



A Message From the Chamber Trina LaPier, The Gazette



The Gaithersburg –Germantown Chamber is on the move! Not only do we continue to grow and host great events, we just moved to our new office building!

Our new offices, located at 910 Clopper Road in Gaithersburg, provide us with more efficient use of space, with the conference room and staff offices in the same handicapped-accessible location.

In searching for a new location, we were committed to being as geographically neutral as possible. We are on the border between Gaithersburg and Germantown, with easy access to Rockville and I-270. The new office is more than a fresh coat of paint and new carpet it represents a renewed commitment to our members with the highest quality service for the long haul.

As we move forward, it is important to remember a few guiding principles:

- **Prosperity** – We work hard every day to help our members *“increase the value of your business”*. Whether it's through our networking events, our economic development efforts, or through our

legislative advocacy, we know our job is to help you prosper.

- **Loyalty** – One of the basic principles underlying Chambers of Commerce is that a high-tide raises all boats. By working together, we can all help the business community thrive. By doing business with other Chamber members, we strengthen the value of membership.
- **Collaboration** – We help each other out. It's not all about the sale, it is about creating relationships that will last a lifetime. Don't get me wrong, I love to see chamber members doing business with other chamber members, but it is also great to see our members grow through the help of other members.

Although we love our new space, we know that what makes a great chamber is not the bricks and mortar it is the people. In that regard, I can't imagine a greater chamber.

Thank you for your continued support and I hope to see you soon. -Trina

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Annual Public Safety Awards Breakfast

When: Friday, August 10

Time: 7:30-10:30am

Where: Montgomery County
Fairgrounds / Harvest Building

Address: 16 Chestnut Street
Gaithersburg

Title Sponsor

Paul Davis Restoration & Re-modeling

Shining Silver Sponsor
Mid-Atlantic Federal Credit
Union

Tickets:

\$30: Member
\$500: Shining Silver Sponsor
\$240: Table Sponsor
\$30: Public Safety Official

**Advance registration
is required at:
www.ggchamber.org**



New Address!!! Please Update Your Databases

**910 Clopper Road, Suite 205N
Gaithersburg, MD 20878**

Main: 301.840.1400 * Fax: 301-963-3918
info@ggchamber.org *** www.ggchamber.org**

Thank You!!!

A huge thank you to all those who helped us move.

The biggest thanks go to the Triumphant Trio who located the space, negotiated the lease, helped design the space, and monitored the construction. Without any exaggeration, we could not have done it without them. Thank you:

- **Henry Bernstein**, Scheer Partners, Inc.
- **David Edgerley**, Sona Bank
- **Jerry Therrien**, Therrien Waddell, inc.

Others who helped along the way:

- **Erik Havens**, Byte Builders Technology Group– IT Support

- **Rodgers Consulting, Inc.**– Interim Meeting Space
- **Hilton Gaithersburg**– Interim Meeting Space
- **Mid-Atlantic Credit Union** – Interim Meeting Space
- **Hughes Network Systems, LLC** – Telephone Consultation
- **Ray McKenzie** – Lease Review

Our fantastic vendors:

- **Bennett Communications**
- **Andy Sterns Furniture**
- **Moyers & Sons Moving and Storage**
- **Signs of Progress**

Welcome New Chamber Members

Alexandria Real Estate Equities, Inc.
Eddie Rose
946 Clopper Road
Gaithersburg, MD 20878
erose@are.com
www.are.com
240-243-0832(T)
307-947-0904 (F)

Andy Stern's Office Furniture, Inc.
Andy Stern
12246 Rockville Pike
Rockville, MD 20852
astern@andysterns.com
www.andysterns.com
301-984-3030 (T)
301-614-0677 (F)

Arkin & Company, Chartered
Terrance Leary
2200 Research Boulevard
Suite 540
Rockville, MD 20850
terrance@arkincocpa.com
www.arkincocpa.com
301-340-1550(T)
301-340-0505(F)

Benefits Provider Network, LLC
David Miller
15340 Falconbridge Terrace
Gaithersburg, MD 20878
davidhmler@benefitsprovidernetwork.com
www.benefitsprovidernetwork.com
301-641-4446(T)

EWC Consultants
Thomas Ellis
3919 Woodreed Drive
Brandywine, MD 20613
tellis@ewcconsultants.com
www.ewcconsultants.com
301-343-0001(T)

Fairfield Inn & Suites by Marriott
Ellen Lambert
20025 Century Boulevard
Germantown, MD 20874
ffgermantown-sales@baywoodhotels.com
www.fairfieldinns.com
301-916-0750(T)
301-916-0751(F)

Harbor Freight Tools
Roxana Andrade
9649 Lost Knife Road
Gaithersburg, MD 20877
hft177@harborfreight.com
www.harborfreight.com
301-949-2905(T)

Infinity Business & Concierge Services
Laurel Jones
20203 Goshen Road
Suite # 139
Gaithersburg, MD 20879
laurel@infinity-bcs.com
www.infinity-bcs.com
240-724-7624 (T)

Midtown Mortgage Company
Glenn Benson
7315 Wisconsin Ave.
Suite 325 East
Bethesda, MD 20814
glenn@midtownmortgageco.com
www.midtownmortgageco.com
240-395-1161(T)
757-605-4256(F)

Morton's Towing & Recovery, Inc.
David Morton
PO Box 4112
Gaithersburg, MD 20885
david@mortonstowing.com
www.mortonstowing.com
301-330-1170(T)
301-330-2249(F)

Paychex, Inc.
Dan Nail
700 Red Brook Boulevard
Suite 200
Owings Mills, MD 21117
dnail@paychex.com
www.paychex.com
410-581-7700 x 28066 (T)
877-675-7392 (F)

Simpler Life Solutions
Donna Dettling
8728 Tryal Court
Montgomery Village, MD 20886
donna@simplerlifesolutions.com
www.simplerlifesolutions.com
301-330-8750(T)

Sona Bank
David Edgerley
15810 Gaither Drive
Suite 220
Gaithersburg, MD 20877
dedgerley@sonabank.com
www.sonabank.com
301-838-2410(T)

The Izaak Walton League of America
Nathan Truitt
707 Conservation Lane
Gaithersburg, MD 20878
ntruitt@iwla.org
www.iwla.org
301-548-0150(T)
301-548-0149(F)

The Randall Company, LLC
Kathryn Randall
16102 Mills Orchard Drive
Gaithersburg, MD 20878
kathy@therandallcompany.net
www.therandallcompany.net
240-620-5075(T)

U.S. Army Recruiting Station
Christopher Hair
317 East Diamond Avenue
Suite D
Gaithersburg, MD 20877
christopher.hair@usarec.army.mil
www.goarmy.com
301-948-1992 (T)
301-519-9456 (F)

PERFECT FIT



A larger Chamber means everyone wins!!!

Know a business that is the perfect fit?

Invite them to attend an event
as your guest.



Need information???
Contact Donna Gallagher at

301-840-1400 x17 or
dgallagher@ggchamber.org.

Save The Dates

Tuesday, July 17

5:30-7:30PM

Business Networking After Five
Apartments at Miramont

Friday, August 10

7:30-10:30am

GGCC Public Safety Awards

Thursday, August 16

5:30-7:30PM

Business Networking After Five
Melting Pot

Friday, September 14

10:00am-6:00pm

Annual Business Golf Classic

Thursday, September 20

5:30-7:30PM

Exceptional Volunteer Picnic &
Non-Profit Showcase
Smokey Glen Farm

Tuesday, September 25

11:30am-1:00pm

Business Card Exchange Lunch
Potomac Pizza

Tuesday, October 9

7:30-9:00am

Business Networking Before Nine
BlackRock Center for the Arts

Thursday, October 18

5:30-7:30pm

2nd Annual "Bowling with Board"
300 Shady Grove

Advance registration is requested.

Register: www.ggchamber.org
MEMBER EVENT PHOTOS
www.ggchamber.org/gallery

**Special Thanks To Our Event Sponsors
This Quarter**

Bean Bag Deli & Catering, Co., Buca di Beppo (twice), City of Gaithersburg (twice), Grossberg Company, LLP, Melting Pot (twice), Maryland Soccerplex, Mid-Atlantic Federal Credit Union, Pinky & Pepe's Grape Escape, Planet Fitness, and Strive Business Solutions



GGCC Member Spotlight...



Hyatt House Ribbon Cutting on April 5. Hyatt House offers one bedroom and two bedroom/two bathroom suites featuring full kitchens and complimentary breakfast buffet. To learn more about the Hyatt House, visit: www.hyatthouse.com.



Governor Martin O'Malley has announced he supports the locally preferred alternative route for the CCT!! This is a crucial step forward on this

very important transit project. For more, http://www.mdot.maryland.gov/News/2012/May%202012/Governor_Announces_CC_T_Alternative_as_BRT.html.



Annual Upcounty Business Breakfast Briefing held at **Hughes Network Systems**, featured Montgomery County Executive Isiah "Ike" Leggett, State Senator Jennie Forehand District 17, State Senator Rob Garagiola District 15 and State Senator Nancy King District 39.

City of Gaithersburg
Mayor Sidney Katz has been elected to the Maryland Municipal League (MML) Board of Directors and City Attorney Lynn Board was elected as Secretary of the Maryland Municipal Attorney's Association. MML represents 157 municipal governments in the State of Maryland & it works to strengthen and support municipal government through advocacy and the development of effective leadership.



City of Gaithersburg Police Chief Mark P. Sroka presented the Officer of the Year award to Officer Shane Eastman, the Bronze Star to Officer Jonathan Mason and the Chief's award to Speed Camera Technician Ricky Tabb for their outstanding commitment-to-duty, professionalism, and contributions to the citizens of the City of Gaithersburg and to the Gaithersburg Police Department.

Goal Getters

Walter Borotto is a management consultant and works primarily with entrepreneurial and family owned businesses on issues such as these, 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. Contact him at: www.BeAGoalGetter.com, or email him at Walter@BeAGoalGetter.com if you are interested in contacting him for seminars or speaking engagements, lunch-and-learn, etc.



Sometimes You Have to Fix The Owner

There are any number of reasons why people go into business for themselves. There are

those within whom the entrepreneurial spirit is alive and well. There are others who've had enough of the politics and often confining nature of the corporate world. Some make it big. Some grow their companies, and then sell. Others grow to a point, and then the progress seems to stop. Let's look at this last phenomenon.

It's no secret that the business owner must wear many hats. There's the sales hat, the operations hat, the finance hat, the technology hat, and several other hats. However, business owners are not gods, they're humans, and like most humans they tend to spend the bulk of their time in their comfort zone. He or she could be the rainmaker, the producer, the driving sales force in the business. He or she could be the technological genius, the key scientist, the systematic thinker in the organization. I don't need to belabor the point, which is that business owners will thrive in what they're naturally good at, and unless they have the money to hire up in the areas that they're not so good at, the rest of the business could suffer. Growth stops. Bottlenecks develop. Deadlines are missed. Employees are not happy. Clients

are not happy. Eventually, the owner is not happy.

The mental, emotional, and cultural challenges of recovering from this phenomenon, which can happen at several points in the growth cycle, are significant for an owner and for the business. If selling is a key aspect of a particular owner's bucket of duties, wouldn't it have been helpful for that owner to know if his natural attributes and natural behaviors suited him for that role? Wouldn't it have been nice to know that going in, rather than recovering from the cash flow crunch?

If the owner was a technological maven, but knew that he or she was too empathetic and not an order-giver, wouldn't it have been beneficial for that owner to know that and learn to adapt his or her behavior from the very beginning rather than at the point where his people have trained themselves to ignore his tirades? Such are the value of assessments.

I hear it all the time: "Yeah, I kinda know I'm not very good at that," or, "I'd love to grow, but we're so disorganized." Translation: *I'm so disorganized that I don't think I can handle it.* The question becomes, *So what are you going to do about it?* There are a number of tools out there that enable a person to know, rather

than guess, if they are a systemic thinker/analytical type, or if they are a task oriented, charge-up-that-hill blindly type. There are other tools out there that reveal what a person's inner motivations might be? Or by making money? Or are they altruistic and are really motivated by helping people? Different natural attributes, natural behaviors, and inner motivations help a business owner better understand how to "round out" the talents needed to run a successful business, or how to adapt their own talents and behaviors so that areas outside their sweet spot are addressed and not ignored to the point of crisis management or business trauma.

If you are a current business owner and words like "overwhelmed," or "disorganized," and "unsure" enter into your daily thoughts, you might want to think about what a properly administered assessment can do for you to (a) face up to the problem, (b) admit that you might need some help in addressing it, and (c) figure out what you can do about it to get back to the happy place you thought you'd found when you went into business. If you're thinking about going into business, think about assessments to get a complete rather than partial picture of what talents will be needed besides your own natural talents to make your company successful.

Writer's Corner

Dawn Goldberg is the Creativity and Writing Expert at Write Well U, where she helps business owners write from their souls and make a greater impact. Download your free Writing From Your Soul system at www.WritingFromYourSoul.com. For more information, visit Dawn at www.WritingFromYourSoul.com.



Your Inner Critic Gremlin Lies to You 6 Questions to Get to the Truth

That's a stupid idea.

What makes you think anyone is going to buy from you?

You're promoting too much.

No one needs what you have to offer.

You offer the same service/product as _____. Why would someone buy from you?

That last question is the only question that the Inner Critic Gremlin has that is even remotely helpful.

Why would someone buy from you?

But that's the end of its helpfulness. Gremlin will give you all the negative reasons why someone would NOT buy from you.

You DO have something to offer that is different from anyone else in your industry...

Here are some **simple, yet powerful, questions** you can ask yourself to get to the truth. The answers will tell you - and Gremlin - why someone WOULD buy from you.

1. **People need me because...** Your answer is going to include special skills and gifts that you bring to the game. You provide something. What is it?
2. **What's special and unique about what I do is...** The thing about a natural gift is that we don't usually realize it's special. We think everyone does it and does it that way. That's your first clue that what we're talking about IS a gift.
3. **I solve these kinds of problems:** _____. What is it that you do? How do you help others?

4. **People tell me they're amazed I can...** People HAVE told you this. You may just have to delve deeply.
5. **I'm really good at...** You are. It may be hard to admit to it, because we're taught that it's bad to say, "This is what I'm great at."
6. **No one else seems to be able to _____ like I can.** This one may be easier to answer than #5 because it's easier to see yourself in comparison to others (good *and* bad, unfortunately). Hint: what do other people come to you to do because they can't or they're not as good as you?

You may have to run through this exercise several times before it becomes somewhat automatic - your automatic answer to what the Inner Critic Gremlin tells you.

Because Gremlin always has lies for you. It's up to you to find the truth.

Worksite Wellness

Emily Noll, M.S., is the Director of Worksite Wellness for LifeWork Strategies, Inc., a member of Adventist HealthCare, Inc., where she helps employers of all sizes to implement behavioral health and wellness programs. Emily received her Masters degree in Organizational Counseling from Johns Hopkins University. She and her husband reside in Germantown with their two kids. Contact Emily at enoll@lifeworkstrategies.com.



Shedding light on health

It's always a relief when the power is restored and the lights come back on!

After our most recent local storm, we are back to productive work and life!

With the light shone on any remaining damage, repairs can be made. Consider how such an experience relates to your wellbeing. Are you in the dark about your health risks? Do you have support and tools to improve your health?

There are several ways to shed light on your health; for some, it's as simple as stepping on a scale, having a conversation with your doctor, or getting your annual preventative screenings. For others, the 'ah ha' moment is harder to come by, perhaps as a result of a more serious critical incident or diagnosis of a condition. Take the time now. Our Gaithersburg-Germantown community—from Shady Grove Adventist Hospital to your pharmacy, gym, and health foods store—offers a wealth of free health education and resources.

The business community is making great strides in creating cultures of wellness

for the benefit of our human capital. There are free local and statewide programs, such as Maryland's Healthiest Business Initiative, and workshops for employers on how to design and deliver best practices in wellness.

If there is a first step (after getting leadership buy-in), companies should consider utilizing a third party to conduct a Health Risk Assessment (HRA). An HRA is a short questionnaire that can be combined with screening data, such as glucose and blood pressure results. In less than 30 minutes, employees can get a snapshot of their health and concrete steps for healthy lifestyle change.

Even small employers and groups with community rated health plans can benefit from a better understanding of their workforce's health status. An aggregate's HRA reports get beyond claims experience and offers businesses an opportunity to measure and monitor indirect costs, such as the impact of its population health risks on productivity and absenteeism. Most importantly, an HRA can provide employers with robust information to build results-oriented wellness and health management programs specific to employees "readiness to change" behaviors.

Prior to implementing an HRA at your workforce, take care in selecting a tool and vendor that will best meet your goals and is well-versed in compliance issues. If one of your goals is to evaluate trends over time, strongly consider using an HRA that is independent from any potential changes to your health plan.

In communicating an HRA program to employees, emphasize both the personal and organizational value of the health improvement opportunity; stress confidentiality and transparency on how their health information may be used for interventions and the development of new programs. In most cases, an incentive, such as a wellness credit on premium rates for participation and/or outcomes, can help achieve 60 to 80% participation—whether it is perceived as a carrot or a stick is mostly in the message.

Uncovering health risks, and pre-risks, for disease is a step in the right direction for both employees and employers. Once top risks and their prevalence are known, a plan can be created, and appropriate support and tools enlisted, to repair the damage and clear the path for better health.

Maximize Your Membership, Become Involved....



by Colette Releford
President, Strive Business
Solutions

I am often asked by people interested in joining the Chamber or by new members do what is the value of belonging to the chamber. I always enthusiastically say "YES", but I also say "you will get out of the chamber what you put into it. It's not enough to just write a check and join, you have to get involved!"

The Gaithersburg Germantown Chamber offers several key ways to get involved including member events, committees and specialty groups. This way we can meet the needs of members in multiple ways. You just have to take the time to check out what works best for you.

Member Events

We have several great events planned for the rest of 2012, and trust me you don't want to miss out. So many I can't name them all but let me share a few.

7/17/12: BNAF Pool Party at the Apartments of Miramont with the Potomac and Asian American Chamber.

8/10/12: Public Safety Awards at the Montgomery County Fairgrounds.

8/16/12: BNAF at The Melting Pot with Corporate Volunteer Council in support of the Manna Food Feed the Kids Program.

9/14/12: 22nd Annual Golf Classic at PB Dye.

9/20/12: Picnic and Non-Profit Showcase at Smokey Glen Farm.

10/18/12: 2nd Annual Bowling with The Board at 300 Shady Grove Bowling Center

12/6/12: Celebration Gala.

Committees

One of the ways you can serve and connect is by serving on a committee. The chamber has several committees both regular and ones for special events. Current chamber committees include the following

Regular: Membership, Events, Economic Development and Legislative.

Special: Golf, Celebration Gala, and Grow Your Business Seminar & Expo.

To learn when they meet visit the chamber website. You can always feel free to visit one or all of the committees and see which is one is the best for you.

Specialty Groups

One of the great things about our chamber is we are always looking for ways to meet member's needs. As a result we have most recently formed several specialty groups.

These groups offer more ways to connect and learn.

Our current specialty groups include the following:

Women's Group: This Member's Group holds a monthly conversation and connection event. Each month they pick a different topic for discussion. They also hold

quarterly luncheons open to members and guests.

Young Professionals: The young professional s is our newest specialty group. The group is designed for the 35 and under professional. They hold a variety of events including Lunch & Learns and Happy Hours. They are also getting ready to launch a Mentor Program.

Direct Connects: Our direct connect groups are smaller networking groups. They are organized by industry type, business focus or location. Each group decides on its meeting schedule, format and topics. If we don't have a group for you, maybe you can start one.

So is there value in the chamber? **Yes** and one of the best chambers in Maryland is the Gaithersburg-Germantown Chamber.

Take the time to get involved and I think you will agree. Good Luck.

~

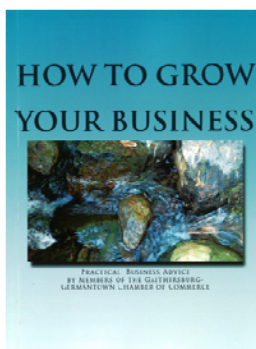
Colette is a GGCC Board Members and currently holds the position as Vice Chair of the Chamber's Member Programs / Events.

The events committee meets the second Wednesday of the month.

For a complete list of committees, visit: www.ggchamber.org/involved/committee or contact us at 301-840-1400.

Chamber Publishes Its First Book

The Gaithersburg-Germantown Chamber of Commerce published its first book – **"How to Grow Your Business: Practical Business Advice by Members of the Gaithersburg-Germantown Chamber of Commerce"**.



The book is a collection of business tips and best practices by our chamber members. The format is designed to be a quick read and easy reference segmented by chapter title,

topic and then by contributions specific to the topic. It is intended to be a reference guide on how to start, grow and thrive in business.

Its wisdom is suitable for a solo-entrepreneur; start up, small to medium sized business or large corporation. The 58-page book is full of practical and proven advice covering numerous topics from writing a business plan to policies and procedures, finance, management, marketing and more. It is a gem of a book worthy to sit on every business person's book shelf.

"I am so proud of this book and our chamber members. The idea came from our membership committee as a way to share the business expertise of our members with

other business owners. It is well thought out, well written, and well received. There are some really good tips in this book and I know it will be valuable to a lot of people," said Marilyn Balcombe, GGCC Executive Director.

Thirty business leaders and GGCC Members contributed to the book. Thank you to each and everyone of you for making the book a smashing success!!

~

To purchase a copy of "How to Grow Your Business: Practical Business Advice by Members of the Gaithersburg-Germantown Chamber of Commerce" for \$8 visit:

<https://www.createspace.com/3849089>.

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Meet the Board: Anita Anderson



Anita Anderson has been with BlackRock Center for the Arts as Development Director since 2008, and has been involved with the organization from the beginning – as a volunteer and as the first ballet instructor when the doors opened in 2002. She taught and choreographed for many studios and theaters in the area before making the switch to arts administration.

Anita was the Assistant Artistic Director at Metropolitan Ballet Theatre in Rockville prior to joining BlackRock, has served on grant committees for state and local arts councils, and was a panelist for the MetroDC Dance Awards. She holds a B.A. in dance from Radford University, continues to dance in her spare time.

Anita has been active in the GGCC for longer than she can remember, and was pleased to join the Board in 2010.

She appreciates that the Chamber provides area businesses with a tightly knit community and feels strongly that the best way for people to make the most of GGCC membership to get involved in committees and event's.

A social person by nature, Anita enjoys being a member of the Events Committee, chairing the Silent Auction that takes place at the annual Gala, and volunteering at the Golf Tournament.

As a member of the Economic Development Committee, she promotes BlackRock as the Upcounty's cultural amenity, and the arts as an economic engine.

To contact Anita:

Email: aanderson@blackrockcenter.org

Phone: 240-912-1056

Web: www.blackrockcenter.org

~

For a Complete List of the 2012 Board Members, visit:

www.ggchamber.org/about/board

Chamber's Young Professionals Group



by Brittany Hilton
Marketing Specialist,
Mid-Atlantic FCU

The Young Professionals Group is a GGCC

program that purposefully works to connect younger members in your companies together in a networking and learning environment. This group is devoted to young professionals ranging in age from 21-35. The mission of the group is to make the Gaithersburg-Germantown communities and surrounding areas a great place to live and work by harnessing the strength of our communities to make positive change.

Members can enjoy networking happy hours or exciting & Learns in hopes to further their career, strengthen their professional image or just meet new friends.

The networking Happy Hours and Lunch & Learns alternate every other month, making sure it is not an overwhelming commitment.

Learn more about the group at:
www.ggchamber.org/young



follow us: **facebook** **flickr** **LinkedIn** **You Tube**



Gaithersburg-Germantown Chamber of Commerce, Inc.

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Gaithersburg, Maryland 20879
301-840-1400
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