



With the President and Congress pushing major health care reform, the business community has been out front in communicating to the Administration and Congressional leaders to support key principles in the ensuing debate: lower health care cost, improving the quality of care, and making sure every American has access to affordable coverage. The Hampton Roads Chamber has encouraged our members to communicate to our Congressional delegation that current legislation being considered would not improve the system but in actuality jeopardize what currently works.

## Chamber Supports Health Care Reform

More than 1,500 associations, businesses, and chambers nationwide have weighed in on this issue. Together, we have demonstrated the need for quality, affordable health care instead of policies that will jeopardize the parts of the system that currently work and ultimately hurt our economy.

The legislation currently under consideration, would create a government run (public) insurance plan, create employer mandates on businesses (particularly small business, requiring them to provide coverage for all employees), and create major tax increases including imposing an additional "surtax" on high income earners. The Chamber opposes all of these. The business community is eager to work with the President and Congress to reform the system, however, not at the expense and on the backs of businesses.

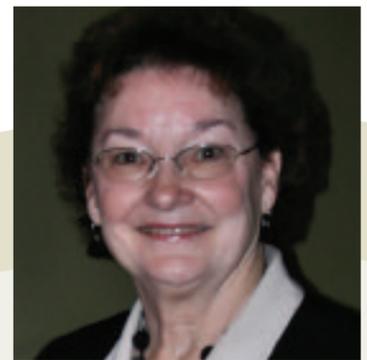
For these reasons and more, we need your help in sending a strong message to Congress now. For more information, contact Candace Reid at [creid@hrccva.com](mailto:creid@hrccva.com) or 757.664.2572.

## Chamber Centralization Update



The "build out" of our new headquarters in Suite 700 at 500 East Main Street, Norfolk (the BB&T building) has begun and we are now negotiating the purchase of our furniture, fixtures, and equipment. We expect our relocation to take place no later than November 1, 2009. We'll host an "open house" event and hopefully you'll be able to join us for this exciting new time in the history of our Chamber. Be on the lookout for details. For more information, contact Jack Hornbeck at [jhornbeck@hrccva.com](mailto:jhornbeck@hrccva.com) or 757.664.2500.

## Marian P. Whitehurst Women in Leadership Award Winner Named



**Barbara O. Carraway**

The Chesapeake Volunteer Recognition Luncheon will take place on September 9 at 12 p.m. at SpringHill Suites in Chesapeake. Chamber members from throughout the region look forward to recognizing outstanding leadership, relationship building, and the spirit of volunteerism at this annual event. A highlight of this year's luncheon is the awarding of the coveted Marian P. Whitehurst Women in Leadership Award.

This award is given to a woman who has attained and embodies the highest level of professional excellence in her profession in Chesapeake, and who has distinguished herself through volunteer service to the community. This year's recipient is Barbara O. Carraway, CPA, CGT, Chesapeake City Treasurer. Barbara, a lifelong resident of Chesapeake, has been Chesapeake's City Treasurer since 1990. She has received the Treasurer of the Year award (1995), the Community Service Award (2002), and the Jefferson Award of Excellence (2008) from the Treasurer's Association of Virginia.

She has served on several state-level treasury and finance committees and is also involved with countless community organizations from the March of Dimes to her own Christmas for the Children program. Additionally, this year Barbara raised over \$1,500 for a local gymnast whose family was affected by the current economic condition, allowing this child to continue her competitive career. She placed third in state in her level and age group.

This award, along with the Volunteer of the Year and Chairman's Award, will be bestowed at the September 9 ceremony. For more information on registration or sponsorships, contact Sheila Clendenning at [sclendenning@hrccva.com](mailto:sclendenning@hrccva.com) or 757.664.2591.

## Chamber Recognizes Outstanding Virginia Beach Military Personnel

The Hampton Roads Chamber of Commerce presented the Virginia Beach Armed Forces Awards on July 23 to a sold out crowd. The Chamber extended special recognition to 80 military personnel from the Virginia Beach commands (Fort Story, Little Creek, and Oceana). The military is an important asset in Hampton Roads and many of the region's business leaders and elected officials joined to recognize them and show appreciation of their courage, efforts, and leadership. Virginia Beach Mayor Will Sessoms lauded the military at the event as well. Thanks to Presenting Sponsor USA Discounters, Gold Sponsor Bay Auto, Gold Military Program Partner GEICO and the Bronze Military Program Partner, Regent University



The Chamber recognizes and celebrates the strong military presence in Hampton Roads, and holds several military-focused events and award ceremonies each year, including the prestigious

Military Citizen of the Year ceremony in October. Contact Candace Reid for more information on sponsorship opportunities at [creid@hrccva.com](mailto:creid@hrccva.com) or 757.664.2522.



### Campaign of Champions Nears Goal

To date, the 10th Annual Sustainable Resources Campaign (SRC) - the "Campaign of Champions" has raised 72 percent of our goal. The seven-part Early Morning Meal of Champions series graduated 15 local executives and SRC volunteers at the last Pep Rally of the year in July.

Thank you to Wade Powell & Associates for presenting this great series of Dale Carnegie training programs! For more information about the SRC, contact Sarah Lampert at [smartin@hrccva.com](mailto:smartin@hrccva.com).

Thanks to our team captains who have helped us get to where we are, and who will help us achieve our goal!

Kevin Adamson, STIHL  
 Dan Bell, Canon ITS  
 Gary Carr, Progressive Graphics  
 Lisa DeCoste, SunTrust Bank  
 Sherry Dewar, Norfolk Board  
 Jim Flinchum, Virginia Beach Board  
 Greg Holestin, GEICO  
 Jason Kuller, Chamber Ambassadors  
 Ken Lampert, Commonwealth Financial Services  
 Stan Magann, Portsmouth Board  
 Ray Pentecost, Clark Nexsen  
 Wade Powell, Dale Carnegie Training  
 Patrick Reynolds, Chesapeake Board  
 Terri Ruby, Fulton Bank  
 Preston Russell, BB&T  
 Darren Schultz, Suffolk Board  
 Bonnie Stretz, Wachovia Bank  
 Terrie Suit, LEAD Hampton Roads



HAMPTON ROADS CHAMBER OF COMMERCE  
 SMALL BUSINESS OF THE YEAR

## 25th Annual City Small Business of the Year Winners Announced

The Hampton Roads Chamber of Commerce Small Business of the Year awards is the premier small business award ceremony in the region, and is celebrating its 25th year this year. At the ceremony, a small business from each of the five Southside cities will be recognized as their city's Small Business of the Year, and one of the five will be announced as the Hampton Roads Small Business of the Year. The regional winner will also go on to represent the region in the statewide competition. Here are this year's city winners:

**Chesapeake:** T Solutions, Inc.

James Todd, President

**Norfolk:** Getem Services

Charlie Church, President

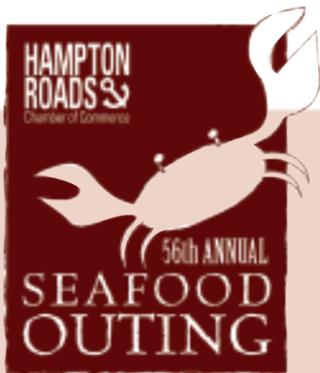
**Portsmouth:** To Be Announced

**Suffolk:** To Be Announced

**Virginia Beach:** Young Family Dentistry

Dr. Lynnette Young, Founder

Join us to congratulate these winners and to hear who is the Hampton Roads Small Business of the Year at this year's luncheon at 12 p.m. on Thursday, October 1 at the Renaissance Portsmouth Hotel & Conference Center. The Verizon Wireless Award for Small Business Leadership will also be presented. Last year's Small Business Of The Year event in Virginia Beach sold out, so be sure to reserve your seats now by visiting [HamptonRoadsChamber.com](http://HamptonRoadsChamber.com). Sponsorship opportunities are still available – contact Desiree Ellison at 757.664.2518.



## 56th Annual Seafood Outing Returns to its Roots

The Chamber's 56th Annual Seafood Outing returns to its roots on the downtown Portsmouth waterfront this year. Seafood Outing will be held on Friday, September 25 on the beautiful waterfront grounds and seawall surrounding Harbor Tower Apartments (One Harbor Court, Portsmouth) from 3:30 – 7:30 p.m.

Seafood Outing, our oldest, best, and biggest outing, has been a favorite destination for Hampton Roads business leaders and residents for more than half a century. This year, Seafood Outing will feature a delicious spread from long-time food sponsor Roger Brown's Restaurant & Sports Bar, including backyard barbeque, oysters on the half shell, crawfish boil, fresh steamed shrimp, seafood salad, fried shrimp and scallops, and more. Adult beverages will also be provided. Great live music will be provided by the TideWater Drive Band.

To register, visit the Events tab at HamptonRoadsChamber.com. Group ticket specials for Chamber members are available! With an expected attendance of 1,000, Seafood Outing provides a great opportunity for you to showcase your business while enjoying a great event. For more information on sponsorships, exhibitor space, and early bird specials, contact Desiree Ellison at dellison@hrccva.com or 757.664.2518.

## Expert Voice

By Jim Carroll  
Vice President, Small Business,  
Hampton Roads Chamber of  
Commerce and  
Director  
Small Business Development  
Center of Hampton Roads

After death and taxes, the only thing about which you can be certain is that people will talk. As a small business owner, you want them talking about you and more importantly, saying complimentary things about your business.

Customers will talk about new and recurring purchases, their shopping experience, using the product or service they purchased, and their reaction to marketing and advertising. A business owner can control the first, second, and fourth items and exercises some control the third. What the business owner needs to focus on is providing the best possible experience to win the customer over.

Just like any other marketing strategy, "word of mouth" has to have some sort of goal to measure effectiveness. A readily understandable and measurable goal is to increase sales and customer loyalty by increasing positive comments about the business.

Who are your customers and where do they appear on the endorsement spectrum? At the most positive end are Evangelists, customers who will rate your business an 11 on a scale of 10. While these are the most desired, their reach is limited as they will only take on one or two causes (or businesses). Following the Evangelist are Promoters (9 on the scale), Neutrals (3-8), Detractors (1-4), and Hostiles (0). A small business owner must convert Hostiles to Neutrals and Neutrals into Promoters.

Sometimes what your customers are saying can be devastating. Earlier this month, Canadian singer Dave Carroll (no relation to this author) posted a music video, "United Breaks Guitars" on YouTube, which satirizes some poor service he experienced during a trip. When he saw the airline's baggage handlers mishandling his band's equipment, he complained and filed a claim for \$1,200 in damage done to his guitar, which the airline denied. Over 3.5 million people viewed this music video, resulting in a public relations challenge for the airline. After further evaluation, the airline decided that it had erred and donated \$3,000 to the singer's charity and now uses the video as part of its customer service training. In this case, the airline worked to change a "Hostile" customer into a "Neutral" one.

To be successful, the small business owner must focus on the customer rather than focusing on running the business, set expectations and keep promises, listen to the customer, change customer services practices if necessary, and learn how to handle negative publicity. Many business owners ask, "How did you hear about us?" I would also recommend asking, "What did you hear about us?" This may tell an entirely different story.

For more information visit [www.hrsbdc.org](http://www.hrsbdc.org)

### The Game of Business:

## Chamber Edition

### Development



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Small Business Development Center

Get free small business counseling or attend one of several educational courses offered by the Chamber's Small Business Development Center of Hampton Roads. They have achieved an economic impact of over \$1.1 million by counseling 575 clients and creating or saving 250 jobs last year.

Some of the services the SBDC offers include business planning assistance, business counseling, market research and analysis, U.S. SBA loan guarantee program information, NxLevel and Profit Mastery courses, and much more.

For more information, visit [www.hrsbdc.org](http://www.hrsbdc.org).

Chamber Corner



**Sarah Kingsley Foley**

757.664.2507

sfoley@hrccva.com

Sarah is the new coordinator of Sync757, the Chamber's young professionals and emerging leaders program. Sarah has experience at Sweet Briar College, teaching German at Toano Middle

School, volunteering with the Virginia Opera, as well as serving as Virginia Wesleyan's head cheerleading coach.

Trustee Profile

**Rhonda Williams-Kundrat**  
Corporate Small Business Officer

**Xe Services provides innovative private sector solutions to U.S. Government clients.**

Founded in 1997, they have expanded to empower a talented collection of seasoned professionals from a wide range of disciplines, directing them to develop cost efficient and operationally effective solutions for the U.S. Government and other clientele. The company's ability to deliver custom solutions is made possible through the integration of its four core competencies: International Training, Logistics/Mobility, Innovative Technologies, and Professional Resources. Xe Services operates in nine countries delivering critical assistance to clients focused on post conflict and post-disaster stabilization efforts. For more information, visit [www.xecompany.com](http://www.xecompany.com)

Welcome New Members

Join us in welcoming these new Chamber members. For the most current member directory, visit [www.HamptonRoadsChamber.com](http://www.HamptonRoadsChamber.com)

May

- ABC Consulting, Inc.
- Active and Free Lifestyle
- Angelia Williams/Long & Foster Realtors
- Asset Recovery International, LLC
- Beck Roofing Corp.
- Building a Relationship
- Carolina National Transportation
- CCG Bookkeeping & Tax Service, LLC
- Consolidated and Personal Business Services
- Coplon Development Company, LLC
- Creative Network Technologies, Inc. (CNTI)
- DJ on the Side
- Elizabeth Manor Golf & Country Club
- FedEx
- Gromelski & Associates, Inc.
- Hampton Roads Naval Museum
- Hilton Garden Inn Chesapeake
- Hobbs & Associates Inc.
- Lindsey Brothers Inc.
- McDonald Development Corp.
- O'Brien & Associates
- Roseline-Karides Associates
- Solar Panels Plus
- Spa Dentistry LTD
- Uno Chicago Grill
- Wash Systems
- We Print It
- Xe Services LLC

June

- Aerostar Environmental Services, Inc.
- Airfoil Public Relations, Inc.
- Alta Great Bridge Apartments

- Bay Beach Veterinary Hospital
- Bealman & Associates
- Challenger Development
- Comfort Suites at Harbour View
- ERA Real Estate Professionals
- Essential Wellness
- First Data Independent Sales/Hampton Roads
- Fluidity Physical Therapy
- Guadalajara
- Hampton Inn Oceanfront South
- Imperio Inca Peruvian Restaurant
- John W. Lee, PC
- Kotarides Developers
- Map Environmental Inc.
- McLean Mortgage Corp.
- Minton and Roberson
- Numerica Mortgage, LLC
- Reggie Rodgers' Banana Pudding Sauce
- Ride Away Corporation
- Ryan Jones & Associates, PLC
- Smart Beginnings SHR
- Southeastern Parts & Attachments
- Tamar Health Care, LLC
- Teklogic Inc.
- The Wackenhut Corporation
- UrsaNav, Inc.
- Vemma/Verve
- Virginia Employment Commission-Chesapeake Office
- Virginia Toy & Novelty Company
- Wilbanks, Smith & Thomas Asset Mgmt., Inc.
- Wireless Zone/Verizon Wireless
- VA Mortgage Center.com
- Welcome Home Realtors

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**Did you Know?**

The Hampton Roads Chamber, Sync757, and the SBDC all have their own pages on Facebook. Members who join the pages can stay up to date on events, news, business tips, and more as well as find other Chamber members. Find our pages by searching "Hampton Roads Chamber," "Sync757," and "Hampton Roads SBDC" on Facebook.

**Thanks to our Strategic Partners**












For more information, contact the membership department at 757.664.2504.

# CONTACT

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Robert M. Boyd, Chair • H. Nelson Adcock, Jr., Chair-elect • Nancy Bagranoff, DBA, Treasurer • C. Grigsby Scifres, Esq., Immediate Past Chair • John A. Hornbeck, Jr., CCE, President & CEO

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**Visit us at:** [www.hamptonroadschamber.com](http://www.hamptonroadschamber.com)

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