



Business Newsletter

July 2010

Fishtown Area Business Association Seeks Officers

The Fishtown Area Business Association (FABA) is seeking new board members. Elections will be held for both board members at large as well as office positions such as President, Vice President, Treasurer, and Secretary in September 2010. This nearly four year old organization dedicated to improving business conditions in the Fishtown area needs business participation in order to be effective at supporting and advocating for local businesses. FABA's purpose is to further and enhance local business conditions in this Philadelphia community by meeting regularly to address concerns. Members are eligible to take advantage of benefits such as : group rate health insurance, benefit services from the Philadelphia Chamber of Commerce, discounted office supplies, a political/legislative voice, marketing opportunities and networking. FABA organizes the Spring Shad Fest in Penn Treaty Park which highlights the creativity and rich history of the neighborhood and our businesses, as well as celebrates the fish that gave us our name. FABA also coordinates joint marketing campaigns with NKCDC such as the Holiday Walk during the Christmas season and the Neighborhood Restaurant Week.

More board participation is needed to help FABA to continue to attract quality businesses to the neighborhood. The purpose of board members is to advise, govern, oversee policy and direction, and assist with the leadership and general promotion of the Fishtown Area Business Association so as to support the organization's mission and needs. This includes helping with organizational leadership and advisement, oversight of policies and procedures, financial management, oversight of program planning and execution, and program promotions.

A Board member's term is for one year. General membership meetings occur 6 times a year, every other month. Board members are also required to join or chair one of the committees such as membership, marketing and promotions, legislative, and business attraction. These committees convene in between general membership gatherings or as needed. Officer positions such as President, Vice President, Treasurer and Secretary have more involved duties and job descriptions. If you are interested in running for an officer position or joining the board of directors, please contact Mary Freihofner, current FABA Secretary at fabasecretary@aol.com or call 215 203-0995. You can also download board job descriptions and nomination forms on line at www.fishtownbusiness.org. **The next FABA meeting is Wednesday, August 4th @ 6 pm, Third Federal Bank , 2326 E York Street.**

**New Kensington CDC
2515 Frankford Avenue
Philadelphia, PA 19125**



To switch to the e-version of this quarterly newsletter, please email info@nkcdc.org with the subject "Going Green"!

FEATURED BUSINESS: HEALTHY GLOW

Working at a vegan and macrobiotic deli isn't exactly a typical first job, but that was Ali Brody's introduction to the workforce. From that introduction to healthy living, and a subsequent psychology and human development education, she became interested in how nutrition, wellness, and satisfaction in life are inexorably intertwined.

Understanding that connection, and always learning more about it led Ali to be a defacto Holistic Health Coach for many of her friends and family members. Its not all tofurky and soy smoothies though.

"There's enough healthy foods out there that you don't have to eat what you don't like" explains Brody. Nutrition isn't about a particular one-size-fits-all diet, or a particular exercise regimen. Its about finding a balance that's personalized, fun and works with your schedule. Every digestive system is different, add to that the fact that people's emotional states come to bear upon health, and its easy to see how a holistic health councilor can be useful.

Part dietician, and part counselor, Brody helps her clients improve their moods, digestion, strength, and satisfaction, but don't be intimidated.

"I help clients start from where they're at and help them reach their personal goals" says Brody, meaning that no matter what condition your in, her coaching focuses on the fact that there's always room to improve. Consciously and constantly taking small steps in the right direction is far easier and less stressful then conforming to the latest fad diet. Interested in Ali's services? Check out www.healthyglow.org and request a free 50 minute consultation, or search for "Healthy Glow" on Facebook, or follow "AliBrodyGlow" on twitter.



Join Recycle Bank

Sign up to be a Recycle Bank Reward Partner! Get Free advertising and reach new clients by offering discounts and incentives for Philadelphia area residents that recycle. How does it work? Residents who participate accumulate points each week they recycle and can then call or log on to their profile to exchange their points for coupons for discounts for local goods and service. THIS IS COMPLETELY FREE and you tailor the rewards program to fit YOUR business.

To Sign up call Carlo Castillo at (267) 273-5752
Or visit www.recyclebank.com to learn more

Frankford Ave Streetscape Project

Two weeks ago construction began on the long anticipated Frankford Ave Streetscape project. Crews from LC Costa contractors are installing granite curbs, new sidewalk, 2 new bus shelters, and new "big belly" trash cans. Work began on the eastern side of Frankford at Palmer St, and is progressing north. Once crews reach York St., they will turn around and work they're way south along the western side, back to Palmer St. There will be some on street parking restrictions to accommodate curb work. Questions or concerns? Call Sarah or Henry at NKCDC!

Façade of the Quarter! Milk Crate Café 400 E Girard Ave



For more information on the
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For more information, contact NKCDC's Economic Development Program
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