



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 2010

www.wkchamber.org

Green Business Certification Program Greening Business and Profit

Montgomery County Maryland's new Green Business Certification Program recognizes businesses and other entities that have taken voluntary steps to protect, preserve, and improve the environment. Certified businesses are listed in the County's online Green Business Directory at <http://mcgreenbiz.org> and showcased through press releases and case studies. The May 26 Chamber Mixer focused on

green business operations with Doug Weisburger of Montgomery County's Dept. of Environmental Protection and the Green Business Certification Program.

Also, Steve Greenfield, of Mont. College Workforce Development & Continuing Education shared information about Montgomery College's participation, and the availability of short training courses that assist businesses in becoming certified. He discussed the other Green business-focused course offerings and how they relate to the business community.

The meeting was in the beautiful Brookside Gardens Visitors Center, 1800 Glenallan Avenue, Wheaton, MD 20902 / www.brooksidegardens.org / 301-962-1400. We are grateful to Brookside Director Stephanie Oberle and Leslie McDermott, Marketing Director.

The Green Business Certification Program is designed to assist and recognize businesses taking voluntary steps to go above and beyond basic
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Photos courtesy of Vicky Surles



New Contracting Opportunities for Small Businesses in the LSBRP

Montgomery County's Local Small Business Reserve Program (LSBRP) was created by County Executive Isiah Leggett in December 2008 to help maintain the stability of our local economy at the onset of the current economic downturn. Nearly 95% of the County's companies are considered small businesses. Together, they are a strong and powerful engine that drives our local economy.

The June 23 Chamber mixer was held at Crossway Community, and featured an overview of the LSBRP, which is designed to help small businesses in Montgomery County obtain work with the county. A presentation by Kenneth Taylor, Manager, Office of Business Relations and Compliance with the LSBRP, County Department of General Services (DGS) explained how to get notified of upcoming procurements, and download and access procurements.

Under the LSBRP, Montgomery County's departments and agencies have made a commitment to

allocate at least 20% of their purchases of goods and services for our local small business community. The County is expected to award \$40 million in contracts during FY11.

What is a Small Business under the LSBRP?

A business must be independently owned and operated; not a subsidiary of another business; not a broker; not dominant in its field; and must generate a significant amount of economic activity in the County



Continued on page 5



Mixer photos courtesy of Vicky Surles

Wheaton & Kensington Chamber of Commerce

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Redevelopment Program 240-777-8126

Administrator & Newsletter Editor

Vicky Surles 301-949-0080

Public hearing to be held on the Public Hearing Draft Wheaton Central Business District (CBD) and Vicinity Sector Plan

Thursday, July 29, at 7 pm

At the first floor auditorium of the
Montgomery County Planning Board
8787 Georgia Avenue
Silver Spring, MD 20910

The Plan includes: short and long-term
revitalization strategies; extending
mixed use zoning beyond the CBD to
surrounding commercial areas; removal
of the Wheaton Retail Overlay
Zone; rezoning to the mixed-use
Commercial/Residential (C/R) Zone;
new public use spaces including a major
civic space in Wheaton's Core; and a
recommendation for an additional
elementary school if needed.

- Access the Public Hearing Draft of the
Wheaton Central Business District and
Vicinity Sector Plan. Sign up to speak
at the public hearing – oral testimony is
limited to 3 minutes per person and total
testimony will be limited to 2 hours.

- Anyone appearing before the Planning
Board must provide 10 copies of all
materials presented to the Planning
Board, including presentations, letters,
photos, maps, etc.

- Send written testimony instead of
(or in addition to) addressing the Board
orally to mcp-chair@mncppc-mc.org or
Montgomery County Planning Board,
8787 Georgia Avenue, Silver Spring,
MD 20910.

- Copies of the Plan will be available
in the Wheaton Regional Library.
Contact Sandy Tallant at 301-495-1329
or sandra.tallant@mncppc-mc.org.

Media Backgrounders

For positive media coverage

– James Onder, Onder Communications

Gaining positive media coverage is no small
accomplishment; it can be gold, especially
for small to medium organizations and
companies in the Wheaton and Kensington
area. It confers legitimacy, attracts cus-
tomers, and gives everyone a constructive
way of looking at your organization or
institution.

Non-profit organizations thrive on it too
because notoriety can motivate donors. So,
how do you bait the journalistic hook? One
way is to schedule a media backgrounder
briefing.

Backgrounder briefings are conducted
to prepare the news media for emerging
issues like plans for a new building, a new
business, program or technology, or to
introduce a new piece of equipment.

Unlike a news conference, where
spokespersons talk through the media to the
public, a backgrounder briefing is designed
to provide detailed facts and contextual
information directly to the media, before
an actual hard-news story takes place.

As just an example, let's say your depart-
ment just purchased a new fire truck. You
would like to present it to the media and to
celebrate its arrival and dedication. These
are some ideas for conducting a media
backgrounder briefing.

Develop Good Messages

There are several messages that you will
need to consider for the dedication of a new
vehicle. Discuss the primary features of the
vehicle. This, of course, will be of interest
to the media. Features include: the state-of-
the-art ergonomic design, speed, maneuver-
ability, light and a siren package, custom
options.

Continued on page 6

New Montgomery County Non-Emergency Services Call Center is "3-1-1"

Get county government information and non-emergency services by calling 3-1-1. Also access this one-stop shop online at www.montgomerycountymd.gov/311. The call center is open Monday through Friday from 7 am to 5 pm, and the website is available 24/7. Trained representatives who speak Spanish, Korean, Chinese, Vietnamese and French are available.

In the event of an emergency event, like a water main break, H1N1 flu epidemic, or weather-related incident, the MC311 system incorporates real-time information.

Residents can dial 240-777-0311 – also the number to use for calls originating outside the county. By consolidating different county department call centers and information and tracking systems, the program is projected to save more than \$10 million in savings between the current and coming fiscal years.

WELCOME TO THESE NEW MEMBERS!

Advertising Specialties/ Promotional Products

BrandUworld
Sanita Alrey-DeBose
3329 Sea Port Way
Silver Spring, MD 20902
713-857-0584
contactus@BrandUWorld.com
www.BrandUWorld.com

Advertising Specialties/ Promotional Products

Promo-Vision Inc.
Michael Wagner
5301 Strathmore Avenue
Kensington, MD 20895
301-571-1515
promovision@starpower.net
www.promovisionline.com

Correction from last issue: Computer Consulting

WH Consulting
Wendy K. Howard
P.O. Box 6398
Silver Spring, MD 20916
301-946-5091
mail@whconsults.com
www.whconsults.com

THANK YOU TO THESE MEMBER RENEWALS!

Accountants

Sherwood Associates, Inc.
Nancy Sherwood
301-933-1222
nsherwood@saitaxes.com

Apartments

MetroPointe Apartments
Jennifer M. Livingston
301-933-4973
www.MetroPointeApts.com

Arts Organizations

Kensington Arts Theatre - KAT
Reservations c/o Town Hall
206-888-6642
www.katonline.org

Arts Organizations

Montgomery Art Association
RSandy Cepaitis
301-564-0331
www.MontgomeryArt.org

Attorneys

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

Civil Engineers

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

Communications

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

Community Services

YMCA Silver Spring
Saurabh Paul
301-585-2120
www.ymcadc.org

Concrete Contracting

Creative Concrete Corp.
Walker Simpson
301-565-0246
www.creativeconcrete.com

Gift Baskets

EllenOriginals
Ellen Riger
301-946-7141
www.EllenOriginals.com

Graphic Design/Web Design

Letterforms Typography & Graphic Design
L. Jeannette Feldner
301-942-9186
www.letterformsdesign.com

Graphic Design/Web Design

SW Creatives, LLC
Shala W. Graham
301-891-0111
www.swcreatives.com

Housing/Community

Jubilee Association of MD, Inc.
Tim Wiens
301-949-8628
www.jubileemd.org

Music & Audio Systems

Washington Professional Systems
Brett Schneider
301-942-6800
www.wpsworld.com

Musical Instruments

Chuck Levin's Washington Music Center
Robert Levin
301-946-8808
www.wmcworld.com

Newspapers

The Gazette
Jim Mannarino
301-670-2648
www.gazette.net

Pediatrics

Pediatric Associates
Steve Sahn
301-933-6440
www.pediatric-associates.org

Pharmacies

Kensington Pharmacy
Huseyin C. Tunc
301-933-6165
www.kensingtonrx.com

Photographers

Colella Photography
Michael J. Colella
301-942-2853
www.ColellaPhoto.com

Photographers

Photography By Grossman
Patricia B. Grossman
301-920-0335

Plumbing

R.L. Voight & Son, LLC
John L. Seymour
301-946-6100
www.rlvoight.com

Real Estate

Greenhill Realty Company
Leonard Greenberg
301-657-2525
www.greenhillcompanies.com

Restaurants

**IHOP –
International House of Pancakes**
William Moore
301-942-2323
www.ihop.com

Restaurants

Nava Thai Restaurant
Ladavan Srigatesook
240-430-0495
www.NavaThai.Food.OfficeLive.com

Shopping Centers

Wheaton Shopping Center
David Aaronson
301-657-1110

Veterinarian

Kindness Animal Hospital
Dr. Jeff Zolkiewicz
301-949-2511
www.KindnessHospital.com

May 26 Breakfast Mixer – Greening Business and Profit

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green measures to reduce their ecological footprint. The program seeks to spur innovation and environmental responsibility so that forward-looking businesses that embed issues of sustainability into their day to day operations and supply chain decisions are rewarded for their environmental leadership.

The application is based on a checklist of actions in seven categories:

- * Organizational Commitment
- * Waste Reduction & Recycling
- * Environmentally Responsible Purchasing
- * Energy Efficiency and Renewable Energy
- * Efficient Runoff Management and Water Use
- * Pollution Prevention
- * Transportation and Travel



Photos courtesy of Vicky Stiles

Training Courses

Montgomery College provides on-going courses to help you green your business operations (see www.montgomerycollege.edu/wdce/bits/goinggreen.html) including:

- * How to Become a Green Certified Business (in person and online)
- * The Business Case for Greening Your Operations
- * Leading Environmental Change within Your Organization



Doug Weisburger is the Sustainability Program Coordinator of DEP Environmental Policy and Compliance, Clean Energy Rewards program of the County Department of Environmental Protection at 255 Rockville Pike, Rockville, MD 20850 / 240-777-7775
douglas.weisburger@montgomerycountymd.gov.

Steve Greenfield, Instructional Dean, Mont. College, Workforce Development & Continuing Education Business, Information Technology & Safety Unit
Steve.Greenfield@montgomerycollege.edu / 240-567-2583.



The event was sponsored by Montgomery College, Workforce Development & Continuing Education www.montgomerycollege.edu/wdce. Details on how the certification

program works, and information on how to register for the Montgomery College “crash courses” and webinars on the certification process can be found at www.mcgreenbiz.org.



Montgomery County Green Business Certification Program

History

- Program is modeled after the successful Bay Area Green Business Program in California and also draws on programs in Santa Monica, Sacramento and Sarasota.
- Distinct from LEED certification which focuses on buildings and major systems; the County's program is based on day to day operations and policies.
- Partnership with the Montgomery County Chamber of Commerce and Montgomery College – momentum, ownership, training, support and perspective.
- Significant stakeholder feedback over the course of more than a year.
- Launched this past fall; 20 certified businesses.

Program Overview

- Voluntary.
- Initial focus on office/retail.
- Modest certification fee - \$250 for Large (25+ FTEs) and \$100 for Small (less than 25).
- Re-certification every two years.
- Certification by individual facility.
- Higher number of requirements for large businesses as well as owner-occupiers (as opposed to tenants).
- On-site verification using outside consultants (3rd party).
- Very extensive Resource Guide that can be accessed by clicking on each action within the application.
- Promotes a comprehensive and results-oriented approach to sustainability.

Training Opportunities

- Mont. College offers a crash course in getting certified.
- The College is also creating a “Sustainability Practitioner Certificate”. Series of courses including:
 - Creating a Sustainability Plan
 - Employee Engagement
 - Building a Case for Sustainability
 - Corporate Governance
 - Reporting and Communication
 - Energy and Climate Change
 - Green Supply Chain
 - Green Marketing

Examples of Savings:

Marriott estimates it will save about \$100,000 at its headquarters by shifting from evening to daylight cleaning, keeping their lights off for a far longer period.

Bethesda Green worked with its landlord to replace fluorescent fixtures with LEDs and projects an annual savings of more than 12,000 Kilowatt Hours.

Honest Tea has engaged its landlord, Federal Realty, in ongoing discussions which, in part, contributed to Federal Realty's financial support of Bethesda Green.

Opportunities for Small Businesses

Continued from page 1



BENEFITS OF PARTICIPATION

A level playing field: competition is limited to small businesses of the same size or revenue base

Fuel for the county's economy: participation strengthens the small business engine that drives the local economy

Job protection: participation supports and increases the stability of the County's employment base



Photos courtesy of Vicky Surles

ELIGIBILITY

Ownership Eligibility

Independently owned businesses only; brokers and subsidiary businesses are not eligible.

Eligibility

A federal tax number or

W-9 in the name of the business is required.

Location

The business must have an operational base in Montgomery County.



Computer Requirements

1. Valid e-mail address.
2. Ability to electronically transmit required documents.
3. Ability to electronically

receive e-mail and documents, including solicitations.

Direct questions to our speaker:

Kenneth Taylor, DGS

Office of Business Relations & Compliance,

255 Rockville Pike, Suite 180, Rockville, MD 20855

Ken.Taylor@montgomerycountymd.gov / 240-777-9959

Local Small Business Reserve Program (LSBRP)

www.montgomerycountymd.gov/lbrp

To enroll in the LSBRP: www.mcipcc.net

Follow the easy, step-by-step instructions, and registration will be completed in just a few minutes. Read the Frequently Asked Questions and browse the website for additional program information.

Crossway Community Center is at
3015 Upton Drive

Kensington, MD 20895

www.crossway-community.org

301-929-2505.



CROSSWAY
COMMUNITY

Spotlight on New Member

Promo-Vision Inc.

Promo-Vision is an independent distributor of custom imprinted promotional products. They also carry a full line of apparel, from fun items to the traditional - that can be embroidered or screen printed with a company's logo or images. The company is owned and operated by Camille & Michael Wagner from their home in Kensington.

Promo-Vision has been in business since 1995, and by operating the business themselves without a commissioned sales staff, the couple is able to keep their overhead down. They then pass this savings on to their clients.

The business represents over 2,500 suppliers who offer over 300,000 different items that can be imprinted. Their online catalog is easily searched for items to - for example: improve traffic at trade shows, motivate staff, thank a customer, or increase safety awareness. Visit their website at www.promovisiononline.com - or for personalized service call 301-571-1515.

For Promotional Products, Screen Printing & Embroidery:

Michael Wagner

Promo-Vision Inc.

5301 Strathmore Avenue

Kensington, MD 20895

promovision@starpower.net

www.promovisiononline.com

ph: 301-571-1515

fax: 301-949-2079

PROMO-VISION

promotional products • screen printing • embroidery



Michael Wagner

5301 Strathmore Avenue • Kensington, MD 20895

phone 301-571-1515 • fax 301-949-2079

cell 301-335-4850

email: promovision@starpower.net • www.promovisiononline.com

The 25th Anniversary Montgomery College Foundation Annual Golf Classic

will take place on Monday, September 13 at the Woodmont Country Club at 1201 Rockville Pike, Rockville, MD 20852.

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

For more information, call 240-567-5378 or visit <http://cms.montgomerycollege.edu/edu/departments.aspx?id=10613>.

Media Backgrounders

For positive media coverage

Continued from page 1



However, the media will be more interested in how the public's needs will be served. Highlight issues important to the public about what your department can do now that it could not do before this purchase.

Prepare Activities

Bringing the media together in the morning with some muffins and juice adds a special flair to the event. Follow the adage, *promise them food and they will come*. Bring people into the picture. Have community leaders make a presentation and sing the praises of the new equipment as a service to the community. Prepare a tour of your facility. Also, have officers demonstrating the various aspects of the vehicle.

Remember, the media don't like to be told, they like to be shown. Arrange a ride-along or stage the briefing at a training facility where some of the advantages of the vehicle can be demonstrated under real-world conditions.

Do not forget the print media. Prepare detailed information and provide a list of resources they can contact for other points of view. For radio, offer a guest for their interview.

Bridge to Other Issues

Since you have welcomed the media into your building, backgrounder briefings can be a great opportunity for the media to know you, the functions of your department, and your officers. Start with a tour of the facilities. Continually let the media know that your department is "the source" for information about all emergency services, the specific issue being discussed, and that you welcome future media contacts.

Prepare for Challenging Questions

While most questions at these occasions will be non-threatening, reporters are always looking for drama and conflict to bring a story to life even during happy times such as the dedication of a new vehicle. They may ask you for comparisons, trends, long-term effects of an issue, or how your department plans to prevent a problem that happened one-time some months ago, how your department differs from others, etc. The rule is: Prepare for those two or three questions you'd really rather not answer – you'll probably get one of them.

One of the challenging questions might involve survey data and price of the vehicle. For example, say a reporter asks: *What percentage of the emergency runs will involve the new vehicle? What do other fire departments pay for their vehicles?* After responding with a basic fact, bridge to qualitative factors attached to the issue such as health, safety, and environment.

Conclusion

These special media backgrounder briefings are useful to foster trust and goodwill among the same reporters that will be knocking on your door during a "bad news" situation or that will answer the telephones when you pitch a story. It's a good policy to continually add to the reservoir of goodwill with the media.

– Jim Onder, Onder Communications 301-367-7023

WH Consulting – a Personal Success Story Quality Computer Services and Training

My company's focus has always been to help small businesses achieve a greater level of success. This means providing more than software training but also helping organizations achieve an efficient and rewarding work environment. One of my specialties is working with medical and legal practices; understanding their special needs and concerns.

In addition, I have worked with visually impaired clients using many different types of equipment including Braille devices, low vision monitors and displays, and other computer accessible programs. I have also worked with individuals in wheelchairs, the elderly, and others using English as a second language.

I've lived in the D.C area practically all my life except for attending the University of Vermont. After graduation, I went to work renting and selling computers. As one of the few women in the field at that time, I was able to learn about the design and building of computers, and realized that my talents were in figuring out how everything worked together and helping others understand.

In 1992, when I started WH Consulting, superstores were taking over the market and the average user had to rely on these huge stores for anonymous support. There was a lack of personal, tailored help and advice for small companies and individuals. My goal became to provide a better, customized experience for the end user in all aspects.

I achieved great success as my company grew steadily for 15 years. But in 2006, I started experiencing vision and motor problems that lead to a diagnosis of Devic's Disease in 2007, a rare (one in five million), debilitating disease that put me in a wheelchair for over a year and a half. After grueling physical therapy, I learned to walk all over again. Through hard work, perseverance and the help of others – my caregivers, my friends, and especially my family – I was able to overcome this disability.

Because of my illness, my business was put on hold for a while. And now, for the past year, I've been rebuilding my company, updating my brand and website, and working on partnerships with other small business owners. I've lived in Wheaton for eight years and love its diversity and many attractions, including strong neighborhood ties and outstanding restaurants and shops.

I'm always looking for new clients as well as new partnerships, and I encourage members of the Chamber to see if we can help each other achieve even more success in the days to come.

– Wendy K. Howard, WH Consulting



Providing Quality Computer Services and Training Since 1992
www.whconsults.com

Wendy K. Howard
Owner

PO Box 6398
Silver Spring, MD 20916-6398
Tel: (301) 946-5091
Fax: (301) 946-5092
Email: woweeh@aol.com



www.wkchamber.org

Wheaton & Kensington Chamber of Commerce Breakfast Mixer

Building an Effective Web Presence

"Build it and they will come" is not true when it comes to websites.

Learn the essentials of creating a successful web presence that is rooted in your company's branding and marketing strategy. Find out cost-effective and free resources, monitoring your traffic and ranking higher in Google searches.



A presentation by:

Shala W. Graham, Principal/Creative Director of SW Creatives, LLC

SW CREATIVES, LLC
A COMMUNICATIONS DESIGN FIRM

www.swcreatives.com

301-891-0111

Wednesday, July 28, 2010

from 7:30 – 9:00 AM

at

Hollywood East Café

11160 Veirs Mill Road, #136, Wheaton, MD 20902

in Westfield Wheaton Plaza Restaurant Row, near door #12

www.hollywoodeastcafe.com / 240-290-9988



~ Special HOT Breakfast *including* Dim Sum • Cost is \$10 ~

~ 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

Send payment to

Wheaton & Kensington
Chamber of Commerce
2401 Blueridge Ave, Suite 101
Wheaton, MD 20902

(Company Name)

(Phone Number)

(e-mail address)

(Attendee)

(Attendee)

(Attendee)

Payment by: Check Total Amount \$ _____ for _____ Reservations

Payment by: Visa MasterCard AmericanExpress

Account #: _____

Expiration Date: ____ - ____ - ____ Name on Card: _____

Signature: _____

Address Card is Issued to: _____

Cost is \$10

Our Breakfast
Mixers are
on the fourth
Wednesday
of the month.



2011 Community Guide
Advertise in the 2011 Community Guide
and W&K Chamber of Commerce
Directory currently being prepared.
Call Vicky Surles 301-949-0080
or e-mail vicky.s@wkchamber.org.

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

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

Artists from all over Montgomery County display their creativity with original artworks. Each artist must enter at least one work that represents Kensington.

Location:

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

Show Hours:

Saturday, September 5, noon - 4:00 pm
- Reception at 6 - 7:30 pm
Meet the artists ~ Refreshments will be served

Sunday, September 5, noon - 4:00 pm
Monday, September 6, 9:30 am - 4:30 pm

Visit www.MontgomeryArt.org

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

Through September 19, 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

Wings of Fancy focuses on butterflies in our backyards, and the host plants local caterpillars need to survive. Also see hundreds of North American, Costa Rican, and Asian butterflies flying freely inside the Conservatory.

Wheaton & Kensington

Chamber of Commerce

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

e-mail: wkchamber@wkchamber.org

website: www.wkchamber.org

Postage