



Wheaton & Kensington Chamber of Commerce

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

the voice

January-February 2010

www.wkchamber.org / www.tok.md.gov

2010 Legislative Session Preview and Update on Developments in Kensington

The Chamber's November 18 Breakfast Mixer was held at the Kensington Town Hall, 3710 Mitchell Street, Kensington, MD 20895 / 301-949-2424. Local legislators briefed us on the upcoming Maryland General Assembly's 427th Annapolis Session that began January 13th and runs through April 12th. Our speakers from District 18 were State Senator Richard Madaleno, and Delegates Al Carr, Ana Sol Gutierrez and Jeff Waldstreicher.



Mixer photos courtesy of Vicky Surles

Also Kensington Town Council member Mackie Barch gave a rundown of current issues in the Town of Kensington. The Council is looking at making Kensington more pedestrian friendly. They

want to connect the west and east ends of Howard Avenue, and create more activity on Conn. Ave. and plan to plant trees in the median on Conn. Ave. He also gave an update on plans for Warner Circle by MNCPPC.

With the 2011 budget coming up, the focus of the morning meeting was on money. Where it comes from, how it's spent, why we don't have enough of it and what can be done about it. The state's sources of revenue (primarily income and sales taxes) have taken a substantial hit.



Delegate Ana Sol Gutierrez said the legislators are faced with a third round of cuts in the 2011 budget. The federal funding received during the last two years has reduced the severity of cuts in those budgets. Revenues have also been reduced due to downturns in the real estate (transfer tax) and automobile (titling tax) industries.



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Annual Angels for Children Toy Drive A Great Success Despite Down Economy

The 11th annual Angels for Children toy drive program, sponsored by the Wheaton & Kensington Chamber of Commerce, Montgomery Housing Partnership, the Wheaton Rescue Squad, and Acorn Self Storage collected gifts and donations throughout the holiday season. Numerous volunteers wrapped, sorted, organized, and transported presents, and then helped Santa and Mrs. Santa deliver the presents on Christmas Eve.



Photo courtesy of Karen Sears-Becker

Riding aboard Rescue Squad vehicles with lights and sirens, the Claus family with many helper elves delivered



toys and other gifts to more than 400 children at two apartment complexes in Wheaton provided by the Montgomery Housing Partnership.

The toy drive was created after a Wheaton mother and her six children lost their home and a son in a fire shortly before Christmas. After the story made the news, the Wheaton Volunteer Rescue Squad station was overflowing with gifts. Deputy Chief Steve Sobolewski, decided to give out the extra gifts to needy children, and the tradition has continued every Christmas since.



2 Lower Photos courtesy of a.s.a.p. graphics

Continued on page 4

Wheaton & Kensington Chamber of Commerce

Executive Committee

PRESIDENT

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

1ST VICE-PRESIDENT

Eddie Velasquez, DeJaBel Café
301-946-0020

2ND VICE-PRESIDENT

Sean Chrysostom, Chevy Chase Bank
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Department 301-929-8000

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James Onder, Onder Communication
Group 301-367-7023

Laura-Leigh Palmer, a.s.a.p. graphics
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Duane Rollins, 1894 Restaurant and
Tavern 301-962-1894

Kathleen Thompson, Jerry Thompson
Associates 301-565-8000

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301-933-6161

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Center 240-777-8100

Comdr Nancy Demme, Mont. Co. Police
- 4th Dist. 240-773-5515

Comdr Russell Hamill, Mont. Co. Police
- 2nd Dist. 301-652-9200

Manuel Hidalgo, LEDC - DC Office
202-588-5102

Pete McGinnity Wheaton
Redevelopment Program 240-777-8126

Administrator & Newsletter Editor

Vicky Surlis 301-949-0080

January 19 Budget Forum MCCAB Operating Budget Forum with the County Executive

Tues, Jan. 19 from 7:00 to 8:30 pm

Mid-County Citizens Advisory Board
will host one of County Executive Isiah
Leggett's Budget Forums to seek input
from residents about the significant
challenges facing the County in the
upcoming Fiscal Year 2011 Operating
Budget. It's being coordinated by the
Regional Services Center Director and
open to residents from all parts of the
County.

At the Leisure World
Clubhouse One Ballroom
3700 Rossmoor Boulevard
Silver Spring 20906

For more information, please call
240-777-8100.

Downtown Wheaton Flea Market

9:00 am to 3:00 pm
Every Sunday

Featuring vendors selling antiques,
collectibles, jewelry, clothing, handmade
soaps & lotions, crafts, handbags, toys,
silver and more. Free Admission.

In the Wheaton Triangle (corner of
Reedie Drive & Grandview Ave), one
block north of Wheaton Metro station.

For information or vendor application,
visit www.wheatonmd.org
call 301-649-1915 or
e-mail Ljohnsonshows@aol.com.

FREE Business Coaching Sessions

Montgomery County Small Business Owners Can Benefit

Thursday, January 21, from 10:00 am - 11:30 am

Rockville Library, 2nd Floor (large Conference Room)
21 Maryland Avenue, Rockville, Maryland 20850
240-777-0140

To register, email Jacqueline.arnold@montgomerycountymd.gov

Anne Busse, CEO, The Leadership Coaching Group
<http://www.theleadershipcoachinggroup.com>

Starting the Year off Right - Time Management and Goal Setting

As business owners, we have strong intentions and big plans. With proper time management and goal setting, these can become reality. Come to this workshop to learn how to define your goals and manage your time to realize them.

Montgomery County Department of Economic Development Stimulus Opportunity System (SOS)

Find current federal stimulus and other federal contract and grant opportunities available to all Montgomery County businesses in the new County Stimulus Opportunity System (SOS). SOS provides essential information including department, agency, solicitation number, contract or grant name, online link, and post date, as well as useful links including:

FedBizStat - track federal contract awards and related data

Teaming contacts - complete company name, address and contact information

Stimulus funded programs - sorted by agency, sub-agency, category and amount.

Access the SOS resource at
www.smartmontgomery.org.

"What's the County building in my neighborhood?"

There's an easy way to find out
How many times have you seen
County construction equipment in your
community and wondered, "What's
that going to be?" Now, there's an
easy online way to find out. Go to
www.montgomerycountymd.gov/neighborhoodprojects. You'll be connected to the interactive map that shows County construction projects in a particular area or select from the list of Regional Projects that appears below the map.

WELCOME TO THESE NEW MEMBERS!

Cellular Phone/Dish Network
The Cellular Connection
Michael Brannock
11339 Georgia Avenue
Wheaton, MD 20902
301-962-4190
MBrannock@MooreheadComm.com
www.ecellularconnection.com

Remodeling, Kitchen & Bath, Construction
Maxtor Contracting Group
Eric A. Aldrette
3602 Isbell Street
Silver Spring, MD 20906
301-830-8186
ealdrette@maxtor-cg.com
www.maxtor-cg.com

Government Services – Montgomery County
Wheaton Redevelopment Program
Planning & Special Projects,
Department of General Services,
Montgomery County
Rob Klein
101 Monroe St, Rm 907
Rockville, MD 20850
240-777-6016
rob.klein@montgomerycountymd.gov
www.wheatonmd.org/discover/redevelopment

THANK YOU TO THESE MEMBER RENEWALS!

Apartments
Privacy World at Glenmont
Metrocentre
Greg Eisenstadt
301-933-4000

Automobile Dealers
Fitzgerald Auto Mall-Wheaton
George Sydnor
301-933-7400
www.fitzgeraldautomall.com

Banks/Financial Institutions
Chevy Chase Bank
Sean Chrysostom
301-942-5166
www.chevychasebank.com

Credit Union
Lafayette Federal Credit Union
Abbey Abraham
301-929-7990
www.LFCU.org

Libraries
Wheaton Regional Library
Fran Ware
240-777-0686
www.montgomerycountymd.gov/library

Office Supplies & Furniture
First Call Office Products
Eric Stephens
301-963-8080
www.firstcallop.com

Property Management
Vista Management Company
Barry Wertlieb
301-649-1115
www.VistaCares.com

Real Estate
Miles Realty Company
Harold Weinberg
301-933-6161
www.milesrealty.com

Signs
Instant Sign Center, Inc.
SChuck Shafer
301-933-3191
signctr@aol.com

Storage
Extra Space Storage, Inc.
Michael Saxton
301-949-0362
www.extraspace.com

Spotlight on New Member
Maxtor Contracting Group

Maxtor Contracting Group is a small company that takes pride in helping home owners and families transform their homes and outdoor spaces into places of beauty and refuge while also adding value to their most important asset - their home.

If you are looking for a partner to help you get all your home improvement jobs done well and quickly, you have found the right one in Maxtor Contracting Group. We are family guys who recognize the constraints of most families: budget and time. We charge fair prices, deliver customized services, and pay attention to details like cleanliness and efficiency.

We are a family owned company serving the DC, MD, and VA area; our employees have more than 15 years of experience. Our core values are honesty, integrity and quality. Our company is completely focused on quality and we give each job the personal attention it demands.

Our attention to detail ensures that each job entrusted to us is completed in a proper and professional way. Our primary goal is to provide to our customers overall EXCELLENCE! For us, a customer that is 100% satisfied is the best and most effective way of marketing!

We Specialize In:

Additions - Basement - Finishing - Kitchen & Bath Remodeling - Decks - Doors - Drywall - Fences - Finish - Carpentry - Fireplace Mantels - Garage - Gutters - Handyman Services - Hardwood Floors Installation and Refinishing - Molding - Custom Paint (Interior and Exterior) - Porches - Power Washing - Roofing - Sheds - Siding - Stone Work - Sunrooms - Tile - Trim - Windows

We are also proud members of Local First Wheaton www.localfirstwheaton.org. Maxtor Contracting Group fully supports and promote economic growth and environmental sustainability and advocate for independent, locally-owned businesses in Mont. Co.

Maxtor Contracting Group www.maxtor-cg.com
Eric A. Aldrette ealdrette@maxtor-cg.com
General Manager (301) 830-8186 Office
3602 Isbell Street (301) 830-8184 Fax
Silver Spring, MD 20906 (877) 258-9956 Toll Free

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Annual Angels for Children Toy Drive A Great Success Despite Down Economy

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Thanks to Acorn Self Storage, and Karen Sears of United Stor-All, for providing storage space for the toys, supplies, and for trucks that moved the toys. And thank you to the Montgomery Housing Partnership - especially Eric Aldrette and Maureen Sweeney Smith, for organizing the kick-off and program this year. Also a huge thanks to Steve Sobolewski for organizing the troops and arranging for Rescue Squad vehicles on Christmas Eve.

Thanks to the many individuals, organizations, and companies who donated toys and money towards this program, wrapped and distributed the toys, or placed donation boxes at their businesses. Among the many who were so generous this year were:

Acorn Self Storage
 Avendra
 Bally's at Westfield Wheaton
 Brookside Gardens
 Raul Carvajal
 Sheila Sembly-Crum
 DeJaBel Café
 Evergreen School & families -
 especially Marcia and Paul Jacques
 The Gazette - especially
 Amber Parcher
 Jerry Thompson & Associates
 Dienneke Johnson
 Kensington Volunteer Fire Department
 Jamie & Paul Langlie
 Yvette Larmie
 Sam Lincoln
 The Little Bitts Shop*
 Mimi K. Lyddane
 Jack Marshall & Vicky Surles
 Catherine Melquist
 Montgomery Housing Partnership -
 especially Eric Aldrette,
 Robert Goldman, Jill E. Goodrich,
 and Maureen Sweeney Smith

Laura-Leigh Palmer
 Nana Design - especially
 Polina Pinchevsky**
 Donna K. Norman
 Howard & Colette Norton*
 Elvis & Rosario Onyekwere
 I Amelia Rosenbeck
 Royal Mile Pub
 Houman G. Samimi
 Barbara L. Spencer
 United Stor-All - especially
 Karen Sears
 Vizada, Inc. ** - especially
 Robert & Cheryl Baker*
 Mary Baumgartner*,
 April de Bremond
 Terry Rexford*
 Thomas & Barbara Turner*
 Westfield Wheaton
 Wheaton Studio of Dance
 Wheaton Volunteer Rescue Squad -
 especially Steve Sobolewski

* Monetary donation of \$100 or more
 ** Monetary donation of \$200 or more



Photo courtesy of a.s.a.p. graphics



2 Lower Photos courtesy of Karen Sears-Becker

December 2 Holiday Mixer and Kick-Off Annual Toy Drive



The Chamber celebrated the season with a wine buffet sponsored by the nonprofit Montgomery Housing Partnership.



Photos courtesy of Vicky Surles

The festivities were at MHP's Pembridge Community Center, at 2315 Blueridge Avenue in Wheaton. Maureen Sweeney

Smith, Communications Manager with Montgomery Housing Partnership at that time, arranged the event that was also the kick-off of the 11th annual Angels for Children Holiday Toy Drive.



Continued on back cover

Spotlight on New Member The Cellular Connection



The Cellular Connection is a premium retailer for Verizon Wireless that recently opened in Wheaton. They offer accessible services and unique customer service with competitive pricing, and are part of Moorehead Communications. A cell phone is personal and The Cellular Connection takes the time to get to know clients to select the phone to fit their needs.

The Cellular Connection is also one of the leading DISH Network dealers in the area providing family HTV, premium movie packages and more. They employ their own group of installers and service personnel, unlike most DISH retailers. This insures the highest quality job when installing a DISH system in homes. They also have a top notch support group to answer questions or help with satellite related problems.

Moorehead Communications began as an Interconnect company selling and installing business telephone systems. In 1990 Moorehead Communications became an Authorized GTE Wireless Agent and in 1991 the cellular division, known as "The Cellular Connection," was formed. Their first retail

store was in Marion, Indiana, where the corporate offices are still located today. Over the years they have grown to be the largest Verizon Wireless premium agent in the midwest with over 180 locations in Indiana, Illinois, Michigan, Ohio, Kentucky, Wisconsin, Missouri, Pennsylvania, and Minnesota.

The Cellular Connection owes its success to its management and their ability to recruit top shelf people and train them with a comprehensive, continually-updated training program, resulting in knowledgeable professionals who understand the meaning of customer service.

The Cellular Connection
Michael Brannock
11339 Georgia Avenue
Wheaton, MD 20902
301-962-4190
MBrannock@MooreheadComm.com
www.ecellularconnection.com

2010 Legislative Preview and an Update on Developments in the Town of Kensington

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Delegate Al Carr said they've had four meetings this fall regarding money issues. He is sponsoring an "Enterprise Zone" bill which could make county tax credits available to business tenants who make certain property improvements rather than just the property owner. The Maryland unemployment fund is running low and the government is looking into ways to fill those coffers without burdening business owners.

Delegate Jeff Waldstreicher said that on the state level, there will be no tax increases this year, thanks in part to some tough decisions made early in the recession. He also spoke about redevelopment and said Wheaton is ready for



increased density near the Metro.

Senator Richard Madaleno explained that 82% of state revenue comes from

income and sales taxes and that obviously those have sustained a big hit. All of this has spawned some new ideas for sources of revenue. One of those that MD and other states are looking into is the "Amazon.com" tax, collecting tax on internet sales.



Photos courtesy of Vicky Surles

The toughest part is figuring out where to make any cuts. That task is made even more difficult because 80% of the state's budget has to be devoted to education, safety and health care, leaving just 20% in which to slice and dice. Health care reform will impact the budget, and the state may have to dip into its "rainy day" fund.

To keep informed on the activities of Montgomery County's House and Senate delegates to the Maryland General Assembly visit their website at www.montgomerycountydelegation.com.

The General Assembly has 47 Senators and 141 Delegates elected from 47 districts. The Maryland General Assembly website <http://mlis.state.md.us> has bill information and status, hearing schedules, and contact information.

Businesses and Residents Contribute Over \$3,000 to Holiday On Duty Fund this Season

The Holiday On Duty Fund makes sure that the Public Safety personnel are fed Holiday meals on Thanksgiving and Christmas Day. And for the last four years, also on New Years.

Our Business/Residential Community contributed over \$3,000 for the campaign, even in these times of economic stress and uncertainty.

This is the 11th year the Wheaton & Kensington Chamber of Commerce has sponsored the event, all with Ellen Riger as chairperson.

The agencies served holiday meals were: the Wheaton Rescue Squad, Montgomery County Police 4th District Station (Wheaton/Glenmont), officers from the Montgomery

County 2nd District Station (Bethesda/Kensington), and all Kensington Volunteer Fire Stations were invited to join firefighters at Station #5.

Every contribution, large or small, helps the Chamber realize its goal of feeding the officers on duty during the holidays. All monies raised go directly to our Holiday On Duty Fund.

The Chamber is very grateful to two special vendors who always make this Fund possible: Shaul Kosher Market in Kemp Mill, and Honey Baked Ham in Gaithersburg.

This community project is a tribute to our Public Safety personnel. In this way our community works together to say "Thank You"! The Chamber also wishes a heartfelt "Thank You" to all of our contributors.



Contributors to Holiday On Duty this year include:

Alan Levin Foundation**
Jose Carrero
Maureen Carrington
Deborah Chen
Crossway Community*
LA & LK Greenberg Charitable Foundation***
Robert Hungerford
Attorney at Law Neil Johnson, Esq.
Kensington Volunteer Fire Dept**

Rob Klein
The Little Bitts Shop*
Jack Marshall & Vicky Surles
Leslie McDermott
Lynn Murphy*
Kenneth Nelson*
Julie O'Malley
Ellen Riger
George Sydnor*
Sherwood Associates***

Maureen Sweeney Smith
Theresa Testoni
Kathleen Thompson*
United Methodist Women of Hughes
United Methodist Church**
Lucy Wells

* Donation of \$100 or more

** Donation of \$250 or more

*** Donation of \$500 or more

Montgomery County Offers Tips to Protect Yourself from Flu

The H1N1 virus is circulating in the community. Montgomery County expect shipments of vaccine to begin arriving in late October. We will receive vaccine supplies in small amounts to begin with, therefore we will begin by vaccinating those in the target groups (pregnant women, children between 6 months and 24 years, adults with chronic conditions, health care workers and household contacts of infants under the age of 6 months).

Eventually, we will have enough vaccine for everyone who wants to get vaccinated. Private health care providers and local retailers will also receive vaccine. When vaccination clinic dates, times and locations are confirmed, we will post information at www.montgomerycountymd.gov/h1n1flu.

The County's flu hotline (240-777-4200) is open Monday through Friday from 9 a.m. to 5 p.m.

Everyone can help prevent the spread of influenza - cover your cough, wash hands frequently, stay home if you are sick and stay informed.

Check the County's flu website frequently for information - www.montgomerycountymd.gov/h1n1flu.

Marketing Tip: Perfecting the Elevator Speech

Do you have an elevator speech? Business people must be able to speak about their business to others clearly and with passion. You also must be able to do it succinctly. The elevator speech - so named because it is brief - is a critical communication tool that too many professionals disregard. Here are a few things to keep in mind when creating or improving your elevator speech.

You have a small amount of time to make a big impression, so choose your words carefully. Avoid industry jargon, focus on your core products/services and stay away from too many details. Use action words (ending in "ing") that convey energy and excitement.

Practice makes perfect, so make the time to practice. Some experts suggest rehearsing in front of a mirror while others recommend practicing in the car. Either place is fine. Most of us are not accomplished public speakers and practicing builds confidence; something your listeners will definitely notice.

Your company is constantly changing and your elevator speech should too. You don't get more time to add new information, so you'll have to determine what needs to come out in order to keep your elevator speech tight and on point.



www.wkchamber.org

Wheaton & Kensington Chamber of Commerce Breakfast Mixer

Microsoft



Windows 7

A firsthand look at Windows 7: Helping your business work the way you want!

Get up close and personal with the latest productivity enhancements and security improvements that Windows 7 provides – so you can spend more time helping your business grow.

New features include:

- **Jump Lists** - Go right to documents, pictures, songs, or websites used most.
- **Peek** - Look right through open windows to see the icons and files on your desktop.
- **Shake** - To focus on one window, shake it, and all other open windows on the desktop will be hidden. Shake again, and they're all back.
- **Snap** - Instantly arrange two windows side by side.



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Presented by:
Richard Meisner and Bogdan Glinkowski
of Terrapin Information Services Corporation
A dedicated team of IT professionals who specialize in assisting small and medium sized businesses with information technology.

Wednesday, January 20, 2010

from 7:30 – 9:00 AM
at

The Crossway Community Center

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



CROSSWAY
COMMUNITY

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.

Ask Microsoft Partners questions about upgrading your system • Get a chance to win door prizes, vouchers for IT services, and discounts • Space is limited so be sure to register today!

Continental Breakfast • Mix & Network with Other Businesses

Cost is \$5 in advance (option for members only) or \$10 at the door

**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 \$5 in advance (option for members only) or \$10 at the door

Note: Our Breakfast Mixers are usually on the fourth Wednesday of the month; this one is a week early.



December 2 Holiday Mixer and Kick-Off of Annual Angels Toy Drive

Continued from page 4

Toy Drive organizers talked about the process of collecting donations and gifts throughout December and distributing toys on Christmas Eve.

Robert Goldman, the Montgomery Housing Partnership President, said a few words about

the history and good works of his organization. Other volunteers from MHP and the entire area were on hand.

Thank you to all those who brought toys to donate. The Chamber also donated \$5.00 of each entrance ticket to the Toy Drive.



Photos courtesy of Vicky Surlles

Wheaton & Kensington

Chamber of Commerce

the voice **301-949-0080**

for **2401 Blueridge Ave, Suite 101**

YOUR business! Wheaton, Maryland 20902

e-mail: wkchamber@wkchamber.org

website: www.wkchamber.org

Postage