



# Wheaton & Kensington Chamber of Commerce

**the voice**

2401 Blueridge Avenue, Suite 101  
Wheaton, Maryland 20902  
301-949-0080  
email: [wkchamber@wkchamber.org](mailto:wkchamber@wkchamber.org)

## Upcoming Events

**Wednesday, November 19**

Breakfast Mixer  
from 7:30 – 9:00 am  
The Wheaton Ice Skating Academy:  
A Local Success Story  
Featuring a presentation by:  
Alexei Kiliakov, Director of the  
Wheaton Ice Skating Academy  
Speaking about this world-class ice  
dancing school in Wheaton  
Sponsored by Brookside Gardens  
at Brookside Gardens Visitors  
Center / 301-962-1400  
1800 Glenallan Avenue  
Wheaton, MD 20902  
\$5 in advance or \$10 at door

**Thursday, November 20**

Chamber Networking Happy Hour  
from 5:00 – 7:00 pm  
at Sergio's Place / 301-962-7066  
11324 Fern Street  
Wheaton, MD 20902  
No entrance fee; pay own bill  
RSVP to Maureen Carrington  
301-651-3257/fax 301-576-4511  
[maureen@TheRefiLady.com](mailto:maureen@TheRefiLady.com)

**November 28 – January 4  
(except December 24 & 25)**

Garden of Lights Winter Walk-Thru  
Light Show Display  
from 5:30 to 9:00 pm  
(last car admitted at 8:30 pm)  
\$20 Car/Vans (Friday – Sunday)  
\$15 Cars/Vans (Monday – Thursday)  
at Brookside Gardens  
1800 Glenallan Avenue  
Wheaton, MD 20902  
Call 301-962-1453, or visit online  
at [www.brooksidegardens.org](http://www.brooksidegardens.org)

**Wednesday, December 3**

Holiday Mixer  
from 5:30 – 7 pm  
at Mont. Housing Partnership's  
Amherst Square Community Center  
11509 Elkin Street  
Wheaton, MD 20902  
~ Light refreshments & wine ~  
Celebrate the season and Kick-Off  
the 10th Annual ANGELS FOR  
CHILDREN Holiday Toy Drive  
\$15.00 advance/\$20.00 at door  
Call Vicky Surles 301-949-0080  
or [wkchamber@wkchamber.org](mailto:wkchamber@wkchamber.org)

**November – December 2008**

[www.wkchamber.org](http://www.wkchamber.org) / [www.tok.md.gov](http://www.tok.md.gov)

## World of Montgomery Festival Comes to Downtown Wheaton

On Sunday, November 2, from 12:00 noon to 4:00 pm, Wheaton hosted the World of Montgomery Festival, organized by the Arts



and Humanities Council of Montgomery County (AHCMC) and LEDC in partnership with the Montgomery County Government.

This free festival, held on the corner of Price Avenue and Elkin Street in downtown Wheaton, celebrated

*Continued  
on page 6*



Photos courtesy of Vicki Surles

## Redevelopment Director's Report – Wheaton Redevelopment Program (WRP)

An economic downturn is no time to stop preparing for and promoting Wheaton's redevelopment, and that is what we continue to do – whether it is coordinating with Maryland-National Capital Park and Planning Commission (M-NCPPC) staff on the Wheaton Sector Plan Update, or promoting Wheaton to hundreds of developers at the Urban Land Institute's October 24 "Urban MarketPlace Forum". The Redevelopment Program staff continues to set the stage for revitalization, and below I have noted our recent activities. Please give me a call (240-777-8125) if you have questions - Rob Klein (WRP).

*Continued on page 5*

## Wheaton & Kensington Sector Plan Updates

Sector plans are supposed to be updated every 20 years and guide land use in smaller neighborhoods than the master plans, which can span multiple areas. Our speakers described the area covered by each sector plan, discussed land uses, building and transportation design, the environment and community facilities such as schools, libraries, police and fire stations.

The sector plan for Kensington has focused on recommendations from the Urban Land Institute,



while the plan for Wheaton is taking into account recommendations from the International Downtown Association.

After completion, the Sector Plan Updates go to the Executive Branch and the County Council for fiscal review and County Council approval.

Our two speakers were from the Montgomery County Planning Department, 8787 Georgia Avenue, Silver Spring, MD 20910. They are both



Photos courtesy of Vicki Surles

M-NCPPC Project Managers with the community-based planning division. Sandy Tallant, at park and planning for 12 years, talked about the Wheaton sector plan. Fred Boyd has been at park and planning for 19 years, and spoke about the Kensington sector plan.

*Continued on page 5*

## **Wheaton & Kensington**

Chamber of Commerce

### **Executive Committee**

#### **President**

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

#### **1st Vice-President**

Maureen Carrington,  
TheRefiLady.com 301-651-3257

#### **2nd Vice-President**

Sean Chrysostom,  
Chevy Chase Bank  
301-942-5166

#### **Secretary**

Kathleen Thompson,  
Jerry Thompson Associates,  
Inc. 301-565-8000

#### **Treasurer**

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

#### **Sergeant at Arms**

Larry White,  
First Baptist Church of  
Wheaton 301-949-6585

#### **Ex-President**

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

#### **Directors**

Gerald Aldridge, Montgomery  
Works 301-929-6880

Marcia Jacques, Evergreen  
School 301-942-5979

Michael Kelley, Kens. Vol. Fire  
Dept. 301-929-8000

Kalimah Matthews, Signal  
Financial FCU 301-933-9100

Ken Nelson, Montgomery  
College Workforce Dev. &  
Continuing Ed. 240-567-5516

James Onder, Onder Comm.  
Group 301-367-7023

Ellen Riger, EllenOriginals  
301-946-7141

Duncan Smith, Westfield  
Wheaton 301-942-3200

Harold Weinberg,  
Miles Realty 301-933-6161

Kristen Wright, The Back to  
Work Program of St. Luke's  
House, Inc. 301-896-4432

#### **Ex-Officio Directors**

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

Commander Nancy Demme,  
Montgomery County Police  
240-773-5515

Rob Klein, Wheaton Redevelop.  
Program 240-777-8125

Daniel Parra, LEDC-Wheaton  
240-777-4960

#### **Administrator & Newsletter Editor**

Vicky Surles 301-949-0080



Photo courtesy of Vicky Surles

## **Ken's Carpet Corner Celebrates 50th Anniversary in Wheaton**

### **A message from Rusty Vant Hoff...**

Ken's Carpet Corner is celebrating our 50th anniversary this year in Wheaton. The store opened on Valentine's Day in 1958 at 2662 University Boulevard. So we would like to celebrate and thank all of our thousands of customers throughout the years. Imagine back to 1958, and how small Wheaton was then.

We have lived through Wheaton's growth through all these years, and have seen many of our longtime friends come and go. We are still supporting the Wheaton & Kensington Chamber of Commerce, and still believe that if we all work together we can all have longterm success here.

Stop by sometime and say hello. We are collecting old photos of Wheaton, so if you have some, please come by and share. As always, all of our Chamber partners still receive a discount with us. We service residential and commercial needs.

Thanks Wheaton, we hope we are here for another 50 years!

"Fine Carpets Since 1958"

Ken's Carpet Corner  
2662 University Boulevard, West  
Wheaton, MD 20902  
301-949-0550

## **Brookside GARDEN OF LIGHTS**

Brookside Gardens brings the four seasons to life with more

than 700,000 colorful lights shaped in imaginative displays of giant summer sunflowers, falling autumn leaves, winter snowflakes, spring flowers, rain showers, and more.

Beautifully lighted gazebos, cascading fountains, and the individually formed displays in the shapes of blooming flowers and wild animals await you.

Hours: 5:30 to 9:00 pm, last car admitted at 8:30 pm

Admission: \$20 Car/Vans (Fri-Sun)

\$15 Cars/Vans (Mon-Thu)

Buses: register in advance at 301-962-1457

Brookside Gardens  
1800 Glenallan Avenue, Wheaton, MD 20902  
For more information call 301-962-1453  
or visit online at [www.brooksidegardens.org](http://www.brooksidegardens.org)

## **Georgia Crossings – the Newest Retail Opportunity at the Former Anchor Inn Site**

The property owner, Anchor Inn Properties, LLC, a subsidiary of local real estate developer Greenhill Capital Corporation, is in the final stages of completing the redevelopment of "Georgia Crossings" at the former Anchor Inn site.

Previously, the property owner donated all of the Anchor Inn contents to Habitat for Humanity of Montgomery Co. MD, Inc., a non-profit



Photo courtesy of Greenhill Realty Company

organization dedicated to the reduction of substandard housing by providing a hand-up to help families realize the dream of home ownership in their local community.

Greenhill Capital Corporation is privileged to introduce the newest retail opportunity at "Georgia Crossings" in Wheaton's Central Business District by offering up to one-year free rent for qualified tenants. The property owner hopes to help continue the growth of Wheaton by establishing a strong connection between those who work, live and shop in this maturing community.

On Sunday, November 2nd, 2008, Greenhill was a co-sponsor of "The World of Montgomery Festival" and its employees were able to establish a dialogue with residents of the large community in attendance. Greenhill believes Wheaton is a proud community and hopes to work with local business owners to show the strength of Wheaton's commerce.

For information, contact:

Kathy Coakley  
Greenhill Realty Company  
4901 Fairmont Avenue, Suite 200  
Bethesda, MD 20814  
E-mail: [kcoakley@greenhillcompanies.com](mailto:kcoakley@greenhillcompanies.com)  
Tel: 301-657-2525 • Fax: 301-657-2555

## **Downtown Wheaton Launches New Website, [www.WheatonMD.org](http://www.WheatonMD.org)**

The new website for downtown Wheaton, [www.WheatonMD.org](http://www.WheatonMD.org) is an official guide that features shops, restaurants, activities and events happening in the area. Businesses can promote themselves in the site's comprehensive restaurant guide, complete with maps and pictures of each restaurant.

The site is updated daily, opening a new window on Wheaton and promoting the area. It makes downtown Wheaton internationally accessible and is a good tool for businesses. Business owners who would like to be a part of the site can contact Sidney Cooper at 240-777-8106 or [sidney.cooper@montgomerycountymd.gov](mailto:sidney.cooper@montgomerycountymd.gov).

## WELCOME TO THESE NEW MEMBERS!

### *Churches*

#### **New Creation Church**

Rev. Ella V. Redfield  
11005 Dayton Street  
Wheaton, MD 20902  
301-949-6000  
[NewCreat1@aol.com](mailto:NewCreat1@aol.com)  
[www.NewCreationWheaton.org](http://www.NewCreationWheaton.org)

### *Credit Union*

#### **Lafayette Federal Credit Union**

Abbey Abraham  
3535 University Blvd, West  
Kensington, MD 20895  
301-929-7990  
[aabraham@LFCU.org](mailto:aabraham@LFCU.org)  
[www.LFCU.org](http://www.LFCU.org)

### *Police Department*

#### **Mont. County Police - 2nd District**

Commander Russell Hamill  
7359 Wisconsin Avenue  
Bethesda, MD 20814  
301-652-9200  
[Russell.Hamill@montgomerycountymd.gov](mailto:Russell.Hamill@montgomerycountymd.gov)  
[www.montgomerycountymd.gov](http://www.montgomerycountymd.gov)

### *Research*

**Booms Research & Consulting**  
Jason A. Booms  
3333 University Blvd. West, Suite  
807  
Kensington, MD 20895  
301-933-4909  
[jbooms@boomsresearch.com](mailto:jbooms@boomsresearch.com)  
[www.BoomsResearch.com](http://www.BoomsResearch.com)

### *Restaurants*

**1894 Café and Restaurant**  
Duane Rollins  
10417 Armory Avenue  
Kensington, MD 20895  
301-962-1894  
[info@cafe1894.com](mailto:info@cafe1894.com)  
[www.cafe1894.com](http://www.cafe1894.com)

## THANK YOU TO THESE MEMBER RENEWALS!

### *Banks/Financial Institutions*

**Chevy Chase Bank**  
Sean Chrysostom  
301-942-5166  
[www.chevychasebank.com](http://www.chevychasebank.com)

### *Credit Unions*

**Signal Financial Federal Credit Union**  
Kalimah Matthews  
301-933-9100  
[www.sfonline.org](http://www.sfonline.org)

### *Etiquette*

**Etiquette School of Greater Washington**  
Janis C.M. Brown  
301-801-3134  
[www.EtiquetteGW.com](http://www.EtiquetteGW.com)

### *Florists/Garden Centers*

**Johnson's Florist & Garden Centers**  
Marta Caruso  
301-946-6700  
[www.johnsonsflorists.com](http://www.johnsonsflorists.com)

### *Police Department*

**Montgomery County Police - 4th District**  
Commander Nancy Demme  
240-773-5515  
[www.montgomerycountymd.gov](http://www.montgomerycountymd.gov)

**Rescue Squad**  
**Wheaton Volunteer Rescue Squad**  
Steve Sobolewski  
301-949-4044  
[www.wvrs.org](http://www.wvrs.org)

### *Restaurants*

**Royal Mile Pub**  
Ian Morrison  
301-946-4511  
[www.royalmilepub.com](http://www.royalmilepub.com)

### *Storage*

**Extra Space Storage, Inc.**  
Natasha Carr  
301-949-0362  
[www.extraspace.com](http://www.extraspace.com)

## Westfield Wheaton Offers Great Opportunities For Area Businesses

Westfield Wheaton offers many great opportunities for Wheaton and Kensington businesses to reach customers in the mall; with over 230,000 customers visiting the mall each week, with the majority of these customers living and spending money in our local community.

The mall offers:

- \* Advertising opportunities, such as floor decals and banners
- \* Temporary kiosks
- \* Flexible tabling, demonstration and sales areas
- \* Temporary shop space

Businesses that have benefited from using the mall include: real estate, attorneys, dentists, housing products and services, financial services, niche retail, sports, medical practices, automobile dealers and many others.

With the busy holiday period approaching the mall is the perfect place to get noticed by your customers. The mall also has good opportunities for short-term retail leases.

For details please contact:

Duncan Smith / Senior General Manager / Westfield Wheaton  
11160 Veirs Mill Road / Wheaton, MD 20902  
Tel: 301-942-3200 / Fax: 301-942-2217  
e-mail: [dsmith@us.westfield.com](mailto:dsmith@us.westfield.com)



## Spotlight on New Member

### **Booms Research & Consulting**

Booms Research & Consulting, Inc. provides opinion research and strategic communications services for businesses, associations, non-profits and Democratic/progressive campaigns and causes.

Jason Booms, the founder of Booms Research & Consulting, has been active in the political, public policy, and corporate communications arenas for 18 years. He provides counsel for organizations in the realms of public relations, advertising/communications campaign development and evaluation, public policy issue management as well as positioning and branding.

Booms Research & Consulting uses all of the tools of the opinion research trade (traditional and on-line surveys, focus groups, in-depth interviews, etc...) in order to give our clients the insights they need to thrive. Mr. Booms has directed research efforts and/or provided strategic counsel for Fortune 1,000 corporations as well as small businesses. His work spans across multiple industries, including but not limited to, health care, transportation, sports & entertainment, retail, financial and energy.

Mr. Booms is a Lifetime Member of the Michigan State University Alumni Association as well as the NAACP. He is also a sponsor/supporter of the Montgomery County Democratic Central Committee's Democratic Forum and the Montgomery County Friends of the Library.

Jason A. Booms, President & CEO

Booms Research & Consulting, Inc.  
3333 University Blvd W., # 807, Kensington, MD 20895  
Office: 301-933-4909 • Mobile: 703-909-5454  
e-mail: [jBooms@BoomsResearch.com](mailto:jBooms@BoomsResearch.com) • [www.BoomsResearch.com](http://www.BoomsResearch.com)



## October 23 Lunch Mixer – Crime Prevention and Safety Tips for the Holiday Season

Our October lunch featured representatives from the Montgomery County Police 4th District - Wheaton area & 2nd District - Kensington area, and Kalimah Matthews, Business Development Manager, Signal Financial FCU.

We enjoyed a catered lunch provided by Duane Rollins of 1894 Café and Restaurant, at 10417 Armory Avenue in Kensington, 301-962-1894 [www.cafe1894.com](http://www.cafe1894.com).

The lunch was sponsored by Signal Financial Federal Credit Union, 3015 University Blvd. West, Kensington, MD 20895; 301-933-9100 or visit [www.sfonline.org](http://www.sfonline.org).

Kalimah Matthews said that Signal Financial FCU has been in the community since 1947, and has excelled at finding new ways of offering products and services to its members. Signal Financial has a healthy balance sheet, and there is no exposure to the sub-prime lending or investment packages that are so troublesome.

Ms. Matthews offers credit union membership as an employee benefit to businesses. There is no cost to the business and the employees gain access to credit union services that otherwise might not be available to them. No member of a federal credit union has ever lost a dime; they offer alternative banking solutions to protect money in these precarious times.



Photos courtesy of Vicki Surles

Commander Russell Hamill of the 4th District talked about his central business district team. Beginning in November that team will be expanded for the holiday season. He also warned that when the economy goes down crime goes up.

Commercial burglaries and thefts from automobiles were up at the end of the third quarter, while all other crimes were down. He offered a number of tips such as businesses should never leave cash in the store.

Always lock doors and windows. Activate alarm systems. Remove valuables like laptops, cell phones, GPS systems from your car. And most importantly – lock the car doors! Pay attention to your surroundings, and be sure to report all crime. If the police don't know about it they can't help you.

Most of the advice was common sense, but often people don't do these simple things. Some interesting statistics had to do with the number of police officers in Montgomery County. This county has 1.6 officers for every 1000 people.



The national average is 3.4, while Prince Georges County averages 5.0, and D.C has 8.0 per 1000 people.

Commander Nancy Demme said the 4th District has the largest population of any district in the county.

Although robberies are up in the 4th District, so are arrests. This

includes shoplifting, and most of those suspects are coming from Prince Georges County and D.C.

Businesses should take good care of their area and make good use of lighting, since it is a great deterrent.

Also utilize video cameras. Merchants should also vary their routine, and take someone with them when leaving the store, like for a bank deposit.

Police officers in the District will go out to businesses and do a safety survey if requested. The 2nd and 4th Districts provide an increased police presence during the holiday season. They call it "shop with a cop" which puts more officers out during peak shopping hours.

Anyone who has information on robberies or suspects is asked to call the Montgomery County Police 4th District Investigative Section at 240-773-5530, or the 2nd District Investigative Section at 301-657-0112. Callers may remain anonymous.

Montgomery County Police urge all community members to use the following strategies to help prevent them from becoming victims of business or residential crime:

- Phone police immediately if you believe you are being followed. Driving or walking to a public place that is well illuminated is recommended. If at all possible, gather as much information that would be helpful to police such as a description of the suspects or a vehicle.
- Keep garage doors closed and locked when not in use. When returning home, stay in your vehicle until the garage door closes. Lock the pedestrian door inside the garage that provides an entrance to the home.
- Consider installing a monitored security system in your home. Motion detectors for exterior lighting and timers for interior lighting are recommended.
- Trim shrubbery that could provide concealment for suspects close to the building.
- Trust your instincts. Call the police immediately if you see a suspicious person or vehicle in your neighborhood.



Our two Police Commanders' contact information is:

Nancy Demme  
Montgomery County Police - 4th District  
2300 Randolph Road, Wheaton, MD 20902 / 240-773-5515.

Russell Hamill  
Montgomery County Police - 2nd District  
7359 Wisconsin Avenue, Bethesda, MD 20814 / 301-652-9200.



# September 24 Breakfast Mixer - Sector Plan Updates

Continued from page 1

Our September 24 Breakfast was at the Crossway Community Center at 3015 Upton Drive, Kensington, 301-929-2505.

Crossway Community is one of the finest smaller charities in Greater Washington. For more information, visit [www.crossway-community.org](http://www.crossway-community.org).

## Wheaton CBD and Vicinity Sector Plan

The amendment to the 1990 Wheaton Sector Plan covers 484 acres surrounding the Wheaton



Photos courtesy of Vicki Surles

Metro station. The plan will focus on encouraging great urban design, efficient transportation, pedestrian links to the Wheaton Metro station, environmental sustainability and more. Among the plan's goals:

- Focus new development and revitalization efforts near Metro's Red Line
  - Reinvigorate Wheaton's downtown by creating a walkable community with a distinct identity
  - Create a vibrant mix of jobs and housing
  - Preserve Wheaton's ethnic diversity
  - Build quality public spaces inviting to pedestrians
  - Foster an environmentally sustainable community
- Read about the Wheaton Sector Plan Update:  
[http://mcparkandplanning.org/planning/community/wheaton/wheaton\\_cbd.shtml](http://mcparkandplanning.org/planning/community/wheaton/wheaton_cbd.shtml)



## Town of Kensington and Vicinity Sector Plan

The update of the 1978 Town of Kensington and Vicinity Sector Plan will look closely at six major issues: land uses, zones, design, transportation, the environment and community facilities such as schools, libraries, police and fire stations.

The Kensington Sector Plan area includes the incorporated Town of Kensington and three adjacent areas: the West Howard antiques district, the Ken-Gar community north of the CSX railroad tracks and the small commercial district at the intersection of Connecticut Avenue and University Boulevard.

- Read about the Kensington Sector Plan Update:

<http://mcparkandplanning.org/kensington/index.shtml>



Our speakers' contact information:

- Wheaton Sector Plan Update  
Sandy Tallant, 301-495-1329  
[Sandra.Tallant@mncppc-mc.org](mailto:Sandra.Tallant@mncppc-mc.org)  
Kensington Sector Plan Update  
Fred Boyd, 301-495-4654  
[Fred.Boyd@mncppc-mc.org](mailto:Fred.Boyd@mncppc-mc.org)

## Kathleen Guinan, President of Crossway Community, and Husband Ed are Honored with Profile on WETA TV 26 Hometown Heroes

Community activists Ed and Kathleen Guinan will be highlighted in a WETA *Hometown Heroes* profile airing regularly in November on WETA TV 26. WETA selected the Guinans for their lifelong focus on creating organizations that endorse positive change for underprivileged people in the Greater Washington area.

The Guinans' work to help the underserved began in 1970, when Ed Guinan founded Community for Creative Nonviolence (CCNV), a homeless shelter in the District. Located a few blocks from the Capitol, CCNV continues to provide beds and a safe haven for impoverished citizens. The Guinans opened Zacchaeus Soup Kitchen in 1972, where Mother Theresa ladled the first bowl of soup. In 1974, the Guinans created Zacchaeus

Medical Clinic after observing that many of the patrons at the soup kitchen lacked quality health care. Over time, many of the organizations the Guinans founded have evolved into other establishments that currently operate in the District, such as the nonprofit groups Bread for the City and Rachel's Women's Center. In 1980, Ed Guinan wrote and introduced the D.C. Statehood Initiative Law which was brought successfully before the citizens of the District.

Celebrating its 10th year, WETA *Hometown Heroes* is an Emmy Award-winning multimedia project that heralds individuals who improve their communities. The Guinan's *Hometown Heroes* profile is also featured on WETA Watch Online, at [www.weta.org/video](http://www.weta.org/video).

## Wheaton Redevelopment (WRC)

Continued from page 1

### Redevelopment

• On Oct. 27, the Council's Planning, Housing & Economic Development (PHED) committee held its work session on the Limited Sector Plan Amendment, voting 3-0 in support. This amendment would extend the Urban District boundary and change zoning on parcels owned by Avalon Bay Communities and WMATA.

• On Sept. 24, M-NCPPC conducted their first public visioning meeting for the Sector Plan Update. The Sector Plan is the most critical guidance document as to the long term future of Wheaton. This document sets the groundwork upon which zoning and other legal tools guide future development. See the story at left for website.

• The Sector Plan Work Group meets the first Monday evening of each month. These meetings are open to the public, although we ask that attendees participate on a regular basis. Recently, the Work Group crafted Sector Plan goals that were in turn approved by WRAC and WUDAC.

• The Oct. 14 Urban Land Institute's "Urban Marketplace Forum": Brett Schneider - WUDAC chair & CFO for Wash. Professional Systems, Tom Street - Assistant Chief Administrative Officer, Manny Hidalgo - LEDC and WRAC member, Sandy Tallant - project manager for the Sector Plan Update, and Rob Klein - WRP, conducted a panel session on development opportunities in Wheaton. Pete McGinnity staffed an exhibitor booth during this regional conference. Some 600 regional developers attended this gathering.

### Capital Projects

• Streetscape: Ennals Avenue is complete; the Urban District will plant trees along the south side of Ennals soon.

• Pedestrian Walkway: Demolition is complete and a nice wood fence has been installed. Project is scheduled to be completed mid-2009. We will be looking at putting some sort of artwork on the fence during this waiting period.

### Marketing

• Pete McGinnity, Sidney Cooper and Rob Klein developed a new marketing piece for the Redevelopment program, targeted at businesses and developers. The brochure was completed in time for distribution at the ULI Urban Marketplace Forum.

• Pete McGinnity and our intern, Steven Munga developed "prospect packages", highlighting potential development sites in downtown Wheaton. The packages utilize GIS photography for the selected sites.

### Business Retention

• Small Business Support – the WRP is coordinating efforts with LEDC and the Small Business Development Center (SBDC) to provide merchandizing seminars to local merchants.

• LEDC, on behalf of Local First Wheaton, the merchants' association, brokered a deal for some of the local restaurants for the reclamation of used cooking oil. The restaurants are actually paid for the used cooking oil which is being converted into biodiesel.



## World of Montgomery Festival

Continued from page 1

the ethnic and cultural diversity of Montgomery County.



Entertainment on two stages and inside the Gilchrist Center for Cultural Diversity included Middle Eastern belly dancers, Chinese lions and



dragons, African drummers, Caribbean dancers, and country music step dancing. Everyone was



taking in the aroma of cuisine from ethnic food vendors to gourmet coffee and muffins.

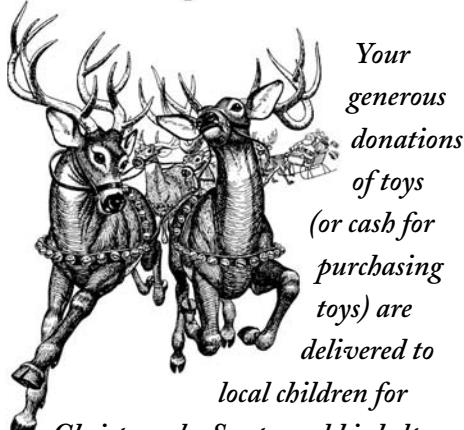
### ACTiVATE Entrepreneurship Program

ACTiVATE® is an innovative program that trains and supports women to start technology-based companies. Classes are February through December 2009; one night a week and one Saturday a month at the bwtech@UMBC Incubator and Accelerator (near BWI).

Learn more at an open house on Tuesday, December 2, 2008, 6:30 - 8:30 pm at REDI, Rockville Economic Development, Inc. 95 Monroe Street, Rockville. For information or to reserve your seat, contact Nan Sherman at 443-543-5594 or nan@umbc.edu.

The Wheaton Volunteer Rescue Squad in conjunction with The Wheaton & Kensington Chamber of Commerce asks for your support for the 10th annual:

## Angels for Children Toy Drive



Your generous donations of toys (or cash for purchasing toys) are delivered to local children for Christmas by Santa and his helpers. We prefer unwrapped presents, since it allows us to better match gifts with families.

For drop-off locations and information on how you may help, contact:

Maureen Sweeney Smith  
301-622-2400 x38  
Mont. Housing Partnership  
[msmith@mhppartners.org](mailto:msmith@mhppartners.org)  
or  
Vicky Surles  
301-949-0080  
W&K Chamber of Commerce  
[vicky.s@wkchamber.org](mailto:vicky.s@wkchamber.org)

For a cash donation, make checks payable to:

Angels for Children  
Wheaton & Kensington Chamber of Commerce  
2401 Blueridge Avenue, Suite 101  
Wheaton, MD 20902

Sponsors include:  
Evergreen School  
Montgomery Housing Partnership  
Leadership Montgomery  
Acorn Self Storage  
Brookside Gardens  
Wheaton Volunteer Rescue Squad  
and  
W&K Chamber of Commerce

Your Donation Can Make a Difference This Year

## Holiday On Duty



During the Thanksgiving and Christmas Holidays –

We provide meals for these Public Safety Personnel:

- 4th District of the Montgomery County Police – Wheaton area
- 2nd District of the Montgomery County Police – Bethesda area
- Wheaton Volunteer Rescue Squad
- Kensington Volunteer Fire Dept #5
- Kensington Volunteer Fire Dept #18

~ PLEASE HELP AND DONATE TO THIS WORTHY FUND ~

Make checks payable to  
**Holiday on Duty**  
and mail to:

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

For more information, call:

Ellen Riger, Coordinator  
301-946-7141  
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[www.wkchamber.org](http://www.wkchamber.org)

## Wheaton & Kensington Chamber of Commerce Breakfast Mixer

### The Wheaton Ice Skating Academy *A LOCAL SUCCESS STORY*



Featuring a presentation by:  
**Alexei Kiliakov**  
Director of the world-class  
Wheaton Ice Skating Academy



[www.wisa.us/about.html](http://www.wisa.us/about.html)

**Wednesday, November 19, 2008**

**from 7:30 – 9:00 AM**

**at:**



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

#### **Continental Breakfast • Mix & Network with Other Businesses and Organizations**

The Wheaton Ice Skating Academy provides a forum for children to pursue the highest competitive achievement in the stunning and breathtaking sport of ice skating. The Academy provides coaching, both on and off ice, and choreography, with the goal of national and international level competition.

WISA was founded in 2003 by Russian and Gold medal champions Alexei Kiliakov and Elena Novak. Since its modest beginnings five years ago, Academy skaters as young as seven have competed regionally and nationally with great success and joy. Competition is not a singular goal. Discipline, character development, and teamwork are skills children will use and depend on throughout their lives.

Elena Novak and husband Alexei Kiliakov were among the final wave of skaters produced by a state-supported developmental system in the Soviet Union that was unsurpassed in producing world-class pairs and dance teams. They relocated to England in 1993, where Kiliakov toured with Tatiana Tarasova's Russian All-Stars, and to the U.S. in 1999, where they spent four years in the cast of Disney on Ice. When injuries and general wear-and-tear forced them off the ice, they landed at the Wheaton Ice Arena, where they set up shop as coaches along with Ukrainian Dmytri Ilin, also a Disney alumnus.

They've had notable success keeping boys in their program. At many skating clubs, the "dance program" can consist entirely of young female skaters waiting for suitable (and scarce) male partners. When confronted with an American perception that skating and dancing may be insufficiently masculine, Kiliakov produces a Russian study that compared the strength and agility of an elite group of male ice dancers with a similarly advanced group of hockey players. The results were one-sided – in favor of the skaters.

For information, call: 301-949-0080 • fax: 301-949-0081 • email: [wkchamber@wkchamber.org](mailto:wkchamber@wkchamber.org)

**Cost is \$10 at the door**



## HOLIDAY MIXER

Wednesday, December 3  
from 5:30 - 7 pm  
at  
Montgomery Housing  
Partnership's  
AMHERST SQUARE COMMUNITY CENTER  
11509 Elkin Street, Wheaton, MD 20902

~ Light refreshments and wine will be served ~

Celebrate the season and join us for the **Kick-Off of the 10th Annual ANGELS FOR CHILDREN** Holiday Toy Drive.

- Meet the Toy Drive organizers and the team from Leadership Montgomery that will be assisting with the 2008 Toy Drive.
- Pick up a Drop-off Box for Toys to place at your business.

~ Bring a new unwrapped toy for the Toy Drive ~

Entrance is \$15.00 in advance, or \$20.00 at the door  
(\$5.00 of each entrance ticket will be donated to the Toy Drive)

For information call: Vicky Surles at 301-949-0080  
email: [wkchamber@wkchamber.org](mailto:wkchamber@wkchamber.org) / fax: 301-949-0081  
website: [www.wkchamber.org](http://www.wkchamber.org)

## HOLIDAY WREATH & CENTERPIECE SALE

Start up the holiday season and deck your halls with beautiful wreaths and centerpiece arrangements handmade by the Friends of Brookside Gardens. Each wreath is 16" in diameter and made mostly from boxwood with a mix of other traditional holiday greens, and will cost \$32.00. Centerpiece arrangements will be made with similar plant materials and will be priced according to size. Profits from the sale will benefit Brookside Gardens.

The sale will be held in the Atrium of the Visitors Center on the evenings of November 28 & 29 and December 5 & 6 from 4:00 – 8:30 pm during the Gardens of Lights walk-through Light Show Display. To pre-order a wreath or centerpiece, please call 301-962-1435. The Friends of Brookside Gardens accept cash, check or credit card payments.

Brookside Gardens, 1800 Glenallan Avenue, Wheaton, MD 20902; for more information, call 301-962-1400 or visit us online at [www.brooksidegardens.org](http://www.brooksidegardens.org).

**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](mailto:wkchamber@wkchamber.org)

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

Postage