

Dear Chamber Member:

BRAC is here, West Anne Arundel County continues to grow, and the West County Chamber is ready to grow with it! Our ever-expanding services and assertive advocacy have earned us much-appreciated corporate support, and our membership continues to build as well. West County Chamber members include not only businesses from our traditional region, but many others with an interest in the exponential growth coming to our area with BRAC, US Cyber Command, and other growth at Ft. Meade.

This year we are expanding our programs to meet the needs of this diverse group, with increased informational programming about what's happening at Ft. Meade and the establishment of a Government Contracting Council to help our members take advantage of the opportunities there. We are lucky to be in the "growth corridor" not only of Anne Arundel County, but of Maryland, a fact that will benefit all sectors of the business community in the years to come.

It's truly "Happening Here" in West County! We hope this publication will help you see how the Chamber is working for you, and how you can get involved.

Sincerely,



Todd Popham
State Farm Insurance
Chairman of the Board



Claire Louder
West Anne Arundel County Chamber
President & CEO



Vision:

The West Anne Arundel County Chamber of Commerce is the primary resource and advocate for local business as the area prepares for exponential growth.

Mission:

The West County Chamber's mission is to improve and promote economic vitality in our area. The Chamber achieves that mission by:

- Positively impacting the business climate;
- Promoting networking to help our member businesses grow and prosper;
- Supporting educational programs to help our members enhance their business skills and expand their knowledge of community issues; and,
- Preserving the quality of life in West Anne Arundel County.

The West County Chamber accomplishes its goals through the actions of its Board of Directors and its Committees, each chaired by a Chamber member.

Core Strategies:

The Chamber focuses on four core strategies:

- Advocate**—be the voice for the West County business community on issues impacting our area.
- Promote**—provide information about member businesses to those who can use their services.
- Inform**—keep our members up-to-date on area issues and trends.
- Connect**—offer opportunities for members to meet and do business, as well as support community needs.

Thanks to our 2011 Chamber Trustees:

Platinum:



Gold:



Silver:

- GEICO Local Office**
- Gemini Financial Services, Inc.**
- Huff Insurance**
- Leadership Anne Arundel**
- McDonalds of Odenton**
- Ultimate Flooring Design Ctr.**
- The UPS Store—Odenton/Hanover**
- The Washington Savings Bank**
- Wilson Bros. Blog**



It's Happening Here!

**2010 Annual Report
2011 Program of Work**



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2010 Chamber Accomplishments

Representing the fastest growing region of Anne Arundel County, the West County Chamber has a strong focus on economic development, legislative advocacy, and business promotion. Here are some things we've done on behalf of our members:

Advocate:

- Succeeded in procuring funding and construction of infrastructure for the Odenton Town Center, including sewer interceptors, water lines, and roads.
- Represented area interests on the Maryland Chamber's Legislative Committee and Transportation Committee, as well as the START (Statewide Transportation Alliance to Restore the Trust) Coalition.
- Worked with our State Delegation regarding issues impacting the business community such as minimum wage increases, permit tolling, septic tank bans, protection of the Transportation Trust Fund, and increased transportation funding.
- Supported The Cordish Company's efforts to achieve zoning approval to construct Maryland Live! at Arundel Mills, providing hundreds of jobs for area residents.

Promote:

- Published a full-color Community Guide and Business Directory providing the information relocators need to know about our community and its resources, widely distributed at Ft. Meade and local community and business events.
- Organized Odenton/Gambrills/Crofton Back-to-School Fair, co-founded Gambrills Day, and supported the 4th Annual Odenton Day with local business displays to encourage residents to "buy local."
- Promoted the Chamber website's business directory to residents and relocating families as a source of information on local services and amenities.

Inform:

- Worked with Anne Arundel Economic Development Corporation to develop a video virtual tour of the Odenton Town Center portraying the planned construction in a way that inspires confidence in the area's future development.
- Offered Tuesday Topics forums about community issues and opportunities including unemployment insurance, transportation plans, Fort Meade expansion, Arundel Mills Casino controversy, and Cyber Security.
- The voice of West County for local media regarding BRAC, Odenton Town Center, and other development news. Monthly articles in *The Business Monthly* and *West County Gazette*, and a new monthly editorial in *The Capital*.

Connect:

- Continued to show membership growth in a slow economy, providing greater networking and business opportunities for new and existing members and expanded resources for new programs.
- Inaugural BRAC Open Golf Tournament at Ft. Meade successfully showcased BRAC construction progress and provided information about relocating agencies while offering outstanding networking opportunities.
- Expanded membership base of the Military Affairs Committee to increase activities at Fort Meade in support of military personnel and families—tripled membership of organization, providing additional funds and personnel for activities in support of the Fort.

2011-12 Program of Work

As our region continues to grow, the Chamber will continue our focus on ensuring our businesses and community are prepared for the opportunities coming our way. Guided by our Strategic Plan, here are some of our plans for 2011-12:

Advocate:

- Encourage expedited design and right-of-way acquisition of the planned sewer interceptor upgrade project and other Odenton Town Center infrastructure, and pursue a Community Benefit District to maintain landscape improvements and other fund other amenities as identified.
- Continue to advocate for increased transportation funding and creative solutions to alleviate traffic congestion related to growth at Ft. Meade.
- Represent West County business interests at the state and local level by providing testimony before the General Assembly and County Council on key issues and serving on the Maryland Chamber's Legislative Committee.

Promote:

- Provide updated and expanded Community Guide and Business Directory to incoming personnel at Ft. Meade and local community and business events.
- Expand Arundel Back-to-School Fair, Gambrills Day, and Odenton Day to promote local businesses to potential customers, and develop ongoing "Buy Local" program to keep dollars in the community.
- Redesign the Chamber's website to make information more intuitively accessible to Chamber members, local residents, visitors, and relocating personnel.

Inform:

- Develop a Government Contracting Council to provide informational forums on the resources available and steps required to be a successful government contractor, and the avenues to contracting with specific agencies.
- Create a professional, updateable display showcasing current and proposed development in the Odenton Town Center.
- Provide current information to members regarding BRAC relocation and other expansion at Ft. Meade and related advertising opportunities through monthly BRAC Breakfast Briefs.
- Continue to provide members with information affecting their business and community through Tuesday Topics forums, Small Business Council seminars, Friday E-newsletters, and monthly articles and editorials, as well as expanded use of social media platforms.

Connect:

- Provide more opportunities for Chamber members to network at different times of day, including Business After Hours mixers, power networking breakfasts, leads groups, and possibly new signature events.
- Team with Leadership Anne Arundel to develop an emerging leader program focusing on West County issues to provide a leadership development pipeline for area non-profits.
- Serve as a liaison to our new BRAC neighbors at Ft. Meade as they get to know our local community, and support them in their transition to West County.

2011 Board of Directors

Executive Committee

Todd Popham, *Chairman of the Board*
State Farm Insurance

Jeffrey Amiger, *First Vice Chairman*
BB&T

Bonnie Lindsay, *Second Vice Chairman*
PNC Bank

Ellen Miller, *Treasurer*
StonebridgeCarras, LLC

David Magayna, *Past Chairman*
Gemini Financial Services, Inc.

Board Members

Lisa Ennis
Eccentrics, The Spa Sanctuary

Gary Haynes
Long & Foster

David Hillery
HeimLantz, PC

Steve Horne
Elm Street Development

Kip Kunsman
Center for Workforce Solutions
Anne Arundel Community College

Bryan LePage
The Columbia Bank

Donna Logan
Sandy Spring Bank

Patricia Palumbo
Metropolitan Management Company

Michele Waits
A.J. Properties

Ann Walls
Revere Printing/Alphagraphics

Kevin Wilson
Capitol CREAG, LLC

Ex Officio

Michael Malone, Esq., *Board Attorney*

Claire Louder, *President & CEO*
West Anne Arundel County Chamber

Retiring Directors

Special thanks to our Board Members whose terms ended in 2010:

Tricia Baldwin
Reliable Contracting

Matt Bitar
The Dolben Company, Inc.

Bob Eitel
christopher consultants, Ltd.

Lore Peterson
Coldwell Banker Residential Brokerage

Chamber Committees

Economic Development Committee

Steve Horne, *Elm Street Development, Chairman*
Jonathan Williams, *Real Projectives, Co-Chairman*
The latest information on Odenton Town Center, BRAC, and other West County development issues.

Education Committee

Dave Magayna, *Gemini Financial Services, Chairman*
Support for area school programs, particularly signature program development, and annual "LifeStart Arundel" workplace skills program.

Government Contracting Council

Kevin Wilson, *Capitol CREAG, LLC, Chairman*
Offers educational and networking opportunities for our members who have an interest in doing business with government agencies.

Legislative Committee

Tricia Baldwin, *Reliable Contracting, Chairman*
Review bills affecting West County business community and identify those requiring action by Chamber.

Marketing Committee

Bruce Birdsell, *Money Mailer, Chairman*
Develop a comprehensive Chamber marketing plan to enhance Chamber "brand." Evaluate current marketing efforts, including electronic media, and recommend improvements.

Membership Growth Committee

Kevin Wilson, *Capitol CREAG, LLC, Chairman*
Develops and implements strategic membership development plan, including sector analysis, benefits match, and prospect identification, and supports the Ambassador's Club's retention efforts.

Ambassador's Club

Pat Miller, *The Bank of Glen Burnie, Chairman*
Liaison to new members, orienting them to Chamber activities, events and committees.

Military Affairs Committee

Lauren Sheldon, *Marriott International, Chairman*
Plans events in support of personnel and families at Ft. Meade in an effort to build a stronger connection between the local business community and the Fort.

Program and Events Committee:

Plans the Chamber's Signature Events, including the BRAC Open Golf Tournament, Tour West County Expo, and Celebrate Community Awards Gala. Provides suggestions for ongoing programs such as Tuesday Topics and new Chamber events.

Small Business Council

Bryan LePage, *The Columbia Bank, Chairman*
Plans activities of the Small Business Council, including seminars, business promotion activities, and "Buy Local" effort.