GG Gaithersburg-Germantown **C**C Chamber of Commerce, Inc.

THE GGCC QUARTERLY NEWSLETTER

VOLUME VI, ISSUE IV, OCTOBER-DECEMBER 2011

A Message From the Chair Trina LaPier, The Gazette

It's a great honor to be your new chairwoman for 2012 and I am very excited to get started. What I love about the Gaithersburg-Germantown Chamber is our diversity. We have the great fortune of having both large companies and small, we have for-profit companies as well as our non-profits. We have some companies who have been members for over 20 years and some members who have just joined. The great thing is that we all have one thing in common. We care about our community and we want to build a strong economic climate, not only for the benefit of our bottom line, but also to support and nurture the great quality of life we have here in Montgomery County.

I have been active in the Chamber for over six years and in that time I've seen our Chamber grow and mature into one of the strongest Chambers in State. With a rich history of over 60 years, we never rest on our laurels, we continue to push the envelope to provide the best possible benefits and service to our members. In order to look forward to a new year we need to appreciate the present.

From what I see, we are off to a great start. In 2012:

- We will build on our strengths and continue to provide excellent networking and special events.
- We will continue the momentum of member recruitment by adding new members every month.
- We will continue the outstanding legislative advocacy and make sure we always have a seat at the table.
- We will advocate strongly for our top



Let's Make 2012 the Year of the CCT

The CCT is finally ready to move forward. The next step is for the Governor to

determine his Locally Preferred Alternative, prior to submitting the project to the Federal Government for potential funding. We are expecting that this will happen before the Spring. To make sure this happens, we need your help and support. Please contact Governor Martin O'Malley and specifically let him know that the CCT is a priorities of funding for the Watkins Mill Interchange and the Corridor Cities Transitway.

We also have a few new tricks up our sleeve for 2012. Our new marketing initiative "GGCC - A Different Kind of Chamber" will let prospective members know that our focus on the needs of individual members. We can only succeed if you succeed. We are a team and we will continue to work together throughout the coming year.

We are also going to launch an Economic Development / Marketing initiative called *"What do you love about the Upcounty".* This initiative will highlight the community assets of the Upcounty. When businesses are looking to relocate, they look at the whole community. We want to help focus attention on what makes the Upcounty and help convince the world that this is a great place to do business, just as it is a great place to live and raise a family.

As we look toward a new year, it is easy to be excited and optimistic. We all have high hopes for the coming year. I encourage you to maintain that momentum throughout the year. *If you are not active in the Chamber* – *Get Active. If you are already active -Stay Active.* Our strength is in our numbers. Our strength is in each other. Thank you for the opportunity to lead this great organization.

I look forward to another terrific year at the Chamber and I hope to see you soon.

critical project and specifically ask him to announce his LPA now.

Maryland Governor's Office

Mailing Address: Office of the Governor Martin O'Malley State House Annapolis, Maryland 21401-1925

By Telephone: 410.974.3901 Toll Free 1.800.811.8336

By E-mail: (this is an online form) http://www.governor.maryland.gov/mail/



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Come and discover how to maximize the benefits of your membership. Learn all about the GGCC!!!!

When: Thursday, Jan. 26

Time: 8:30-10:30am

Where: Mid-Atlantic FCU

12820 Wisteria Drive Germantown

Advance registration is required at: www.ggchamber.org

Congratulations

Bruce Kanner of Cartridge on Wheels, winner of the 2011 GGCC Small Business of the Year Award!



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Welcome New Chamber Members

Authxperts, LLC Kanam Malhorta 413 Fleece Flower Drive Gaithersburg, MD 20878 info@authxperts.com www.authxperts.com 866-721-0746

Bennet Communications, Inc. Nyree Martinez 12900 Cloverleaf Center Drive Suite B Germantown, MD 20874 nmartinez@bencomm.com www.bencomm.com 301-670-3228

Brickman David Roles 24600 Frederick Road Clarksburg, MD 20871 dave.roles@brickmangroup.com www.brickmangroup.com 301-515-5972

Cancer Center at Gaithersburg Anu Gupta, MD 808 West Diamond Avenue Gaithersburg, MD 20878 agupta@raddocs.com www.raddocs.com 240-364-0900

Corner Bakery Café Craig Jones One Grand Corner Avenue Gaithersburg, MD 20878 cb0120@cornerbakerycafe.com www.cornerbakerycafe.com 301-721-4447 Corner Bakery Café Patricia Akoun 19820 Century Boulevard Germantown, MD 20874 cb0264@cornerbakerycafe.com www.cornerbakerycafe.com 301-250-7203

Devcon Security Services David Carmen 15726 Crabbs Branch Way Rockville, MD 20855 dcarmen@devconsecurity.com www.devconsecurity.com 301-455-522

Grant, Riffkin & Strauss, P.C. Alan Grant 9210 Corporate Boulevard, Suite 390 Rockville, MD 20850 agrant@grantlaw.net www.grantlaw.net 301-258-1033

Intellizant, LLC Jennifer Gremba-Cota 2390 Stonefence Lane Herndon, VA 20171 jgremba@intellizant.com www.intellizant.com 703-946-4390

Red Wing Shoe Store Sid Burkot Germantown Square 2619-L Wisteria Drive Germantown, MD 20874 jabbyredwing@aol.com www.redwingcarhartt.com 301-540-6626 Sovereign Bank Geeta Anand 481 North Frederick Avenue, Suite 101 Gaithersburg, MD 20877 www.sovereignbank.com 240-683-4300

SunBrook Partners Karl Alt 7272 Wisconsin Avenue, Suite 300 Bethesda, MD 20814 kalt@sunbrookpartners.com www.sunbrookpartners.com 240-882-5489

V.W. Brown Insurance Service Marc Bruno 10411 Motor City Drive Suite 500 Bethesda, MD 20817 mbruno@vwbrown.com www.vwbrown.com 301-652-5320

We Create Docs, LLC Amy Jaslow 12530 Cross Ridge Way Germantown, MD 20874 ajaslow@wecreatedocs.com www.wecreatedocs.com 240-498-4817



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 Thursday, January 19 5:30-7:30pm Business Networking After Five Asbury Methodist Village

Tuesday, February 7 7:30-9:00am Business Networking Before Nine OBA Bank

Thursday, February 16 5:30-7:30pm Business Networking After Five Therrien Waddell, Inc.

Wednesday, February 29 11:30am—1:00pm Business Card Exchange Lunch Crowne Plaza Rockville

Tuesday, March 6 7:30-11:30am "Grow Your Business" Seminar Held At: Crowne Plaza Rockville

Thursday, March 15 5:30-7:30pm Business Networking After Five Bennet Communications, Inc.

Tuesday, April 10 7:30-9:00am Business Networking Before Nine Planet Fitness

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

BlackRock Center for the Arts, Christian Science Reading Room, Crowne Plaza Rockville, Pinky & Pepe's Grape Escape and Johns Hopkins University Montgomery County Campus.











GGCC Member Spotlight...



The Gazette The Gazette of Politics and **Business 53 Top Businesses** and Organizations in the State of Maryland included Chamber Members: Johns Hopkins University, Mid-Atlantic FCU, 2011 RECIPIENT Adventist HealthCare, **Hughes Communications**,

Inc., Asbury Methodist Village, **Comcast, Hillmuth Certified** Automotive, Inc., St. Luke's House, Inc., Comcast, Allentuck Landscaping Company & Family Services, Inc.

The second segment of the Intercounty Connector (ICC) opened in November.



It connects I-270/I-370 near Shady Grove to I-95 near Laurel. It provides direct access between Montgomery and Prince Georges County's and BWI Airport. For more information. visit: www.mdta.maryland.gov.

Gaithersburg Police Chief Mark P. Sroka announced the following promotions and transfers: Sergeant Tom Stanton promoted to Lieutenant. Corporals Raymond Campbell, Shawn Eastman, John Leache, Christopher Vance and Patrick Word promoted to Sergeant. Police Officers Matthew Bellard, Raul Delgado, Jessica Duke, Isabel Galvez-Salgado, Brian Hurtt and Christopher Jones promoted to Corporal.



The Gaithersburg **Book Festival** announced that it has joined forces with Politics &

Prose Bookstore for the 2012 Gaithersburg Book Festival. Politics & Prose has been named the exclusive bookseller for the third annual festival, which will take place on Saturday, May 19, 2012, on the grounds of City Hall in Olde Towne Gaithersburg.

The plaving field at the Marvland Soccer Plex Stadium was named 2011 Sports Turf Managers Association Field of the Year for Schools and Parks.

Congratulations to Colette Releford of Strive Business Solutions. who was the recipient of the GGCC



Board "You Made a Difference Award". Colette is the Vice-Chair of the Chamber's Member Programs committee.

The Bethesda-Gaithersburg-Frederick corridor was named the fifth most secure community in the large metropolitan category. The rankings, compiled by Sperling's Best Places, took into consideration crime statistics, weather, housing depreciation, foreclosures, life expectancy, mortality rates, and job loss numbers in 379 U.S. municipalities.

Growth Accelerators



Bruce D. Johnson is the President of Wired To Grow, a strategy and growth consultancy that helps owners, entrepreneurs, and service professionals grow their businesses faster with less stress and more predictability. Reach him at bruce@wiredtogrow.com.

Want to Quadruple Your Sales?

If someone said to you that regardless of what's going on in the economy, you could double, triple or even quadruple your sales, how would you respond? Would you be excited? Or would you be skeptical and wonder what they were smoking?

Well, before you move past the promise of this article, let me ask you three quick questions that will help lead us to the answer.

- How many companies have followed 1. up with you in the last six monthspost you purchasing something from them?
- 2. How many people to whom you've given a business card (like at a chamber event) have followed up with you in the past six months?
- 3. How many of those who did follow up with you have contacted you more than six times in those same six months?

Now, lest we give those businesses (or organizations) a hard time-how are you and your business doing with this?

1. How many customers/clients have you followed up with in the past six months post them purchasing from you?

- 2. How many business cards have you collected at various meetings that you haven't followed up with?
- How many times do you normally 3. follow up a lead over the first six months?

Pretty revealing isn't it? Now, to be honest, I've never met a businessperson who wasn't aware of the concept of follow up. The problem is in the execution.

And that's a huge problem. Why? Because the industry average is that 80% of sales are lost because of lack of follow up. Think about that. Whatever your revenue number is, if you're like most businesses, that number is 20% of what you could have.

Or to put it another way, if you made a commitment to follow up 100% of your leads-and you had a systematic process for following up with them multiple times in multiple ways over a long period of timeyou could literally quadruple your business (just with this one idea).

Now, before you rush off, let me remind you of two other industry standards.

- 1 On average, it takes seven contacts before someone buys.
- Every time you send out a message, 2. your prospects miss your message two out of three times.

In other words, if you want to close the largest number of people possible, you ought to create a 21-step follow up process (or if you're an eternal optimist, and you think everyone reads everything you send out, at least a 7 step follow up process).

So, do you have a systematic follow up process that you're using consistently with every lead?

If you don't, then you're leaving massive amounts of money on the table. Almost every business leader these days says, "We just can't seem to drive enough business in this economy?" Yet, those same business leaders are the same ones who haven't mastered the essentials like consistently following up every lead using a systematic campaign-like approach (i.e. 21 touches vs. one or two touches).

In other words, if you want to radically accelerate the growth of your business this year, why don't you avoid getting sidetracked chasing fads like Facebook and Twitter, Groupon and Ad Swaps. And instead focus your time on mastering the essentials first (remember: walk before you run). If you will, you just might surprise yourself and double, triple, or even quadruple your sales.

www.wiredtogrow.com

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.

5 Common Pitfalls That Keep You From Getting Started Writing

It's time to sit down and write your article, and you can't seem to write a thing. You stare at your paper or screen, twirl your pen, tap the keys, get up and get a glass of water, sit back down, get up and go to the bathroom, sit back down, check Facebook/Twitter/Google+, twirl your pen some more...

And nothing gets written.

You're probably suffering from one of the five common pitfalls that keep you from getting started.

1. You get stuck in the "What's the best way to say this?" You know you need to speak directly to the reader. You know your writing will be more powerful if your reader (i.e. potential client or customer) can see herself in your words.

While this is VERY important, don't let yourself be stalled at this point. Write what you can, and then start answering the following questions:

- How does this apply to the reader?
- Why does she need to know this?

Goal Getters

So Why Aren't Your People Motivated?

So, you've defined your three biggest objectives for the year. You've met with your people to refocus on your company's vision and repainted the picture of what the company is going to look like in your two-to-three year window. So why are some of these same people seemingly "refusing" to do what is necessary to succeed in their roles or live up to their responsibilities?

It's a problem that plagues companies large and small, from one to five thousand employees. Owners, supervisors, directors, vice presidents alike have tried many ways to motivate individuals to higher levels of performance, but what they fail to think about, or may not understand, is that while these efforts at motivation may be important to them, they may not be important to the very people they are trying to motivate. One of the most basic yet overlooked truths about motivation is that you can't motivate anyone from the • How has she struggled with this particular issue (whatever your article is about) before?

• How can you solve her problem?

2. You think you need a formula or magic bullet. There are many article templates (and other templates for other kinds of business writing - sales pages, bios, speaker sheets, press releases...), and they can be helpful. However, if you spend too much time searching for the perfect formula and then following it exactly to the letter, that's exactly what your writing will look like: formulaic and just like everyone else's who follows that formula.

Don't forget to put YOU in your writing. What is it that makes you special and unique? What is your distinctive take on your niche? Who is that quirky person behind the words? Let the reader see YOU.

3. You don't think you're a good writer. Yes, some people are better writers than others, but the more of YOU you put in your writing, the more the reader can excuse

some lapses in grammar and mechanics. Write passionately about what you do, and the writing will reflect that. **4.** You don't know how to start, and you can't move from there. You might think that every person who writes starts with the first sentence and writes chronologically until the last sentence. Not so.

If you don't know how to start, but you know what you need to write, start there. Then, come back to the beginning.

5. You don't think you have anything good to say (write), so why bother? If you started a business, then you have something good to say. You want to help people, so write about what you do. If you don't think you do anything good, then quit your business.

Yes, that's harsh, but one goes with the other. If you believe passionately in what you do, then you have something good to say.

So say it.

Something *will* get written - something more powerful and compelling than you might believe right now.

www.writewellu.com

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.

outside. True motivation is internal. It has to come from within. It is a *personal* desire to achieve goals that are important to both the individual and the organization, and administering programs that may not be of *personal* importance may not boost performance for any significant length of time.

Answer this question: Can you be motivated by something that's not important to you? Inevitably, the answer is no. What if the boss said, "We want to boost our customer retention by thirty percent?" People might understand their role on the team, and may know perfectly well what they need to do to move toward that goal, but don't be surprised if you hear something like, "Yeah, so what? What's in it for me?" Translated to the individual, if the goal of increasing customer retention isn't important to you personally, the goal might as well be that you want to play in the Superbowl next year, because you're not going to achieve that either.

But—and it's a big but—*can* the goal of increasing customer retention be important

to someone *personally*? How? It has to do with the "What's in it for me?" question. Enabling someone to see what's in it for them is called incentive. Unlike a bonus, which is a before-thefact reward, an incentive is an after-thefact reward—an incentive is awarded only after a desired result is achieved. And, incentives don't always mean money. If a program or a strategy is successful, perhaps you could allow the person responsible for that success tomentor others, or get involved in the decision-making in that area.

People are incentivized and motivated in many different ways. Of course there's always the monetary reward, but don't overlook the importance of intangible rewards that hold personal importance. Recognition, a sense of security, and prestige are all powerful motivators that reinforce self-worth and confidence, and it may not be as difficult as you might think to pick out the people for whom these rewards hold value. Are you talking to your people? What is it that makes them tick?

2012 GGCC Legislative Agenda

The Gaithersburg-Germantown Chamber of Commerce (GGCC) will continue its tradition of taking an active role in advocating and responding to issues of importance to the economic health of our community to create a more business friendly environment for Montgomery County and the State of Maryland.

In 2012, GGCC will continue to support efforts that encourage new business development, as well as the retention and growth of existing businesses. Our economic development efforts hinge upon addressing the transportation infrastructure needs within the County. To that end, our key priorities are as follows:

- Road Priority Watkins Mill Interchange
- Transit Priority Corridor Cities
 Transitway
- Support an increase in the gas tax to fund transportation priorities
- Support a mandate to prohibit the transfer of funds from the State Transportation Trust Fund to the State General Fund

Economic and Workforce Development

- Job Growth in Gaithersburg, Germantown, and surrounding jurisdictions – The GGCC will support implementation of both the Germantown Master Plan and the Great Seneca Science Corridor Master Plan. This includes supporting necessary local transportation and school CIP improvements.
- Shady Grove Metro Master Plan Development - To realize the full vision for a transit-oriented mixed residential/commercial hub, the GGCC supports relocation of County services from the Shady Grove metro area.
- Workforce Development The GGCC will support efforts to maintain and enhance the pipeline of highly trained, skilled workers in Montgomery County by supporting K-12 education and post-secondary education facilities in the County.
- Montgomery College's Expansion. The GGCC will continue to support the College in its efforts to secure construction funding for campus facilities including the design and ultimate construction of the

Germantown Applied Sciences Building Renovation and Addition as well as the infrastructure funding for the Life Sciences Park.

- Support Montgomery College's Operating Budget. The GGCC supports the long-term maintenance of the Cade funding formula for community colleges in Maryland.
- Business Climate The GGCC will advocate for a business friendly environment in the City, County and State. We will actively advocate for business friendly legislation and actively oppose anti-business legislation.
- **Zoning** The GGCC will monitor the zoning ordinance rewrite process and respond to the draft sections as they are released for public review.
- Development Process The GGCC will advocate for a more efficient and less costly development review and permitting process in order to encourage new development.
- Incentives The GGCC supports the continuation of the City of Gaithersburg's Tool Box Incentive program, as well as other State and County incentive programs and would encourage increased incentives in the Upcounty.

Infrastructure Improvements

The GGCC will advocate for improved infrastructure to service current needs and to promote further economic growth in our area. The GGCC supports the following:

- The Watkins Mill Interchange
- The Corridor Cities Transitway (CCT). GGCC will work to expedite the determination of the Locally Preferred Alternative.
- I-270 Capacity Expansion. GGCC supports additional capacity using HOT lanes.
- Support and explore alternative funding sources for transportation projects in our region.
- Continue to monitor the progress of M-83.
- Address the inter-jurisdictional movement in the region, including Frederick County and Virginia.
- MARC Commuter Service, as well as adequate parking facilities for MARC
- Support County-wide Rapid-Transit system assuming that funding is not

diverted from existing transportation priorities.

 In support of one of the County's growing industries, the GGCC will support initiatives aimed at significantly accelerating adoption of internet **broadband access** by customers, businesses, schools, and government enterprises.

State Budget

The GGCC supports a fiscally responsible State operating budget that creates a favorable business climate in Maryland. The



GGCC will advocate <u>against</u> Mandatory Combined Reporting, as well as the expansion of sales tax on business and professional service.

The GGCC supports an increase in the gas tax to help fund the Transportation Trust Fund. The GGCC also recommends that the gas tax be indexed to inflation based on the Construction Cost Index (CCI) while

Construction Cost Index (CCI) while mandating that the Transportation Trust Fund be dedicated solely to transportation funding.

Health Care

- Access Support the construction and operation of the area health care providers including the Germantown Holy Cross Hospital and the expansion of the Shady Grove Adventist Hospital.
- Reform The GGCC will monitor the implementation and review of The Health Reform Act and accompanying Reconciliation Act to educate our members on the financial implications of this legislation on the state, businesses, healthcare providers and physicians.



Watkins Mill Interchange Ribbon Cutting, October 2011

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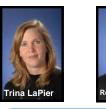
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2012 Gaithersburg-Germantown Chamber Board of Directors

The Gaithersburg-Germantown Chamber of Commerce 2012 Board of Directors were installed on Thursday, December 8. City of Gaithersburg Mayor Sidney Katz conducted the installation. Doug Wrenn of Rodgers Consulting was installed as the Chairman of the Board.

We also welcomed our newest board members: **Andrew Bass**, United Bank; **Eileen Cahill**, Holy Cross Hospital; **Jim Norris**, Montgomery County EFCU; **Jerry Pasternak**, PEPCO; and **Gizelle Petit**, Sandy Spring Bank.

Our Board of Directors shape the future of the Chamber and work very hard to make the GGCC an outstanding organization; we value their energy, efforts and hard work.





2012 GGCC Officers:

- Board Chair
- Trina LaPier, The Gazette
- Chairman-Elect
- Ron Dimaranan, Mid-Atlantic FCU
- Treasurer
- Sam McNamee, Signs of Progress
- VC Member Programs
- Colette Releford, Strive Business Solutions
- VC Member Attraction & Retention
- Ron Dimaranan, Mid-Atlantic FCU
- VC Economic Development
- Scott Wallace, Linowes and Blocher, LLP
- VC Legislative Affairs

David Edgerley, HarVest Bank of Maryland





Do you Qualify for the Montgomery County Local Small Business Reserve Program?

Since spring of 2009, Montgomery County's departments and agencies have made a commitment to allocate 20% of their purchases of goods and services for our local small business community via the LSBRP. Montgomery County awarded contracts with a total dollar value of more than \$58 million in FY11 - don't miss out on your share of available County procurements.

- Ownership Eligibility Independently owned businesses only; brokers and subsidiary businesses are not eligible.
- Tax Eligibility A federal tax number or W-9 in the name of the business is required.
- Location The business must have an operational base in Montgomery County.
- Size and Sales Criteria The size and annual revenue thresholds for all



business types were recently expanded to encourage greater participation by Montgomery County businesses. This chart presents the criteria for the different types of businesses.

Business Type	Employee	OR	Prior 3 Years'
Retail	30	OR	\$5,000,000
Wholesale	30	OR	\$5,000,000
Service	50	OR	\$5,000,000
Construction	50	OR	\$14,000,000
Manufacturing	40	OR	\$14,000,000

For more information and to register: www.montgomerycountymd.gov/lsbrp

The GGCC awarded five **Montgomery College** students **scholarships** totaling \$25,000 in 2011. Deerfield Construction, DeLeon & Stang, CPAs & Advisors, the GGCC. The Gazette, Genesis Security Systems, LLC, Hughes Network Systems, Inc., MAR, Inc, Mid-Atlantic Federal Credit Union, McShea & Company, several past chamber presidents and individual contributors helped support the cause. Thank you for your generosity.

If you are interested in contributing to the **2012 GGCC Scholarship**, contact Kathy Stevens, Montgomery College Director of Annual Giving at 240-567-4108.

G G Gaithersburg-Germantown **C C** Chamber of Commerce, Inc.

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www.ggchamber.org

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