



# Wheaton & Kensington Chamber of Commerce

2401 Blueridge Avenue, Suite 101  
Wheaton, Maryland 20902  
phone: 301-949-0080  
e-mail: wkchamber@wkchamber.org

# the voice

July – August 2011

www.wkchamber.org

## The County's Changing Demographics: Meeting the Needs of the Growing Number of Seniors

May was "Older Americans Month" and the County theme was "Older Americans: Connecting the Community," paying homage to the many ways in which seniors bring inspiration and continuity to the fabric of Montgomery County (more than 170,000 residents aged 60 and above).



Photos courtesy of Vicky Surles

The number of seniors (those over 65) in the County increased by 86% from 1980 (49,700) to 2000 (92,500) and is projected to grow an additional 65% from 2000

to 2020 (152,648).

The May 25 Chamber Breakfast Mixer was a presentation by Patrick Lacefield, Director of the Office of Public Information.

Joining the panel were Uma Ahluwalia, Director, Dept. of Health and Human Services and Gabe Albornoz, Director, Dept. of Recreation.



The meeting was at the Wheaton Library, 11701 Georgia Avenue, Wheaton, MD 20902 / 240-777-0678, and hosted by the library branch manager, Fran Ware.

The discussion focused on Seniors and their families – the challenges and opportunities ahead, as well as about young people, immigrants, and wealth distribution in the county.

The speakers talked about strengthening



*Continued on page 4*

## Introduction of Bus Rapid Transit in Mont. County: A proposal developed by Councilmember Marc Elrich

County Councilmember Marc Elrich is part of a Transit Task Force, appointed by County Executive Ike Leggett, tasked with the mission of making a countywide Bus Rapid Transit system a reality. There have already been numerous studies of traffic and transportation in our County illuminating the problems. We sit in traffic too long and we need better transit to travel around the County.



Mixer photos courtesy of Vicky Surles

For the past four years, Marc Elrich had been exploring the idea of a countywide rapid transit system to address our congested roads and reduce pollution. After numerous conversations with transportation and planning experts, and visits to similar systems, he developed a proposal for a 120-mile system that would take people from where they live to where they work, study and play.



At the Chamber's June 22 Mixer, Marc Elrich gave a presentation titled "Introduction of Rapid Transit in Montgomery County" that he has given numerous times for multiple groups. Dale Tibbitts, Elrich's Chief of Staff, helped with the presentation and answering questions. The event was held at Brookside Gardens Visitors Center

Auditorium and was arranged by Leslie McDermott, the Marketing & Media Relations Manager at Brookside Gardens.



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## Wheaton & Kensington Chamber of Commerce

### Executive Committee

#### **PRESIDENT**

Kathleen Guinan, Crossway Community  
301-929-2505

#### **VICE-PRESIDENT**

Matt Barry, Westfield Wheaton  
301-942-3200

#### **SECRETARY**

Kristen Wright, St. Luke's House, Inc.  
301-896-4432

#### **TREASURER**

Larry White, Streams of Hope Church  
301-949-6585

#### **SERGEANT-AT-ARMS**

Kenneth Nelson, Mont. Coll. Workforce  
Development & Cont. Ed. 240-328-4747

#### **IMMEDIATE PAST-PRESIDENT**

Moshe Briel, Moshe Briel Associates  
LLC 301-801-1972

### Directors

Manuel Hidalgo, LEDC  
202-540-7408

Michael Kelley, Kensington Volunteer  
Fire Department 301-929-8000

Kalimah Matthews, Signal Financial  
FCU 301-933-9100 x287

James Onder, Onder Communication  
Group 301-367-7023

Laura-Leigh Palmer, a.s.a.p. graphics  
301-942-1121

Ellen Riger, EllenOriginals  
301-946-7141

Kathleen Thompson, Jerry Thompson  
Associates 301-332-6524

Harold Weinberg, Miles Realty Co.  
301-933-6161

Tim Wiens, Jubilee Association of  
Maryland 301-949-8628 x105

### Ex-Officio Directors

Roylene Roberts, Mid-County Services  
Center 240-777-8100

Cmdr John Damskey, Mont. County  
Police – 4th Dist. 240-773-5500

Cmdr Russell Hamill, Mont. County  
Police – 2nd Dist. 301-652-9200

Rob Klein, Wheaton Redevelopment  
Program, Mont. County Dept of  
General Services 240-777-6016

Pete McGinnity, Wheaton  
Redevelopment Program 240-777-8126

### Administrator & Newsletter Editor

Vicky Surles 301-949-0080

## Fundraising Happy Hour

beginning at 5:00 pm

Thursday, July 21

for

### Rebuilding Together Montgomery County

Since 1989, Rebuilding Together Montgomery County or RTMC (formerly known as Christmas in April) has transformed more than 1,500 homes. Come out and raise a pint or two to help support this great organization and learn how you, too, can get involved!



at

### The Limerick Pub

11301 Elkin St.  
Wheaton, MD  
20902

301-946-3232

[www.TheLimerickPub.net](http://www.TheLimerickPub.net)

RTMC is a nonprofit housing organization that mobilizes community volunteers to provide free home repair services for low-income homeowners in need – the goal being to allow people to keep their home and reside there in warm, safety and independence.

A large percentage of recipients are seniors who have lived in their home over 30 years, but lack the physical ability and financial means to make needed maintenance and critical repairs – thus endangering them through a hazardous home environment.

The work ranges from small things like installing grab bars in the bathroom for a frail senior to building an accessible bathroom for someone in a wheelchair.

[www.rebuildingtogethermc.org](http://www.rebuildingtogethermc.org)



## Montgomery Art Association MAA Gallery

in

Westfield Wheaton Mall  
11160 Veirs Mill Road  
Wheaton, MD 20902

Upper Level  
across from the Hallmark Store  
Located near the  
Wheaton Red Line Metro Station

Explore the works of local artists  
in their gallery inside  
Westfield Wheaton Mall

~ Shows change every month ~

MAA Gallery information:  
301-842-7046  
[maaGalleryArtists@gmail.com](mailto:maaGalleryArtists@gmail.com)

### Gallery Hours:

Wed, Thur, Fri and Sat: 12 – 8 pm  
Sunday: 1 – 5 pm

[www.MontgomeryArt.org](http://www.MontgomeryArt.org)



## James D. Singletary Gospel Music Concert at Warner Memorial Presbyterian Church

Sunday, July 24 at 4 pm

Featuring local gospel musicians including Chosen Vessel,  
Nicole Plass, & the New Dawn Male Chorus

Presented by Anwar Temple #219 as a scholarship fundraiser

Warner Memorial Presbyterian Church  
10123 Conn. Ave, Kensington, MD 20985 (parking permitted along Conn. Ave. on Sundays)

For more information contact Herbert Shannon 301-210-3138

[www.WarnerMemorial.org](http://www.WarnerMemorial.org)



## WELCOME TO THESE NEW MEMBERS!

### *Planners, Engineers, Architects*

**Dewberry**  
Daniel Anderton  
203 Perry Parkway, Suite 1  
Gaithersburg, MD 20877  
301-948-8300  
danderton@Dewberry.com  
www.Dewberry.com

### *Restaurants*

**Little Caesars Pizza**  
Irfaan Lalani  
2567 Ennalls Avenue  
Wheaton, MD 20902  
301-933-4590  
irfaanl@gmail.com  
www.LittleCaesars.com

**Montgomery Pro Bono Legal Clinic**  
2nd & 4th Wed. each month, 5:30 – 8:30 pm.  
**Free**  
At the Wheaton Library  
11707 Georgia Ave, Wheaton, MD 20902  
For more information: 301-424-7651

## THANK YOU TO THESE MEMBER RENEWALS!

### *Architects*

**Alan Hamm Architects, P.C.**  
Alan Hamm  
301-949-9230  
ahamm@alanhamm.com  
www.alanhamm.com

### *Arts Organizations*

**Montgomery Art Association**  
Cathy Hirsh  
301-842-7046  
maaGalleryArtists@gmail.com  
www.MontgomeryArt.org

### *Attorneys*

**Waldman and Diamond, Chartered**  
Marvin Waldman  
301-933-4500  
lawyers@rumpolelaw.com  
www.rumpolelaw.com

### *Banks/Financial Institutions*

**CapitalOne Bank - Conn. Ave.  
Kensington**  
Troy Richardson  
301-949-4402  
Troy.Richardson@CapitalOne.com  
www.CapitalOne.com

**CapitalOne Bank - Georgia Ave.  
Wheaton**  
Dexter Eatmon  
301-929-6871  
Dexter.Eatmon@CapitalOne.com  
www.CapitalOne.com

**CapitalOne Bank - University  
Blvd, West, Kensington**  
Josefina Beck  
301-929-5913  
Josefina.Beck@CapitalOne.com  
www.CapitalOne.com

### *Cake & Candy Supplies*

**Little Bitts Shop**  
Bob & Ann Schilke  
301-933-2733  
schilkebob@hotmail.com  
www.LittleBittsShopMD.com

### *Child Care*

**OnderCare**  
Adrienne Onder  
301-530-7980  
OnderCare@yahoo.com

### *Churches*

**Streams of Hope Church**  
Larry White  
301-949-6585  
lwhite@sohonline.org  
www.sohonline.org

### *Civil Engineers*

**Oyster, Imus, Petzold & Associates**  
Peter Noursi  
301-949-2011  
peter.noursi@oipengineering.com  
www.oipengineering.com

### *Communications*

**Onder Communications**  
James J. Onder  
301-367-7023  
JimOnder@gmail.com

### *Graphic Design/Web Design*

**a.s.a.p. graphics**  
Laura-Leigh Palmer  
301-942-1121  
Laura.Leigh@asapgraphics.com  
www.asapgraphics.com

### **Letterforms Typography & Graphic Design**

L. Jeannette Feldner  
301-942-9186  
lj.feldner@verizon.net  
www.letterformsdesign.com

### *Housing/Community*

**Montgomery Housing Partnership**  
Robert Goldman  
301-622-2400  
RGoldman@MHPartners.org  
www.MHPartners.org

### *Promotional Products*

**BrandUworld**  
Sanita Alrey DeBose  
301-949-2643  
orders@branduworld.com  
www.BrandUworld.com

### *Real Estate / Property Development*

**Greenhill Realty Company**  
Leonard A. Greenberg  
301-657-2525  
lgreenberg@greenhillcompanies.com  
www.greenhillcompanies.com

### *Restaurants*

**Hollywood East Café**  
Janet Yu  
240-290-9988  
HollywoodEastCafe@gmail.com  
www.HollywoodEastCafe.com

### *Storage*

**Acorn Self Storage - Aspen Hill**  
Roy Smith  
301-460-0055  
usi6507@uStoreIt.com  
www.uStoreIt.com

**Acorn Self Storage - Kensington**  
Dyon Polk  
240-290-9988  
acornkensington@verizon.net  
www.uStoreIt.com

### **The 26th Anniversary Montgomery College Foundation Annual Golf Classic**

will take place on October 3, 2011  
at the Woodmont Country Club  
1201 Rockville Pike, Rockville, MD 20852

Proceeds benefit the Montgomery  
College Foundation Scholarship Program  
*Sponsorships are available.*

For more information, visit  
montgomerycollege.edu/golftournament

### **Kensington Volunteer Fire Department First Annual Golf Tournament • Friday, October 14, 2011**

**Location:** Montgomery Village Golf Course, Gaithersburg, MD

**Format:** Captain's choice scramble

**Fees:** \$125 per player. Includes greens fee, cart, practice facilities and afternoon meal.

The KVFD is currently looking for sponsors and participants for the tournament. Call the KVFD at 301-929-000 if you have questions or would like to be a sponsor, or contact John Kelly at kellyj@kvfd.org or 301-792-7653.

# May 25 Mixer Focused on Seniors

Continued from page 1

the partnership between the business community and County government on matters related to health and human services. Uma Ahluwalia spoke of the County's Health and Human Services Continuum and the structure and framework of the safety net, and the implications of the demographic shifts for the County. She thought we should see these shifts as an opportunity, and determine



Photos courtesy of Vicky Surles

what are the transition points from the old world to he new.

What is the economic self-sufficiency and public health and well-being

model that should drive the partnership; how to create a sustainable paradigm? What are the volunteer engagement/civic engagement model opportunities?

The panel also talked about the idea of a Senior Serving Economy. For example: A brief survey of the website



Visitor Page and Better Business Bureau Page in Sun City, Arizona revealed the following types of jobs: Estate Planner; Care Coordinator;

Funeral Home Positions; Lawn Care; Health Care Jobs; Senior Housing opportunities. Home Delivered Groceries. Home Care and Chore Services jobs; GenCare Lifestyle jobs.

It is important to focus on the concept of Aging in the Community, and what it would take to make Montgomery County a desirable place to retire. There are opportunities to focus on Prevention and Wellness Services; affordable housing; transportation; and Home and Community Based Care Services.



The breakfast was sponsored by Vista Management Company

**VISTA**  
MANAGEMENT  
[www.vistacares.com](http://www.vistacares.com)  
301-649-1115

# June 22 Mixer – Bus Rapid Transit

Continued from page 1



Welcoming remarks from Chamber Board member Tim Wiens were followed by an update on Brookside Gardens' projects and goals from Stephanie Oberle, the Director of Brookside Gardens (1800 Glenallan Avenue, Wheaton, MD 20902, 301-962-1400).



The Bus Rapid Transit vehicles would travel in their own dedicated guideways in existing right-of-way and not get stuck in traffic. Transit that uses guideways is relatively inexpensive to build, and uses minimal paving because the center areas can be grass and used to handle stormwater. The BRT system uses small wheels attached to the sides of buses to press against the side of concrete strips to lock into lanes. These side wheels can be added to existing buses. Elrich's presentation showed existing examples of BRT from Eugene, Oregon, Columbus, Ohio and Adelaide, Australia. This BRT system would use existing roads to create a system that brings people north and south and creates connections not currently served by public transit in East County. The system would cost between \$6 to \$15 million



Photo collage courtesy of Councilmember Elrich's website



per mile, depending on the number of intersections on a route. Construction of the dedicated lanes would take two to three years.

Developers are supportive of the BRT plans and paying extra taxes that are dedicated towards transportation. This proposal is a win-win-win for residents, environmentalists and developers. Elrich said that it's the only solution that allows the County to grow in a sustainable way: it provides reliable and efficient public transportation that will convince people to leave their cars at home, thereby reducing air pollution, and it allows reasonable development near established neighborhoods without flooding the surrounding communities in traffic.



# Wheaton & Kensington Chamber of Commerce 2012 Community Guide and Membership Directory

www.wkchamber.org

2012

**Promote your business and connect with Wheaton, Kensington, Aspen Hill and area communities by advertising in the 2012 Wheaton & Kensington Chamber of Commerce Community Guide and Membership Directory.**

Over 5,000 copies are distributed in local government centers, libraries, new home-owner packages, member businesses, real estate offices, financial institutions, and Brookside Gardens in this annual marketing opportunity.

## Ad Information

- Run my ad from last year as is
- Run my ad from last year with changes
- I have a new (or different) ad to send
- I need an ad created (no extra charge)
- Add description of my business for \$35 in 25 words or less, to appear with listing\*

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### Return form, ad info and payment to:

Vicky Surles  
Wheaton & Kensington Chamber of Commerce  
2401 Blueridge Avenue, Suite 101  
Wheaton, MD 20902

**E-mail pdf files to:** wkchamber@wkchamber.org

Phone: 301-949-0080 Fax: 301-949-0081

Payment by:  Check Total Amount \$ \_\_\_\_\_

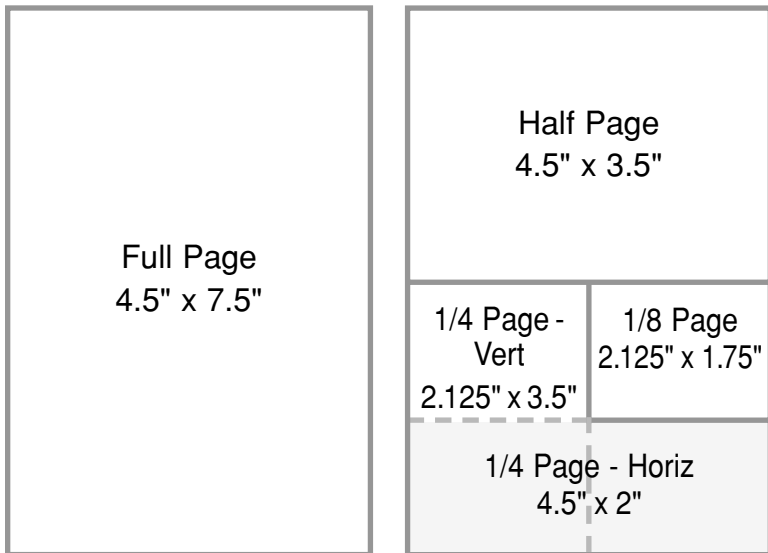
Payment by:  Visa  MasterCard  AmericanExpress

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_ - \_\_\_\_ Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Address Card is Issued to: \_\_\_\_\_



## Advertisement Rates

	Member	Non-Member
Add 25-word description to listing .. <input type="checkbox"/>	\$35	N/A
1/8 Pg B/W ..... 2.125" x 1.75" .. <input type="checkbox"/>	\$295	<input type="checkbox"/> \$395
1/4 Pg - Horiz B/W .. 4.5" x 2" ..... <input type="checkbox"/>	\$395	<input type="checkbox"/> \$495
1/4 Pg - Vert B/W ... 2.125" x 3.5" ... <input type="checkbox"/>	\$395	<input type="checkbox"/> \$495
1/2 Pg B/W ..... 4.5" x 3.5" ..... <input type="checkbox"/>	\$595	<input type="checkbox"/> \$795
Full Pg* B/W ..... 4.5" x 7.5" ..... <input type="checkbox"/>	\$895	<input type="checkbox"/> \$1095

### Covers/Premium Positions

<del>Taken</del> Inside Front - Color* .4.5" x 7.5" .....	<del><input type="checkbox"/> \$1295</del>	<del><input type="checkbox"/> \$1495</del>
<del>Taken</del> Inside Back - Color* .4.5" x 7.5" .....	<del><input type="checkbox"/> \$1195</del>	<del><input type="checkbox"/> \$1395</del>
<del>Taken</del> Outside Back - Color* .4.5" x 7.5" .....	<del><input type="checkbox"/> \$1495</del>	<del><input type="checkbox"/> \$1695</del>

\* Includes 25-word description of Business with listing

## Deadline is July 27, 2011

**Deadline extended to August 5, 2011**

Contact Person \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_





www.wkchamber.org

# Wheaton & Kensington Chamber of Commerce Lunch Mixer

## Optimizing Your Local Online Presence

*presented and co-sponsored by Patch.com*



www.Patch.com

**This workshop will present an overview of how online directories and customer reviews impact your business' web presence, and the role they play in local online searches.**

The Patch.com website and service can be a very useful and free resource for business owners in connecting with local customers. Let us help you get the most out of Patch, providing value and helping you grow within the community.

**Cost is \$10 ~ includes Little Caesars Pizza w/Crazy Bread Lunch**

*Sponsored by the Wheaton*



301-933-4590 • LittleCaesars.com

**Wednesday, July 27, 2011**

**from 12:00 NOON – 1:30 PM**

at

**The Crossway Community Center**



**CROSSWAY  
COMMUNITY**

**3015 Upton Drive, Kensington, MD 20895 / 301-929-2505 / www.crossway-community.org**

To get there, turn north on East Ave. off of University Blvd. by McDonald's, make an immediate left onto Upton Drive. Continue two blocks on Upton to the parking lot. Enter the canopied doors up the stairs in the middle of the building.

Small and medium-sized business owners look for ways to build their brand within the community and connect with local customers. In some ways it is easy these days – with the vast choices in social media and the capabilities of local search. But in other ways it is harder than ever to sort through so many online elements and manage your business' brand across the web, while trying to best connect with local customers.

It is critical to take control of various elements of your local online presence, and we will show how businesses have successfully promoted their brand within the community, using examples from the Patch platform.

**~ Mix & Network with Other Businesses ~**

**Wheaton & Kensington  
Chamber of Commerce**

**the voice for  
YOUR business!**

www.wkchamber.org

For registration information

call: 301-949-0080

fax: 301-949-0081

email: wkchamber@wkchamber.org

\_\_\_\_\_ (Company Name)

\_\_\_\_\_ (Attendee)

\_\_\_\_\_ (Phone Number)

\_\_\_\_\_ (Attendee)

\_\_\_\_\_ (e-mail address)

\_\_\_\_\_ (Attendee)

Return payment to: Wheaton & Kensington Chamber of Commerce  
2401 Blueridge Avenue, Suite 101 • Wheaton, MD 20902

Check  Cash Total Amount \$ \_\_\_\_\_ for \_\_\_\_\_ Reservations

**Cost is \$10 ~ includes Little Caesars Pizza w/Crazy Bread Lunch**

Our Mixers  
are on  
the fourth  
Wednesday  
of the month.



**2012 Community Guide**  
Advertise in the 2012 Community Guide  
and W&K Chamber of Commerce  
Directory – see form on page 5.  
Call: Vicky Surles 301-949-0080  
e-mail: [wkchamber@wkchamber.org](mailto:wkchamber@wkchamber.org).

**Brookside**  
GARDENS **Wings of Fancy Live Butterfly Exhibit**

Through Sunday, September 18, from 10 am to 4 pm daily  
\$6 adults; \$4 ages 3 –12 (Frequent visitor pass available)  
Butterfly Hotline Information: 301-962-1453

at Brookside Gardens  
1800 Glenallan Avenue, Wheaton, MD 20902  
301-962-1400 / [www.brooksidegardens.org](http://www.brooksidegardens.org)

Come witness the butterfly life cycle as tiny eggs hatch into crawling, chewing caterpillars, which then encase themselves in jewel-like chrysalides and emerge as sipping, flying adult butterflies. Learn about the best annual and tropical plants, and hardy shrubs that are used as nectar sources to attract butterflies to your own garden.

**KENSINGTON – LABOR DAY WEEKEND  
ANNUAL ART EXHIBITION AND SALE**

In conjunction with the Labor Day Parade and Festival, the Town of Kensington celebrates the weekend with the Montgomery Art Association Art Exhibition and Sale.

Artists from all over the local area display their creativity with original artworks. Each artist will enter at least one work that represents Kensington to compete for prizes.

**Location:**

Kensington Armory/Town Hall  
3710 Mithcell Street, Kensington, MD 20895

**Show Hours:**

Saturday, September 3, noon – 4:00 pm  
– Reception from 6 – 7:30 pm  
*Meet the artists ~ Refreshments will be served*

Sunday, September 4, noon – 4:00 pm  
Monday, September 5, 9:30 am – 4:30 pm

[www.MontgomeryArt.org](http://www.MontgomeryArt.org)

**Wheaton & Kensington**

**Chamber of Commerce**

the **301-949-0080**  
voice  
for **2401 Blueridge Ave, Suite 101**  
YOUR business! **Wheaton, Maryland 20902**

**e-mail:** [wkchamber@wkchamber.org](mailto:wkchamber@wkchamber.org)

**website:** [www.wkchamber.org](http://www.wkchamber.org)

Postage