

The Back Page

We want your event news and pictures. Send photos and tips along with your contact information to jconner@bizjournals.com.

Be it ever so humble, there's no place like a good happy hour

Working the Room

By Jennifer Nycz-Conner



At 4:45 p.m. last Thursday, I was indecisive. There were no less than three events I wanted to hit that night. But the cold I was recovering from was stomping all over any motivation I could scrape together, as were thoughts of parking and big crowds. So I made a deal with myself: I'd skip the larger events this time, and just stick with the humble happy hour up the street. Somehow, conversations in a small space seemed more manageable than small talk in a big room.

The happy hour was being thrown by Lore Systems at Velocity Five in Clarendon. One of the hosts for the evening, Tien Wong, the CEO of Opus8, bought Lore in February 2008. Tien is one of the region's most affable hosts, always quick to hand you a drink while simultaneously introducing you to someone new.

Standing on the patio on the one of the spring's first warm, non-rainy evenings, I listened in on conversations between shifting groups of guests: About Colin Eagen of E Group's adventures bringing his first child on college visits; how being from New Jersey creates a certain bond (Exit 105, baby!); about who had the better-looking shirt, Tien or Lore's founder Mike Velotta; about canceling big office parties that didn't seem right this year; about the increased number of calls that Alan Ezagui and his staff at Potomac Ridge Behavioral Health Foundation are getting as people battle with the economy.

The evening reminded me of something I'd forgotten recently: There are many nights you should see and be seen in the big crowds. But once in a while, it's important to step off the rubber chicken circuit and go for chicken quesadillas, a beer and a chance to connect on a different level.

Because sometimes, it's the smaller rooms that offer the bigger conversations.



Building camaraderie

Hickok Cole Architects kicked off spring with one of its well-known mixers April 20, which featured smiles, drinks and balloons, balloons, balloons. Taking part in spreading the sunshine were, photo above, from left, Michael Hickok of Hickok Cole Architects, Stephen "Dek" Potts of Halliday Fenoglio Fowler and Jeffrey Neal of GVA Adventis Real Estate Services Co.



Are you ready for some football (parties)?

If you noticed a lot of big, football player-sized guys wandering around the Washington Hilton April 16, you weren't dreaming that you were in the NFL draft. The NFL Players Association was hosting its annual gala to benefit Special Olympics D.C. A highlight of the event is CBS Sports host James Brown handing out his JB Awards, which honor players for their individual contributions to their communities. The night before the big event, Capitol File hosted a VIP happy hour full of pros (both the business and the football kinds) at BLT Steak, which included, photo above, from left, Greg Meyer of Brookfield Properties, Steve Hocker of Special Olympics D.C., and Paul Schulman of Brookfield Properties.

Newsmakers

The index of local people and businesses has moved back to Page 53.

Newsletters



Coming Up

April 28

Greater Washington Commercial Association of Realtors Awards. Sure, the numbers may be down, but all the more reason for the commercial real estate world to gather, trade intelligence and celebrate those individual successes. Come see who takes top honors. 6 p.m. The Mayflower Hotel. \$195. www.gwcar.org

Bad Beat on Cancer Texas Hold'em Poker Tournament. If you fancy yourself a top-notch poker player, see how you really stack up at this event featuring members of Congress and professional poker players Phil Gordon and Howard Lederer. You'll not only be helping to fight the disease, but could also win a \$10,000 seat in the 2009 World Series of Poker Tournament. 6:15 p.m. East Hall of Union Station. \$500 player, \$45 spectator. www.preventcancer.org

April 30

D.C. SCORES Soccer Ball. This 400-person fundraiser benefits D.C. SCORES, a youth development program which combines writing and soccer. The event will feature "lounge-style seating and open high tables," music, student performances and food from Latin Concepts restaurants. 6:30 p.m. Organization of American States. \$150-\$200. www.dcscores.org

May 7

- After Hours with the Washington Business Journal
- Hoop Dreams Scholarship Fund Congressional Reception
- Trust for the National Mall Benefit Luncheon




GREATER WASHINGTON Board of Trade

JOHN KANE
Chairman, Greater Washington Board of Trade
President & CEO, Office Movers, Inc.

JIM DINEGAR
President & CEO, Greater Washington Board of Trade

BUSINESS LEADERS LEARN THE BENEFITS OF GREEN

Business leaders convened at the Board of Trade for a Business Workshop on how green can give firms a competitive advantage. Panelists encouraged participants to explore green to help recruit and retain a talented workforce, enhance marketing initiatives and increase brand loyalty, while being good corporate citizens. Presenters included A. Christine Eppstein, Vice President of Corporate Social Responsibility and Sustainability for McGuireWoods Consulting; Russell Perry, AIA, LEED AP, Managing Partner of SmithGroup; and Shannon Sentman, LEED AP, Attorney at Holland & Knight LLP. The next Business Workshop will be held on May 13 and will explore Effective Communication and Messaging. For more information, visit www.boardoftrade.org.




SMITHSONIAN, ARNOLD AND WATSON WYATT JOIN BOARD OF TRADE

The Greater Washington Board of Trade is growing stronger. Some of our newest members include the Smithsonian Institution, with their new Secretary Wayne Clough; Arnold DC, with Karen Riordan, President, and Woody Kay, Chief Creative Officer; and Watson Wyatt, with Roger Millay, Chief Financial Officer. The Board of Trade is not only growing, it is now representative of the region's business community with large firms balancing the medium and small member companies. To discuss Board of Trade membership, contact Kevin O'Neill, Director of Membership, at 202-857-5960.

Upcoming events

APR 30 **BILL GATES SR. TO PREVIEW NEW BOOK BEFORE BOARD OF TRADE**
2:30 p.m. - 4:30 p.m.
National Geographic Grosvenor Auditorium
1600 M Street, NW
Washington, DC



Bill Gates Sr., co-chair of the Bill and Melinda Gates Foundation, on April 30 will discuss his new book, "Showing Up for Life: Thoughts on the Gifts of a Lifetime." Gates will share the values and principles he has learned over a lifetime of "showing up" and his belief in the role of business in philanthropy.

MAY 6 **WOMEN WHO MEAN BUSINESS: GETTING THERE AND STAYING THERE**
8:00 a.m. - 11:00 a.m.
Pillsbury Winthrop Shaw Pittman LLP, 2300 N Street NW, Washington, DC

Partnering with the *Washington Business Journal* and Shambaugh Leadership, the Board of Trade is hosting a five-part series for rising women executives. The first professional development session, presented by Becky Shambaugh, President and CEO of Shambaugh Leadership, focuses on work-life balance, perfectionism and communicating effectively. The executive panel features: **Lisa Cines** (Aronson & Co.); **Jennifer Cover Payne** (Cultural Alliance of Greater Washington); and **Dale Rosenthal** (Clark Financial Services Group, Clark Construction Group).

MAY 13 **BUSINESS WORKSHOP: EFFECTIVE COMMUNICATION & MESSAGING**
8:15 a.m. - 10:00 a.m.
Greater Washington Board of Trade, 1727 I Street, NW, Washington, DC

Developed for managers, the Effective Communication and Messaging Business Workshop teaches techniques for conveying the corporate mission and connecting with diverse audiences, from executives to clients to staff. Panelists will help participants refine their presentation skills and develop an executive presence.

To register, visit www.boardoftrade.org

For Immediate Release

Hickok Cole Architects Spring Mixer

Celebrating Great Design, Great Relationships, and Great Clients

Contact: Marilyn Deane Mendell
President, WinSpin, CIC
mmendell@winspace.com
mmendell@hickokcole.com
540.207.4045

Washington, DC (4/16/2009): Collaborative design necessitates a positive and open dialogue. Hickok Cole Architects promotes smiles during these difficult times to help their employees as well as clients. Recent studies show proof that a positive attitude and a simple smile can produce amazing results.

Reasons to Smile:

- **Smiling Will Change Your Mood:** Feeling down? Put on a smile! Smiling can trick the body into helping you change your mood.
- **Smiling Is Contagious:** Smiles lighten up the room and changes the moods of others around you.
- **Smiling Relieves Stress:** Smiles prevent us from feeling tired and worn down. Put on a smile the next time you are stressed.
- **Smiling Boosts Your Immune System:** Smiling helps the immune system to work better. When you smile, immune function improves, possibly, because you are more relaxed. Prevent the flu and colds by smiling.
- **Smiling Releases Endorphins, Natural Pain Killers and Serotonin:** Studies have shown that smiling releases endorphins, natural pain killers, and serotonin. Together these three make us feel good. Smiling is a natural drug.
- **Smiling Makes You Seem Successful:** Smiling people appear more confident, are more likely to be promoted, and more likely to be approached. Put on a smile at meetings and appointments and people will react to you differently.

Source: www.About.com

Without becoming a Pollyanna, businesses can consciously go about encouraging happiness which in turn will help generate business and lower stress levels of employees. Attached are some merry makers at Hickok Cole Architect's recent smile-fest.

Low-resolution files are attached. If you would like hi-resolution files for press purposes, please ask!

HICKOK COLE ARCHITECTS, Inc. is an award-winning Architecture, Housing, Interior Design and Master Planning firm in Washington, DC. It is also one of the most successful architectural firms in the region, experiencing steady growth over a period of twenty years. Led by Principals Michael E. Hickok, AIA and Yolanda Cole, AIA, LEED®AP, the sixty-person firm specializes in commercial office buildings, multi-family housing and mixed-use projects as well as interior design for corporate, government, institutional, non-profit and law firm clients and has expertise in feasibility studies, land planning and facility planning.