

# The *DAI* Advisor

Learn. Transform. Achieve.



March 2011, Issue 11



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## SmartCEO's "Smart 100" Event Program Kicks Off



Dr. Dougherty with Mcfadden Chairman and CEO, Russell Hall

Dr. Sherilyne Dougherty attended a 2011 Smart100 event earlier this month at the Mead Center for the American Theater at the Arena stage on the waterfront in Washington, D.C. This was the first of four such functions organized by SmartCEO magazine as part of its Smart100 program. Dr. Dougherty was named to the Smart100 list this past November. The events create a unique environment for business leaders to impart knowledge from their own experiences and network with other area CEOs.

Dr. Dougherty was pleased to see Russell Hall, chairman and CEO of Macfadden, at the event. Mr. Hall has been a colleague of *DAI*'s for over five years.

## President's Corner

Welcome to the March edition!

This month, *DAI* has established a partnership with The Campagna Center, an Alexandria-based organization that is doing a tremendous amount to help children and families in need. In the months to come, this newsletter will provide updates on the many activities happening in support of this relationship. We're also gearing up for the TOC Annual Institute in May and getting involved in every aspect of the conference. Also, the Smart100 event calendar kicked off this month with a function at the Arena Stage.

This month we begin a new "*DAI* Spotlight" series, designed to let you in on the lighter side of *DAI*! In this edition, you'll meet a couple of team members who are "crazy about the Caps" (Washington Capitals) here in D.C. As always, thank you for supporting the *DAI* Advisor, and remember past editions are posted on our archive page: [www.dai-solutions.com/news/news\\_archive.html](http://www.dai-solutions.com/news/news_archive.html).



## *DAI* to Support The Campagna Center

*DAI* has selected The Campagna Center in Alexandria as our highlighted local charity. The organization has a mission of drawing together the resources of the Alexandria community to strengthen families and provide programs that help children become caring, productive adults. Stewardship for our community is one of *DAI*'s company values, and this alliance with The Campagna Center signifies our commitment to rolling out corporate responsibility planning throughout 2011.



Visit The Campagna Center's website at [www.campagnacenter.org](http://www.campagnacenter.org) to learn more about how their programs help families in the community, and how their efforts benefit so many children in Alexandria. We're excited to begin a relationship that will help those in need while building a bridge between our company and the Alexandria community.

## *DAI* Plays Big Role at TOC Annual Institute

*DAI* will once again be attending The Training Officers Consortium's (TOC) Annual Institute—this time as a sponsor, event chair and vendor! The three-day conference provides skill-building workshops, seminars and sessions for registrants. TOC is a non-profit organization of federal trainers and other professionals from industry and academia who are interested in contributing to the knowledge and practice of human resources and training.



Nicole Alley, *DAI*'s business development manager, is the chair of the networking and events committee and helped organized many of the events that will take place. She has served in this role previously with much success. This year's event will be held May 1-4 at the Hershey Lodge, in Hershey, PA. *DAI* team members will also host a booth and the company as a whole will help sponsor the event.

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## DAI SPOTLIGHT

### Seeing Red at *DAI*: Crazy About the Caps

It's not all work and no play for *DAI* staff. Despite long hours and 24/7 tethering to their BlackBerries, two of *DAI*'s executives find time to follow a shared passion: ice hockey.

Though Antoinette Merrill, vice president, finance and administration, has never wanted to be "in the red," she loves seeing red on the ice. A devoted fan of the crimson-shirted Washington Capitals (known locally as, simply, the "Caps") ice hockey team, Antoinette has "rocked the red" for almost 30 years.



Antoinette Merrill (left) and Jenifer Kern.

Jenifer Kern, communications manager, is also an avid Caps fan and a great fan of the sport in general. Jen and her family are often found at the Verizon Center seated just above center ice, close enough to feel the ice spray and give the players a little extemporaneous coaching! Read full story online at the following address: [www.dai-solutions.com/news/caps\\_article.html](http://www.dai-solutions.com/news/caps_article.html).

## Contact Us!

To find out more about how *DAI* can help you with your communications, human capital or training needs, contact:

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