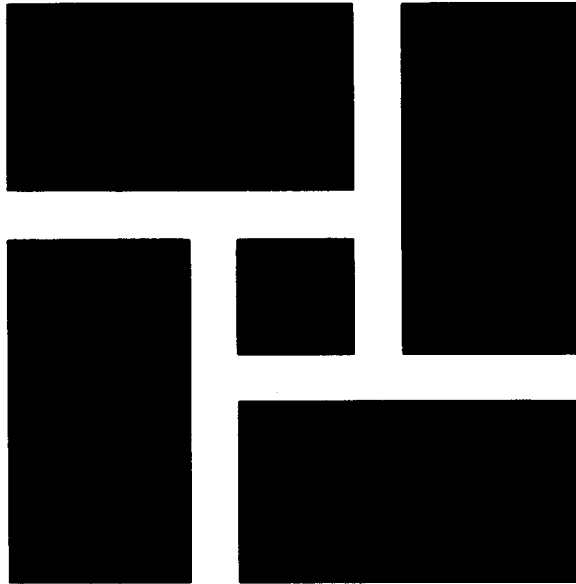


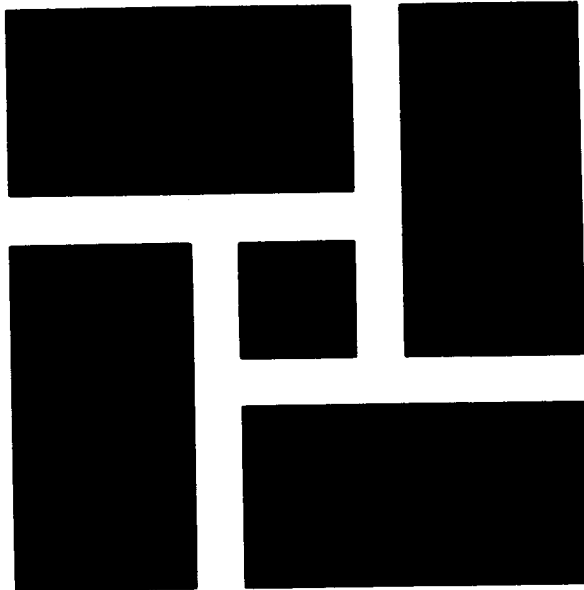
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FAIRFAX

COUNTY

CHAMBER

OF

COMMERCE

DD/A REGISTRY
FILE: 60-1

ANNUAL DUES INVESTMENT SCHEDULE

General Category

Number of Employees	Dues Amount	Number of Employees	Dues Amount	Number of Employees	Dues Amount
1 - 3	\$ 140.00	41 - 55	\$ 530.00	151 - 175	\$ 875.00
4 - 9	\$ 190.00	56 - 75	\$ 630.00	176 - 200	\$ 920.00
10 - 15	\$ 250.00	76 - 100	\$ 705.00	201 - 225	\$ 960.00
16 - 25	\$ 335.00	101 - 125	\$ 770.00	226 - 250	\$1000.00
26 - 40	\$ 435.00	126 - 150	\$ 830.00	251 - & over	\$1000.00 plus

\$1.35 per employee in excess of 250 rounded to the highest \$5.00.

NOTE: Number of employees means all employees, including executives, professionals, and owners. Each part-time employee counts as 1/2.

Special Categories

- **Apartments and Condominiums** - Use \$0.70 per unit for the first 300 units and \$0.45 per unit for all units over 300. Minimum investment - \$205.00
- **Banks and Savings and Loan Associations** - Use \$215.00 base minimum plus \$5.50 per Million Dollars of total in - county Deposits (Banks) or Savings (S&L) for all offices as of December 31st of previous year. Round to highest \$5.00
- **Charitable Organizations** - Civic, fraternal, religious and other eleemosynary, other than trade associations, use \$140.00
 Governmental agencies' dues should be 50% of the general category but may be negotiated at a lesser level if required by budget considerations
 Trade Associations and non-profit or not-for-profit business organizations use the general category
- **Hotels and Motels** - Use \$2.75 per room for first 100 rooms and \$2.05 per room for additional rooms. Minimum investment \$205.00
- **Out-of-County Firms** - Firms with a viable business interest in the county shall use the appropriate category and apply their *entire* Metropolitan Washington market then take 15%. Minimum investment \$270.00
- **Professional Services** - Architects, Attorneys, CPAs, Dentists, Doctors, and Engineers servicing the local area. Base \$140.00 plus \$33.00 per professional
 Example: single practitioner pays \$140 + \$33 = \$173
- **Realty Firms** - Use general category plus \$65.00 per branch office, plus \$1.20 per independent contractor
- **Restaurants** - Use \$140.00 minimum plus \$1.40 per seat based on Official Authorized Seating Capacity

NOTE: Chamber membership dues are tax deductible as a cost of business

MEMBERSHIP APPLICATION

(703) 391-1826

I hereby apply for membership in the Fairfax County Chamber of Commerce. If accepted as a Chamber Member, I/we agree to follow sound and accepted principles of business and professional ethics. I understand that \$10.00 of my annual dues is for subscription to the monthly newsletter *Emphasis!*

Enclosed is my Annual dues for the year _____ **Dues Amount \$** _____

Plus my one time initiation fee (processing fee) of + **\$30.00**

Authorized Signature _____ Date _____

Total Enclosed \$

Please type or print the following information as it will be used for your listing in the Chamber Business Register.

Name of Firm _____

Business Description _____

Address _____

Phone _____

Voting Representatives (one representative per \$100; any fraction, count as one. Use additional sheet if necessary)

Name _____ **Title** _____ **Name** _____ **Title** _____

Name _____ **Title** _____ **Name** _____ **Title** _____

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• **The Dulles Area Regional Council**

Are you located in the Dulles/Rt. 28 corridor? If so, you are automatically a member of D.A.R.C. If you are not located in that area but have a business interest there, write in your representative here _____

• **The Chamber Committees**

BUSINESS DEVELOPMENT DIVISION

Retail _____
Small Business _____
Visitors and Hospitality _____

COMMUNITY AFFAIRS DIVISION

Arts _____
Education _____

ECONOMIC DEVELOPMENT DIVISION

Planning and Land Use _____
Transportation _____

LEGISLATIVE AFFAIRS DIVISION

Budget & Tax _____
Employee Relations _____
Legislative Affairs _____

MEMBERSHIP SERVICES DIVISION

Membership Development _____
Retention Program _____

PROGRAMS DIVISION

Roundtable Program _____
Seminar Program _____
Special Activities _____

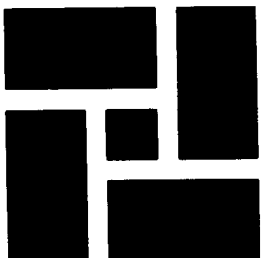
PUBLIC RELATIONS DIVISION

Communications _____

QUESTIONS?

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Fairfax County Chamber of Commerce
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EMPHASIS!

A Publication of the Fairfax County Chamber of Commerce

Vol. 9

Issue 3

March 1987

Fairfax Center Regional Council is formed

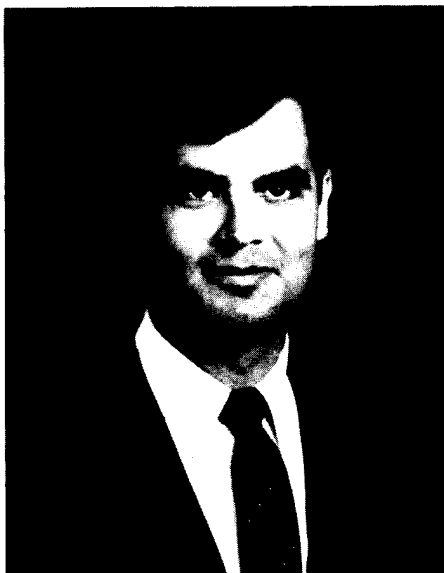
The Fairfax County Chamber of Commerce will create a second Regional Council in its continuing effort to give Chamber members the opportunity to resolve local problems while, at the same time, making available the full resources of the Chamber to address major issues.

The formation of the Council was unanimously approved at the March meeting of the Chamber's Board of Directors. The new Council, the Fairfax Center Regional Council (FCRC), will operate in the central section of the county, which includes George Mason University, Fairfax County Governmental Center and the Fair Oaks/Fair Lakes area. More than 340 current Chamber members are located in this area.

According to Karl Nelson, Chamber president, "We see this new Regional Council as providing a greater opportunity for Chamber members to become involved in programs which address their local needs."

In addition, Nelson said, "members with multiple locations can expand the participation of their branch managers by having them involved in the local activities of the Regional Council."

He added, "We hope to duplicate the success of our first Regional Council, the Dulles Area Regional Council (DARC), which was established in January of last year.



M. Gardner Britt, General Manager of Ted Britt Ford Sales, Inc., will serve as interim Council chairman during the start-up phase of the Fairfax Center Regional Council.

Credit: Hill Photography, Ltd.

"As the Dulles Council has demonstrated, a Regional Council improves communication so the Chamber can identify problems which might impact the county or lend its support in resolving

local issues," Nelson said.

"The Councils serve as satellites of the Chamber to promote special interests of their members and also serve as conduits to the parent organization," he explained.

Like the Dulles organization, the new Council is open to all firms and representatives of major corporations within its boundaries and there is no extra cost to belong or participate in Council activities. All Chamber members in the Fairfax Center area are automatically members of the Council, and the only costs are those normally associated with attendance at luncheons, seminars, mixers, and other self-supporting programs. (The Council will serve the area bordered by Oakton on the north, Clifton on the south, Mantua on the east, and the Pender area on the west.)

Chamber member M. Gardner Britt, General Manager of Ted Britt Ford Sales, Inc., will serve as interim Council chairman during the start-up phase of the Fairfax Council. A direct link from the Council to the Chamber's Board, the Chairman will serve on the Board of Directors to ensure that local concerns are heard promptly. A 10-member steering committee comprised of business leaders whose firms are represented by the Council will also be appointed.

The new regional council will offer an active schedule of programs and activities such as monthly breakfast meetings, quarterly luncheons, periodic seminars, and semi-annual membership mixers, the first of which will be held on April 23rd from 5:30 p.m. to 7:30 p.m. at Hazel-Peterson Companies in Fairfax.

In addition, the Council will establish sub-committees within existing Chamber committees. These sub-committees are proposed to include transportation, planning and land use, budget and tax, legislative affairs, programs, and communications.

Staff support for the Regional Council will be provided by the full-time Chamber staff working out of the Chamber's offices. Regional Council Coordinator Susan Horne will coordinate the Council's activities and support the steering committee. Other Chamber staff services include reporting on the Council's meetings and activities in **Emphasis!**

Roast is the place to be on April 11th!

It's almost time for the biggest Chamber event of the year. The 5th Annual Turkey Roast takes place on April 11 at the Crystal City Hyatt Regency and will be a night to remember! The person for whom it will be especially memorable is the guest of honor, Dr. George Johnson, President of George Mason University. According to "informed sources," Dr. Johnson is awaiting the event with baited breath.

Helping to make it a special night for Dr. Johnson and all guests, will be the roasters, carefully chosen by the Roast Committee. According to Phil Reilly, Roast Committee chairman, the distinguished list includes Earle Williams, Presi-

dent of BDM Corporation; Delegate Dorothy McDiarmid; Wade Gilley, Senior Vice President for George Mason University; Vivian Watts, Virginia Secretary of Transportation and John "Til" Hazel, co-owner of Hazel-Peterson Companies and a former Turkey Roast honoree.

The beautiful Crystal City Hyatt Regency is gearing up for this prestigious black-tie event, which is always a sellout. Don't miss this event, guaranteed to be an evening of humor, good company and elegant dining. Reservations are \$115 per person or \$1150 for a table of 10. Please contact Karen Connell, director of programs, at 573-9450.

President's Message

Regional Council will serve more members



Karl R. Nelson
Credit: Hill Photography, Ltd.

With the creation of the Fairfax Center Regional Council, the Fairfax County Chamber of Commerce offers a second Regional Council in which its members receive a valuable opportunity to address local needs and issues.

The formation of the new Council also offers membership within one of the largest business organizations operating in Fairfax Center. The Chamber's membership within these boundaries includes a well-developed nucleus of more than 340 firms and 700 individual representatives.

The Fairfax Center Regional Council will serve as a focal point from which to concentrate on the special interests of its members and will also serve as a conduit to the Chamber as a whole.

A result of the Chamber's continuing efforts to provide special membership services for various groups, the new Council will focus on transportation, planning and land use, taxes, and legislative affairs and how these issues directly affect the Fairfax Center area. The Council will monitor governmental activities on the local level and present testimony where appropriate.

Our philosophy is to expand and focus Chamber efforts in a specific regional area and bring Chamber resources to bear on issues of local importance, as well as those affecting the business community county-wide. Those resources include a full-time staff, expertise of membership, coverage in Chamber publications and the Chamber's growing influence at the local and state levels.

Programs and activities that will be available through the Council will include monthly Breakfast Exchanges, a unique opportunity to get to know other businesses in your area and to network; membership mixers which provide an excellent forum for business people to meet one another in a non-business setting; luncheon meetings in local hotels or restaurants with programs of interest to the local business community; educational programs, such as seminars and roundtables, to aid Fairfax Center business people and their employees, and unique programs on the local business community - programs that might include briefings on legislative happenings, new developments, etc.

We have already begun work on a tentative schedule of activities and you will hear more about these in the near future. Watch your mail for information about upcoming programs available to Council members.

This entire program is geared to provide increased benefits to Chamber members in the Fairfax Center area. An interim Steering Committee, on which Gardner Britt of Ted Britt Ford has agreed to serve as Chairman, will be appointed shortly to get the Council underway until members can elect their own Steering Committee to direct the organization's programs and activities.

The formation of the Chamber's second Regional Council reflects our efforts over the last year and a half to provide substantial, specific programs to meet the needs of the various segments of Chamber membership. The Fairfax Center Regional Council joins with the Dulles Area Regional Council, Visitors and Hospitality Committee, Retail Committee and the upcoming High Tech/Defense Council to meet these needs.

EMPHASIS!

Published by FAIRFAX COUNTY CHAMBER OF COMMERCE
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HOMES FOR LIVING

Legislative highlights from the General Assembly

The 1987 General Assembly session has come to a close, with a variety of interesting and diverse issues being brought forth. The Chamber was particularly active during the past few months, utilizing our many legislative resources. The Chamber employed a full time lobbyist in Richmond, subscribed to the

Automated Legislative Service, providing computer access to legislative activities, and held weekly meetings of our Legislative Affairs Committee. Below are a few of the many issues in which the Chamber was involved.

BILLS OF INTEREST	CHAMBER POSITION	CHAMBER ACTIVITY	RESULTS
SB 410 set up transportation tax overlay district for Route 28 corridor	Support	Testified	Passed
SB 640 would move up the date for sending in sales tax payment to the State Treasury	Oppose	LEGISLATIVE ALERT! sent to retailers	Failed
SB 402 places cap on economic damages collected in liability suits	Support	Testified	Passed
HB 1083 sanctions against attorney for filing frivolous claims	Support	Testified	Passed
HB 1088 establish limits on liability of officers and directors of profit and non-profit organizations	Support	Testified	Passed
HB 1621, HJR 338 increase number and provide for popular election of State Corporation Commissioners	Oppose	Correspondence Lobbying	Failed
HB 553, SB 332, SB 653 set limits on amount of sales tax dealer discounts	Oppose	Correspondence Lobbying	Failed

Of the 39 bills the Fairfax County Chamber of Commerce took a position on, 33 had final results which were favorable to our position. This gave the Chamber a success rate of 85% for 1987, a fine example of our excellent Legislative Affairs Program.

At the conclusion of the session, the Chamber held a

Legislative Breakfast to thank our Northern Virginia Delegation for its fine efforts on our behalf. The event was held at the McLean Hilton and hosted by SHP Development and Safeway Stores, Inc. For more information about the Chamber's legislative program, contact Gary Lockowandt, director of legislative affairs, at 573-9450.

Small business nominations are all winners!

This year's response to the Chamber's request for nominations of outstanding small businesses and small business persons has been very positive. Forty-five total nominations have been received in the categories of product, service/retailer, new business, business person and business advocate. Charles Dietz of Naron & Wagner, chairman of the Awards Subcommittee, is enthusiastic about the strong participation and says that "this is the best response we've ever had from the business community." In the service/retailer category the response has been highest but, says Dietz, "this is to be expected in Fairfax County, which is primarily an area of service and retail businesses."

The Awards Subcommittee, which consists of Mr. Dietz, Cindy C. Moreland of Hazel, Beckhorn and Hanes, and J. David Linthicum of the Bank of Virginia, has a tough job ahead of them. In addition to the good response from the service/retailer category, many qualified individuals were nominated for both business person and business advocate as well. Detailed questionnaires have been sent to all nominees and the subcommittee is gearing up for the next step. "We're very pleased with the caliber of individuals being nominated and are now waiting for their responses," says Dietz. Final selections won't be made until after April 15 and the awards will be presented at a June 5th luncheon during Small

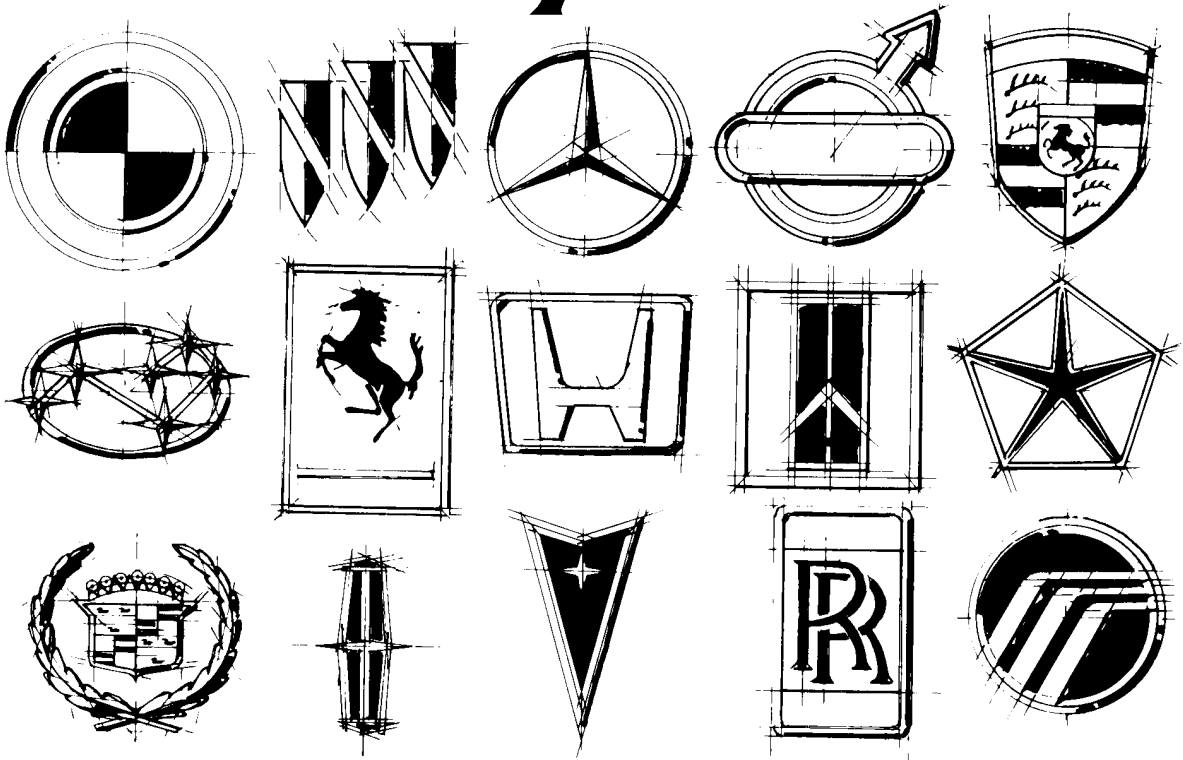
Business Week.

The Chamber and the Awards Subcommittee wishes to extend their thanks to all those who participated. For more information about the Small Business Awards, contact Mary Burton, assistant director of economic development, at 573-9450.

CORRECTION

In last month's **EMPHASIS!** photo of the legislative reception on February 2, we misidentified Virginia Delegate Dorothy McDiarmid and Tom Henning of IBM.

We Lease Chevys, Too.

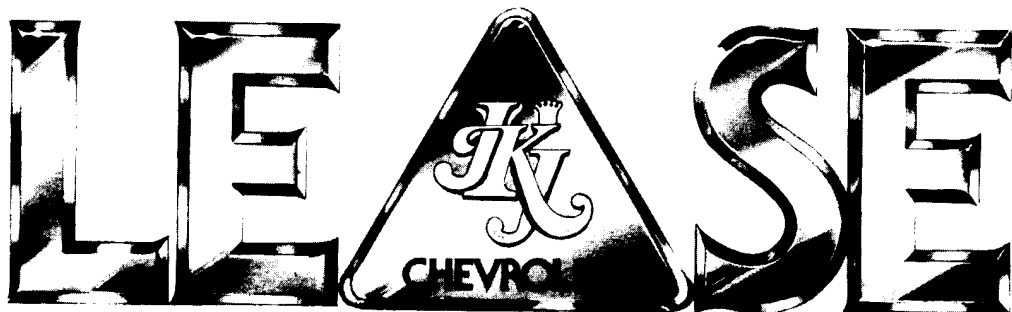


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Legislative Briefs

The following is a brief summary of Chamber action on current issues of interest to Fairfax County residents.

Light Rail

The Chamber testified at a public hearing called by Representative Frank Wolf and U.S. Senators John Warner and Paul Trible, on March 31, 1987. The subject was commuter rail in western Fairfax County. Rail options between the West Falls Church Metrorail station and Dulles Airport, as well as a Route 28 proposal, were addressed.

Burke Center Parkway

John Callow of Callow Associates, Inc. and chairman of the Chamber's Roads Subcommittee, presented testimony on the Burke Center Parkway extension at the Board of Supervisors' meeting on March 9, 1987. In the Chamber's testimony, Callow proposed elimination of the connection of Fairfax Station Road with the Springfield Bypass. In other comments, Callow reaffirmed the Chamber's long-standing commitment to achieving a comprehensive and efficient transportation network throughout Fairfax County.

The recruit race is on!

There's a newcomer in the recruit of the month race! Andy Higgins, director of international marketing for Paxton Van Lines, led the way in February. Paxton, a moving and storage company located in Springfield, has been a Chamber member for about 15 years. It provides assistance to both national and multi-national companies in the areas of marketing and relocation.

Andy has been with the company for a year. He is responsible for developing a national account base for Paxton and deals with transportation planners and human resource managers of companies in the process of relocating. His extensive background in international marketing also enables him to be very instrumental in establishing marketing programs for multi-national companies.

Being a part of the Membership Development Committee affords Andy opportunities to make important business contacts and to benefit the Chamber as well. He's not only recruiting new members, but also encouraging colleagues to become more active Chamber members! For information about the Membership Development Committee, contact Michele Jones, director of membership, at 573-9450.

Governor's Commission on Transportation

The Chamber testified on March 30, 1987 before the Governor's Commission on Transportation in the Twenty-First Century. The testimony informed the commission of the Chamber's views regarding local transportation financing, improving transportation planning within the state, local transportation control and improving cooperation between the Virginia Department of Highways and local government.

Handicapped Parking

A letter was sent to all members of the Fairfax County Board of Supervisors and Planning Commission, reflecting the Chamber's position on proposed changes to the county requirements for handicapped parking. In a 1984 survey conducted by the Chamber's Planning and Land Use Committee it was determined that there was significant under-utilization of available handicapped parking spaces. The Chamber's position supports the county's move to bring the Zoning Ordinance and Public Facilities Manual requirement in line with the 1984 Virginia Uniform Statewide Building Code.



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Touring the sites

"Educating for the Future: Adding the International Dimension" is the theme of this year's Business-Education Tour sponsored by the Chamber's Education Committee. The tour grew out of several recommendations made by the Southern Governor's Association Advisory Council on International Education. Governor Gerald Baliles, Chairman of the Council, has stated that the Council's intent is to raise awareness of the need for international education and to build support for this education in both the business and educational communities.

Scheduled for April 29, the program will run from 8 a.m. to 3:45 p.m. and include opening remarks, workshop sessions and actual tours. The morning portion of the program will take place at Virginia Power in Fairfax. Mylle Bell, Director of Corporate Planning, BellSouth, will be the keynote speaker. Ms. Bell served as a member of the Advisory Council on International Education for the Southern Governor's Association.

Participants will be able to choose from a number of interesting and varied tour sites. These include AT&T, AAA Potomac, Citcom Systems, Inc., Lundby of Sweden, The Central Intelligence Agency, TII Translation Services, United Virginia Bank, Sovran Bank, Educational Consulting International, IBM, Atlantic Research Corporation, Computer Sciences Corporation and Hunter Associates Laboratory, Inc.

The morning will be devoted to four concurrent workshop sessions, all dealing with the international focus in education. During the afternoon, educators will tour two facilities of their choice. Local media will cover this event, which is expected to attract at least 150 educators. If you are interested in more information, contact Susan Horne, regional council coordinator, at 573-9450.

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Board News

Nominating Committee

The members of the Board of Directors' nominating committee have recently been announced. The list includes committee Chairwoman Suzanne Paciulli, Vice President of Mount Vernon Realty-Tyson; Michael Horwatt of Dickstein, Shapiro & Morin; Knox Singleton, President of Fairfax Hospital Association; Ken Crovo of Sovran Bank, and Philip Reilly of Kol Bio Medical Instruments, Inc.

This committee is charged with the responsibility of nominating directors to take office on July 1.

New Members

Several new Board members have been nominated and will take office immediately. Jim Hughes, Corporate Vice President and General Counsel at BDM Corporation, will replace Earle Williams. Williams has resigned to accept a position as Chairman of the Naval Research Advisory Committee. Three other appointments include Mike Lewis, Vice President of Stackig, Sanderson & White; George Molaski, partner at Grant Thornton, and Kenneth Trout, Senior Vice President and Regional Executive for Bank of Virginia. The latter three appointments are for the remainder of the fiscal year.

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A proud county honors its heroes

There was barely a dry eye in the room at the conclusion of the Ninth Annual Public Safety Valor Awards Ceremony. The program, which took place on March 20 at the Springfield Hilton, was co-sponsored by The Chamber; The Fairfax County Board of Supervisors, and the Police, Fire and Rescue and Sheriff's Departments. Each year the Valor Awards Ceremony affords our county an opportunity to formally honor members of the public safety departments whose acts of bravery and dedication go beyond the call of duty. Being recognized at this ceremony is among the highest honors a public safety officer can receive.

"It is because of their diligent efforts that Fairfax County is one of the nation's safest areas," noted Chamber President Karl Nelson in his opening remarks. Attorney General Edwin Meese, who also addressed the sellout crowd, praised the men being honored as a special breed of individuals and called their dedication an inspiration to all citizens. Nineteen members of the Police and Fire and Rescue Services received awards. This year the awards presented were of three types; the silver medal which represents acts of heroism involving personal risk above and beyond the call of duty; the bronze medal given in recognition of acts requiring unusual personal risk or in which great ingenuity was used, and the life saving award which recognizes courageous action taken in life threatening situations.

Presenting the awards were Fairfax County Chief of Police Colonel John E. Granfield, Fire and Rescue Department Chief Warren E. Isman and Sheriff M. Wayne Huggins. Renee Poussaint, co-anchor at WJLA-TV, assisted in the award presentation by reading each incident as the three chiefs presented the medals. Ms. Poussaint also made remarks about the importance of family support and recognized the wives of officers receiving awards.

John Herry, Chairman of the Fairfax County Board of Supervisors, paid tribute to all the men and women in our public safety departments who risk personal safety to protect the county's citizens. He also expressed appreciation to the Chamber for co-sponsoring the event.

Silver medals were awarded to firefighter Delos C. Dupree of company 24 in Woodlawn, firefighter Derrick Duarte of company 8 in Annandale, police Officer John C. Kenney of the Mason District Station, and police Officer Christopher G. Thomas of the Mount Vernon District Station. Firefighters Delos and Dupree were involved in an incident in which they attempted repeatedly to rescue an elderly woman from an apartment building engulfed in flames. Officer Thomas also acted heroically when he entered a burn-



Attorney General Edwin Meese and Chamber President Karl Nelson with our county's heroes, honored at the Valor Awards Luncheon on March 20.

credit: Warren Mattox



Bronze Medal recipients (left to right) Peter M. Sherwood, John J. Tomaselli, Mark J. Hunter and Craig L. Fraser, all of the Mason District Police Station. The four officers evacuated residents of a burning apartment building in the Baileys Crossroads area.

credit: Warren Mattox

ing building without protective clothing to come to the aid of an elderly woman. Climbing a ladder to the woman's third floor balcony, Thomas calmed the woman and remained with her until she was evacuated. In another incident involving great potential danger, Officer Kenney dissuaded an 18-year-old youth from a suicide attempt. Climbing onto the roof of the building where the youth was perched, he spoke calmly to him and then extended his hand and pulled the youth to safety.

Receiving bronze medals were police Officer John D. Brocco of the Operations Support Bureau; police Sergeant Timothy E. Daugherty of the Mount Vernon District station; Officers Craig L. Fraser, Peter M. Sherwood, Mark J. Hunter and Sergeant John J. Tomaselli of the Mason District station; Officers First Class Kendall W. Robinson, Donald S. Beavers and Master Police Officer Donald E. Summers of the Franconia District Station. In a particularly dramatic incident Officers Summers, Robinson and Beavers came upon an unconscious accident victim whose throat was pressed against the steering column. With his bare hands, Robinson forced the

steering wheel away from the man's throat and he and Beavers continued holding the wheel away until Officer Summers was able to get additional assistance.

Life saving awards were presented to police Officer First Class Ralph R. Scott and police Officer Brian J. McAndrew, both of the West Springfield District Station; firefighters James M. Blackburn of the Annandale station, firefighters Robert W. Rhoads and Anthony L. Chong of the Reston station and Captain William W. Walter of the Herndon station.

Chamber president Karl Nelson concluded the program by presenting gifts to Attorney General Meese and Ms. Poussaint. Special thanks for contributing generously to the program go to A. Jacobs & Sons, C&P Telephone, First American Bank, First Virginia Bank, Charles G. Gullede, Suzanne H. Paciulli, John Conrad, Sovran Bank and Virginia Power. Adding to the day's activities were display table purchasers Network Advantage, Inc. and S.S. Byron, Ltd. Both had interesting displays about their companies and were available to answer questions.

Get your message out!

Do you want to let business leaders in Fairfax County know about your services and products? Advertising in the Business Register is a sure way to get your message to the people who make business decisions. The Chamber's recent readership survey revealed that 53% of our readers are the primary decision makers in their organizations.

The Business Register is an invaluable source for Fairfax businesses of all types. Using alphabetical, categorical and representative listings, it is designed for quickly accessing information. A display ad in the Business Register is just \$275 and additional listings only \$35 each. This is one business opportunity you can't afford to miss! For information about advertising in the Business Register, contact Suzanne Metzler, assistant director of communications, at 573-9450.

Summer program

The Fairfax County Public Schools Education Foundation is sponsoring a summer employment program for Fairfax County teachers. In its second year, the program has received strong support from the business community.

In addition to fostering understanding between teachers and private sector employees, the program also provides teachers with first-hand knowledge of business environments. Already proven to be mutually beneficial, it makes available short-term professional assistance to businesses while enabling teachers to supplement their incomes during the summer.

If you would like more information or are interested in participating in this valuable program, contact Dr. Sylvia Auton, director of planning and organizational development, Fairfax County Public Schools, at 698-0400.

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Dining out just got easier!

The Dining Guide, recently unveiled at the March 31 Membership Mixer, is now available at the Chamber. This eight-page brochure features information about some of Fairfax County's best restaurants and is organized by area within the county. Information found in this handy Guide includes type of cuisine offered, atmo-

sphere and whether credit cards are accepted.

Copies of the Dining Guide can be obtained free at the Chamber offices. For companies wishing to distribute them to employees, the Guide is also available in bulk quantity. For information, call 573-9450.



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Commercial Division
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Member FDIC

The Retailer arrives!

Presenting the newest addition to Chamber publications! The Retailer, written and published by the Chamber's Retail Committee, is a newsletter designed specifically to address the needs and concerns of retail members. The first issue of this informative newsletter is hot off the press and will be available very soon. The Retail Committee plans to publish quarterly during 1987 and expects big things!

Special thanks go to Gay Nuttall of The Connection Newspaper Group, for her many hours of design and production assistance. The combined efforts of The Connection and the Retail Committee resulted in a piece we're very proud of!

Featured in the first issue of The Retailer is an informative article about results from a shopping center study, conducted by the Fairfax County Office of Comprehensive Planning; information about legislation affecting retailers and much more. For more information about this publication, or about the Retail Committee, contact Mary Burton, assistant director of economic development, at 573-9450.

Get ready to swing into an enjoyable day

Get ready sports fans, the Golf and Tennis Tournament is just around the corner! This year's tournament will be held at the Hidden Creek Country Club in Reston on May 11. Due to the popularity of the event, both courses at Hidden Creek will be available in order to accommodate more players.

Players will check-in and receive favor bags at 10:30 a.m. Following a luncheon in the clubhouse there will be shotgun starts on both courses and the fun will begin. Concurrently, a round robin tennis tournament will take place.

Three packages are available for the event. The golf package will include lunch, an awards banquet in the evening, green fees and a cart; the tennis package also includes lunch and the awards banquet, plus court fees and balls. For those who wish to just relax or be spectators, a package including the luncheon, awards banquet and indoor swimming is available.

Reservations are now being accepted for the tournaments. You may choose from any of the three packages. Make plans to participate in this enjoyable day. Contact Karen Connell, director of programs, at 573-9450.



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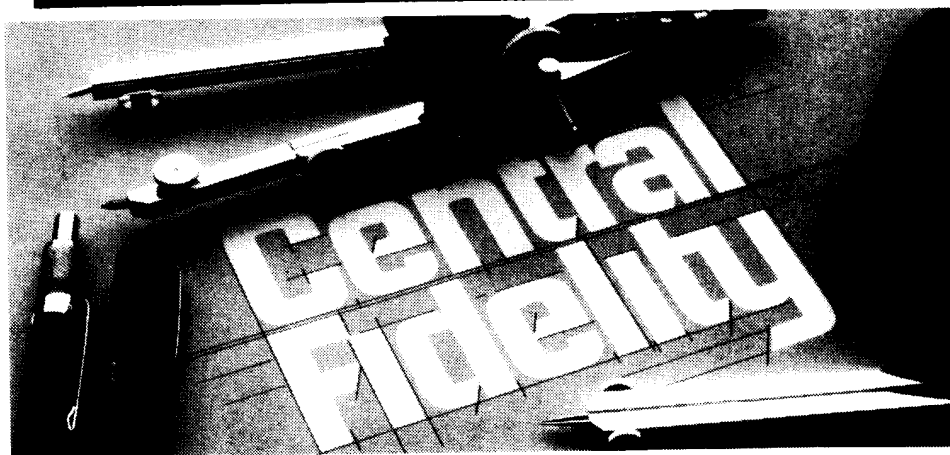
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CHAMBER WELCOMES ITS NEW MEMBERS

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Sponsor: Chamber Staff
Class: International Trade

Braddock Systems, Inc.

Alan L. Braddock, President
Sponsor: Chrys Olson,
Chamber Staff
Class: Computer Consulting & Software

Linda O. Carducci

Linda O. Carducci, Owner
Sponsor: Self Sponsored
Class: Consultants & Equipment

Downey Construction

Richard Downey, President
Sponsor: Chrys Olson,
Chamber Staff
Class: Drywall Construction

Equity Consultants, Ltd.

Christina R. Lane, President
Sponsor: Donna Engelson,
The Leadership Edge
Class: Financial Consultants

Financial Forecasts

Glenn K. DeMarr, Partner
Sponsor: Self Sponsored
Class: Investment Services

Larson Koening Construction

Gail A. Larson, President
Sponsor: Karl Nelson,
Smith-field Insurance
Class: Home Builders

Lundia/Nations Capitol

Stephen C. Burton, Owner
Sponsor: Frank Mueller
Class: Filing & Storage Systems

Meetings & Events, Inc.

Diane G. Keen, President
Sponsor: Judy Hammond,
Chamber Staff
Class: Conference, Meeting & Exhibition

Metro Business Forms

Patricia O'Brien, Account Representative
Sponsor: Jim Ryan,
Chamber Staff
Class: Business Forms & Systems

Modly & Modly

Helen L. Modly, Partner
Sponsor: Donna Engelson,
The Leadership Edge
Class: Employee Benefits

Pergamon-Brassey's International Defense Publishers, Inc.

Franklin D. Margiotta, President
Sponsor: Frank Mueller
Class: Publishing

The R&L Telemarketing Group Inc.

Randolph H. Lieberman, President
Sponsor: Chamber Staff
Class: Telemarketing

Shenandoah Crossing

Delores Bellinger, Resident Manager
Sponsor: Judy Hammond,
Chamber Staff
Class: Apartments & Condominiums

Sign Up . . . Today!

William J. Hooker, Owner
Sponsor: Jim Ryan,
Chamber Staff
Class: Signs

Travelogue

Lauren Stiefel, Account Executive
Sponsor: Judy Hammond,
Chamber Staff
Class: Travel Management

U.S. Sprint (McLean)

Ray O'Brien
Sponsor: Judy Hammond,
Chamber Staff
Class: Telecommunications

Williams, Thacher, & Rand

Thomas O.S. Rand, President
Sponsor: Chamber Staff
Class: Consultants

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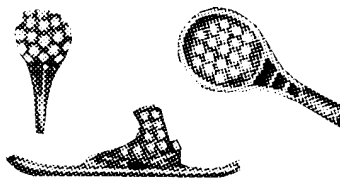
Member FDIC

Getting acquainted

New Chamber members will have an opportunity to learn the benefits of their membership at a New Member Orientation on April 9. Scheduled from 5 to 7 p.m., the orientation will take place at the Tysons Ramada Hotel. It is open to all new members who have never attended an orientation.

The evening will begin with cocktails and socializing at 5 p.m. and the actual program will start at 5:30 p.m. Free hors d'oeuvres and a cash bar will be provided. A short slide presentation will be shown that gives general information about the Chamber. Following this, Chamber President Karl Nelson will speak on current issues which the Chamber is involved in and Bob Hawthorne, Vice President of Membership, will speak about committee involvement. In addition, Donna Engelson, chairwoman of the Membership Development Committee will welcome the new members and conduct a door prize drawing. In you are interested in attending the orientation, contact Michele Jones, director of membership, at 573-9450.

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CALENDAR OF EVENTS

April

- 11 **Turkey Roast** **Crystal City Hyatt Regency**
7 p.m. **Black-tie**
- 22 **"Selling to the Federal Government" - Seminar** **Holiday Inn - Tysons Corner**
7:45 - 11:30 a.m.
- 29 **Retail Roundtable** **Fair Oaks Mall Management Office Conference Room**
7:30 - 9:30 a.m.
- 30 **"Making Customers Feel Important" - Seminar** **Tysons Corner Marriott**
7:45 - 11:30 a.m.

May

- 7 **Breakfast Exchange** **Ramada Renaissance Hotel**
7:30 - 9:15 a.m.
- 11 **Golf and Tennis Tournament** **Hidden Creek Country Club**
11:00 a.m. - 7:00 p.m.

What has your Chamber done for you lately?

- Announced the appointment of a nominating committee to nominate members to serve on the Board of Directors during the coming year.
- Formed its second Regional Council to provide specific services to members in the Fairfax Center area.
- Released a new video program to familiarize residents of Fairfax County with a number of concerns developed through a thorough study of the Metro system and recommended steps which can be taken to eliminate these concerns.
- Announced plans to form a High Tech/Defense Council to meet the unique needs of this major segment of the Fairfax County business community.
- Hosted a breakfast meeting to congratulate members of the Northern Virginia delegation to the General Assembly on their successes during the recent legislative session and discuss ways the business community can work more closely with them in the future.
- Held a membership mixer to give members the opportunity to meet other business leaders in a non-business setting.
- Presented testimony before the Governor's Commission on Transportation - Phase II recommending alternative sources of revenue for transportation improvements.

Learn how to sell to the government

Out of approximately 13 million companies in the U.S. today, only 2% do any appreciable business with federal government agencies. So says John Monsul, president and founder of Capitol Marketing Services, Inc. Mr. Monsul will conduct a seminar entitled "Selling to the Federal Government," geared to government contractors and management level marketing and sales personnel. If your company is part of the 98% which is being left out, and you would like to learn more about competing in the federal market, this seminar may be just what you need.

Because the topic is extremely broad,

Mr. Monsul plans to give an overview of how to effectively do business with the federal government. Included in his discussion will be an explanation of government spending - where and how the money is spent, government procurement programs and regulations, how the government is organized and where to begin looking for business. Scheduled for April 22 at the Holiday Inn - Tysons Corner, the seminar will run from 8 a.m. to 11:30 a.m. To make reservations, contact Karen Connell, director of programs, at 573-9450.

If you want to let 4100 top business leaders in Fairfax County know that you mean business,

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ASST DIRECTOR OF COMMUNICATIONS
573-9450

Members chosen

The Dulles Area Regional Council's Nominating Committee met recently to nominate individuals to serve on next year's steering committee. The nominees include Pat McEvoy of Grant Thornton; Verlin Smith of Farms and Acreage, Inc. Realtors; Howard Pike of the Airline Pilots Association; Dr. Ron Carrier of the Center for Innovative Technology; Pat Noboa of Renaissance Reprographics; Michael Kesklin of the Dulles Marriott Hotel; Ken Crovo of Sovran Bank; Dan Bishopp of GT Realty and Management Co., Inc.; Ted York of Software Productivity Consortium; Collister "Terry" Johnson of Presidential Airways, and Stanley Franklin of McGuire, Woods, Battle & Boothe.

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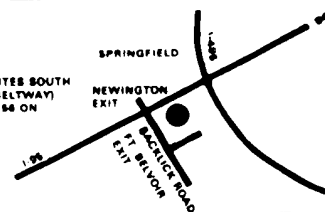
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Your Chamber Committee Choices

Committee Name	Purpose	Objectives
BUDGET AND TAX	Serves as a watchdog on the budgets of Fairfax County and monitors activity at the state level which could affect Fairfax County business.	<ul style="list-style-type: none"> Review and analyze county and school budgets. Monitor revenue proposals. Develop positions on proposed taxes affecting business.
COMMUNICATIONS	Publicizes Chamber activities and accomplishments. Disseminates general information to the membership and public at large. Responsible for media relations and all other public relations activities.	<ul style="list-style-type: none"> Produce two monthly newsletters detailing Chamber activities, an annual business directory, and the county's first tourist guide. Develop and maintain an audio visual presentation and display depicting Chamber programs and activities. Organize a Speakers' Bureau to promote the Chamber's visibility.
EDUCATION	Seeks to raise the consciousness of the business community to needs of education and ensure that the education system understands the needs of the business community.	<ul style="list-style-type: none"> Arrange industry tours for educators and school tours for business groups. Study issues of concern to education. Promote advocacy activities.
EMPLOYEE RELATIONS	Seeks to increase members' awareness of employee relations issues, e.g., employee compensation and personnel policies.	<ul style="list-style-type: none"> Improve employee communications. Provide technical assistance on employee development to other Chamber members. Address the critical employment problems in the county.
INTERNATIONAL TRADE	Promotes the expansion of foreign trade in Fairfax County and heightens members' awareness of international marketing opportunities.	<ul style="list-style-type: none"> Plan the Chamber's annual International Trade Conference. Monitor and, when necessary, take action to address issues affecting foreign trade in Fairfax County.
LEGISLATIVE AFFAIRS	Reviews legislation at state, local & federal levels to determine impact on the business community and encourages the development of legislation to address specific problems.	<ul style="list-style-type: none"> Plan meetings with the Northern Virginia delegation to the General Assembly to discuss our positions. Write position papers for the Chamber on legislative issues affecting the business community. Hold informational meetings with other organizations to discuss particular bills or issues of concern to the Chamber.
MEMBERSHIP DEVELOPMENT	Attracts new businesses to the Chamber and provides opportunities for members to meet one another and make new business contacts.	<ul style="list-style-type: none"> Welcome participants to Chamber programs. Plan and conduct New Member Orientations and Membership Mixers. Actively recruit new members for the Chamber.
PLANNING AND LAND USE	Voices concern on issues that affect continued growth within the County.	<ul style="list-style-type: none"> Analyze proposed zoning ordinance changes. Assist with upcoming analysis of affordable housing availability. Analyze potential for development around Metro stations. Assist in a County wide tour to familiarize members with the dynamic growth taking place in the County.
PROGRAMS	Provides a variety of programs which allow members to interact in a non-business setting, e.g., the monthly membership luncheons, golf outings, annual dinner honoring outstanding Chamber members, celebrity "toast," and other special events throughout the year.	<ul style="list-style-type: none"> Coordinate themes coinciding with topical issues concerning the county. Coordinate locations and organize programs. Contact speakers and coordinate publicity.
SEMINAR PROGRAM	Organizes an ongoing program of seminars designed to expand the management skills of participants and improve the profitability of their companies.	<ul style="list-style-type: none"> Select the programs. Contact speakers and organize seminars. Coordinate publicity.
SMALL BUSINESS	Focuses on services, programs, and issues of particular concern to small businesses.	<ul style="list-style-type: none"> Plan and implement the Roundtable Discussion programs for Chamber members. Develop a program to celebrate Small Business Week in Fairfax County. Update the Chamber's Business Assistance Directory. Evaluate needs for legislative remedies to small business problems.
STUDENT BUSINESS COUNCIL	Works with business and marketing education students from each high school to strengthen student understanding of the free enterprise system and the purpose and benefits of the Chamber.	<ul style="list-style-type: none"> Coordinate Chamber programs with students. Assist their Board of Directors and Officers. Locate sponsors for SBC members to attend Chamber functions.
TRANSPORTATION	Studies every aspect of this critical issue in Fairfax County; monitors state activity and promulgates Chamber positions.	<ul style="list-style-type: none"> Prepare testimony on methods of containing transportation costs. Review plans for roads and road improvements designed by the State and County. Support greater use of Washington Dulles Airport.
VISITORS & HOSPITALITY	Coordinates the promotion of tourism in the private sector and develops self-supporting programs to publicize the many programs, activities, and services.	<ul style="list-style-type: none"> Heighten public awareness of the tourist industry and its impact on Fairfax County. Assist in the development of printed promotional materials. Work with governmental bodies at the local and state levels and with other tourism hospitality organizations and programs.

YES! I want to ensure my investment.

Please contact or send information to the listed individual regarding the specified committees.

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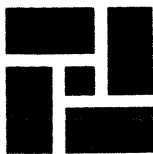
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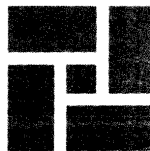
How is the Chamber working for you?

- By actively working to improve conditions for business and to enhance the quality of life in Fairfax County and Northern Virginia
- By promoting a positive public image for business and industry
- By providing a united business voice at all levels of government.
- By representing the viewpoint of the business community on issues of concern before legislative bodies and meeting with elected and appointed officials on your behalf
- By recognizing leaders in the business community
- By establishing Area Councils that look at specific issues while using the resources of the larger Chamber
- By increasing your business contacts and networking opportunities
- By keeping you informed of what's happening in the business community through two monthly publications and special mailings
- By offering comprehensive life, health and disability small group insurance to members through United Chambers Insurance Plans
- By helping small businesses through SCORE counseling and our SBA library
- By collectively achieving goals that cannot be accomplished individually

The Fairfax County Chamber of Commerce is a non-profit organization of more than 4000 business and professional people, representing both large corporate firms and small businesses, who have joined together to advance the economic, industrial, and professional growth of Fairfax County. The Chamber is dedicated to community development with a prime interest in responsible free enterprise as the key to the future of Fairfax County.

How is the Chamber financed?

By your membership dues — an investment which is tax deductible as a business expense, not a contribution, because it works for you.



Who runs the Chamber?

The membership! The Chamber is governed by 50 appointed and elected directors including a President, First Vice-President, Secretary, Treasurer, and ten Divisional Vice Presidents. Volunteer committees carry out the program of work with the assistance of twenty full time and one part time staff members, headed by the executive vice president.

Where is the Chamber?

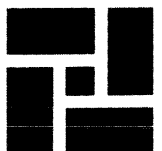
The Chamber's main office is located at 8100 Oak Street, Dunn Loring, just off Gallows Road, one mile south of Tysons Corner and one mile east of Vienna.

How can you become involved?

- *By first coming to a New Member Orientation.* There you will be introduced to our diverse programs and activities and meet your board of directors and Chamber staff. Also, our membership mixers help you maintain a continuous network of business contacts.
- *By attending Chamber membership meetings.* The Chamber offers monthly membership luncheons featuring the most sought after speakers. There are also golf outings, recognition of public safety officials, a roast of an outstanding citizen, a Christmas celebration, and a President's Ball.
- *By participating in seminars and the breakfast exchange.* Advertising, computers, and employee relations are among some of the seminar topics covered. During the breakfast exchange, plan on networking over breakfast and have the opportunity to give your presentation to the entire group.
- *By joining — and becoming active — on a Chamber committee.* The Chamber has 16 standing committees and many more subcommittees which work to promote the interests of the Chamber and its members.

Why should you join the Chamber?

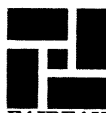
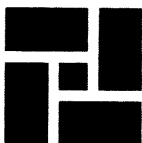
- Because you care about your business and your community
- Because membership assures a representative voice for you and your business in the legislative arena
- Because by working together as a unified voice we can accomplish our goal to maintain the high quality of life we enjoy in the county and Northern Virginia area.
- Because nothing is gained until you first invest your time and your money



Fairfax County Chamber of Commerce

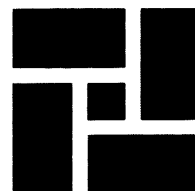
- The responsible voice of business in Fairfax County, Virginia
- A rapidly-growing organization which provides its members with a wide range of business contacts and important business information.
- A strong advocate for business at all levels of government
- A member-run organization whose work plan is formulated and carried out by volunteer committees of its membership, with policies set by an elected Board of Directors.
- A non-profit organization supported by a full-time staff available at all times to serve its members.
- An organization that boasts its make up of 80% small business and whose entire membership represents a diverse range of markets.

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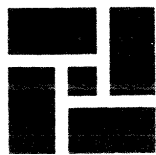


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Your Investment Gives You...

A strong voice in legislative affairs

Representing business in the legislative arena is a major thrust of the Chamber. We maintain an ongoing dialogue with our elected officials at the state and local levels, presenting our positions on issues of interest to the business community both in formal presentations and informal meetings. We interview all candidates for office to assess their positions on issues, reporting back to our membership to assist them in making their decisions. Contributing to our legislative clout is a consultant who represents us full time in Richmond during the General Assembly session, and the Chamber's computer system is tied in with the legislative computer to ensure that we have up-to-the-minute status reports on pending bills.

An advocate for transportation improvements

We are carrying the message favoring a balanced transportation system to every available eye and ear through our award winning audiovisual program on the Fairfax County road situation and through our vocal support for approval of road bonds, more dollars for Metro and increased use of Washington Dulles International Airport.

Input into public policy issues

We devote considerable time and effort analyzing and presenting testimony to the Board of Supervisors on the proposed county budget, taxes and bonds; we recommend appointments of our members to advisory boards and commissions for which they are qualified; and we tackle issues that affect our quality of life, such as the need for balanced economic growth.

Unlimited opportunities to make business contacts

As a Chamber member, you have unlimited opportunities to meet other business people from all walks of the business community by attending our membership luncheons, mixers and orientations, participating on committees, registering for seminars or the breakfast exchange, or getting involved in any of our wide variety of activities. Our annual Business Register provides a definitive listing of the entire membership, listing firms, individuals and business classifications for your reference. Through all our activities, we encourage members to do business with other members.

Avenues to improve your skills and increase your profitability

Our monthly seminars support our members' efforts to gain additional knowledge on business related subjects, with the topics varying widely over the course of the year. Our small business members may tap the expertise of an experienced business executive through our SCORE program, and comprehensive information is available in our Small Business Directory.

The dues structure . . .

The Chamber is financed by your membership dues — an investment that is tax deductible as a business expense, not a contribution, because it is working for you.

The dues structure is designed to assure that all businesses can afford to be represented by the Chamber. By computing dues based on a firm's size and classification, it permits businesses of all sizes and types to be represented while maintaining equitable rates. At the Chamber, large companies do not subsidize small ones and small companies do not find themselves bearing a financial burden they are unable to manage.

The Chamber believes that members should be charged according to a "fair share" dues schedule. This means that your business classification and number of employees determine your company's dues. Whether you are beginning a new business or are an established major corporation, you can afford to be heard in the community and in the legislature as a member of the Fairfax County Chamber of Commerce. In fact, you can't afford not to be.

Chamber dues are the backbone of our organization, ensuring that we continue to be the unified voice of the business community. Through them, you are bolstering the high quality of Fairfax County as a place to live and to do business.



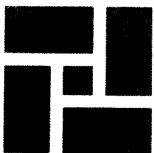
**INVESTMENT: The capital
invested to produce interest**

The capital you invest in the Fairfax County Chamber of Commerce is in your interest because, as THE voice of a dynamic business community in Fairfax County, the Chamber aggressively pursues changes that improve the county's business climate and quality of life.

The Fairfax County Chamber of Commerce is a non-profit organization of more than 4000 business and professional people, representing both large corporate firms and small entrepreneurs, who have joined together to advance the economic, industrial and professional growth of the county.

To do this effectively, we must call on our strongest asset — YOU, our members. Together we achieve goals which cannot be accomplished through individual efforts alone.

**The Best
Investment in
Your Business**



**FAIRFAX
COUNTY
CHAMBER
OF
COMMERCE**
8100 Oak Street
Suite 32
Dunn Loring, VA 22027
703-573-9450





4/16/87

Dear Sir:

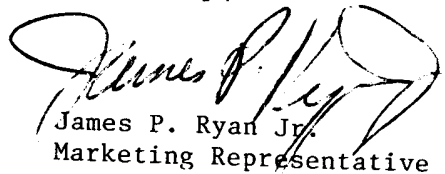
It was a pleasure speaking with you today about the Fairfax County Chamber of Commerce and how it can benefit your business. Enclosed you will find information outlining the Chamber's activities, along with an investment schedule and application for membership. Over 2,000 businesses in the metropolitan Washington area have discovered the value of membership in the Fairfax County Chamber.

As a unified voice of business and industry in Fairfax County, the Chamber can accomplish what no one business can do alone. This was dramatically demonstrated during last years General Assembly with the successful passage of the '86 road bond referendum, and the equally successful defeat of the anti-growth proposal before the Fairfax County Board of Supervisors.

Your Chamber membership will help keep you informed of key developments affecting our business community through two publications: "Emphasis!", the monthly newsletter, and "Outline", the monthly news bulletin. You will be able to attend a variety of functions that include luncheons, seminars, and new member receptions, allowing you and your employees to further your networking and to enrich your business contacts.

Feel free to contact me if you have any questions. I look forward to welcoming you as a Chamber member.

Sincerely,



James P. Ryan Jr.
Marketing Representative

556 0114



Fairfax County Chamber of Commerce
Invites You to Celebrate
The Formation of
THE FAIRFAX CENTER REGIONAL COUNCIL

MEMBERSHIP MIXER!

If your business is located in the George Mason, Fairfax, Oakton, Clifton, Fair Oaks/ Fair Lakes areas and you are a Chamber member, you are automatically a member of the Fairfax Center Regional Council.

The Regional Council, the 2nd the Chamber has established, has been created to better serve the area members. The Council will provide programs in the area and examine specific area related issues while using the resources of the Chamber as a whole.

- Mingle among your fellow FCRC members in a non-business atmosphere.
- Mix business with pleasure.
- Exchange business cards, make new contacts.
- Hors d'oeuvres
- Cash Bar

When and Where

Thursday, April 23, 1987
Hazel Peterson Companies
Fair Lakes One
12500 Fair Lakes Circle
Fairfax
5:30 - 7:30 p.m.

\$5.00 Chamber Members
\$7.00 Non Members

Directions: Route 66 west to Fairfax Center Parkway. Take right at Fair Lakes Parkway and right at Fair Lakes Circle.

Please make _____ reservation(s) for the April 23 FCRC Membership Mixer.
Enclosed is my check for \$_____.

Name _____

Company _____

Address _____

City _____ Zip _____

Attendees

Return to: FCRC Mixer
c/o Fairfax County Chamber of Commerce • 8100 Oak Street • Dunn Loring, Virginia • 22027 • 573-9450



The Fairfax Center Regional Council

Presents

The Breakfast Exchange

Business Networking with a Difference!

- Introduce Yourself and your company to all attendees
- Spend 3 minutes profiling your business needs at your table
- Exchange Business Cards
- Enhance Your Business Contacts

In addition, each month, 4 individuals will have the opportunity to spotlight their business to the entire group (check below if interested).

7:30 - 7:45 Registration & Coffee
 7:45 - 8:30 Continental Breakfast & Table
 Networking
 8:30 - 9:00 Individual Spotighting

Tuesday, May 5, 1987
 Tuesday, June 16, 1987
 Tuesday, July 21, 1987

Holiday Inn - Fairfax City
3535 Chain Bridge Road
Fairfax, Virginia
Cost: \$10.00 for Members (per program)
\$15.00 for Nonmembers (per program)



Yes! I am interested in Spotighting my company.
 I would like to make a reservation for the _____ Breakfast Exchange.
 Enclosed is my check for _____ Number of attendees _____

Name _____ Attendees _____
 Company _____
 Address _____ Zip _____
 Phone _____

RETURN TO : Fairfax County Chamber of Commerce
 8100 Oak Street • Dunn Loring, Virginia 22027 • 573-9450
 Cancellations must be received 48 hours prior to the program to receive a full refund.



The Seminar Committee

Presents

SELLING TO THE FEDERAL GOVERNMENT

**Presented By: John C. Monsul, President
Capitol Marketing Services**

Who should attend:

- Government Contractors
- Marketing and sales personnel
- Anyone interested in successfully marketing to the federal government

You will learn:

- The philosophy of government spending - why the world's largest customer wants to do business with you!
- How the government is organized - which are the key agencies.
- The Federal Budget - where it is and what it will be spent for.
- Government procurement programs and regulations.
- How to get started!

**Wednesday, April 22, 1987
Tysons Corner Holiday Inn
1960 Chain Bridge Road
McLean, Virginia**

**PROGRAM
7:45 a.m. Registration and coffee
8:00 a.m. Breakfast
8:30 - 11:30 a.m. Program**

\$30 FOR MEMBERS, \$50 FOR NON-MEMBERS

Fairfax County Chamber of Commerce • 8100 Oak Street • Dunn Loring, Va. 22027 • (703) 573-9450
No reservations or refunds after Monday, April 20, 1987

Yes! I will attend the "Federal Government" Seminar. Enclosed is my check for \$_____.

Name _____

Attendees

Company _____

Address _____

City _____ Zip _____

Phone _____



The Fairfax County Chamber of Commerce

presents

Spring Golf and Tennis '87 Tournaments - Prizes Galore!

Monday, May 11, 1987

Rain or Shine

Hidden Creek Country Club
11599 North Shore Dr.
Reston, Virginia

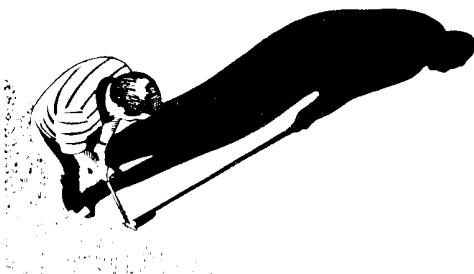
Hidden Creek and Reston South
Courses will be used.

Registration	10:45 a.m.
Luncheon	11:00 a.m.
Shotgun Start - Golf	12:45 p.m.
Round Robin Tennis Tournament	1:00 p.m.
Awards program and reception	5:30 p.m.

Cost:

Golf Package:	\$55.00
Tennis Package:	\$30.00
Pool Package:	\$20.00

Packages include all green, court and pool fees,
lunch, golf carts, tennis balls, and reception.



Reserve early - Space is limited!

Company _____	Golfers _____	Handicap _____
Address _____	_____	_____
City _____ Zip _____	_____	_____
Phone _____	_____	_____

Tennis Players: _____

 Swimmers: _____

_____ We would like to play as a foursome
 _____ We would like to play in separate
 foursomes
 _____ Hidden Creek Course
 _____ Reston South Course

Enclosed is my check in the amount of \$ _____ for _____ golfers @\$55.00 each,
 _____ tennis players @ \$30.00 each, and _____ pool packages @ \$20.00 each.

Fairfax County Chamber of Commerce • 8100 Oak Street • Dunn Loring, Virginia 22027 • (703) 573-9450
 No reservations or refunds after Wednesday, May 6, 1987



The Dulles Area Regional Council

Presents

The Breakfast Exchange

Business Networking with a Difference!

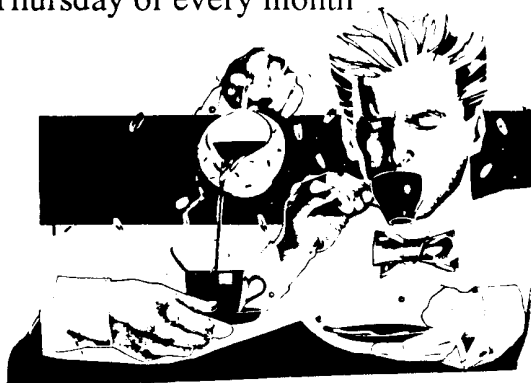
- Introduce Yourself and your company to all attendees
- Spend 3 minutes profiling your business needs
- Exchange Business Cards
- Enhance Your Business Contacts

In addition, each month, 4 individuals will have the opportunity to spotlight their business to the entire group (check below if interested).
The program will take place the 1st Thursday of each month.

7:30 - 7:45 Registration & Coffee
 7:45 - 8:30 Continental Breakfast & Table
 Networking
 8:30 - 9:00 Individual Spotighting

Thursday, May 7, 1987
 Thursday, June 4, 1987
 Thursday, July 2, 1987
 1st Thursday of every month

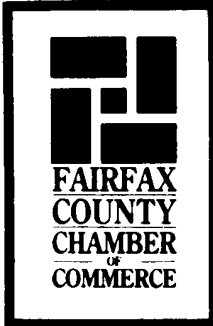
Ramada Renaissance Hotel
13869 Park Center Road
Rt. 28 and McLearen Rd.
Cost: \$10.00 for Members (per program)
\$15.00 for Nonmembers (per program)



Yes! I am interested in Spotighting my company.
 I would like to make a reservation for the _____ Breakfast Exchange.
 Enclosed is my check for _____ Number of attendees _____

Name _____ Attendees _____
 Company _____
 Address _____ Zip _____
 Phone _____

RETURN TO : Fairfax County Chamber of Commerce
 8100 Oak Street • Dunn Loring, Virginia 22027 • 573-9450
 Cancellations must be received 48 hours prior to the program to receive a full refund.



Vol. 5, No. 4 * April 1987

OUTLINE

Small Business Week

Mark your calendar! The week of June 1st has been set aside this year for Small Business Week in Fairfax County.

Plans are underway, and many interesting and enjoyable events are scheduled. A proclamation by the County Board of Supervisors will officially kick off the week's activities.

Other activities planned for the week include a half day of educational programs, a mid-week mixer on June 3 at Cadillac Fairview and a general membership luncheon on June 5 at the McLean Hilton. Frank Meeks, president of Domino's Pizza Washington D.C., Inc. will be the keynote speaker at the luncheon and the Small Business Awards will be presented.

For more information, contact Mary T. Burton, assistant director of economic development at 573-9450.

Innovative funding for Route 28

One of the Chamber's top legislative priorities during the recently completed General Assembly session was passage of the Route 28 Tax Overlay District.

This legislation, which did pass, will enable localities to develop private funding sources to be combined with existing public funds available for road improvements.

Chamber representatives will keep abreast of this innovative approach to meeting transportation needs in the region by serving on committees.



New Regional Council will serve Fairfax Center

The Chamber has formed a second Regional Council in an effort to give members the opportunity to resolve local issues, while also benefitting from the full resources of the Chamber.

The Council, which has been named the Fairfax Center Regional Council (FCRC), will operate in the central section of the county. Unanimously approved at the March meeting of the Chamber's Board of Directors, the FCRC will serve the area bordered by Oakton on the north, Clifton on the south, Mantua on the east, and Pender on the west. During the start-up of the Fairfax Council, M. Gardner Britt, general manager of Ted Britt Ford Sales, Inc., will serve as interim Council chairman. In this role, Britt will be a direct link from the Council to the Chamber's Board of Directors.

Referring to the already successful Dulles Area Regional Council (DARC), Chamber President Karl Nelson observed, "as the Dulles Council has demonstrated, a Regional Council improves communications, enabling the Chamber to identify problems which might impact the county or lend its support in resolving local issues".

Like the Dulles Council, the new Council is open to all firms and representatives of major corporations within its boundaries. All Chamber members in the Fairfax Center area are automatically members in the new Council. There is no extra cost to belong or participate in Council activities.

An active and varied schedule of programs is planned for the new Regional Council. These will include monthly breakfast meetings, quarterly luncheons, business seminars and membership mixers. Wasting no time, the Council already has its first mixer scheduled for April 23. Open to all Chamber members, the mixer will be held at Hazel Peterson Companies from 5:30 to 7:30 p.m.

For more information about the mixer, contact Michele Jones, director of membership, at 573-9450. If you would like information about the new Regional Council, contact Susan Horne, regional council coordinator, at 573-9450.



Make your customers feel important

Do you want to increase sales, keep customers happy and have satisfied employees? If the answer is yes, then you should attend Jerry Hissong's seminar on "Making Customers Feel Important".

Mr. Hissong, president of Hissong and Associates, will address concerns that every retail and sales manager has. Topics covered will include how attitudes are telegraphed to customers, telephone techniques, dealing with irate customers and training employees to work well with the public. In addition, participants will view a video by Tom Peters entitled "A Passion for Customers".

The seminar has been rescheduled to April 30. It will run from 7:45 to 11:30 a.m. at the Tysons Corner Marriott Hotel. If you are a sales manager or someone who deals with the public on a daily basis, this seminar is for you. Contact Karen Connell, director of programs, at 573-9450.

The deadline for advertising in the Business Register is April 24! Don't delay, call Suzanne Metzler, assistant director of communications, at 573-9450.

InNOVations '87

--The Trade Show of Northern Virginia

Booth sales for InNOVations '87 have begun!

Last year's show was a sellout and we're expecting that streak to continue! The show is scheduled for October 1 and will be held at George Mason University's Patriot Center. An excellent marketing opportunity, InNOVations will represent businesses as varied as banks, communications firms and health care companies.

To kick-off this big day there, will be a Breakfast Exchange from 8:00 to 10:00 a.m. A regular Chamber function sponsored by the programs department, Breakfast Exchanges are a great way to network in a comfortable atmosphere. Following the Breakfast Exchange, the show will officially open with a brief ceremony.

A noon time seminar given by Steve Swink, executive vice president of Coffee Butler, will offer attendees lots of marketing and sales tips. Last, but not least, a mixer will wrap up the day at 5:30 p.m. Mixers are a perfect blend of business and pleasure, allowing attendees to do business or mingle socially while sampling delicious foods.

For more information about reserving your booth, call Suzanne Metzler, assistant director of communications, at 573-9450.

Learn how to sell to Uncle Sam

According to John Monsul, president and founder of Capitol Marketing Services, only a fraction of businesses in the U.S., market to the government. If you would like to learn how to do business with "the world's largest customer", Mr. Monsul has some advice for you. On April 22, Mr. Monsul will present a seminar entitled "Selling to the Federal Government". Scheduled from 7:45 to 11:30 a.m., the seminar will take place at the Holiday Inn - Tysons Corner.

In this overview presentation, Mr. Monsul will discuss how the government is organized, where and how federal dollars are spent, government procurement programs and, most importantly, how to locate business and get started! Don't be left out, make your reservations now. Call Karen Connell, director of programs, at 573-9450.

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Calendar of Events

April

22 Seminar
"Selling to the Federal Government"
Holiday Inn-Tysons
7:45 to 11:30 a.m.

23 FCRC Mixer
Hazel Peterson
5:30 to 7:30 p.m.

29 Business-Education Tour
Virginia Power
8:00 a.m. to 3:45 p.m.

29 Retail Roundtable -
"Future Focus"
Fair Oaks Mall Management
Office Conference Room
7:45 to 11:30 a.m.

30 Seminar
"Making Customers
Feel Important"
Tysons Corner Marriott
7:45 to 11:30 a.m.

May

5 FCRC Breakfast Exchange
TBA
7:30 to 9:00 a.m.

7 DARC Breakfast Exchange
Ramada Renaissance
7:30 to 9:00 a.m.

11 Golf & Tennis Tournament
Hidden Creek Country Club
11:00 a.m. to 7:00 p.m.

Staying Competitive

Would you like to learn how to keep that competitive edge in business?

The Chamber's Retail Committee is sponsoring a roundtable which might help. Entitled "Future Focus: Visualizing Tomorrow", the roundtable is scheduled from 7:30 to 9:30 a.m. on April 29. It will be held at the Fair Oaks Management Office Conference Room.

Margaret Mayer, retail analyst for the Taubman Company, will discuss ways to make your business more competitive for the 1990's. Among her "self marketing" tips will be ideas about innovative retail store design and visual presentation. Make plans to attend! Call Mary Burton, assistant director of economic development, at 573-9450.

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Fairfax Bar Association
and
George Mason University School of Law
Law, Business & Technology Forum



Wednesday, April 22, 1987

George Mason University School of Law, 3rd Floor Conference Room, Arlington, Virginia

COST: \$75.00 Per Person Includes Handouts and Lunch

TIME: 8:30 a.m.-3:00 p.m.

TOPICS AND SPEAKERS:

• New Business: Incubation, Employment Agreements,
and Proprietary Information

Kathleen Gallagher—Talbot & Gallagher
Benjamin Vandegrift—Pillsbury, Madison
R. Danny Huntington—Burns, Doane

• Banking and Borrowing

Howard Jatlow—Dickstein, Shapiro & Morin

• Exempt Offerings

Wallace L. Timmeny—McGuire, Woods

• Venture Capital

George M. Foote, Jr.—Verner, Liipfert

Matthew Clary III—Clary, Lawrence, Lickstein

Philip Nyborg—H&Q Technology

Advance Registration contact Fairfax Bar Association 385-5324



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