



A Message From the Chamber Trina LaPier, The Gazette



Winston Churchill said, "We make a living by what we do, but we make a life by what we give." The Gaithersburg-Germantown Chamber has been blessed with a strong group of volunteers who give of their time and talent every day to help make this Chamber the best Chamber on the planet. In the past year we had over 80 individuals volunteer with the Chamber. That includes our Board of Directors, our Events Committee, Membership Committee and the Legislative and Economic Development Committees. We have had volunteers help us with our golf event, our silent auction, and our many networking events. They have monitored complex legislative issues, written letters to our elected officials, and have testified before the County Council. They have emceed events, sold sponsorships, recruited members, and even served the beer.

Each year we take a moment to thank ALL our volunteers at our Annual Volunteer Appreciation and Non-Profit Showcase picnic at Smokey Glen. We also give a special thanks to a few individuals by awarding them the GGCC Exceptional Volunteer Award. These are people who go above and beyond to make our Chamber thrive. It was particularly exciting this year to see a few new faces in group – not only new faces, but young faces. Three of our exceptional volunteers are part of our Young Professionals Group. Brittany Hilton and Gary Aughinbaugh are the co-chairs of our newly formed YPG. They have been strong advocates for the program and have developed an

outstanding program. We thank them for their commitment and dedication to the Chamber on the Young Professionals Group. We also honored Michelle Fox who is the new energizer bunny of the Chamber. She started volunteering for the Events Committee the day she joined the Chamber and hasn't stopped since.

In addition to the young professionals, we also honored Walter Borotto for his commitment to the Membership Committee and his sage organizational advice. We honored Mark Stevenson for expert help and advice on the golf committee. A special highlight of the evening was the Exceptional Volunteer Award that went to David Rowles. You might recognize David as the official GGCC bartender. He has volunteered for several of our events including the grand opening of our new office. The award was a complete surprise to David. Thanks to Laura Rowles (David's wife), David actually thought he was coming to the event to volunteer.

As the Chair of the Board of Directors for the Chamber, I want to thank each and every one of our members for their ongoing investment in the Chamber. We are lucky to be part of this outstanding business organization and very fortunate that we have a strong group of volunteers. As the saying goes, **Volunteers aren't paid, not because they are worthless, but because they are priceless.**

-Trina

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Annual Celebration Dinner & Awards Ceremony

When: Thursday, Dec. 6

Time: 6:00-10:00 pm

Where: Hilton

Address: 620 Perry Parkway Gaithersburg

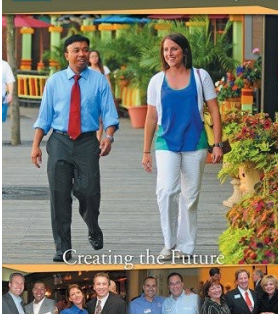
Title Sponsor
City of Gaithersburg

Tickets:

- **Member:** \$65
- **Non-Member:** \$80
- **Gold Sponsor:** \$1,100
- **Silver Sponsor:** \$500
- **Bronze Sponsor:** \$150
- **Table Sponsor:** \$650

Advance registration is required at:
www.ggchamber.org

Gaithersburg-Germantown Chamber of Commerce, Inc.



The 2012-2013 Gaithersburg-Germantown Community Guide & Membership Directory is Here!!!

Dear Chamber Members:

You should have received your copy of the new Directory in the mail. Additional copies are available for pickup at our office: 910 Clopper Road, Suite 205N, Gaithersburg.

Some of the features include: a History of Gaithersburg & Germantown, The Year in Review and the Buyers' Guide.

Thank you to all our members that advertised this year too!

Welcome New Chamber Members

AETEA Information Technology, Inc.
Gary Aughinbaugh
1445 Research Boulevard
Suite 300
Rockville, MD 20850
301-721-4218
301-721-1730 (f)
gaughinbaugh@aetea.com
www.aetea.com

Aflac
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152 Rollins Avenue
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Apex Home Loans, Inc.
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301-610-5393
301-610-9601(f)
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www.apexhomeloans.com

Capital Business Advisors
Jerry Cohen
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Suite 100
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jcohen@capitalbusinessadvisors.net
www.capitalbusinessadvisors.net

Cathy Roberts, Licensed Clinical Professional
Counselor
Cathy Roberts
16031 Comprint Circle
Gaithersburg, MD 20877
301-651-0019
cathy@cathyroberts.net
www.cathyroberts.net

Christian Business Men's Connection
Paul Schomburg
307 International Circle
Suite 410
Hunt Valley, MD 21030
240-486-1636
paul@mccmm.org
md.cbmc.com

Chazin & Company, LLC
P. Adele Chazin
702 Russell Avenue
Suite 470
Gaithersburg, MD 20877
301-740-8841
301-740-8844 (f)
achazin@chazinandcompany.com
www.chazinandcompany.com

Dunn Insurance Group
Stephanie EauClaire
15200 Shady Grove Road
Suite 107
Rockville, MD 20850
301-355-4431
240-597-1180 (f)
stephanie@kdunninsurance.com
www.kdunninsurance.com

Montgomery TennisPlex
Kevin Dowdell
South Germantown Recreational Park
18010 Central Park Circle
Boyd's, MD 20841
301-219-3255
kevin@montgomerytennisplex.com
www.montgomerytennisplex.com

Premier Homecare
Cindy Libby-Green
6123 Montrose Road
Rockville, MD 20852
301-984-1742
301-881-5623 (f)
clibby@jssa.org
www.premierhomecare.org

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Randall J. Borden
424 N. Frederick Avenue
Suite 9
Gaithersburg, MD 20877
301-840-1313
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randall@rbordenlaw.com
www.rbordenlaw.com

Red Roof Inn
Shirley Jordan
16001 Shady Grove Road
Rockville, MD 20850
301-987-0965 x6
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i0263@redroof.com
www.redroof.com

Re/Max Realty Group
Nawal Tahri-Joutey
6 Montgomery Village Avenue
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Roblach Enterprises, LLC DBT Roblach Energy
Bob Gerlach
13416 Straw Bale Lane
Gaithersburg, MD 20878
301-975-0131
301-527-1313 (f)
bob@roblachenergy.com
www.roblachenergy.com

The Salvation Army
Curtis Sayre
20021 Aircraft Drive
Germantown, MD 20874
301-515-5354
301-515-7328 (f)
curtis_sayre@uss.salvationarmy.org
www.salvationarmynca.org

Savory Gourmet Catering
Danielle Rozier
Clarksburg, MD 20871
877-297-6279
240-597-7146 (f)
drozier@savorygrmt.com
www.savorygrmt.com

Service Experts Heating & Air Conditioning
Manuel Garcia
16732 Oakmont Avenue
Gaithersburg, MD 20877
301-337-2224
301-548-8896 (f)
manuel.garcia@serviceexperts.com
www.serviceexperts.com

Snyder Cohn, PC
Brandee Van Eekelen
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301-652-6700
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www.snydercohn.com

Soldierfit
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www.soldierfit.com

SportClips Gaithersburg Square
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STAIR Tactics
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www.stairtactics.com

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www.swirlinggroup.com

Universities at Shady Grove
Bill Schlossenberg
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301-738-6113
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Bridget Bean
740 15th Street NW
Suite 300
Washington, DC 20005-3544
202-272-0345
202-481-2793 (f)
bridget.bean@sba.gov
www.sba.gov/dc

Calling all GGCC Members!!

Encourage a new BUSINESS to JOIN the
GGCC between
September 20—November 30
and YOU will RECEIVE
\$50 cash!!!!

NOTE: Your referral will receive a one-time \$50 off of their
membership dues.

For more information contact Donna Gallagher at 301.840.1400 x17 or
dgallagher@ggchamber.org

Save The Dates

Tuesday, October 9

7:30-9:00am

Business Networking Before Nine
BlackRock Center for the Arts

Thursday, October 18

5:30-730pm

2nd Annual "Bowling with Board"
300 Shady Grove

Wednesday, October 24

11:30am-1:00pm

Business Card Exchange Lunch
Crowne Plaza Rockville

Thursday, October 25

4:00-5:00pm

Ribbon Cutting Ceremony
Red Roof Inn

Thursday, November 15

5:30-730pm

Business Networking After Five
Pinky & Pepe's Grape Escape

Thursday, December 6

6:00-10:00pm

Annual Celebration Dinner &
Awards Ceremony
Hilton Gaithersburg

Thursday, December 12

5:30-730pm

Business Networking After Five
Johns Hopkins University
Montgomery County Campus

Advance registration is requested.

Register: www.ggchamber.org



MEMBER EVENT PHOTOS

www.ggchamber.org/gallery

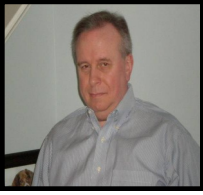


Special Thanks To Our Event Sponsors This Quarter
Alexandria Real Estate Equities, Inc.,
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Chiropractic & Rehabilitation, Melting
Pot Gaithersburg and Smokey Glen
Farm Barbequers, Inc.



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.



Growing the Leader Within Us

Leadership is a verb, not a noun.
Leadership is action, not a position.

Leadership is defined by what we do, not the role we are in. Some people in "leadership roles" are excellent leaders, but too many are "snoopervisors," technocrats, bureaucrats, managers, and chiefs who have no idea what leadership is all about. In today's fast paced world where the measure of a leader might be the number of e-mails that buzz through his or her smartphone, the essence of what being a leader means could be getting lost. Being "busy" does not equate to being a leader.

To lead is to show the way by going in advance. To lead is to guide or direct a course of action. To lead is to influence the behavior or opinion of others. We all need to be leaders, regardless of our formal title or role. This starts with inner self-leadership and moves outward to influence, guide, support, and lead others. The process of becoming a leader is the same as the process of becoming a highly effective human being. Leadership development is personal development. Leadership ultimately shows itself in what we do "out there," but it starts "in here." It would be easy if we could all become leaders by following a simple set of steps, but the journey of personal growth means finding our own way. There are, however, critical areas of personal development based on timeless principles. The distance we need to grow along each leadership

dimension will differ for each of us, but defining and continually growing along each of these paths is the way of the leader.

Strong leaders are well-rounded and constantly expanding their personal leadership across these key areas: **Choose Not to Lose.** Whether we choose to focus on our problems or our possibilities is a key leadership issue. When we are faced with obstacles and failure, those who can overcome adversity and learn from their experiences, turning them into opportunities, are the ones who will be truly successful.

Focus and Context: The core of my being. This is central to our growth along all the other dimensions. Our Focus and Context is shaped by three vital questions: Where am I going? (my vision), What do I believe in? (my principles and values), and, Why do I exist? (my purpose or mission).

Responsibility for Choices: If it's to be, it's up to me. Leadership means accepting responsibility for our choices in life. Leaders realize that life is an accumulation of choices, that choice more than chance determines their circumstances. Leaders refuse to succumb to the "Victimitus Virus" ("it's all their fault" and "there's nothing I can do").

Authenticity: Getting real. Leadership isn't just what we do, it's what we are, which then drives what we do. Genuine leadership comes from within. It's based on honesty, integrity, and trust. We must ring true by looking inside ourselves, gathering feedback on our personal behavior, and ensuring consistency with our stated values and principles.

Passion and Commitment: Beyond near-life experiences. Successful people are energized by a love for what they do because it brings them ever closer to who they are. They overcome apathy and cynicism, develop a burning commitment to their cause, and with discipline achieve their dreams and desires.

Spirit and Meaning: With all my heart and soul. What is the purpose of our work? Material success alone is not enough. Leaders seek within and find something more. We need to take time in work and life to nourish our inner selves.

Growing and Developing: From phase of life to way of life. The popular goals of security, stability, and predictability are deadly. The closer we get to these dangerous goals, the more our growth is stunted. True and lasting security comes from constant growth and development, based on regular reflection and renewal.

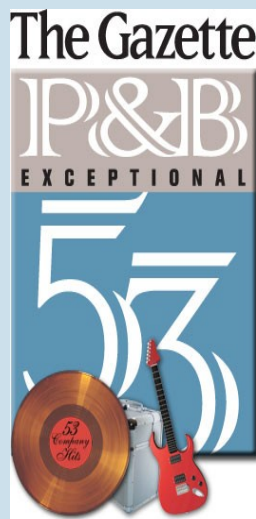
Mobilizing and Energizing: Putting emotions in motion. Leaders don't motivate with rewards and punishments. Whether at home or in the workplace, they energize people to motivate themselves. Effective leaders boost the energy of others with their passion and appreciation. They engage people's hearts as well as their minds. They get them involved and participating. They actively nurture the "being" or culture of the group, not just the "doing."

The more the world changes, the more leadership principles stay the same. Leadership principles are timeless and they apply to all of us, no matter what role we play in society or organizations.

CONGRATULATIONS!!!

The following GGCC Members have made the **Gazette of Politics & Business "5th Annual Gazette P&B Exceptional 53"** List:

- Adventist HealthCare, Inc.
- Blue Corona, Inc.
- Comcast
- Family Services, Inc.
- Frederick Keys Baseball
- Hughes Network Systems, LLC
- Manna Food Center
- Montgomery County EFCU
- Quinter Design



GGCC Gaithersburg-Germantown Chamber of Commerce, Inc.

Are you the GGCC's Small Business of the Year???

Enter the GGCC's 6th Annual Small Business of the Year Award competition.

Qualifications:

- You must be a member of the GGCC.
- Your business must have less than ten (10) full time employees to qualify as a GGCC Small Business.

Deadline for entries is Noon on Thursday, November 1. To receive an application contact Laura Rowles at lrowles@ggchamber.org.

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.



Don't Rely on Yourself to Get Things Done. Create External Motivators.

"An object in motion will stay in motion

unless acted upon by an outside force. An object at rest will stay at rest unless acted upon by an outside force."

You know how it works... if it's up to you to get something done - and no one is relying on it - you procrastinate, procrastinate, procrastinate...

And it doesn't get done.

But the second that you're responsible to someone else and someone is depending upon you to get it done, man, you've never seen yourself be so productive.

It's the **war of internal motivators vs. external motivators.**

In the JOB world, **primary external motivators** come in the form of **deadlines, 9am-5pm clock-in/**

clock-out, and a boss. Then, there's **secondary external motivators** like **finances.** You have to pay the mortgage with something. Finally, **tertiary external motivators** are higher on the Maslow's Hierarchy of Needs... things like **creating a more fulfilling life, doing things differently, being a model, walking your talk.**

It's easy enough if you have someone setting up the external motivators. But if you don't have that nice person who is going to give you deadlines and the like, how do you create your own external motivators?

- **Step back and look at the big picture.** Attaching the "good idea" to the big picture of your goals might be enough of an external motivator.
- **Part of that big picture is understanding how the task fits in - and why.**
- **Set a deadline.** Tell someone she can expect such and such by Thursday at 5:00pm. Now you're accountable to someone else, not solely yourself.

- **Break the task down into its individual, smallest pieces.** It's much easier to motivate yourself to do a simple, easy task like "Contact a website designer" than "create new website."
- **Create tangible rewards if you do the project or tangible risks if you don't do it.** If your reward for doing your task is a vague "things will be better," that's not good enough. Or if the risk of not doing it isn't painful enough, there's no reason to do it. If you don't launch the new program, you can't make your income goal for the month, and you'll have to work harder next month.

As business owners, we're probably better at being internally motivated than others, better than we think. AND we still need help. Create those external motivators and give your internal motivators a little boost.

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.



Don't Delay: Promote Flu Vaccination at Your Workplace Today!

By now you have seen the advertisement "Get your Flu Shot Today!" on nearly

every street corner. **It's a call well worth answering.**

Three years ago, just before the H1N1 flu vaccine became available, I was wiped out by the respiratory illness—in bed for four days with aches, pain and fever. I suspect that I picked up the bug early November while attending a basketball game. The main way that influenza viruses are thought to spread is from person to person in respiratory droplets of coughs and sneezes—yuck!

As a result of the flu, I missed two days of work. To protect my family at home, I wore a mask and washed my hands frequently.

Although most would not make light of the physical misery and missed time from work, healthy people can generally cope with flu without serious consequences. Young children, older neighbors, and co-workers with asthma,

however, may not fair as well. Sadly, the same year that I had the flu, one of my teammates—a wonderful, dedicated nurse—passed away from complications from the flu.

According to the Centers for Disease Control and Prevention (CDC), on average, more than 200,000 people in the U.S. are hospitalized each year for respiratory and heart conditions associated with seasonal influenza virus infections. People can die from the complications that may include bacterial pneumonia, dehydration, and worsening of chronic medical conditions, such as congestive heart failure, asthma, or diabetes. Children may get sinus problems and ear infections as complications from the flu.

The best protection against the flu is vaccination. The CDC recommends all people 6 months of age and older get vaccinated against the flu each year. Even healthy people can get the flu and spread it to others who are at high risk for complications.

The flu is serious business, and you can help stop its spread at your office door. Protect your workforce, their families and our community by encouraging flu

vaccination and good health habits, such as hand washing. Many companies bring in a vendor to their office to offer employees the convenience of flu shots while at work. Adventist HealthCare, for example, achieved 100% compliance to its mandatory flu vaccination policy for employees, contractors and volunteers. Thirty-two companies received the local "Corporate Flu Fighter Award" for their efforts last season; learn how your company can get recognized: <http://www.lifeworkstrategies.com/FluFighter.asp>

There are lots of resources for your business. The CDC offers a free toolkit and posters; visit: <http://www.cdc.gov/flu/business/index.htm>. You can stay informed of local flu prevention resources by visiting Shady Grove Adventist Hospital's dedicated website: www.helpstoptheflu.com

Take a minute now to write "**Get My Flu Shot Today**" on your calendar. About 2 weeks after vaccination, antibodies that provide protection against the influenza viruses in the vaccine develop in the body.

GGCC Member Spotlight...



City of Gaithersburg Council Member Jud Ashman has been named recipient of the County Executive's Community Award for Excellence in the Arts

& Humanities. The award recognizes Ashman for his role in founding and promoting the Gaithersburg Book Festival - one of the largest and most highly-regarded literary events in the D.C. metropolitan area, as well as one of the premier literary events in the United States. For more visit: www.gaithersburgbookfestival.org.

The Alliance for Community Media is pleased to announce that **Montgomery Community Media | Montgomery**



Community Television won the 2012 award for Overall Excellence in Public Educational, & Government Access television among the 2012 national winners of the Hometown Media Awards.



Manna Food Center welcomed new Executive Director, Minerva Delgado. Delgado comes from the

Food Bank For New York, one of the largest food banks in the country, and has an incredible background in public service, and a dedication to food issues.

The City of Gaithersburg & Germantown recently ranked



#23 & #24 respectively on a list of 100 Best Places to Live, compiled by CNN/Money Magazine to highlight America's best small cities for families. The rankings take into consideration such criteria as family purchasing power, median home price sales, student test scores, job growth, air quality, incidents of personal and property crimes, commute times, and access to arts and leisure activities.

Inc. Magazine has ranked **Blue Corona, Inc.** number 174 on its 31st annual Inc. 500, an exclusive list of the nation's fastest-growing private companies. Blue Corona provides analytics and internet marketing services such as pay per click advertising, search engine optimization, lead generation, and conversion rate optimization to companies ranging from local contractors to international manufacturers.



Congratulations to the **Gaithersburg Police Foundation** who received the 2012 Outstanding Organization Award from the City of Gaithersburg. The Mayor and City Council of

Gaithersburg recognized GPF's work for their support of the Gaithersburg Police Department and their dedication to enhance public safety initiatives in the community.

Where is Your Business Going?



The GGCC Map can help you get there. The map is a great opportunity to get your name out to the residents of Montgomery County.

The map is distributed at hotels, through realtors, at local community events. People LOVE this map.

We will start advertising for the map in the next month or so. Look-out for advertising opportunities coming your way soon.

GGCC Gaithersburg-Germantown Chamber of Commerce, Inc.

Supports The Gazette and Best of Montgomery

We support local businesses

Join the GGCC and watch your business **grow**

301.840.1400

www.ggchamber.org

VOTE in the Gazette's Best Of Until October 24.

You decide what's best!

www.gazette.net/section/bestOfGazette

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Meet the Board: Howard Covin

With his Red Sox baseball cap planted firmly on his head, Howard Covin may not fit your perception of what the Director of the Johns Hopkins Montgomery County Campus should look like.

But don't let his New England "aw shucks" attitude – and accent – fool you. This man knows how to connect people, and he brings those skills to the table in all of his interactions with Chamber members.

With more than 40 years working in business, academia, and non-profits, Howard shares his vast expertise not just with the Chamber and JHU, but also with Crime Solvers and InterPLAY. One of his specialties is his ability to forge connections in unlikely places. For example, he's recently focused on increasing businesses' involvement with Crime Solvers, pointing out that safer neighborhoods can lead to an increase in customers. His next challenge is to find the intersection between – and partnership opportunities for – the Chamber's

business community and InterPLAY, an organization of adult musicians with cognitive and/or physical disabilities.

Since joining the Chamber board in 2009, Howard said he's enjoyed learning more about the challenges of running a small business. It's knowledge that he applies to his job at Hopkins, which includes helping start-up life sciences businesses on campus make the connections they need to succeed and grow. He also appreciates the opportunity to show the local community that Hopkins is on the ground, in and of the community.

Because he's a social person by nature and enjoys meeting new people, Howard says that his favorite part about his Chamber involvement is the networking, and he especially has appreciated the opportunity to have the campus host some of the chamber's events.

To contact Howard:

Email: hcovin@jhu.edu

Phone: 301-294-7015

Web: www.mcc.jhu.edu

Chamber Celebrates Its Grand Opening

The Gaithersburg-Germantown Chamber of Commerce (GGCC) is officially open as it celebrated its Grand Re-Opening and held a Ribbon Cutting Ceremony on Thursday, July 26.

Over 65 attended, including County Executive **Isiah "Ike" Leggett**, State Senator's **Nancy King & Jennie Forehand**; State Delegate's **Charles Barkley & Brian Feldman**; Montgomery County Executive **Ike Leggett**; County Councilmember's **Nancy Floreen & Craig Rice**; City of Gaithersburg Mayor **Sidney Katz** and City of Gaithersburg Councilmember **Henry Marraffa**.

The Chamber office is now located at:
**910 Clopper Road, Suite 205N,
Gaithersburg, MD 20878.**

The chamber's phone numbers will remain the same:
–Main Line: 301.840.1400
–Fax Line: 301.963.3918





Gaithersburg-Germantown Chamber of Commerce, Inc.

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