



Mission Statement: "Bringing Business and the Community Together"

**OFBPA General Meeting
July 18th 4:30PM – 6:00PM**

*The meeting will be held at
HealthPlan Headquarters*

7630 Belair Road (21236)-Beltway Plaza

*Special Guest: Larry Simmons, Special Assistant to County Ex. Office
Allan Randall, Ripken Baseball*

Remember every meeting is an opportunity to meet new people and make new business contacts!

We will be collecting items each month for the Eastside Shelter. Please bring all items to the meeting or drop off to Donna's house prior to the event. Jul/y/August is **"School Supplies" Month**"- see newsletter for list. Food donations are always welcome—please bring to meeting for 7/31 delivery. We still need 5 businesses to "host a collection box"

What's inside?

- Presidents Message
- Calendar of Meetings and Events
- Perry Hall Town Fair – **this Saturday 10 am- 5 pm**
- JHU Blood Drive—**7/16 & 7/17 7:30 am- 5:30 pm**
- Eastside Shelter Your—**Tuesday, July 31st- 5 pm**
- Business Corridor Walk- **Monday, August 6th 8:30 am**
- What's Happening/Upcoming Events/
- Tech Talk
- Current Member Listing
- Community Announcements/Press Releases



President's Message:

Greetings and hope everyone survived the power outages. As I've spoken to my own Avon customers as well as business contacts along the corridor it was heartwarming to hear stories of how people helped each other through this horrific weather event. Many lent generators, took in family members, ran extension cords, etc. As bad as this was, I tell myself that it could have been worse as the folks in other parts of our country don't have homes. BGE did an outstanding job of working 24/7 in flame retardant clothes and rubber suits in this triple digit heat. As a wife of several family members who worked for Baltimore County Highways for decades, I can tell you it is a thankless job, as people will always be unhappy, regardless of the effort put forth. So the next time you see a "service worker" says thanks for all they do as they are never called when the weather is decent and work ridiculously long hours with very little sleep in the worst conditions.

Join us for our **monthly meeting on Wednesday, July 18th** at 4:30 pm at HealthPlan Headquarters located near the Beltway Movies. All meetings are open and all business and community leaders are invited to attend. Bring business cards to share!

Our annual Business Corridor Walk will be held on Monday, August 6th. WE will meet at Fairmont Federal at 8:30 am and divide up the corridor into sections. We will pair up; distribute our business directory to each business. This is a fabulous opportunity for all those looking to make new contacts to hand out their business cards as well. BY partnering together we can help each other!

Just a reminder to all those who have not renew their membership we will be going to directory press late August. All members will receive three free listings in our directory. Forms are available on our website.

All newsletter articles are due by the last Friday of each month. Forms for promoting your business or your event are available on our website. Please send to Terence at terence@belmontfinancialpartners.com.

Be the first to advertise with Discounts at your Door Program. See page in newsletter for more FYI!

We are excited to tell you that we will be holding our 2nd annual Business 2 Business Expo on April 17th, 2013. For those who like to plan well in advance, mark your calendars!

We will be planning a fall networking event and more details will be forthcoming.

For all events, membership FYI and meeting updates visit our website at www.ofbpa.com

Have a wonderful week!
Donna Bethke, President



2012 Calendar of Events

Wednesday July 18

OFBPA General Meeting...**HealthPlan Headquarters**

Tuesday, July 13th- 5:00 pm Eastside Shelter Tour

Monday, August 6th – 8:30 am – Business Corridor Walk—need 15-20 people to participate!

Wednesay August 15

OFBPA General Meeting **Slavie Federal Savings Bank**

Wednesday September 19 OFBPA General Meeting

Fairmount Federal Savings Bank (formerly Fullerton Federal)

Wednesday October 17

OFBPA General Meeting...**Eastern Savings Bank**

Wednesday November 14 Sanner's **Perry Hall Florist—**

There will be a \$20 charge as Kathy will teach us how to make a centerpiece or evergreen basket for the holidays to take home

Board of Directors Meetings July 9th, & November 12th

Notes: Most meeting times will be 4:30-6 pm with an occasional 7:30 am- 9 am (depending on host)

Blue dates are OFBPA sponsored events. Member participation in the form of volunteers and door prizes are needed!

All meetings places are subject to change ...updates will be posted on our website and all members will receive an email reminder about each meeting/event.

*27th Annual
Parkville Towne Centre Fair
Saturday, September 8, 2012*

Sponsored by the Parkville-Carney Business & Professional Association

**HARBEL COMMUNITY ORGANIZATION INC
CRAFT FAIR & FLEA MARKET 9AM TO 2PM
SATURDAY, SEPTEMBER 8TH, 2012
WWW.HARBEL.ORG**



OFBPA is proud to partner with the EASTSIDE SHELTER in 2012

July/August is “SCHOOL SUPPLIES” Month

The shelter houses 125-140 women and children on a regular basis and relies heavily on donations by the community. The OFBPA is proud to partner with the Eastside Shelter and will coordinate a monthly collection effort to help those less fortunate. All items from our monthly list or the shelter wish list are welcome at any time.

- Dinnerware Spoons & Forks (do not have to be new)
- Table napkins
- Paper towels
- Laundry detergent – liquid only
- Dish detergent
- Hygiene kits are always needed
- Toothbrushes & toothpaste—both children and adult

Immediate Needs also include

- ❖ Gift Cards from Sam’s Club are welcome.
- ❖ Cash for perishable. Checks payable to CAN
 - Milk, Juice, Eggs, bread, frozen food, fresh meat- always in demand
- ❖ Paper products –plates, bowls, cups, plastic ware, napkins, paper towels

In advance we thank you for your support! For questions, please contact Donna Bethke at 410-665-6551 or ptavon@comcast.net or visit www.ofbpa.com

SUBMIT YOUR BUSINESS FYI by: 7/27

“What’s Happening” / Events

GOOGLE/MARYLAND GET YOUR BUSINESS ONLINE(GYBO)

Event Title: MD GYBO **Event Date:** 07/17/2012 **Event Time:** 9:00am–3:00pm
Contact: NA **Company:** Google
Address: Legg Mason Tower 4th Floor Baltimore, MD 21202 **Phone:** 800-986-6958
Email: NA **Website:** <http://www.gybo.com/maryland>

Details: Take your business from offline to online in about an hour. Google team members will provide step by step guidance on how to build a free website using Intuit Sitebuilder, register a custom domain name, and create an online business listing. We'll also show you how to make the most of your online presence using simple online tools. Sponsored by Association of Small Business Development Centers, Maryland Office of the Governor, SCORE, Intuit



PARKVILLE CARNEY BUSINESS ASSOCIATION

Event Title: Parkville Town Center Fair **Event Date:** 09/18/2012 **Event Time:** 10AM-4PM
Contact: Bob Stratemeyer **Company:** Parkville Carney Business Association
Address: Harford Road between Taylor and Dubois **Phone:** 410-665-0100
Email: rstratemeyer@eblengineers.com **Website:** <http://www.parkvillecarney.com/events1/>
Details: Vendor registration ends August 1, 2012! See website for vendor & sponsorship details.

PULASKI HWY BUSINESS ASSOCIATION

Event Title: Networking by the Water **Event Date:** 07/25/2012 **Event Time:** 6pm-10pm
Contact: Kathy McCoury **Company:** PHBA
Address: Rumsey Island 400 Shore Drive Joppa, MD 21085 **Phone:** 410-218-3093
Email: bmacautomotive@yahoo.com **Website:** <http://julyphba.eventbrite.com>
Details: Join PHBA for a special evening of networking, by land or by boat! (For instructions to arrive by boat, please contact Ron Parker at 1-888-4-MD-LAWS).
Loads of great food (pit beef, turkey, sausage, burgers, hot dogs, salad, plus beer, wine, soda, water).
Cost: \$25 members, \$30 non-members. Bring your spouses! Or even consider this for your small office summer party!
RSVP required by Friday, July 20.

PHWMBA

Event Title: Town Fair **Event Date:** 07/14/2012 **Event Time:** 10:00AM – 5:00PM
Contact: Lynn Richardson **Company:** PHWMBA
Address: Crossroads Circle & Rt 43 White Marsh, MD 21220 **Phone:** 410-319-5722
Email: picturethismultimedia@comcast.net **Website:** www.thetownfair.net
Details: Join us on July 14th for another great day of family-friendly activities, entertainment and shopping at the Town Fair. Spotighting local businesses, organizations and musicians, The Town Fair brings together neighbors, friends and families enjoying the best the community has to offer.
Live music on 2 stages, excellent demonstrations in our new demo area, Kids Adventure Zone is back on the grass, wandering entertainers, health screenings, big equipment displays & lots to see and do! The free PETTING ZOO is back!

RE/MAX AMERICAN DREAM

Event Title: "Grayson's Miracle Fun Walk" **Event Date:** 08/20/2012 **Event Time:** 10:00AM
Contact: Auggie Chesser **Company:** Re/Max American Dream
Address: 9414 Belair Road Baltimore, MD 21236 **Phone:** 410-529-7900 x106
Email: dauggie@remax.net **Website:** www.mdschblind.org
Details: This event will be held at Paper Mill at the NCR trail. All proceeds go to the Johns Hopkins Childrens Center. Please help by either participating or by pleading your monetary support.

Perry Hall Town Fair -THIS WEEKEND

July 14th 10a-5p

Crossroads Village Center on White Marsh Blvd.



OFBPA Tech Talk for Business, July 2012

By David Foertsch, davidfoertsch@stingraysocial.com
<http://www.stingraysocial.com>

Spelling on LinkedIn - Surprising Numbers

Recently some misspellings have caught my attention on LinkedIn. Don't worry; I'm not going to call out anyone in particular! But it got me wondering - what are the most misspelled words sprinkled throughout the millions of LinkedIn profiles?

Using LinkedIn's Advanced People Search function, it's easy to search public profiles for particular keywords. It's a wonderful (and underused) feature on LinkedIn for research purposes. Need someone who can operate an ultrasonic lithotripter? LinkedIn can find just the person you're looking for.

Maybe you can see where I'm going - this feature can also unearth misspellings very easily. What's surprising is the sheer number of profiles with common misspellings.

Here are some examples:

bussiness - 10923 results

buisiness - 2747 results

business - 3221 results

expereince - 3969 results

personell - 3104 results

senoir - 4858 results

What's going on here? I know the U.S. is a big place (I restricted my queries to U.S. profiles), but these totals are huge. In a competitive landscape like today's, could you imagine giving the order / contract / job to the person who can't negotiate his or her way around a keyboard well enough to spell "business" correctly? I guess you know where I'd stand.

So here's some homework: Give your profile a review - or even better, ask a trusted friend to look over it. You could be amazed at what you find.

P.S. Props to M. Bermudez for his article "[The 10 Most Common Misspelled Words on Resumes](#)", which gave me some clues for "popular" misspellings.

Thanks for reading! To make comments, see my blog entry at <http://goo.gl/jzMtY>

MEMBER CORNER

50 members strong and growing

- ACADEMY ANIMAL HOSPITAL
- ADVANTAGE LAWN & LANDSCAPING, INC.
- AMICA MUTUAL INSURANCE COMPANY
- APPLIED BOOKKEEPING SOLUTIONS
- ARMED FORCES DIRECTORY
- AVON -DONNA BETHKE/INDEPENDENT SALES REPRESENTATIVE
- BALTIMORE ELITE MARTIAL ARTS ACADEMY, INC.
- BAY VIEW HOMECARE, INC.
- BELAIR-FOWLER, LLC C/O O'BRECHT-RIEHL & PINKARD PROPERTIES
- BELMONT FINANCIAL PARTNERS, INC.
- BELTONE HEARING
- CAKE AND WEDDING COTTAGE
- CARROLLTON MORTGAGE SERVICES
- DECORATIVE PAINTER, SHARON KOZLOWSKI
- DESTINATIONS CREDIT UNION
- EASTERN SAVINGS BANK
- ELMWOOD ELEMENTARY SCHOOL
- ESCAPADE PROMOTIONS
- FAIRMOUNT BANK
- FULLERTON SELF-STORAGE
- HAMILTON FEDERAL BANK
- HERITAGE PROPERTIES, INC.
- JOHNS HOPKINS BAYVIEW MEDICAL CENTER
- JUSTIFIED ELECTRICAL SERVICES
- KENT W. NEIBAUR
- KIWANIS CLUB OF PARKVILLE, INC.
- LAW OFFICES OF NOMIKI BOULOUBASIS WEITZEL & ASSOC.
- MELVIN'S TIRE & AUTO SERVICE, INC.
- NEXTCAR ALL VEHICLE RENTALS
- OVERLEA COMMUNITY ASSOCIATION
- OVERLEA FULLERTON SENIOR CENTER
- PERRY HALL CHIROPRACTIC & PHYSICAL THERAPY
- PERRY HALL FLORIST
- PRUDENTIAL FINANCIAL

OFBPA Newsletter

July, 2012

- RE/MAX AMERICAN DREAM
- ROSEDALE FEDERAL SAVINGS & LOAN ASSOC.
- ST. MICHAEL'S THE ARCHANGEL
- STATE FARM INSURANCE / JIM MCCRAY
- STEPHEN VERCH, ESQ.
- STINGRAY SOCIAL MEDIA SERVICES
- STREAKFREE PRODUCTS
- THE CLIP JOINT
- THE MARYLAND SCHOOL FOR THE BLIND
- UNITED OPTICAL
- USB PAYMENT PROCESSING
- WATERMAN'S PRIDE SEAFOOD
- WHITE SPRINGS CROSSINGS



The Fullerton Fireworks Committee says a heartfelt thanks to everyone who was involved in the planning and executing of this year's 50th Anniversary Independence Day Celebration!

From the planning committee who start meeting in January to all those who participated in all of our fundraisers, to the set up crew who are on the field at 7 am on their day off, to the Recs and Park staff, the Rosedale Volunteer Fire Department and our Baltimore County police who ensure our safety and to the event day staff we say thank you! This event "just doesn't happen" and without all the partnerships we have with our community associations and our media resources and our businesses that help us promote all activities, we could not do it without you! Special thanks to Rosedale Federal Saving Bank and Wal-Mart our two corporate sponsors this year

The fireworks are the biggest event in our area and are truly a family tradition and rely solely on donations from the businesses and the community residents! The event cost approx. \$30K annually and donations are always needed. We need to start now raising funds for 2013. Visit www.fullertonfireworks.com for online payments or sent to Fullerton Fireworks PO Box 19433 Baltimore, MD 21206!

Watch for late summer crab feast and updated totals from our collection jars.

JOIN US.....



Business Corridor Blitz

Monday, August 6th

Meet at 8:30 am- (walk approx. 60-90 minutes)

Starting at:

Fairmont Bank

7527 Belair Road (21236)

410 665 5200 (p)

Come to main doors –to pick up area assignment list, OFBPA Business & Community Guides and water.
Wear your walking shoes, bring a tote bag and pen.

(Next to Dunkin Donuts)

RSVP: Donna Bethke at 410-665-6551 or 410-852-0226 (c)

ptavon@comcast.net

Win/Win for Everyone:

Special Drawing for all participants—one free ¼ page ad in our new business directory!

Goal:

- To visit every business in our OFBPA boundaries in one day (Rte. 43- Kenwood Ave)
- To collect a new business card or attain updated contact FYI (only way we have an updated listing)
- To deliver our OFBPA Business & Community Guide
- We need 15-20 people to accomplish our goal- working in pairs works best

What's in it for you??

- ✓ Great way to meet your business neighbors and discover businesses you didn't even know existed!
- ✓ Hate to cold call? Here's your chance to enter a business on behalf of the OFBPA that day as well as introduce yourself and hand out your own business cards/flyers/brochures. No one turns down something free!



JULY/AUGUST

“School Supplies”

ITEMS NEEDED for the EASTSIDE SHELTER

The shelter houses 125-140 women and children on a regular basis and relies heavily on donations by the community. The OFBPA is proud to partner with the Eastside Shelter and will coordinate a monthly collection effort to help those left fortunate. All items from our monthly list or the shelter wish list are welcome at any time.

- ❖ Most are in elementary school, but ages vary at all times so any and all school supplies welcome!! Most children attend Shady Spring and Golden Ring Middle.
- ❖ Don't forget back packs and lunch boxes too!

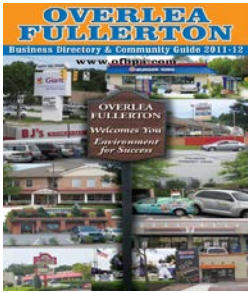
Ongoing Immediate Needs also include:

- Dinnerware Spoons & Forks (do not have to be new)
 - Table napkins
 - Paper towels
 - Laundry detergent – liquid only
 - Dish detergent
 - Hygiene kits are always needed
 - Toothbrushes & toothpaste—both children and adult
- ❖ Gift Cards from Sam's Club are welcome.
 - ❖ Cash for perishable. Checks payable to CAN
 - Milk, Juice, Eggs, bread, frozen food, fresh meat- always in demand
 - ❖ Paper products –plates, bowls, cups, plastic ware, napkins, paper towels

In advance we thank you for your support! For questions, please contact Donna Bethke at 410-665-6551 or ptavon@comcast.net or visit www.ofbpa.com

NOTE: THE OFBPA Board of Directors will be touring the Shelter on July 31st at 5pm. If anyone is would like to join us, please contact president Donna Bethke at 410-665-6551 or ptavon@comcast.net to RSVP.





Will you be in our next publication?

FATA: P.O. Box 4889 • Baltimore, MD 21211 410-578-3600 • Fax 410-578-0550 books@fataonline.com

**Overlea Fullerton Business & Professional Association
Business Directory & Community Guide**

SPECIFICATIONS

Size: 5½" wide by 8½" high Stock: 80 lb. enamel gloss stock 60 lb. white offset inside Binding: Saddle-stitch

AD SIZES & RATES (width X depth)

		Members	
Back Cover (<i>Full Color</i>) ...	(4 1/2 x 7 1/4)	\$700 ...	\$650
Inside Cover (<i>Full Color</i>) ...	(4 1/2 x 7 1/4)	\$600 ...	\$550
Full Page	(4 1/2 x 7 1/4)	\$325 ...	\$300
Half Page	(4 1/2 x 3 5/8) (2 1/2 x 7 3/8)	\$200 ...	\$190
Quarter Page (4 1/2 x 1 3/4)	(2 1/8 x 3 5/8)	\$120	\$110
Eighth Page	(2 1/8 x 1 3/4)	\$90	\$80

Publisher prefers artwork emailed to books@fataonline.com

FEATURES...

- A complete listing of all OFBPA members by name, business, address and phone number,
- A classified directory of products and services available in the Overlea-Fullerton area,
- Information on the OFBPA, its mission and goals, officers and directors, committees, calendar and more,
- An overview of local clubs, organizations, parks, recreational, cultural and other activities,
- Information on area churches, schools and other educational opportunities.
- Local and County Government Information, Services, Utilities and Hotlines,
- Listings for local business and community associations and feature articles on selected particular areas of interest...and more.

It is the only publication of its kind!!! REASONS TO ADVERTISE...

- Unique opportunity to advertise in an anticipated publication that will be used as a daily tool, guide and reference book for both business owners and consumers,
- Advertisers are listed in a classified index under the category of their choice,
- Many readers of the Directory are community leaders and decision makers -a great market to reach,
- Advertising rates are very reasonable- one low payment buys a full year's exposure,
- The Directory is an economical way for established businesses to announce new products and services or new locations and expansions,
- Your ad helps to market and promote the Overlea-Fullerton area and to establish a positive and healthy business environment,
- 5,000 copies are distributed free of charge throughout the entire Overlea-Fullerton area to business owners and residents – ensuring maximum repetitive exposure to thousands of readers.

REMINDER: ALL PAID MEMEBRS



(By 8/31) get 3 FREE listings!

Promote Your Neighborhood Business on TV and Online

for more info call 410-321-1700 or visit DiscountsOnYourDesktop.com or NeighborhoodBranding.com

discounts desktop

- Minimum of 50 five second spot mentions (1 area)
- Coupon on DiscountsOnYourDesktop.com
- Download & Print Version 4"x6"

\$300.00

- Minimum of 100 five second spot mentions (1 area)
- Coupon on DiscountsOnYourDesktop.com
- Download & Print Version 4"x6"

\$500.00

- Minimum of 250 five second spot mentions (2 areas)
- 2 Coupons on DiscountsOnYourDesktop.com
- Download & Print Versions 4"x6"

\$1000.00

- **A minimum of 600 TV spots to promote the site and shopping local**
- **Your business as a part of the viewers' neighborhood**

• **Mobile Access to**

DiscountsOnYourDesktop.com

- **Links to your web site and offer**
 - **Your promo ad on Xfinity.com linking to site**
 - **Web activity reports**
 - **Youtube.com upload of spots a fraction of the cost for maximum exposure**
- Choose the campaign that's right for you.**

Campaigns generally run for 4 weeks over a 5 week period. Price includes photo or video (not sound) of you and/or your business, coupon design and voiceover.

OFBPA Newsletter

Media Release



Media Contact: Elaine St. Peter,
860-284-7001; 201-694-1768

redcrossblood.org

American Red Cross Emergency Call for Blood Donors Continues

Storm causes blood drive cancellations and loss of more than 400 donations

Baltimore, MD (July 2, 2012) — Sudden severe thunderstorms in the Washington D.C. area this weekend have affected blood donations in the Greater Chesapeake and Potomac Region at a time when the nation's blood supply is already low. The weekend storms and resulting power outages forced the cancellation of blood drives in the Region resulting in the shortfall of over 400 potential red blood cell donations and over 100 platelet products. Two blood donor centers in Fairfax, Virginia and Rockville, Maryland, are without power following the storm and continued power outages mean that more blood drive cancellations are expected this week. Eligible donors are urged to schedule appointments immediately to help build the blood supply following these additional losses in the midst of an emergency blood appeal.

The American Red Cross blood supply has reached emergency levels with 50,000 fewer donations than expected in June. This shortfall leaves the Red Cross with half the readily available blood products on hand now than this time last year. All blood types are needed, but especially O positive, O negative, B negative and A negative in order to meet patient demand this summer.

An unseasonably early start to spring may be a contributing factor to this year's decrease in donations. Many regular donors got an early start on summer activities and aren't taking time to give blood or platelets. In addition, this year's mid-week Independence Day holiday has reduced the number of scheduled Red Cross blood drives. Many sponsors, especially businesses, are unable to host drives because employees are taking extended vacations.

Unfortunately, patients don't get a holiday from needing blood products. The need is constant. Approximately every two seconds, a patient in the United States needs a blood transfusion. Blood and platelets are used for many different kinds of treatments. They include accidents and burns, heart surgery, organ transplants, complications during childbirth and for patients receiving treatment for cancer or sickle cell disease.

"Blood must be available at a moment's notice when seconds count to help save or sustain a life. We have reached an emergency situation and the blood will not be there without the immediate response of volunteer blood donors," said Donna M. Morrissey, Director, Communications, and American Red Cross Blood Services — Northeast Division. "The Red Cross relies upon generous blood donors so we can supply blood when and where it is needed. Right now, patients in hospitals across the country need you to roll up your sleeve and give the gift of lifesaving blood."

Each and every blood donation is crucial. The Red Cross is reaching out to eligible blood donors, blood drive sponsors and community leaders to ask them to recruit blood donors to help meet the needs of patients in communities across the United States.

About the American Red Cross:

*The American Red Cross has been a primary supplier of lifesaving blood products in the United States for more than 50 years. Eligible volunteer blood donors are asked to please call **1-800-RED CROSS** (1-800-733-2767) or visit redcrossblood.org to find a blood drive and to make appointments. Individuals who are 17 years of age (16 with parental permission), meet weight and height requirements (110 pounds or more, depending on their height) and are in generally good health may be eligible to give blood. Please bring your Red Cross blood donor card or other form of positive ID when you come to donate.*

Blood drive on Monday and Tuesday, July 16 and 17 at Johns Hopkins Bayview Medical Center.

sharonmjones@comcast.net

