

2025 Annual Report



Prepared by

**Jennifer Rose,
Executive Director**



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Central Fairfax *Chamber of Commerce*

Executive Director's Message

Jennifer B. Rose, MPA

CENTRAL FAIRFAX CHAMBER OF COMMERCE

Friends,

It's with great joy and pride that I present to you the Central Fairfax Chamber of Commerce's **2025 Annual Report**.

This past year has been one of growth, connection, and renewed energy across our Chamber community. Whether you joined us for a ribbon-cutting, participated in one of our many networking events, sponsored a program, or simply helped spread the word about the Chamber's mission, you played an important part in our story—and I thank you.

Our Chamber continues to evolve. We launched new engagement opportunities, strengthened partnerships, and deepened our commitment to being the most trusted voice for businesses in the Central Fairfax region. From vibrant events to behind-the-scenes advocacy and strategic planning, 2025 was about building momentum for what's next.

This year also marked a moment of transition. After 17 incredible years of service, Doug Church stepped down as Board Chair at the end of 2025. Doug's steady leadership, dedication, and wisdom have shaped the Chamber in countless ways. We are deeply grateful for his service and the legacy he leaves behind. He has set the bar high—and we know his impact will be felt for years to come.

As we look ahead to 2026, I am excited for all that's to come. With your continued **support** and **engagement**, we will keep championing small businesses, expanding our programs, and ensuring that every member—no matter the size or sector—feels connected, supported, and seen.

Thank you for making 2025 such a meaningful year. I can't wait to see what we accomplish together in 2026!

Cheers!



5.7%

Membership Growth

77.5%

Member Retention Rate

109

Events Hosted

Who We Are...

OUR STAFF



JENNIFER ROSE, MPA
EXECUTIVE DIRECTOR

Since January 2018, Jennifer Rose has served as Executive Director of the Central Fairfax Chamber of Commerce, leading its transformation into one of the region's most respected chambers. Under her leadership, membership, revenue, and community visibility have grown significantly. Her strategic focus on partnerships, innovation, and advocacy has revitalized the Chamber's programs and elevated its reputation as a collaborative and forward-thinking business resource for Central Fairfax and beyond.



DAIJA SYKES
EVENTS & MEMBERSHIP EXPERIENCE DIRECTOR

Daija began her journey with the Chamber in 2022 as our Marketing & Communications Intern during her Junior year at George Mason University. After graduation, Daija stayed on board as our part-time Marketing and Communications Assistant. In July of 2025, Daija was named our Events and Membership Experience Director.

OUR BOARD OF DIRECTORS



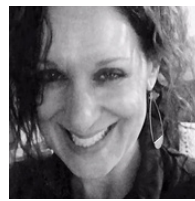
Chairman
Doug Church
Virginia Heritage Bank, (Retired)



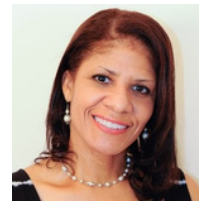
Vice-Chair
Abera Bezuneh
Fairfax Insurance & Financial Services (Allstate Insurance Co)



Treasurer
T. Sean Rogstad
Rogstad Unified Associates, P.C.



Lisa Fitzgerald
ECCA Payroll+



Dawn Hicks



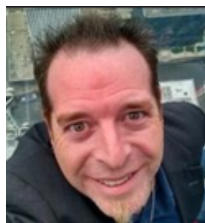
Mas Hossain
Burke & Herbert Bank



Bruce Jennings
Fairfax City Self Storage



Brett Lieberman
My Pest Pros



Russ McIntosh
Vision Idea Design



Sharon Ricciardi
FVCBank



Donna Stoll
Century 21 Redwood Realty



Shawn Stuckey
Cambrae Business Strategies

Your Central Fairfax Chamber of Commerce



Vision

To be recognized as an effective resource for creating a business-friendly environment that promotes growth, fosters partnerships, and enhances the economic prosperity of the Central Fairfax region.

Mission

To provide leadership and resources to the business community.

Our Values

- **Advocacy** - Act as a strong voice for local businesses, championing their interests and working to create a favorable business environment.
- **Collaboration** - Foster partnerships and work collectively with members, local businesses, and community organizations to achieve shared goals.
- **Community** - Building a strong local community through business leadership.
- **Education** - Offering education and other resources and events to enhance business knowledge.
- **Growth** - Promoting economic development and business expansion.
- **Networking** - Providing opportunities for members to connect and collaborate.

Our Committees...

The Mission of the **Veterans Network** is to champion, recruit, guide, and mentor Veteran-owned small businesses and entrepreneurs within the Central Fairfax Chamber of Commerce.

Veterans Network Chair: Chef Nick, The Colonel's Kitchen
2025 Leadership Team:

- Andrew Midgette, Movement Mortgage
- Donald Pennyfeather, Mulligans Pub on the Green
- Michael Inzeo, Inzeo Remediation dba Bio-One Fairfax County
- Michael Torrey, TNT Financial Services
- Ruth Pegeron, Lay to Rest Services
- Sean Carroll, Great Clips
- Steven E. Wasko, Financial Services Professional Agent, New York Life Insurance
- Tim Royster, The Royster Hearth Group Compass



Women Mean Business exists to support and celebrate women in business through education, mentoring, sharing, and giving back.

Women Mean Business Co-Chairs: Christy Plunkett-Barese, TNT Financial Services and Tarika Sethi, OSA Martial Arts/Women on Top
2025 Leadership Team:

- Amy Hobbs
- Sarah Wood



The **Young Professionals Network** seeks to provide its members with opportunities to build relationships with local community, business, and government leaders and gives a voice to Central Fairfax-area young professionals 21-40 from all professions.

Young Professionals Network Chair: Malcolm McCoy, Intelligent Office
2025 Leadership Team:

- Austin Edmunds, FirstCommand Financial
- Parisa Jalali, Support Functions Inc.
- Julia Taylor, Business Benefits Group



Financial Highlights



Revenue

\$229,866

Expenses

\$232,713

Net

(-\$2,847)

2025 Financial Highlights Summary

In 2025, the Central Fairfax Chamber of Commerce experienced overall revenue growth compared to 2024, reflecting continued member engagement and progress in several non-dues revenue areas. However, total income fell short of budget projections, resulting in an operating loss for the year. The Board-approved budget anticipated a surplus of \$49,453, underscoring the impact of the revenue variance.

The primary driver of the shortfall was membership dues income, which came in approximately \$40,000 below budget due to missing targeted membership growth goals. The Chamber's newly formed Fairfax Forward Foundation represents an important long-term opportunity for diversified revenue; however, income from the Foundation was not fully realized in its inaugural year. As a result, projected revenues tied to Foundation activity did not materialize at anticipated levels in 2025.

Despite the operating loss, expenses were carefully managed throughout the year, and the deficit was responsibly covered using existing reserves in accordance with Board-adopted financial and reserve policies. The Chamber ended the year in a stable financial position. Lessons from 2025 are informing more conservative forecasting, renewed focus on membership growth, and more intentional leveraging of the Fairfax Forward Foundation as a revenue-generating and mission-advancing tool moving forward.

By the Numbers...

Member Type



- 23% - Business Investor 1 FTE
- 2% - Business Investor 51 - 150 FTE
- 1% - Key Investor
- 3% - Individual, Non-Business
- 4% - Courtesy
- Business Investor 2 - 50 FTE - 51%
- Corporate Investor - 1%
- Civic Investor
- Nonprofit - 14%
- Student

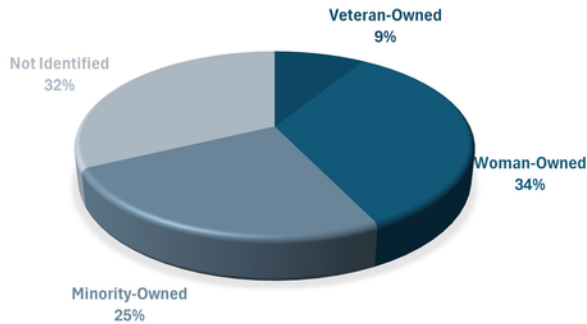
2025 Membership Stats:

January 1, 2025 - 360 members
December 31, 2025 - 380 members

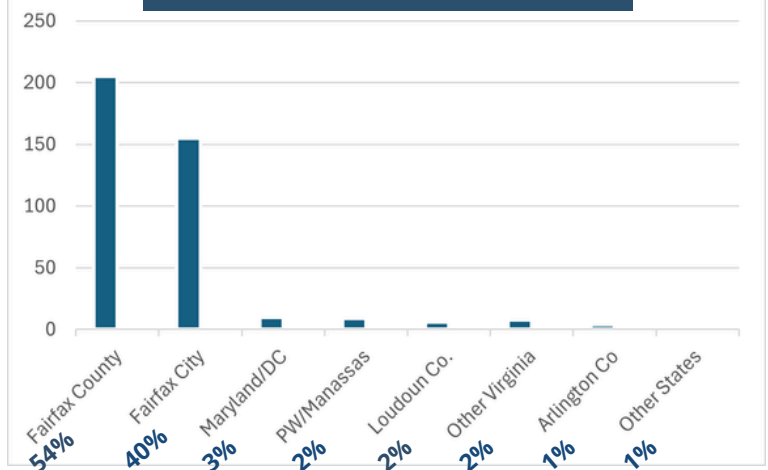
Membership Growth in 2025 was 5.6%

2025 Membership Retention Rate was 77.5%

SELF-IDENTIFIED AFFINITY



Location of Member



Social Media Metrics



- 912 Followers
- 76 members of our Members-Only Private Group
- 28,961 Page Views



- 1,095 Followers
- 21,119 Impressions
- 877 Page Views

Google Analytics 2025

Total website views	102K
Active Users	28K
Events Page Views	39K views
Online Directory Views	28K views

Our Strategic Vision for 2025-2028...

The Plan at a Glance...

Financial Stability

- Diversify Revenue Streams
- Leverage the Fairfax Forward Foundation
- Optimize Cost Management

Membership Growth

- Increase Membership
- Improve Member Retention
- Recognize Member Achievements

Maximize the Chamber's Organizational Effectiveness Internally

- Strengthen Governance & Leadership
- Improve Operational Efficiency
- Foster a Positive Organizational Culture

Measuring What Matters

Key Performance Indicators (KPIs):

- Growth in non-dues revenue streams
- Membership retention and satisfaction rates
- Operational time savings and staff engagement

How Did We Do?

We began to lay the groundwork for financial stability through revenue diversification. The Fairfax Forward Foundation held its first fundraiser and finished the year raising nearly \$10,000. We continue to evaluate all costs associated with Chamber operations.

We brought on board a temporary role to assist with membership development. Adding the Membership Experience Specialist and reworking our Ambassador program have helped address outreach and engagement shortcomings. While there were some “lessons learned”, we have established a great foundation to build upon in 2026.

We started the year with a retreat for the Board to really focus on strategic planning. Each Board meeting includes some board development activity. Our Executive Director began her journey to earn her Institute for Organization Management (IOM) designation from the US Chamber. She also began the work to earn her Certificate of Chamber Management from the Association of Chamber of Commerce Executives (ACCE).

Chamber Program Highlights

In late 2024, the Fairfax Forward Foundation was born. Fundraising and programming began in earnest in 2025 with its first fundraising event in July. Proceeds from this event allowed Fairfax Forward to co-sponsor the Chamber's Civic Connections program that launched in September 2025.



The Central Fairfax Chamber of Commerce, through its Government Affairs Committee and the Fairfax Forward Foundation, in partnership with Fairfax City created a new civic engagement program to educate residents and business owners about their community and local government. The program fostered civic engagement, improved public understanding of government operations, and cultivated future community leaders.

Our 3rd Annual Fairfax's Finest Valor Awards program was the biggest one yet! Forty-nine law enforcement personnel and first responders were honored for acts of valor or bravery. Each recipient received a certificate, challenge coin, and "swag" bag. It was standing room only and we expect it to continue to gain traction.





**FAIRFAX
FORWARD**
FOUNDATION

Our Vision:

The Fairfax Forward Foundation envisions a community where businesses flourish, individuals prosper, and collaboration propels us towards a vibrant and sustainable future. Through our mission-driven initiatives, we strive to create lasting positive impacts that extend beyond the business realm, fostering a community that is resilient, inclusive, and filled with opportunity.

Mission Statement:

The Fairfax Forward Foundation is dedicated to supporting the Central Fairfax Chamber of Commerce in its work to advance the economic vitality and overall well-being of our community through strategic initiatives, innovative programs, and collaborative partnerships. The mission of the Foundation is to support the Central Fairfax Chamber of Commerce in its efforts to provide leadership and resources to the business community. The Foundation shall achieve its mission through various initiatives, programs, and partnerships that align with the goals of the Central Fairfax business community.

Our Commitment:

At the Fairfax Forward Foundation, we are committed to:

1. **Economic Empowerment:** Cultivating a robust and inclusive economic ecosystem that supports the growth of businesses, entrepreneurs, and individuals, contributing to sustainable prosperity.
2. **Workforce Development:** Facilitating initiatives that enhance the skills, education, and opportunities for our workforce, ensuring a competitive and adaptive community.
3. **Innovation and Entrepreneurship:** Nurturing a culture of innovation and entrepreneurship by providing resources, mentorship, and support for emerging businesses and startups.
4. **Community Collaboration:** Building strong and lasting partnerships with local organizations, government entities, and educational institutions to address community challenges and maximize collective impact.
5. **Education and Training:** Offering educational programs and training initiatives that equip individuals with the knowledge and skills needed to thrive in a dynamic and evolving business landscape.
6. **Quality of Life Enhancement:** Implementing projects and initiatives that contribute to the overall enhancement of the quality of life for residents, including cultural enrichment, environmental sustainability, and social well-being.
7. **Advocacy and Representation:** Serving as a voice for the business community, advocating for policies and initiatives that promote economic growth, innovation, and a favorable business environment.
8. **Philanthropy:** Engaging in philanthropic endeavors that support local charities, community development projects, and initiatives that address pressing social issues.



Our Board of Directors:

Board Chair: Marcia Sheehan, NOVA Business Agency

Board Vice-Chair: Doug Church

Treasurer: Sean Rogstad, Unified Rogstad Associates

Secretary: Jennifer Rose, CFCC

Directors-at-Large:

Gabriel Derosier, MainStreet Bank

Marena Monterrosa, Fairfax County Board Supervisor Pat Herrity's Office

Financial Statements

Income Statements

The Chamber concluded the year with a net operating loss of \$2,847. While income increased over prior year levels, dues revenue fell short of projections, and certain program and event expenses exceeded budget. Importantly, grant revenue outperformed expectations, helping to offset part of the shortfall.

From a strategic standpoint, 2025 reflects continued operational investment aligned with the Chamber's Strategic Plan, while highlighting the need to strengthen dues performance and further diversify non-dues revenue streams.

Revenue	Expenses	Profit
\$229,886	\$232,713	\$(-2,847)

Balance Sheet

As of December 31, 2025, total assets were \$42,551, including \$39,673 in cash and \$2,178 in fixed assets. Total liabilities were modest at \$6,327, consisting primarily of accrued payroll and payroll-related obligations. The Chamber carries no long-term debt. Ending unrestricted net assets totaled \$36,224, after recognition of the current year's loss. Overall, the Chamber remains financially stable, maintains positive net assets, and operates without structural debt—providing a solid base for future growth and reserve-building efforts.

Assets	Liabilities	Equity
\$42,551	\$6,327	\$36,224

Cash Flow Statement

Net cash used in operating activities was \$872, reflecting the operating loss adjusted for working capital changes. An additional \$904 was used for equipment purchases, resulting in a total net cash decrease of \$1,776 for the year. The Chamber ended 2025 with \$39,673 in cash, compared to \$41,448 at the beginning of the year. Cash management remained disciplined throughout the year, with limited capital expenditures and no financing activity.

Operating	Investing	Financing
\$-872	\$-904	\$0

Volunteer of the Year

Doug Church

Chairman of the Board of Directors
2008 - 2025

Doug's dedication to this Chamber is legendary. After a distinguished banking career, Doug returned to his roots in 2004 to help found Virginia Heritage Bank—in the City of Fairfax. That journey led him to the Chamber, and we've been forever grateful since.

When the Chamber hit some of its darkest days following the 2008 financial crisis, it was Doug who stepped up—becoming Board Chair and, quite literally, saving the organization. With no paid staff and dwindling resources, Doug led the charge, steering the Chamber through incredibly rough waters and keeping it afloat with wisdom, calm, and an unshakable belief in our mission.

Doug Church exemplifies the very best of civic engagement—he is a dedicated leader, a trusted mentor, a champion for small businesses, a tireless volunteer, and a beloved member of our community.



Ambassadors of the Quarter:

Q1



Nathan Desnoyers
eXp Realty

Q2



Russ McIntosh
Vision Idea Design

Q3



Anita Dehkan
TitanProz

Q4



Susan Mekenney
Samson Properties

A Look to 2026

As we turn the page to 2026, let's reflect briefly—and look ahead with optimism. 2025 tested businesses in real ways. From continued uncertainty around tariffs and federal budget pressures to broader economic ripple effects tied to DOGE-related cuts, we were reminded that resilience is most certainly essential.

That's where the Central Fairfax Chamber of Commerce comes in. Our role is clear: to provide **protection**, **connection**, and **strength** for our business community.

In 2026, our priorities focus on ensuring the Chamber remains a strong partner for you. First, **membership growth**, so our collective voice is broader and stronger. Second, **member engagement**, making sure Chamber involvement is meaningful, relevant, and valuable. And third, **fundraising** for the Fairfax Forward Foundation, which allows us to expand our impact through workforce development, education, and community initiatives.

We'll also navigate change at the state level, with a new Governor, Lieutenant Governor, and Attorney General taking office in Virginia. During transitions like these, the Chamber's advocacy and information-sharing are more important than ever.

We remain committed to strengthening our organization, through professional development offered by the US Chamber and the Association of Chamber of Commerce Executives.

Together, we will move forward—protected, connected, and stronger than ever.

Future Plans

We have some very exciting things planned for 2026. Highlights include:

- Chamber 201 (Office Hours to help Investors better leverage their membership.)
- Consulting Services to our nonprofit members
- Scholarship Program
- Pickleball Tournament as well as a "Chamber Sampler" Silent Auction to Support the Fairfax Forward Foundation
- Jennifer's graduation from the US Chamber Institute for Organization Management
- Chamber Trip to Tuscany Italy
- And, so much more!

Innovation

As the business landscape evolves, so does your Chamber. In 2026, we are advancing technology solutions to improve efficiency and member experience, implementing targeted membership growth strategies, and expanding non-dues revenue initiatives to ensure financial sustainability. We are also strengthening leadership development and succession planning to secure the Chamber's future.

These innovations reflect our commitment to adaptability, resilience, and bold leadership in support of Central Fairfax's business community.

Contact Us



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Facebook

 [/CentralFairfaxChamber](https://www.facebook.com/CentralFairfaxChamber)

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