write a single marketing piece that appeals to all genders, all ages, all professions. Once you narrow down your market, it actually makes marketing so much easier.

Fear that you're a fraud. You aren't like every other person in your industry. You have skills that others can't do or can't do as well. Or you have a specific set of gifts and past experiences that you bring to your business and your clients - every day. You deserve to claim your brilliance.

If you can get over these four fears, your marketing will be **easier** and more **productive**. And then it all snowballs, and you'll see those results in your business.

Here's to the real you!

Worksite Wellness

Emily Noll, M.S., is the Director of Worksite Wellness for LifeWork Strategies, Inc, a member of Adventist HealthCare, Inc, where she helps employers of all sizes to implement behavioral health and wellness programs. Emily received her Masters degree in Organizational Counseling from Johns Hopkins University. She and her husband reside in Germantown with their two kids. Contact Emily at enoll@lifeworkstrategies.com.



Resolve to Help Employees Stay on Track

Many of us start the New Year with high

hopes and a renewed motivation to set goals, like lose weight, exercise more, save money, spend more time with family, and exceed job requirements. But, by February, our intentions and energy may start to fizzle.

What's the best way to keep that flame burning bright to achieve our personal and professional goals in the next season and beyond? Moreover, how can we help our employees stay on track for success? After all, what an individual employee aims to achieve likely has a shared benefit to the workplace.

In a book on happiness by Frank Ra, the author wrote "Resolutions are more sustainable when shared, both in terms of with whom you share the benefits of your resolution, and with

whom you share the path of maintaining your resolution. Peer-support makes a difference in success rate with new year's resolutions".

There are many ways you can support your employees. If you have a sedentary workforce who has committed to get moving, create opportunities, incentives, and team challenges, and use engaging technologies to facilitate their efforts. Again, everyone wins! One study found that professionals who spent 30-60 minutes on their lunch break working out experienced an overall performance boost of about 15 percent. Workers reported better time management, an increased ability to meet deadlines, and felt more satisfied with their day.

If you have the ability to reward employees for progress towards their goals, you may get even better participation and results. Consider, for example, how much money it would

take to get you to exercise at least eight times per month (twice a week). According to some industry experts, rewards in the range of \$40 to \$60 per month can generate positive behavior change. In 2012, more than 60% of employers who participated in a survey by Towers Watson and the National Business Group on Health reported using financial rewards for individuals who participate in health management programs and activities.

Don't underestimate low-cost ways to support employees. Promote resources such as your company's Employee Assistance Program or free community programs. Some employees simply need another co-worker to check in with or a little bit more flexibility in their schedule to accomplish what they set out to achieve. In any case, we all appreciate hearing that our employer is behind us and will do what it can to help us succeed.

GGCC Member Spotlight...

Inc.
500

Inc. Magazine has ranked **Blue Corona, Inc.** number 174 on its 31st annual Inc. 500, an exclusive list of the nation's

fastest-growing private companies. Blue Corona provides analytics and internet marketing services such as pay per click advertising, search engine optimization, lead generation, and conversion rate optimization to companies ranging from local contractors to international manufacturers.

Congratulations to **A Cat Clinic** on the following 2012 accomplishments: #1

Vet in Montgomery County in Gazette 2012, AAHA accreditation 2012, Gold Level Cat Friendly Practice 2012, Washington Consumer Check Book rated highest for quality 2012 and As featured in "Angie's List" for top veterinarians. 2012.



Sodexo Inc. has re-signed the lease on its Gaithersburg North American headquarters building, ensuring the company and its current 567 full-time jobs will remain at the site for the next decade. In addition, the company – the leader in Quality of Life services and part of the Global Fortune 500 Sodexo Group – plans to add 50 new jobs over the next three years.



This year, **Manna Food Center** celebrates 30 years of service to Montgomery

County. Manna has served over 45 million pounds of food to residents since 1983. Millions of families have been served through our Food for Families program, providing 70 pounds of food for county residents free of charge. Learn more about Manna at: www.mannafood.org.

Congratulations to **Quinter Design** who is celebrating their 20th Anniversary this year.

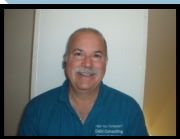
Mark Your Calendars: Montgomery County Executive Isiah "Ike" Leggett will host a "Budget Forum" on Thursday, January 24th at BlackRock Center for the Arts, 12901 Town Commons Drive in Germantown, at 7:00pm. The County Executive will announce his recommended fiscal year 2014 operating budget on March 15. The County Council approves the operating budget at the end of May.



Maryland is #5 on the recently released 2012 State New Economy Index. The Index uses 26 total indicators, divided into five key areas - knowledge jobs,

globalization, economic dynamism, digital economy and innovation capacity - to rank all 50 states. Maryland is the highest ranking state in the DC-MD-VA region.

Computer "Networking"



The Importance of Backing Up Your Data

Whether you are a small business, large business or home user, backup of your data is critical.

Your computer contains a hard drive. It is an electro mechanical device. It has spinning disks. It has circuit boards, bearings, etc. Any one of these failures can cause you to lose your data. You may be able to get the hard drive recovered, but it may cost several thousand dollars. If you backup, you can avoid losing your data.

After 9/11 there were companies that went out of business because they lost critical data.

The operating system and software are easily replaceable. Your personal information is not.

What is your personal data? It is pictures, letters, financial info, emails, contacts etc... This data was created by you and only you. Even if you had all this data in hardcopy, do you want to type it back in or pay someone else to do it?

If you are a business you can lose customer lists, accounting data, letters, spreadsheets, emails etc... Imagine losing records of who owes you money? Wouldn't that be fun?

There are many methods to backup data. external hard disks and online automated backup.

The important idea is to backup your data. The best method depends on each situation. If you aren't disciplined you may consider online automated backup because it requires less maintenance. Or you can choose to use an external hard drive. With this method you need to be diligent because you will need to make the

Dan Videlock, Owner of D and M Consulting has been involved in many aspects of it support for over 30 years. Has worked with everything from the pc to mainframe. D and M was established in 1996. Prior to that ran a business in Woburn, Ma called Computer Eaze. Along with Michelle Videlock and our 6 cats we make the world a better place. Contact Dan at videlock@erols.com.

backup and then the drive must be removed from the location.

One of the causes of data loss is flood or fire. Having your backup device next to you computer when the flood or fire occurs leaves you with no backup. Even fireproof safes have their limitation.

These are not the only methods to perform data backup. Keep in mind if you are currently backing up your data you are in the minority of computer users.

With the New Year upon us, this is a good time to organize your software, licenses and product keys so they are quickly available when you need it. Store them together in a safe location. And be sure to evaluate your backup data plan in the event of a computer failure. If you are prepared you can minimize the inconvenience.

BOARD OF DIRECTORS

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Mid-Atlantic FCU

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Sonabank

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VC, Legislative Affairs**Jerry Pasternak**

PEPCO

VC, Economic Development**Scott Wallace**

Linowes and Blocher, LLP

VC, Member Attraction & Retention**Colette Releford**

Strive Business Solutions, LLC

VC, Member Programs**Anita Anderson**

BlackRock Center for the Arts

Immediate Past Chairwoman**Trina LaPier**

The Gazette

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GGCC Board Officers

The Gaithersburg-Germantown Chamber of Commerce 2013 Board of Directors were installed on Thursday, December 6. City of Gaithersburg Mayor Sidney Katz conducted the installation. Ron Dimaranan of Mid-Atlantic FCU was installed as the Chairman of the Board.

We also welcomed our newest board members: Gary Aughinbaugh of AETEA Information Technology, Inc., Jeff Goldman of Kaiser Permanente Mid-Atlantic States Region and Kathleen Mayer of OBA Bank.

Our Board of Directors shape the future of the Chamber and work very hard to make the GGCC an outstanding organization; we value their energy, efforts and hard work.

Our 2013 Officers are:

◆ **Board Chair**

Ron Dimaranan, Mid-Atlantic FCU

◆ **Chairman-Elect**

David Edgerley, Sonabank

◆ **Treasurer**

Bob Cowdrey, Capital Bank, N.A.

◆ **VC Member Programs**

Anita Anderson, BlackRock Center for the Arts

◆ **VC Member Attraction & Retention**

Colette Releford, Strive Business Solutions

◆ **VC Economic Development**

Scott Wallace, Linowes and Blocher, LLP

◆ **VC Legislative Affairs**

Jerry Pasternak, PEPCO



Ron Dimaranan



David Edgerley



Bob Cowdrey



Anita Anderson



Colette Releford



Scott Wallace



Jerry Pasternak

Balcombe Named MACCE President



Marilyn Balcombe, President/CEO of the GGCC was elected as the 2013 President of the Board for the Maryland Association of Chamber of Commerce Executives (MACCE).

MACCE is a membership association consisting of chamber of commerce executives, and their counterparts at similar organization, from throughout the state. There are over 35 Chambers of Commerce represented by MACCE.

The organization supports the continued professional development of its members by:

- Providing educational and professional development opportunities for members through peer-to-peer networking, as well as quarterly events with expert speakers.
- Enhancing the standing of chambers of commerce in Maryland.
- Providing a forum to facilitate communication and cooperation between the state's chambers of commerce.
- Awarding annual scholarships for the U. S. Chamber Institute and other professional development programs.

Tomasello Named City Manager



Congratulations to GGCC Board Member Tony Tomasello, who was named the Gaithersburg City Manager.

"Tony has been a tremendous asset to the City for many years," said Mayor Sidney A. Katz. "The Council and I interviewed a number of well-qualified candidates for this position. We were most impressed with what Tony can bring to the table in terms of familiarity with the City's

operations and staff, knowledge of local and regional issues, a solid background in economic development, and a commitment to enhancing Gaithersburg's reputation for excellence."

Tomasello joined the City of Gaithersburg as Economic Development Director in 1996. In 2001 he was promoted to the position of Deputy/Assistant City Manager.

We wish you all the best Tony!!!



Gaithersburg-Germantown Chamber of Commerce, Inc.

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