



Wheaton & Kensington Chamber of Commerce

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

the voice

March-April 2010

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

WSSC: Answers about Water Rates and Replacing Aging Infrastructure

What's being done in the area about water and sewer pipe replacement? At the February 24 Mixer we learned more out about our water and rate increases during a multi-media presentation at the Warner Memorial Presbyterian Church, located at 10123 Connecticut Ave, Kensington, MD 20895 (301-949-2900 www.warnermemorial.org).

The Washington Suburban Sanitary Commission (WSSC) is entrusted by the community to provide safe and reliable water, life's most precious resource, and return clean water to our environment, all in an ethically and financially responsible manner.

Jim Neustadt, Director of Communications and Community Relations at

WSSC, gave the presentation. Jim, a former television news producer for 35 years, won four Emmy Awards for broadcast journalism while at NBC4 (Channel 4).

WSSC is the 8th largest water and wastewater utility in the nation, serving more than 1.8 million residents in Montgomery and Prince George's counties. With 7 water and waste-



water plants, nearly 5,500 miles of fresh water pipeline and over 5,300 miles of sewer pipeline, they have never had a drinking water quality violation in their 90-year history.



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Upgrading your System to Windows 7: A Firsthand Look from Microsoft Partners

The Chamber's January 20 mixer was at Crossway Community Center, 3015 Upton Drive, Kensington, MD 20895 (301-929-2505 www.crossway-community.org).

Presented by Richard Meisner and Bogdan Glinkowski, of Terrapin Information Services Corp, dedicated IT professionals and Microsoft Partners, who specialize in assisting small and medium sized businesses with information technology.



Photos courtesy of Vicky Surles

Microsoft Community Connections is a national initiative designed to help bring awareness of Windows 7, Microsoft's new browser, to local business community organizations. It also provides an opportunity for technology partners to engage with these organizations.



By connecting locally with businesses and technology partners, Microsoft Community Connections tries to help to stimulate local business growth.

Windows 7 can help businesses with productivity enhancements and security improvements.

New features include:

- Aero - Subtle animations and translucent windows.
- 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.
- Pin - Keep programs and files handy: pin them to the Taskbar or Jump Lists.
- 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.



Continued on page 4

Wheaton & Kensington Chamber of Commerce

Executive Committee

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LLC 301-801-1972

VICE-PRESIDENT

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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

Duane Rollins, 1894 Restaurant and
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Kathleen Thompson, Jerry Thompson
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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

How Your Utilities Can Help You Save \$\$ – Appliance REBATES

All electricity utility companies serving Montgomery County are offering rebates to their customers, under the Governor's EmPower Maryland initiative, on select ENERGY STAR qualified appliances.

Not only will you get between \$20 and \$200 for each appliance, you will also lower your energy costs by replacing your older, energy-guzzling models.

Pepco is offering a \$20 rebate on qualified water heaters, \$25 on room air conditioners and \$50 on refrigerators.

Allegheny Power is offering a \$25 rebate on qualified dishwashers, clothes dryers, room air conditioners, freezers and programmable thermostats. It is offering \$50 on refrigerators and \$75 on clothes washers. You can even get up to \$200 back on central air conditioners and heat pumps.

BGE is offering a \$25 rebate on qualified room air conditioners and \$50 on refrigerators and clothes washers.

Information on other County, State and Federal incentives are on the Department of Environmental Protection's web site <http://www.montgomerycountymd.gov/deptmpl.asp?url=/content/dep/Energy/incentives.asp>.

Visit The Straight Line

A new blog, The Straight Line, offers Montgomery County's Planning Department's take on community design – the buildings, streets and spaces that make up where we live, work and play. Their planners and architects will look at building form, sustainability and energy use, and the just plain quirky.

Check out the musings at <http://montgomeryplanning.org/blog-design>.

Call 301-495-4600 or contact www.montgomeryplanning.org.

Pro Bono Financial Clinic

Let the financial experts help solve financial problems.

Wednesday, March 17, 6 - 8 pm
Sunday, March 21, 2 - 4 pm

Gilchrist Center for Cultural Diversity
11319 Elkin Street, Wheaton, 20902

First-come, first-served, until full. Call 240-777-4940 for more information.



Royal Mile Pub
Céad Mile Fáilte!
A hundred thousand welcomes!

Celebrate St. Patrick's Day
all day on Wed, March 17!

A \$4.00 cover charged after 4 pm.
Raise a glass and toast!

Come enjoy some Irish rock
from "Paddy Goes West" at 8 pm.

View their calendar here online at
www.royalmilepub.com/calendar.htm

Montgomery County Council to Host Town Hall Meeting on March 24

Residents Invited to Express Views on Issues, Ask Questions of Councilmembers

The Montgomery County Council hosts a Town Hall Meeting for the Kensington/Garrett Park area on Wednesday, March 24. The meeting at the Housing Opportunities Commission Office Building located at 10400 Detrick Avenue in Kensington will start at 8 p.m. A pre-meeting reception will begin at 7:30 p.m.

The meeting will allow residents to voice their opinions on specific issues and will allow them to ask questions of the Councilmembers in an organized, but informal, setting. Topics expected to be of interest include proposed Sector Plans, schools, public safety, traffic, growth, the County budget and taxes.

The meeting will be taped for later broadcast on County Cable. Susan Kenedy, a producer for the county station, will moderate the meeting. For more information about the Town Hall Meeting or about the broadcast times, call 240-777-7931.

WELCOME TO OUR NEW MEMBERS!

Residential Real Estate
Long & Foster Real Estate
Jan Thomas
4650 East West Highway
Bethesda, MD 20814
301-520-5179
Jan@JanThomas.com
www.JanThomas.com

"At Home" Realty Company
Jan Thomas
42 Rehoboth Avenue, # 23
Rehoboth Beach, DE 19971
301-520-5179
Jan@JanThomas.com
www.JanThomas.com

THANK YOU TO THESE MEMBER RENEWALS!

Accountants
Gino Marinucci, CPA, PC
Tony Marinucci, CPA
301-942-2266
www.marinuccipca.com

Barber School
Academy of Professional Barbers/Stylists
Trudie Shaver
301-942-2260
www.academyofbarbers.biz

Cleaning Services
Huff-N-Puff Cleaning
SVicki Coleman
301-942-3777
www.huffnpuffcleans.com

Credit Union
Signal Federal Credit Union
Kalimah Matthews
301-933-9100
www.sfonline.org

Fire Department
Kensington Volunteer Fire Department
Michael Kelley
301-929-8000
www.kvfd.org

Graphic Design
a.s.a.p. graphics
Laura-Leigh Palmer
301-942-1121
Laura.Leigh@asapgraphics.com

Painting & Renovation
Galaxy Painting and Decorating
Neel R. Gearhart
301-530-2600
www.GalaxyPainting.com

Spotlight on New Member

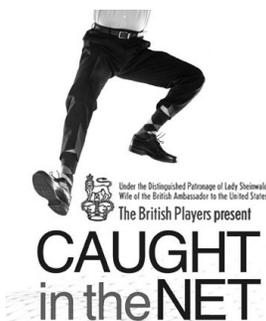
Jan Thomas, Long & Foster Real Estate

Jan has been a resident of Montgomery County since 1976 and conducts most of her business here. However, she also works throughout the D.C. metropolitan area as an Associate Broker with Long & Foster Real Estate, Inc. In addition, Jan holds a Broker's license in the state of Delaware where she helps clients from the D.C. area find vacation homes and investment properties at the beach. In Delaware she is Broker for "At Home" Realty Company.

Prior to real estate, Jan was an elementary teacher. Jan has served the community in many ways: she has served as Co-President of the Parkwood Citizens Association; as President of the former Bethesda Lions Club; as founder of the Parkwood Book Club, and she's helped many D.C. area couples with prepared childbirth and hospital surveys.

As a real estate professional, Jan gains satisfaction from helping clients find a house to call home. Her empathy and professionalism team well with her 26 years of experience and negotiation skills to assure success and satisfaction for her clients. Jan's business is by referral and she looks forward to earning more great referrals. The services she offers includes: Representing sellers as their Listing Broker; representing buyers as their Buyer Broker; Staging properties to show their best; Property renovations; Vacation properties; and Helping investors select income producing properties.

Jan can point you to service providers you might need to re-finance your home, add a coat of paint, plan and build an addition, do landscaping, remodeling or plumbing, electrical or a handy-man services. She has worked with many great people over the years and will be gladly refer them. She looks forward to getting to know you and to being of service. Jan can be reached at 301-520-5179 or look her up at www.JanThomas.com.



The British Players
Present
CAUGHT IN THE NET

the Sequel to
RUN FOR YOUR WIFE
A Comedy by Ray Cooney
Directed by Malcolm Edwards
Produced by Kim Newball

at The Kensington Town Center
3710 Mitchell Street, Kensington, MD 20895

MARCH 19 – 28TH

For ticket information, call 301-838-0042
or visit: www.britishplayers.org



Associate Broker
Long & Foster Real Estate
4650 East West Hwy.
Bethesda, MD 20814

Broker
"At Home" Realty Co.
42 Rehoboth Avenue, # 23
Rehoboth Beach, DE 19971

301-520-5179 Cell
301-933-4388 Fax

Jan@JanThomas.com
www.JanThomas.com

Microsoft Community Connections Initiative Brings Awareness of Windows 7

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-Snap - Instantly arrange two windows exactly side by side.

Terrapin Information Services, 11141 Georgia Ave, Wheaton, MD 20902 (301-933-5599 / www.terrapis.com) has been in business since 1982, and helped over a thousand clients in the DC metro area. They work with home or office based businesses in the area and welcome the opportunity to discuss their service offerings with any businesses. They will provide a 10% discount to members of the Wheaton & Kensington Chamber of Commerce.

Some types of services performed are:

- Install and maintain servers and workstations.
- Assist clients with installing and upgrading software.
- Cleaning and removing viruses and spyware.
- Creating office networks.
- Assisting with remote computing from home to the office or from the road.
- Setting up and maintaining Internet access, email, mobile devices etc.

Attendees at the breakfast received vouchers for IT services and discounts, besides drawing door prizes and networking with other businesses.

Microsoft



CROSSWAY
COMMUNITY



Photo courtesy of Wicky Surles



Terrapin Information Services Corporation
www.terrapis.com 301-933-5599

Online Newsletter for Business Community

e-Biz Update, the Department of Economic Development's new online bi-weekly newsletter, features items, upcoming events and lots of links to news "for and about Montgomery County's Business Community." See it and subscribe at www.montgomerycountymd.gov/ded (click on the e-Biz Update icon).

Local Small Business Reserve Program

Nearly 95 percent of the County's companies are small businesses. They are a strong and powerful engine that drives the economy. Under the LSBRP, Mont. Co.'s agencies are to allocate 20% of their purchases of goods and services for the small business community. For information and to find out if your business is eligible, visit the LSBRP website <https://ext01.montgomerycountymd.gov/entp/s2p/lbrp>.

The Complete Response – Getting the Word Out about Your Company

Get the word out about your company in an effective way for your intended audience. During media interviews about your company, here are some of the elements you may include in your messages. These points are important when responding about your company in an effective way for your intended audience.

Provide a position statement and start the interview where you want to start it. Begin with a lead statement, then bridge to your key message points to move the issue forward in your direction. It can be a platform (we have a policy), it can be history (we have a history of good service so we will...), it can be principal (safety is our number one concern so we will...), we have a time-proven process we started two years ago, for example.

Connect with people - Include real people in your messages (not executives or community leaders) that are being affected by the issues. Harmonize the mention of people with the greater good, quality of life, economic stability,

increased confidence and other qualitative points. Discuss issues in terms of "audience needs" and less about "product benefits."

Highlight recent action steps – specifically what your business has done, is doing, and the specific steps in the process of attaining company goals and connecting with people. Provide a short story that illustrates this point.

Add quality points about "how well your company does business" in context of the topic under discussion. Include, for example, brief words about the control over the process of resolving an issue, quality and caring management, procedures and policies, or work with other area agencies.

Some additional quality points include: harmonizing with company's mission, vision, core values, professionalism (high standards, integrity), guiding principles and strategic goals.

- Jim Onder, Onder Communications (301) 367-7023.

The Cellular Connection Ribbon Cutting Saturday, February 13

The Ribbon Cutting for new member The Cellular Connection, a premium retailer for Verizon Wireless, was rescheduled three times because of the “snowmageddon” early in February. So there was plenty of delayed gratification, with prizes, giveaways, and radio 107.3 live broadcasting when it finally happened on February 13.

The Cellular Connection is also one of the leading DISH Network dealers in the area providing family HTV, premium movie packages - employing their own group of installers and service personnel, unlike most DISH retailers.

The Cellular Connection
11339 Georgia Avenue
Wheaton, MD 20902
301-962-4190
www.ecellularconnection.com



Washington Suburban Sanitary Commission – Water Rates and Aging Infrastructure

Continued from page 1

Consider that:

- 45 percent of our water mains are 25-50 years old.
- 23 percent of the mains are over 50 years old.
- In FY09, WSSC replaced 35 miles of new water pipe.
- An estimated \$3 billion will be needed for water and sewer pipe replacement in the next 10 years.
- Nearly 4,000 breaks & leaks in the last two years

Because of aging infrastructure, in January 2009 there was a 42” pipe break in Temple Hills with a Boil Water Advisory - affecting 90,000 customers.

WSSC has instituted infrastructure renewal:

- Increased inspection of large transmission mains
- Installation of fiber optics
- Pipes last 75-100 years

FY’10 Capital and Operating \$961.7M Budget

- 9% Increase in FY’10
- About \$4.47 / month or \$13.50 / quarter

Value of Water:

A bottle of water costs \$1.25 at the Convenience Store
For WSSC \$1.25 = 2,254 Water Bottles

Potomac Plant

- \$89 million
- UV disinfection

New and Innovative:

- Bi-County Water Tunnel
- 84-inch tunnel
- 5.3 miles
- Adequate water for 30 years
- WSSC CNS - Customer Notification System



Photo courtesy of Vicky Surles

Consent Decree

- 12-year agreement
- Over \$350 million
- FOG
- Can the Grease

Environmental Stewardship

- Community Outreach
- Environmental education center at Brighton Dam

Customer Service:

(301) 206-4001

Report Emergencies:

(301) 206-4002



www.wsscwater.com

Washington Suburban Sanitary Commission
14501 Sweitzer Lane, Laurel, MD 20707

e-mail: emergencycenter@wsscwater.com

301-206-9772

Montgomery's Got Talent Performing Artists 55+ Are Needed!

In honor of Older Americans Month, Montgomery County will host a talent competition called Montgomery's Got Talent. Preliminary competitions will take place at community and senior centers throughout the County in April and May. Winners will advance to the Montgomery's Got Talent! finals at an area performing arts venue on May 22.

Robust participation will help Montgomery County celebrate the creativity of older adults and inspire community members to explore their potential and live their dreams. Proceeds from the contest and finals will benefit Haitian seniors.

The registration deadline is March 31. Go to the webpage: <http://www.montgomerycountymd.gov/content/rsc/bcc/Seniors/guidelinemgt.pdf>

and download the registration form:

<http://www.montgomerycountymd.gov/content/rsc/bcc/Seniors/registrationmgt.pdf>

Engage Your Community Group in Earth Day This April

Now is a good time for community groups to plan group service projects around the time of Earth Day. While Earth Day is April 22nd, the Montgomery County Volunteer Center and other organizations celebrate Earth Day throughout the month of April.

Get your nonprofit, school, religious, civic or other community group volunteering to improve the environment. Park, waterway, and neighborhood clean ups, painting and gardening are just a few ways groups can make a difference.

Find Earth Day volunteering opportunities and view the Earth Day Toolkit, full of ideas on how to plan and organize a group event by visiting the Volunteer Center website at www.montgomerycountymd.gov/volunteer.

Click on the blue Earth Day link at the top of the page. If your group needs assistance, contact the Volunteer Center at 240-777-2600 or e-mail volunteer@montgomerycountymd.gov.

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 Reddie Drive & Grandview Ave), one block north of Wheaton Metro station.

For information or vendor application, visit the website:

www.wheatonmd.org

or call: 301-649-1915 or

e-mail: Ljohnsonshows@aol.com.

Be on the Look Out for Census 2010

Between mid-February and April 1, all households should have received a U.S. Census form. Everyone should fill out and return the brief form for themselves and their dependents so all can be counted.

The Census provides a snapshot of everyone living in the United States on April 1, 2010. That means everyone – from immigrants to visiting students to newborn babies. A complete count is essential for accurate representation in Congress and federal funding for infrastructure such as bridges and hospitals. It also helps planners envisioning the communities of our future. To learn more go to <http://2010.census.gov/2010census>.

Get a Free Programmable Thermostat and Save on Energy Costs!

The Montgomery County Department of Environmental Protection (DEP) is offering free Programmable Thermostats and installation through the Set It & Save! Program.

Programmable Thermostats can help regulate your home's temperature so you're not heating or cooling your home when nobody is there. This helps you save money on energy costs.

The U.S. Environmental Protection Agency suggests that, when used properly, programmable thermostats can save up to \$180 a year! Montgomery County will also safely recycle your old thermostat, which may contain mercury, helping to make your home a healthier place for you and your family.

For more information and to apply, call Department of Environmental Protection at 240-777-7753, visit the web site <http://tinyurl.com/setandsave> or email dep.thermostats@montgomerycountymd.gov. This program is offered for a limited time only, on a first come, first served basis.

Eric Best
Database Manager
Mid-County Regional Center
2424 Reddie Drive
Wheaton, MD 20902
240-777-8104
eric.best@montgomerycountymd.org



www.wkchamber.org

Wheaton & Kensington Chamber of Commerce

Breakfast Mixer

Using Social Media to Market Your Business

Social Media is hot!

Use Facebook, Twitter, YouTube and LinkedIn as marketing venues



with

Debby Marindin, Social Media Instructor and Marketing Guru,
Montgomery College Workforce Development & Continuing Education

www.montgomerycollege.edu/wdce ~ Information about MC courses will also be available



Wednesday, March 17, 2010

from 7:30 – 9:00 AM

at the

Wheaton Regional Library

11701 Georgia Avenue, Wheaton, MD 20902

240-777-0678 • Enter in the lower level parking lot entrance



Continental Breakfast ~ Door prizes ~ 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.



The 26th Annual
Wheaton & Kensington
Chamber of Commerce
Community
Awards Banquet

Wednesday, April 22, 2009

From 6:00 to 9:15 pm

Event Sponsorships available:

- *Community Champion at \$1000*
- *Community Hero at \$500*
- *Community Partner at \$250*
- *Community Supporter at \$125*
- *Community Advocate at \$75*

at

Hollywood East Café

11160 Veirs Mill Road, #136
Wheaton, MD 20902



www.HollywoodEastCafe.com
240-290-9988

*Dressy Business/
Cocktail Attire*

*\$35 in advance,
\$40 at the door*

For Sponsorship Opportunities and Benefits, contact Vicky Surles at the Chamber office
call: 301-949-0080 or email: wkchamber@wkchamber.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**

***website:* www.wkchamber.org**

Postage