

LOUDOUN Business

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YouTube With
Business Pitch...

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FEBRUARY 2012

VOLUME 9 NO. 3

Business Leaders Weigh Move To EDA

By Kara Clark & Erika Jacobson Moore,
Staff Writers

With the Fairfax County Economic Development Authority recently boasting it created 9,000 jobs in 2011, and a newly seated Loudoun Board of Supervisors heralding business attraction as a key priority, attention has again turned to whether the county should consider forming an Economic Development Authority.

The question of whether to create an EDA in Loudoun is not a new one. Legislation authorizing its creation in Loudoun was enacted in the 1990s, but county supervisors elected to maintain the county department with the board-appointed Economic

Development Commission as an advisory body. A key difference with an EDA would be its authority to issue revenue bonds to finance business projects. Currently in Loudoun, only the Industrial Development Authority provides that service.

At the dawn of 2010, the debate over whether to create an EDA raged again, prompted by an Economic Development Commission discussion on the matter. It was a time of transition for the county Department of Economic Development, as it had recently seen its director, Larry Rosenstrauch, resign, and interim director Bob Chirles appointed. Current director Thomas Flynn would be hired in October of that same year.

While the EDC meeting featured some spirited discussion on EDAs, with business leaders largely in favor of a more marketing-centered focus on business attraction and supervisors divided on the issue, the debate fell by the wayside as the county government endured difficult budget years.

Tony Howard, president and CEO of the Loudoun County Chamber of Commerce, said he believes the issue was given "short shrift" by the previous Board of Supervisors, recalling a past Economic Development Committee meeting chaired by former Supervisor Lori Waters (R-Broad Run). He estimated that the issue was studied and discussed for no more than

60 days, an insufficient amount of time, Howard said, to discuss such a wide-reaching change.

Further study of an EDA is sorely needed, he said.

"We believe the current Board of Supervisors needs to take a very comprehensive and thorough look at what are the advantages," of an EDA, he said. "I'm not sure we fully understand and appreciate the advantages and disadvantages of an EDA that falls under the county administrator. We can look to Fairfax County for examples, but there's a lot we don't know."

Howard notes that Fairfax County formed its EDA at a time of crisis in the late

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Supervisors Contemplate Future Role Of EDC

By Erika Jacobson Moore, Staff Writer

Along with discussion of establishing an Economic Development Authority, Loudoun supervisors have been posed the question of whether the county is making the best use of its Economic Development Commission, and what role the Board of Supervisors wants the EDC to play in the future.

During a recent Economic Development Committee meeting the message came clear from the business community that they wanted to be used more by the county, and wanted to be an active participant in helping to attract new businesses to locate here. Immediate past EDC chairman John Wood also suggested the EDC be

revamped to be a better fit for business leaders and the county's needs.

Wood noted the long-term requirements and said that it was often difficult for a business person to commit to three or even five years of service. He suggested the county consider an ad hoc style committee that would have a much shorter commitment and would be focused on a specific issue.

He also noted it is difficult to take advantage of new technology in meetings when the EDC has to meet the requirements of FOIA, and said the county might be better served if the EDC was brought under county administration and could operate more as staff members do.

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Kurt Krause, general manager of the National Conference Center, began his term as chairman of the Loudoun Chamber of Commerce Jan. 26. In his remarks during the Chamber Annual Meeting, Krause called on business leaders to continue to make their marks on the local community. See Story, Page 3

Loudoun Business/Kara Clark

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Chamber Marks '11 Achievements; Krause Takes Chairman's Seat

By Kara Clark, Staff Writer

The Loudoun County Chamber of Commerce got 2012 off to a hot start Jan. 26, honoring those who made 2011 a success and looking ahead to what should be a promising year.

The Annual Meeting brought out hundreds of local business and political leaders to the National Conference Center in Lansdowne. The meeting serves as a time to honor the outgoing Chamber board chairman, welcome the 2012 chair and swear in a new board of directors.

It also serves as a time of reflection and anticipation.

Outgoing chairman Tom Moler, of Yount, Hyde and Barbour, PC, looked back on 2011 before handing over the chairman's reins to incoming chairman Kurt Krause of the National Conference Center.

Moler pointed out many of the accomplishments realized by both the county and the Chamber in the past year. The county seat, the Town of Leesburg, was ranked the fourth best place to live in the country by *Money* magazine and the Board of Supervisors passed revised commercial

sign regulations, with Moler noting that many interpret the latter accomplishment "as a sign that Loudoun is open for business."

On the Chamber side, Moler said he was "terribly excited" about the strides made by the Chamber's Young Professionals networking group, which in its third year had seen attendance rise at its monthly networking events and also added a popular education series. The YP group was honored with a Chairman's Award for its successful growth.

Other awards presented during

the meeting were the Past Chairman's Award, given to REHAU CEO Kitty Saylor. Chairman's Awards were also given to Pam Jones, of Extraordinary Transitions, and Christian Fabian, of REHAU, for their work in spearheading Chamber events and committees. Paul Gilbert of NetQwik was honored with the Ambassador of the Year Award for his work in adding to Chamber membership. The Dick Brennan Award went to Chris Charron of Charron Consulting and the Community Leadership

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Rizer Promoted To DED Asst. Director

Buddy Rizer has been promoted within the Loudoun Department of Economic Development, and now will serve as its assistant director.

Rizer joined the department in April 2007 and most recently served as business development officer, with responsibilities that included business attraction, retention and small business development. He has been credited with the successful development of the information technology communications cluster in Loudoun.

Director Thomas Flynn stated. "Buddy has all the right skills and experience needed for this position."

During his tenure with the department, Rizer worked on a number of noteworthy attraction and expansion projects including Rockwell Collins, Neustar, Digital Realty Trust, RagingWire, Carpathia and Latisys. He has spoken at national events related to data centers, with an upcoming Loudoun Chamber of Commerce talk on the matter scheduled for Feb. 29 at the Ashburn campus of George Washington University.

Before coming to Loudoun, Rizer worked in radio, including positions as an owner/operator, program director, brand manager and on-air personality. Rizer has a bachelor's degree from Towson State University. He has completed coursework to become a Certified Economic Developer.

In the Feb. 6 announcement about his promotion, County Administrator Tim Hemstreet called Rizer "a valuable asset to our economic development team." Rizer said he was "excited" about his new opportunity.

"I am very passionate about the future of this community and thrilled to be working with an accomplished team of professionals to reach the county's economic development goals."

Rizer said he would continue his business development work in his new position, namely with the data center industry and information technology communication cluster. He said the department will likely add to its business development team in the near future and said, with the department's growth, another set of eyes on the management front was needed.



Buddy Rizer

"Buddy has a proven track record of growing the data center industry in Loudoun and has been a leader in the community and within the department," DED

Leesburg Unveils Biz-to-Biz Video

By Kara Clark, Staff Writer

The Town of Leesburg has a new way to market itself to the business community.

Economic Development Manager Marantha Edwards recently unveiled the town's new business-to-business marketing video. The seven-and-a-half minute video, called "Conversations about Leesburg," features several residents and businesspeople in Leesburg discussing the town and all its benefits.

Included in the video are Tom Toth, of Toth Financial and also a member of the town's Airport Commission; Avis Renshaw, owner of Mom's Apple Pie; Anita Henry, owner of Rouge Boutique and Spa; Amy P. Kelly, Leesburg resident,

great schools, access to the airport and business-friendly attitude.

In between shots of the participants talking, the video features pictures of amenities throughout the town, including its many retail shops, restaurants, Leesburg Airport, the business incubator and more.

"I think it tells the best of the best of the Leesburg story on the heels of improvements to the land development process," Edwards said.

She also made a point to thank Becky Campbell from Studio Center, which put together the video.

"They were phenomenal to work with," she said.

Edwards said plans are to create sub-chapters to the video on specific subjects,

such as entrepreneurial development. She said that economic development staff planned to share the video with prospective businesses, as well as those that are expanding or existing in town.



entrepreneur and mother of four; and Bob White, of Landmark Development. The participants are pictured sitting around a table at Lightfoot Restaurant conversing about the best features of the town, including its community spirit,

The video can be viewed either on the town website, at www.leesburgva.gov/webcasts, or its YouTube channel, at www.youtube.com/user/TownofLeesburgVA.

Business Book Corner

The Four Pillars Of Employable Talent

David Miles put his decades of human resources expertise to paper in *The Four Pillars of Employable Talent*, a book he describes as “a strategic level book geared towards those who drive employment” namely senior level professionals, technical managers, corporate CEOs and C-level executives.

In his book, Miles explains how organizations have changed their recruiting processes and what talent managers are look-

ing for in job candidates. He offers analyses of the transformations that have taken place within today's workplace and why an individual must possess four key attributes to be employable: resilience, balance, strategic career planning and active financial planning. Miles also explains how each of the four generations comprising today's workforce—seniors, baby boomers, generation Xers, and millennials—perceive and embrace each of the Four Pillars.

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Contributed Photo

David Miles pores over his latest accomplishment, *The Four Pillars of Employable Talent*. The Leesburg author and businessman is already working on a tactical follow-up to his book, recently published by AlphaGraphics.

We asked Miles a few questions about his book and share his answers below.

Q: Explain the timing of this book.

A: Professionally in consulting we help individuals in an organization look at talent management. It's a field I've been involved in with owning this company with my wife for 20 years. But the game has changed so dramatically people are so confused. The old rules don't apply. The recession brought about dramatic change in how an organization looks at hiring people. I wanted to help get the word out so people have an overview. One of the main issues is that when you look at those people employed today compared to where we

were in 2007/2008 there are 11 million less real jobs out there today than there were four years ago. We're not just waiting for the economy to turn around. The real issue is with a whole number of factors. People are working longer. With the advancement of technology many of these jobs have gone away permanently. People are going to have to change and adapt. Unless there is some way to get the message to people they're not going to know what to do. I wanted to help them understand what's going on in the workplace.

Q: What was the process like for writing this book?

A: Ten years ago I completed my doc-

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toral dissertation at George Washington University. That planted the seed. Two years ago I decided to write the book as we were in the middle of the question mark of 2009/10 when people were saying how are we ever going to get people back to work. I thought it would be more helpful to get a book together that could spread the word more easily than talking to people one on one or a group of people. Writing the book took a year. I celebrated in January 2011. I said the book would be out in print in 90 days or less. Wrong. That process was really much lengthier than I thought. I had no knowledge that a book goes through focus groups, readers, different types of edits. It took me 10 months of "rebuilding" and I cast it in stone around Thanksgiving time. The first version went up on Amazon as an eBook and a printed version followed. I went the self-publishing route because the world of book publishing is in massive turmoil. Publishers are not so anxious to print books. I spent a lot of time discussing it with major and smaller boutiques, but we ended up doing self-publishing and I'm glad we did so we can retain the copyrights. This book is not written by me to make a profit; it's written to help people understand what's going on.

Q: What is the job environment like right now and what are you hearing from the business end of things?

A: A lot of what you hear is the hype of people being hired. You don't hear about people being restructured. We're reorganizing the workforce against competencies we'll see we need moving forward. Companies have to figure out how to stay alive and make a profit. You still have the elimination of jobs, you still are looking at high unemployment. Middle management positions are going away. What companies are now looking for are individual contributors who can work collaboratively when required, make a contribution and hit the ground running. You need to be self-motivated. It's not a job for life anymore, it's a job to make a contribution. Companies are looking at different ways of attracting people like that through different models. They need talent, not traditional workers. This book helps define some of those underpinnings of what a self-motivated contributor has. It's somebody who has their act together. It doesn't matter if they're 21 or 71. Age is becoming less of a factor; contributing and collaboratively working together on self-motivation is becoming a much bigger area.

[The Four Pillars of Employable Talent is available on Amazon.com or via the book's website, www.employabletalent.com. Miles is currently working on an accompanying, more tactical book, Building Block Essentials for the Four Pillars of Employable Talent. The 50-page book explains a 12-step process for preparing oneself to operate in the search environment.]

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A Case For Personalized Learning

By **John B. Wood**, *Contributing Writer*

A great education system is the key to economic success in Loudoun County. However, there is a shift in the way our country, and our region, is beginning to view education. The traditional, standardized education system is being challenged by the notion of student-centric, personalized education. Let me explain.

My daughter attends an elementary school in Loudoun County. She is a very bright girl—but she's bored at school. Why? Because her teachers are teaching to the grade level and not to the individual student. One of a parent's biggest fears is that their bright child will become bored at school. That boredom can lead to complacency and possibly the realization that they don't need to apply themselves in the classroom—the tragic point when “just getting by” becomes good enough.

Because of my son, I have a lot of experience with Individualized Education Plans (IEPs). IEPs are maintained and updated regularly, and help students with unique needs to participate in a normal public education. Each student who has an IEP also has an IEP team, consisting of teachers, school leadership and parents.

The IEP team meets in a collaborative environment periodically throughout the year to discuss how the student is doing against the personalized objectives set at the beginning of the school year, and what action would need to be taken to ensure the student is able to achieve against those goals by the end of the school year. For an IEP to work effectively, however, the goals must be specific and measurable, the teachers must have the appropriate training, and have resourcing and feedback loops in place. Without all of these components in place, the IEP is not even as good as the paper it's written on.

My very different experiences within Loudoun County Public Schools led me to ask the question: Why can't my daughter be given the same personalized education as those who qualify for IEPs? The school is required by law to implement an IEP for some, but the same principles of an IEP would benefit all children—with or without a disability. No two kids learn each subject at the same pace or in the same style. When you think about it, all classrooms are mixed-ability classrooms, with students of vastly different skill levels and learning styles, not to mention family backgrounds and social skills.

All students within LCPS should be given access to a personalized learning experience, as a part of the LCPS long-term education plan. This would require a shift in the classroom paradigm; however,

of personalized education.

In a challenging and engaging, student-centric environment, students would be given the opportunity to learn at their own pace, with the use of 21st century technologies. Take the Khan Academy, for instance. Khan Academy has an online portfolio of hundreds of free math and science lessons using YouTube videos as its medium. Some teachers around the country have used the Khan Academy videos to flip the classroom on its head; video lessons are watched at home, at the child's pace—with the ability to pause, repeat, review, etc.—and the Q&A sessions occur in the classroom. By removing the ‘one-size fits all’ lecture approach from the classroom and allowing the children to use the video content at their own pace, the classroom becomes a place to work through problems, ask questions to understand why the math or science works that way. This new learning environment fosters more interaction among peers and between the student and teacher.

Of course the Khan Academy is only one example. Regardless of medium, continued teacher training would be an essential component of a successful shift towards student-centric learning. A personalized learning focused curriculum would force teachers out of their comfort zones, by moving away from their traditional lesson plan and toward the new tools and strategies of a personalized learning environment. Instructors would learn to leverage technology to play an active role in the delivery of instruction.

When executed correctly, personalized learning holds the student, teachers, school administration, and parents accountable for the student's education, by requiring active participation from everyone. That heightened accountability will result in all parties taking more ownership in the student's education. More participation, accountability and ownership will foster greater education outcomes for Loudoun County. A better education outcome will make Loudoun County the best place to live and work in America.

[John B. Wood is the CEO of Telos Corporation in Ashburn, founder of the CEO Cabinet and immediate past chairman of the county Economic Development Commission. Follow John on Twitter at twitter.com/john_b_wood.]

A Business Perspective



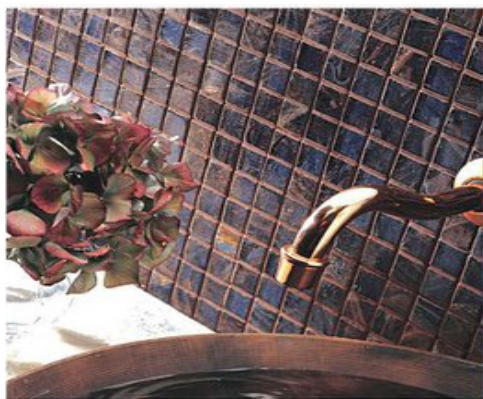
By **John Wood**

with dedicated educators who share a vision of a student-centric eco-system, who are given full access to 21st century tools and technologies, a shift like this can be realized.

What would personalized education look like, if extended to the entire student population? Personalized education would require that each student within a classroom would work toward essential comprehension and skill-sets (like our current system), but would be given the option of different content, processes, and products to achieve those objectives. Students, teachers, and parents would regularly monitor and maintain specific objectives to help the student achieve those comprehension and skill-set goals. School of One is a pioneer in this emerging field



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In Brief

Dulles-based Belfort Furniture has been named Retailer of the Year by the National Home Furnishings Association. Belfort was one of two home furnishings retailers in the country to receive the honor, joining Lawrance Furniture in San Diego, CA. The



Mike Huber

Retailer of the Year awards are presented annually, and represent NHFA's highest honor, recognizing contributions to the home furnishings industry, as well as to the community, and personal business achievements. Belfort was honored for retailers with annual sales volume of more than \$10 million. The award will be presented April 23 during the Spring High Point Market Furniture Industry Awards Gala. Belfort Furniture first opened its doors in 1982 in Fair Oaks Mall in Fairfax, where it sold European furniture as a sister store of the family-owned business in Germany. In 1987, Mike and Kristi Huber expanded their business and began focusing on American furniture, moving the business to a small showroom in Herndon. The operation slowly grew over the years in terms of size and employees, prompting a move to Ashburn six years later. Today, Belfort owns a 13.5-acre tract that involves several different showrooms and home furnishing offerings off Shaw Road. Mike Huber was elected to the NHFA Board of Directors this year. Locally, he is an advisory board member at Middleburg Bank, a member of the Loudoun CEO Cabinet and an honorary board member of the Loudoun Education Foundation. Belfort Furniture has over the

years donated hundreds of thousands of dollars to charitable causes, including City of Hope's Walk for Hope, the Loudoun Abused Women's Shelter, Embry Rucker Shelter, the American Cancer Society, the Avon Breast Cancer Walk and Doctors Without Borders. Belfort is also the corporate sponsor for the YMCA Loudoun County Charity Golf Tournament.

Inova Loudoun Hospital has been named a 2011 Top Performing Hospital in the Premier Healthcare Alliance's national QUEST collaborative. It joins Inova Health System's other hospitals—Inova Mount Vernon, Inova Alexandria, Inova Fair Oaks and Inova Fairfax—in receiving the recognition. Culminating a voluntary three-year QUEST program, Inova participated in the exercise out of a commitment to patient best interests and dedication to reducing preventable harm and readmission. QUEST supports hospitals in delivering the best care possible, with 278 QUEST members in just 30 months saving 25,235 lives and reducing healthcare spending by \$2.85 billion through the delivery of high-quality, evidence-based care to 63,094 patients. Susan DeVore, Premier president and CEO, said, "These hospitals challenged themselves to overcome process failures and excessive costs by measuring themselves against each other to drive success. The achievements made by QUEST members are remarkable as they continue to reveal what is possible in healthcare. Inova Health System is a true standard setter for top quality care in America."

It was a big month for Dr. Grace Keenan, founder and CEO of Nova Medical & Urgent Care Center, Inc., which is headquartered in Ashburn. She received an



Dr. Grace Keenan

Enterprising Woman of the Year award for 2012 by *Enterprising Women* magazine. The award honors women business owners who have demonstrated that they have fast-growth businesses, mentor or actively support other women and girls involved in entrepreneurship, and stand out as leaders in their communities.

Keenan won in the category of "Over \$10 Million and up to \$25 Million in Annual Revenue." Winners will be recognized at the 10th Annual Enterprising Women of the Year Awards Celebration on March 12 at Office Depot headquarters and on March 13 at the Ritz-Carlton in Fort Lauderdale, FL. For the second consecutive year, Keenan is also featured as one of the region's top internists in *Northern Virginia Magazine's* "Top Doctors 2012" issue. Keenan is board certified in internal medicine, integrative and holistic medicine, and anti-aging medicine. The annual "Top Doctors" list is generated through nominations submitted by peers and panels of head physicians at 10 local hospitals. According to *Northern Virginia Magazine*, each panel of physicians was asked to discriminatively look at doctors with privileges at their hospital. They nominated doctors based on all of the internal tools they are privileged to, including: internal evaluations, patient reviews and overall quality of care (patient access, training, unblemished records and how the doctor works with other staff). Keenan has privileges at Inova Loudoun Hospital and Reston Hospital Center. Keenan established Nova Medical Group in 1991 and today it is the largest primary care practice in Loudoun County with locations in Ashburn, Sterling, Leesburg and Warrenton. A fifth office in Gainesville is slated to open in June. Keenan serves on the Loudoun County Chamber of Commerce Board of Directors, the Loudoun County CEO Cabinet and the Loudoun County Chamber Executive Committee. She's also a member of 100 Women Strong, the Washington Spa Alliance, a clinical preceptor for George Mason and Marymount Universities, and an affiliate faculty for George Mason University. On a national level, she serves on the Healthcare Information and Management Systems Society Leaders & Innovators Strategic Advisory Panel and the University of California Irvine Extension Advisory Committee for the Spa & Hospitality Management Certificate Program. Other professional memberships include: the Medical Society of Northern Virginia, American Association of Medical Review Officers, Medical Society of Virginia, American Medical Association, Medical Group Management Association Healthcare Information and Management Systems Society, the Women's Foreign Policy Group, International Spa Association and Vistage.

A father and son team received individual accolades for their auctioneering talents. Hillsboro area resident R. Craig Damewood was inducted into the Virginia Auctioneer Association's Hall of Fame. Damewood, of Purcellville-based Tillett and Damewood Auctioneers, has a career that spans four decades. The induction ceremony was



R. Craig Damewood

the final event of the three-day Annual Education Convention held by the Virginia Auctioneer Association in Charlottesville in January. His son, Brian

Damewood, also a Tillett and Damewood associate, had an honor of his own to take home. The Leesburg resident was named Auctioneer of the Year by the association. The nominating committee said his efforts to promote the association and its activities through TV, radio, print and Internet media led to the award.



Brian Damewood

Joni Mamana has joined the National Conference Center as senior sales manager. Mamana has an extensive background in corporate sales with longstanding relationships with many major organizations throughout the Washington, DC, region. In addition, she worked for the Xerox Corporation for 15 years. Xerox Corporation



Joni Mamana

was the organization that initially built NCC as a national Xerox training center. "Joni brings exceptional sales skills and experience to NCC," Kurt Krause, general manager of NCC, stated. "Her expertise and contacts will be enormously valuable to NCC and our sales team. We are excited to work with her and are delighted to have her on our team." In her role as senior sales manager, Mamana will be tasked with driving new corporate training business to NCC through key markets such as defense contractors, tech, pharmaceutical, training organizations, etc.

Capital Fiduciary Advisors' John H. Wolff and Christopher J. Williams have been awarded the Accredited Investment Fiduciary designation from fi360. An organization offering training, tools and resources to promote a culture of fiduciary responsibility and improve the decision-making processes of

Continued On Next Page

BUSINESSES Giving Back

The Loudoun Free Clinic received a significant gift-in-kind and cash donation from Kaiser Permanente of the Mid-Atlantic States. Kaiser's contribution came in the form of an addition to the clinic's staff—through funding of a fulltime physician assistant—and a \$20,000 cash donation. The financial donation includes \$15,000 as a year-end gift and a \$5,000 contribution as a sponsor of the clinic's fall fundraiser. Kaiser has previously supported the clinic with a year-end gift as well as contributing to the annual fundraising event. The program aims to serve vulnerable populations, make measurable improvements in community health, and serve as a long-term, sustainable collaboration between Kaiser Permanente and safety net clinics—providing clinics with additional resources such as training, education, and grants; and ultimately improving community health through evidence-based care. Ambassador-clinic relationships will also identify, implement, and evaluate health outcomes in targeted areas of clinical focus.

The merchants of Brambleton Town Center donated \$1,000 to Stone Hill Middle School in Ashburn as part of the shopping center's "Holiday Shopping Spree" promotion. The school received the donation thanks to Cathy Cozens, who listed Stone Hill Middle School as her favorite school on the entry form she filled out for a shopping spree drawing. Cozens is a sixth grade Language Arts teacher at Stone Hill. In addition to a \$1,000



donation to the school, Cozens won a \$1,000 shopping spree to Brambleton Town Center for herself. Brambleton Town Center merchants presented the \$1,000 check to Rodney Moore, principal of Stone Hill Middle School, during a ceremony at the school. The donation will benefit the school landscape beautification project. This is the fifth year Brambleton Town Center mer-

chants have donated funds to a local school. Prior winners include Creighton's Corner Elementary School, Legacy Elementary and Briar Woods High School. This is the second time Stone Hill Middle has received a donation from the center.

Loudoun youth living in unstable conditions got a boost Feb. 7 from the George C. Marshall International Center. Marshall Center President Stephen C. Price and Executive Director Patricia Magee Daly presented Inova Loudoun Hospital representative Donna Fortier with a check for \$2,550 to help provide services to more than 650 homeless children in Loudoun. Price said the funds came from the Raise the Paddle for Loudoun's Homeless Children auction held during last November's benefit gala at Dodona Manor. The hospital has been helpful to the center, Price said, describing the donation as a way to reciprocate and help children in need. The intention is to take Inova's Mobile Hope van around the county, to all the areas identified by the school system and guidance counselors as locations where children live in precarious conditions. That service is in addition to Inova's Mobile Health van that traverses the county to offer a variety of health screenings and tests.

The Mobile Hope program also got a boost from management at the Village at Leesburg, which offered a vacant storefront to promote the outreach effort.

"It will be an official drop-off site for donations, and we plan to hold an art contest to further promote the idea," Fortier said. Students of all ages from around the county will be invited to submit their ideas of the concept, which will be adjudicated by an artistic panel. The artwork will hang in the storefront, she said, noting a professional muralist has donated his services to painting the outside of the window. A student from Stone Bridge High School is drawing up a flier that shortly will be sent out to all the schools, public and private, as well as child care centers. Fortier said she plans about a three-week deadline before the panel picks the winners. The ultimate goal of the program is to allow students in need of assistance to come to the van for basic needs, including clothing, food, hygienic items and school supplies.

At the end of the last school year, it was estimated there were at least 660 students living in difficult circumstances, and many considered that number to be closer to 1,000.

Study: Wine Industry Continues Rapid Growth

Virginia's wine industry continues its explosive growth, contributing almost three-quarters of a billion dollars to the state's economy, according to a report released Feb. 2.

According to the report, the wine industry contributes \$747 million to the state's economy on an annual basis, an increase of 106 percent over the figures from the last economic impact study conducted in 2005, when it was \$362 million.

The number of wineries increased from 129 in 2005 to 193 in 2010, a 49 percent increase. Thirty of these wineries can be found in Loudoun. The number of full-time equivalent jobs at wineries and vineyards rose from 3,162 to 4,753, a 50 percent increase, and wages from jobs at vineyards increased from \$84 million to \$156 million, an 86 percent increase.

The number of grape growers and grape-bearing acreage, as well as taxes generated for state and local governments, is also on the rise. The number of grape growers increased from 262 to 386, a 47 percent jump. Grape-bearing acres rose from 2,000 in 2005 to 2,700 in 2010,

a 35 percent increase. Taxes paid to state and local governments jumped 105 percent, from \$21 million to \$43 million.

Sales of Virginia wine reached a record high in fiscal year 2011 with more than 462,000 cases, or more than 5.5 million bottles, sold. This was an 11 percent increase over the previous fiscal year. The state also continues to raise its profile on the national level, ranking fifth in the number of wineries in the nation with 210, as well as the fifth largest wine grape producer.

All this notoriety translates into tourism dollars, the report notes. The number of wine-related tourists visiting Virginia increased from 1 million in 2005 to 1.62 million in 2010, a 62 percent increase. Expenditures related to winery tourism are up as well, with \$57 million in 2005 versus \$131 million in 2010. That marks a 130 percent increase.

The full study, called the 2010 Economic Impact Study of Wine and Wine Grapes on the Commonwealth of Virginia, is available online at www.virginiawine.org.

In Brief

Continued From Page 7

fiduciaries, Pittsburgh-based fi360 is the first full-time training and research facility for fiduciaries and conducts training programs at universities throughout the U.S. and abroad. The AIF designation earned by Wolff and Williams signifies knowledge of fiduciary responsibility and the ability to implement policies and procedures that meet a defined standard of care. Capital Fiduciary Advisors has offices in Leesburg, Vienna and Reston. Wolff serves as CEO and managing director, while Williams is director of client strategies and the business development officer.

Purcellville's Fuog/Interbuild, Inc., received two awards in the National Frame Building Association's 2011 competition. The company received the Builder of the Year award, as well as the coveted Judge's Award. Fuog/Interbuild's entry of the St. Brides Horse Barn in Upperville was selected out of more than 100 contest entries from around the U.S., taking top place in the 3,000- to 10,000-square-foot Horse Barn category. The awards will be

presented March 1 in St. Louis, MO, at the association's Frame Building Expo Awards Luncheon. The accolades will also be recognized in *Frame Building News* magazine. It isn't the first time the Purcellville-based Class A licensed general contractor and post frame builder has won at the competition. Past NFBA awards include 1999 NFBA Building of the Year, in both the Horse Barns over 3,000 square feet and the Agricultural/Farm Buildings categories; 1992 NFBA Building of the Year in the Machine/Storage Workshop category; and several awards for National Foreman of the Year. NFBA is the only national trade association that represents post-frame industry professionals.

Sterling-based Unanet Technologies, which provides cloud-based and on-premise software that helps project-based businesses improve visibility into work performed and scheduled, has appointed new members to its board of directors. They are Jack Hughes, principal and founder of PHOENIX Financial and Advisory Services, LLC; Jack Kerrigan, legal counsel at Blackbird Technologies; and Morris Panner, CEO of DICOM grid.



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Stewards	Custodians	Maintenance Worker
Sales Manager	AV Technician	

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****Please join us for an OPEN HOUSE on Friday, February 24th from 10am-2pm.** Please contact Lindsay Boyd at the number listed below to reserve your interview slot! We will be looking to hire immediately in all departments listed above.

For more information, call 703-724-6574. You can apply online at <http://joblink.coolworks.com/ncc>. To learn more about ARAMARK, please visit the company's website at www.ARAMARK.com or the National Conference Center's website at www.conferencecenter.com

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Workforce Resource Center Offers Onsite VEC Services

Beginning Jan. 26 a Virginia Employment Commission representative will visit the Loudoun Workforce Resource Center on the fourth Thursday of each month.

The representative will be on site from 9 a.m. to 3 p.m. to provide assistance with unemployment insurance questions and claims.

Walk-ins are welcome and visitors will be handled on a first-come, first-served basis. No appointment is required.

Located at 102 Heritage Way in Leesburg, the Loudoun Workforce Resource

Center provides resources, employment counseling, workshops and equipment to conduct job searches. Also, businesses may advertise vacancies, conduct job fairs and be connect with potential candidates at the center. There is no charge for services provided to either job seekers or businesses.

The center is located on the first floor of the building, near the Leesburg Walmart.

For more information, call 703-777-0150 or send an e-mail to wrc@loudoun.gov. Information also is available online at www.loudoun.gov/wrc.

Classes At The Workforce Resource Center

Below is a list of classes open to the public at the Loudoun Workforce Resource Center. All classes are free of charge. For detailed descriptions of each class, or for more information about the WRC, visit www.loudoun.gov/wrc or call 703-777-0150. The Workforce Resource Center is located at 102 Heritage Way NE, Suite 103, in Leesburg.

January

Monday, Jan. 30

Word Basic

9 a.m. to 4 p.m.

Tuesday, Jan. 31

Excel Basic

9 a.m. to 4 p.m.

Tuesday, Jan. 31

Mock Interviews

10 a.m. to 1 p.m.

February

Thursday, Feb. 2

Click 'N' Drag

9 a.m. to 2 p.m.

Monday, Feb. 6

Excel Basic

9 a.m. to 4 p.m.

Tuesday, Feb. 7

PowerPoint Basic

9 a.m. to 4 p.m.

Wednesday, Feb. 8

Putting the Past Behind You

10 a.m. to noon

Thursday, Feb. 9

Interview Workshop

Noon to 2 p.m.

Friday, Feb. 10

Revitalize Your Job Search

1:30 to 3:30 p.m.

Monday, Feb. 13

Learn How to Learn Online

9 a.m. to noon

Wednesday, Feb. 15

Word Basic (Part A)

9 to 11:30 a.m.

Wednesday, Feb. 15

Mock Interviews

9 a.m. to noon

Wednesday, Feb. 15

No Degree? No Problem!

9:30 to 11:30 a.m.

Thursday, Feb. 16

Word Basic (Part B)

9 a.m. to noon

Friday, Feb. 17

Professional Resume Writing

9 a.m. to 3 p.m.

Tuesday, Feb. 21

Windows XP

9 a.m. to 4 p.m.

Thursday, Feb. 23

Resume 101

9 a.m. to 1 p.m.

Friday, Feb. 24

Elevate America for Veterans

10 a.m. to noon

Monday, Feb. 27

Word Basic

9 a.m. to 4 p.m.

Tuesday, Feb. 28

Excel Basic

9 a.m. to 4 p.m.

Wednesday, Feb. 29

Mock Interviews

9 a.m. to noon

March

Thursday, March 1

Click 'N' Drag

9 a.m. to 2 p.m.

Tuesday, March 6

Federal Job Search

10 a.m. to noon

Wednesday, March 7

Mock Interviews

9 a.m. to noon

Thursday, March 8

PowerPoint Basic

9 a.m. to 4 p.m.

Thursday, March 8

Interview Workshop

Noon to 2 p.m.

Monday, March 12

Professional Make-Over

10 a.m. to noon

Tuesday, March 13

Word Basic (Part A)

9 to 11:30 a.m.

Thursday, March 15

Word Basic (Part B)

9 a.m. to noon

Tuesday, March 20

Windows XP

9 a.m. to 4 p.m.

Wednesday, March 21

Your Transferable Job Skills

9 to 11 a.m.

Wednesday, March 21

Mock Interviews

9 a.m. to noon

Thursday, March 22

Resume 101

9 a.m. to 1 p.m.

Friday, March 23

Professional Resume Writing

9 a.m. to 3 p.m.

Monday, March 26

Word Basic

9 a.m. to 4 p.m.

Tuesday, March 27

Excel Basic

9 a.m. to 4 p.m.

Wednesday, March 28

Mock Interviews

9 a.m. to noon

Wednesday, March 28

Putting the Past Behind You

10 a.m. to noon.

Unemployment Rates Decline In VA, US

Unemployment rates in all 10 of Virginia's metropolitan areas were down in November compared with a year before, part of a broad-based—if slow—improvement in jobless figures nationwide.

Five of the 10 Virginia metro areas posted declines of a full percentage point or more compared with November 2010 figures, while the region with the highest unemployment in the commonwealth saw a decline of two percentage points.

The federal Bureau of Labor Statistics reported the data on Jan. 5. Figures are preliminary.

Among the 10 metro areas that include portions of Virginia, the lowest jobless rate was reported in Charlottesville at 4.6 percent, down from 5.3 percent a year before. It was followed by Harrisonburg (5.3 percent, down from 6.1 percent), the metropolitan Washington area (5.4 percent, down from 6 percent), Roanoke and Winchester (each 6 percent, and each down from 7 percent), Blacksburg/Christiansburg/Radford (6 percent, down from 7.3 percent), Lynchburg (6.1 percent, down from 7.2 percent), Richmond (6.6 percent, down from 7.5 percent), Virginia Beach/Norfolk/Newport News (6.7

percent, down from 7.2 percent) and Danville (8.5 percent, down from 10.5 percent).

Statewide, Virginia's unemployment rate of 5.7 percent in November was down from 6.5 percent a year before, according to preliminary figures.

Nationally, unemployment rates were lower in November compared with a year before in 351 metropolitan areas, were higher in 16 and were unchanged in five. Nationally, 25 areas reported unemployment rates of less than 5 percent, while 58 reported rates above 10 percent, including eight areas with rates topping 15 percent.

The nation's lowest unemployment rates among metro areas in November were reported in Bismark, ND, (2.8 percent) and Fargo, ND-MN, (3.1 percent). The highest rates were reported in El Centro, CA, (27.2 percent) and Yuma, AZ, (23.7 percent).

Among metropolitan areas with more than a million residents, November's lowest unemployment was reported in Minneapolis/St. Paul (5.1 percent) and the highest was recorded in Las Vegas, NV, and in Riverside/San Bernardino/Ontario, CA, at 12.5 percent each.

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Oral Surgery / Facial Cosmetics Office currently searching for a well-qualified Front Desk Associate to join our team in Lansdowne, VA. This person must be organized, multi-tasking, and have an excellent track record of being reliable as well as a team player. Ideal candidates must be flexible with hours, have experience with treatment planning, and be RESULTS oriented! Candidate must also be enthusiastic with a passion for patient care, able to work in a fast paced environment and must have previous dental front desk experience. We are looking for someone to grow with our team oriented office. Must have a CAN DO attitude. Perfect English and Grammar necessary.

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- *At least one plus years' experience with dental software.
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- Email jenmullikin@gmail.com your cover letter and resume, or apply online at Fantasticsams.com – Join Our Team.



Highest Paying Jobs

Occupation Title	May 2010 Annual Mean Level Wage
<i>*Courtesy of the Virginia Employment Commission</i>	
Anesthesiologists ♦	\$240,107.45
Surgeons ♦	\$230,166.90
Oral and Maxillofacial Surgeons	\$228,292.78
Obstetricians and Gynecologists ♦	\$224,549.61
Dentists, General	\$194,560.65
Chief Executives ♦	\$191,023.25
Dentists, All Other Specialists	\$177,857.86
Physicians and Surgeons, All Other ♦	\$176,474.58
Internists, General ♦	\$173,423.05
Pediatricians, General ♦	\$169,667.71
Family and General Practitioners ♦	\$169,527.76
Psychiatrists ♦	\$162,189.48
Social Sciences Teachers, Postsecondary, All Other	\$158,603.50
Natural Sciences Managers ♣	\$144,581.18
Computer and Information Systems Managers	\$139,595.27
Arbitrators, Mediators, and Conciliators ♣	\$138,596.66
Marketing Managers ♣	\$138,165.96
Public Relations Managers	\$135,128.29
Lawyers ♦	\$133,136.56
Engineering Managers ♣	\$129,306.85
Optometrists ♦	\$129,290.96
Air Traffic Controllers	\$129,078.61
Hydrologists ♣	\$127,790.05
Political Scientists	\$126,875.30
Orthodontists ♦	\$247,677.96

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A Job Profile: Loudoun

Loudoun County is constantly regaled as an ideal place to live, work, play and grow a business. Many cite the county's proximity to the federal government and the nation's capital, with a major airport in its backyard. The close location of the federal government is a reason why many say the county has been largely insulated from the harsher effects of the economic recession. With low unemployment and many employers now in full hiring mode, we offer some telling statistics, courtesy of the Virginia Workforce Connection.

According to VAWC, there were 7,525 job openings advertised online in Loudoun as of Jan. 23. This places Loudoun fourth in terms of Virginia counties' number of job openings listed that day. Loudoun trails only Fairfax County (29,715), Richmond (12,438) and Arlington County (8,564). In the month of December 2011 alone, there were 10,835 job openings listed in Loudoun.

While those statistics may bode well for Loudoun, those vying for job openings face a competitive pool of candidates. There were 35,826 potential candidates in the workforce system that were looking for work in Loudoun. The largest major occupational group was management occupations with 4.3 percent of the potential candidates, followed by office and administrative support occupations with 4 percent of the potential candidates and computer and mathematical occupations with 2.8 percent of the potential candidates.

The occupations with the highest ratio of potential candidates in the workforce system to job openings advertised online in Loudoun Jan. 23, including how many candidates in the workforce system were looking for work in that occupation and how many jobs were available in that occupation, include paralegals and legal assistants (43 candidates:1 job), electricians (96:3), plumbers (32:1), human resources assistants, except payroll and timekeeping (59:2), first-line supervisors/managers of production and operating workers (29:1), administrative services managers (201:7), secretaries, except legal, medical and executive (56:2), construction carpenters (100:4), construction laborers (43:2) and construction managers (118:6).

The employers with the highest number of job openings advertised online in Loudoun are Safeway (213), Verizon Federal

Network Systems (203), Verizon (202), TASC, Inc. (180), Intelligent Decisions, Inc. (173), ManTech International (172), Inova Health System (168), Harris Teeter (156), Harris Corporation (151) and Harris Teeter, Inc. (136).

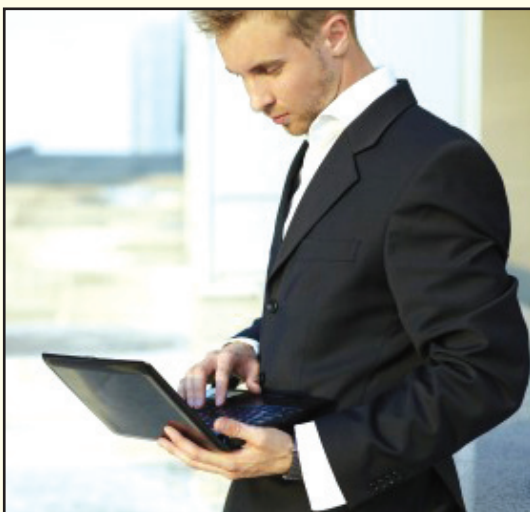
More than 61 percent of jobs advertised online required a minimum education level of a bachelor's degree. The second most common requirement was a high school diploma or equivalent, with 25.63 percent. More than 5,600 jobs had no specified education level requirement. The most common education level of potential candidates in the system in Loudoun was a high school diploma or equivalent, with 31.6 percent of the total specified. The second most common level was a bachelor's degree with 21.5 percent.

Just under 38 percent of candidates listed more than 10 years of work experience. The second most common was less than one year of experience, accounting for 35.5 percent of candidates.

The most common desired salary of potential candidates in Loudoun is \$20,000 to \$30,000 or more with 33.73 percent of the total specified. The second most common level is \$35,000 to \$45,000 or more with 21.95 percent of the total specified.

Retail trade continues to account for the largest major industry sector in Loudoun, with 12.1 percent employment. The same industry also has the second highest amount of job openings in the county, at 645. It trails only the professional, scientific and technical services sector, which has 1,102 job openings. This sector is the second highest industry sector in the county, with 11.9 percent employment.

[Unless otherwise noted, all statistics were current as of Jan. 23, 2012. Information was provided by Virginia Workforce Connection, www.vawc.virginia.gov.]



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Lowest Paying Jobs

Occupation Title	May 2010 Annual Entry Level Wage
<i>*Courtesy of the Virginia Employment Commission</i>	
Service Station Attendants	\$16,879.62
Fiberglass Laminators and Fabricators	\$16,861.95
Waiters and Waitresses ♦	\$16,859.45
Hairdressers, Hairstylists, and Cosmetologists ♦	\$16,856.41
Retail Salespersons ♦	\$16,849.74
Cooks, Fast Food ♦	\$16,808.78
Child Care Workers ♦	\$16,747.98
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop ♦	\$16,733.80
Textile Knitting and Weaving Machine Setters, Operators, and Tenders	\$16,726.61
Umpires, Referees, and Other Sports Officials	\$16,672.37
Cashiers ♦	\$16,624.16
Public Address System and Other Announcers	\$16,547.63
Combined Food Preparation and Serving Workers, Including Fast Food ♦	\$16,526.07
Dishwashers ♦	\$16,525.05
Costume Attendants	\$16,499.72
Transportation Attendants, Except Flight Attendants and Baggage Porters	\$16,452.29
Shampooers	\$16,390.28
Amusement and Recreation Attendants ♦	\$16,372.04
Motion Picture Projectionists	\$16,353.80
Dining Room and Cafeteria Attendants and Bartender Helpers ♦	\$16,255.51
Legislators	\$16,216.08
Ushers, Lobby Attendants, and Ticket Takers	\$16,200.80
Graduate Teaching Assistants	\$16,054.76
Makeup Artists, Theatrical and Performance	\$15,846.14
Sewers, Hand	\$15,815.59

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(Snow date is February 15)

Guests, please park at the quarter-fed meters.

Don't wait!

Apply for the 2012-2013 academic year now.

Interviewing Made Simple

Searching for a job can be very stressful and filled with uncertainty, but when you are called for an interview there is an emotional shift that occurs sending you from stress to happiness. After the excitement from the news of the interview slowly fades, reality sets in and its time to get prepared. If you have not been on an interview in a while or if this is your first real interview don't panic! Here are a few simple tips to help everyone from the interviewing novice to the interviewing pro succeed in their next interview.

- **Be Prepared.** Take time before the interview to read over the job announcement to gain a clear understanding of the job requirements, qualifications, required skills, salary being offered, available benefits and, most importantly, the job title. So many people make the embarrassing mistake of forgetting the job title of the position they applied for when it is time for the interview.

- **Know Yourself.** Be prepared to tell the interviewer who you are professionally and what you have to offer their company. Practice comparing your skills and abilities with the duties of the job so during the interview you can easily demonstrate how your skills transfer over into the new role. This is called

identifying and presenting your transferable job skills.

- **Try to Relax.** The interview is the time when employers get to meet potential employees face-to-face for the first time, in many cases. During this time employers get a sense of who the potential employee really is and they learn additional information about you that may not be presented in your resume or on your application. Relax and enjoy the opportunity to share all the attributes and unique skills that make you the right person for the job.

- **Keep it Professional.** When sharing information about your past employment or your experiences keep it professional. Avoid over-using references to your previous employer; focus on the skills that you gain from working there. There will be plenty of time for personal stories once you get the job.

This article was written by Kindra Jackson of the Loudoun Workforce Resource Center and was published in the winter edition of the Workforce Training Resource Guide. For more information about the WRC, visit www.loudoun.gov/wrc or call 703-777-0150.

Surgical Assistant



Oral Surgery & Facial Cosmetics Office currently searching for a well-qualified Surgical Assistant to join our team in Lansdowne, VA. This person must be organized, multi-tasking, and have an excellent track record of being reliable as well as a team player. Ideal candidate must be enthusiastic with a passion for patient care, able to work in a fast paced environment and always one step ahead of the doctors. We are looking for someone to grow with our team oriented office. Have a CAN DO ATTITUDE!!! Perfect English and Grammar necessary. Must be flexible with hours!!!

Qualifications include:

At least one plus years' experience with dental software.
One plus year of chair side in OMS dentistry assistance
X-ray Certification are required
CPR certified
All vaccinations should be up to date

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 - 90% of an employee's cost for health insurance paid for by the employer
 - Free life Insurance beginning on their first day of employment
 - Company paid Short Term and Long Term Disability plans
 - Up to 22 days of paid time off within their first year of employment
 - Up to \$5,250 per year in Education Assistance
 - A 401(k) retirement program with a dollar for dollar company match
 -and much more?

Grafton Integrated Health Network is accepting applications for the following positions:

Clinical Administrator

The **Clinical Administrator** for the Berryville, VA location ensures the integration of therapeutic activities throughout the day. Primary responsibilities of a **Clinical Administrator** include providing direct supervision of clinicians, maintaining fiscal responsibility of services, coordination of services within the organization, and representation of the constituency. Additionally, the **Clinical Administrator** works collaboratively with other professionals such as nursing, case management, outpatient services, educational and residential to ensure the highest quality of care to the clients served.

Ideal candidates will possess the following to qualify:

- Master's degree in social work, psychology, mental health, counseling or other related clinical graduate degree
- Licensed as a Clinical Social Worker (LCSW), Professional Counselor (LPC) or Clinical Psychologist (LCP) in the state of VA; BCBA strongly desired.
- 2-3 years experience providing clinical and administrative supervision to clinical staff
- Experience working and collaborating in multidisciplinary treatment teams.

Direct Support Professionals

At our Berryville and Leesburg, VA locations, **Direct Support Professionals** are the core of our programs success. These talented employees work with children between the ages of 6 to 21 with mild to moderate co-occurring developmental and psychiatric disorders or cognitive disabilities. The Berryville and Leesburg teams provide short-term intensive residential therapeutic treatment designed to help individuals build the self-management skills necessary to be successful in a community setting.

All **Direct Support Professionals** must be 21 years of age with a valid driver's license, acceptable driving history and possess one of the following to qualify:

- A Bachelor's degree in a human services related field OR
- Associates degree with 3 months experience working with children OR
- A HS diploma/G.E.D. with 6 months experience working with children

As a **Direct Support Professional**, there are a variety of shifts to choose from.

- Evening Professionals work two to three weekdays shifts from 2:30p-10:30p and one weekend shift of 8:30a-10:30p
- Overnight Professionals work either Sunday-Wednesday or Thursday-Saturday from 10:30p-8:30a.

JOIN OUR TEAM

For more information or to print an application, visit our website at: www.grafton.org
Resumes or Completed Applications may be faxed to 540-955-3654
Proud to be a Tobacco Free Workplace

EOE

Loudoun County JOB FAIR

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JOB FAIR

coming in March 2012!

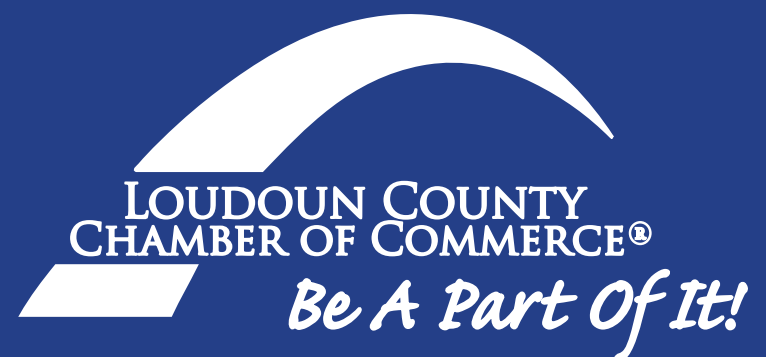
Drawing upward of 500 qualified job seekers and the region's top employers, the annual JOB FAIR is among the most successful in the Washington Metro area.

To better serve job seekers, the Loudoun Chamber partners with the Society of Human Resource Managers (SHRM) to offer FREE! resume reviews.

At the same time, JOB FAIR sponsorship opportunities allow for local and regional exposure in the job market and place your company's profile above the rest!

JOB FAIR sponsors benefit from event advertising. Be the first to reach those skilled employees every company needs to grow their revenues and service their customers.

*Contact Events Coordinator
Ashlie Vickers 571.209.9036
for event details or questions.*



Chamber

Continued From Page 3

Award went to Morningside House of Leesburg.

Moler also noted that the Chamber ended the year financially strong, with record attendance at many of its events. Chamber President Tony Howard noted that 2011 marked the Chamber's second consecutive year of growth, despite the condition of the economy, and continued improvement in its membership retention rate, with 80 percent retention last year. Almost all Chamber events, he said, were at or exceeded attendance records.

Howard noted that this growth was attributable largely to effective leadership and pointed squarely at Moler for his successful term as chairman.

"I've known Tom for five-and-a-half years and from the start I was very impressed by Tom's professionalism, intellect and commitment to the Chamber and the community," he said. "Over the last year I've found a deep and abiding appreciation for his impressive leadership abilities."

Moler thanked Chamber members for allowing him to be a part of making Loudoun a great place to live, work and play.

Incoming chairman Krause looked forward to 2012 with a vision for more heavily involving the local agribusiness community with Chamber activities, noting that the rural portion of the county is what truly sets Loudoun apart. Krause also pointed to the need to continue to invest in tourism with \$5 in revenue generated for every \$1 in spending. He also challenged meeting attendees to become more involved with giving back to the community and pointed to key areas where the business community and stakeholders can help.

"Something very basic is missing," he said. "We have accepted that 95 percent is good enough."

Krause pointed specifically to the areas of high school graduation rates, unemployment and the percentage of those who live in poverty, all of which are at or below 5 percent.

"One percent is even too high," Krause said. "Let's not allow the numbers to grow as we grow."

He painted an optimistic picture for business in 2012.

"This is the year our businesses will grow," he said. "We're going to grow on the success of our past and we are going to find new levels of prosperity. With an agenda of economic development, government efficiency and business-welcoming attitudes we are going to have success."

Wolf: An American Century Or A Chinese Century?

By Kara Clark, Staff Writer

U.S. Rep. Frank Wolf (R-VA-10) delivered the keynote speech for the Loudoun County Chamber of Commerce's annual meeting and put the focus on the importances of and challenges facing the Dulles Rail project.

Wolf said the Phase 2 Silver Line project represents "one of the greatest economic opportunities for Loudoun County."

He also turned the spotlight on the Metropolitan Washington Airports Authority Board of Directors, which has received its share of heat over the past year for some of its decision-making, including on the design of the rail station at Dulles Airport. Wolf noted that the first bill he put forward after being elected to Congress 32 years ago was to turn over Dulles and National airports to MWAA control.

He criticized some of the appointments that had been made in the past to the MWAA board and said the board had become "dysfunctional."

"We need to put the right people on [the board] to make sure MWAA works for us and works for the region," he said.

The Dulles Greenway also received

some of Wolf's ire. He said the rising toll prices on the Greenway will have an impact on the cost of housing and jobs, and are already causing congestion on local roads as motorists avoid paying the high prices.

"You can drive up to the Delaware Memorial Bridge and get on the New Jersey Turnpike for \$4.25. It costs you \$4.80 to go 1.1 miles on the Greenway," Wolf said, to applause from the audience.

Wolf also echoed Krause's call to give to the needy in Loudoun and challenged local businesses to put on a food drive during the summer months, typically the leanest time of the year at food pantries, to help fill the shelves at Loudoun Interfaith Relief.

On the national front, Wolf painted a bleak picture of the state of the country, just days following President Barack Obama's State of the Union address.

"Our country is in trouble. We all know it, it's not a hidden secret," he said.

The 16-term Congressman pointed to the mounting federal debt, with interest on debt alone accumulating \$4 billion weekly. He also noted that the majority of the country's monies are borrowed from China, a country known for its lagging human

rights.

He said the U.S. has a policy of "debt, doubt and despair" and asked attendees to question whether their children will be better off than them, with Social Security anything but a sure thing moving forward.

Wolf said the "defining issue" the country has before it is whether the 21st century will be "the American century or the Chinese century."

"If the 21st century is not our century the world will be a very, very dangerous place," he said, pointing to China's support for the genocide in Darfur.

"Decline is a choice. We the people get to choose whether we go into decline or whether we ascend," Wolf said.

Reforming entitlements, closing the tax loopholes and balancing the budget were some of the major items stressed by Wolf in need of work. Repatriating jobs to the U.S. and making investments in math and science education are also essential, he said.

"We should go big, really big, and if we do that and really deal with this thing now we can have a renaissance in this country and Loudoun County will be the center of where that renaissance will take place."



The Loudoun Chamber's Annual Meeting was a time to recognize those who have contributed to the Chamber's success, as well as look ahead to the upcoming year. In addition to swearing in its 2012 Board of Directors, awards were given to several Chamber members and initiatives. From left: Paul Gilbert, of NetQwik, was honored with the Ambassador of the Year Award; Chris Charron, of Charron Consulting, took home the Dick Brennan Award; and Christian Fabian, of REHAU, won a Chairman's Award.

2011 BEST OF LOUDOUN™ Results

From your responses to Leesburg Today's annual Best of Loudoun polling of readers' favorite people, institutions and places, here are the top three vote-getters in a broad array of categories.

This year's drawings for voters' choice of the best fine dining and best casual family restaurants go to: Steve Craven, who won a gift certificate to Tuscarora Mill Restaurant, winner of best fine dining, and Michelle Foster, who won a gift certificate to the casual dining winner, Blue Ridge Grill.

PUBLIC SERVANT

1. Congressman Frank Wolf
2. Leesburg Mayor Kristen Umstattd
3. Tie: Sheriff Steve Simpson; Loudoun Urban Horticulturist Debbie Dillon

PUBLIC SERVICE

1. Loudoun Parks, Recreation & Community Services
2. Loudoun Co. Fire & Rescue
3. Loudoun County Public Library

COMMUNITY EVENT/FESTIVAL

1. Leesburg Flower & Garden Festival
2. Leesburg Halloween Parade
3. Waterford Homes Tour & Crafts Exhibit Fair

GOSSIP CENTER

1. Starbucks
2. Tuscarora Mill Restaurant
3. Leesburg Restaurant

PLACE FOR LIVE MUSIC

1. Spanky's Shenanigans
2. Leesburg Town Green
3. Franklin Park

PLACE TO BE SEEN

1. Tuscarora Mill Restaurant
2. Lightfoot Restaurant
3. Clydes Restaurant

PLACE TO SEE ART

1. The Cooley Gallery
2. Downtown Leesburg
3. ArtSquare

PLACE TO WALK DOG

1. Leesburg Dog Park
2. W&OD Trail
3. Ida Lee Park

ROAD

1. Snickersville Turnpike
2. Dulles Greenway

3. King Street, Leesburg

- ### WORST TRAFFIC HAZARD
1. Rt. 7/Sycolin Road
 2. Rt. 7
 3. Rt. 7/Belmont Ridge Road

ANTIQUA STORE

1. Old Lucketts Store
2. Black Shutter Antiques
3. Leesburg Antique Emporium

APPLIANCE STORE

1. Best Buy
2. Sterling Appliance
3. Home Depot

AUTO DEALERSHIP

1. Leesburg (Dulles) Honda
2. Dulles Motorcars
3. Leesburg Toyota

AUTO REPAIR SHOP

1. The Tire Shop
2. Bridges Towing
3. Catocin Automotive

BANK

1. Middleburg Bank
2. BB&T
3. Summit Community Bank

BOOKSTORE

1. Books A Million
2. Borders
3. Barnes & Noble

BUILDER

1. Toll Brothers
2. Pulte Homes
3. Briar Arbor Home Construction

B&B/COUNTRY INN

1. Norris House Inn
2. Red Fox Inn
3. Briar Patch Bed & Breakfast

CARWASH

1. Station Auto Wash
2. Embassy Autowash
3. Suds Car Wash

CHILDRENS CENTER

1. Ida Lee Preschool
2. Open Arms
3. Kindercare

CIVIC SUPPORT/ ORGANIZATION

1. Loudoun Interfaith Relief
2. Leesburg Rotary
3. Salvation Army of Loudoun County

CLOTHES STORE/ ADULTS

1. Kohls
2. Nordstrom
3. Macy's

CLOTHES STORE/ CHILDRENS

1. Kohls
2. Old Navy
3. Target

DRYCLEANERS

1. Leesburg Cleaners
2. 7 Cleaners
3. Toll House Cleaners

FARM

1. Great Country Farms
2. Temple Hall
3. John Whitmore's

FARM MARKET

1. Virginia Village/Leesburg
2. Purcellville Community Market
3. Farmer John's

FITNESS CENTER

1. Ida Lee Recreation Center
2. LA Fitness
3. Golds Gym

FLORIST

1. Jerry's Flowers & Gifts
2. Purcellville Florist
3. Lavender Fields

FURNITURE STORE

1. Belfort Furniture
2. Havertys Furniture
3. The Room Store

GOLF COURSE

1. Raspberry Falls Golf & Hunt Club
2. 1757
3. Loudoun Golf & Country Club

HAIR SALON/BARBER

1. Cloud 9
2. Hair Cuttery
3. Images Hair Studio & Beauty Supplies

HARDWARE STORE

1. Nichols Hardware
2. Home Depot
3. TW Perry

HOME IMPROVEMENT/ LUMBERYARD

1. Home Depot
2. TW Perry
3. Lowe's

HOTEL/MOTEL

1. Lansdowne Resort
2. Hampton Inn
3. Holiday Inn-Carradoc Hall

INSPECTION STATION

1. Plaza Shell
2. Jocks Exxon
3. The Tire Shop

INSURANCE COMPANY

1. Kelly Insurance
2. State Farm Insurance
3. Allstate

LAWN & GARDEN/ EQUIPMENT STORE

1. Home Depot
2. Tractor Supply
3. Browning Equipment

JEWELER

1. Ketterman's Jewelers
2. Caulkins Jewelers & Gifts
3. Hunt Country Jewelers

MORTGAGE

1. Middleburg Bank
2. BB&T Bank
3. George Mason Bank

PET KENNEL

1. Old Mill Kennels
2. Blue Ridge Veterinary Associates
3. VIP Boarding Kennel

PET SERVICES

1. PetSmart
2. Old Mill Veterinary Hospital
3. Blue Ridge Veterinary Associates

PET STORE

1. PetSmart
2. Petco
3. Dog Gone Natural

PHARMACY

1. Leesburg Pharmacy
2. CVS Pharmacy
3. Giant Pharmacy

PICTURE FRAMER

1. Ben Franklin Arts Crafts & Frame Center
2. Michaels Arts and Crafts
3. Medlin Art Gallery

PLANT CENTER

1. Meadows Farm Nurseries
2. Home Depot
3. Abemethy & Spencer Greenhouse

PRIVATE SCHOOL

1. Loudoun Country Day

School

2. Dominion Academy
3. County Christian School

PUBLIC SCHOOL

1. Loudoun Valley High School
2. Loudoun County High School
3. Legacy Elementary School

RECREATION FACILITY

1. Ida Lee Recreation Center
2. Claude Moore Park
3. Franklin Park

RUG/FLOORING STORE

1. Loudoun Valley Floors
2. Sterling Carpet
3. M. Page Oriental Rugs

SPECIALTY STORE

1. Ben Franklin Arts Crafts & Frame Center
2. Twigs
3. Pink Shop/Very Virginia

TATTOO SHOP

1. Body Gallery
2. Inksanity
3. Tie: Leesburg Tattoo; Body Art; Traditions Tattoos

TENNIS COURTS

1. Ida Lee Recreation Center
2. Loudoun Golf & Country Club
3. Tie: Ashburn Village; Potomac Green

TRAVEL AGENCY

1. AAA
2. All Around Travel
3. World Travel

VETERINARY PRACTICE

1. Blue Ridge Veterinary Associates
2. Catocin Veterinary Clinic
3. Leesburg Veterinary Hospital

WINERY

1. Tarara Winery
2. Bluemont Vineyard
3. Sunset Hills Vineyard

ACCOUNTANT

1. Bullock & Associates
2. Jeff Mitchell, Mitchell & Co.
3. Updegrove Combs McDaniel & Wilson

ALTERNATIVE MEDICINE

1. Martha Calihan, MD
2. Kevin Pett
3. Cynthia Parsons

AUTHOR

1. Russell Baker
2. Mark Levin
3. Jan Neuharth

ARTIST/GRAPHIC ARTIST

1. Stilson Greene
2. David Norton
3. Chris Cooley

BAND/MUSICIAN

1. Gary Smallwood
2. Al Webber & The Arcadians
3. Wayne Estes

BARTENDER

1. Gerry Waldren/Tuscarora Mill
2. Matt Berry/Vintage 50
3. Mike Ozdowski/Magnolias at the Mill

CARPENTER

1. Jason Boyle, Square One Home Improvements
2. Tie: Kenneth Wine; Alex Mayo
3. Ron Beeler

CHIROPRACTOR

1. Charles Clegg, DC, Clegg Chiropractic
2. Josh Sampson, DC, Leesburg Chiropractic & Massage
3. Will Sonak, DC, Sonak Family Chiropractic

COACH

1. Rus Phillips, PE, Dominion Academy
2. Micky Thompson, Varsity football, Stone Bridge HS
3. Chip Ross, PE and swimming, Loudoun Country Day School

DENTIST

1. Greg Mayo, DDS, Mayo Family Dentistry
2. Diedra Kokel, DDS, Kokel Family Dentistry
3. Dan Adams, DDS

ELECTRICIAN

1. Trump Electric
2. Whitney Jackson Electrical
3. Southern Electrical Services Co.

EYE DOCTOR

1. Greg McGrew, OD,
2. Flinton Callahan, MD, Leesburg Eye Center
3. Ayman Boutros, MD, The Eye Center

FINANCIAL ADVISOR

1. Jeff Eveland, Merrill Lynch
2. Blake Fellows, Potomac Financial Group
3. Wayne Pampaloni, Kelly Insurance

FIREFIGHTER

1. Nick Martin, Capt., Leesburg Vol. Fire Co. I
2. Chris Mabe, Asst. Fire Chief, Hamilton Vol. Fire Co. 5
3. Mark Fontaine, President, Purcellville Vol. Fire Co. 2

HAIR STYLIST/ BARBER

1. Laura Trittipoe/Images Hair Studio & Beauty Supplies
2. Stephanie Harvey/Hair Savvy Salon
3. Denise Osterhoudt, Images Hair Studio & Beauty Supplies

HOUSE PAINTER

1. Joe Fleming, Joe Fleming Painting
2. Jon Miller, Jon H. Miller Painting Co.
3. Tom Corbett

INTERIOR DECORATOR

1. J & L Interiors
2. Debra Mayo
3. Savannahs of Leesburg

LAW ENFORCEMENT OFFICER

1. Loudoun County Sheriff Steve Simpson
2. Police Officer Joseph Marsten, Leesburg PD
3. Police Officer Heather Maupin, LPD

LAWYER

1. Joe Ritenour, Ritenour,

Paice and Moughin-Boal

2. Dan Smith, Smith & Pugh
3. Tie: Bob Sevilla, Sevilla, Huddleston & White; Peter Burnett, Burnett & Williams

MASON

1. Allen Cochran, Cochran's Stone Masonry
2. Virginia Masonry
3. Brian Smith

MECHANIC

1. Jim Abbott, The Tire Shop
2. Jeremy Curry, Auto Solutions
3. Mike Bridge, Bridges Towing

MEDICAL DOCTOR

1. Thomas Mancini, MD, Mancini & Korkowsky
2. Keith Belote, MD, Catocin Family Practice
3. Deanna DeRusso, MD, Heritage Internal Medicine

MEDICAL SPECIALIST

1. Michael Kavanagh, MD, Leesburg Orthopaedics
2. Ann Ma, Gastroenterology Associates
3. Van Ha, Dermatology Associates

MOST COLORFUL CHARACTER

1. Stilson Greene
2. Eugene Delgado
3. Sandy Ryan

NURSE/NURSE PRACTITIONER

1. Susie Furr, Leesburg Sterling Family Practice
2. Lori Roberts
3. Delores Kemp, Inova Loudoun Hospital ICU

PERFORMING ARTS GROUP

1. Loudoun Ballet Company
2. Loudoun Symphony
3. Dance Academy of Loudoun

PHOTOGRAPHER

1. Sarah Huntington Photography
2. Koru Photography
3. Bob Updegrove

PLUMBER

1. M.E. Flow
2. F & L Plumbing
3. Scott Cooper Plumbing

REALTOR

1. Charlie Rossi, RE/MAX Premier
2. Tim Melia, Century 21 New Millennium
3. Sherry Wilson, RE/MAX Leaders

RESCUE SQUAD MEMBER

1. Chip Justice, Lt., Hamilton Vol. Rescue Squad
2. Linda Curtis, Chief, Chief, Purcellville Vol. Rescue Squad
3. Yvonne Fitzgerald, Sterling Vol. Rescue Squad

TEACHER

1. Pam Leshner, 1st grade, Dominion Academy
2. Jodi Hillebrand, 4th grade, Lovettsville ES
3. Tie: Donna Blake, Kindergarten, Catocin ES; Jen Berry, Kindergarten, Sycolin Creek ES

VETERINARIAN

1. Michael Strickland, DVM, Leesburg Veterinary Hospital
2. Keith Robbins, DVM, Catocin Veterinary
3. Katie Kuchinsky, DVM, Market Street Animal Clinic

CHEF

1. Patrick Dinh, Tuscarora Mill
2. Ingrid Gustavson, Lightfoot
3. Mark Marrocco, Magnolias at the Mill

CUP OF COFFEE

1. Starbucks
2. Market Street Coffee (Purcellville)
3. Dunkin' Donuts

DELI

1. Deli South
2. South Street Under
3. Puccios New York Deli

FAMILY RESTAURANT

1. Blue Ridge Grill
2. Fireworks
3. Tie: Haute Dogs; Mama Lucci's

FINE DINING

1. Tuscarora Mill
2. Lightfoot
3. Magnolias at the Mill

FRENCH FRIES

1. McDonalds
2. Five Guys Burgers and Fries
3. Blue Ridge Grill

GROCERY STORE

1. Wegmans
2. Giant
3. Harris Teeter

HAMBURGER

Longtime Favorites, Newcomers Jostle For Poll Wins

By Margaret Morton, Staff Writer

This 2011 Best of Loudoun poll results showed some lively rivalries in Loudoun's business world. *Leesburg Today* readers votes showed some strong loyalties in the results, which were released in late January.

There have been some great rivalries in the readers' poll and this year was no exception. True to past form, longtime competitors continued jostling for the top spots in their categories, while, in others, newcomers began making their presence known.

In the food section—always a popular category for voters—there were a number of interesting choices. It was a great year for Tuscarora Mill Restaurant, which continued its annual rivalry with Lightfoot Restaurant, with Tusksies this time coming out on top, and its sister restaurant Magnolias at the Mill, in Purcellville, coming in third behind Lightfoot in the fine dining category. Tusksies also took first for the lighthearted “best place to be seen” category and its staff members also came in tops. Gerry Waldren continued his long supremacy at the top of the list for best bartender, Wendy Cain returned as a winner as best waiter and head chef Patrick Dinh won in that category over Lightfoot's Ingrid Gustavson. Its sister eatery, Fireworks, placed first for outdoor restaurant, with Lightfoot taking third. Next year should see some interesting competition.

Readers also made their choices plain for a host of gastronomic options. They tapped Starbucks for the best cup of coffee, Deli South as best deli, Blue Ridge Grill as the best family restaurant, McDonalds for French fries, Wegmans for groceries, Five Guys for the best hamburger, Mom's Apple Pie for best pastries, Fireworks for best pizza, Puccio's for best sandwich, Giovanni's for steak and cheese, Jasmine Chinese for sushi and Buffalo Wing Factory for wings.

In food and drink related segments, Norris House Inn topped frequent favorites Red Fox Inn and Briar Patch. Great Country Farms won for best farm, while the Leesburg Farmer's Market on Catoclin Circle again took first place. Frequent winner Tarara repeated for best winery.

Other repeat winners included Old Lucketts Store for best antiques store, topping frequent winner Black Shutter Antiques. Best Buy won again for appliance store. In the vehicle business, Leesburg (Dulles) Honda won out over frequent winner's circle finishers Dulles Motorcars

and Leesburg Toyota, while The Tire Shop again topped the auto repair shop section. Station Auto Wash again was voted best car wash and Plaza Shell moved up from second position last year to top the votes for best inspection station, beating out Jocks Exxon and The Tire Shop. The latter did have some compensation, in that its Jim Abbott won for best mechanic.

Best bank winner was again Middleburg Bank, which also took first for best mortgage bank, in both cases beating out BB&T Bank. Bullock and Associates moved up from second place last year to first for accountant, while Jeff Eveland of Merrill Lynch repeated as best financial advisor. Joe Ritenour reversed last year's order for best lawyer, beating out Dan Smith.

For clothing, for both adults and kids, Kohls once more beat out the competition. Leesburg Cleaners came in first over perennial placers 7 Cleaners and Tollhouse Cleaners. A repeat rivalry had Cloud 9 topping Hair Cuttery and Images for favorite hair salon/barber, while Laura Trittipoe of Images took best hair stylist. Body Gallery won for best tattoos and voters picked longtime favorite Jerry's Florist for best florist. Kettermans continued its first place finishes over the past two years with a win for best jeweler and Books A Million was a repeat winner for best bookstore.

Voters' loyalty to traditional hardware store, Nichols Hardware in Purcellville, again put the venerable store, now just two years away from its centennial in first place. Home Depot came in first for home improvements and best lawn and garden/equipment store, but gave way to Meadows Farm for best plant center. Lansdowne Resort was a repeat winner for favorite hotel/motel. Leesburg Pharmacy repeated its wins for the past two years, as did Ben Franklin for best picture framer. Ben Franklin achieved a first-time win for best specialty store this year. AAA beat out All Around Travel and last year's winner World Travel, for best travel agency.

The pets section is always popular and numerous votes were cast for personal favorites, resulting in repeat wins for Old Mill for pet kennel and PetSmart for pet store. PetSmart also won for pet services, moving up from last year's second-place finish. There's always a lively rivalry for best veterinary practice, with winners changing places often. This year, Blue Ridge Veterinary repeated its 2010 win, over Catoclin Veterinary and Leesburg Veterinary. But, Leesburg Veterinary Hospital's Michael Strickland again came

in first as best veterinarian.

In the construction and furnishings categories, Toll Brothers again topped for best builder. Longtime winner Allan Cochran's Masonry repeated for best mason, while M.E. Flow edged out longtime rival F&L Plumbing, winner for the past two years, as best plumber. Jason Boyle of Square One won as best carpenter, Joe Fleming repeated his 2010 win as best house painter as did Trump Electric for best electrician. Newcomer J&L Interiors won for best interior decorator and Belfort repeated in the furniture section. Loudoun Valley Floors again took best rug and flooring store, beating out other past winners' circle entrants Sterling Carpet and M. Page Oriental Rugs. Realtor Charlie Rossi was a newcomer to the winner's circle for best Realtor.

Medical practitioners always receive a lot of votes. Charles Clegg achieved quite a feat, winning for the 18th consecutive time as best chiropractor. Greg Mayo repeated his 2010 win as best dentist. Greg McGrew, Eye Care Center of Leesburg, won for best eye doctor. Martha Calihan again won for best alternative medicine, beating out frequent vote getters Kevin Pett and Cynthia Parsons. Best medical

doctor was Tom Mancini, while Michael Kavanagh repeated his wins of the past two years as best medical specialist.

Longtime winner photographer Sarah Huntington again won that category, while Stilson Greene, also a frequent winner, topped the artist/graphic artist category. Gary Smallwood repeated his wins of the past two years in the best band/musician segment.

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Jack Nicklaus Signature Golf Course
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April 30th, 2012

Presented by:  INOVA LOUDOUN HOSPITAL

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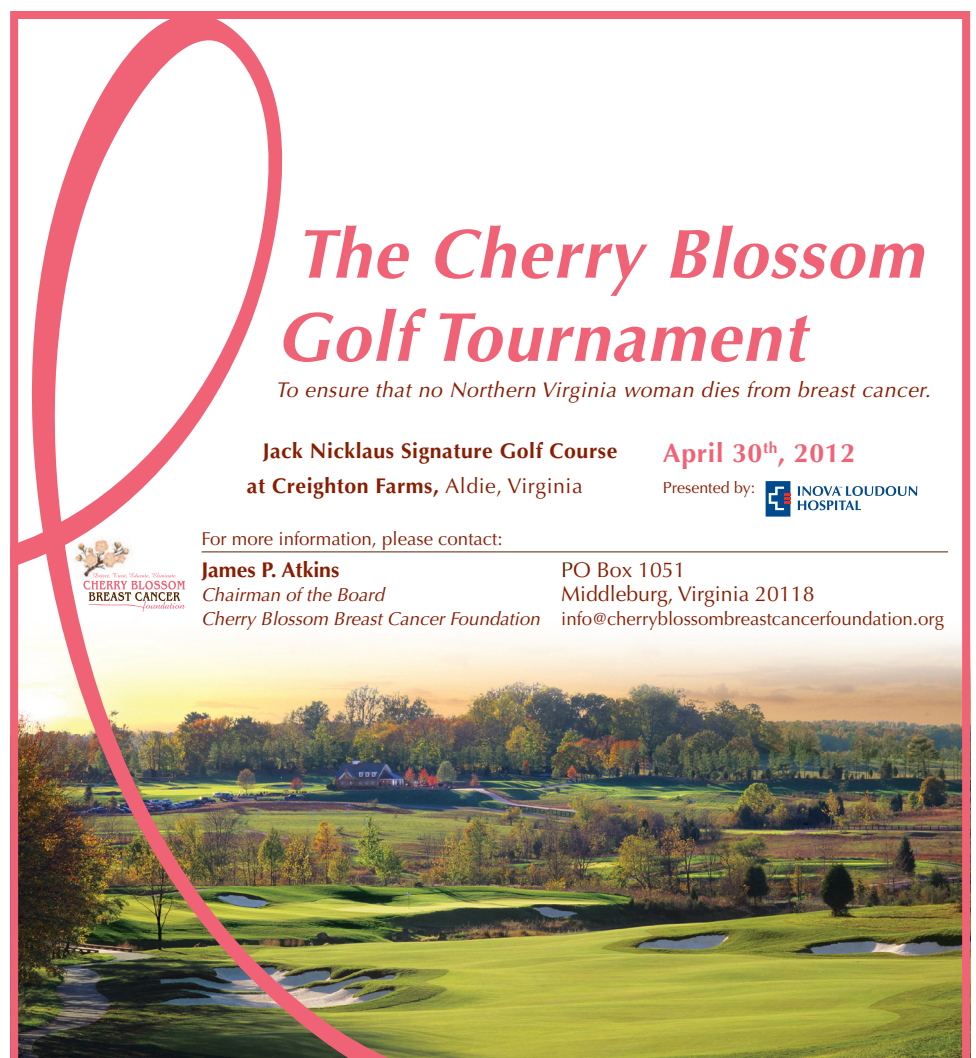
James P. Atkins

Chairman of the Board

Cherry Blossom Breast Cancer Foundation

PO Box 1051
Middleburg, Virginia 20118

info@cherryblossombreastcancerfoundation.org



Authority

Continued From Page 1

1970s, when the real estate tax rate was hovering around \$1.75. Economic development professionals began to focus on how to correct the imbalance between residential and commercial and grow its business reach.

“The proof is in the pudding,” Howard said. “They have continued to pursue this course because they strongly believe it has benefited them.”

Only two months into their term, it seems the idea has fans among Loudoun supervisors—at least in theory. Supervisors say an EDA might just be what the county needs to move to the next level in attracting and supporting business.

“At the end of the day the question is what can be done to accomplish the goal of getting business and luring business to be in Loudoun County,” Chairman Scott K. York (R-At Large) said. “I think one of the things that the Fairfax EDA does is they actually incentivize their employees. For their successes they get a bonus; from what I understand it is similar to a sales bonus. We do not do that. I don’t know because of how we are structured if they could even do that.”

Supervisor Matt Letourneau (R-Dulles), who chairs the board’s newly re-established Economic Development Committee, said as far back as his campaign kick-off that he believes the county should be looking at the option of an EDA, a position from which he has not wavered.

“I am of the belief that things operate better outside the government than in,” Letourneau said recently. “But an EDA requires a lot of conversations.”

If the county went with an EDA, it would not be managed by County Administrator Tim Hemstreet, but instead would have an executive director. “Like with the sheriff’s office, the Board of Supervisors would still have the power of the purse, but the day-to-day operations would be removed from the Board of Supervisors.”

York also said he believes that the head of the Economic Development Department should not be viewed a bureaucrat but instead as the county’s top sales person—a notion that has not happened in Loudoun, he said.

“You haven’t seen traditionally, in counties that have an Economic Development Department, them hiring that type of a person at the top,” York said.

The level of autonomy afforded to business prospects speaking with an EDA is an attractive option for many in the business community, Howard said.

“Economic development and certainly business location and investment comes with a great amount of confidentiality,” Howard said. “When a business is looking to make these kinds of moves they don’t want the move to come out until they want the word to come out.”

Doug Fabboli, past chairman of the Rural Economic Development Council and owner of Fabboli Cellars near Leesburg, said the needs for rural businesses are unique in that it is not so much about attracting these types of businesses, but growing the businesses on the land that is here. More often than not, it is current landowners looking to expand or jump-start a rural-based business, rather than attracting someone to come in and buy land and start an operation.

“We’ve got to build our own and focus on building our own,” he explained.

Fabboli said that EDAs could be a great attraction for the rural community’s neighbors in eastern Loudoun.

“It’s a great hook for the east to say ‘wow this is a great place to live and work and play.’ And that’s really what we’re all on the same page for,” he said.

The rural business community encountered its own transition period several years ago, when the resignation of Warren Howell, the county’s agricultural development officer, left many wondering whether the position would go unfilled within the Department of Economic Development. Thankfully, Kellie Boles was hired and Fabboli lauded her work with the rural community.

“We’ve gone through some changes. Where we’ve come from that point two-and-a-half years ago is huge,” he said. “I really feel we’ve got a great team with the people there in economic development.”

But that’s not to say some positive change can’t be made. An idea floated years ago has not totally lost steam—that of creating a one-stop shop for prospective and current rural businesses to come in and understand how to make their ventures succeed. Collocating expertise from the Virginia Cooperative Extension, Loudoun Soil and Water Conservation District and other small business development officials was one concept considered.

“So when someone walks in the door and says ‘I’ve got 10 acres, I’m 40 years old, I’m ready to use my land, what can we do’ they have a one-stop shop. We want to have them have that ability to learn what they need to do in a more central location and have that assistance in one structure,” Fabboli said.

Whether that particular concept gains more momentum is unknown, but Fabboli

said he believes current supervisors buy in to the need to continue to cultivate the rural business community and keep the lines of communication open.

“I know that the supervisors recognize our value,” he said. “I have great trust in them that they give us the credit for what we’re doing and that they will be very open to our suggestions and what we feel will be best for us.”

Indeed, Vice Chairman Janet Clarke (R-Blue Ridge) said she believes an EDA could be a huge benefit for the rural economy, even though it is not the type of business usually thought of when an EDA is mentioned.

“I feel an EDA structure can differ from jurisdiction to jurisdiction,” she said. “It is a matter of how we would decide to set it up. And the way we would want to focus it is the way that would make it most effective for us.”

She said she and the rest of the board are committed to making the rural economy and agribusinesses successful, and she said perhaps just having the support and effort coming from the government isn’t enough.

“While it is great that we have it, I think there is a feeling that on the government side, we haven’t met that level of effort,” she said. “I think an EDA developed properly, will.”

Clarke said she did not think the current efforts were bad, but noted they could be better, especially with a rural economy that is made up of a “rich, robust niche agriculture and rural business offering.”

“Perhaps that is not being highlighted to the point where it should be, and maybe an EDA could lift that up a bit.”

EDC

Continued From Page 1

The ideas are getting mixed reaction among supervisors, although it appears information is being gathered to learn more about the feasibility and ramifications of each.

“I think there are some benefits to having ad hoc capabilities to tackle specific issues as they are identified,” Supervisor Matt Letourneau (R-Dulles), who chairs the board’s Economic Development Committee, said. “But that gets to who is identifying those issues and where does the authority lie... You can have a more intense effort over a shorter period of time.”

Letourneau said he believes the length of term issue is a “very legitimate point,” but also noted that the EDC has not been hurting in new applicants every

time the door is opened.

“People are beating down the door to be on the EDC,” he said. “And that’s a good thing.”

But Chairman Scott K. York (R-At Large) said he would not support an ad hoc committee structure to the EDC, noting something similar exists in the CEO Cabinet.

“They just met on their own, and they had invited the county administrator and [Superintendent] Dr. Hatrick to participate, so they could bounce ideas off each other,” York said. “They already had it. And then they melded it into the Chamber. But they still have that group. In my estimation, a public body should be a public body made up of businessmen and women that allow the public to listen in. There are other avenues for creativity and discussion to happen.”

Regardless of the form of the EDC in

the future, supervisors say the county could be using the body much more now, without the need for any changes.

“For [prospective business] leads alone, that body could be helping the county so much more,” Vice Chairman Janet Clarke (R-Blue Ridge) said. “To date is has really all been policies and positions. And that’s great. But that doesn’t get us anywhere in economic development.”

Clarke said she thinks the success of the EDC is less about its ultimate structure and more about working in tandem with its members.

“It is about communicating and working with them,” she said, “but no one has taken that interest with them yet.”

Letourneau said it is in trying to strengthen the working relationship between the county and the EDC that future board items and action taken will

focus.

“They have developed their own working plan, and we were going to come up with ours for them, but I think we should learn about their ideas before we give them direction.”

And, supervisors said, the formation of an Economic Development Authority, does not mean that the EDC or its functions would disappear. It is possible, they said, to have both an EDA, and EDC and even a county department for economic development.

“The whole discussion needs to be what will make the best organization for Loudoun County to be able to go out and sell Loudoun County as a place for business to locate,” York said. “It might be stay with what we have, it might be a hybrid, it might be purely doing an authority. We don’t know that yet.”

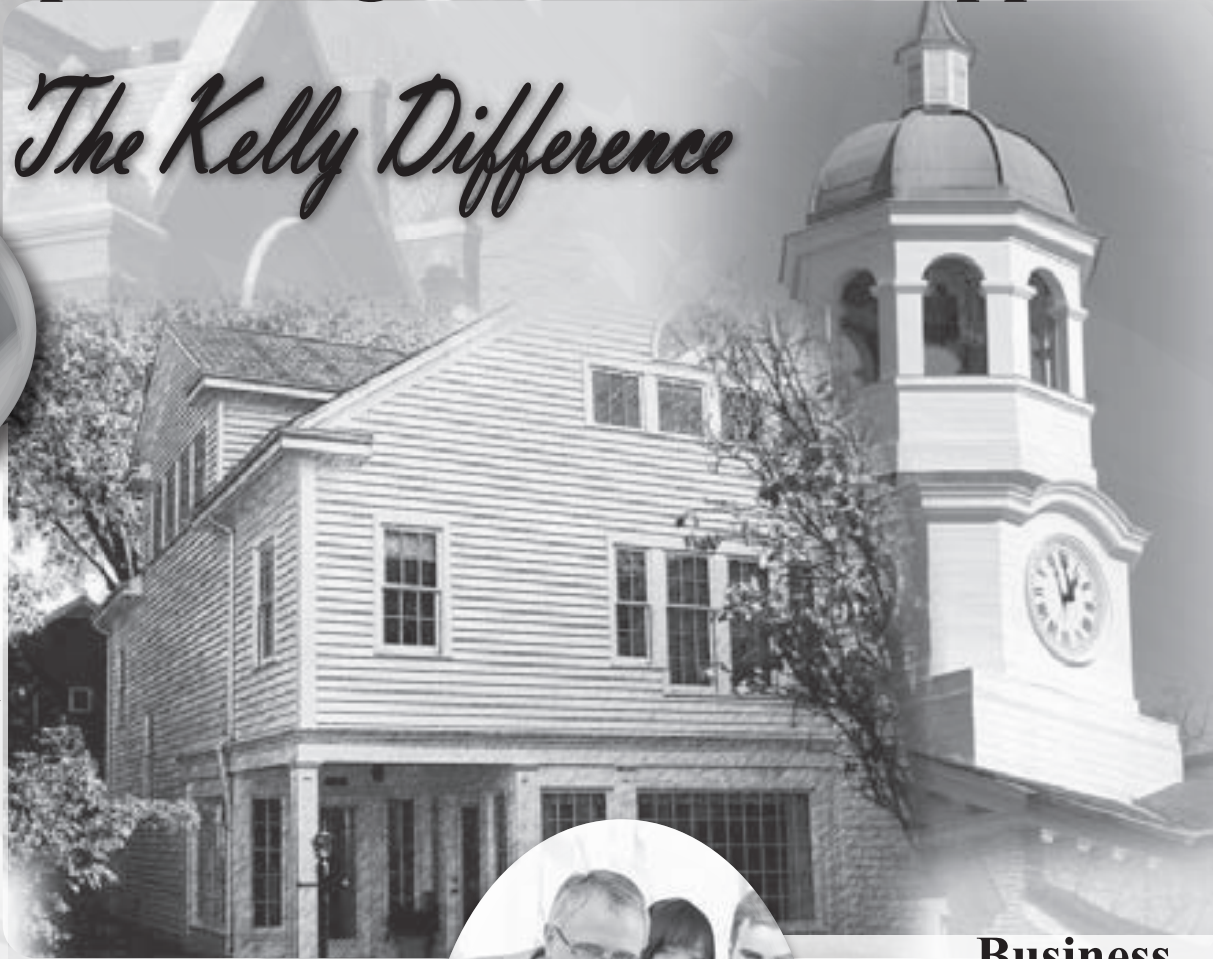
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Market Today

TRENDS, PROFILES AND FEATURES IN RESIDENTIAL REAL ESTATE

The Dirt On the Market Emerging Housing Trends

By Rosemary deButts, Contributing Writer

2012 is starting off on solid footing for Loudoun's residential real estate market. Below are a few key indicators from the first month of the year.

Median Sales Price Up 13 Percent

Not only did Loudoun's monthly sales total increase in January compared with January 2011 (291 and 271 units respectively, +7.4 percent), the median sales price in Loudoun County also advanced 13.3 percent, up from \$331,000 to \$375,000 in December.



Leesburg Posts Big Gains

Eastern Loudoun, western Loudoun and Leesburg saw advances in unit sales compared with the same time last year with Leesburg posting a 14 percent gain. Unlike the other two sub-markets, western Loudoun had a 10 percent decline in its median sales price month-over-year. Eastern Loudoun's median increased 13 percent and Leesburg's median posted an enormous 47 percent gain on a month-over-year basis.

Average Days On Market Falls

Last January the average days on market in Loudoun County was 87 days. This year though, the January average was only 68 days — a decline of 21.8 percent. Eastern Loudoun's average declined from 72 to 61 days month-over-year (-15.4 percent). In Leesburg, the average declined 31.9 percent from 104 days in January 2011 to 71 days this January. The days on market in western Loudoun declined 26.1 percent compared to last January—from 136 days to 100 days, on average.

Other January highlights include:

- Loudoun County's highest priced property sold for \$1.5 million in Sterling;
- 41 percent of homes sold in 30 days or less;
- Four homes sold for more than \$1 million;
- Loudoun's sellers grossed 95.5 percent of their original asking price; and
- About 28 percent of Loudoun's sales were short sales or bank-owned properties.

[Rosemary deButts is a Realtor associated with Atoka Properties in Purcellville. She is certified by the National Association of Realtors as a Short Sales and Foreclosure Resource and is a Member, Institute of Residential Marketing (MIRM) from the National Association of Home Builders. Visit her website, www.housinganalyst.net, for more facts and figures.]

THE NEWS doesn't wait UNTIL Friday

Daily UPDATES

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Solar4Leesburg, a solar energy company based in the Mason Enterprise Center Leesburg, got a special treat Feb. 3 when Virginia Secretary of Technology Jim Duffey paid a visit, along with Assistant Secretary of Technology and Senior Policy Advisor Cameron Kilberg. The two toured the incubator and visited to two of Solar4's client businesses in western Loudoun—Endless Summer Harvest and North Gate Vineyard in Purcellville. Mary Haberl, one of Solar4's partners, said the group talked about energy efficiency and forms of alternative energy and the Leesburg-based business offered its desire to help with any state committees working on the matters. It was also an opportunity to spotlight Solar4's newest client, Endless Summer Harvest, a hydroponic lettuce farm, and talk about some of its energy efficiency initiatives looking forward. Pictured here, Endless Summer Harvest President Mary Ellen Taylor, far right, chats with Kilberg and Duffey.

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Business Calendar

Feb. 16

After Hours Mixer

Loudoun Chamber of Commerce
5:30 to 7 p.m., Capital One Bank, 401 E. Market St., Leesburg

Join Chamber members, board members and new members as they power network around fine catering and tasty beverages. Pre-registration fee is \$15 for Chamber members and guests or \$20 at the door. To register, visit www.loudounchamber.org.

Feb. 21

Grow Your Business

Loudoun Chamber of Commerce
11:30 a.m. to 1 p.m., Chamber offices, 19301 Winmeade Dr. #210, Lansdowne

"Marketing on a \$5,000 Budget" will be the monthly topic in a series that gets attendees up close and personal with experts in different business fields. Each luncheon in the Grow Your Business series features a prepared presentation followed by an extensive Q&A session. Lunch is provided. Cost for the event is \$10 for Chamber members and \$15 for non-members and walk-ins. To register, visit www.loudounchamber.org.

Middleburg Women

11:30 a.m. to 1:30 p.m., Briar Patch Bed & Breakfast, 23130 Briar Patch Lane, Middleburg

Music executive Linda Blum Huntington serves as the guest speaker for the monthly networking luncheon. For registration and pricing information, visit www.middleburgwomen.com.

Women In Business After Hours

Loudoun Chamber of Commerce
5:30 to 7 p.m., ArtSquare, 12 Cardinal Park Dr. #101, Leesburg

Join the Women in Business Alliance, in partnership with the NonProfit Initiative, in kicking off the new program year. Celebrate the festive season of Mardi Gras with elegant art, delicious wines and power networking among the area's finest business professionals. Enjoy the opportunity to win fabulous door prizes and get an up-close look at artist Maggie Siner's exhibit, "Venetian Paintings & Figurative Sculptures." Pre-registration fee is \$15 for Chamber members and guests and \$20 at the door. To register, visit www.loudounchamber.org.

Start Your Business

Loudoun Small Business Development Center
6 to 8:30 p.m., George Washington University Virginia Campus, 20101 Academic Way, Exploration Hall, Room 101, Ashburn

SBDC Executive Director Robin Suomi and Art Thompson, principal with Keyser Thompson Insurance Agency, Inc., provide attendees with the basics of starting a business. Highlights of the seminar include: taxes and licensing; business plan development; sources of financing; marketing; insurance; and entrepreneurial traits. Pre-registration fee is \$10 or \$15 at the door. To register, visit www.loudounsbdc.org.

Feb. 24

Building a Green Business Plan

Leesburg Environmental Advisory Commission

Noon to 1 p.m., Leesburg Town Hall, Second Floor, 25 W. Market St., Leesburg

Led by EAC Vice Chair Mary Haberl, "Building a Green Business Plan Using a Personal Checklist" will cover the topics of education and outreach; energy savings; waste management; water conservation; and toxic prevention. Participants will learn new measures they can incorporate into their business plans both from the checklist and from each other. Attendees should bring a laptop with WiFi capabilities for online scoring and are welcome to bring their lunch. There is no cost to attend. To register, email Irish Grandfield at igrandfield@leesburgva.gov.

Feb. 28

The ASBCs of Government Contracting

Loudoun Small Business Development Center

11 a.m. to 1:30 p.m., Mason Enterprise Center Leesburg, 202 Church St. SE, First Floor Training Room, Leesburg

Guy Timberlake, CEO and chief visionary of The American Small Business Coalition, addresses key activities every prospective government contractor should complete before jumping into the industry. Topics to be addressed include: advice on building your functional profile to ensure both government and industry know what you offer; researching how agencies currently utilize what you plan to offer them; identifying key customer and partner prospects; and using this information to plot your initial course of action. Attendees are encouraged to bring their laptops with them. Registration fee is \$25. There will be no on-site registration offered for the seminar. To register, visit www.loudounsbdc.org.

Corporate Wellness & Healthcare Savings Seminar

Nova Medical Group/Loudoun Insurance Group
5:30 p.m., Belmont Country Club, 43750 Tournament Parkway, Ashburn

Dr. Grace Keenan of Nova Medical Group and Jared Melvin, health and life

director at Loudoun Insurance Group, will lead a discussion on how to reduce your company's healthcare costs and improve efficiencies in the workplace. The evening will include lectures on healthcare reform and corporate wellness; business networking opportunities; interactive demonstrations; special wellness offers; and light hors d'oeuvres and refreshments. Admission is \$20 and registration is required. To register, visit <http://conta.cc/WorkWell>.

Feb. 29

Data Center Forum

Loudoun Chamber of Commerce

8 to 10:30 a.m., George Washington University Virginia Campus, 20101 Academic Way, Ashburn

The Chamber joins with the Loudoun Department of Economic Development to present an overview of the county's data center market. Assistant Director of Economic Development Buddy Rizer will serve as a presenter and Brian Chavis, of ARGroup, will moderate a panel that includes Peter Stevenson, CEO of Latisys; Howard B. Horowitz, senior vice president of Equinix; and Brett Rogers, critical environments consultant with Marc Anderson Consultants. Pre-registration fee is \$35 for Chamber members and \$50 for non-members. The price increases at the door. To register, visit www.loudounchamber.org.

Small Business Taxes & Recordkeeping

Loudoun Small Business Development Center

6 to 8:30 p.m., George Washington University Virginia Campus, 20101 Academic Way, Exploration Hall, Room 101, Ashburn

Anna Faulkenstein, senior stakeholder liaison with the IRS, and Thomas Butler, a CPA with Acumen Accounting, offer guidance for small business owners just in time for tax day. Items to be discussed include: records to keep for sole proprietorships, partnerships, corporations and LLCs; the Small Business Health Care tax credit; worker classifications; and tax law updates. Pre-registration fee is \$25 or \$30 at the door. To register, visit www.loudounsbdc.org.

March 2

Loudoun Economic Development Commission

8 to 10 a.m., Loudoun County Public Schools Administration Building, 21000 Education Ct., Ashburn

Join the county Economic Development Commission for its monthly meeting, where updates on projects and initiatives, as well as trends in the local and regional economy, are discussed.

March 7

Leesburg Economic Development Commission

7 p.m., Mason Enterprise Center, 202 Church St. SE, Leesburg

Join the Leesburg Economic Development Commission for discussion on business outreach and retention efforts, and other economic development efforts affecting the town.

March 8

Business Showcase Breakfast

Loudoun Chamber of Commerce
7:30 to 9 a.m., Belmont Country Club, 43750 Tournament Parkway, Ashburn

Join almost 150 Chamber members, new and old, at this monthly, signature roundtable networking breakfast. Early registrants will have their name and company information displayed on the members-only attendee list. Fee for the breakfast is \$25 for Chamber members and \$35 for non-members. Prices increase by \$10 at the door. To register, visit www.loudounchamber.org.

Sterling Women

11 a.m. to 1:30 p.m., The National Conference Center, 18980 Upper Belmont Place, Lansdowne

Jenet Ahn, owner of Annalee's Formals, serves as the guest speaker for the networking group's monthly luncheon. Networking opportunities begin at 11 a.m., with lunch served at noon. For pricing and registration information, visit www.sterlingwomen.org.

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