



A Message From the Chair
Doug Wrenn, Rodgers Consulting, Inc.



I recently heard a story about a college professor that used the process of filling a container to illustrate a life lesson to his students.

One day a college professor stood in front of his class. He carefully filled a glass container with several large rocks until the last rock barely fit inside the container.

The professor asked the class; "what lesson about life can be learned from this demonstration?" One of the students enthusiastically raised her hand and replied; "it

shows that you can always add more to your life, that you can learn more, do more, and make more out of every day no matter how busy you think you are."

The professor remained silent for some time. Finally he turned to the class and said; "no, that was not the point of his demonstration."

So how does this lesson apply our everyday world? I think it means that if you are developing a strategic plan for your business or organization, identify the big ideas first.

In the political arena, I think this lesson means that our elected officials should focus on large policy issues and community needs before they get too absorbed in the details about programs and procedures.

And in our day-to-day interactions with clients, vendors, or partners, I believe this demonstration tells us it is important to prioritize our goals and objectives.

So remember; in order to get the most out of your business, your government, and your life - put the big rocks in first.

In This Edition:

Chair's Message.....1
New Members.....2
Calendar.....3
Event Photos.....3
Member News.....4
Writer's Corner.....5
Meet the Board.....7

Think! Sponsorship

Support the GGCC & increase visibility for your organization. There are a variety of sponsorships available to our members.

2012 Opportunities Include:

- Corporate Sponsor Program Exclusive package—\$4,000
Special Event Sponsor Package—\$1,000
Business Networking After Five \$300 (plus cost of food & drinks)
Business Networking Before Nine \$250 (plus cost of food & drinks)
Business Card Exchange Lunch

For more information call 301-840-1400 x 14 or 15



Many citizens do vote, because voting lets them tell the government what they want it to do. There are several issues facing the residents & businesses in Gaithersburg.

Its time to VOTE!!

VOTER REGISTRATION DEADLINE IS OCTOBER 24.

City residents who are registered to vote in Montgomery County are automatically registered to vote in City of Gaithersburg elections.

CITY OF GAITHERSBURG ELECTION IS NOVEMBER 8.

The Council Members each serve the community at-large for a four-year term. The terms of office for Council Members Jud Ashman, Cathy Drzyzgula and Ryan Spiegel will expire in November.

The Board of Supervisors of Elections has certified five candidates to run for three at-large City Council seats. They are:

- Jud Ashman
- Cathy Drzyzgula
- Paula Ross
- Tom Rowse
- Ryan Spiegel

For registration information contact the Montgomery County Board of Elections at 240-777-VOTE (8683) or visit www.montgomerycountymd.gov.

Welcome New Chamber Members

Ackerman Security Systems
Sid Sclar
6824 Industrial Drive, Suite 102
Beltsville, MD 20705
siney.sclar@ackermansecurity.com
www.ackermansecurity.com
888-999-1070

ASAP Delivery / Courier Service
Fred Escobar
18949 Quiet Oak Lane
Germantown, MD 20874
fredescobar@asap1-couriers.com
www.asap1-couriers.com
443-271-7534

Bank of America
George Chaney
19707 Germantown Road
Germantown, MD 20874
george.chaney@bankofamerica.com
www.bankofamerica.com
301-515-8404

Bridgestreet Corporate Housing
Marla Chinn
2828 Fallfax Drive
Falls Church, VA 22042
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www.bridgestreet.com
703-208-9110

Curry's Auto Service
John Phillips
457 N. Frederick Avenue
Gaithersburg, MD 20877
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www.currysauto.com
703-727-2675

Duffy Irish Dance Foundation
Barbara Crews
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Gaithersburg, MD 20878
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www.duffyirishdance.com
301-518-4607

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301-355-9075

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www.ellinportconsulting.com
301-670-0770

FAB Electric
Jim Fab
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Gaithersburg, MD 20877
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www.fabelectric.com
301-622-6979

Full House Auction, LLC
Michael Zuckman
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Gaithersburg, MD 20879
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www.fullhouseauction.com
301-407-1608

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Kentlands Flowers & Bows
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Gaithersburg, MD 20878
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301-330-7720

Maryland Home Connection
Chris Arcadia
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Medifast Weight Control Centers
Daniella Palm
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dpalm@medifastcenters.com
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301-990-2424

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Zibby Koppelman
8321 Old Courthouse Road, Suite 260
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703-946-6424

Plum Gar Women's Support Group
Karen Brown
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plumgarsupportgroup@gmail.com
240-643-1916

Red Admiral Accounting & Tax Services, LLC
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240-668-4022

Second Chance Wildlife Center
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301-926-9453

Small Wonders-Gifts, Inc.
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301-540-1433

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www.sugarloafphotography.com
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www.wellsfargo.com
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WJLA-TV ABC 7
Haley Firetti
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703-236-9655

Youth Suspension Opportunities, Inc.
Eileen Shea
209 West Deer Park Road
Gaithersburg, MD 20877
yso708@aol.com
www.g-sharp.org
301-947-2784

Save The Dates

Thursday, October 20

5:30-7:30pm

Business Networking After Five
Christian Science Reading Room

Friday, October 21

10:30am-12:30pm

Ribbon Cutting Ceremony
Curry's Auto Service

Tuesday, October 25

12:00—1:00pm

Roundtable Discussion with
Comptroller Peter Franchot

Wednesday, October 26

11:30am—1:00pm

Business Card Exchange Lunch
Crowne Plaza Rockville

Thursday, November 17

5:30-7:30pm

Business Networking After Five
Pinky & Pepe's Grape Escape

Thursday, December 8

6:00-10:00pm

Annual GGCC Gala

To be held at: Hilton Gaithersburg

Thursday, December 15

LAST EVENT OF 2011

5:30-7:30pm

Business Networking After Five
Johns Hopkins University

More Events Online!!

Advance registration is requested.

To Register, Please Visit:

www.ggchamber.org



MEMBER EVENT PHOTOS
ggchamber.org/photogallery



Special Thanks To Our Event Sponsors This Quarter

300 Shady Grove, California Pizza Kitchen,

Hilton Gaithersburg,

Melting Pot of Gaithersburg, Smokey Glen Farm Barbequers, Inc.

GGCC Member Spotlight...

The third quarter was a busy one. We conducted three ribbon cuttings for Chamber members: **Monarch CPA Services, Perren's Greener Cleaners & Full House Auction, LLC.**



Congratulations to the **City of Gaithersburg** received a first place 2011 Government Programming award for Gaithersburg: The Facts from the National Association of Telecommunications Officers and Advisors (NATOA).



Do you know about InvestMaryland? **InvestMaryland**, an administrative and legislative proposal designed to support the growth of the state's



knowledge based industries by stimulating investment in the Maryland Venture Fund. The Governor unveiled his proposal during a key note speech to 350 business, academic and government leaders at the 2010 State of Tech in the I-270 Corridor conference at the Universities at Shady Grove Conference Center. Learn more at: choosemaryland.org.



Congratulations to **The Great Frame Up**, who celebrated 3 years in business on August 29th.

In their best showing ever in the Newspaper of the Year Awards of Suburban Newspapers of America, **The Gazette** and its sister company, Southern Maryland Newspapers, took three of the top four honors for non-daily newspapers. First place awards included the Gazette's Gaithersburg—Montgomery Village—Germantown edition, circulation over 37,500.

GGCC Scholarship Foundation

The Gaithersburg-Germantown Chamber is proud to announce that this year we will award five Montgomery College students a one year full scholarship. Three engineering students, one business student, and one pharmacy student will receive the scholarships

Jim Muir, Assistant Vice President, Hughes Network Systems, has been diligent in securing donations to meet the Chamber's goal of \$25,000.

The response has been outstanding. We are pleased to have the following companies support the foundation:

- Deerfield Construction
- DeLeon & Stang, CPAs & Advisors
- Gaithersburg Germantown Chamber
- The Gazette
- Genesis Security Systems, LLC
- Hughes Network Systems, Inc.
- MAR, Inc.
- Mid-Atlantic Federal Credit Union
- McShea & Company

Past Presidents of the Chamber & individual contributors have also supported the cause, they include:

- Mary Ann Britton
- Steve Blomberg
- John Compton
- Allen DeLeon
- David Denton
- David Edgerley
- Jerry Gimmel
- Jim Hyatt
- Senator Nancy King— District 39
- Jim Muir
- Hercules Pinkney
- Bill Schlossenberg
- Randy Scritchfield
- Michael Sullivan
- Chad Tyler



Each student will be awarded a scholarship check at our annual Celebration Dinner on Thursday, December 8.

"This gift means more to me than you can imagine. Like many others lately, I lost my job due to the sagging economy. While I know attending college may put a financial burden on my family in the short term, I know the long term benefits will provide

the financial security my family deserves," said Rich Erikson, a second semester student, with a 4.0 GPA in electrical engineering. Rich will be looking for employment in the healthcare or biotechnology fields.

"The many Chamber members who made gifts to support this scholarship understand that Montgomery College truly is "The Community's College" serving as a pathway to four-year universities, employment, and lifelong learning, for more than 60,000 students annually," said Kathy Stevens, Director of Annual Giving for Montgomery College. "And, they understand the need for community support for the 40% of MC students that depend on government and private financial assistance to attend each year."



Pictured above are 2009 GGCC Scholarship Awardees with representatives from Hughes Network Systems, LLC & MAR, Inc. Five Montgomery College students will be awarded at the Chamber Gala on December 8.

Writer's Corner



Dawn Goldberg works hard at writing like no one else, as scary as that may be. If you'd like to write like yourself, check out www.WriteWellU.com, where Dawn offers writing classes and workshops to help you gain self-confidence as a writer and expand your creative muscle.

Beware the Writing Wasteland

I was recently reading a science fiction story from the 1960s, and parts of the story just draaaaaaaag. There's this old saying that if your character is going to open the door, then you, the writer, need to be able to see the doorknob. It doesn't mean that the *readers* need to see the doorknob; just that the writer has to be very clear on what's going on in his story.

However, in this science fiction story, it's as if the writer needed to make sure that the readers see every doorknob, every stain on the carpet, every fray in the fabric. For me, it feels like I'm slogging through a wasteland with little hope of getting to the other side.

The reader does not want to be reminded that he is reading the written word. He wants to be immersed in your message, your solution.

But, of course, the writer wants to make sure her audience has all the information. This piece might be important! What if the reader isn't smart enough to figure it out?

And then the reader is trapped in a reading wasteland.

Here is your own guide to avoiding the wasteland:

1. Show; don't tell. Don't tell the reader what he sees, smells, tastes, hears and experiences. LET him see it, smell it, taste it, hear it, experience it. You'll draw him into your message that more powerfully and quickly.

2. Edit, please. In a first draft, it's absolutely appropriate to give "too much" detail. You have to see that doorknob. But if you give yourself enough time in between drafts, when you go back to the draft, you can better see what needs to be there and what doesn't. (Hint: not everything needs to

be there. We probably don't need to see the doorknob.)

3. Determine what is crucial. Every word, every sentence, every paragraph, every chapter should be there because it **MUST** be. If it's not a crucial piece of information, then get rid of it. Your writing will be tighter and more concise as a result.

4. Create tension and suspense. Whether fiction or nonfiction, move your writing along like a master storyteller. Think cliffhangers, surprises, twists, convenient chapter breaks. Keep your readers hungry for the next word.

See the doorknob. Be the doorknob, if necessary. Just don't let your reader see it, unless it's crucial.

For more information, visit Dawn at www.WritingFromYourSoul.com.

Goal Getters



Walter Borotto is a management consultant specializing in organizational issues, as well as sales improvement processes, customer loyalty, team management, leadership development, and other organizational and individual development issues. He is the owner and founder of Goal Getters in Gaithersburg. Contact Walter at: beagoalgetter.com, or email him at walter@beagoalgetter.com.

A Strategic Plan Is Only Part of the Answer

Whether business is great or not so great, most small to medium sized businesses eventually face the challenge of determining what they are going to look like in the next five to ten years. For the owner or CEO, it becomes a question of taking the business from where it is now in the vast oceans of competition, evolving technology, new product introductions, capability, and opportunity, to a point in the future where the journey is the arrival at a planned destination rather than a haphazard one. The obvious requirement for this journey is the need for a strategic plan, a comprehensive road map of how to take the company to this place in the future where the visualization of the company becomes the reality. It's just a question of how to get there, right? Well, that may only be part of the answer.

For many businessmen and women for whom it's a challenge to just keep all the balls in the air at the same time, the formulation of a strategic plan that they believe is achievable becomes an accomplishment onto itself and may not be the driving force they intend it to be.

For business owners that are blessed to have a few employees, the plan that they and their key people worked so diligently to compose gets put aside, shoved to a corner of the desk, or, worst of all, set on a shelf to gather dust a few months after its birth. For small owner/operators who can't seem to get out of the crosshairs of running the business, it might be even more difficult to implement a strategic plan. These people might well be asking, "Am I running the business, or is the business running me?" After a while, in both situations the goals of the plan get superseded by the evolving dynamics of the day, or the month, and the action steps which are intended to achieve the strategic goals get lower and lower on the priority ladder. It may never become entirely clear to the people in the organization what the strategic goals are, and what their role is in the achievement of those goals. Worse yet, because the goals become nebulous or forgotten in this way, it never becomes clear to management or to the people performing the work whether their actions support the goals as outlined in the plan.

That being said, there are companies that are able to carry the plan to the people, so to speak, but that still may not be enough to move the company toward goal

achievement. There's yet another element that has to be brought into the equation, which are the systems and processes. It's terrific if a company is able to compose a strategic plan, keep it in focus, and communicate it to its people, but if the processes don't support the plan, just as the people have to support the plan to insure success, then the implementation may fail. As an example, if part of the strategic plan is to insure fast product delivery to customers, but production is constantly waiting for raw materials because they import them from China, that portion of the company's processes may not support the goals of the strategic plan.

In a word, it's called *alignment*. It's making sure you have all the right people, all sitting on the right seats on the bus, all doing the right things, all at the right time. Without the *alignment* of having the three Ps line up—plan, people, and processes—a strategic plan may only get as far as the bookshelf across the room or the lower right hand drawer on the desk.

How's your alignment?

For more information, visit Walter at www.beagoalgetter.com.

City names Tom Loneragan Economic Development Director

The Chamber welcomes Tom Loneragan as the City of Gaithersburg Economic Development Director.

"We conducted two exhaustive national searches to find just the right fit for Gaithersburg, and Tom became a clear choice as a result of that process," said City Manager Angel Jones. "We were impressed with his experience in managing downtown revitalization efforts in several very challenging environments, and believe that his collaborative and creative approach will serve this community well."

Loneragan, who started working in late September, was most recently the Executive Director of the Montclair (NJ) Center Business Improvement District, a position that he held nine years. As Executive Director, he was responsible for identifying prospective tenants, making recommendations to amend zoning laws to support revitalization efforts, planning and executing marketing campaigns, special events, retail cross promotions, and other activities to bolster the District, and securing public and private grants and loans to support District initiatives.

"I am honored to have been selected for this exciting new position and offered the opportunity to spearhead the City's economic development efforts," said

Loneragan. "Gaithersburg possesses all of the components necessary for a vibrant, competitive and sustainable economy. I look forward to working closely with the local business community, municipal staff and elected leaders on projects and initiatives aimed at strengthening the City's position as the region's premier destination to live and invest."

The Economic Development Director serves as the City's principal advisor and chief advocate in all areas of economic development. Among Loneragan's responsibilities will be the development, implementation and evaluation of initiatives to broaden and diversify the City's tax base. He will also be charged with sustaining a healthy business climate, promoting employment opportunities, strengthening existing businesses, and fostering entrepreneurship.

The GGCC Economic Development Committee meets on the 3rd Tuesday of the month, 8:30 am at Montgomery College.

If you are interested in joining the committee, please contact Marilyn Balcombe at mbalcombe@ggchamber.org

Annual Celebration Dinner.....

The Gaithersburg-Germantown Chamber of Commerce **Annual Celebration Dinner** will be held on **Thursday, December 8** at the Hilton Gaithersburg. The theme this year is "**Celebrate Success**". **Share a one-line, 2011 success story about your business with the purchase of a ticket.**

The evening's activities include: 2012 board installation, a silent auction, dinner, the presentation of two very special awards and the awarding of f scholarships to five Montgomery College students.

Sponsorships are available & tickets are on sale now!

DETAILS / REGISTER AT:
ggchamber.org

While you are there, check out our new website!!!

Legislative Redistricting— Change is in the Air

Every ten years political boundaries are reviewed and often rewritten, based on the new census data. Within the GGCC geographic area, we will experience three redistricting efforts.

1. Montgomery County Council Districts

The County Council Redistricting Commission has presented its proposed council district to the County Council. The maps are available on the County Council website under the Legislative Branch. The Council will hold its public hearing on the proposed on November 1, 2011 at 1:30 PM. To sign up for the hearing, call (240) 777-7803. Written testimony can also be submitted by 1:30 PM on November 1, 2011 to County.Council@montgomerycountymd.gov

2. State Legislative Districts

3. Congressional Districts

Governor Martin O'Malley called Maryland General Assembly into special session on Monday, October 17, to approve a congressional redistricting plan. The proposed maps can be seen at: <http://mlis.state.md.us/Other/Redistricting/redistricting.htm>.

The Governor will introduce a legislative district plan on the first day of the regular session of the General Assembly in January.



The 2011-2012 Gaithersburg-Germantown Chamber of Commerce Community Guide & Membership Directory & the Gaithersburg-Germantown Map have arrived!!!

By now you should have received your new directory. Additional copies of the new directory are available at no cost. The directories & maps are a great resource for your customers and clients. You can pick up a supply of directories or maps at the GGCC office. There are 72 directories per case & 300 maps per case.

Questions?? Call us at 301-840-1400 x14.

As always – we value your membership

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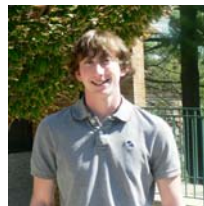
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**Featured Board Member:
Ray McKenzie, Esq.**

Ray McKenzie is a corporate and franchise attorney located in Gaithersburg. Ray was elected to the GGCC Board of Directors in December, 2010. Ray represents small and mid-size businesses in the areas of start-up and formation; employment and independent contractor questions; business litigation and arbitration; commercial lease review; MBE, DBE and woman-owned business certification; and intellectual property. Ray spends much of his time drafting, reviewing and negotiating commercial contracts, including: shareholder and LLC agreements; buy/sell agreements; stock purchase and asset purchase agreements; non-disclosure, confidentiality and non-compete agreements; license agreements; employment agreements; and subcontractor and independent contractor agreements. In the franchise law arena, Ray helps franchisors comply with the burdens of federal and state franchise law, and assists franchisees with the purchase of franchised

businesses, as well as with any franchise law matters that arise while they own their franchised businesses. In addition to serving on the GGCC Board, Ray is a member of the Gaithersburg Economic Development Committee, and is the newly appointed General Counsel of the Corporate Volunteer Council of Montgomery County. In his spare time, Ray is the head coach of two youth ice hockey teams in the area: MYHA, located in Rockville, and Winston Churchill High School, located in Potomac. Ray graduated from The George Washington University Law School in 1998, and lives in the Lakelands with his wife of ten years, Leanna, daughter Elle (6), and son Quinn (4). Leanna is a social worker with Montgomery County DHHS, while Elle attends first grade at Rachel Carson, and Quinn attends pre-school at St. Mary's in Rockville.

To contact Ray:**Email: Ray@mckenzie-legal.com****Telephone: 301-330-6790****Website: www.mckenzie-legal.com****Meet Our 2011-2012 Intern:
Brenden Skilskyj**

Brenden Skilskyj, a senior at Northwest High School in Germantown, joined the GGCC team in September. We asked him to tell us a little bit about himself & thought we would share it with you.

Brenden's favorite class is literature as film. "All we do in that class is watch movies, laugh, and have a good time. There is a very energetic group of students who provide a lively and upbeat atmosphere," he said. His favorite teacher of all time is AP Psychology teacher, Mr. Swope. "He is one of the funniest and smartest people I know..." he said.

Brenden also shared his love of sports. Besides watching any sport on TV, he plays soccer for SAM soccer & loved to snowboard.

On his future endeavors, Brenden hopes to attend University of Maryland at College Park. "Ever since I was young I wanted to go there. I have been a Terps fan for a while now and I hope I can continue that passion for the next four years. I am entering college as a business major," he said. Brenden is a busy teen, but I will let him tell you. "As a high school senior who has an internship, two jobs, and plays soccer, I do not have much free time on my hands. On those occasions where I find myself free I always like to spend it with my girlfriend, Katie," he said. Aside from interning at the GGCC, Brenden works at Smokey Glen Farms and at the Kentland's Movie Theater. Brenden lives in Gaithersburg with his parents. He has an older brother Austin, who recently celebrated his one year anniversary with his wife who he met in college.



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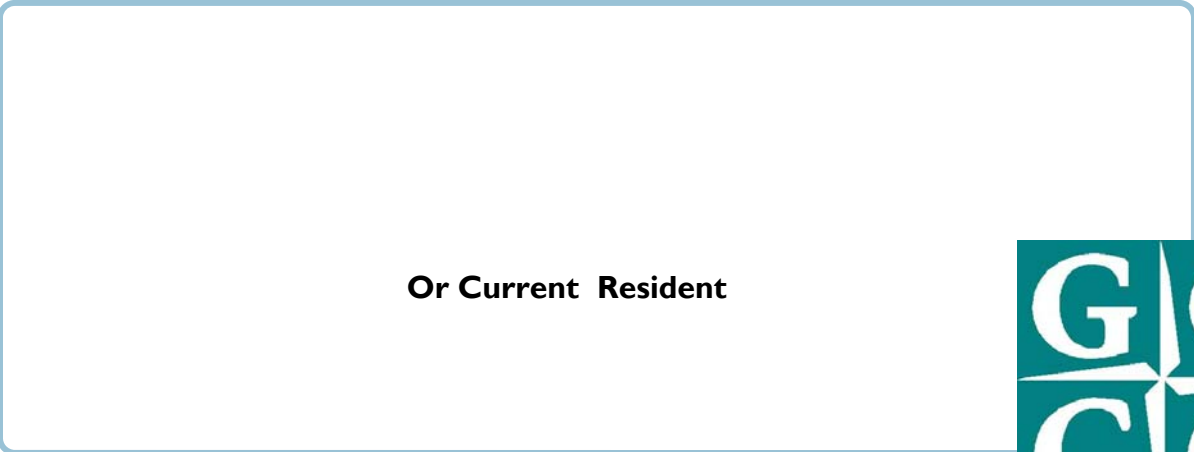
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