

A Newsletter from the



August 2008

INSIDE This Issue

President's Message 2  
 Balance Photography Joins "View" 2  
 Key to Writing a Great Press Release 3  
 Safeguard Your Business 4  
 Chamber Photo Spread 7  
 Crab Feast Thank You 7  
 Welcome New Members 9  
 Chamber Launches New On-line Calendar 9  
 2008 Calendar 11

# The Chamber VIEW



Everyone loves our Frederick Road Fridays from the young to the young at heart. On July 18th the Oriole Bird made an appearance to entertain the crowd while the band Blue Streak filled the air with the sweet sound of blues and jazz. To see more photos go to [www.balanceheadshots.com](http://www.balanceheadshots.com) and click on the online proofing link. "Frederick Rd. Friday" has its own icon and the password is GCCC. For the Frederick Road Fridays concert schedule see page 11.

Photos by Rissa Miller/Balance Photography



Farmers' Market  
Wednesday  
10 am - 1 pm

## GUESTS SAVOR 50TH CRAB FEAST

**O**n a warm summer night, 319 Chamber members and guests filled the Lodge to capacity to mark the 50th anniversary of the best crab feast in town. The customary combination of Monaghan's Pub, Harris Seafood, and the Lodge offered a memorable spread enjoyed by all.

The proceeds from the Crab Feast will benefit the work of the Chamber, including our scholarship program. This year three \$1,000

scholarships will go to local students planning to attend UMBC in the fall.

Thank you to Danae McDevitt who did another exceptional job coordinating and arranging the table raffle, the ticket sales and the auction; to Jonathan Melnick our fabulous auctioneer; and St. Agnes Foundation for their continued support. For a full list of our thank yous to our many Crab Feast auction donors turn to page 7.

# The Chamber VIEW

Editor  
Design & Layout  
Teal Cary  
GCCC  
410-719-9609

## PURPOSE

The purpose of the Chamber of Commerce is to have a strong voice with the county government, business and local community; to affect positive change in our area, to foster growth and expansion of our members' business and for the betterment of the Catonsville community.

Chamber Web Site:  
<http://www.Catonsville.org>

## ADVERTISING & PROMOTION OPPORTUNITIES

### Member Spotlight \$125

A special one-page article will highlight your business and sponsor *The View*.

### One-Page Insert \$75

Get special attention for an event, sale, etc. An 8 1/2" x 11" insert in *The View* provided by your business.

### Advertisement \$75

Promote your business with an ad (size: 3" x 3") in *The View*

### Event Sponsorship

Your company can be highlighted at one of our monthly events.  
(Costs vary)

### Business After Business Host

Invite the Chamber to your location for onsite promotion.  
(Costs vary)

### Website

Banner Ad \$100/year  
Expanded Listing \$50/year

Call the Chamber Office  
**410.719.9609**  
for more information.

# The Chamber Working for You

## President's Message



**George Brookhart**

2008 President

Looking at the success of our latest Frederick Road Friday event – well, as James Brown would put it, *I feel good!*

You never know how a brand-new initiative like this will work out...but when I saw crowds streaming in, pushing strollers and pulling wagons full of children, one couple in their 70s *biking* to the concert... well, for me that said it all. We had a certifiable, grade-A success on our

hands. To quote James Brown again – *WOW!*

And to think - it would never have happened if a dedicated team of Chamber members hadn't stepped up and applied their vision and belief and effort.

Many thanks go to Craig Witzke for his enthusiasm and drive, and to team members Emory Knode, Cathy Schneider, Jeff Utzinger, Eric Ebersole, Jeff Mohler, Lisa Akchin and especially to Teal Cary for her unfailing enthusiasm and tireless work. Special thanks to Omar Jennings for opening the beer garden at Jennings Café, to Bill Higgins for his support and ideas, and to County Councilman Sam Moxley and Delegates Jimmy Malone and Steve DeBoy for their advice and active support.

Their goal? Not just to provide the community with safe, enjoyable outdoor family entertainment ...but also to liven the streets of Catonsville and bring business to our shops and restaurants after working hours.

And with this success under our belts, Frederick Road Fridays are just the beginning. I'm getting ready now to sponsor a children's story hour on July 26 and September 13. And I'm happy to tell you that Strawberry Fields, One World Emporium, the Groomery, and the Candy Shop are all signing on to participate!

We're lining up ideas for next year right now, and I want to hear from *you*, Chamber members!

What fresh, creative events can you suggest that will enrich the community – while they also bring customers and revenue to Catonsville businesses? Perhaps a concert, or a streetside art show – or even just a strolling performer!

And when the sidewalks fill with happy participants, how can you draw attention to *your* business? Perhaps just a flyer or balloons in your window – or why not a costumed character blowing bubbles outside your door?

You see, for me that's really what it's all about. The Chamber helps our member businesses to enrich the community, and in return the community brings revenue. It's not complicated, it doesn't have to be expensive, and it's the best kind of promotion there is.

So if you have ideas for events, or just want to talk about ways in which the Chamber can help your business to grow – *call us!*

Catonsville is already a great place to live – let's see how we can make it even better!

## MEMBER PHOTOGRAPHERS LEND EXPERTISE

The Chamber's Communications Committee is pleased to welcome Chamber member **Balance Photography** to our committee. Balance Photography will be contributing their time and talents by taking photos for *The View* newsletter and our new website.

This issue's cover photos of the Frederick Road Fridays is just a sample of their fine work. To see many more photos of the July 18th event, go to [www.balanceheadshots.com](http://www.balanceheadshots.com) and click on the online proofing link. "Frederick Rd. Friday" has its own icon and the password is GCCC.

Balance Photography is a full service photography studio started by Rissa Miller and Nathaniel Corn, both Catonsville residents. Some of their offerings include documentary wedding & event coverage, headshots, fashion portfolios, family & pet portraits and commercial/catalog photography. Both Rissa and Nathaniel started their careers in newspapers as photo-journalists. Their formal training and 20+ years of combined experience have taken them all over the world and given them the chance to photograph many different people and places. For more information or to view their pictures, visit their websites: [www.balanceweddings.com](http://www.balanceweddings.com), [www.balanceheadshots.com](http://www.balanceheadshots.com) or [www.balancepetphotography.com](http://www.balancepetphotography.com).

# HOW A PRESS RELEASE CAN TRANSFORM YOUR BUSINESS FROM ADVERTISER TO POSITIVE NEWS MAKER



**Phila Hoopes**  
*View Columnist*

**Y**ou know the scene. Your company has just released a new product, or maybe an employee has been promoted...or maybe your firm plans new construction in a development. So you write up a quick press release, email it to the local papers, and wait.....

From personal experience, I can tell you what often happens next. A copy editor plucks your press release from a towering stack, reads it in three seconds (at most), and – if you're lucky – reduces it to a few sentences buried as filler on page E-24.

Why? Newspapers are desperately hungry for good content...and they're besieged by bare-skeletal press releases on every imaginable topic. How to tell what's worthwhile and what isn't?

So a press release needs to pass three crucial tests before it has *any* chance of getting published:

- Is it news?
- Is it a good story, or valuable or amusing information?
- Is it related to a current news story or trend?

Just so you know – *any* news that's happening in your company CAN pass at least two of those tests. How? Try seeing your release with an editor's eyes.

There are two keys to the success of a press release – the headline, and the body. If the headline grabs you, and the body holds you, you've got a winner. But to apply this test successfully, you need to step outside of your own fascination for everything that happens in your company.

So instead of saying, for example, *ABC Paperclips Releases New Product*, try *New Paperclip Breaks Record for Most Pages Clasped* (only if it's true, of course). A light, entertaining story, quietly promoting a key benefit of your product, is likelier to get past the deadly "filler" pile than a bald announcement.

Or let's say your mail-room clerk has just graduated from night school and been promoted. Instead of *John Smith Named Lead Sales Rep*, try *Four Years of Night School Launches John Smith from Mailroom to Lead Sales Post*. Rather than giving a capsule of John's resume, tell his classic American success story (with his permission, of course).

Or perhaps your long-planned housing development is going to feature LEED-certified green homes. How much better response will you receive if you reveal that *Projected Homes Will Use Less Energy, Preserve Green Space...* rather than announcing *New Homes Planned for Oak Lane*?

With creative, truthful and ethical press releases, you can feed your newspaper's hunger for rich news content...and earn free, positive publicity for your company into the bargain.

## **Phila Hoopes**

The Tree-Huggin' Copywriter  
Giving Your Vision Your Voice  
<http://www.your-words-worth.com>



## Green Tip for August

**How Greening Your Business Can "Triple" Your Bottom Line And Increase Your Market by 10% per Year**

*By Phila Hoopes*

**Y**ou don't have to read the newspapers to notice that the cost of gas, oil, and natural gas is steadily rising. If the warning signs in the grocery produce department don't catch your eye, the bottles of produce cleanser will. And it only takes one headache from breathing cleanser fumes, or the off-gasses from brand-new flooring or furniture, to know that today's homes can be pretty toxic.

Without being doomsayers, we can probably all agree that, locally and globally, we've got some serious challenges to overcome. So let's skip to the good news for the planet, the country, and you as a business owner.

### *Greening- the Wave of the Future*

Today, according to the Natural Marketing Institute, American consumers are spending more than \$355 billion per year on healthy, planet-friendly, green products and services...and that number is climbing more than 10% yearly. Environmental and social values influence the buying habits of more than 60% of the American public today...

But what if you don't think your business immediately impacts the environment? How can you attract the green market if you're, say, a tax preparer, a web designer, an attorney, or a wardrobe consultant?

Cheer up! Greening your business doesn't depend on your industry. It's the approach you take to your business that makes it green.

### *What Are Your Bottom Lines?*

In the greener-than-grass networks represented by national organizations like Co-op America and the international Living Local Economy networks, the greenness of a business is measured by not one bottom line, but three: People, Planet, and Profit.

While green companies differ on the level of importance they give to each of these elements, all three are factored into their business operations, and in a healthy balance - not, say, with 90% of the focus being given to Profit and 5% each to People and Planet!

Stay tuned for next month's column, in which we look at the first two bottom lines of a green business.

# SAFEGUARD YOUR BUSINESS WITH THE NIGHT CARD PROGRAM

Printed by permission from  
*Louise Roger-Feher*  
Public Information Specialist  
Media Relations Section  
Baltimore County Police Department

**T**here is a program for the business community that the Baltimore County Police Department would like every business to take advantage to secure their security. The program is known as the Night Card and it is simple, and effective when utilized. When you close for the day, you lock the doors and set the alarms to go off should a burglar attempt to get inside. Because you can't live at your place of business, you need to know that all is well for the night and

having a security system in-place gives you some peace of mind.

Should something happen in the middle of the night, the security company calls you, then contacts the police. With the Night Card, not only are you covered by an alarm company, you have the added assurance that when a police officer sees something amiss, he or she contacts you immediately to tell you there appears to be a problem, such as an unlocked door or window.

And there is something else to consider. While your security may be good, there is no one on the spot to notice an unwanted person in your store or office if the alarm doesn't go off. No security system is foolproof.

The program, while not new, has been made easier for businesses to participate in because now the form can be accessed and downloaded in the comfort of your business or home.

Here's how to access the form: Go to [www.baltimorecountymd.gov/police](http://www.baltimorecountymd.gov/police). When you arrive at the Baltimore Police Department's main page, look to the column on the left, and click on precincts. You'll know you're at the right place because information on the Night Card program is at the top of the page. When filling out the form, give thought to the people you want contacted other than yourself. You'll need someone who has knowledge of the store and who should be there to answer the phone in the middle of the night. That person should also be willing to come to the business if needed. Not everyone is eager to leave a warm bed to check on a problem.

The information you supply should be kept updated. If an employee leaves, you need to contact your precinct and let officers know of the change in personnel.

When you've completed the form, either mail or fax it to your precinct. The list of precincts with the phone, and fax numbers, as well as the address, is included when you download the form for the program.

If you want to know more about the Night Card program, contact your local precinct.

## HOW TO REACH THE POLICE...

Emergency.....911

Non-Emergency  
Complaints: .....410-887-2222

Burglary Unit: .....410-887-6296

Robbery Unit: .....410-887-2017

Crime Information  
Hotline: .....410-583-2309

Community Resources  
Team: .....410-887-5901

Workplace Violence  
Team: .....410-931-2145

Gang Hotline: .....410-823-0785

**Precinct Outreach Units:**  
(all are area code 410)

Wilkens Pct. 1..... 744-1584

Woodlawn Pct. 2..... 887-4714

## SOME INTERESTING FACTS ABOUT RECYCLING

### Pollution

Making paper from waste paper produces 73% less air pollutants and uses 61% less process water than when paper is made from virgin fiber.

Source: Environmental Protection Agency

### Forest

Increasing paper product demands put a strain on the availability of raw materials from our existing forests. Almost one billion trees a year are used for making paper. Recycling this paper after it's been used will extend the life of our valuable forests.

One ton of high-grade recyclable paper can substitute for approximately three tons of wood in making new paper products.

Sources: US Forest Service, Solid Waste Management Branch, Environment Canada

### Energy

Paper made from paper instead of virgin fiber requires up to 70% less energy.

Every one ton of recycled paper saves the equivalent amount of energy as: 53.2 million BTU's or 380 gallons of oil.

Every four tons of recycled paper saves the equivalent amount of energy needed to heat an average-sized home in New York State for an entire year.

Sources: US Forest Service & Environmental Protection Agency

### All Things Being Equal...

1 Ton of Recycled Paper =  
3 Tons of virgin wood

1 Ton of Recycled Paper =  
53.2 million BTU's

1 Ton of Recycled Paper =  
380 gallons of oil

Multiply the annual tonnage by five = # of uncompacted cubic yards diverted from the waste stream each year



# The GCCC & ABPA Networking Mixer



**5520 Research Park Building**

Photo by William Wiley, UMBC

## Joint Networking Event/New Location

**Sponsor:** bwtech@UMBC

**When:** Tuesday, August 19, 2008

**Where:** UMBC - 5520 Research Park Drive

**Time:** 5:30 to 8:00 pm

**Featuring:** Networking, Member Profile Drawing, Door Prizes, 50/50 Raffle

**Cost:** \$20 for members with advance reservation & payment  
\$25 for members at the door, \$35 non-members

(cost includes hors d'oeuvres & 2 drink tickets for beer, wine or soda)

### Don't miss this great opportunity to network with TWO local organizations

**The Greater Catonsville Chamber of Commerce (GCCC) & The Arbutus Business & Professional Association (ABPA)**

**REGISTER NOW:** CALL the Chamber Office at 410-719-9609

or fill out this page and **MAIL** to: Greater Catonsville Chamber of Commerce, 822A Frederick Rd, Catonsville, MD 21228

or fill out this page and **FAX** to: 410-744-6127 • or register **ON-LINE** at [www.catonsville.org](http://www.catonsville.org)

**Mail or fax registrations pay by Credit Card\* or Check\*\* • ALL phone or on-line registrations must pay by Credit Card.**

**Business Name:**

**Contact Person:**

**Address:**

**Phone:**

**FAX:**

**\* Credit Card Number:**

**Expiration Date:**

**Circle One:** VISA MASTERCARD AMEX

**Amount: \$**

**CVV2 Code:**

**Authorized Signature:**

**Date:**

**\*\*Check Enclosed for (made payable to GCCC): \$**

The CVV2 code is 3 digits printed on Visa and MasterCard cards in the signature panel on the back of the card. It is the last 3 digits AFTER the credit card number. The American Express verification number is a small 4-digit number printed on the front of your card on the right hand side.



## Our Chamber Celebrates with New Businesses

*Left: Chamber Vice President Tom Quirk shares in the Ribbon Cutting Ceremony and Grand Opening of new Chamber member Jeanna Lynn Bags & Designs on 924 Frederick Road*



*Above Chamber President George Brookhart participates in the Ribbon Cutting and Grand Opening of new Chamber member Ashley Homestore at 6610 Baltimore National Pike.*



# The Chamber Crab Feast Thank You

**O**n behalf of the Board of Directors and Danae McDevitt, the Crab Feast chair, we want to thank the following donors and participants of the 50th Annual Crab Feast & Auction:

## Sponsor:

St. Agnes Foundation

## Auctioneer:

Jonathan Melnick

## Auction Donors:

Balance Photography, LLC

Baskets By Danae, Inc.

Bill Rohrbaugh's Charter Service

Bill's Music House

Candlelight Inn

Cary Creative Design

Catonsville Times

Chesapeake Bank

Collector's Edge

Cosmetic Laser & Medical Center

Councilman Sam Moxley

Dimitri's International Grille

Fox Automotive

Gabriele's Design In Hair. Inc.

George Brookhart

Harbor City Services

Hilton Flower Shop

Infinity More

J. W. Truth's & Sons

KAB Laboratories

Leikin Baylin Dental Care

Lorenz Locksmith

McFarland & Masters, LLP

Narcissis Salon

PDA Marketing

Rutland Beard Florist

Senator Edward J. Kasemeyer

St. Agnes Foundation

The Liquor Store

The National Timeowner's Association

The Rumor Mill

UMBC Retrievers

Weinkam & Weinkam, P.A.

## Arrangements & Food:

Monaghan's Pub

Harris Seafood

The Lodge



# The Chamber Member News

## The Children's Home seeking musical performers

The Children's Home is making its contribution to Catonsville's reputation as Music City Maryland. On Saturday, August 16, 12:00noon to 4:00pm the Home will present the Family & Friends Music Festival. It will be music for the young at heart by the young at heart.

The Home is seeking the best young musical performers in the area. Interested performers can send a CD or videotape to Celeste Boone, The Children's Home, 205 Bloomsbury Avenue, Catonsville, MD 21228. On-site auditions can be arranged.

The Family & Friends Music Festival will be held on the campus of The Children's Home at 205 Bloomsbury Avenue, south of Frederick Road, west of Baltimore Beltway exit 13. Admission is free. For more information on the Family & Friends Music Festival, call 410-744-7310 or email [cboone@thechildrenshome.net](mailto:cboone@thechildrenshome.net).

## CCBC hosts Artscape 2008! Extension Campus Exhibitions Catonsville and Dundalk campuses will host shows

Artscape escaped its traditional boundaries this year with exhibitions hosted at CCBC Catonsville and CCBC Dundalk Extension Campus Exhibitions. Each show held an opening reception, allowing guests to discuss the exhibition with the artists.

The Gallery at CCBC Dundalk, 7200 Sollers Point Road (K Building), proudly present A Grendel's Mother Exhibition, artwork by the collaborative sculpture team Grendel's Mother, David Friedheim and Trisha Kyner, featuring their sculpture "Zotz." Scheduled to run through August 15, the exhibition will be on view 2 p.m. - 6 p.m. Monday through Friday and by appointment. For additional information about the exhibition, call 410-285-9497.

The Gallery at CCBC Catonsville, 800 South Rolling Road (Q Building), proudly presents No Surface Left Untouched, an exhibition that seeks to foster an ex-

change of energy between writers and viewers within the greater graffiti community. Scheduled to run through August 8, the exhibition will be on view 10 a.m. - 5 p.m. Monday through Friday and 10 a.m. - 4 p.m. Saturday. For additional information about the exhibition, call 410-455-4246.

## CCBC Foundation-Catonsville Hosts Annual Golf Tournament, September 15, 2008

Join Honorary Tournament Co-chairs, Tom and Joanne Booth of Booth Properties, in Catonsville Foundation's 22nd Annual Golf Tournament being held at Rolling Road Golf Club on Monday, September 15, 2008. Shotgun start at 11:00 a.m. with two hole-in-one prizes of a new car, and \$1,000,000. Sponsorship opportunities range from \$1500 to \$5000.

Register early to secure your four-somes participation by calling Jackie Webster at 410-455-4467.

## Erickson's Mel Tansill Re-Elected to Community Health Charities of Maryland's Board of Directors

Mel Tansill, who is the senior director of corporate public affairs for Erickson Retirement Communities and the manager and developer of Charlestown in Catonsville, Oak Crest in Parkville, and Riderwood in Silver Spring, Md., as well as 20 other campuses nationwide, has been re-elected to a two-year term as a member of Community Health Charities of Maryland's (CHC) Board of Directors. He will help the statewide federation of non-profit health services agencies in areas of policy, planning, and marketing.

Tansill has been a volunteer with CHC for the past eight years. He was the 2002 recipient of the agency's Joseph Forni Award, its highest honor given in recognition of an individual's outstanding volunteer service.

Tansill, a published poet who resides in Catonsville, Md., is a graduate of the University of Baltimore.

## Homecoming & Reunion at Mount de Sales Academy

Mount de Sales Academy will host its Annual Homecoming and Reunion Day on Saturday, October 18, 2008 from 10:30 a.m. to 3:00 p.m. on campus at 700 Academy Road, Catonsville, MD. Alumnae from the classes of the 3's and 8's, this is your reunion year! Please contact Alicia DeNardis '04, Director of Alumnae Relations, at 410.744.8498 x265 or [adenardis@mountdesales.org](mailto:adenardis@mountdesales.org) for reunion information, to chair your class reunion, or to volunteer.

Mount de Sales Academy Reunion Information (October 2008):

Mount de Sales Class of 1978  
Mary Lee Walsh McCusker '78  
410.526.8367 or [patnmare@erols.com](mailto:patnmare@erols.com)

Michele Faraone Selby '78  
410.549.9629 or [mselfby@MediaLtd.com](mailto:mselfby@MediaLtd.com)

Mount de Sales Class of 1988  
Ann Marie Tirocchi-Byrd '88  
410.549.2126 or [Abyrd27@aol.com](mailto:Abyrd27@aol.com)

Mount de Sales Class of 2003  
Sarah Gregg '03  
410.455.0181 or [sregg2@washcoll.edu](mailto:sregg2@washcoll.edu)

Please join Mount de Sales Academy on Saturday, October 18, 2008 as it celebrates the 10th Anniversary of the Constance and Samuel Pistorio Sports Complex with the Inauguration of the Mount de Sales Academy Athletic Hall of Fame and Casino Night from 5:30 p.m. - 11:30 p.m.

Hall of Fame Induction Dinner in the Mount de Sales Academy Music Hall begins with cocktails from 5:30 p.m. - 6 p.m. and the induction dinner will take place from 6 p.m. - 8 p.m. Casino night will be held in the Constance and Samuel Pistorio Sports Complex from 8 p.m. - 11:30 p.m., prizes will be awarded at 11:30 p.m.

Tickets are available for the Induction Dinner and Casino Night, or just Casino Night. Please contact Janet McKinnon '01, Assistant Athletic Director, at 410.744.8498 x163 or [jmckinnon@mountdesales.org](mailto:jmckinnon@mountdesales.org) to purchase tickets.

# The Chamber New Members

## Soroptimist International Nominates Three Chamber Members for 2008 AWARDS

**S**oroptimist International of Arbutus is celebrating 43 years of service to the Southwestern Baltimore County community. Please join them on September 18, 2008 as they honor the 2008 award winners. The event will be held at Town & Country Catering, 2319 Hammonds Ferry Road, in Lansdowne, MD 21227 from 6:30 pm—9:00 pm.

Tickets are available for \$30.00 per person by contacting Zoe Ann Rohm at 410-242-1826 or e-mail: zoe102234@aol.com. Enjoy a dinner buffet, and silent auction, while you help Soroptimist International of Arbutus recognize the amazing work of the women in our own Chamber and the impact they have far beyond it.

### **Making a Difference for Women Honoree Jill Black**

Executive Director of the Y of Central MD—Catonsville Center; President, Arbutus Business & Professional Association; active member of the Greater Catonsville Chamber of Commerce; member of the Wilkens Police-Community Relations Organization; supporter of the St. Agnes Foundation.

### **Betty Reidel Award Winner Nancy Hackley**

Former owner of Hackley & Associates Real Estate Appraisers; member of the Arbutus Business & Professional Association, former chair of the Nominations Committee, membership Committee; Arbutus community volunteer; Member of the Greater Catonsville Chamber of Commerce; active member of the Holy Nativity Lutheran Church.

### **Women Helping Women Award Winner Patsy Anderson**

Owner of the Women's Expo Forum; Promoter of the Maryland Women's Expo; Radio One Co-Host; WOLB's Empowerment Hour Facilitator of Face-to-Face Networking and Well Connected Networking; member of the Greater Catonsville Chamber of Commerce

## Member Level

### **Ashley Homestore**

Juan Aznar  
6610 Baltimore National Pike  
Catonsville, Md 21228  
410-788-8862  
Fax: 410-788-8863

*Furniture and home accents for every room in your home.*

### **Country Pride Food Service**

Jason Jaworski  
6251 White Birch Road  
Eldersburg, MD 21784  
410-347-5655  
Fax: 410-347-0993  
www.countrypridefoods.com

*Home delivery of fine quality meats and name brand grocery items.*

### **Jeanna Lynn Bags & Designs**

Johnna and Reginald Avent  
924 Frederick Road  
Catonsville, MD 21228  
410-744-5344  
Fax: 410-744-5337

*We specialize in one-of-a-kind handbag designs. All of our bags are made inside the store.*

### **EmbroidMe**

Maude and Dan Swearingen  
6600 D-1 Baltimore National Pike  
Catonsville, MD 21228  
410-744-6974  
Fax: 410-744-6932  
www.embroidme-catonsville.com

*EmbroidMe is the largest custom embroidery, garment printing and promotional products company in the world. Our Catonsville store is ready to help you with all your business and personal customization needs.*

## MEMBER UPDATE

**C**hamber member El Nayar – the new Mexican Restaurant coming to Catonsville, is making great progress with renovations to their new location at the corner of Mellor Avenue and Frederick Road. Plans are being made to open sometime in September.

## CHAMBER LAUNCHES NEW ONLINE CALENDAR AND E-VIEW

**I**n an effort to improve the information on the Chamber web site, and to give our members the benefit of having their notices appear on both the E-View and on our website, we have launched a new **ONLINE CALENDAR**. This calendar will include Chamber Events, Chamber Member's Events and Community Events.

In addition to listing the events on the Chamber web site, the Chamber will also send out a weekly reminder of upcoming events as our new E-View.

You can easily view the calendar by clicking on any of the Calendar links on the home page or by going to <http://catonsville.org/calendar/events/index.php>

To submit your event for FREE, go to the calendar and click on Submit Event. Or go to <http://www.catonsville.org/calendar/events/index.php?com=submit>

**It is important to know that we will no longer be accepting emails for events to be listed in the E-View. Please use this new calendar to submit your notice and the event will appear in the calendar and in our E-View weekly reminder.**

Feel free to call the Chamber office at 410-719-9609 if you have any questions about this new way to submit your notices for events to the Chamber.



# Sponsorship Opportunities for 2008 Monday Mixers

**EVENT:** (Please Check One)

- August 19.....Tuesday Mixer @ UMBC
- September 15.....Monday Mixer

- November 17.....Monday Mixer

**SPONSOR LEVEL:** (Please Check One)

- Platinum- \$500**
  - 4 tickets to the event (\$80 Value)
  - Display table at the event for your business
  - A special time to promote your business at the event
  - Free Insert, provided by sponsor, in Chamber Newsletter (\$75 Value)
  - Recognition in news releases, flyers, The Chamber VIEW, and at the event
- Gold - \$250**
  - 2 tickets to the event (\$40 Value)
  - Display table at the event for your business
  - A special time to promote your business at the event
  - Recognition in news releases, flyers, The Chamber VIEW, and at the event
- Silver - \$100**
  - 1 ticket to the event (\$20 Value)
  - A special time to promote your business at the event
  - Recognition in news releases, flyers, The Chamber VIEW, and at the event

**IN-KIND SPONSORS:**

- Host an event at your location
- Provide catering services (appetizers for 50-100 people)
- Donate beverages (beer, wine, sodas, water)
- Provide entertainment (sponsor local musician)

Opportunities to Sponsor one of the Chamber's Special Events; TASTE OF CATONSVILLE, THE CRAB FEAST, HOLIDAY PARTY & THE BUSINESS AWARDS, are also available.

**To be a Sponsor:**

**CALL** the Chamber Office at 410-719-9609

or fill out this page and **MAIL** to:  
Greater Catonsville Chamber of Commerce  
822A Frederick Road, Catonsville, MD 21228

or fill out this page and **FAX** to: 410-744-6127

**You may pay by Credit Card\* or Check\*\*.**

**SPONSOR INFORMATION**

<b>Business Name:</b>		<b>Contact Person:</b>	
<b>Address:</b>		<b>Phone:</b>	<b>FAX:</b>
<b>* Credit Card Number:</b>		<b>Expiration Date:</b>	
<b>Circle One: VISA MASTERCARD AMEX</b>		<b>Amount: \$</b>	<b>CVV2 Code:</b>
<b>Authorized Signature:</b>		<b>Date:</b>	

**\*\*Check Enclosed for (made payable to GCCC): \$**

The CVV2 code is 3 digits printed on Visa and MasterCard cards in the signature panel on the back of the card. It is the last 3 digits AFTER the credit card number. The American Express verification number is a small 4-digit number printed on the front of your card on the right hand side.

# The Chamber 2008 Calendar

## THIS MONTH'S EVENT

### AUGUST

**Event:** Tuesday Mixer

**Theme:** Joint Networking Mixer with ABPA

**Sponsor:** [bwtech@UMBC](mailto:bwtech@UMBC)

**Date:** August 19, 2008

**Time:** 5:30 pm - 8:00 pm

**Place:** 5520 Research Park Drive

**Cost:** \$20 pre-registered & pre-paid

\$25 at the door

\$35 for non-members

### SEPTEMBER

**Event:** 35th Annual Catonsville Arts & Crafts Festival

**Date:** Sunday, September 7, 2008

**Time:** 10 am to 5 pm

**Place:** Frederick Road

**Cost:** FREE

**Event:** Monday Mixer

**Theme:** Indian Summer

**Gold Sponsor:** Provident Bank

**Date:** September 15, 2008

**Time:** 5:30 pm - 8:00 pm

**Place:** TBA

**Cost:** \$20 pre-registered & pre-paid

\$25 at the door

\$35 for non-members

### OCTOBER

**Event:** Catonsville Business Awards & Trade Show

**Date:** Tuesday, October 21, 2008

**Time:** 5:30 pm

**Place:** Rolling Road Golf Club  
814 Hilltop Road

**Cost:** TBA

### NOVEMBER

**Event:** Monday Mixer

**Theme:** Chamber Gives Thanks

**Sponsors:** [bwtech@UMBC](mailto:bwtech@UMBC)

**Kernan Orthopaedics & Rehab.**

**Date:** November 17, 2008

**Time:** 5:30 pm - 8:00 pm

**Place:** [bwtech@UMBC](mailto:bwtech@UMBC)  
1450 S. Rolling Road  
Halethorpe, 21227

**Cost:** \$20 pre-registered & pre-paid

\$25 at the door

\$35 for non-members

### DECEMBER

**Event:** Holiday Party

**Sponsors:** NEEDED, see page 10

**Date:** Tuesday, December 16, 2008

**Time:** TBA

**Place:** Overhills Mansion

**Cost:** TBA

**NOTE:** Times, locations, and costs are subject to change.

### COMMITTEE MEETINGS

**Program Committee**

**Date:** Tuesday, August 12, 2008

**Time:** 11:00 am

**Place:** Coldwell Banker

**Arts & Crafts Festival Committee**

**Date:** Monday, August 25, 2008

**Time:** 7:00 pm

**Place:** Chamber Office

### MARK YOUR CALENDAR

#### CCBC Foundation Catonsville Hosts 22nd Annual Golf Tournament

CCBC Catonsville Campus Foundation will be holding its 22nd Annual Golf Tournament at Rolling Road Golf Club on **Monday, September 15, 2008**. Activities begin at 9:30 am with a Shotgun Start at 11:00 am. Contact Jackie Webster at the CCBC Foundation at 410-455-4467 or Joe Loverde 410-788-2425 for sponsorship opportunities and more information.

#### Saturday, September 13th – Story telling at Strawberry Fields

Another fun filled Saturday for the kids featuring Music & Dance with Christine Kellar of Dance on the Planet. This program runs from 10:00 am to 11:00 am. and is a FREE event with coffee for the parents and juice for the kids. Visit [www.danceontheplanet.com](http://www.danceontheplanet.com).

### MARK YOUR CALENDAR/ JUNE - SEPTEMBER

*Don't miss these great summer concerts!!*



Celebrating Music & Fun in Catonsville

**Event:** Frederick Road Fridays

**Dates:** Aug. 8.....APPALOOSA

Aug. 22...Reality Jones

Sept. 12..TBA

**Time:** 5:30 pm - 7:30 pm

**Place:** Egges Lane

**Cost:** FREE



Photo by Rissa Miller/Balance Photography

## Catonsville Fall Into Fitness 5-K

This annual 5-K Run/Walk event will take place on Saturday, September 27th and will start at Mathew's 1600. Registration forms are available online at [www.rotarycatonsvillesunrise.org](http://www.rotarycatonsvillesunrise.org). Registration will start at 7:00 am with the race beginning at 8:00 am. This is not just a race – it's an event with food, refreshments and so much more. Create a team or just come by yourself. Sponsorships are also available.

We are also recruiting for volunteers. Volunteers would need to be at Mathew's 1600 by 6:00 a.m. All of you help to make these events a success and we hope you will enjoy once again helping out. Please contact Sue Miller of the St. Agnes Foundation at 410-368-3155 if you are available and interested. She will also need your t-shirt size and cell phone number.

## The Lurman Woodland Theatre Summer Concert Series

- 8/2** Open Mic – Show Your Talents  
5:30 – 8 PM
- 8/3** The Karyn Oliver Band – American Roots Music with Wings
- 8/9** “Big Daddy” Stallings & The B-Town Bluez – Good-Time Blues with a Twist
- 8/10** Project Natale – 5-piece Straight Ahead Jazz
- 8/16** Shake The Ground – Eclectic mix of Rock, Blues, & Soul- 60s to the present
- 8/17** \*Early Event: Open Air Acoustic Jam 12-5 PM– Come Play, Sing, or Listen!.
- 8/17** Blue Daze – Traditional & Contemporary Bluegrass, including Originals
- 8/23** Baltimore Songwriters Association – Showcase of Original Music

- 8/24** Columbia Concert Band – 80+ Pieces! Patriotic, Modern, Broadway & More
- 8/30** Straight on Red – Acoustic trio and The Richard Walton Group – Original contemporary jazz
- 8/31** Karen Collins & The Backroads Band – Retro Honky Tonk

Concerts start at 6 pm and generally last until 8 pm. The weather forecast looks promising, but if it changes, call the hotline (1-877-278-0961) and verify the location of the concert. Every effort is made to present each performance, so backup locations are secured for each concert, and a decision is usually made by 3 pm the day of the concert. Visit <http://www.lurman.com> for a copy of the full schedule and more information on the beautiful Lurman Woodland Theatre.

12 Greater Catonsville Chamber Newsletter • [www.catonsville.org](http://www.catonsville.org)

Greater Catonsville Chamber of Commerce  
P.O. Box 21100  
Catonsville, MD 21228

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## Quote of the Month

“It takes more than Capital to swing business. You've got to have the A. I. D. degree to get by—Advertising, Initiative and Dynamics.”

Ren Mulford, Jr.