



A Message From the Chair
Robert Jepson
Adventist HealthCare



Membership on the Move

May marked a major accomplishment for the Gaithersburg-Germantown Chamber of Commerce. Thanks to the hard work and tenacity of Matt Rowland, Vice Chair for Member Recruitment and Retention: Donna Gallagher, Director of Members Services and the members of the Recruitment and Retention Committee, 25 new members joined the Gaithersburg-Germantown Chamber of Commerce in May.

This is a record for new members in one month. In any month of any year this would be a major accomplishment. The fact that it occurred while we are still struggling through a stubborn economic recession makes it all the more impressive. With these additions, Chamber membership currently stands at 350.

Members are the lifeblood of the Chamber. The Chamber is an organizational forum, a conduit really, where members can promote their business, make community and business connections, serve the greater community and add their voice to the chorus

of advocates who believe a thriving business climate directly improves the quality of life in our community. The success in accomplishing these organizational objectives lies equally with an effective staff and active, engaged members. We are fortunate to have both.

We always welcome new members. The more members we have, the stronger our voice with decision makers and the greater the opportunity to connect local businesses.

If you know of someone who you think would be a good candidate for Chamber membership, encourage them to join or contact Donna Gallagher at (301) 840-1400, ext. 17 or dgallagher@ggchamber.org with your leads.

In the meantime, please join me in thanking Matt, Donna and the Recruitment and Retention Committee members for their hard work and commitment to the Chamber and the greater Gaithersburg/Germantown community. Well done!

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City of Gaithersburg Names New Chief

Mark P. Sroka Named Gaithersburg Police Chief



City Manager Angel Jones has appointed Major Mark P. Sroka of the Maryland State Police as the City of Gaithersburg Chief of Police. He assumed the position on Monday, July 12.

Sroka most recently served as Assistant Chief Field Operations Bureau, Western Command with the Maryland State Police. He was detailed to serve as interim Chief of Police in Gaithersburg from January 13 to April 9, 2010, following the resignation of Chief John King.

A resident of Woodbine, Maryland, Sroka holds a Master of Science in Criminal Justice from the University of Baltimore, and a Bachelor of Arts in Criminology from the University of Maryland. He attended the Maryland State Police Academy in

1986 and the Maryland State Police Command College in 2003.

"I am pleased to accept the appointment as the Chief of Police and look forward to the opportunity to lead the organization in continuing to provide the highest quality of law enforcement services to our citizens," Sroka said.

In order to reinforce an atmosphere of commitment and continuity, the City Manager negotiated a three year contract with Sroka. He will earn an annual salary of \$145,903.

The Gaithersburg Police Department is a nationally-accredited law enforcement agency of 54 sworn officers who share responsibility for services with the Montgomery County Police, providing coverage 24 hours a day, 365 days a year.

SAVE THE DATE
Public Safety Awards & Breakfast
Friday August 13, 2010
7:30-10:00 am
Montgomery County Fairgrounds
Tickets
\$25 Members
\$50 Non-Members
SPONSORSHIPS AVAILABLE
Details: www.ggchamber.org
Or see Flyer Inside
REGISTER NOW!!!

Welcome New Chamber Members

1955 Catering LLC
Roy Hamilton
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202-250-1933
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...
New Members Continued Page 6

Save The Dates

Thursday, July 22

5:30-7:30 pm

Business Networking After Five
Self Storage Zone

*

Thursday, July 29

8:30-10:00 am

District 17 Senate
Candidate Forum
Crowne Plaza Rockville

*

Friday, August 13

7:30-10:00 am

7th Annual Public Safety Awards
Breakfast

Tickets—\$25 per person

*

Thursday, August 19

5:30-7:30 pm

Business Networking After Five
Melting Pot of Gaithersburg

*

Friday, September 10

10:30 am—6:00 pm

Annual Business Golf Classic
P.B. Dye Golf Club

*

Thursday, September 16

5:30-7:30 pm

Annual Volunteer Picnic and
Non-Profit Showcase
Free for all GGCC Members
Smokey Glen Farm

Advance registration is requested.

Please Visit

www.ggchamber.org
to register today.

MEMBER EVENT PHOTOS

Want to see more photos, you can at
www.ggchamber.org/photogallery



Special Thanks To Our Event Sponsors This Quarter

City of Gaithersburg, DrinkMore Water, Growlers of Gaithersburg, Hilton Gaithersburg, Holiday Inn Gaithersburg, Hughes Network Systems, Maryland Soccer Foundation, Mid-Atlantic Federal Credit Union, P.B. Dye Golf Club, Washington Freedom & Wyndham Garden Hotel

GGCC Member News Section

QIAGEN donated 26,000 human papillomavirus (HPV) tests to the Nargis Dutt Memorial Cancer Hospital for cervical cancer screening. The company made this announcement at the Women Deliver global advocacy conference in Washington DC, which is focused on promoting global maternal health solutions. This donation was an effort to increase access to HPV screening for cervical cancer prevention among women in low-resource regions of the world.

AlphaGraphics of Gaithersburg is celebrating their 40th Anniversary. Alphagraphics provides the local business community with business solutions they need to achieve their marketing communications goals. Congratulations on your milestone.



The **Hilton Gaithersburg** received the "Chief's Council Award" from the Gaithersburg Police Foundation. The award reads "In grateful appreciation of your generous and continuous support of the Gaithersburg Police Foundation." Congratulations team Gaithersburg!



The **Comfort Inn Shady Grove** received the 2010 Platinum Hospitality Award from Choice Hotels International. This award is given to the top 3% within the Comfort Inn brand, and is awarded each year to those hotels that receive the highest ratings in guest satisfaction surveys, and score

highest in quality assurance review process. Congratulations!!

Montgomery College has some new faces around campus.



Dr. DeRionne P. Pollard has been named as the next president of Montgomery College. Dr. Pollard brings 15 years of community college teaching and leadership

experience to Montgomery College. Dr. Sanjay Rai has been named the Vice-President & Provost of the Germantown Campus. He was the instructional Dean of Science, Engineering and Mathematics at Montgomery College Rockville Campus from 2004-2009. Dr. Rai serves on the Chamber's Board. Welcome and Congratulations to you both.



CCT Update
by Stuart Barr
Lerch, Early &
Brewer, Chartered

On May 24th, the Corridor Cities Transitway Coalition hosted a status

briefing on the Corridor Cities Transitway project and the recently approved Great Seneca Science Corridor Master Plan (formerly the "Gaithersburg West" Master Plan). The Corridor Cities Transitway is a long-planned, essential Montgomery County transit system, linking communities and town centers along the I-270 corridor from the Shady Grove Metro Station to Clarksburg, with an ultimate extension to Frederick. The CCT will create jobs, get cars off the road, and complete the County's vision of a vibrant technology corridor. The CCT is a vital element of Montgomery County's recently approved Great Seneca Science Corridor Master Plan, which provides the blueprint for long-term growth in the area around the current Shady Grove Life Sciences Center. The County Council sent a recommendation to MDOT, calling for the CCT to be built as a light rail project. The briefing provided a status update on the project for key stakeholders, including elected officials, business and community leaders, and the general public. Speakers included State Senator Rob Garagiola; County Councilmember Mike Knapp; Henry Kay, Deputy Administrator, Planning and Engineering, Maryland Transit Administration and Rick Kiegel, CCT Project Manager

Paul Davis Awards Scholarship

Paul Davis Restoration and Remodeling recently launched a scholarship award essay competition to support local fire and rescue professionals and their families. The semi-annual scholarship awards of \$2,500 are for any child or dependant of a firefighter or emergency medical personnel.

"Our first scholarship recipient is Nicole Lynn Stottlemeyer. She is the daughter of Walter Stottlemeyer, a fire department Captain at Station #8, 801 Russell Ave. in Gaithersburg," said Tom Plant, Paul Davis, President. "Nicole is a resident of Poolesville, Maryland and a college sophomore at Salisbury University in Salisbury, where she'll use the scholarship money for tuition. Her essay was about being the daughter and granddaughter of Maryland firefighters and how she grew up around her father's work and helping those in need along with learning compassion and teamwork," said Plant.

Nicole accepted the scholarship award on Tuesday, June 22 at Station #8 The scholarship program demonstrates Paul Davis Restoration's continuing support for

local fire and rescue professionals and their families. "We salute those who stabilize a wide variety of catastrophic and dangerous situations and who are equipped to deal with local property owners during some very difficult times," said Plant. "We are proud to sponsor this opportunity for young people in our community."



Pictured above (l:r) Captain Walter Stottlemeyer (Station 8 - Montgomery Village), Nicole Stottlemeyer (Scholarship winner) Laurie Oyer and Tom Plant, President, Paul Davis Restoration & Remodeling



Key Words:
Gaithersburg, Germantown,
Chamber, Commerce.

Membership Corner

It's summer time and the living is easy...so go the lyrics to a familiar song.

But here at GGCC, even through the steamy summer months, we are busy providing you with many cool opportunities to become or stay engaged.

Member Services recently launched its "Six the City" summer campaign listing six great events that you can attend from July through September and six reasons to join the GGCC.

Reasons such as:

- ◆ Meeting new contacts
- ◆ Member-member discounts
- ◆ Building your brand awareness through advertising and sponsorship
- ◆ We are your voice in in the business community
- ◆ Using the GGCC website to promote business
- ◆ Networking and building relationships

As I thought about this article, I wanted to extend the theme of "six", so I suggest that

you consider these six simple ways that you can get involved over the summer months.

Reach out and contact a new member to say welcome and hello (new members are listed on our website). Ask what they do and how you can help. You will be surprised at how helping others comes back around in good things to the giver.

Support the chamber recruitment by accepting the challenge to talk to six colleagues or clients in the next two months about chamber benefits.

Attend GGCC events and bring six new people to an event. You can register or view all events at www.ggchamber.org.

Collect six business cards of prospective members and give them to me so I can contact them and invite them to learn about GGCC.

Consider sponsoring a table at the Public Safety Breakfast and invite non-members as your guest.

Go through the chamber directory and make a list of six businesses with whom you share

strategic synergy. And speaking of strategy, the membership committee is developing a unique pilot program called "Direct- Connect". It is all about strategic alliances so that members can further increase the value of their business through our chamber. To learn more, contact me.

Finally, speaking of giving first, here are six websites where I hope you will find information that will help you plan a fun and safe summer.

- ◆ www.MarylandsBest.net
- ◆ www.marylandfairsandfestivals.com
- ◆ www.marylandwine.com
- ◆ www.mda.state.md.us/md_products/farmers_market_dir.php
- ◆ www.montgomeryparks.org
- ◆ www.familyfun.go.com

Looking forward to seeing you soon! And, as always, don't hesitate to contact me if I can be of any assistance.

Contact Donna at 301-840-1400 x17 or

Writer's Corner



Dawn Goldberg finds stories in everything. We're here at Write Well U to help inspire you, to help you write, to help you connect with others, to help you create. To follow her story, or find out how you can tell your own, visit www.writewellu.com.

Audience - Again and Again and Again

Your message, your style, the language you use, the concepts you mention or explain is all determined by who your audience is. You the writer are the conduit, and it might be your unique message you're conveying. But it's the audience who matters.

Ask yourself these questions about your audience:

- ◆ Who is my audience?
- ◆ What do they already know?
- ◆ Do they *need* to know what I'm telling them?
- ◆ Do they need more background information?
- ◆ Have I given *too much* background information?

A virtual assistant writing website copy about her social media services needs to understand how social-media savvy her audience is. Have they just heard about social media, know they need to get involved, and need her services to do so? Or are these potential clients already involved in social media and just need someone to take over their campaigns? The answers to these questions help the virtual assistant decide exactly how she'll present her services.

A business coach writing a book on marketing needs to understand her main audience. Are they male or female? At what stage of their business are they? A brand-new business owner has different marketing needs from a business owner who is in his tenth year in business.

"About Me" or "Welcome to XYZ Business" headlines on a website are *not* about the reader. The business owner needs to get into his reader's mind and speak directly to his reader's needs. What is the reader looking for? What problems does she have? How can he solve those problems?

Yes, we would like to say that anyone can read your book, benefit from a marketing product, or peruse your website. The truth is that it's actually easier to write when you have a concrete, detailed picture of your reader. It's much harder to write for everyone. That doesn't mean that other people can't read your book or buy your product. Your words, style, explanations need to fit one specific reader. Then everyone else can just follow along.



GGCC Business Golf Classic—Friday, September 10

P.B. Dye Golf Club

Golf: A Fusion of Business & Leisure

GOLFERS WANTED * SPONSORSHIPS AVAILABLE

Details at www.ggchamber.org or see flyer insert

Montgomery County 311



The public is now able to access Montgomery County government information and non-emergency services online or by calling a single number: 3-1-1.

Customers can access information and create, or track, service requests on the new website at www.montgomerycountymd.gov/311. In the event of a community event or emergency—such as a water main break or weather-related incident—the 311 system can quickly incorporate real time information for the public.

MC311 can be reached from most wireless phones. Residents can reach the Call Center by dialing 240-777-0311, which is also the number to reach MC311 when calling from outside Montgomery County. The Call Center's hours of operation are Monday through Friday, 7 a.m. to 5 p.m. The self-service website is available 24 hours a day, seven days a week. The TTY line is available by calling 240-773-3556. By consolidating different county department call centers and information and tracking systems, MC311 has already projected more than \$10 million

in savings between the current and upcoming fiscal years. When you call 311 you will hear a brief announcement welcoming you to MC311 and asking you to select your preferred language. You will then be connected to a trained and knowledgeable professional ready to assist you.

For more information about MC311, call the Office of Public Information at 240-777-6507 or visit www.montgomerycountymd.gov/311.



Pictured above: Bastien's Foundations celebrated their grand opening on May 29 with a ribbon cutting and receipt of a proclamation from the City of Gaithersburg Mayor Sidney Katz.



Pictured above: Gizelle Petit, Sandy Spring Bank and Sandy McNamee, Signs of Progress enjoy good wine and great food at the GGCC Annual Wine Tasting held in May.



Pictured above: Comptroller Peter Franchot visited with GGCC members to hear first hand how the Maryland economy is performing and how they can help.

New Chamber Members Continued

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Meet The GGCC Board

**Jerry Therrien**

Jerry Therrien is a principal of Therrien Waddell Construction based in Montgomery County since 1987. Along with his business partner Donnie Waddell - in charge of operations, Jerry manages

the overall office, administrative and business development functions of the business. He is a LEED Accredited Professional (Leadership in Energy & Environmental Design) under USGBC (United States Green Building Council).

Therrien Waddell is a commercial general contracting and construction management organization comprised of 25 employees that manages the construction of new building and renovation projects in the Washington and Baltimore metropolitan areas. Types of projects performed include interior office renovations, retail stores, medical offices & clinics, biotech facilities, community centers, fire stations, multifamily rehabs, public projects, and "green" construction. Examples of local projects performed are the façade renovation and pad building at Montgomery Village Plaza (Trader Joe's), the CSAAC headquarters building in East

Village, Porsche-Audi on the Rockville Pike, labs for Gene DX, Gaithersburg Fire Station and offices for Hughes.

Jerry started his career out of college on construction job sites. Rising through the ranks of construction management in commercial development organizations with exposure to design, leasing and property management operations led to the rounded perspective on building needs and relationships that are the hall mark of TW Construction today. The greatest value in working with TW is provided when they can participate in the early concept stages of projects. The project team benefits most through the cooperative interchange of ideas between owner-design-contractor participants where options, schedules and cost economies can be fully explored.

Jerry lives in Germantown with his wife Sharon. They have two grown children: a son (and grandson) in Atlanta, Georgia and a daughter living in Germantown. Participation in the GGCC has been a way for Jerry to get involved in his community, become more aware of issues affecting it and a means for enhancing business. He encourages everyone to consider joining, being a volunteer or providing a voice for decisions that matter to all who work or live in our community.

Germantown Task Force

JULY GERMANTOWN TASKFORCE MEETING**Green Business Certification // Sustainability Practitioner Certificate**

The new *Montgomery County Green Business Certification Program* is designed to assist and recognize businesses taking voluntary steps to go above and beyond basic green measures to reduce their ecological footprint. Program emphasis is on day to day operations and policies, as distinct from Leadership in Environmental and Energy Design (LEED) certification, which focuses mainly on building construction and major systems.

The *Sustainability Practitioner Certificate* can be earned through Montgomery College by taking 13 two-hour courses (online and in person), beginning this Fall. The Certificate program will provide individuals with the theoretical foundations and practical hands-on

experience to pursue a career in sustainability and/or green their current job.

Presenters

◆ **Doug Weisburger**
Manager, Montgomery County Green Business Certification Program, Department of Environmental Protection

◆ **Jennifer Woofter**
President, Strategic Sustainability Consulting and Instructor, Montgomery College

THURSDAY, JULY 15TH

8:00 AM – 9:00 AM

**MONTGOMERY COLLEGE
GERMANTOWN / GOLDENROD
BUILDING**

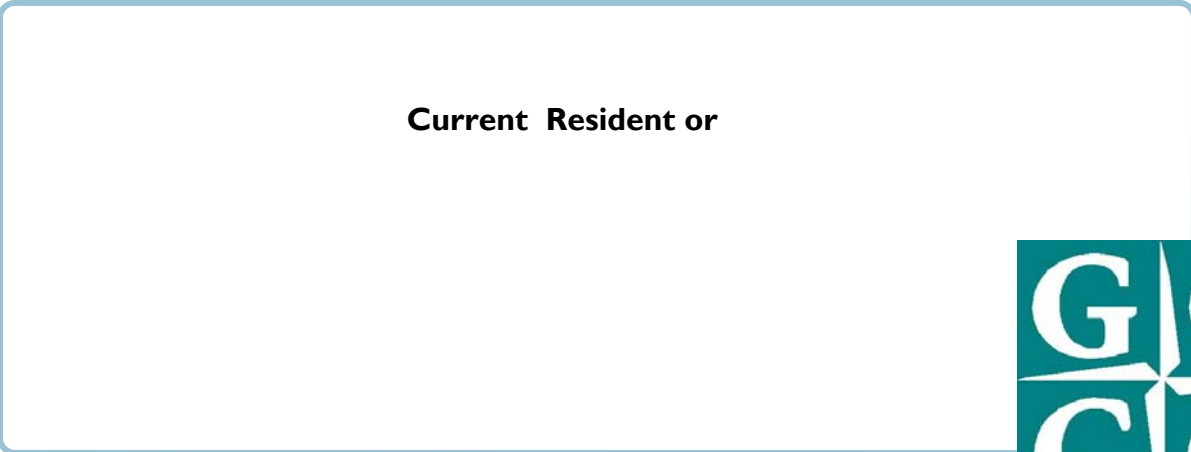
**FOR MORE INFORMATION SEE
OUR CALENDAR OF EVENTS AT
WWW.GGCHAMBER.ORG**



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