The Chesapeake Volunteer Recognition Luncheon will take place on September 9 at 12 p.m. at SpringHillSuites 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 or 757.664.2591.
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 them and showed appreciation of their courage, efforts, and leadership. Virginia Beach Mayor Will Sessions 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 in October. Contact Candace Reid for more information on sponsorship opportunities at creid@hrcva.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@hrcva.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

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. Sponsorship opportunities are still available – contact Desiree Ellison at 757.664.2518.
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 barbecue, 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 Tide Water 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.

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.hrccva.org.
Welcome New Members
Join us in welcoming these new Chamber members. For the most current member directory, visit www.HamptonRoadsChamber.com

May
ABC Consulting, Inc.
Active and Free Lifestyle
Angela Wallack
Asset Recovery International, LLC
Beck Roofing Corp.
Building a Relationship
Carolina National Transportation
CDAO Bookkeeping & Tax Service, LLC
Consolidated and Personal Business Services
Cooper Development Company, LLC
Creative Network Technologies, Inc. (CNT)
DJ on the Side
Elisabeth Marker Griffin & County Club
FedEx
Gemmellini & Associates, Inc.
Hampton Roads Naval Museum
Hilton Garden Inn Chesapeake
Holdings & Associates Inc.
Lindsey Brothers Inc.
McDonald Development Corp.
O’Brien & Associates
Roseline Kanikis Associates
Solar Panels Plus
Spa Dentistry LTD
Univ Chicago Grill
Wash Systems
We Print It
Xe Services
June
Aamstar Environmental Services, Inc.
Artfoil Public Relations, Inc.
Alta Great Bridge Apartments
Bay Beach Veterinary Hospital
Bealman & Associates
Challenger Development
Comfort Suites at Harbour View
EBA Real Estate Professionals
Essential Wellness
First Data Independent Sales-Hampton Roads
Fluidity Physical Therapy
Guadalajara
Hampton Inn Oceanafront South
Imperial Inca Peruvian Restaurant
John W. Lee, PC
Kantarides Developers
Map Environmental Inc.
McLean Mortgage Corp.
Mintos and Rabinson
Numarica Mortgage, LLC
Peggys Rodgers’ Banana Bubbling Saze
Pride Away Corporation
Plyan Jones & Associates, PLC
Smart Beginnings SHR
Southeastern Ports & Attachments
Tamar Health Care, LLC
Teklogic Inc.
The Washburn Corporation
Uorholos, Inc.
Vetra/Vevo
Virginia Employment Commission- Chesapeake Office
Virginia Toy & Novelty Company
Williams, Smith & Thomas Assay Mgmt., Inc.
Wireless Zone/Vontron Wireless
VA Mortgage Center
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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 and more as well as find other Chamber members. Find our pages by searching “Hampton Roads Chamber,” “Sync757,” and “Hampton Roads SBDC” on Facebook.

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.

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O’Brien & Associates
Roseline Kanikis Associates
Solar Panels Plus
Spa Dentistry LTD
Univ Chicago Grill
Wash Systems
We Print It
Xe Services
June
Aamstar Environmental Services, Inc.
Artfoil Public Relations, Inc.
Alta Great Bridge Apartments
Bay Beach Veterinary Hospital
Bealman & Associates
Challenger Development
Comfort Suites at Harbour View
EBA Real Estate Professionals
Essential Wellness
First Data Independent Sales-Hampton Roads
Fluidity Physical Therapy
Guadalajara
Hampton Inn Oceanafront South
Imperial Inca Peruvian Restaurant
John W. Lee, PC
Kantarides Developers
Map Environmental Inc.
McLean Mortgage Corp.
Mintos and Rabinson
Numarica Mortgage, LLC
Peggys Rodgers’ Banana Bubbling Saze
Pride Away Corporation
Plyan Jones & Associates, PLC
Smart Beginnings SHR
Southeastern Ports & Attachments
Tamar Health Care, LLC
Teklogic Inc.
The Washburn Corporation
Uorholos, Inc.
Vetra/Vevo
Virginia Employment Commission- Chesapeake Office
Virginia Toy & Novelty Company
Williams, Smith & Thomas Assay Mgmt., Inc.
Wireless Zone/Vontron Wireless
VA Mortgage Center
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