

# TOWSON LIVE

January 2020

**TOWSON**  
CHAMBER OF COMMERCE

## Inside this Issue

MEGA Networking Event	1
Toast of Towson	2
New Members	3
Member-to-Member Benefits	4
January Event Calendar	6
Winterfest Photos	7
BCPL Calendar of Events	8
Baltimore County Restaurant Week	9
Baltimore Blast Chamber Night	10
Pomfret & Grim	11
Effectv Rebranding	12
The Rellim Collection	13
Board of Directors	14
Membership Application	15

**TOWSON**  
CHAMBER OF COMMERCE

## 18TH MEGA NETWORKING EVENT

*Towson, Baltimore County*

Thursday, February 13, 2020  
(Inclement weather date: Feb. 20, 2020)  
5:30 to 7:30 pm

**Sheraton Baltimore North**

903 Dulaney Valley Road, Towson, MD 21204



### Network with businesses throughout Baltimore County.

Includes a trade show. Show off your business for **ONLY \$175, includes one registration fee. \$200 for non-members.** Contact the chamber office to reserve your space. First Come, First Served!

**Pre-Registered: Members \$35, Non-Members \$45**

**At the Door: Members \$40, Non-Members \$50**

Cost includes heavy hors d'oeuvres and one **FREE** drink ticket. Cash Bar will be available.

**Make sure to validate your parking ticket at the front desk for FREE PARKING!**

**Register today online at [www.towsonchamber.com](http://www.towsonchamber.com)**

**Event Sponsored By:** Baltimore County Chamber of Commerce, Baltimore County Business Association, Catonsville Chamber of Commerce, Chesapeake Gateway Chamber of Commerce, Dundalk Chamber of Commerce, Dundalk Renaissance Corporation, Greater Arbutus Business Association, Hereford Zone Business Association, Hunt Valley Business Forum, Northwest Chamber of Commerce, Perry Hall White Marsh Business Association, Pikesville Owings Mills Regional Chamber, and the Towson Chamber of Commerce

THE TOWSON CHAMBER OF COMMERCE  
INVITES YOU TO THE 3RD ANNUAL

# TOAST OF THE TOWN

A CELEBRATION  
OF TOWSON

**MARCH 7, 2020 | 6-9 P.M.**

STANLEY BLACK & DECKER HEADQUARTERS  
701 E. JOPPA ROAD

TICKETS AND SPONSORSHIP INFORMATION AVAILABLE  
AT [WWW.TOWSONCHAMBER.COM](http://WWW.TOWSONCHAMBER.COM)

FOOD BY BLACK & GOLD CATERING  
DECORATIONS BY NORDSTROM  
MARDI GRAS THEME

## NEW MEMBER SPOTLIGHT

Welcome to the Towson Chamber!



### **The Rellim Collection**

Jill Miller  
738 Dulaney Valley Road  
Towson, MD 21204  
(410) 441-3444 | [jill@therellimcollection.com](mailto:jill@therellimcollection.com)  
Art Gallery



### **OfficeMart.com**

Craig Cocharo  
16 Airway Circle, #2C  
Towson, MD 21204  
(410) 828-0355 | [cocharo16@comcast.net](mailto:cocharo16@comcast.net)  
Office Supplies

### **Valuation Systems**

Susan Jones  
519 St. Francis Road  
Towson, MD 21286  
(443) 253-5919 | [valuationsystems@me.com](mailto:valuationsystems@me.com)  
Real Estate

### **INTERESTED IN SERVING ON A CHAMBER COMMITTEE?**

The Chamber is looking to fill the following committees:

- Towsontown Spring Festival
- Towson Gardens Day
- Winterfest
- Golf Tournament
- Ambassador
- 4th of July Parade
- Taste of Towson

If interested, please contact the Towson Chamber of Commerce at 410.825.1144 or email Nancy Hafford at [info@towsonchamber.com](mailto:info@towsonchamber.com)

## Member-to-Member Benefits

*Enjoy these specials offered exclusively for members of the Towson Chamber. Businesses may reference the Chamber Directory, or contact the Chamber office to confirm eligibility.*

### **AAA Club Alliance - Amy Lee, [alee1@aaaamidatlantic.com](mailto:alee1@aaaamidatlantic.com)**

Plus Membership for the price of a Classic Membership, (savings of \$48.50) for one year. To claim this discount, you must contact the Towson office at 410-616-1580 ext. 4365016, and reference the code TOWSON.

### **RISE Biscuits and Donuts – David Brindza, [towson@risebiscuitsdonuts.com](mailto:towson@risebiscuitsdonuts.com)**

Free Sweet Treat Platter (\$31.95 value) to all Catering Breakfast and Lunch orders over \$100. Monday through Friday. Pickup between 7:30 am and 2 pm. Must mention the Member to Member promo. Place the order at [towson@risebiscuitsdonuts.com](mailto:towson@risebiscuitsdonuts.com) or call 410-372-3171 Address: 1620 York Rd Lutherville-Timonium, MD 21093

### **Roland Park Chiropractic – Dr. Silke Laub, [DrLaub@rolandparkchiropractic.com](mailto:DrLaub@rolandparkchiropractic.com)**

Utilize this link for a 20% special discount on all supplements for chamber members. From Vitamin D or multivitamins, special men's health or women's health supplements: <https://wellevate.me/silke-laub>

### **THB Bagels & Deli – Steve Warrick, [stwarrick@thbgroup.biz](mailto:stwarrick@thbgroup.biz)**

Free Dessert Platter (\$29.95 value) to all Catering Lunch orders over \$100. Monday through Thursday. Pickup or delivery between 10 am and 2 pm. Not valid for Breakfast orders. Must mention the Member to Member promo. Place the order at [www.eatTHB.com](http://www.eatTHB.com) or call 443-912-2249

### **The Point in Towson – Erica Russo, [erica@thepointrg.com](mailto:erica@thepointrg.com)**

20% off to all members for food, beverages and catering. Cannot be combined with any other discount or promotion.

### **Zerodraft Maryland – Kurt Pfund, [kpfund@zerodraftmd.com](mailto:kpfund@zerodraftmd.com)**

NO COST Quick Home Energy Check-up (LED bulbs, efficient-water measures, pipe insulation, etc., installed by a trained energy technician), 5% Chamber discount on Commercial LED Lighting Upgrades, 5% Chamber discount on Home Performance Energy Upgrades

### **Slice of Towson – Paul Rizas, [sliceoftowson@gmail.com](mailto:sliceoftowson@gmail.com)**

20% off any and all 20" XXL Family Sized pizzas

### **Fully Promoted Towson - Jessica Joyce, [jessica.joyce@fullypromoted.com](mailto:jessica.joyce@fullypromoted.com)**

One free digitizing of company logo (\$69.00 value) to all chamber members. Must mention member-to-member promo.

### **Charles Village Pub - Melony Wagner, [melony@cvptowson.com](mailto:melony@cvptowson.com)**

Complimentary drink for every guest for a Happy Hour party booked (Mon - Fri) (4:00-7:00) (15 guest min); 15% off buffet package for 25 or more guests

### **Integrated Pest Services - Sandy Jenkins, [service@ipspest.com](mailto:service@ipspest.com)**

10% off of all pest services for Towson Chamber members

## The 10% Rule

Keep your business local and make 10% of your expenditures stay within Towson. Just think of the impact... If a company grosses \$300,000.00 per year and they see an additional 10% or \$30,000.00, that could mean hiring someone, expanding product lines, or making their interior and exterior look better. Keep business in Towson and create a positive environment for our community!

## *Please Join Us!*

### **Board & Member Breakfast**

Wednesday, January 15  
8am-9am

*Meeting starts promptly at 8am, please arrive early to  
check in and enjoy breakfast!*

### **The Sheraton Baltimore North**

903 Dulaney Valley Road  
Towson, MD 21204

[Register online here.](#)

HELLO 2020!

*Happy  
New Year!*

May this year be brighter and full of joy for us all!

### **Advertising & Promotion Opportunities**

#### **One-Page Insert**

Advertise a special sale or promotion with an 8.5x11" insert for \$50 in our monthly newsletter. Advertising for community events is free.

#### **Email Sponsorship**

"Sponsor" an email that goes out to over 1500 business contacts. Includes your logo and a click-through to your website. (Costs vary)

#### **Towson Times**

Advertise in the Towson Times (costs vary)

#### **Questions?**

Contact: Liz Bailey  
[liz@towsonchamber.com](mailto:liz@towsonchamber.com)

January 2020						
◀ December						February ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Chamber office closed	2	3	4
5	6	7	8 5:00-6:30pm Festival Committee Meeting Chamber Office	9	10	11
12	13	14	15 8:00-9:00am Board Meeting & Member Breakfast Sheraton Baltimore North 10:00am Ribbon Cutting at Knockout Fitness 321 York Road	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



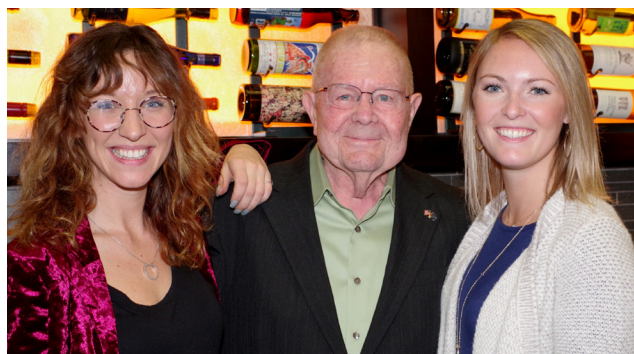
# TOWSON LIVE



**Towson Winterfest**



**Towson Chamber Holiday Open House**







**BALTIMORE COUNTY  
PUBLIC LIBRARY**

bcpl.info



## January 2020 Calendar of Events

### Teens

#### 3D Printer Training

All ages

Let's build things together! During this librarian-guided training, learn the basics of how 3D printing works and become certified to use a branch 3D printer independently. Children under 12 must be accompanied by an adult. Registration required (online, by phone, or in branch)

Jan 13 Mon 6:00 PM



#### LGBTQ+ Teen Meet-Up

Teen

Middle school- and high school-aged members of the LGBTQ+ community are welcome to join us for discussion, socializing and engaging DIY activities. Snacks provided. Sponsored by the Friends of the Towson Library.

Jan 21 Tue 7:00 PM

### Adults

#### Zentangle®

Adult

Learn a new way to relax by creating works of art using the Zentangle® Method. Zentangle® uses structured doodling called "tangling." This can calm and reduce stress, improve focus and build self-confidence. Becky Boynton, a certified Zentangle® teacher, demonstrates step-by-step how to use simple patterns and shapes like lines and circles to create your own work. No art experience necessary. All supplies provided. Sponsored by the Friends of the Towson Library. Registration required (online, by phone, or in branch).

Jan 8 Wed 7:00 PM

### E-Reader Primer

Adult

Start reading, listening or watching instantly with e-books, e-audiobooks, e-magazines and streaming movies! An e-reader app is required for downloading to your personal device. Please bring your personal device to the class. Registration required (online, by phone, or in branch).

Jan 9 Thu 2:00 PM

#### 3D Printer Training

All ages

Let's build things together! During this librarian-guided training, learn the basics of how 3D printing works and become certified to use a branch 3D printer independently. Children under 12 must be accompanied by an adult. Registration required (online, by phone, or in branch).

Jan 13 Mon 6:00 PM

#### Ready, Set, Go! The Nuts and Bolts of Starting a Business

Adult

A workshop designed for small businesses in the planning phase of building a company. Featured topics include registering a business name, filing your business as a legal entity, marketing and advertising strategies, charging and reporting retail sales tax, creating a business plan, zoning guidelines and business licensing. Registration required (online, by phone, or in branch).

Jan 14 Tue 6:00 PM

#### History Book Club

Adult

Join us as we discuss **The Wolves at the Door: The True Story of America's Greatest Female Spy** by Judith Pearson.

Jan 15 Wed 7:00 PM

### Social Media Primer

Adult

Learn about Facebook, Twitter, Instagram, Snapchat, Pinterest and Goodreads and the differences between them. Familiarity with keyboard and mouse required; experience with computers strongly encouraged. Registration required (online, by phone, or in branch).

Jan 23 Thu 2:00 PM

#### Towson Book Club

Adult

Join us for a lively discussion of **Rules for Visiting** by Jessica Francis Kane. At 6:30 p.m., prior to the book discussion, come enjoy a presentation about the history of the Towson Branch of Baltimore County Public Library.

Jan 23 Thu 6:30 PM

#### Veterans Book Group

All ages

Join us as we discuss **A Tree Grows in Brooklyn** by Betty Smith. Led by independent scholar Dr. Karen Arnold, this book group is open to current service members and veterans from all eras. Participants should plan to attend all five sessions. Dinner provided. Required registration begins on December 9, 2019 and ends February 24, 2020. Veterans Book Group is coordinated statewide by Maryland Humanities and presented locally in partnership with Baltimore County Public Library, supported in part by the citizens of Baltimore County, via a grant received from the Baltimore County Commission on the Arts & Sciences. Contact the branch at 410-887-6166 to register.

Jan 27 Mon 6:00 PM

**All branches will be closed  
on Wednesday, January 1  
for New Year's Day**



JOIN US FOR



SIXTEEN DAYS TO SAVOR

Brunch, Lunch and Dinner Specials  
\$15 to \$35 fixed prices

## BALTIMORE COUNTY RESTAURANT WEEK

JANUARY 17 - FEBRUARY 1, 2020

To participate, contact the Towson Chamber office: [info@towsonchamber.com](mailto:info@towsonchamber.com)

[BaltimoreCountyRestaurantWeek.com](http://BaltimoreCountyRestaurantWeek.com)

### SPONSORS:



### PARTNERS:



## SAVE THE DATE



**NIGHT**

**VS.**



**Friday Feb. 21<sup>st</sup>**

**7:35 PM**

**SECU ARENA @**

**TOWSON UNIVERSITY**

**JOIN THE TOWSON CHAMBER OF  
COMMERCE AS YOU ROOT ON THE 10X  
CHAMPION BALTIMORE BLAST! ENJOY  
CHEAP CONCESSIONS, FREE PARKING, &  
HIGH OCTANE ACTION AT THE BEAUTIFUL  
SECU ARENA**

**CHECK OUT THE BLAST WEBSITE FOR MORE  
INFORMATION AND PROMOTIONAL DATES  
[WWW.BALTIMOREBLAST.COM](http://WWW.BALTIMOREBLAST.COM)**

## Get a second opinion on your financial health.

Do you know if you're on track for retirement?

Are your investments aligned to your goals?

Are there steps you should be taking now to transfer your wealth?

Whatever is on your mind, we are here to listen and we will help you evaluate your plan.

Our services include:

- Wealth Management and Planning
- Retirement Income Planning
- Multigenerational Client Services
- Estate Planning Services
- Risk Management Solutions
- Tax Planning Strategies
- Corporate Client Services
- Corporate Retirement Plans

**Call when you're ready to talk.**

---

**POMFRET & GRIM**  
PRIVATE WEALTH MANAGEMENT GROUP  
*of Wells Fargo Advisors*

James J. Pomfret, ChFC®, CLU®, AIF®  
Managing Director – Investment Officer  
james.pomfret@wfadvisors.com

Michelle Harf-Grim, CRPC®  
Vice President – Investment Officer  
michelle.harf-grim@wfadvisors.com

Sarah R. Telljohann, CFP®, ChFC®  
Financial Advisor  
sarah.telljohann@wfadvisors.com



2350 W. Joppa Road | Lutherville, MD 21093 | (410) 494-6820

Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value

Wells Fargo Advisors is not a legal or tax advisor. You should consult with your attorney, accountant and/or estate planner before taking any action.

Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, Member SIPC

CAR-0919-01586



## Comcast Spotlight Rebrands as Effectv

### Launches New Solutions to Drive Better Performance and Self-Service Tool for Small Business

Contact: Bob Faricy, [bob\\_faricy@comcast.com](mailto:bob_faricy@comcast.com), 615-986-4527

On November 4, Comcast Spotlight, the advertising sales division of Comcast Cable announced that it has rebranded as Effectv (*e-FEC-tiv*), emphasizing its commitment to delivering measurable results for its clients. This name change follows a notable evolution of the company over the past year, including the rollout of new data-driven TV advertising strategies, targeting and attribution products, cross-screen capabilities and a self-service buying platform for advertisers.

“Our new name, Effectv, reflects our commitment to drive better performance for our advertising clients,” said Marcien Jenckes, President, Comcast Advertising. “By applying data to television advertising in new ways, across all screens, and making it easier to buy than ever before, we’re transforming TV advertising. We combine the targeting and measurement of digital, with the reach and impact of television – an unbeatable combination.”

The rebrand follows the launch of a key product this year – Effectv’s *Ad Planner* – allowing small business owners and local advertisers the independence to plan, design and manage advertising campaigns with a few clicks of a mouse at an affordable price. TV Ad Planner makes TV advertising more accessible and offers an alternative buying path for advertisers who prefer to use self-service portals like those offered by digital media platforms.

By creating a self-service portal, small businesses whose barrier to entry into TV advertising was affordability can now build a schedule based on their budget. In addition to being able to buy their own TV campaign, they can also create a TV spot in less than 72 hours within the portal, making TV Ad Planner a one-stop shop for small business advertising.

In addition, the company also announced the launch of two new products to bring greater addressability to television advertising:

- *Audience Intelligence* allows advertisers to plan and run data-informed linear TV schedules to more effectively identify and reach their target audiences, moving beyond age/gender demographics.
- *Addressable Full Avail* is a linear TV product that enables advertisers to target custom audience segments at the household level.

“Our new name reinforces our mission of partnering with clients to deliver results that matter to them,” said Maria Weaver, Chief Marketing Officer, Comcast Advertising. “With the rollout of Effectv’s product suite over the past year, we can offer clients solutions to find their customers, target those audiences, report on delivery, and most importantly, prove effectiveness.”



**TOWSON LIVE**

**NOW OPEN  
FOR BUSINESS**

**AFFORDABLE QUALITY ART**



**738 DULANEY VALLEY ROAD**  
**IN TOWSON'S DULANEY PLAZA SHOPPING CENTER**

**HOURS**

Thursday - Saturday 10:30 am - 6:00 pm

Sunday 12:00 pm - 5:00 pm

Tuesday - Wednesday by private appointment only

LET US HELP YOU CREATE ROOMS THAT ARE AS INVITING  
AND INTERESTING AS THEY ARE WARM AND WELCOMING.

CONTACT US FOR MORE INFORMATION OR TO SCHEDULE A CONSULTATION  
**[therellimcollection.com](http://therellimcollection.com) • 410.441.3444**

# TOWSON LIVE

## 2019-2020 TOWSON CHAMBER BOARD OF DIRECTORS

### OFFICERS



**Mark Shulman, DDS**  
*President*



**Brandon Simpson**  
*Vice President*  
Palisades of  
Towson



**Mary Fran Stromyer**  
*Treasurer*  
Kenneally &  
Co., P.A.



**C.R. Hogendorp**  
*Secretary*  
American National  
Insurance



**Sarah Ryan**  
*Past President*  
SECU

### BOARD MEMBERS

Tim Bojanowski, Zest Social Media Solutions

Emily Brophy, Towson Town Center

Kristen Cooper, Towson Lifestyle Magazine

Colin Exelby, Celestial Wealth Management

Tom Gronert, UM St. Joseph Medical Center

Sandy Gurchik, Cummings & Co.

Ed Hale, Hale Transport

Nancy Hofmann, LiveTowson.com

Todd Huff, Brooks-Huff Tire & Auto Centers

Daraius Irani, Towson University

Gregg Landry, BlueRock Productions

Lynne Lochte, Goucher College

Kevin Murphy, Conceirge Mortgage

Debbie Phelps, Education Foundation of Baltimore  
County Public Schools

Kaitlin Radebaugh, Radebaugh Florist  
& Greenhouses

Paul Schwab, Azrael, Franz, Schwab, Lipowitz,  
Solter, LLC

Joe Shagena, Destiny Mortgage Group

### Towson Chamber Staff:



**Nancy Hafford**  
*Executive Director*



**Liz Bailey**  
*Marketing Director*

## 2019-2020 MEMBERSHIP APPLICATION

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

\_\_\_\_\_

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

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Type of Business as listed in the Yellow Pages: \_\_\_\_\_

How did you hear about us? \_\_\_\_\_

### Please check the appropriate values:

- \_\_\_\_\_ 1-20 employees: \$300  
\_\_\_\_\_ 21-30 employees: \$400  
\_\_\_\_\_ 31-45 employees: \$450  
\_\_\_\_\_ 46-75 employees: \$500  
\_\_\_\_\_ 76-100 employees: \$525  
\_\_\_\_\_ Over 100 employees: \$1,000

### Plus \$30 one-time application fee

= Total Investment \$ \_\_\_\_\_

Return this application with your dues

investment made payable to:

Towson Chamber of Commerce

44 W. Chesapeake Avenue

Towson, MD 21204

*To pay by credit card, please call the chamber office: 410-825-1144*

**Add sponsorship opportunities  
for 2019-2020**

**Winterfest & Baltimore County  
Tree Lighting**

**Towson Beautification Program**

**Towson 4th of July Parade**

**Taste of Towson**

**Chamber Golf Tournament**

**Towsontown Spring Festival**

**For more information on  
sponsorship packages, contact the  
chamber office:  
410-825-1144**

Please Be Advised:

Internal Revenue Bureau Cumulative Bulletin, No 2, page 105 reads: Membership fees or dues by individuals to a Chamber of Commerce are deductible from gross income as a business expense provided the memberships is employed as a means of advancing the business interests of the individual corporation.



**Towson Chamber of Commerce**

44 W. Chesapeake Avenue  
Towson, MD 21204

[info@towsonchamber.com](mailto:info@towsonchamber.com)

Phone: 410-825-1144

Fax: 410-832-5863