



## Gary Rubin Takes Over Chamber Leadership

By Gary Rubin, Ph.D

Towson University

Welcome to a new year with the Baltimore County Chamber of Commerce!

For me, September is always a new beginning. Vacations wind down, school is in session and the Chamber gears up for another fantastic year. With renewed energy, a little re-invention and a blueprint for growth and innovation, there is no doubt this is going to be a memorable year for the Chamber.

In the spring, the Chamber used a critical eye to examine our strengths and weaknesses and complete a strategic plan to guide us through 2011.

Four key areas emerged for us to focus on this year: membership growth, fiscal condition of the Chamber, board participation/ Emeritus board and partnerships.

Membership growth drives the Chamber, so we'll be look-



**Gary Rubin, newly inaugurated as Board Chairman, speaks at the June Annual Meeting.**

ing closely at how we can help our members succeed. As we look at new ways to secure and retain members, I hope that you'll share your ideas. We need your help in conveying to your friends and associates why membership with the Chamber is so valuable.

Closely related to membership growth is the Chamber's fiscal condition. In this tough

economy, we need to find new revenue sources and new ways of doing business. Any suggestions you have are welcomed and I hope you will contact Keith Scott or myself with your ideas.

We're also turning a critical eye to all of our events to make them even more exciting and cost effective. To get a sense of what we're talking about, I hope you will attend our Business Hall of Fame event on Nov. 19. Be prepared for a vibrant, exciting event at Towson University.

So that we tap into the vast experience and talents of past chairmen, the Chamber will be creating an advisory group of past chairmen to advise us on business and community matters and help with identifying possible new members.

The final element is partnerships. There is no question we can gain a great deal with collaboration and partnership and we can build on the foundation set in the past year to strengthen existing connections with local Chambers and business associations. We want to be "the eyes, ears and voice" of Baltimore County businesses and thus have a lasting and positive impact on the county.

So this fall, I hope you get involved in the Chamber, whether it be networking at our events, joining a committee, attending our workshops and brainstorming sessions or using the Chamber as a major ingredient for change and new vitality for your business. Whatever your level of participation, know that the Chamber is committed to helping your business succeed.

## Upcoming Events

### Fall Job Fair

Sept. 30  
10 a.m. - 2 p.m.  
CCBC-Dundalk

### Senior and Baby Boomer Expo

Oct. 7-8  
9 a.m. - 2 p.m.  
Maryland State Fairgrounds

### Legislative Unveiling

Oct. 13  
7:30 a.m. - 9:30 a.m.  
GM Allison Transmission

### Brown Bag Lunch

Oct. 13  
noon - 1 p.m.  
Chamber office

### Fall Job Fair

Oct. 13  
10 a.m. - 2 p.m.  
CCBC-Catonsville

### Metro Expo

Oct. 23  
8:30 a.m. - 2 p.m.  
Signature Flight School

### Brown Bag Lunch

Nov. 10  
noon - 1 p.m.  
PSA Financial

### Mega Networking

Nov. 12  
5:30 p.m. - 7:30 p.m.  
Sheraton Baltimore North

### HR Workshop

Nov. 17  
8 a.m. - 1 p.m.  
Hillendale Country Club

### 2009 Business Hall of Fame

Nov. 19  
6 p.m. - 8:30 p.m.  
Towson University Union

To register, go to [www.baltcountycc.com](http://www.baltcountycc.com) or call 410-825-6200.

Sponsorship opportunities are available. Call Keith Scott at 410-825-0019.

# Challenging Work Place Boundaries

By Stephen V. Kolbe  
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The boundary lines of where the office space begins and ends are beginning to blur. Technological barriers that once prevented organizations from mobilizing and engaging their stakeholders and clients are coming down.

The reality is that technology without boundaries is just as achievable for the small business as it is for the large. We are going to take a look at some of the benefits of transitioning to a virtual workplace as we look into the not-too-distant future.

The information technology sector provides a quickly moving incubator to test, validate, prove and improve the way other sectors of the economy can do business better. The inception of the Internet and the development of connecting businesses and communities together created a highly moving and increasingly visible standard for the way successful businesses function.

Security and remote access emerged as a staple for the growing number of highly connected environments. The increasing need for businesses to access their critical resources like documentation, communications, presentations and even their desktop environment from anywhere presented challenges to small business.

The answer was the development of secure remote access technology that allowed the right people to connect to the right data. The benefit of this type of fingertip access is that it makes an increasingly mobile workforce more pro-



ductive and more capable of success.

While mobile access is the increasing trend for technology and non-technology companies alike, virtualization is the engine that powers the possibilities.

The virtual server and virtual desktop environment increases the accessibility of organization data through cost saving redundant solutions that make the physical location a non-issue. In fact, the need to own, maintain and secure a server is no longer necessary for the business owner. Virtualization technology enables a company to purchase only a slice of a server, which helps to mitigate upfront and ongoing costs.

For added reliability a server, workstation or entire remote office solution can be provided through a secure remote connection from your office to an advanced hosted facility. This means you only pay for what you use rather than making continuous outgoing costs for maintenance, power consumption and upgrades. The cost savings can be so striking that companies are saving upwards of \$20,000 to upgrade their business productivity and mail servers, in favor of a low monthly cost to have a hosted solution at a collocation facility.

Since the physical location of a server or even desktop is less important than having reliable access to that information, cloud computing is changing the landscape of technology. The private cloud is the convergence of highly secure, mobile access to a virtualized environment from

anywhere in the world. The benefits of transitioning to a virtual workplace are that it reduces the need to pay for so much overhead and hardware. By looking at technology as a utility service, there is greater control over the costs asso-

ciated with maintaining the systems necessary to keep the business running.

The lines are beginning to blur, the barriers are coming down, and technology without boundaries is a reality.



**Nexus Networking: Cocktails in the Sky brought together professionals of all ages at Silo Point's Sky Lounge.**



**DBED Secretary Christian Johansson and Steve Kolbe of AnalySyS spoke at the 5th Annual Baltimore the Region.**

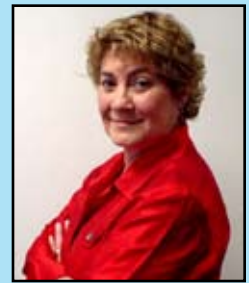
*For more photos, check out the Chamber's Flickr site,  
[www.flickr.com/baltcountychamber](http://www.flickr.com/baltcountychamber).*

# SPEEDING AND CRASHES

## Science Wins Every Time

By Louise Rogers  
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Business owners: Speeding can be a real problem for your sales and delivery staff. They are always trying to get to the next appointment or delivery and that can tempt them to develop a heavy foot. Speeding is one of the major reasons for crashes.

We may know why people speed, but few understand just how speed contributes to crashes. There is a scientific and mathematical explanation for what happens when speed comes together with road and weather conditions.

Have you ever wondered how fast you can stop your vehicle if there's a problem on

the road? Let's look at average road conditions.

If you are traveling on I-695 at 70 mph, and you are not incapacitated by alcohol or drugs, you have 1.06 seconds to react to a possible crash scenario. That means turning the steering wheel and applying the brakes. At the time you are trying to avoid a crash, you have already traveled approximately 108.7 feet. A full stop requires 233 feet.

Imagine that you are driving at 70 mph with no more than two car lengths between you and the vehicle in front of you. Science says you will not be able to stop in time to

avoid an accident. Remember, you need 1.06 seconds to react and when you're driving 70 mph, you'll need 233 feet of braking distance for an approximate total of 342 feet to safely stop. It can't be done without hitting the vehicles in front or around you.

To get a better idea of what 342 feet looks like, imagine a football field. The problem worsens if you have a large SUV or truck. The size and weight of these vehicles have a direct effect on stopping distance. This means your delivery truck has to allow more room between it and the cars in front. The rule of thumb is

to allow one car length for every 10 mph. If you are traveling at 70 mph, leave seven car lengths ahead of you.

The roads are getting more and more crowded every day. Sales and delivery people have to pay special attention to the road not only because their jobs demand it, but because others on the road are affected by their driving habits.

If you find that your employees are speeding, remind them their jobs are on the line. If they get tickets and are involved in crashes, **your** insurance goes up.

Remember, speed kills. Don't be a statistic.

## County Links Businesses to Stimulus and Government Contracting Opportunities

Companies can access valuable information about business opportunities through the American Recovery & Reinvestment Act and federal, state and local contracting through a new information page on the Baltimore County Department of Economic Development Web site.

Visitors will find links to federal and state stimulus Web sites, as well as government contracting opportunities, free business consultation for small businesses and assistance to women- and minority-owned businesses.

Businesses and commercial developers will also find information to help them determine whether they can benefit from Recovery Zone Facility Bonds, a new financing vehicle that is part of the American Recovery



BALTIMORE COUNTY  
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& Reinvestment Act. Baltimore County has been authorized to issue up to \$48.8 million in bonds to businesses and commercial developers.

Companies using these bonds can borrow funds from a commercial bank at below market interest rates. Priority for issuing Baltimore County's Recovery Zone Facility Bonds will be given to projects located in the county's designated commercial revitalization areas or projects that support employment-generating uses.

To access information on business opportunities, go to [www.baltimorecountymd.gov/go/stimulus](http://www.baltimorecountymd.gov/go/stimulus).

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  - Marketing Advice
  - Financial Assistance
  - Minority Business Enterprise Certification

Call 410-825-6200 or  
visit [www.baltcountycc.com/sbrc](http://www.baltcountycc.com/sbrc).

## New Members

Abrams Insurance Agency	Home Energy Loss Professionals
Acorn Marketing	Howard Street Jewelers Inc.
acYOUpoint Centers	Lime Creative
Alliance Inc.	Makeup Artist's Choice Inc.
Basic Sound Business Service	Maria Markham Thompson, CPA
Brotman Financial Group Inc.	Merrill Lynch - Andrew Hahn
Carrollton Bank	Rapid Refill Ink
Cartridge World	Robert W. Baird & Co./SueAnn Griffin
Evolve Coaching Solutions	SNS Marketing
Heartland Payment Systems	Wells Fargo Advisors

## Maximize Your Membership

Are you looking to market or grow your business in Anne Arundel, Baltimore and Howard counties?

If the answer's yes, then you can't miss Metro Expo @ BWI Marshall Airport Oct. 23.

We've combined forces with two other Chambers and the airport to help you maximize your time and money.

Just another way the Chamber works for you!



## Corporate Sponsors



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*Sound Business* is published by the Baltimore County Chamber of Commerce for its members. This publication furthers the Chamber's mission to promote, grow and sustain a diverse and healthy business community that will enrich the quality of life and enhance business prosperity in the Baltimore region.

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