



# NEWSLETTER

August 2014

www.OFBPA.com



## President's Message

The Overlea Fullerton Business & Professional Association cordially invites you to our monthly Meeting & Ice Cream Networking Social on Wednesday, August 20th from 4:30 pm- 6:00 pm at Parkview Fullerton located at 4300 Cardwell Avenue (21236). Come meet Michelle Adcock Budinger, manager of both Parkview Fullerton and Parkview Taylor and how your business could benefit our independent seniors living at both facilities. There are always opportunities to visit and share. We will be inviting our seniors to the last ½ of our meeting giving you an opportunity to network with them. We will be “serving” ice cream to our seniors and will be asking our business members who are attending to help the OFBPA board with this activity.

**OFBPA Business & Community Guide 2014-2015.** We will be going to press late August. If you have not renewed or joined OFBPA (Membership \$75) and you want to be listed 3 x in our new edition, please get those membership forms in pronto. Looking for a great way to advertise your business locally? A business card ad is only \$80. See newsletter for rate sheet. We get 5,000 copies that are distributed among our business members, our community associations and businesses along our corridor. Don't miss out on this awesome opportunity to let the community KNOW YOU!

**Corridor Walk-Part II**—I would like to go out on day during the week of August 4th. Let's finish what we started so I can do the drawing for the free ad to go in our business directory! If you would like to team up and help us visit every business on our corridor and beyond, please contact me with days available. We'll plan for am before it gets too hot if possible, however, you may go at your convenience. Call me at 410-665-6551 or ptavon@comcast.net.

**Thanks** for everyone's patience as we transition to a new newsletter format. Thanks to Greg who is reformatting the newsletter to make it more streamlined to accommodate those who read everything on their phone, as well as those who still read in the traditional way. All newsletter articles are due by the last Friday of each month to Greg at [gwiecki@comcast.net](mailto:gwiecki@comcast.net). Forms for promoting your business or your event are available on our web site. For all events, membership FYI and meeting updates visit our web site: [www.ofbpa.com](http://www.ofbpa.com).

Have a great week and hope to see everyone at Parkview Fullerton. Bring plenty of business cards to share.



Donna



## Business News & Events

(flyers are at end of newsletter)

### Business Anniversaries

We're looking for a business that has "longevity" in the community of 25 years+ who would like to be our featured "history of a business" in our Upcoming Business & Community Guide.

Old and new pictures and article needed. Many businesses have had special anniversaries and articles have already been done... can use that! Contact Donna.

**Baltimore County Restaurant Week**, a great chance to dine local! Baltimore County Restaurant Week features a variety of restaurants to suit every taste and budget. From fine dining and fusion to family dining and pubs, you can enjoy 17 days of diverse "meals and deals." Starts August 8th. View Flyer

### Introducing....

#### Radiantly You

Lyn Scherer  
532 Grovethorn Rd.  
Middle River, Md 21220

Email  
lynspower@gmail.com

Web site  
www.radiantlyyou.com/mothernature

### About Us

Our business consists of 100% Organic, Gluten Free, GMO Free Non-Toxic products. Health, Beauty and Cleaning Products. Products are reasonably priced and very effective. We are looking for Customers and Independent Wellness Guides. Our company has less than 500 Independent Wellness Guides and is just launching.

Want to introduce yourself and your business in the newsletter?  
Just visit [www.ofbpa.com](http://www.ofbpa.com) and submit an intro form.



## Corridor Walk Volunteers Ready to Go Out Into Our Business Community

Don't forget to contact Donna to Buddy Up or take a route on your own.

## OFBPA Business & Community Directory



Preparations are underway for our updated annual 2014-15 Business & Community Directory. Review the attached brochure for your options to have your business listed and advertising opportunities. Or, contact Phil Maher at 410-578-3600 or email [books@fataonline.com](mailto:books@fataonline.com)

## Community News & Events

### ROCK-A-BAY-BABY

Sunday, August 17, 2014 from 12:00 PM to 5:00 PM (EDT)  
(Middle River Music Festival for Neonatal (NICU) at MedStar Franklin Square)

Sunday, August 17, 2014 from 12:00 PM to 5:00 PM (EDT) at Conrads Ruth Villa. For more info and tickets:

<http://www.eventbrite.com/e/rock-a-bay-baby-middle-river-music-festival-for-neonatal-nicu-at-medstar-franklin-square-tickets-11745542233?aff=eivtefrnd>



### Back to School Drive

Evergreen Healthcare is having a back to school drive to help the students at Perry Hall High School procure needed school supplies. Supplies can be dropped off at our White Marsh Location, 7939 Honeygo Blvd. Bldg. 3, Suite 127, White Marsh, MD 21236 until August 22nd. Any and all donations are greatly appreciated. See the attached flyer. Thanks in advance for your time and assistance with this endeavor.

### Task Force Route 1

The SHA is looking to for folks to be on the Task Force for the US 1 Community Safety & Enhancement Project.

In the upcoming months a Task Force Meeting for the above referenced project will be held. If you want to participate, please provide your latest contact information, including your phone number and the address to which you would like to receive meeting notices. Please contact: Marcus Tadros, P.E. Project Manager, Maryland State Highway Administration, phone: 410.545.8794 or email [mtadros@sha.state.md.us](mailto:mtadros@sha.state.md.us)



## Members Helping Members

New newsletter feature where members can offer advice, post questions, offer discounts or otherwise share experiences and knowledge to aid fellow members.

### **Bloomberg TV- The Naked Brand**

To kick off this segment, I'd like to share a video (link below) that really speaks to the heart of advertising in today's cluttered and new media. *The Naked Brand* points out how digital and social media affect buying preferences. With information at consumers fingertips in the form of reviews, web searches, and social sites, we all need to be more transparent to customers. More than ever, your business needs to be what your advertising says it is.

The video shows examples of consequences and benefits of major companies doing business in the information age. Still, lessons can be drawn and applied to those of us with small businesses. One example is what the customer experiences when doing business with you. Is the experience good (or bad) enough for them to write a review, tell a friend, or post their experience on Facebook?

Please take time to view:

<http://www.bloomberg.com/video/the-naked-brand-the-future-of-marketing-wTo1reeNTNugBjR1Qj~gnA.html> (or search Bloomberg TV Naked Brand)

If you would like to discuss ways to apply any of the principles in *The Naked Brand* to your business, please contact me.

Greg Glinowiecki  
Catalyst Multimedia  
*powered by Proforma*