



Chamber in the News

July 22, 2009

In this Month's Newsletter...



2009 MCCCCF Golf Tournament A Huge Success!

It was a glorious day of golf and networking at the first fundraising event for the [Montgomery County Chamber Community Foundation VIP](#) (Veteran Institute for Procurement). It was held at the newly renovated [Lakewood Country Club](#) (LCC) in Rockville. Congratulations to our co-chairs Lexy Kessler, Aronson & Company and Laura Glynn, Glynn Technologies for making the event a big success.

[Click here](#) to view more tournament day photos on our Flickr page.

Roger Berliner Shares Perspective on Transportation and Land Use Issues



Councilmember Roger Berliner joined the Transportation and Land Use Committee to address issues of concern to the Chamber last Tuesday, July 14th. Councilmember Berliner addressed the changes to the Annual Growth Policy, which the Council is expected to approve this Fall. The Councilmember agreed that certain parts of the growth policy, including Policy Area Mobility Review (PAMR) may not be working in the way the Council intended and there are important changes that should be made. He encouraged committee members to come to him and participate actively in the discussion around the growth policy.



Councilmember Berliner also emphasized that he is working actively to address the Bethesda CBD moratorium which has been caused by school capacity issues in the BCC cluster. It is expected that the Council will find a solution to this issue in the coming months. Councilmember Berliner seemed most excited by the opportunities presented by the new White Flint Master Plan, which has the potential to be a smart growth model for projects around the entire United States. MCCC committee chair Gus Bauman pledged to work together with the Councilmember as these issues move through the Council.

Small Business Committee Learns Smart Marketing Tools



On July 15th, Judy Hruz of the [Gazette Newspapers](#) and Alex George of [Fixation Marketing](#) visited the Small Business Committee last week to give members tips on how to brand and market a business with limited marketing resources. Some of the best ways to market are through new social media tools, including Facebook and Twitter, Mr. George told the group.

Some of the most important advice Mr. George gave the committee was to build a network using traditional channels that will supplement your new network through social media tools. Social media doesn't replace traditional networking, it simply



enhances it. Ms. Hruz emphasized that the *Gazette's* role as a community newspaper is to cover local news, not necessarily picked up by our other regional papers. She told committee members that it's very important to develop relationships with reporters and editors at the *Gazette* who make themselves accessible to small businesses in order to facilitate getting news out about what their businesses are doing.

MCCC Legislative Affairs Committee Hears Valerie Ervin on Economic Changes



Valerie Ervin, Montgomery County Councilmember spoke to MCCC Legislative Affairs Committee about the economic and political challenges facing the Montgomery County community and Council. Notably, the Councilmember voiced concern that resistance to economic development through master plan approval will be a “step backward” in expanding jobs and building a reliable tax base to support public projects. MCCC Chair Bill Eisig agreed that growth is needed to keep the quality national standards for which the County is known. A strong advocate for light rail, she cautioned that bus rapid transit (BRT) should be aligned with increased density approvals.



Lisa Fadden, Vice President Public Affairs, stated that the MCCC considers BRT an option only if light rail support fails. MCCC President and CEO Georgette “Gigi” Godwin asked Councilmember Ervin to promote the aggressive pursuit of new headquarter companies and federal agencies in Maryland “against 49 competitors.” Regarding Federal Stimulus funding received in Maryland, the Councilmember stated that Montgomery County has been awarded \$5.4 million in energy weatherization spending since the County has certified contractors in this process. Additionally, \$26 million will

be received in Maryland to support public education. The meeting closed with the Councilmember thanking and encouraging MCCC to continue its strong advocacy for economic development in the County.

Chamber After Hours



Join the MCCC for summer After Hours Networking at [Clyde's Tower Oaks Lodge](#) in Rockville.

Thursday, August 5, 2009

5:30 pm to 7:00 pm

Cost: Free to members, \$40 to non-members (non-refundable)

Please pre-register by August 4th.

Contact: Linda Ekizian, 301-738-0015 x241
lekizian@mcccmd.com or [click here to register](#).

New and Prospective Members

[WELCOME NEW MEMBERS](#)

[THANKS TO RENEWING MEMBERS](#)