

FACES OF CORPORATE SOCIAL RESPONSIBILITY IN RESTON

BY AMY MCDOWELL MARLOW ■ PHOTOS PROVIDED BY GREATER RESTON CHAMBER OF COMMERCE

The Greater Reston Chamber of Commerce was founded in 1982 as Reston's first official business organization. Over the past 30-plus years the chamber has grown into a diverse and vibrant organization with 600-plus members was recently recognized as the sixth largest chamber of commerce in the Washington D.C. metropolitan area and the second largest in Fairfax County. While the chamber works hard every day to promote the business interests of its membership, it goes above and beyond the bottom line to meet community needs, encourage ongoing learning, help local startups grow and thrive, and stand up for critical local issues. The organization is made up of thousands of individuals who embody the chamber's commitment to community. In a time when "Corporate Social Responsibility" is a trendy phrase, check out these individuals, all chamber members, who put a face on the concept of organizations that actively give back to the communities where they do business.

**Mark Ingrao, President & CEO,
Greater Reston Chamber of
Commerce**

"When the opportunity to work at the Reston chamber became available nearly four years ago, the biggest draw to this community was Reston's reputation for giving back. For me, as a long-time community steward, that was really appealing. Since coming here I have been fulfilled in this job because, while we are a staunch advocate for our business community, the chamber has partnered with so many organizations and individuals in an ongoing and committed effort to serve as a cornerstone of business and community. This chamber is different from any other I have been involved with because it truly has a social conscience."

**Joel Barajas, Il Fornaio;
Chamber Board Member**

Participant in Taste of Reston and Oktoberfest Reston, Northern Virginia's largest outdoor festivals, drawing over 70,000 guests each. These family-friendly festivals take place at the Reston Town Center and feature local restaurants, live entertainment, carnival rides and more.



"When we first opened our doors in 2005, one of my goals as a manager was to get our restaurant involved with the community, so we joined the chamber. As soon as I learned about Taste of Reston and Oktoberfest, we signed up immediately. Clearly having a booth at these events provides our restaurant with excellent exposure and helps us attract new customers, because these events bring so many different people together. Il Fornaio believes that getting involved with the community motivates our staff. Our employees love working at these festivals and actually request to work these events. They have fun, meet people in

**Scott Cotter, Veris Consulting,
Chamber Board Member and
INC.spire Board Chair; Bruce
Mancinelli, INC.spire; Bill
Ridenour, John Marshall Bank;
Mark Ingrao.**

the community and feel like they are part of making Reston a great place to play. Our participation in the chamber's festivals is not just about generating business. In the end, it just feels good to get involved with the Reston community."



Top left: Lisa Turkeltaub, Ryan Sharkey LLP. Top middle: Joel Barajas and Roberto Gerbino of Il Fornaio. Top right: Mark Ingrao of the Greater Reston Chamber of Commerce, pictured with C. Michael Ferraro, TRAINING SOLUTIONS, Inc. and 2013 Chamber Board Chairman. Bottom left: Cate Fulkerson, Reston Association Committee Chair. Bottom middle: Tim Hughes, Bean, Kinney & Korman PC. Bottom right: Tracy Baynard, McGuire Woods Consulting.

Lisa Turkeltaub, Ryan Sharkey LLP

Co-Chair of the chamber's Government Contracting Committee, which serves emerging and middle-market government contractors and entrepreneurs by connecting them to contracting and educational enrichment opportunities.

"Since I was a teenager, I have always been involved in supporting my community through nonprofit organizations. As a career-oriented mother of small children, it has been critical for me to find opportunities to combine my lifetime goals into

singular activities. The chamber's Government Contracting Committee has empowered me to use my skill set to help support and grow the local economy by producing events for small government contractors to help them expand their businesses. By helping others achieve their goals, I help make Reston a great place to live, work and play."

Tim Hughes, Bean, Kinney & Korman, PC; Chamber Board Member

Co-Chair of the chamber's Community Engagement Committee, which connects the nonprofit and business communities around issues of corporate social responsibility, raises awareness and offers opportunities for companies to get involved in giving back.

"The Community Engagement Committee is focused around putting corporate social responsibility into action. We want to create opportunities for Chamber members to engage directly with local nonprofits by volunteering. For example, last fall we participated in a Volunteer Fairfax initiative and put together

bag lunches for Reston Interfaith. We have a vision of serving as an interface between the nonprofit and business communities. Nonprofits are always looking for volunteers, donors or board members who are passionate about their mission. So many of our local businesses are civic-minded and seek out opportunities to give back to the community where they operate. We want to help facilitate those connections between needs and resources. I believe in the spectrum of engagement — time, talent and treasure — and this is a perspective that I bring to my involvement with the chamber."

Cate Fulkerson, Reston Association

Committee Chair and Volunteer for Ethics Day, an event that engages the entire senior class of South Lakes High School in a day of ethical decision making facilitated and led by chamber members.

"I am involved with Ethics Day because I view this event as an investment in the futures of both our students and our business community. The chamber provides

an opportunity for teens, who are our future workforce, to discuss critical issues outside of the classroom that they may not be talking about anywhere else. It is amazing to see business leaders leading ethical discussions with these young adults who may one day be their employees. The students experience first-hand that members of the business community care about them and their futures. I frequently see students from past years out and about who remember me from Ethics Day and thank me for getting involved. Ethics Day is bigger than just one day — it is an example of business people making a lasting impression on young people who will take what they have learned and use it to help make our entire community a better place, both now and in the future."

Tracy Baynard, McGuire Woods Consulting

Co-Chair of the chamber's Public Policy Committee, which develops and represents the Chamber's public policy positions to key decisionmakers at the local, state and federal level.