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March Newsletter 2018 **\*\*\* \*\*MAKING NEW CONNECTIONS**"

## **PLEASE JOIN OFRBA....for a Networking Breakfast**



Date:	Wednesday, March 14 <sup>,</sup> 2018
Where:	Costco White Marsh Warehouse
Address:	: 9919 PULASKI HWY (21220)
Phone:	(410) 574-7563
Time:	8:00 am – 9:00 am
Cost:	Members Free- Guest \$10Breakfast on your own Breakfast on your own
<b><u>Register:</u></b> http://events.constantcontact.com/register/event?llr=gjd8souab&oeidk=a07ef5mf5uxba0bda88	
	ptavon@comcast.net (Donna Bethke 410-665-6551)

COSTCO : We will offer membership to anyone interested in joining with a special cash card incentive. Membership is currently \$60 / 2 cards annually for Goldstar or Business members and \$120 / 2 cards annually for our Executive membership. Goldstar & Business members will receive a \$10 Costco gift card at the time of sign up or renewal and Executive members will receive a \$20 Costco gift card when they join and an annual 2% cash reward on Costco and Costco.com on qualified purchases. Also, Costco offers a variety of Services included with your membership, Executive members receive additional benefits & savings. (Our Services range from Identity Theft Protection, Mortgage Refinancing, and Check Printing & Travel to name a few)

Bring plenty of business cards and flyers to share. Brief business updates .... Pick up your Business & Community Guide



Our 2018 books will soon be going to press. Our books will feature all 2017 members and all new/renewals members for 2018, our local community associations, FYI about Baltimore County Office of Economic Development and programs for our small businesses, a feature on one of our local businesses and much more. This book is great for all our residents and businesses who are looking at who is local as well as our "new to the neighborhood" folks as it features FYI on our local school, churches, and senior centers and shopping plazas. You can find our books at the public libraries in White Marsh, Perry Hall and Rosedale, our local businesses including Eastern Savings and People's Banks. If your community or school would like them for your students and staff, please email me with quantity needed and we will drop them off to you ASAP. We promote and support our local businesses and ask that you do as well!



#### "Hello Baltimore County" TV Show Spotlights Heart Health, the New Job Connector Program and Library Tech

The latest edition of Baltimore County's half-hour cable television public affairs show, "Hello Baltimore County," features a program to connect job-seekers with good jobs in growing fields, plus heart health tips and the latest on all of the technology resources available at your local library.

#### Baltimore County to Hold Public Hearing for Solid Waste Management Plan

The Baltimore County Department of Public Works (DPW) is developing a new Ten Year Solid Waste Management Plan (Plan) to cover the 2019-2028 period. As part of the Plan development process, the DPW is holding a public hearing on Wednesday, March 21, 2018 from 6:30 to 8:30 p.m. to review the full draft Plan and solicit community feedback.

#### **Dear Community Leaders,**

As you may have heard, earlier in the week President Trump released his FY 2019 budget proposal. As part of his effort to increase spending on defense measures he is suggesting the elimination of other programs, such as national service. This includes the elimination of the Corporation for National and Community Services (CNCS), which serves as the funder for the Retired Senior Volunteer Program (RSVP). Through the years volunteers of RSVP have provided countless hours of service to our seniors and other members of the community. The loss of this program will have a devastating impact on services and projects that benefit our community. This proposal still needs to be passed by Congress, so at the moment RSVP will continue operating as normal. I will keep you updated as I hear more.

Some of you may recall we faced a similar situation last year. As was the case last year, members of the community can advocate on the behalf of the program. Please contact your Federal legislators and express your concerns. I'm also available, should you have questions or concerns regarding this matter.

Thank You, Larry

Larry C. Simmons Special Assistant to the County Executive Kevin Kamenetz 410-887-4272 (Office)



#### Membership is due ASAP to ensure you will be in our next publication You Can't Buy Advertising for the Price of Our Membership!

Our OFBPA Members just got 3 FREE listings in the current Business & Community Guide...

- One by Business Name
- One by Contact Name
- One in Classified Listing

Our membership is only \$75 per year with many benefits including the distribution of 5,000 OFBPA Business & Community Guides annually to our local business and community. OFBPA "hands" them out at all meetings and event throughout the year.

#### Contact Sharon to insure your business is in next year's publication!

#### WHY JOIN?

- 3 Free listings in the Business Directory & Community Guide 2018 (new directories published Fall, 2017)
- Free listing on our OFBPA website
- Discount fee for all OFBPA sponsored events
- Host/Speaker opportunities for monthly meetings
- Monthly Bulletin Business event listing
- Networking meetings and events
- Help marketing your small business
- Referrals
- Opportunity to partner with other businesses
- Post your business on our Facebook page
- Promote your business in our monthly newsletters

## <u>Click here for Member Letter</u> <u>Click here for Ad rates</u>

## Welcome to all 2018 Members

Advantage Lawn and Landscaping

Avon Independent Sales Representative

Baltimore Elite Martial Arts Academy, Inc.

Bay View Homecare, Inc.

BB&T

Cospor C. Sinnel Inc.	
Casper G. Sippel, Inc.	
Chesapeake Gateway Chamber of Commerce	
Clip Joint, Inc. ; The	
Connect Hearing, Baltimore Center	
Costco Wholesale	
Decorative Painter	
Destinations Credit Union	
DG Alteration, Inc.	
Dundalk Chamber of Commerce	
Eastern Savings Bank	
Ferretto Eldercare Consulting	
Garden Village Community Association Outreach, Inc.	
Image 360 - Baltimore White Marsh	
Jerry's Toyota	
Johns Hopkins Bayview Medical Center	
Kent W. Neibaur	
Maryland School for the Blind, The	
MTA (Maryland Transit Administration)	
Mass Mutual Financial Group Mid-Atlantic	
Melvin's Tire & Auto Service, Inc.	
Mr. Bs Tattoo & Body Piercing, LLC	
New York Life	
Overlea Fullerton Senior Center	
Peoples Bank	
PNC Bank	
Prince of Peace Lutheran Church	
Redeemer Classical Christian School	
Rita's Italian Ice	
Robert A Liberto CPA PC	
Rosedale Branch of the Baltimore County Public Library	
Rosedale Federal Savings & Loan Association	
SECU	
Senator Kathy Klausmeier	
Servpro of Perry Hall White Marsh	
Streakfree Products	
Taylor Enterprises	
Time Out for Sports, Inc.	

#### **Upcoming Events for 2018:**

- **Business Expo- Spring 2018** •
- Tour of Eastside Shelter- Spring 2018 •
- Shred Day/Food Drive for the Shelter/Small Business Saturday, Sept.15<sup>th</sup> 2018 (tentative date)

\$£5?...\$£5? IMMEDIATE NOW \*\*\*\*\*\*

Our Eastside shelter is in need of 18 gallon and 30 gallon storage totes with lids. THESE MUST BE SOLID IN COLOR for privacy and these exact sizes as these are for the guest of the



shelter and must fit in designated spaces.

They are also have an immediate need for washcloths and bath towels. Gently used ones are acceptable. Visit our website for a list of all needs on the shelter list. All items can be dropped off at the shelter or brought to any meeting. To make any other arrangements please contact Donna.

Donna Bethke, President www.OverleaFullertonRosedaleBiz.com 410-665-6551 (p) 410-882-5194 (f) 410-852-0226 ( c) ptavon@comcast.net www.youravon.com/dbethke

# **STAY ALERT-Pay Attention**



Hat's off to Mike Todd of Melvin's Tire and Bobby Shah of Nikki's Liquors whose

security cameras at their businesses captured the two men who torched the empty house on Belair Road. Both men were arrested and are up on additional charges.



The Linover community has experienced multiple carjacking's in the past couple of months. I don't know the gentleman's name from Xfinity who was making a house call, but his quick thinking of using his cell phone video captured the horrific beating of a 69 year old men by 5 African American teenagers who after beating him, carjacked his 21 year old car and ran over him. This one hits home as this is the husband of one of my Avon customers. The Xfinity's quick thinking helped the police arrest these criminals just a few miles away and recover their car.

Linover just experienced a third carjacking where again another neighbor was held at gunpoint by a 13 and 14 year old. Thanks to the officers of the White Marsh Precinct from the Regional Auto Theft Task Force

(RATT) and the Carjacking Team (CJT) which was established mid-December who in conjunction with the Eastern Community Drug Unit (ECDU) converged on the area to recover the car, a stolen vehicle from the Rosedale community area, an unregistered gun, a pellet gun, drugs and the criminals. Thanks to heads up actions again of neighbors who were able to notify the police.

Our neighbor is not alone with these incidents—most are happening in broad daylight in the middle of the day... so PLEASE STAY ALERT and pay attention to who I around you and your car. The next victim might be you or the next person you save by being observant may save a life.



I am writing to notify you that as of February 1, 2018, the Baltimore County Police Department will be making several command changes. I have informed that I will be transferred to the Criminal Investigations Bureau, which is based out of the Public Safety Building in Towson.

I leave with various emotions of both enthusiasm and sorrow, as it was an immense pleasure to work with you for the past three years. Your partnership, contributions, and amazing work ethic were unquestionably a huge part of making my time at White Marsh pleasurable.

As for the next commander of Precinct 9, I'm pleased to tell you that **Captain Joseph Conger** will be taking over effective February 1, 2018. Captain Conger brings with him over 20 years of law enforcement experience, most recently as serving as the commander of the Technology & Communications Section. I am fully confident that you will continue to receive the best service from him and his team. I encourage you to reach out and introduce yourself to Captain Conger. His e-mail address is jconger@baltimorecountymd.gov.

Again, I would like to thank you for offering me the chance to work with you and I wish you nothing but the best of health and success.

Sincerely, -Chris Kelly



U.S. Small Business AdministrationSmall Business Administration Publication...Published: February 15, 2018



#### Anita Campbell

My name is Anita Campbell. I run online communities and information websites reaching over 6 million small business owners, stakeholders and entrepreneurs annually, including <u>Small Business Trends</u>, a daily publication about small business issues, and <u>BizSugar.com</u>, a small business social media site.

## **7 Simple Steps for Mastering Social Media**

Facebook, Twitter, Instagram, and more — social media can be pretty overwhelming at times. But hold on! Success in social media may not be nearly as complicated as you think. In fact, here's a simple formula any small business owner or entrepreneur can follow to become a social media superstar. These seven steps will get you started.

## Define your marketing goals

Start with a plan. Define a small set of marketing goals. (But not too many!) For example, perhaps you want to:

- Develop better brand loyalty in customers who already like your products or services
- Create a mailing list to allow you share new products or other news
- Drive traffic to your website to share more information about your brand or generate more sales
- Establish thought leadership to distinguish your brand in your industry or market
- Expand brand recognition in general

**Identify the best platforms...**Decide which social media platform will best achieve your goal. For example, Twitter is best for brands with a shorter message to communicate, and can work great as a soap box. Facebook offers live streaming features and the ability to build a special page for your brand. Instagram and Pinterest are great options for you to share photos of products. Figure out which social platforms will be most effective for promoting your brand's message.

**Launch your social profiles...** To launch your social media presence, begin by creating an engaging profile. You can start with a description of your business that really grabs a visitor's attention. Provide a link. Then add your logo and any other pertinent images. For example, you'll want an engaging cover image on your profiles. This will be a larger image that could feature your products, team or store interior. But be sure to make it something to grab the visitor's attention. Use a simple tool like Canva to create your own cover images, or have a pro do it. A custom Facebook cover image could cost as little as \$100 at DesignPax.

**Update content to your social media pages...**Once you create that Facebook, Twitter, Pinterest, or other social presence for your small business, it's important to keep it up to date. Visitors want to see fresh content — regularly! Feed the latest news, photos and videos to your social accounts at least a couple times a week. It doesn't have to be all original. You can curate content from others' blogs or video channels. Just be sure to credit them with a social handle. Besides keeping your social channels active, this could be a great networking tool. You're showing others you appreciate their content enough to share it.

**Comment, reply, share – and engage!...**You won't become a social media superstar by posting alone. You've got to comment, reply and share, too. In other words, engage others about their content. They call it social media for a reason. Be social! You wouldn't go to a cocktail party and do nothing but talk about yourself, right? So retweet, like, and comment. Maybe drop in for the occasional Twitter chat or Facebook Live. Don't be self-absorbed, or you won't have followers for long.

**Deploy automation tools to help...**Just like in other aspects of your business, automation can save you time as activity on your social channel increases. Zoho Social, Buffer, Hootsuite and SocialOomph are just some of the technologies available to help cut down your workload. But automation doesn't mean forgetting to keep a personal connection with followers. Here's how to keep a balance. Use automation to schedule updates. You can also use this software to get together all activity into a central place so you don't have to run around logging in on a lot of different platforms. If you use the technology adeptly, it won't be noticeable by followers and won't make you seem impersonal. Remember, don't automate everything. Just use automation to save time and keep costs low.

**Track and measure results...** Analytics tracks and measures progress toward marketing goals. It's built into social platforms like Facebook, Twitter and Pinterest, but you can also find a third-party tool for providing measurements in a consolidated dashboard. Again, big names here include Zoho Social, Buffer and Hootsuite. These platforms also manage your posting and alert you to comments on your posts.



## Here's how you can support the Fullerton Fireworks:

- 1) Sponsorship- see next page
- 2) Raffle Tickets—Crab Feast- sponsored by Skipjack's....we will have raffle tickets- \$1 each or 6/\$5. Crab Feast includes a bushel of crabs, 5 lb. shrimp and a case of beer. Drawing on July 4<sup>th</sup>
- 3) Change collection containers- we ask our local businesses and organizations to place in their business or take to meetings from April- day of event. We usually net \$500+ for the fireworks

   a. Help is needed to drop off raffle tickets and containers
- 4) Make a donation from your business—all amounts are appreciated
- 5) Place flyers on your counters/post in your window



6) Participate/promote/volunteer day of the golf tournament



Name \_

Address

Email \_

\_ Donation Amount \_



#### **CORPORATE - \$5,000 +**

• (2) 10' x 3' banners

• Space for tent or canopy

Primary sponsor acknowledgement in all advertising and on stage during event
 Acknowledgement on foundation website and Facebook page

#### STARS & STRIPES - \$2,500 +

• (2) 5' x 3' banners

Sponsor acknowledgement in all advertising and on stage during event
 Acknowledgement on foundation website and Facebook page

#### BLUE LEVEL - \$1,000 +

• (1) 5' x 3' banner

Sponsor acknowledgement in all advertising and on stage during event
 Acknowledgement on foundation website and Facebook page

#### WHITE LEVEL - \$500 +

• Logo displayed on 5' x 3' banner with other White Level sponsors

Acknowledgement on foundation website and Facebook page

#### RED LEVEL - \$100 +

Acknowledgement on foundation website and Facebook page

#### ACKNOWLEDGEMENTS

*The Fullerton Fireworks would like to sincerely thank the individuals, businesses and organizations for their generous support in 2017.* 



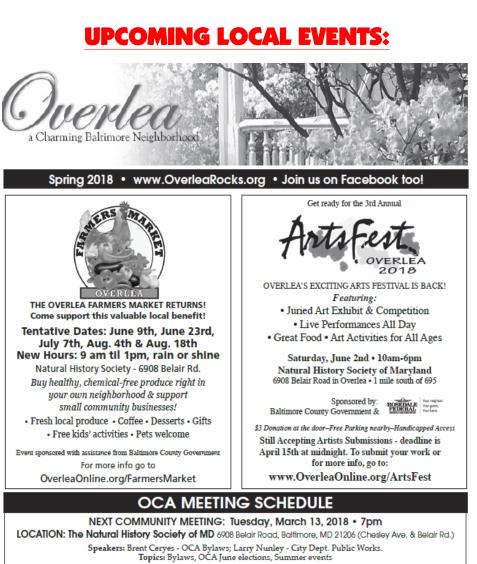
Fullerton Fireworks Foundation is a non-profit 501c3 organization (Tax ID #45-2868460). All donations are tax deductible to the extent allowable by law. A tradition for over 50 years, this annual event attracts an attendance of 20,000 + fans. For more info, go to www.fullertonfireworksfoundation.org, or contact president@fullertonfireworks.org or vicepresident@fullertonfireworks.org



The ladies of St. Peter's Lutheran church are looking for flat bed sheets, material and

**mostly blankets** for their quilting projects. All quilts are donated. To drop off at the church, please call St. Peter's Lutheran Church at (410) 665-7300. Church is located next to the Giant at 7910 Belair Rd, Nottingham, MD 21236. Betty Harry can also be contacted at 410-661-4645.LOCAL





The OCA holds monthly board meetings, usually on the first Thursday of every month. Residents and business owners are invited to attend. Contact Carol Stover to confirm meeting time, place and date. 410-961-6293 or carolstover@comcast.net.



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# The Maryland School for the Blind

— ACHIEVING INDEPENDENCE —

# NOW RECRUITING VOLUNTEERS!

# **Track & Field Tournament**

The Maryland School for the Blind is hosting the Eastern Athletic Association for the Blind's (EAAB) Annual Track & Field Tournament. Volunteers are needed to help conduct the two-day tournament on Friday, April 27 and Saturday, April 28, 2018.

## Volunteer duties include:

Timers for Running Events Guide Runners Score Recording Jumping Pit Crew (measuring, raking sand pits) Field Event Crew (measuring, managing equipment) Manage Refreshments and Snacks

## **INTERESTED IN VOLUNTEERING?**

To secure your spot, please return the attached Volunteer Application **by Friday, March 23rd!** Spots fill up quickly, so the sooner the better! Please contact Sharon Taylor in our HR department: **sharont@mdschblind.org** 410.444.5000 x1718 All volunteers must be at least 16 years of age, and are highly encouraged to attend a brief in-service.

April 27 & 28

In-service Dates TBD—weeks of April 9th and 16th

The in-service will explain volunteer roles and provide a chance to practice the duties being asked of the volunteers. In-services will be held at MSB Track & Field.

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Hello past supporters of Cub Scout Pack 16,

We are in the early planning stages of our next Flea Market & Vendor sale. We wanted to reach out to all of you first because thanks to all of you last year's event was a great success. We would love to have you all back again for this springs sale planned for **April 21st, 2018** from 8am-1pm (set up starts at 7am). We will be giving you all about a week notice before we promote to all others to sign up to participate if you are interested. The link below should have all the information you need to decide if you'd like to join us again but feel free to ask me any questions.

https://cubscoutspack16.wordpress.com/flea-market-vendor-show/



### Flea Market & Vendor Sale

cubscoutspack16.wordpress.com

We are currently seeking vendors for our Spring Flea Market! Cub Scout Pack 16 will be holding their 3rd annual Spring Flea Market on April 21st, 2018. We are looking for vendors. Any crafter...



Please join us on Wednesday, March 14<sup>th</sup> from 6pm to 8pm for our Annual 45<sup>th</sup> District Night in

#### Annapolis. Bulynda Thomas

## Chief of Staff for $Delegate \ Cheryl \ D. \ Glenn$

45th Legislative District/Chair, Legislative Black Caucus of Maryland Phone: 410-841-3257 Fax: 410-841-3019 Cell: 443-839-2558 <u>bthomas@house.state.md.us</u>



# Greater Baltimore Business Chamber Orioles Night

Wednesday, May 30<sup>th</sup> at 7:05 p.m. vs. Washington Nationals Orioles Cooler Backpack Presented by Visit Sarasota (First 20,000 Fans 15 & over)

> Upper Box (Sections 316-356): \$29\* Upper Reserve (Sections 306-364): \$16\*

\*There is an additional 10% service charge per ticket.

For any questions or accessible seating, please call 888.848.BIRD (2473) and ask for the Ticket Services team.

#### FOLLOW THE STEPS BELOW TO PURCHASE TICKETS

- 1. Click on the link below
- 2. Select a quantity of tickets
- 3. Create a Baltimore Orioles ticket account
  - 4. Purchase and print your tickets

http://www.orioles.com/tix/gbcc

Tickets posted for re-sale are subject to cancellation. Offer is NOT valid at the Box Office.

### Coming Fall 2018:





8121 Belair Road Nottingham, MD 21236Phone: 410-248-5200 Email: info@whatwillyoustore.com



COMING SPRING 2018... as you can see by the massive renovations being completed that Weis is close to opening. THEY ARE HIRING! Note that some changes may have been made to the early rendition drawings belore.. but you get the idea.. AWESOME looking project... Kimco is hoping to secure new tenants for the shopping center to fill the vancanices where Fashion Bug and Eastern Savings Bank were located. If you know of anyone looking for retail space, have them contact Ryan McCoy of Kimco.







Royal Farms is looking at a March, 2019 opening. They have been through all legal processes and allowances for appeal time and are working on securing necessary permits from Baltimore County. They are currently planning on a Spring, 2019 opening.