

**P.L.E.A.S.E.
STRATEGY
UNVEILED**

See Page 3

Upcoming Events

www.WKchamber.org.

Wednesday, January 25

Breakfast Mixer

Wheaton&Kensington Chamber of Commerce 7:30-9 AM \$5 advance \$10 at door . All Welcome. See main story for details.

Thursday January 26

Understanding Leasing: The Challenges of Space For Small Businesses. 2:30-4:30 PM at the Mid-County Regional Services Center, 2424 Reedie Drive, Wheaton, MD. Call 240-777-8121

Sponsored by the Wheaton Redevelopment Program and the MC Department of Economic Development

Monday February 13

*Love
Doesn't
Hurt*

Informational/Educational Project—The Clothesline Project (presented by My Sister's Place a battered women's shelter program) and sponsored by the W&K Chamber of Commerce. An information booth and contribution jars will be hosted by Westfield Wheaton. In addition other contribution jars will be offered to various businesses in the CBD. Each jar will have information about the display at Westfield Wheaton. This is a community outreach program. **If YOUR business would like to host a contribution jar contact Ellen Riger at 301-318-7103.**

Wednesday February 22

Breakfast Mixer

Wheaton&Kensington Chamber of Commerce 7:30-9 AM \$5 advance \$10 at door. All Welcome. See save the date box on this page for details.

Wheaton & Kensington Chamber of Commerce

the voice

2401 Blueridge Avenue, Wheaton, Maryland 20902

301-949-0080

email: wkchamber@wkchamber.org

January 2006

VOL VIII-VI

website: www.WKchamber.org

Breakfast Mixer January 25, 2006

Derick Berlage, Chairman Montgomery County Planning Board



Derick Berlage, Chairman of the Montgomery County Planning Board at the Deed Transfer Ceremony at the Josiah Henson House on January 23, 2006.

**Hear about land use issues in Wheaton & Kensington—
What is happening & what is being planned!**

Derick Berlage is Chairman of The Maryland-National Capital Park and Planning Commission and Chairman of the Montgomery County Planning Board. Before coming to the Commission, Mr. Berlage, an attorney, served on the Montgomery County Council for 12 years and was Council President in 1994-95.

**Duncan Urges Small
Businesses to Register for
Local Reserve Program**
Online qualifying and registering at
www.montgomerycountymd.gov/LSBRP

continued on page 2

Breakfast Mixer

**Wednesday,
January 25th**

from 7:30 – 9:00 AM

at Kensington Town Hall
Community Center

3710 Mitchell Street • Kensington •
MD • 20895

**Guest Speaker
Derick Berlage**

**Do you have a question you
would like Mr. Berlage to
address?**

E-mail Tim Wiens (of the Jubilee Association as well as the W&K Chambers 2nd Vice President) at twiens@Jubileemd.org to make sure it gets asked.

Continental Breakfast
Mix & Mingle with other businesses
Cost is \$5 in advance & \$10 at the door

SAVE THE DATE: WEDNESDAY FEBRUARY 22ND AT 7:30 AM!

A Breakfast Mixer will be held at 7:30 AM on Wednesday February 22nd at the Crossways Community. A SCORE Representative will speak and lead a discussion. SCORE is a nationwide volunteer association of retired business owners and executives. As a resource partner of the U.S. Small Business Administration, it provides free counseling to small businesses. They have a wealth of knowledge and resources. There will also be networking between businesses and other economic development resources available.

The Crossways Community is located at 3015 Upton Dr., turn north on East St. off of University Blvd by the McDonalds, almost immediately turn left onto Upton Dr. and Community Crossroads is at the end of the street. There is plenty of parking, walk up the stairs to the entrance."

Executive Committee

President

Harold Weinberg, Miles Realty
301-933-6161

1st Vice-President

Colleen Larkin, The Back to
Work Program of St. Luke's
House, Inc. 301-493-4200

2nd Vice-President

Tim Wiens, Jubilee Foundation
301-949-8628

Secretary

Marcia Jacques, Evergreen
School 301-942-5979

Treasurer

Nancy Sherwood,
Sherwood Associates, Inc.
301-933-1222

Sergeant at Arms

Brett Schneider, Washington
Music Center 301-946-8808

Directors

Moshe X. Briel, MBA,
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Inc. 703-653-8910

Richard Ehrenreich,
Ehrenreich & Associates, LLC
301-570-3000

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Tom Logan, Logan's
Automotive 301-946-0600

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College Workforce Development
& Continuing Ed. 301-562-5516

Laura-Leigh Palmer,
asap graphics 301-942-1121

Ellen Riger, EllenOriginals
301-946-7141

Karen Sears, Acorn Self
Storage 301-933-8838

Kathleen Thompson,
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301-565-8000

Larry White, First Baptist
Church of Wheaton
301-929-6870

Ex-Officio Directors

Natalie Cantor, Mid-County
Services Center 240-777-8100

Joe Davis, Wheaton
Redevelopment 240-777-8125

Lynn Raufaste, Mayor, Town
of Kensington 301-949-2424

Cmdr. Patty Walker,
Montgomery County Police
Department 240-773-5500



Harold Weinberg,
Miles Realty & President of the W&K Chamber
of Commerce

President's Message: Success is a Journey

*Success is a journey, not
a destination –
BEN SWEETLAND*

*I know the price of
success: dedication, hard
work, and an unremit-
ting devotion to the
things you want to see
happen –*

FRANK LLOYD WRIGHT

The start of a new year is often a time when we reflect on what we have accomplished in the past year and what we hope to accomplish in the new year. The Wheaton & Kensington Chamber of Commerce accomplished many successes during 2005, and has expectations for even more successes in the coming year. January 2005 began with our Annual Community Awards Banquet, honoring some of the best of our public safety personnel and citizens. Among those honored were Wheaton & Kensington Chamber Members Karen Sears of Acorn Self-Storage who was given the Chamber President's Award, the Bozzuto Development Company awarded Chuck Levins Economic Development Award, Walter Petzold of Oyster, Imus and Petzold, Inc. awarded the Lifetime Achievement Award, and our exiting Chamber President, Laura-Leigh Palmer of asap graphics as Chamber Member of the Year. We look forward to celebrating the accomplishments of more deserving recipients this year. Details of this March event will be coming soon.

In 2005, through the Chamber's participation on the county government's advisory committees including the Wheaton Urban District Advisory Board and the Wheaton Revitalization Steering committee, we were able to support redevelopment and revitalization priorities for our community including calling for adequate funding for the public safety initiatives and recommendations in the Public Safety Audit, the designation of an Arts and Entertainment district in Wheaton, and support of the Brookside Gardens Master plan revisions. In 2006 we will continue to work closely with the county government and stay abreast of legislative issues to support ideas and initiatives that represent the current and future needs of our business community.

In addition to our representing business interests, 2005 was an exciting and successful year for our community outreach through the publication of our *2005 Wheaton & Kensington Community Guide* which had a circulation of 5,000, to our annual Holiday on Duty and Angels for Children campaigns, which are featured in this newsletter. We also once again sponsored the Wheaton High School's Job Shadowing Program, the largest independent organization of its kind in Montgomery County.

As a Chamber, we are very proud of our accomplishments of 2005, and have already started 2006 with a bang. Please check out some of the activities we have planned for 2006, including our January 25th Monthly Mixer at Kensington Town Hall featuring Derick Berlage, Chairman of Montgomery County Planning Board. We look forward to continuing to serve our members and the Wheaton and Kensington communities, and we encourage you to be an active part of what we are able to accomplish in this new year.

Harold Weinberg

Small Businesses to Register for Local Reserve Program continued from page 1

"Small businesses are the backbone of our economy and we have always made it a top priority to do whatever we can to help them grow and prosper," said County Executive Duncan. "The success of this program is dependent on the numbers of local companies we can get qualified and registered. This new website is user friendly and will walk the business people through the process and answer any questions they may have. We will continue our outreach efforts to try and ensure the local business community is fully aware of this new program."

The LSBRP program, which went into effect January 1, 2006, ensures that all County departments set aside (with specified exceptions), a minimum of 10 percent of procurements for small businesses. In addition, it also provides for the web site posting of procurement opportunities and the on-going marketing and evaluation of the Program.

The Program defines small businesses based on specific industry. For example: wholesale businesses less than 15 employees or \$2-\$7 million in gross sales; retail businesses less than 1525 employees or \$2.5 million; manufacturing companies less than 20100 employees or \$7 million; service companies less than 25100 employees or \$2.58 million; and construction companies less than 2550 employees or \$7 million. *Businesses must be independently*

owned and physically located only in Montgomery County. Broker and subsidiary businesses are not eligible for this Program. Companies will be able to determine if they qualify by answering the questions on the website when they go to register.

The Program is self-certifying, meaning that registration is based on information the businesses provide. The burden of responsibility rests with firms registering. Providing false information is likely to result in contract termination and ineligibility for future contracting with the County. After a business successfully registers for the Program, it will immediately receive an e-mail informing it that it has successfully self-certified its firm for the Program. The business must have at minimum this verification to bid on County work designated "Local Small Business Reserve Program LSBRP". Companies will be required to re-register each year to ensure that they still meet the program qualifications.

For more information and to register for the program, go to www.montgomerycountymd.gov/LSBRP or call the Montgomery County Department of Economic Development at 240-777-2000.



On Thursday, January 5 the Chamber hosted a kickoff reception at Brookside Gardens, with an attendance of over 50 senior business leaders representing a diverse market, including banks, retail, finance, restaurants, real estate, and other businesses and institutions representing the interests of the Wheaton-Kensington Community. The reception was attended by Councilwoman Nancy Floreen, and a representative from Congressman Van Hollen's office.

Councilwoman Nancy Floreen provided information about the County's Small Business Reserve Program which was passed into law and went into effect on January 1 of this year (for more information see page 1 and page 3 of this newsletter). This initiative was strongly supported by this Chamber.



Another highlight of the meeting was the unveiling of a development strategy by the Chamber's newest

board member, Moshe Briel. Several meetings were organized by Moshe at the end of 2005 at various locations in Wheaton in November and December and input from attendees was incorporated into this plan. The strategy is named the P.L.E.A.S.E.D. Strategy, so named as an acronym for the flow of potential business traffic from one "station" to the next.



"P" stands for Park, which includes Brookside Gardens, the Nature Center, and all the facilities related to Wheaton Regional Park, whose number of visitors on weekends is estimated typically in the hundreds.



"L" is for Lunch, which signifies the great diversity the affordable Wheaton restaurants have to offer, in close proximity to the Parks.

"E" is for events, whose calendar was partially unveiled in the reception. Many Kensington and Wheaton businesses and local institutions expressed great interest in events planning within the Chamber and the participating businesses.

"A" stands for Arts, which utilizes the new Arts and Entertainment District designation, as well as the 2 Antique Districts with their many artists studios in Kensington.

"S" of course stands for Shopping, with a multitude of stores both in Kensington and in Wheaton - inside Westfield and around as well.

"E" is the letter for Entertainment, which by this strategy, is a station representing people who may be more tired but ready to sit back and enjoy a show. Right now, this station is merely part of strategy, but much can be built around it as the area further develops. Also getting "the word out" for the productions of our local theatre, chamber music, choral and folk music groups is part of the plan. (*We are also hoping to see the regular return of the Psychic Ghost Theatre but that is dbd*).

"D" stands for Dinner, again featuring the multitude of restaurants in Wheaton and Kensington, as well as those to come at a later date.

The reception was followed by a networking session with great anticipation and excitement for the upcoming year and the possibilities of what can be done to make our business community thrive.

Consider doing business—

The Chamber would like to remind you to consider doing business with another member first. We all benefit from more business with someone we know.

Chamber welcomes these new members:

Kristopher Ayoub, *Ayoub Carpet and Rugs*

Moshe Briel, *Ameriprise Financial Consultants*

Kim Lilly, *Washington Post*

And appreciates these member renewals:

Academy of Professional Barbers

Pediatric Associates

Alan Hamm Architects

Wheaton Studio of Dance

Ferdinands Restaurant

Kensington Pharmacy

If you see these members around town, say Hi, and see if maybe they have what you need. Thanks, Harold

This is the first program developed from input from the business community from information gathered in the Small Business Survey conducted in the Fall of 2005. More seminars will follow.

Understanding Leasing: The Challenges of Space For Small Businesses

at the
Mid-County Regional Services Center
2424 Reddie Drive
Wheaton, Maryland

Thursday
January 26, 2006
2:30 p.m. —4:00 p.m.
Free Admission — Call (240) 777-8121

"Tis the season to be jolly" . . .



and to reach out to others in our community. And the Wheaton Volunteer Rescue Squad in conjunction with the Wheaton & Kensington Chamber of Commerce did just that again this year through their 7th annual Angels for Children Toy Drive. This year's program was another huge success!

Beginning more than 6 weeks before Christmas, Santa's helpers distribute beautifully decorated collection boxes to more than 15 area businesses who agree to participate in our program. Those who are familiar with this wonderful program know that, over the next several weeks, these boxes will fill with generous donations of new toys and cash (which we use to purchase additional gifts). About a week before Christmas, the toy boxes are collected, and hundreds of toys are wrapped and labeled (according to gender and age). Then, on Christmas Eve, with lights and sirens announcing their arrival, Santa and Mrs. Claus and all of their elves climb aboard the rescue squad vehicles to deliver the toys to many local children who otherwise might not receive any gifts during the holiday season.

This Drive is one of the few programs in which its volunteers can discover the joy of direct and immediate contact with those to whom they are giving. To see the beautiful faces of hundreds of children light up as they anticipate the arrival of Santa and the opportunity to say hello or give him a big hug is as heartwarming an experience as one might ever hope to have. Young and old alike share in the magic of the season and clamor for pictures and hugs with jolly ol' St. Nick.

As you might imagine, a program of this magnitude involves much coordination, lots of volunteers, and lots of generous donations. Marcia Jacques of Evergreen School and Karen Sears of Acorn Storage, both



Chamber Board members, and Steve Soboloski of the Wheaton Rescue Squad devoted many, many hours to coordinating our program this year. Sulema Middleton of Montgomery Housing Partnership created our comprehensive list of gift recipients and organized volunteers throughout the drive.

Evergreen School hosted a gift wrapping party. Thank you to the many volunteers who showed up to help us wrap and label hundreds of gifts. Acorn Storage provided a storage unit to house our toys and donated many boxes and the generous use of their truck to transport our toys.

A number of businesses donated toys and money throughout this drive. Telenor Satellite Services, Inc., Brookside Gardens, Evergreen School, Kensington Volunteer Fire Department, Newport School, Acorn Storage, Wheaton Rescue Squad, Bank of America, BB&T Bank, and Silver Stars Gym are among the many organizations that were so generous this holiday season.

And, last but not least, we appreciate Paul Jacques, who for the second year now has generously and quite robustly played the role of Santa Claus. His investment of time and spirit are truly delightful and serve to enrich the magic of Christmas for us all.

The Angels for Children Toy Drive is one bright example of what this season of love and sharing is all about. Thank you to all of the many volunteers who showed up to wrap presents, sort presents, transport presents, and help Santa deliver the presents on Christmas Eve. We would not be able to reach the number of families we did without your help.

Member in the News: Richard Ehrenreich awarded Fellow of the IBBA

Richard Ehrenreich, CBI, SBA (and Chamber Member of the Year in 2004) of Ehrenreich & Associates an Olney based Small Business Consulting, Brokerage and Evaluation practice has been awarded the title "Fellow of the International Business Brokers Association" at the November 12, 2005 IBBA - Phoenix, Arizona Conference.

This is the highest honor and level of recognition that the IBBA awards. The qualifications include having served as a Certified Business Intermediary for at least 7 years and have made a significant contribution to the Business Brokerage industry. Over the history of this award it has been presented to fewer than 100 IBBA members worldwide. Since its

inception, Richard is the first person in Maryland to ever receive this honor, as well as the only recipient to get the award in 2005.

Richard has been a Montgomery County Business owner for the past thirty years and began selling businesses in 1969. He has served as President of the Washington-Baltimore Business Brokers Association for the past 5 years.

He has functioned in leadership roles locally with the Olney Chamber of Commerce, the Wheaton&Kensington Chamber of Commerce, the Layhill Community Festival & Parade Committee, the Mid-Atlantic Association of Cleaners, the International Fabricare Institute and W Group Commercial Real Estate.

Wheaton & Kensington

Chamber of Commerce

Your Voice

Membership Benefits

The Wheaton-Kensington Chamber of Commerce is a business community service organization that advances economic development efforts and works with all sectors of the community to achieve common goals that:

In General:

- Serves as a clearinghouse for community and professional information and resources.
- Maintains and distributes a variety of valuable resource materials for use by local businesses and residents.
- Advocates for and participates in commercial revitalization projects that enhance the quality of life, work and commerce in the area.
- Advocates for the business community on issues that affect parking and traffic concerns in the area.
- Hosts and annual awards program to recognize outstanding business leaders, public servants, community and education leaders, and deserving students who make significant contributions to the community.
- Promotes educational and workforce development programs in both private and public sectors.
- Lobbies county, state, and federal government agencies for the funding of business and civic projects that enhance commerce in the area.

Specifically For You:

- Participates in Urban District programs and activities that promote commerce in the service area, like The Taste of Wheaton, where you can offer literature about your business.
 - Provides unique networking and marketing opportunities to its members.
 - Insert your flyer, or advertise in our newsletter that is direct mailed and on our web site.
 - Markets and promotes the businesses, activities, and programs of the local service area.
 - Advertise in the annual Community Guide, which is published and distributed by us, by hand and direct mail, as a public service to the business and residential communities.
 - Advertise on our web site and link your web address on our site, which is linked to the Montgomery County site for Wheaton
-
- Back by popular demand: W&K Chamber Membership Decals of 2006. When you renew you will be sent your decal to display at your business.





Wheaton & Kensington Chamber of Commerce

Breakfast Mixer

with

Derick Berlage, Chairman

Montgomery County Planning Board

Wednesday, January 25th

from 7:30 – 9:00 AM

At the
Kensington Town Hall Community Center

3710 Mitchell Street • Kensington • MD • 20895

- Continental Breakfast
- Mix & Mingle with other businesses
- Hear about land use issues in Wheaton & Kensington—
What is happening & what is being planned!



Derick Berlage is Chairman of The Maryland-National Capital Park and Planning Commission and Chairman of the Montgomery County Planning Board. Before coming to the Commission, Mr. Berlage, an attorney, served on the Montgomery County Council for 12 years and was Council President in 1994-95.

Cost is \$5 in advance & \$10 at the door

Do you have a question you would like Mr. Berlage to address?

E-mail Tim Wiens (of the Jubilee Association as well as the W&KChambers 2nd Vice President) at twiens@Jubileemd.org to make sure it gets asked.

Wheaton & Kensington
Chamber of Commerce
the voice for YOUR business!

To contact the Chamber call 301-949-0080 or via email at: hweinberg@wkchamber.org

_____	_____
(Company Name)	(Attendee)
_____	_____
(Street Address)	(Attendee)
_____	_____
(City State Zip)	(Attendee)

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

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

Cost is \$5 in advance & \$10 at the door

Send us your news for the VOICE

email us at hweinberg@wkchamber.org

Fax hardcopy to 301-949-0080

Run an Ad!

ads starting at \$50

Is your organization doing a fund raiser of some type (from flea market to black tie we don't mind helping you promote it)? Won any awards lately? Given out any awards lately? Involved in a community service project? Something new about your business?

Let us know!

Wheaton Kensington Businesses and Residents Contribute Over \$2,000 to 2005 Holiday On Duty Campaign

The Wheaton Kensington Business/Residential Community contributed over \$2,000 to the Chamber's *Holiday on Duty Fund* for Thanksgiving and Christmas 2005.

The campaign, which makes sure that all Public Safety personnel are fed Holiday meals on Thanksgiving and Christmas Day, was the most successful ever, since the inception of the Fund. Five Public Safety agencies received holidays meals, including the Wheaton Rescue Squad, Montgomery County Police 4th District Station (Wheaton/Glenmont), officers from the Montgomery County 2nd District Station (Bethesda) who are responsible for policing Kensington, and, Kensington Volunteer Fire Stations 5 and 18.

The Chamber is not only extremely pleased but proud of the community response to the Fund. The Chamber would also like especially thank two very special vendors who have made this fund possible since its inception. Shaul Kosher Market, in the Kemp Mill area of Silver Spring and Honey Baked Ham (formerly Heavenly Baked Ham) in Gaithersburg. These two merchants, have not only prepared wonderful meals for our Public Safety personnel, time and time again, but have also given the Chamber significant discounts.

This has truly been a community project, a tribute to our Public Safety personnel, as well as a very big "THANK YOU", but also a tribute to our community working together to say that very big **"Thank You"!**

The Holiday On Duty Hall of Fame includes the following contributors:

(if you have contributed and your name does not appear on this list, or if your name is incorrectly noted or misspelled, please contact us and your name will be correctly published in the next newsletter).

- | | |
|-------------------------------|----------------------------|
| Acorn Storage* | Ken Nelson |
| Charles H. Bolton | Sandy Spring Bank** |
| Edward and Joyce Burlas | Sherwood & Associates** |
| Ashton Bruce Cobourn | Kathleen & Jerry Thompson, |
| Richard Ehrenreich | Jerry Thompson Associates* |
| Greg Eisenstadt* | Vicki & Tom Simons |
| Michael & Felice Grunberger | James Togashi |
| Hughes Methodist Church | R. L. Voight Plumbing** |
| Women's Club** | Patrick Weed* |
| Neil Johnson | Sandy Westblatt |
| Kensington Nursing and | Westfield Wheaton |
| Rehabilitation Center | Barbara B. Whitcomb |
| Kensington Business Solutions | Rev. Larry White |
| Kensington Volunteer Fire | Elizabeth Wrurzblocher |
| Department** | |
| Town of Kensington* | |
| Marilyn R. Lander | |
| Joy & Gerald M. Mara | |

* Denotes Contribution of \$100 or more

**Denotes Contribution of \$200 or more