



# Wheaton & Kensington Chamber of Commerce

2401 Blueridge Avenue, Suite 101  
 Wheaton, Maryland 20902  
 phone: 301-949-0080  
 e-mail: wkchamber@wkchamber.org

# the voice

November-December 2010

www.wkchamber.org

## The Planning Director on Wheaton Redevelopment and Growth

On September 22, Rollin Stanley, Director of the Planning Department gave a presentation to the Chamber on successful revitalization efforts and the tools used to achieve them. Mr. Stanley also discussed proposed land-use tools emerging from the Wheaton Sector Plan study, including the innovative Commercial-Residential (C-R) zone.



Photos courtesy of Vicky Surles

The Breakfast was held at the Westfield Wheaton Mall Food Court, and was sponsored by Westfield. The presentation was followed by a brief "Walkabout" tour of the

downtown Wheaton core with Mr. Stanley and Sandy Tallant, Lead Planner of the Wheaton Sector Plan. The event was well attended, with 46 people participating in the Walkabout.

Some of the members of the B.F. Saul development team attended, including outreach consultants from Chesapeake Public Strategies. The team will lead mixed-use redevelopment of the downtown core, which includes the Wheaton Metrorail station area, the mid-County Regional Services Center, and



Parking Lots 13 and 34. With 8.2 acres of publicly owned property, the project anticipates leveraging private property as well. The B.F. Saul team is developing a Concept Plan from which specific projects can be proposed. As part of its outreach effort, the community can keep informed as well as give input on the new website [www.wheatonnewdowntown.org](http://www.wheatonnewdowntown.org).



Since February 2008, Rollin Stanley has served as director of the Mont. Co. Planning Dept. and has directed work on community plans and steers his staff toward new ways of thinking about growth,

Continued on page 4

## Overcoming the Challenges for Business Loans in Today's Economy

The October 27 Mixer was sponsored by the Kensington Volunteer Fire Department and held at the Volunteer Fire Dept. Station #5, at 10620 Connecticut Ave. in Kensington.



Photos courtesy of Vicky Surles

A panel of speakers consisted of banking professionals (and Chamber members): Sean Chrysostom, VP Business Banking Development, CapitalOne Bank, Kensington; Todd Rovin, Manager & Financial Center Leader, BB&T Bank – Georgia Avenue, Wheaton; and Cesar Lopez, Director of Lending, LEDC (grows small businesses through microloans)

The speakers noted that banks are requesting more frequent updates on a business owner's financial information.



Collateral, especially real estate values have gone down, and banks are asking for new evaluations.

Long-term banking relationships with your individual banking representative are very important; they will deal with more confidence if you've had deposits in their bank for a long time.

It is important to demonstrate that a business in trouble is turning things around. Tax returns may show that a business' last couple of years had been rough, but the last quarter has shown an upturn. Borrowing money is more difficult, but



creative people see opportunities and jump in.

Weaker companies are going out of business; survivors will be stronger coming out of this downturn and will have less competition in their field.

## Wheaton & Kensington Chamber of Commerce

### Executive Committee

#### PRESIDENT

Kathleen Guinan, Crossway Community  
301-929-2505

#### VICE-PRESIDENT

Sean Chrysostom, CapitalOne Bank  
301-356-5052

#### SECRETARY

Kristen Wright, St. Luke's House, Inc.  
301-896-4432

#### TREASURER

Larry White, First Baptist Church of  
Wheaton 301-949-6585

#### SERGEANT-AT-ARMS

Kenneth Nelson, Mont. Coll. Workforce  
Development & Cont. Ed. 240-328-4747

#### IMMEDIATE PAST-PRESIDENT

Moshe Briel, Moshe Briel Associates  
LLC 301-801-1972

### Directors

Gerald Aldridge, MontgomeryWorks  
301-929-6880

Matt Barry, Westfield Wheaton  
301-942-3200

Manuel Hidalgo, LEDC 202-540-7408

Michael Kelley, Kensington Volunteer  
Fire Department 301-929-8000

Kalimah Matthews, Signal Financial  
FCU 301-933-9100 x287

James Onder, Onder Communication  
Group 301-367-7023

Laura-Leigh Palmer, a.s.a.p. graphics  
301-942-1121

Ellen Riger, EllenOriginals  
301-946-7141

Kathleen Thompson, Jerry Thompson  
Associates 301-332-6524

Harold Weinberg, Miles Realty Co.  
301-933-6161

Tim Wiens, Jubilee Association of  
Maryland 301-949-8628 x105

### Ex-Officio Directors

Natalie Cantor, Mid-County Services  
Center 240-777-8100

Cmdr John Damskey, Mont. Co. Police –  
4th Dist. 240-773-5515

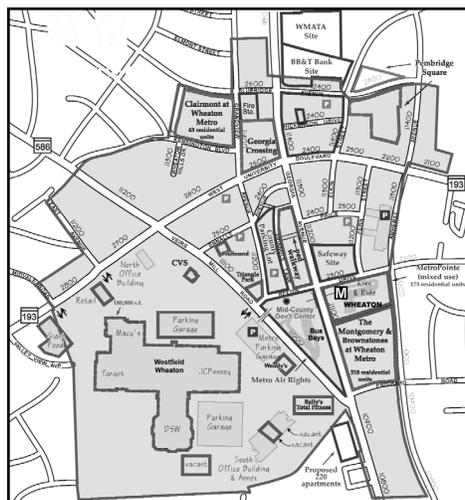
Cmdr Russell Hamill, Mont. Co. Police –  
2nd Dist. 301-652-9200

Rob Klein, Wheaton Redevelopment  
Program, Mont. County Dept of  
General Services 240-777-6016

Pete McGinnity, Wheaton  
Redevelopment Program 240-777-8126

### Administrator & Newsletter Editor

Vicky Surlis 301-949-0080



## Wheaton Redevelopment Project Team to Host Community Workshop *Residents, Business Leaders Invited to Share Feedback at Nov. 17 Workshop, as Development Team Led by B.F. Saul Begins Shaping Vision For Redeveloping Sites Near Wheaton Metro*

Downtown Wheaton is about to undergo a transformation and members of the local community are invited to help shape its future.

The downtown core area has been targeted for redevelopment by Mont. County and the Washington Metropolitan Area Transit Authority (WMATA). Through a solicitation process, the County and WMATA have selected a development team led by the B.F. Saul Company, which includes the architectural firm of Torti Gallas and Partners, Inc. and the civil engineering firm of Loiederman Soltész Associates, Inc. The team is starting to shape a vision for the mixed-used, transit-oriented development projects it will design and build on parcels of land on and adjacent to the Wheaton Metro Station. Chesapeake Public Strategies, a local public affairs firm, will oversee the public engagement process.

Local residents and business leaders who want to learn about the team's process for creating a project concept plan and who want to share their input are urged to attend an upcoming community workshop on Wednesday, Nov. 17, from 7 to 9 pm at Crossway Community, Inc, at 3015 Upton Drive, Kensington, MD 20895.

Workshop participants will be able to share their ideas for redevelopment of downtown Wheaton in small-group, breakout sessions on topics such as small business retention, uses of public space, and sustainable development.

## Seeking Editorial Support

James Onder, Ph.D.

Onder  
Communications

Editorials are coveted published statements and institutional opinions that reflect the position of the newspaper management on high-visibility important issues of the day. The newspaper's editorial board writes and approves editorials. This is why a list of newspaper administrators often appears on the editorial page for this purpose.

Newspapers are sometimes as embedded in the lives of the people they cover as the people who live there. Editorials reflect the community's values and stake out positions that they believe are in the best interest of the readership. The editorials are often considered to be the soul of a good newspaper.

Here are some of the steps for approaching newspaper editorial boards.

Plan your initial approach – identify newspapers in your area that publish editorials and which one will actually make the endorsement. Know what stand the paper has taken on this issue and what they have written in the past.

Decide what you want to accomplish – is it to provoke an editorial supporting your cause? Do you want to balance negative views of your organization by demonstrating that you are accessible, concerned, and honest?

Make initial contact – identify the contact person for arranging editorial board meetings. If there is an editorial page editor, it is usually this person's job to set up the meetings. Ask them for other contact names. They may be able to point you in the direction of someone on the board who has a particular interest in your issue.

Write a query letter – if they seem interested, write a one or two page letter to your contact person. Include who (or what) you represent, what issues you would like to discuss, and why your group is the best choice to bring that information to the table. Think about what connections you or your supporters might have to the newspaper when requesting a meeting.

Attend the editorial board meeting – designate a single spokesperson from your limited number of attendees. It generally should be a high-ranking person from your agency. The meeting should open

Continued on page 3

## WELCOME TO THESE NEW MEMBERS!

### *Business Consulting/Development*

#### **Local First Wheaton**

Janet Yu  
c/o LEDC  
2405 Price Avenue  
Wheaton, MD 20902  
240-290-9988  
info@localfirstwheaton.org  
www.LocalFirstWheaton.org

### *Electric Utility*

#### **PEPCO - Maryland Region**

Kim Watson  
701 Ninth St. NW, Room 9212  
Washington, DC 20068  
202-872-2524  
kawatson@pepco.com  
www.pepco.com

### *Correction from last issue:*

#### *Restaurants*

**The Limerick Pub**  
Neil Foley & Tom Stanton  
11301 Elkin Street  
Wheaton, MD 20902  
**301-946-3232**  
info@theLimerickPub.net  
www.theLimerickPub.net

## Seeking Editorial Support

**James Onder, Ph.D.**

*Continued from page 2*

Onder  
Communications

with mutual greetings and a short explanation of why it is taking place. Have an agenda prepared. Do not go with the intention of simply responding to questions based on the letter. You are there to sell and persuade your point of view.

Expect the meeting to last about an hour. The goal is to prepare a 12 to 15 minute presentation and leave the remaining time for an open discussion with the editors. However, some meetings only last 30 minutes. Structure your presentation and time for questions to take about 30 minutes. Let the board extend the time.

Request support for your issue – State directly and openly in a sentence or two what you would like the newspaper to support. Prepare no more than three to five points about your agency and outline why the paper should support your issue and provide background information and data.

Let the board members ask questions – they may seem unfriendly or against your viewpoints. This does not mean that they are predisposed to disagreeing with you, but they must consider counter-arguments that they will receive from their editors and readers through letters. Remember, if you cannot adequately defend your opinions, neither can the newspaper. Continue to be respectful during these times and remember that they are extending a favor to you by listening. Do not get angry or accusatory.

Summarize and state your specific request – like any good sales presentation, it's important to close the deal. At the end of your allotted time, summarize what you've told them and ask them for their support. Don't forget to thank members of the board for the opportunity to address them.

After the meeting – watch your paper for an editorial. If an editorial has not been printed when you expected, send a note letting the editorial board know you look forward to reading the editorial and provide a friendly reminder regarding its timeliness. Even if your meeting does not result in an editorial, send a thank you note to the editorial board. Your courtesy will be appreciated and they will be more likely to meet with you again in the future.

Repurpose the board meeting and printed editorial – if your efforts yield a favorable editorial, feel free to ask at least half a dozen people to write creative and unique letters to the editor in response. The editorial board needs to know that people are interested in the issue.

The media can be powerful allies for your efforts to market the mission, policies and programs of your agency, or crusade against you when the tide of public opinion turns. However, even during these negative times, you'll improve the chances of a fair hearing in a crisis period if you have established good working relationships. While there are no guarantees of sanctuary in times of disaster, the odds are vastly improved if you are respected for your opinions and abilities.

Note – Jim has available a detailed check list for being successful.

JimOnder@gmail.com

## THANK YOU TO THESE MEMBER RENEWALS!

### *Apartments*

#### **Privacy World at Glenmont**

**Metrocentre**  
Greg Eisenstadt  
301-933-4000

### *Attorneys*

#### **Johnson Immigration Law, PC**

Laurence F. Johnson  
301-942-0303  
johnsonimmigration@gmail.com  
www.johnsonimmigration.com

#### **Law Offices of Charles F. Gormly**

Charles F. Gormly, Esquire  
301-946-5340  
CFGormly@earthlink.net

### *Banks/Financial Institutions*

#### **Sandy Spring Bank**

Luis Diaz-Colorado  
301-774-6400  
LDiaz-Colorado@SandySpringBank.com  
www.sandyspringbank.com

### *Business Consulting/Development*

#### **LEDC**

Manny Hidalgo  
866-977-5332  
mhidalgo@ledcmetro.org  
www.ledcmetro.org

### *Government Services - Recycling*

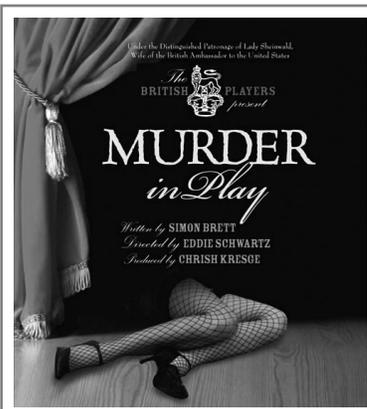
#### **Dept of Environmental Protection, Div. of Solid Waste Services**

Alan Pultyniewicz  
240-777-6480  
alan.pultyniewicz@montgomerycountymd.gov  
www.montgomerycountymd.gov/recycling

### *Restaurants*

#### **China Gourmet Restaurant**

Steve Lee  
301-946-9400  
selee1@bigplanet.com



## The British Players

present

### MURDER IN PLAY at

Kensington Town Center  
3710 Mitchell Street  
Kensington, MD 20895

*A traditional British  
murder mystery*

Thursday, Nov. 11 through  
Sunday, Nov. 21

Box Office 301-875-8544

For more information and show times,  
visit [www.britishplayers.org](http://www.britishplayers.org)

Continued from page 1

focusing on sustainable, transit-oriented development and community design.

Read the director's blog posts on community planning, urban design, environmental and transportation:

[http://montgomeryplanning.org/blog-director/?page\\_id=46](http://montgomeryplanning.org/blog-director/?page_id=46)

In his presentation, Rollin Stanley provided interesting facts and questions about the future of the County, with current and future master planning efforts, explored issues related to connections,



Photos courtesy of Vicky Sirlles

design, diversity and the environment:

- How fast will we grow?
- Who is going to make up the population?
- Will folks in the middle be able to afford living here?
- Do we need to worry about future revenue?

Let's cover some important points. **First**, do we need to grow?

That question really is "where will the growth occur?" because we don't have a choice about growth. We will grow regardless of current public policy. So while we cannot stop it, we can plan for it. Better to be on the train than watching it pull out of the station without us.



**Second point.** Having 97.5 % of our residential land dedicated to single-family homes means:

1. Not much is going to change in those areas.
2. Property taxes will never be

increased enough on low-density development to pay for our infrastructure maintenance and upgrades. Did you know MoCo is the seventh least dense place of the 10 metro counties?

Let's think about where future growth will occur. Only 2.9% of the County land area (this does not include the incorporated areas – Gaithersburg, Rockville, etc.), is zoned for commercial, mixed use and industrial uses. That is very little for a County of 650 square miles. That 2.9% is where the growth will occur, such as strip malls in Wheaton and White Flint. Peppered into that mix are the sites where we may see some infill development, hopefully along the main thoroughfares.

While the areas with growth potential do not add up to much land, they can be more holistic in terms of services, jobs, etc. and represent the greatest revenue potential. Those areas are where we need to attract Generation Y. As noted in the video, property tax assessments over the last 20 years went up as follows:

- Bethesda – \$9.8 million
- Silver Spring – \$4.3 million
- Rest of the county – \$418,000

These numbers highlight how our urban centers hold the key to our future revenue growth.

Couple this with the data on ages. In these areas, the change in average age of residents over a 15-year period was:

- Bethesda – dropped 12.1 %
- Silver Spring – dropped 22.5 %
- rest of the County – increased by 4.5 %

Statistics show that the Gen Y group wants urban lite locations. And the Bethesda and Silver Spring numbers highlight this trend. If we provide more opportunities in White Flint, Takoma-Langley, Kensington and Wheaton for example, then we offer an alternative to D.C. that is more affordable, accessible and diverse.

Sixty-three percent of our seniors live in single family. While many seniors will choose to age in place, many others will seek condos or apartments or senior living. In my building, there are lots of seniors because everything is so close for them. But this statistic has big implications because of the future turnover of the housing market.

With family sizes trending smaller, the questions in the video apply. With homes averaging four bedrooms and 2,300 square



feet, who will be able to afford to maintain much of our housing stock? Our median house price of \$460,000 is unattainable to anyone making the area median income.

And it is not just in home ownership where we are pricing ourselves beyond reach. Since 2000, the number of high-cost rental units increased from 16 percent to 51 percent. This is a serious social and economic development issue. When people cannot gain access to our service sector jobs, then we are not competitive in business.

So, if we are on track to see a drop in the number of working age adults to each senior in the County from 5.5 to 3.4 by 2030, this should be our wake-up call. The indicators:

1. Our Gen Y graduates want to live in urban lite locations.
2. The only places where we can make significant changes to generate new revenue streams is around metro stations and strip malls, less than 2.9% of the County.
3. We have a huge supply of housing with more bedrooms than people.

4. Our population is aging fast and we are dropping in the number of working age people paying the bills.

Working with communities, property owners, County Council and the Executive, a team approach has begun to set the groundwork in places like White Flint and Takoma-Langley where we can address each of those indicators.

And this teamwork is continuing on the next plans like Wheaton and the East County Science Corridor. Look for more holistic thinking in these plans as everyone starts thinking broadly about how to grow in the most strategic and sustainable manner.

# Oct. 14 Networking Happy Hour at Royal Mile Pub

On October 14 the Chamber hosted a Networking Happy Hour at the Royal Mile Pub, a traditional Scottish Pub in downtown Wheaton.

Photos courtesy of Wendy Howard



Mike Moore, the Pub owner, provided amazing appetizers including homemade scones. A large group of colleagues shared drinks and laughs, and enjoyed an opportunity for networking and meeting people at the neighborhood Pub.



## Royal Mile Pub

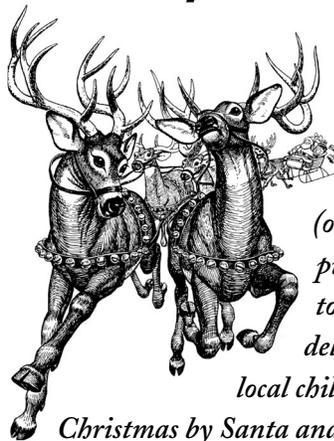


The Royal Mile Pub  
2407 Price Avenue  
Wheaton, MD 20902  
301-946-4511  
[www.royalmilepub.com](http://www.royalmilepub.com)

Wendy Howard of WH Consulting (301-946-5091) and Lori Casamento of Heartland Payment Systems coordinated the Happy Hour event.

The Wheaton Volunteer Rescue Squad in conjunction with The Wheaton & Kensington Chamber of Commerce asks for your support for the 12th annual:

## Angels for Children Toy Drive



Your generous donations of toys (or cash for purchasing toys) are delivered to local children for Christmas by Santa and his helpers.

We prefer unwrapped presents, since it allows us to better match gifts with families.

For drop-off locations and information on how you may help, contact:

Lesia Bullock at 301-622-2400 x38  
Montgomery Housing Partnership  
[Lesia@mhpartners.org](mailto:Lesia@mhpartners.org)

or

Vicky Surles at 301-949-0080  
W&K Chamber of Commerce  
[wkchamber@wkchamber.org](mailto:wkchamber@wkchamber.org)

For a monetary donation, make checks payable to: Wheaton & Kensington Chamber of Commerce  
reference:

**Angels for Children**  
and mail to:

2401 Blueridge Avenue, Suite 101  
Wheaton, MD 20902

Sponsors include:

Acorn Self Storage  
Brookside Gardens

Montgomery Housing Partnership  
Wheaton Volunteer Rescue Squad  
and

W&K Chamber of Commerce

Your Donation Can Make a Difference This Year!

## Holiday On Duty



During the Thanksgiving, Christmas, and New Year Holidays

We provide meals for these Public Safety Personnel:

- 4th District of the Montgomery County Police – Wheaton area
- 2nd District of the Montgomery County Police – Bethesda area
- Wheaton Volunteer Rescue Squad
- Kensington Volunteer Fire Dept #5
- Kensington Volunteer Fire Dept #18

~ PLEASE HELP AND DONATE TO THIS WORTHY FUND ~

Make checks payable to: Wheaton & Kensington Chamber of Commerce  
reference:

**Holiday on Duty**

and mail to:

2401 Blueridge Ave, Suite 101  
Wheaton, MD 20902

For more information, contact:  
Ellen Riger at 301-318-7103  
or e-mail:  
[exquisiteladyel@comcast.net](mailto:exquisiteladyel@comcast.net)



www.wkchamber.org

# Wheaton & Kensington Chamber of Commerce Breakfast Mixer

## Economic Development in the Wheaton & Kensington Area *A Discussion with Montgomery County Council Members*

*We have invited the Councilmembers representing our area:*

- Marc Elrich – at Large
- Valerie Ervin – District 5
- Nancy Floreen – at Large
- George Leventhal – at Large
- Nancy Navarro – District 4
- Hans Riemer – at Large

### Wednesday, November 17, 2010

from 7:30 – 9:00 AM

at the

### Wheaton Regional Library

11701 Georgia Avenue, Wheaton, MD 20902

240-777-0678 • Enter in the lower level parking lot entrance



MC PL Montgomery County PUBLIC LIBRARIES

Continental Breakfast ~ Mix & Network with Other Businesses

Cost is \$5 in advance (option for members only) or \$10 at the door

**Wheaton & Kensington  
Chamber of Commerce**

the voice for  
YOUR business!

www.wkchamber.org

For registration information

call: 301-949-0080

fax: 301-949-0081

email: wkchamber@wkchamber.org

\_\_\_\_\_ (Company Name)

\_\_\_\_\_ (Attendee)

\_\_\_\_\_ (Phone Number)

\_\_\_\_\_ (Attendee)

\_\_\_\_\_ (e-mail address)

\_\_\_\_\_ (Attendee)

Return payment to: Wheaton & Kensington Chamber of Commerce  
2401 Blueridge Avenue, Suite 101 • Wheaton, MD 20902

Check     Cash    Total Amount \$ \_\_\_\_\_ for \_\_\_\_\_ Reservations

Cost is \$5 in advance (option for members only) or \$10 at the door

Note: Our Breakfast Mixers are *usually* on the fourth Wednesday of the month; this one is a week early.



www.wkchamber.org

# Wheaton & Kensington Chamber of Commerce

invites you to a

## Holiday Mixer

on

Wednesday, December 1, 2010

from 5:30 – 7:30 PM

at

Montgomery Housing Partnership's

**AMHERST SQUARE COMMUNITY CENTER**

11509 Elkin Street, Wheaton, MD 20902



*~ Refreshments and Wine will be served ~*

*Sponsored by MHP*

Celebrate the season and join us for the Kick-Off of the 12th annual **ANGELS FOR CHILDREN** Holiday Toy Drive.

*~ Please bring a new unwrapped toy for the Toy Drive ~*

*Ideas! Soccer balls, board games, arts & crafts materials, gifts for babies, gifts for teens*

- Pick up a Drop-off Box for Toys to place at your business

Cost is \$15 in advance or \$20 at the door

**Wheaton & Kensington Chamber of Commerce**

the voice for YOUR business!

www.wkchamber.org

For registration information

call: 301-949-0080

fax: 301-949-0081

email: wkchamber@wkchamber.org

Send payment to:

Wheaton & Kensington Chamber of Commerce  
2401 Blueridge Ave, Suite 101  
Wheaton, MD 20902

\_\_\_\_\_  
(Company Name)

\_\_\_\_\_  
(Attendee)

\_\_\_\_\_  
(Phone Number)

\_\_\_\_\_  
(Attendee)

\_\_\_\_\_  
(e-mail address)

\_\_\_\_\_  
(Attendee)

**Cost is \$15 in advance or \$20 at the door**

Payment by:  Check Total Amount \$ \_\_\_\_\_ for \_\_\_\_\_ Reservations

Payment by:  Visa  MasterCard  AmericanExpress

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Address Card is Issued to: \_\_\_\_\_

**\$5.00** of each entrance ticket will be **donated to the Toy Drive**



Run an ad in the *VOICE*  
Business Card-Size Ad is just \$45\*  
or  
Insert a Flyer for only \$100\*  
*\*Member rates*

The Montgomery Art Association  
*presents*  
**Scenes of Kensington**  
Artwork by 12 Artists



FREE ADMISSION  
[www.MontgomeryArt.org](http://www.MontgomeryArt.org)

at the Kensington Town Hall  
3710 Mitchell Street, Kensington, MD 20895

On display in the First Floor Conference Room  
and the Town Council Room

Hours: Monday – Friday, 8 am – 4 pm

*Brookside* **GARDEN OF LIGHTS**  
GARDENS

Walk through this winter wonderland with almost 1 million colorful lights shaped in imaginative displays such as a flock of geese, an 11 foot giraffe, a mythical sea monster named "Nessie", a giant caterpillar, flowers, cascading fountains and the four seasons.

Now in its 14th season, this secular light show is a family holiday favorite. Local musicians perform in the Visitors Center each night and Light refreshments may be purchased and enjoyed during the entertainment. The gifts shops will be open for shopping.

**November 26, 2010 – January 9, 2011**  
**(Open every night except Dec. 24 & 25 and Jan. 3–6)**

Hours: 5:30 to 9 pm (Mon–Thu) / 5:30 to 10 pm (Fri–Sun)  
(last car is admitted 30 minutes before closing time).

Admission: \$20 Car/Van (Mon–Thu)  
\$25 Cars/Van (Fri–Sun)

Brookside Gardens  
1800 Glenallan Avenue, Wheaton, MD 20902  
For more information call 301-962-1453  
or visit online at [www.brooksidegardens.org](http://www.brooksidegardens.org)

**Wheaton & Kensington**

Chamber of Commerce

the **301-949-0080**  
voice  
for **2401 Blueridge Ave, Suite 101**  
YOUR business! **Wheaton, Maryland 20902**

*e-mail:* [wkchamber@wkchamber.org](mailto:wkchamber@wkchamber.org)

*website:* [www.wkchamber.org](http://www.wkchamber.org)

Postage