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**THE LIST:** Commercial Real Estate  
Developers **PAGE 52**

## BUYING MOOD

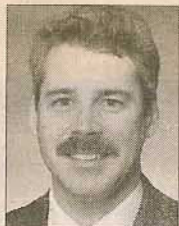
Law firm Reed Smith  
kicks off new year  
with the purchase  
of Alexandria firm

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January 9-15, 2004 \$2.25

## ■ LESSONS LEARNED: What is your New Year's resolution for your business?



**AL RICKARD**  
President,  
Association Vision

"In 2004, my company will help association clients capitalize on the natural power and influence of their members. Members are the most valuable assets associations can use to achieve communication goals. My company also resolves to increase our publishing consulting business to match the success we've achieved in public relations, and to integrate these functions for our clients."



**MICHELLE  
BOGGS**  
President and CEO,  
McKinley Marketing  
Partners

"One of my New Year's resolutions is to make personnel decisions, even when painful, sooner rather than later. Over the years, I have often realized, that when implementing a non-voluntary separation with an employee, I procrastinated way too long before executing the decision. As hard as it is to let someone go, it is usually in their best interests as well as the company's."



**WES COMBS**  
President,  
Witeck-Combs  
Communications

"As a boutique communications and marketing firm, our achievements over the past 10 years stem from specialization. In 2004, we plan to replicate our successful partnership with market research firm Harris Interactive and expand beyond our gay marketing practice to include health and disability clients. Research strengthens communications plans and provides metrics for project measurement."