



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



Happy New Year!! Our "After the Holiday/Membership Kickoff/Social Networking Event will be held on **Wednesday, Jan.19<sup>th</sup>** at Skipjack's from 5:00 pm- 7:00 pm. Bring an item for a local men's shelter.

**What's Inside?**

- **Presidents Message**
- **Updated Calendar of Meetings and Events**
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- **LoveLocalMD Update...Internet Marketing Tips!**
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**OFBPA NEWSLETTER**

**JANUARY 2011**

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

Happy New Year! Hope everyone had a wonderful holiday and are planning exciting things to ring in 2011! We are offering you a way to make new contacts at our first event our first Networking Social of 2011 on Wednesday, January 19<sup>th</sup> at Skipjack's Restaurant & Crab House beginning at 5 pm. All paid 2011 members by this Friday (1/14) are FREE. All 2010 members are \$20 and all guests are \$25. Menu includes: Baked Ziti, Meatballs Marinara, Cold Cut Platter, veggies & Cheese, Cold Sodas. Tea, coffee, Sheet Cake. Cash bar available.

We will be collecting items for the Streets of Hope Men's Shelter. See full list in the newsletter. All items can be dropped off to Donna's house if unable to attend 1/19 event.

We will also have several cases of our new **2010-2011 Business & Community Guide** on hand for pick up! Need some for your business? Please contact me to get yours ASAP...they look great!

Check out [patch.com](http://patch.com), a new and exciting local "online" newspaper which launched in Parkville-Overlea-Fullerton early December. Check to see if your business is listed? If not add it! Do you have an event coming up that's open to the public? Add it! **This is a free online resource that can only enhance the business community!**

OFBPA Membership for 2011 is in full swing. Membership runs from Jan. 1 to Dec. 31<sup>st</sup> each year. Dues are \$50.00. As of March 1<sup>st</sup> they will be \$75 for all renewals. Please submit form with payment. We keep each form on file and share between committee chairs, so "use last year's form" is not acceptable as they are incorrectly dated and filed away.

Check out the new changes on our website. Please make sure your contact FYI is correct. **Marty Schoor** has added some "new looks" for 2011. Thanks ACE Web Hosting and Design for keeping us "looking sharp".

Finally, after many "bumps" in the road for this first year event our online voting is up and running. Pictures of all our holiday windows are posted and we ask everyone to visit our site and vote for your favorite holiday window mural. Voting open until January 31<sup>st</sup>. Special thanks to **Auggie Chesser** of ReMax who chaired this committee for us!

We are looking for folks who can help with the following meetings/events for 2011: 1) the planning of our 2011 Corridor Crawl event slated for May, 2011 (2) our corridor walk in April (3) meeting places for 2011 (4) guest speakers for 2011. Neither is extremely time consuming, just needs someone to coordinate and confirm and most is done by email.

*Hope to see everyone on the 19<sup>th</sup> at Skipjack's!*



*Donna Bethke, President*



**2011 Calendar of Meetings and Events**

1/13/2011	OFBPA Board Meeting	6:00PM	Skipjack's
1/19/2011	Kickoff/Networking Event	5:00PM-7:00PM	Skipjack's
2/16/2011	OFBPA General Meeting	TBD	TBD
3/06/2011	OFBPA General Meeting	TBD	TBD
4/07/2011	<b>Northeast Networking</b>	TBD	TBD
4/20/2011	OFBPA General Meeting	TBD	TBD

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**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 \$118 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!

**USE CODE 32E995D2. OFBPA is credited with \$20 per member.**

*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.

### **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) or 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"/January Events**

***Baltimore County Restaurant Week***



**Baltimore County Restaurant Week**

January 14-18, 2011 featuring Prix-Fixe Lunches and Dinners

**Enjoy special prix-fixe menus at participating restaurants. See list below for restaurants and their meal offerings. Prices are per person and do not include beverage, tax or gratuity.**

\*Note: Not all restaurants on OpenTable.com are participating in the Baltimore County Restaurant Week, and not all participating restaurants offer the Restaurant Week menu at both meals. Please ask for the official Baltimore County Restaurant Week menu when you are seated.

***OFBPA Welcomes in 2011 with a Networking Social!!***

**Wednesday, January 19<sup>th</sup> –5-7 pm**

**After the Holiday/Membership Kick Off/Networking Social**

**SkipJack's 7703 Belair Road (21236) RSVP by 1/14 to Donna Bethke at 410-665-6551  
[ptavon@comcast.net](mailto:ptavon@comcast.net) Paid OFBPA members by 1/14 are FREE!**

**2010 Members: \$20 per person/prepay All Guest/at the door- \$25**

Menu to include: Baked Ziti, Meatballs, Cold Cut Platter, Cheese and Veggie Tray, sodas/tea/coffee\*\*  
**Cash Bar \*\*\* If you have more than one person from your business attending cost is \$20/pp.  
Only one member per business is free.**





The OFBPA is setting the calendar for 2011.... We've had some great meetings along our corridor and visiting different businesses has been a great experience for everyone!

If you would like to host a meeting or partner with someone who has more space than you do, please let me know ASAP. Meeting host (s) always has the opportunity to do a presentation about their business.

Meetings for 2011 will be either at 7:30 am- 8:30 am or 5:00 pm- 6:00 pm. These times have been working for our group to date! We are looking for dates for the entire year

**Here are the dates for 2011:**

Wed. 2/16 – General Meeting  
Wed. 3/16 – General Meeting  
Monday 4/4 – Board Meeting  
Wednesday 4/7—NE Networking Event with Parkville, Perry Hall & Pulaski  
Saturday in May ??? CORRIDOR CRAWL  
Wed. 5/18 – General Meeting  
Wed. 6/15 – General Meeting  
Monday 7/11 – Board Meeting  
Wed. 7/20 – General Meeting  
Wed. 8/17 – General Meeting  
Monday 9/12 – Board Meeting  
Monday 10/13 NE Networking Event w/Parkville, Perry Hall & Pulaski  
Wed. 10/19 – General Meeting  
Monday 11/7 – Board Meeting  
Wed. 11/16 – General Meeting



Thanks to **Christine De Lories of Fullerton Elementary** who was nice enough to send us this picture of her students "creating"

**HOLIDAY WINDOW DECORATING CONTEST...WE NEED YOU TO VOTE!**

After many "bumps" in the road for this first time venture, we are excited that holiday winter murals were along the corridor from Perry Hall to Glenmore Avenue. **Re/Max American Dream** hosted the murals done by the students at **MD School for the Blind**; **Hamilton Federal Savings Bank** hosted one done by **Fullerton Elementary School**; **Perry Hall Chiropractic & Physical Therapy** hosted **Elmwood Elementary School's**; **Fullerton Self Storage** hosted one by **Overlea High School**; **EmbroidMe** hosted one by **Overlea Fullerton Rec. Girls Softball** and **NextCar All Vehicle Rental** hosted one by **St. Joseph's Fullerton**. All of them are FABALOUS and hats off to all our students and art coordinators for a job well done!

Please go to [www.ofbpa.com](http://www.ofbpa.com) and VOTE for your favorite holiday window. All photos are posted in case you missed seeing them in the business windows. Top Winner receives \$250 and all schools will receive cash in smaller increments based on voting!



**COMMUNITY ANNOUNCEMENTS**

**STREETS OF HOPE WINTER SHELTER WSH LIST AND SPECIAL HELP NEEDS**

The **Streets of Hope** Shelter open in November and houses 16 men. Thanks to a grant from Baltimore County Office of Conservation, and the coordinated efforts of our local hospitals and churches this coordinated effort is up and running. Barbara Nock, Churches for Streets of Hope Shelter Secretary has put together a wish list and I thought the OFBPA members could help with some of these items. I'll bring a collection box to the meeting and any/all items would be welcome.

**Immediate Needs:**

- Liquid soap
- Tissues
- 2 cup disposable plastic containers for lunches
- Laundry detergent

**Ongoing Needs:**

- Toiletries (shaving cream, razors, soap, deodorant, etc.)
- Cleaning Supplies (spray disinfectant, spray cleaners, disposable gloves, sponges, cleaning cloths, cleanser, large trash bags)
- Cleaning Supplies (spray disinfectant, spray cleaners, liquid all purpose cleaners, disposable gloves, sponges, cleansers)
- Trash Bags (33 gallon for trash)
- Storage Bags (gallon freezer, quart or sandwich)
- Liquid soap, hand sanitizer
- Laundry detergent, bleach, dryer sheets
- Blankets
- Towels, washcloths
- Paper towels, toilet paper
- Winter clothing
- Socks
- Paper goods for meals (paper plates, plastic ware, napkins, plastic gloves for serving)
- Breakfast items (coffee, cereal, instant oatmeal, muffins, bagels, peanut butter, pop-tarts, milk, juice, cream cheese, butter, jams)
- Fruit (especially bananas, pears)
- Desserts
- 2-Liter bottles of soda
- \$\$ for Bus tokens or passes

Want to donate items, but can't make the 19<sup>th</sup> event?? Drop off to Donna's house at 7406 Brookwood Avenue (21236)... Near the intersection of Lillian Holt/ off Kenwood Avenue. I have a covered back porch... I do not have to be for you to drop off. Just mark Winter Shelter and put a business card/name on the bag.

**PLEASE BRING AN ITEM TO OUR JANUARY 19<sup>th</sup> event to help a local shelter**





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## **Delegate Joe Boteler, III 2011 Legislative Survey**

Dear Constituent,

The 2011 Session is fast approaching and I want to touch base with you to discuss legislative ideas and views you may have for a better Maryland.

As your Independent Voice, I have spent many hours with constituents, business leaders, and local school teachers discussing legislation and issues that affect our daily livelihood. The feedback that is provided from my neighbors, family, friends and you the voter is valuable and greatly appreciated.

At the bottom of this email is a short survey that asks you to rank the order of importance of some key issues Maryland will face this year. Please take a moment to complete and email back the survey, so I may use the information when legislating and casting my vote in Annapolis.

There are seven questions about some of the big issues that have been in the news lately, as well as some other questions I'd like to hear your opinions about. The Republic works best when there is an active and engaged citizenry. It is a two-way street.

Thanks so much for taking the time to complete this survey. Individual responses will be held strictly confidential.

If there is a matter that you would like to discuss and exchange ideas on, please feel free to contact my office anytime at [Joseph.Boteler@house.state.md.us](mailto:Joseph.Boteler@house.state.md.us) My Legislative Aide, Chris Defeo and I are ready to hear from you.

With warm regards, Delegate Joseph Boteler III

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**Name:**

**Home Address:**

**Email Address:**

**2011 Priorities** What is/are the most important issue(s) for the General Assembly to focus on during the next legislative session in Annapolis?

Jobs/Economic Development      Budget/Spending      Health Care      Immigration

Education      Environment      Social Issues      Moral Issues

**Marriage** Do you favor/oppose legalizing same-sex marriage in the State of Maryland?

Yes-support same sex marriage      No-oppose same sex marriage      No opinion

**2nd Amendment** Do you favor/oppose additional restrictions on firearms ownership?





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Yes-support more gun control      No-oppose more gun control      No opinion

**Health Reform** Should national health care reform be repealed?

Yes repeal it      No leave it alone      No opinion

**Gaming** should the state of Maryland expand gaming by allowing for table games?

Yes      No      No opinion

**Gas Tax** Should the gas tax be increased to pay for transportation projects?

Yes      No      No opinion

**Immigration** Do you support the passage of a bill like Arizona's to enforce federal law regarding illegal immigration?

Yes      No      No opinion

**Pensions** There will be a proposal to require local governments to pay for the cost of teacher retirement, do you favor or oppose this proposal.

Favor      Oppose      No opinion

Other Issues you'd like to address. Are there any other issues not mentioned in this survey you would like the General Assembly to address this legislative session?

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Our old pole signs have been replaced. Thanks to 3D Signs who did a great job of creating signs very similar to the old/faded ones. They are located near Taylor Park apartments on Taylor Avenue and off Kenwood Avenue near East Avenue approx. a block from Overlea High School. One more sign is pending at Rosedale Federal and I am working with Overlea Community Association as this replacement requires insurance intervention as it was taken out by a drink driver this past year. Should be installed within the next few months. All three signs will be identical.



## ***Advertising for less than 10 cents/per ad!***

### **Guaranteed Value!**

- Each Printed Book Is **Free!**
- **6,000 Copies distributed**
  - Oak Crest Village residents & families
  - OFBPA members and community leaders to distribute to their employees, staff and volunteers
  - All attendees at the Spring, 2011 Belair Rd. Corridor Crawl Event
- Each participating business will receive 10 complimentary books

### **Targeted Communities**

- Overlea, Fullerton, White Marsh, Parkville, Towson and surrounding neighborhoods  
(All of which are frequent stops by Oak Crest residents)

### **Oak Crest Village and the Overlea Fullerton Business and Professional Association (OFBPA) are partnering in a Non-Profit Venture to support local businesses like yours.**

- Purchase an ad or coupon page for the **low cost** of \$55
  - Color front inside and back inside card stock covers available for \$350
- Submit your coupon/ad via email to ptavon@comcast.net or Steve Uhl (project ad coordinator) at **steve859@comcast.net**
- Payment accepted in the form of Cash, Check or PayPal. All Checks Should be made payable to the "OFBPA." For PayPal payments visit [www.ofbpa.com](http://www.ofbpa.com).

Project Coordinator Sept- Dec

**Bryan O'Mara**  
Senior at Towson University &  
Oak Crest Village Administrative Intern

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*In advance, we appreciate your participation*





