



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



As we head into the dog-days of summer our attention often turns more to the beach than the bottom-line. If you are one of those people who find it hard to "unplug" or feel a little lost without the Wall Street Journal, grab your beach towels, sun-screen, and one of the books from this list and you are all set.

From the University of Maryland's Robert H. Smith School of Business, 10th Annual Top-10 Summer Reading List for Business Leaders

The Big Short: Inside the Doomsday Machine, by Michael Lewis, 2011

Recommended by: Mike Faulkender, Associate Professor of Finance
Recounts the story of America's recent financial meltdown written from the perspective of a financial insider.

Emotional Intelligence 2.0, by Travis Bradberry and Jean Greaves, 2009
Recommended by: Jeff Kudisch, Assistant Dean of Corporate Relations
"Emotional Intelligence continues to receive increasing attention in the workplace, especially given evidence that executives who possess strong EQ skills seem to emerge as the best performers relative to their counterparts who rely heavily on their strong IQ." says Jeff Kudisch,

Influence by Robert Cialdini, 2009
Brent Goldfarb, Associate Professor of Management and Entrepreneurship
"Influence is the classic reference on how to sell. Based on rigorous academic research, the book helps one understand why people say 'yes' and how to apply this information," says Brent Goldfarb.

Lean In, by Sheryl Sandberg, 2013
Recommended by: Elana Fine, Managing Director of the Dingman Center for Entrepreneurship
"This is not the Feminine Mystique – this is a 'how-to guide' on improving workplace dynamics and capitalizing on the talented,

educated women in the workforce. Women are a rising tide that will absolutely lift all ships," says Elana Fine.

The Power of Consistency: Prosperity Mindset Training for Sales and Business Professionals, by Weldon Long, 2013, Recommended by: Ken White, Associate Dean of MBA and MS Programs

The Power of Consistency follows a four-step process to success by, among other things, learning how your life reflects your thoughts and the words you use during self-talk, says Ken White.

Taking People with You: The only way to make BIG things happen, by David Novak, 2012

Recommended by: Joyce E.A. Russell, Vice Dean and Distinguished Tyser Teaching Fellow of Management and Organization

"Novak offers a step-by-step guide to setting big goals, getting people to work together, achieving your goals, and celebrating your success." says Vice Dean Joyce E.A. Russell.

The New Digital Age, by Eric Schmidt and Jared Cohen
Mark Wellman, Distinguished Tyser Teaching Fellow

Google Executive Chairman Eric Schmidt and Google Director of Ideas Jared Cohen provide a comprehensive analysis on where they believe the world is going and what the implications are for individuals, governments and companies.

Who owns the future?, by Jaron Lanier, 2013
Recommended by: P.K. Kannan, Ralph J. Tyser Professor of Marketing Science

This book provides a contrarian's view of the benefits of technology, digitization, and 'big data'.

Happy Reading!

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Annual Public Safety Awards Breakfast

When: Friday, August 9, 2013

Time: 7:30-10:30am

Where: Montgomery County Fairgrounds / Harvest Building

Address: 16 Chestnut Street Gaithersburg

Title Sponsor
Paul Davis Restoration & Remodeling

Shining Silver Sponsor
Mid-Atlantic Federal Credit Union

Tickets:
\$30: Member
\$500: Shining Silver Sponsor
\$240: Table Sponsor
\$30: Public Safety Official

Advance registration is required at:
www.ggchamber.org

Welcome New Chamber Members

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Joseph DiPietro
jdipietro@alliant.com
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www.gaithersburgsuites.hamptoninn.com

Kids First Swim School
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Staples
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www.wegmans.com
301-540-8782

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paul@weloveneighbor.org
www.weloveneighbor.org

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Laura Rhode
2113 Carter Mill Way
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301-938-3775
laura@whataparty.biz
www.whataparty.biz

Save The Dates

Friday, August 9
7:30am

Public Safety Awards Breakfast
Montgomery Co. Fairgrounds

Thursday, August 15
5:30-7:30pm

Business Networking After Five
with the CVC-MC
& Fundraiser for Manna
The Highlands Germantown

Wednesday, August 21
5:00-7:00pm

Young Professionals Happy Hour
with the Frederick Chamber of
Commerce Generation Connect
Worthington Manor Golf Club

Wednesday, September 11
2nd Annual Chamber's Joining
Forces: Networking Evening with
the Frederick Chamber
Comus Inn

Friday, September 13
10:00am-6:00pm

GGCC Annual Business Golf
Classic
P.B. Dye Golf Club

Thursday, September 19
5:30--7:30pm

GGCC Annual Volunteer Picnic
and Non-Profit Showcase
Smokey Glen Farm

Wednesday, September 25
11:30am-1:00pm

Business Card Exchange Lunch
The Highlands at Germantown

Tuesday, October 8
7:30-9:00am

Business Networking Before Nine
BlackRock Center for the Arts

Thursday, October 17
5:30-7:30pm

3rd Annual "Bowling with the
Board"
300 Shady Grove Bowling Center

Advance registration is requested.

Register: www.ggchamber.org



MEMBER EVENT PHOTOS
www.ggchamber.org/gallery



Special Thanks To Our Event Sponsors This Quarter

Asbury Methodist Village, BlackFinn Restaurant & Saloon, Brickman, Buca di Beppo, City of Gaithersburg, DrinkMore Water, Grossberg Company, LLP, Kaplan University, Kentlands Manson, Maryland SoccerPlex, Mid-Atlantic Federal Credit Union, Montgomery TennisPlex, Pinky & Pepe's Grape Escape, The Prime Choice Caterers, Sodexo, Inc. & SPAGnVOLA.

Ribbon CUTTINGS



What's Happening with the Young Professionals

The GGCC celebrated the one-year anniversary of its **Young Professionals Group (YPG)** in May. The Chamber's YPG is packed with lots of enthusiasm and high aspirations with happy hours, lunch and learns and committee meetings. The mission of the group is to make the Gaithersburg-Germantown communities a great place to live and work by harnessing the strength of our communities to make positive change.

The YPG's started on May 2, 2012 when 33 people attended the first event - a Happy Hour at the Melting Pot. They continued with their first lunch and learn on June 14, where 14 eager young professionals learned the art of the 30-second elevator pitch from Colette Releford of Strive Business Solutions. And on

May 8th several Board Members, Chamber Members and Staff joined together to celebrate the YPG one-year anniversary with a spring picnic at Smokey Glen Farm.

Recently, the YPG's held a Lunch & Learn on customer service. Dawn Goldberg of Write Well University spoke to nearly 20 young professionals on "Customer Service: How to Handle Different Situations & Be Successful at It".

So what is next on the agenda for this vibrant group?

Join them on **August 21** for the **Young Professionals Fusion: Happy Hour with the Frederick Chamber of Commerce Generation Connect**. Let's wrap up the summer with a wonderful opportunity to mix & mingle with the Frederick Chamber of Commerce Young Professionals

Group. Held at the Worthington Manor Golf Club it will be an evening of great connections. Your first drink and light appetizers are all part of your registration. Cost is \$10.

Details and to register, visit:
www.ggchamber.org



Brittany Hilton, Mid-Atlantic Federal Credit Union Marketing Specialist; Dawn Goldberg, Write Well University Chief Writing Officer and Gary Aughinbaugh, AETEA Information Technology, Inc. Senior Account Manager at the YPG Lunch & Learn on July 11.

Marketing Nook

Robyn Quinter is president and founder of Quinter Design. For more than 20 years, Quinter Design has been on a mission to rid the world of unattractive and ineffective marketing materials. Their creative and innovative graphic design; publicity efforts; and production of trade showdisplays, posters and banners that command attention have helped businesses, non-profits and government agencies boost their images and profits. For more information, contact Robyn at 301-924-4654 or robynq@QuinterDesign.com.



The "NEW" Different Types of Media

The internet and social networking sites have shuffled the deck of cards that are the media. As more options become available, the effectiveness and confusion increase. You can't afford to overlook a medium that can expand your audience and boost your bottom line.

Here's my recap of a recent blog by the marketing firm, Arment Dietrich, that covered the "Four Different Types of Media." You'll recognize some, others may be less familiar.

Paid Media = Advertising

If you've paid to circulate your company's message in a printed publication, as an exhibit at a tradeshow, on radio or TV or as a banner on a website, your efforts fall into this category. Advertising is highly effective and requires expertise to identify where your efforts will be most successful. It's

expensive and difficult to measure your return on investment.

Earned Media = Publicity

Media accounts told from a third-party perspective are viewed as credible and trustworthy. A release about your company's accomplishments circulated to the appropriate media can reap coverage that widely shares your brand. But results are not guaranteed, you're at the mercy of other news, publication space and other factors. Professional publicity efforts are expensive and time intensive.

Owned Media = Online Presence

The content you create for your website, Facebook, Twitter and other online presences has become more important than ever. Your website should be dynamic, valuable and relevant to your target audience. It's no longer about the greatness of your company and its products/services; it's about giving away ideas and advice to benefit others. You can do this yourself inexpensively, the cost is your time and labor. Vehicles for effectively

sharing include webinars, white papers, Facebook, Twitter, LinkedIn, podcasts, videos, newsletters and blogs.

Shared Media = Engagement

You can't just create outstanding content and hope people find you. Search engines want to see that you're creating new content consistently and how frequently others share it on their networks. Start by prominently placing "share" buttons for social media on your website to allow visitors to easily spread your content. Then spend some time carefully building your own networks. Industry studies show Facebook is more effective for B2C marketing, and LinkedIn is more successful for B2B efforts.

Your current marketing plan should move your company into the future today, not in two or three years. By embracing each of these media, you'll position your firm for expansion to new audiences and future success.

Pepco Helps Businesses Save Money

Energy costs are a significant part of business' operating expenses. Pepco has several financial incentive programs that reduce the cost of energy-efficient upgrades, which saves on energy costs and operating expenses. Here are a few programs to help your organization maximize its bottom line.

The **Small Business Program** provides a turn-key service with limited capital outlay. It starts with a Walk-Through Energy Assessment conducted by a program-trained trade ally. As a result of the assessment, the customer will receive an action list of no- and low-cost recommendations as well as suggested energy efficiency projects. The assessment and action list are provided at no charge. Participating businesses will also receive up to \$250 low-cost measures installed at no charge, and

financial incentives for up to 80%-90% of the suggested energy efficiency projects.

Small Businesses can also sign up for **Energy Wise Rewards™** to make reducing electricity on Peak Energy Savings Days automatic. Receive a web-programmable thermostat – a \$150 value – or an outdoor switch, professionally installed at no charge. Businesses receive \$80 off their electricity bill after Pepco installs the device, and \$80 each summer the business participates. To sign up for Energy Wise Rewards for your business, visit: pepco.com/rewards or call 1-866-353-5798. Energy Wise Rewards is also available to Pepco's residential customers.

The **Existing Buildings Program** provides cash incentives for installing specific energy efficiency measures in commercial and industrial buildings. Customers can choose projects from a

list of pre-approved measures and financial incentives.

The **Custom Incentive Program** provides cash incentives to customers planning new system and equipment purchases, facility modernization and industrial process improvement.

The **Retro-Commissioning Program** reduces energy use through operation and maintenance improvements. The program offers technical and financial assistance to identify and implement low-cost measures and tune-ups that improve the efficiency of a building's HVAC and operating systems.

For more information about these and other Pepco Commercial and Industrial Energy Saving Programs, visit: pepco.com/business or call 1-866-353-5798.

GGCC Member Spotlight...



Congratulations to **Foundation Digital Media** who was honored with a 2013 Emmy Award from the National Academy of Television Arts and Sciences. They were recognized for excellence in the craft category of "Editing". This was the second Emmy nomination for and their first win.

For the fourth consecutive year,



Mid-Atlantic Federal Credit Union

has been the recipient of the Maryland DC Credit Union Association's Dora Maxwell Social Responsibility Award. Recognized for its outstanding work with the 5th Annual MAFCU/CSAAC Charity Golf Classic, MAFCU has been identified as a model organization for its commitment to strengthen local institutions and improve the lives of residents in Montgomery County.



Mercy Health Clinic

received the Breast Health

Innovation Award for Innovative Partnership from the Primary Care Coalition of Montgomery County. Since 2008, Mercy Health Clinic has partnered with **Shady Grove**

Adventist Hospital to provide mammograms to low-income uninsured women. In 2012 alone, over 350 women were referred for a mammogram through this partnership, with a high completion rate of 94%.

Congratulations to Chamber Member **Johns Hopkins University Montgomery County Campus** for winning the "Visionary Award" from the Montgomery County Chamber. The Visionary Award recognizes an individual or an organization for its innovation and tremendous contributions to the County and beyond. We are very fortunate to have Johns Hopkins in our community.



We are honored to be named one of the **2013 Top 25 Chambers of Commerce** by the Washington Business Journal. We were ranked #15.

Congratulations to our Chamber Members that were recipients at the **Montgomery County Department of Economic Development 1st Annual Small Business Awards**. They were:



- **Apex Home Loans**
- **Merry Maids**
- **SPAGnVOLA**

Congratulations to **City of Gaithersburg** Public Works Administrative Assistant Sharon DeVore who was presented with an Employee Award for the first quarter of calendar year 2013.

The **Bethesda-Gaithersburg-Frederick** corridor was ranked as the "Most Secure Place to Live" in a national study of large municipalities conducted by Farmer's Insurance Group. The study considered crime statistics, weather & other environmental factors, economic stability and more.

In honor of **National Business Week**, the GGCC made daily visits to small business members donned with balloons and chocolates compliments of **SPAGnVOLA** to show our support and recognize their hard work, dedication and impact they have on our community. We visited **Smokey Glen Farm Barbequers, Quinter Design, SportClips Gaithersburg Square & STAIR Tactics**.



*Annual Business Golf Classic
At P.B. Dye Golf Club
9526 Doctor Perry Road
Ijamsville, MD 21754
September 13, 2013
T-Time 12:00 p.m.*

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Meet the Board: Mayer



Kathleen Mayer

Kathleen Mayer is a Commercial Banker for OBA Bank, which is a local community bank headquartered in Germantown.

Kathleen was elected to the GGCC Board of Directors in December, 2012.

Kathleen started her banking career in 1987, as a Teller while she attended the University of Maryland. After graduation, she went to work for First Montgomery Bank as a Branch Officer. From there, she went to Citizens Savings Bank as a Branch Manager. In 2001, she joined OBA Bank.

At OBA Bank, Kathleen's focus has been on Commercial Business Development with an emphasis on Commercial Lending. OBA Bank was founded in 1861, and is one of the oldest banking institutions in the country. It is a solid and stable bank that weathered the economic

crisis and did not have to take any TARP (Troubled Asset Relief Program) money.

With over 20 years of banking experience and ten years in commercial lending, Kathleen has the expertise to help her business clients with any lending or banking needs they may have. For 12 years her clients have enjoyed the consistency of dealing with the same banker and bank. Kathleen is a member of E-Women's networking, as well as serving on the Board of Directors of the GGCC.

In her spare time, Kathleen enjoys spending time with her family, especially her two grandchildren who live five minutes away. She enjoys going to the gym, reading and gardening. Kathleen and her husband have three grown sons and live in Gaithersburg.

To contact Kathleen:
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Cell: 301-370-5478

GGCC Announces Scholarship Endowment

The Gaithersburg-Germantown Chamber feels strongly about the importance of workforce development and helping to create the workforce of tomorrow. So much so, that we've put our money where our mouth is.

Through the years, the Chamber has contributed over \$100,000 in scholarships to **Montgomery College** students. Once we reached this level of giving, we wanted to make sure that the GGCC Montgomery College Scholarship was sustainable. We wanted to ensure that long after you and I are gone, the GGCC Scholarship will still be going strong.

In 2013, the Board of Directors set a goal of establishing a \$25,000 GGCC **Montgomery College Endowment**. We are very excited to report that we have exceeded our goal! A very special Thank You goes to the founding contributors – **Hughes Network Systems, LLC;**

MAR Inc. and Deerfield Construction. We also want to thank our "Past Presidents" group - past **Board Presidents/Chairs** who give every year to the scholarship fund.

As we move forward, our goal is to continue to grow the Endowment Fund while at the same time providing some level of giving to current students.

The scholarship is one of the great things we do as a Chamber and we should all be proud of our commitment to workforce development.

If you are interested in contributing to the Endowment or to our current Scholarship Fund, please contact:

Marilyn Balcombe
301-840-1400
mbalcombe@ggchamber.org

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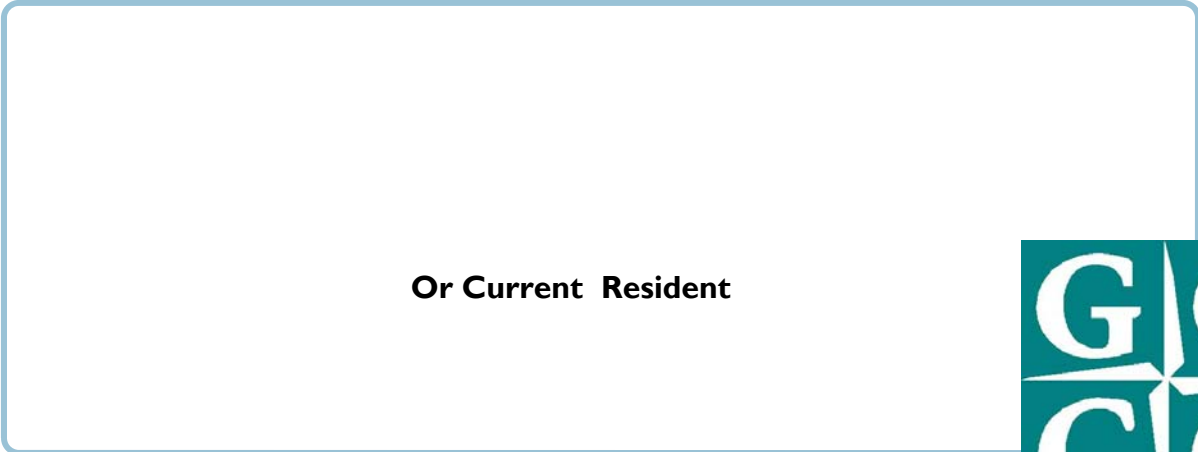




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