

NEWSLETTER



OTBA Newsletter: New Style, Publishing Plan

Effort made to save time and money to OTBA members

Effective with the October 2009 edition, the OTBA newsletter will be electronically placed on the OTBA website and no longer be sent by mail to homes and businesses. The change will save over \$600 annually to OTBA and its members. By having the newsletter on our website, we potentially have wider distribution and readership than the current mailing list (approximately 80). Additionally, we are able to improve the visual quality of the newsletter, with color design and photographs. The new format was recommended to OTBA members in a spring meeting this year and the overall response was positive.

We encourage all readers to send us your ideas and comments so we may publish a stylish, useful and newsletter that relates to you.

Visit our site at: www.manassasotba.com

President's Message

What a wonderful time of year! There's a crispness to the air in the morning and the trees are beginning to change color. We have some wonderful events this time of year in Old Town and the merchants are all getting their shops spruced up and filled with new merchandise for the 4th quarter. We are ready for the customers and hope they will appreciate the uniqueness of our shops and the quaintness of our downtown.

Our breakfast on September 23rd to kick-off the 3/50 Project was fantastic. It was very well attended and I think everyone went back to their businesses with the enthusiasm to work hard to promote this very simple but powerful project. Keep up the good work and do not lose your enthusiasm as the weeks pass.

I wish you all a wonderful autumn season and we are all striving for a very profitable 4th quarter.

Joanne Wunderly
OTBA President

OTBA BOARD MEMBERS

President

Joanne Wunderly
The Things I love
(703) 335-7711

Vice President

Bob Chase
Prospero’s Book Store
(703) 257-7895

Treasurer

Jan Alten
Opera House Gourmet
(703) 330-9636

Secretary

VACANT

Newsletter

Mike Flynn
ArtBeat Art Gallery
(703) 365-8558

DATES TO REMEMBER

October 2 Fri., to 9:00 PM - “Friday After Five” - shops remain open later and promote Breast Cancer Awareness Month

October 14 Wed., 8:30 AM – OTBA General Meeting- John Grzejka with 2nd quarter reports. Mike Moon to address traffic, speeding issues in Old Town with some innovative traffic calming ideas.

October 28 Wed., 8:30 AM - OTBA Board Meeting

November 6 Fri., 6 - 9:30 PM Fall Gallery Walk / Friday After Five

November 7 Sat. 11:00 AM Veteran’s Day Parade

New Site for OTBA General Meetings **La Chappelle Restaurant**

The September 2009 site at La Chappelle Restaurant was enjoyable to those in attendance and we thank the owners for their wonderful space arrangements and continental breakfast.

PLEASE NOTE: OTBA will again have it’s general meeting here Wed. October 14 and Wed. November 11 (there is no December meeting). We are planning coffee and pastries. Time is 8:30 AM.

FALL GALLERY WALK

A ten year tradition

It’s time again! November 6th Friday from 6:00 to 9:30PM 14 businesses and shops will be open with artists on hand to display and discuss their beautiful works of art. Refreshments are usually served and it is one of the most frequented and anticipated events in Old Town. Details of participating businesses and artists can be found at the website:

www.manassasgallerywalk.com



*Featured OTBA Member***Kevin Kelley**

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www.falconpps.com



We want to feature a member of OTBA in each monthly edition of the OTA newsletter. This month, Kevin Kelley, owner of Falcon Promotions and Print Solutions.

Kevin was born to a U.S. military family in Frankfurt, Germany, then moved and lived on nearly every continent, until his family settled in Manassas, VA in 1971. He graduated in 1976 from Stonewall Jackson High School, later attending NoVA Community College, where he attained two Associate Degrees. In the 1980s, he obtained his BS degree in accounting from Marywood College, Scranton, PA. He is married, has two children and one grandson.

In January 1999, he started his own business Falcon Promotions and Print Solutions and celebrates his 10th anniversary. He has a staff of two part time employees and one full time employee. His primary customer base is in Northern VA, but he has customers stretching to AZ, NC, PA, DC and MD. Kelley said he could operate his business from home, but enjoys his connection with the local community. He and his wife often shop in Old Town business locations and he is a member of several local business groups.

Kelley noted that people can view promotional items from many internet sites. However, he is primarily a manufacturers representative. After 30 years in the business, he uses his experience to tailor a project and promotion product to the right facility and provide ideas suited to what the customer wants to accomplish. Most important for the customer, he can do so on time and on budget.

OTBA Promotes the 3/50 Project

At the September 2009 OTBA general meeting, President Joanne Wunderly delivered to members an overview of the project, which is now underway in Old Town Manassas. Posters, pins for staff to wear (created by Jan Alten) and flyers for customers were handed out. A banner will be hung soon on the building housing Prosperos Books. News media are reporting the project and the public awareness is building.

The project simply asks the public to use small businesses. It helps to keep local spending in the local economy, through taxes and jobs. More info can be found at:

www.the350project.net

Save your local economy...
three stores at a time.

the 3/50 project.

SAVING THE BRICK AND MORTARS OUR NATION IS BUILT ON

3 Think about which three independently owned stores you'd miss most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps those businesses around.

50 If just half the employed U.S. population spent \$50 each month in independently owned stores, their purchases would generate \$42,629,700,000 in revenue.* Imagine the positive impact if 3/4 of employed Americans did that.

68 For every \$100 spent in independently owned stores, \$68 of it returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

1 The number of people it takes to start the trend...*you.*

Pick 3. Spend 50. Save your local economy.

For more information, visit the350project.net

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* Employment statistics courtesy U.S. Department of Labor/Bureau of Labor Statistics, 2/6/2009

First Annual Veterans Day Parade

Saturday, Nov. 7, 11:00AM

Hosted by the American Legion, Post 10, Manassas, VA this year's parade will mark the celebration of all veterans, but will highlight the veterans of World War II. As many as 92 veterans of WWII have been located in the area and a number of them will be at the parade this year.

Old Town businesses are encouraged to display red, white and blue from Nov. 1 through Nov. 11 (Veteran's Day). Some businesses are offering discounts to veterans and active duty military.

More parade information can be found at:

www.manassasveteransparade.org

