



Our "General Meeting" will be held on **Wednesday, Feb16<sup>th</sup>** at Country Inns & Suites from 4:30 pm - 7:00 pm hosted by Sophia Montgomery

**What's Inside?**

- **Presidents Message**
- **Updated Calendar of Meetings and Events**
- **facebook** Our facebook page is up and running!
- **LoveLocalMD Update...Internet Marketing Tips!**
- **Current Events**
- **Community Announcements/Press Releases**

**Mission Statement: "Bringing Business and the Community Together"**



## **President's Message: February, 2011**

February is the month of Love! It got me to thinking that we often forget what we “love” about our businesses. We get caught up in the daily grind of meeting budgets and payroll, getting new business, getting to meetings, making deliveries, placing orders etc. For just a brief moment this week, stop and remind yourself why you love what you do! Is it your passion? Do you love being in business for yourself? Do you love being able to take off for a few months and travel? Do you love helping people? Have you realized a long time dream? Whatever it is that makes you “love” your business, remember to tell at least one other person today and remember to says thanks to all your support staff!

Reminder that our **February monthly meeting is Wednesday, February 16<sup>th</sup>** at 4: 30 pm. Country Inn & Suites/Baltimore North (8825 Yellow Brick Road 21237). Host Sophia Montgomery is excited to have the OFBPA and is anxious to show off her facility. Please join your board of directors and help us congratulate our special guests—the teachers and students who participated in the Holiday Window Decorating Contest. All entries were fabulous and top cash prize goes to Fullerton Elementary who had the most votes!



Looking for advertising for less than a penny? Our Belair Road Corridor Crawl Local Coupon/Ad book is in its final few weeks. **An ad/coupon is only \$55 each with a planned distribution of 6,000 copies.** Advertisers will get their copies early with the major distribution at our community event on May 7<sup>th</sup>. Event will be held at the Fullerton (K-Mart) Plaza. We are looking to add a special “mom” attraction as well as a health fair component. Vendor spaces will be available for \$25 to all businesses and organizations (no flea market). Form is included on this newsletter. The Belair Road Corridor Crawl is an event sponsored by the OFBPA to help promote each and every business member and every business along our corridor. Please make plans to participate in this event as a committee member, an advertiser or a vendor. Remember every member of the board is a volunteer and we gladly plan each meeting and work tirelessly and endless behind the scenes, however we need seriously HELP to make this event a success.

Thanks for everyone who participated in collecting items for the Streets of Hope Men's Shelter. I delivered 6 huge boxes and 2 shopping bags full of items. Hat's off to Kathy from On Time Ground Transportation and Amica Insurance who donated multiple boxes/bags of items. Kim put the word out through her Amica co-workers and they all took this project to heart with donations. All items were well appreciated and will be put to good use!

We will also have several cases of our new **2010-2011 Business & Community Guide** on hand for pick up! Need some for your business? Drop in at Slavia Savings Bank on Walther Blvd or contact me to get yours ASAP...they look great!





## **OFBPA NEWSLETTER**

**FEBRUARY 2011**

Have an upcoming event? List your event on [patch.com](http://patch.com), our local “online” news. Don’t forget to add your business listing FREE if it is not featured. Special thanks to Nick Gestido for covering our local events!

Our **website** now has a more “user friendly” membership page. You can now sort by business, address, email contacts, etc. Our 2010 non-renewals will still be posted until March 1<sup>st</sup>. All new and current members are listed under the 2011 tab. Reminder that membership increases to \$75 for all renewals. Membership forms available on the website.

Dues are still \$50 for all new members joining for the first time.

**Belair Road Study**—there is continued interest in the revitalization of the Belair Road corridor from inside the beltway extending down to approx. Moravia. I’ve attended some meetings and participated in a walk through this past fall. As a result of this (or possibly stemming from this- a bit murky on the details) the city and county Offices of Economic Development have teamed up and are partnering with the Urban Land Institute in an effort to access the revitalization opportunities along the 5 miles stretch of Belair Road. I will be participating as one of the stakeholders and was asked to give key contact folks from the business community as additional stakeholders. The stakeholders will meet with the panelist on Tuesday March 1<sup>st</sup> at St. Anthony’s Church on Frankford Avenue (time TBA—most likely late afternoon) and be invited back on March 2<sup>nd</sup> for the panel’s findings. If you have not been contacted, you might be and if not and you have a real interest and can contribute, please let me know and I’ll make sure you are on the list.

The Fullerton Fireworks committee is in full swing with lots of fundraisers planned. Remember this committee only exists to provide the community with its annual 4<sup>th</sup> of July fireworks spectacular. What with Overlea Fullerton be without the fireworks?? It’s tradition as well as our tribute to this great country we live in! Please do all you can to support their efforts. Buy a 50/50 raffle ticket (only \$1); donate an item for our upcoming silent auctions held at our guest bartender nights; attend an upcoming event; or host a collection jar on your counter for change. Special thanks to Rita’s Italian Ice who will stay open late on the 4<sup>th</sup> and a % of sales will go to the fireworks! Special thanks to Skipjack’s, Batter’s Box and Overlea Station who will once again host a guest bartender night. Special thanks to Chili’s on The Avenue and Chick-Fil-A of Perry Hall who will be hosting fundraiser nights as well. It all about community and your business has a great opportunity to participate!

**Special thanks to 6<sup>th</sup> District Councilwoman Cathy Bevins** for attending our 2011 Membership Kick/Networking Social in January. We had over 30+ in attendance and lots of good contacts were made.

*Hope to see everyone on the 16<sup>th</sup> at The Country Inn Suites*  
*Donna Bethke, President*



**2011 Calendar of Meetings and Events**

March 9, 2010	8th Mega Networking Fullerton Fireworks Committee	5:30 PM- 7:30 PM	Rolling Road Golf Club
March 9, 2011	Meeting	7:00-8:00 pm	Skipjack's Restaurant & Sports Bar
3/13-3/14 &3/15	Fullerton Fireworks Chili's Fundraiser	11:00 am- close	Chili's on The Avenue
March 13-14th March 16, 2011	CCBC Women's Expo <b>OFBPA General Meeting</b>	4:30 PM- 6:00 PM	Eastern Savings Bank
March 24, 2011	<b>"Roast" to Honor Joe Bartenfelder</b> Fullerton Fireworks Committee	6:00 pm- 10:00 pm	Knights of Columbus/Cost \$50/proceeds to Firewo
March 23, 2011	Meeting	7:00-8:00 pm	Skipjack's Restaurant & Sports Bar
March 30, 2011	Fullerton Fireworks Bull & Oyster Roast	7:00 pm -12:00 am	Tall Cedars/Band-Krystal Klear/Cost \$35
April 5, 2010	Board Meeting	5:30-7:00 pm	Skipjack's Restaurant & Sports Bar
April 8th	<b>Corridor Business Walk Day</b> Fullerton Fireworks Committee	anytime	Fullerton Federal Savings Bank
April 13, 2011	Meeting	7:00-8:00 pm	Skipjack's Restaurant & Sports Bar
April 27, 2011	Meeting	7:00-8:00 pm	Skipjack's Restaurant & Sports Bar
May 7, 2011	Belair Road Corridor Crawl	9:00 am- 3 :00 pm	

**BLOG PAGE.** **NEW**

Tell us about your business! Tell us about your boss! Tell us if you're on FaceBook!

**Join the OFBPA's blog. It's free - It's easy - It's fun!**



Our Facebook page is up and running

<http://www.facebook.com/pages/Overlea-MD/OFBPA/133796443321444>



**LOVELOCALMARYLAND UPDATE!**



[www.LoveLocalMaryland.com](http://www.LoveLocalMaryland.com) Is Now Live! ...Need a website?? Or use your own website and use all the tools –same low price!!

LOVELOCALMD is \$78 for the year (for OFBPA MEMBERS) and has a ton of tools! EMAIL alone is worth it! 500 free contacts can be sent out as many times as you want! **All OFBPA members save \$20 ( reg. \$99/year). MUST USE CODE 32E995D2**

*Below are two wonderful tips from LoveLocalMaryland on Internet Marketing!!!!*

**Components of a Good Internet Marketing Strategy**

***Marketing Tip # 7....Social Networking Strategies***

Before setting up social networking sites for your company, it is necessary to consider a strategy:

1. Which sites would be the most effective and is there enough staffing to take on multiple social networking sites? If you don't focus and spread yourself too thin, you could go for days without any activity. Your followers will notice and you may not be able to maintain their interest.
2. Who's going to manage the social networking? Would the activity fall under a current employee's responsibilities, or is new talent required? If you have any interns, they'll probably gladly do it.
3. Who in the business will have access to administrative page(s) of your social networking site? What type of trust level do you have established at your company? Will all of your employees have access to the social network account, or a select few? Remember this is a very public face of the company and the administrator will require both the skills and character to manage the site.
4. What is going to be the personality of your page? Who is going to decide and who is going to create and maintain that personality on the social networking site? Whoever is doing it becomes the "face" of the business.





## **OFBPA NEWSLETTER**

**FEBRUARY 2011**

**Marketing Tip #19...SEO, Hints and Tips** SEO, or Search Engine Optimization, is a process that enhances the effectiveness of your website by making it easier for new and prospective customers to locate your website as they query a search engine for specific words and phrases.

Trust is an important SEO ranking factor. Earn trust from your visitors (through providing great content) and search engines will follow suit. Create excellent content that people will want to link to and share. Keep a long-term focus.

To attract visitors from your local area, include words on your website that your customers use to describe your business (not necessarily the words you use). If you serve a specific geographic area, describe that in detail on your website. Get links from local businesses, local industry associations and local suppliers. Be sure to describe and categorize your business correctly. Fresh content means search engines will visit often.

When writing website copy, write for humans first, before search engines. Include your targeted key phrase in your page title. Use variations like plurals or even synonyms in the header. Create stronger content versus increasing the density of targeted keywords.

Links to your site from other sites are crucial. A diversity of link sources/techniques is important.

LoveLocal Maryland provides websites that are structurally designed to enhance SEO. See [www.lovelocalmaryland.com](http://www.lovelocalmaryland.com) for more details.

Please contact Andrew Kreinik [akreinik@townbuz.com](mailto:akreinik@townbuz.com) 410-504-4660

**The LoveLocal program provides Maryland small business the easiest to use, most powerful, lowest cost web tools available today. For small businesses, the web can be a great equalizer by leveling the playing field with big businesses. A small business can often out perform a big business because a small business generally knows their customers and community better, and can move faster.**

**LoveLocal's tools can be used with or without the website feature. If a small business already has a website, Lovelocal's tools can be used to enhance the power of that site. The integrated contact manager, email blasts, the electronic coupons and announcements can all be used without a Lovelocal website. Click on the icons above for complete descriptions.**

## **“What’s Happening”/February Events**

### **St. Michael School Sponsors Vera Bradley® and Longaberger® Bingo February 25th**

St. Michael the Archangel School sponsors a Vera Bradley® and Longaberger® Bingo, featuring a Pandora Gift Raffle, on Friday, February 25<sup>th</sup> (Snow Date: March 18<sup>th</sup>). Gym doors open and light fare available at 6:30 p.m. Games begin at 7:30 p.m. Tickets are \$15 in advance or \$18 at the door (if not sold out). Pay only \$12.00 each when you buy 4 or more tickets. (Discounted Tickets must be ordered and paid for by



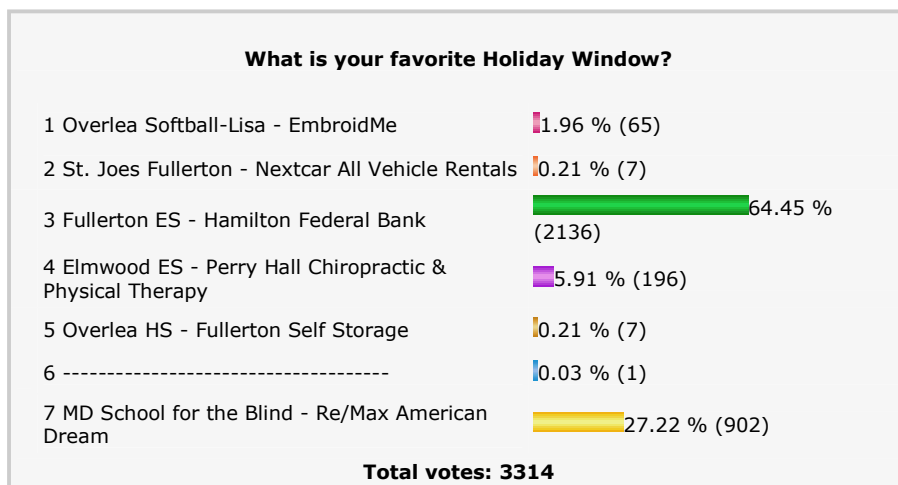
Feb. 23) Gym is located at 10 Willow Avenue off of Belair Road, Overlea, MD 21206. Contact the Development Office for ticket information at [csibiski@smoverlea.org](mailto:csibiski@smoverlea.org) or call 410-665-1054, x125.

## Holiday Window Decorating Contest 2010 The Results are in!

Thanks to all our businesses and schools and organizations who participated. It was fun and festive and involved our local schools and youth groups. All the windows were wonderful and absolutely fantastic and hat's off to all our groups and their teachers who participated. Special thanks to Auggie Chesser and her assistant Liz Fernandez who chaired this committee.

This was our first ever Holiday Window Decorating Contest and although we experienced a few "bumps" in the road we were thrilled to have our first online voting with over 3300 businesses and the community members voting. Thanks to our webmaster, Marty Schoor for his technical support.

**The winner is Fullerton Elementary School** under the direction of art teacher **Christine DeLoriers**. They won \$250 for their group. All additional participants will receive \$150. All checks will be presented at our general meeting on 2/16.



**Business participants** included EmbroidMe, Hamilton Federal Savings Bank, NextCar Rental; Fullerton Self Storage, Perry Hall Chiropractic and ReMax the American Dream.



**OFBPA NEWSLETTER**

**FEBRUARY 2011**

**School Group participants** included Fullerton Elementary, Elmwood Elementary, Maryland School for the Blind, Overlea Fullerton Recreation Girls Softball, Overlea High School, and St. Joseph's Fullerton School.



**Note:** As we plan for 2011 we are looking for youth group leaders ( name, phone and email) that we may communicate with them prior to our launch of the 2011 contest. We actually had more businesses who wanted to participate, but did not have enough youth groups to accommodate. Our goal is to include as many youth groups whether it be local scouts, church groups, rec groups, or schools for our 2011 contest.

**February Calendar: Small Business Development Center (SBDC)**

Trainings - Central Region Maryland Small Business Development Center

Page 1 of 2

**SBDC** CENTRAL REGION  
Maryland Small Business Development Center

about us start **training** counseling resources

Strengthen Your Business  
With the Sound Advice  
& Vast Resources of SBDC

February 2011						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 <a href="#">Developing A Strategic Marketing Plan - Baltimore City and John Hopkins Eastern</a>	2	3	4	5
6	7	8 <a href="#">Smart Start Your Business - Anne Arundel County</a>	9	10	11	12
		13 <a href="#">Smart Start Your Business - Baltimore City - 3rd Street</a>	14	15 <a href="#">Government Contracting 103: Successful Contracting with the State of Maryland</a>	16 <a href="#">Developing a Winning Business Plan - Baltimore City &amp; University of Baltimore</a>	17 <a href="#">Why isn't My Website Working For Me? WEBINAR</a>
20	21	22	23	24	25 <a href="#">SBE Accelerator: Operational Excellence</a>	26
27	28					







### *What is the Baltimore County Office of Community Outreach?*

Baltimore County Executive Kevin Kamenetz has created the Office of Community Outreach to ensure that the people of Baltimore County are heard. Four Special Assistants to the County Executive staff the office and they have each been assigned a specific area of Baltimore County. The special assistants provide a direct connection between our communities and the County Executive. You will expect to see them at community meetings, chamber of commerce events, and a variety of functions across the County. They will often accompany County Executive Kamenetz when he is visiting your area. The special assistants work directly with the County Executive on special projects, and policy issues that directly affect each and every community in Baltimore County.

The special assistants have a different role than the County's constituent service representatives. The Office of Constituent Service works with the people of Baltimore County to solve specific problems they are facing. For example, when an individual needs help getting a pot hole fixed, is trying to find out more about traffic calming, or is concerned about a nuisance property in the area, three staff members in the Office of

Constituent Service are ready to assist. Each of the constituent service representatives is assigned an area of the County and works closely with the special assistants for community outreach.

#### **Larry Simmons is the Special Assistant for the Overlea/Fullerton area.**

Larry represents County Executive Kevin Kamenetz north of Route 40, Pulaski Highway, east of Cromwell Bridge Road and Loch Raven Boulevard north of the Baltimore City line, north of Old Bosley Road/ Warren Road/ Shawan Road, and east of I 83. Larry may be reached at 410-887-2450 and at [lsimmons@baltimorecountymd.gov](mailto:lsimmons@baltimorecountymd.gov).

#### **The other Special Assistants are:**

Tony Baysmore represents County Executive Kevin Kamenetz north of Route 40, Baltimore National Pike, west of the Baltimore City line, west of Reisterstown Road, west of Bonita Avenue, and south of Butler Road. Tony may be reached at 410-887-2450 and at [dbaysmore@baltimorecountymd.gov](mailto:dbaysmore@baltimorecountymd.gov).

Bryan Sheppard represents County Executive Kevin Kamenetz south of Route 40, Baltimore National Pike in southwest Baltimore County and south of Route 40, Pulaski Highway in eastern Baltimore County. Bryan may be reached at 410-887-2450 and at [bsheppard@baltimorecountymd.gov](mailto:bsheppard@baltimorecountymd.gov).

Nancy Surosky represents County Executive Kevin Kamenetz east of Reisterstown Road, east of Bonita Avenue, west of Cromwell Bridge Road and Loch Raven Boulevard north of the Baltimore City line, south of Old Bosley Road/ Warren Road/ Shawan Road, and west of I 83. Nancy may be reached at 410-887-2450 and at [nsurosky@baltimorecountymd.gov](mailto:nsurosky@baltimorecountymd.gov).



Overlea Fullerton Business & Professional Association  
Mail To: 7406 Brookwood Ave, Nottingham MD 21236  
Phone: (410) 665-6551 Fax: (410) 882-5194  
Email bomara@ericson.com

Date Received	_____
Date Payment Received	_____
Art Work Received	_____

**Value Book Order Form (Belair Road Corridor Crawl) Only \$55.00 per coupon/ad**  
**Mail, Fax or Email the completed order form by the December 01, 2010 Deadline**

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Web: \_\_\_\_\_

Use Standard Layout (we will lay the ad out for you)  Ad copy to be provided by advertiser\*

**\*Non Standard Layout Specifications**

All art work to be provided in black & white PDF or JPEG formats with a resolution of 300 DPI. All art work submitted must be designed to fit into a 4.6" x 2.0" area and be delivered via email or sent directly to us on a CD or DVD. Please call us with any special needs or questions.

**Standard Ad Layout Form**

**Standard Layout**

- Line 1 The Offer
- Line 2 Sub Head
- Line 3 Name Logo
- Line 4 Location
- Line 5 Phone
- Line 6 Expiration
- Line 7 Disclaimer

**Free 12" Cheese Pizza**  
With the purchase of any pizza 16" or larger

Business Name Here  
Or Logo (if Provided)

12345 Any Street USA located in the (Designated Shopping Center)

**Phone 410-555-1234**  
Exp. Date 00/00/0000

Cannot be combined with other offers  
Limit one coupon per visit per customer

**OFBPA** Coupon # 105

**Important Reminder**  
The best offers will always get the best response!  
**FREE** always works best.  
Dollar amounts always outperform a discount %  
Discounts are most effective when they are 30% or more.

Line 1 The Offer: \_\_\_\_\_  
Line 2 Sub Heading: \_\_\_\_\_  
Line 3 Business name  Check here if providing your logo: \_\_\_\_\_  
Line 4 Location: \_\_\_\_\_  
Line 5 Phone Number: \_\_\_\_\_  
Line 6 Expiration Date: \_\_\_\_\_  
Line 7 Disclaimer Line 2 (Max 80 Characters): \_\_\_\_\_

Notes or special instructions: \_\_\_\_\_  
\_\_\_\_\_

**Term**

OFBPA will print and distribute 6000 coupon books. We will not be responsible for any errors or omissions on the ad copy. Advertiser agrees that damages resulting from errors or omissions to be limited to the total amount paid for the services by the advertiser. **I acknowledge that I have read and understand all information contained in this agreement and will adhere to the terms and conditions**

Buyer \_\_\_\_\_ Date \_\_\_\_\_ Representative \_\_\_\_\_



Belair Road Corridor Crawl Coupon Book. Only \$55.00 per coupon - No Limit  
*This will be your best advertising investment in 2011 Guaranteed!*

Spiral Bound for easy access and higher perceived value. 6000 copies will be distributed to the community which means your special offer cost less than One Cent per book.

2010 Book Cover



Attractive full color front and rear covers represents Your Community. Consumers will hold on to these for months.



Your offer or offers will be printed using black ink on a color background, indexed by location or shopping center, and listed on a main directory page.





**OFBPA NEWSLETTER**

**FEBRUARY 2011**



**Overlea Fullerton Business & Professional Association  
Membership Application (Effective Jan 1 thru Dec 31 2011)**

Check Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Check # \_\_\_\_\_ Received by OFBPA: \_\_\_\_/\_\_\_\_/\_\_\_\_ 2011

**Please enclose 2 business cards if possible.**

**Email your business logo as a word document for the website to: [sharonkozlowski@gmail.com](mailto:sharonkozlowski@gmail.com)**

Company Name: \_\_\_\_\_

Contact Person (1<sup>st</sup>): \_\_\_\_\_

Contact Person (2<sup>nd</sup>): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Other: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Hour of Operation: \_\_\_\_\_ (Website will automatically note that all hours are subject to change)

Please provide us with a brief description of your business or organization and the products/services you provide.

\_\_\_\_\_

The above will be reference for monthly bulletins and all correspondence. If there are additional persons or addresses that need to be notified, please provide us with that information as well.

*Each member will be expected to participate in at least one event or provide a donation/door prize.*

**Annual Dues: \$50.00 (\$75.00 after March 1<sup>st</sup>) per business/individual/organization. Membership dues include access for one to all free events (others are welcome for a fee) and should be sent to:**

**Sharon Kozlowski**

**806 Delray Drive**

**Forest Hill, MD 21050**

**Make your check payable to OFBPA. (Please keep a copy for your records)**

Networking with the OFBPA has become a valuable resource for our members. As a member, the visibility and involvement in the community are reasons why our membership continues to grow.

**Member Benefits:**

- Free listing in the Business Directory & Community Guide 2011 (new directories published 8/2011)







## **Bull & Oyster Roast**



*To Benefit the Fullerton Fireworks*

**Saturday, April 30, 2011**

7:00 pm ~ 12:00 am

Tall Cedars located at 2501 Putty Hill Avenue (21234)

Sports Memorabilia Auction;  
50/50 & Wheels of Chance

*Must be 21 to attend*



**Music: Krystal Klear      Cost: \$35.00 / person**

Tables of 10 available

### **MENU:**

**On the Pit:** Beef, Fresh Ham, & Country Smoked Ham

**Raw Bar:** Oysters on the Half Shell

**Hot Buffet:** Homemade Maryland Crab Soup, Meat Lasagna, BBQ, Sauerkraut & Kielbasa,  
Mashed Potatoes & Gravy, String Beans, Macaroni & Cheese

**Cold Buffet:** Tossed Salad w/ assorted dressings, Taco Salad, Fresh Fruit, Pickled Beets,  
Vegetable Display with Dips, Cheese & Crackers

**Dessert & Drinks:** Sheetcakes, Beer, Soda, Coffee & Tea

**For Additional FYI & Tickets contact:**

**Rick Swinder @ 410-977-7829 / [rickswinder@gmail.com](mailto:rickswinder@gmail.com)**

**Mark Fritsch @ 443-506-3295 / [mafrit@aol.com](mailto:mafrit@aol.com)**

**Checks payable to: Allied Community Services**

