

## Eisenhower Partnership Board of Directors - 2006

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## Eisenhower Partnership Mission and Goals

The mission of the Eisenhower Partnership is to promote the economic development and redevelopment of the 4.5 mile-long area to the north and south of Eisenhower Avenue between Holland Lane and Van Dorn Street.

The goals of the Partnership are:

#### Information Source/Forum

Serve as a source of information to members and our constituency on items of concern and interest, including proposed transportation improvements, development proposals, and partnership activities and events, sponsor and offer community forums to discuss items of interest in order to inform the community and obtain a community position statement on the item, so that the Eisenhower Partnership can effectively represent the community's needs.

#### Proponent

To facilitate and promote quality development through active involvement in the approval process with the community, developers and local government.

#### Initiatives

To provide leadership and deliberation for significant initiatives or issues which impact the development and prosperity of the Eisenhower Corridor.

#### Networking

To encourage business location, expansion, and retention by providing opportunities for networking and advertising, as well as coordinating the provisions of the physical infrastructure needed for a healthy community.

# Eisenhower Ave. News



No 31  
3rd Quarter 2006

## Historic Flash Flood Douses Eisenhower Avenue

By now you have all heard about the historic flood of 2006.

For Eisenhower Avenue, the worst damage was concentrated on the 2700 - 2900 blocks. These blocks contain some established buildings as well as the newest building on the Avenue. Reportedly the water level surged over a 20 minute period as it spilled over Cameron Run and onto Eisenhower Avenue on the evening of June 25th. The good news is that no one was seriously hurt due in part to the flooding occurring on a Sunday evening and not during a typical workday.

The Courtyard Marriott Hotel made the front page of the Washington Post due to the flooding of its garage that knocked parked cars around and swept others away. At the height of the storm, the Avalon Bay building at 2900 Eisenhower Avenue housing the Alexandria Police Department's Uniform Patrol Division and other adjacent commercial buildings, including some owned by Simpson Properties, experienced basement flooding that knocked out the building's elevators and emergency generators.

The tenants of the newest building, located at 2930 Eisenhower Avenue, had not finished unpacking and had a lot of maintenance equipment, furniture and tools in the basement level damaged by the flash flood. Surprisingly, the City's historic Old Town waterfront area experienced only minor flooding.

Fairfax County and the City of Alexandria have requested the assistance of the U.S. Army Corps of Engineers, Baltimore District, in determining why the flooding along Cameron Run and its tributaries was so severe. Was the flooding so severe just due to the magnitude of the storm, or were there other factors that impacted the flooding?

Questions to be answered (among others) may include: What was the frequency of the storm event? Was this a hundred year storm or less than a 50 year storm? How worried should residents be about a repeat event? Did the Woodrow Wilson Bridge Construction Project contribute to the flooding? How much sedimentation has occurred in the stream and was it a factor? Were there any other factors impacting the flooding, such as water releases from Lake Barcroft? The study area is the Cameron Run Watershed. For the City of Alexandria, the following locations will be the primary focus: Alexandria Technology Center and Marriott Hotel; Van Dorn and Pickett Street Intersection; City property along Holmes Run; and Duke Street at Taylor Run.

The Federal Emergency Management Agency (FEMA) announced in mid-July that the recent flash flooding and severe storms in Alexandria qualify the city as a disaster site. This declaration opens a source of money for the city to offset its costs for responding to the floods. It is yet to be determined whether individual businesses or homeowners will qualify for FEMA assistance from the federal government.

## Year of Developments for Economic Development

2006 is turning out to be a year of transition in Alexandria with a number of changes occurring in the economic development arena.

The beginning of the year saw the departure of Paula Riley, long time director of the Alexandria Economic Development Partnership (AEDP), the city's economic development agency. Since then, the AEDP has been in the capable hands of its Acting Director, Stephanie Landrum, while the AEDP Board has taken a deliberative approach to finding a new director. They expect to have a new director on board by year's end.

In July, the City's Planning Director, Eileen Fogarty, announced her resignation. She is returning to California and will be the Director of Planning and Community Development for Santa Monica. Eileen had been with the city for six years. The City is in the midst of a nationwide search for her replacement. They would like to have a new Planning Director hired by December.

On the heels of the Economic Development Sustainability Summit held in January, Mayor Bill Euille created an Economic Development Sustainability Work Group to build on the

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### RETURN SERVICE REQUESTED

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www.eisenhowerpartnership.org



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## Calendar of Events

September 6 8:30 am	Membership Committee meeting <b>Washington Suites Alexandria,</b> 100 S. Reynolds St.
September 14 8:00 am	Marketing Committee meeting <b>Eisenhower Partnership</b> 2121 Eisenhower Avenue
September 18 6:30 pm	Residential Committee Meeting <b>Simpson Development</b> 2121 Eisenhower Avenue
September 27 8:00 am	Board of Directors Meeting <b>Simpson Development</b> 2121 Eisenhower Avenue
September 27 5:30-7:30 pm	Networking Mixer <b>Pentagon Federal Credit Union</b> 2930 Eisenhower Avenue
October 12 8:00 am	Marketing Committee meeting <b>Eisenhower Partnership</b> 2121 Eisenhower Avenue
October 21 8:00 am	Annual Walk to fight Breast Cancer Registration at <b>Hoffman Center Movie Theatres</b>
October 25 8:00 am	Board of Directors Meeting <b>Simpson Development</b> 2121 Eisenhower Avenue
November 1 8:30 am	Membership Committee meeting <b>Washington Suites Alexandria,</b> 100 S. Reynolds St.
November 9 5:00 pm	Annual Meeting US Patent and Trademark Office
November 9 8:00 am	Marketing Committee meeting <b>Eisenhower Partnership</b> 2121 Eisenhower Avenue
December 13 8:00 am	Board of Directors Meeting <b>Simpson Development</b> 2121 Eisenhower Avenue
TBA	Retail Symposium

## Membership Update

The Eisenhower Partnership welcomes its newest members over the past quarter and thanks the renewing members for their continued support.

### Figaro Consulting

A woman-owned management consulting business that specializes in helping its clients build company loyalty, productivity and the bottom line. Through its business and life coaching they facilitate communication skill development, goal setting and the transformation of goals and plans into reality.

### Carlyle Towers Unit Owners Association

The condo association that represents the three buildings and 549 units that comprise the Carlyle Towers Development.

### SBS Enterprises, LLC

SBS is a promotional advertising business that offers premiums, giveaways, corporate gifts, quality wearables and more. For more information, visit [www.sbspromos.com](http://www.sbspromos.com)

### HeimLantz Business & Tax Services, Inc.

Certified public accountants that offer tax, accounting, audit and business consulting services.

### Virginia Concrete Company, Inc

Virginia Concrete Company is the 7th largest concrete company in the country.

### FNMC/National City Mortgage

The firm provides mortgage financing for residential properties nationwide as well as for small commercial building loans in the local area.

### Renewing Members

ACVA  
A.G. Edwards  
Animal Welfare League of Alexandria  
Avalon Bay  
Bob Duncan Real Estate  
Cherner Rental  
Covanta  
Mindy Lyle  
Cousins Properties  
David Speck  
Express Search  
Glenborough Realty  
James Eudy  
Jungle's Gym  
Land, Clark, Carroll, Mendelson & Blair, P.C.  
Meridian at Carlyle  
National Capital Flag  
ProLogis  
Regent University  
Reynolds Maps

## Cousins Properties Building Wins Prestigious TOBY Award

The Eisenhower Partnership extends its congratulations to the Carlyle Gateway II located at 1900 Duke Street that recently won the coveted TOBY Award. The owner of the property is Grosvenor and Cousins Properties Incorporated manages the building. Cousins Properties is a member of the Eisenhower Partnership.

AOBA (The Apartment and Office Building Association) announced the winners for the Metropolitan Washington area at its Twenty-Second Annual TOBY Awards Competition. The Office Building of the Year "TOBY" Award is the most prestigious and comprehensive program of its kind in the commercial real estate industry, recognizing and rewarding excellence in office building management.



The competition consists of three levels of judging. Local BOMA Associations, which is AOBA in DC, holds the first level of competition. Winning entrants then advance to the regional level, and finally, regional winners advance to the international level. International winners are recognized at BOMA International's Annual Convention in June each year.

All facets of a building's operations are thoroughly evaluated during the on-site building inspection and portfolio judging. These include such areas as tenant relations programs, community involvement, emergency evacuation procedures, ADA provisions, preventive maintenance schedules, security issues, policy and procedures manuals and continuing education for building personnel. The Carlyle Gateway II won in the category entered under 100,000sf.

## New Eisenhower Valley Map Released

The Eisenhower Partnership released its new map of the Valley in June and it has become an instant hit. Members are already requesting additional supplies of maps. This small and portable map complements the Map of the Eisenhower Valley & Alexandria, VA that we have also distributed.

The Marketing Committee of the Partnership led the effort to develop this pocket-sized, easy-to-read map that is being widely promoted to visitors, brokers, resident and workers. The 11 x 17 in. map contains important and useful points of interest that are located in the Valley and will clearly illustrate that the Eisenhower Valley is a great place to live, work and play.

This project was a joint effort with the Alexandria Convention and Visitors Association (ACVA). ACVA has developed an online interactive map for the entire city and encouraged the city's business organizations to publish small neighborhood maps that are compatible with their citywide program.

The Eisenhower Partnership is offering this map at no charge for distribution to your employees, customers or tenants. Please contact the Partnership to let us know how many maps you would like. You can send an e-mail to [wreed@eisenhowerpartnership.org](mailto:wreed@eisenhowerpartnership.org) or call 703.684.5124.

## Fall Internship Program Underway for Liberty's Promise

Liberty's Promise, a nonprofit organization that matches young immigrants with internship opportunities in area businesses, is currently enrolling businesses and nonprofits as internship sites for the Fall cycle (Sept-Dec).

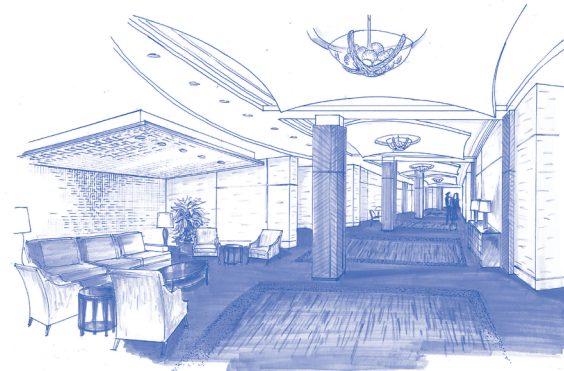
There are many benefits to participating in the Liberty's Promise program. First, there is no enrollment fee for hosts or students. Second, the organization verifies the work eligibility of each participant and prepares them with resume workshops and mock interviews. Third, this program boosts workplace diversity and is a simple way to locate a multilingual employee. Fourth, while there is no commitment after the internship, many employers have chosen to hire their intern in a permanent position, a reflection on the work ethic and demeanor of the students. According to one of their host organizations, "[Liberty's Promise has] great potential to provide us with the type of employees we need in the next decade - tech savvy, bilingual, sensitive to cultural differences, with a strong work ethic."

If you are interested in more information, please contact Meghan Smith at [msmith@libertyspromise.org](mailto:msmith@libertyspromise.org) or 703-549-9950. The deadline to host an intern during the fall program is August 25, so don't delay!

## Two New Hotels Slated for Eisenhower Valley

The Eisenhower Valley will see two new hotels open in the near future - a luxury hotel and an extended stay hotel.

The new Westin Hotel, located across from the Federal Courthouse is currently under construction and scheduled to open in October 2007. This four star, four diamond full-service hotel will have 319 rooms and 20,000 square feet of meeting space, including an 8,000 square foot ballroom, the largest in the Eisenhower/Old Town area. The 15 story building will also contain 79 condominiums.



Westin Prefunction Area Rendering

The Hotel will have its own full service Starbucks located in the lobby. In addition, there will be a restaurant - Saucy - a modern American grill that focuses on a variety of unique and flavorful sauces, spread, dips and chutneys to customize your meal. The new Westin will include Westin WORKOUT,

powered by Reebok that offers state of the art equipment for cardiovascular and weight training. There will also be an indoor pool.



Future Residence Inn - Mill Road  
Courtesy Davis Carter Scott, Ltd.

The new Residence Inn is to be located on Mill Road on block 16 that has always been planned as a hotel site. The hotel will have 181 units, mostly studios and some 2 bedroom. The Residence Inn on Duke Street and this one will have the same owner. They were able to transfer development rights from the Trammell Crow/mid-Atlantic site so the project will have 3 levels of below grade parking. The hotel will be 150 feet tall, the lowest building in the area. The exterior will have an attractive streetscape, but not actual retail.

## Year of Developments for Economic Development

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recommendations from the Summit. The City Council approved creation of the new work group to look at economic development for Alexandria at its June 27th meeting.

The Work Group is comprised of 10 members, appointed by the Mayor. The Work Group will have an ambitious agenda to look at current economic conditions in the city, review existing city policies related to economic development, consider the economic development policies of other cities and develop recommendations with regard to the future economic sustainability of the city and how to achieve economic vitality over the next 10 years. The Work Group is expected to make its recommendations by December 31, 2006 and the City Council would consider adoption of those recommendations.

James Butler, Co-Chair  
Alexandria Federation of Civic Associations

Mark Kington, President  
Kington Management Corporation

The Hon. John K. Meagher  
Former Asst. Secretary of  
U.S. Treasury

Greg Leisch, Chief Executive Officer  
Delta Associates

Dennis Garcia, CEO  
Potomac Management Group

Dr. Stephen Fuller, Dir.  
Center for Regional Analysis  
School of Public Policy  
George Mason University

Lavern Chatman, President and CEO  
Northern Virginia Urban League

Nigel Morris, Co-Founder  
and Former President  
Capital One

Charlotte Hall, Vice President  
Potomac River Boat Company

Lonnie Rich, Board Chairman  
Alexandria Chamber of Commerce

## Great Weather and Turn out for 5th Annual Mini Golf Classic

We would like to thank all our sponsors, silent auction donors, volunteers, participants and Cameron Run Regional Park for helping make the 5th Annual "Putting for Pooches" mini golf classic a great success! This year, we netted over \$17,000 for the Partnership and the Animal Welfare League of Alexandria. Special thanks go to our Grand Sponsor, Lane Development, LLC, for their support. Though it was rumored to have rained everywhere else in Alexandria, the weather stayed dry for a great evening of mini golf, music and food. As participants (and volunteers!) looked at the wonderful variety of silent auction items and enjoyed the food (in part donated by Restaurant Depot) they were treated to the jazz sounds of the Mike Gillispie Quartet.

The event was presided over by Alexandria's Town Crier Bill North-Rudin, who was a great hit with the younger participants, as was Becky and her balloon animals and the face painters. Once again, golfers could test their putting skills against local celebrities and dignitaries, in an attempt to win great prizes

donated by Starbucks. Our celebrity golfers who very kindly donated their time to tee off were WJLA's Christianne Klein, local council members Del Pepper, Ludwig Gaines and Paul Smedberg, and Olde Towne School for Dogs' Carlos Mejias.

It was also a night of firsts, with the inaugural "Battle of the Banks" contest that saw local area banks competing against each other to win a catered lunch courtesy of AnaDolla Bakery and Restaurant. Virginia Commerce Bank was this year's winner of what we hope will become a golf classic tradition. Dogs were invited to the event for the first time; the four legged attendees included shelter dogs "Trekker" and "Annie", and Alexandria's very own mascot, "Alex", who arrived resplendent in his traditional tartan. Golfers who brought their dogs could leave them in the capable hands of the Eisenhower Partnership "Dog Sitters."

A fun time was had by all and again, we thank everyone involved for their support. We couldn't do it without you!



Burke & Herbert Bank team for Battle of the Banks  
"Photo Courtesy of the Mount Vernon Voice"



Celebrity Golfer WJLA anchor Christianne Klein  
"Photo Courtesy of the Mount Vernon Voice"

## After a Dozen Years, Membership Dues Adjusted

The Partnership was started in 1994 and has not raised its dues during those 12 years. Over that time, costs have risen and in order to continue to effectively serve our members, the Board voted to raise dues by 10 percent for each dues category, effective July 1, 2006, the beginning of the Partnership's new fiscal year.

Letters were sent to each member informing them of the modest increase in dues. A Special Committee will look at the entire dues structure to determine if there are ways to streamline our membership dues to better reflect the evolving mix of enterprise in Eisenhower Valley

**GRAND SPONSOR:**  
Lane Development, LLC

**Eagle Sponsors:**  
Alexandria Gazette; Alexandria Times; Del Ray Sun; Hoffman Company; LCOR, Inc.; New Target, Inc.; Old Towne Pet Resort; Simpson Development Company, VIA Mailing & Printing

**Birdie Sponsors:**  
Alexandria Animal Hospital; Bowman Consulting Group, Ltd.; FASTSIGNS Alexandria; ProLogis; Schreiner, Legge & Co.