



Operation Our Town Reporter

a monthly newsletter *by our volunteers to our volunteers about*
our fight against drugs and crime in Central PA

Volume 3, Issue 2

February 2011

PUSH OUT THE PUSHER 814-693-3020



OperationOurTown.org

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Founding Members:

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New Enterprise Stone & Lime Co.
New Pig
NPC, Inc.
Reliance Bank
Sheetz, Inc.
United Way of Blair County
Ward Trucking
Wolf Furniture

Committed Businesses:

American Eagle Paper Mills
Folcarelli Supply
Grainger Industrial Supply
Norfolk-Southern Foundation
Small Tube Products

News from the Marketing Roundtable

By JR DiAndrea, chair

CURRENT PROJECTS:

TOUCHED BY OUR TOWN TELEVISION CAMPAIGN

Mainline National Bank has again agreed to sponsor a Television promotional campaign to include and support Operation Our Town. This is a multi-media effort and will make a significant impact within the market. In addition to the monies being committed by Mainline National Bank, WTAJ/We Are Central PA has also committed to providing in-kind bonus TV spots on a "best time available" basis. This campaign also includes website components on WeAreCentralPA.com

PENN STATE ALTOONA STUDENT MEDIA DEPT PROJECT

There are three projects that Penn State Altoona Marketing Students have agreed to participate in. This unique collaboration between Penn State's Communications department students and OOT provides the students access to a real life subject matter in which to develop their curriculum study projects. OOT benefits by receiving the finished media resulting from their projects. They include;

- News Story development/Video Package
- A Promotional Marketing Campaign
- Redesign of Operation Our Town's Website

We feel so very fortunate to have the opportunity to work with these young students and be the recipient of their youthful energy and perceptions relating to our mission.

RADIO: FOREVER BROADCASTING

We have begun a monthly campaign to appear on each of the Forever Broadcasting Radio Stations. Each month a different Roundtable will be featured along with a guest to promote the efforts of Operation Our Town and any current events that may be on the current calendar.

CABLE ACCESS TV SHOW

Shows air weekly: Fridays at 6pm & Saturdays at 11am.

NAME: Taking Back Our Neighborhoods.

NEW MODERATOR: Dean McKnight

This show continues to evolve and has quickly become a quality showcase of OOT efforts encouraging community involvement.

2011 MARKETING CAMPAIGN

- Billboards will again be displayed within the community as well as on arteries targeting traffic coming into our area via the Turnpike, Rt 22, I-99, etc
- The Amtran Bus featuring the OOT wrap will continue service through 2011

Other projects are in development as we continue efforts to;

- Promote the importance of Operation Our Town and the partnering community organizations
- Encouraging the community to engage in protecting their neighborhoods
- Reach out to those in need directing them to appropriate resources

Mission

Facilitating partnerships between community and business to fight drug use and crime through proven law enforcement, treatment, and prevention techniques.

Our Partners & Friends

[Blair Countians for Drug Free Communities](#)

[Crime Solvers of Blair County](#)

[Pennsylvania Gang Investigators Association](#)

[United Way of Blair County](#)

Upcoming Operation Our Town & Partner Meetings and Events

Wed.	HOPE Support Group Meeting (weekly meeting)	7:00pm	Crossroads in Altoona
3/14	OOT Grant Training	2:00 pm	Family Resource Center
3/16	Crime Solvers Meeting	8:00 am	WTAJ
3/16	Marketing Roundtable	4:00 pm	OOT Office
3/17	CJAB	11:45 am	Blair County Courthouse
3/17	Faith-Based Roundtable	2:00 pm	Jaggard United Methodist Church
3/22	OOT Grant Recipient/Donor Event	5:15 pm	The Blue Building
3/24	Pharmacy Roundtable	7:15 am	OOT Office
3/28	Steering Committee Meeting	6:00 pm	OOT Office
3/29	K-12 Education Roundtable	11:00 am	Bellwood-Antis District Office
4/4	Booker T. Washington Mtg	4:00 pm	Community Action Agency
4/6	Gang Roundtable	5:00 pm	OOT Office

***OOT Meetings:** For more information about Operation Our Town meetings, contact Shawna Hoover at oot@lsfiore.com or call 296-8730.

OOT Holding Community Forum On Emerging Drug Trends

The Retail & Law Enforcement roundtables of Operation Our Town are holding a community forum on March 30th, 2011 from 7:00pm-9:00pm at the Devorris Downtown Center. The program, entitled "Legal But Deadly: What It Is & What You Can Do To Help" will focus on emerging drug trends, specifically the new "legal" drugs that are growing in popularity in Blair County and nationwide, such as Blizzard, K2/K3, and snow leopard. They will also feature a speaker on methamphetamine. This event is free & open to the public, and all community members are encouraged to attend, especially those in the retail/hospitality industry.

A distinguished panel of speakers will be present to educate the community on the dangers of these drugs and how to keep themselves and their friends, family and children safe. Speakers that will be present include:

- Judge Jolene Kopriva
- Coroner Patty Ross
- Agent Tony Sassano, PA Attorney General's Office
- Corey Seymour, Blair Co. Adult Probation
- Representative Jerry Stern
- Molly Beth Rimbeck, Blair Co. Juvenile Probation
- Judy Rosser, Blair County Drug & Alcohol Program
- Abbie Tate, Blair Co. Prison

We would like to thank JoAnn Nardelli, who was instrumental in organizing this forum. We are very pleased to be able to offer this to our community and hope you will attend!

"If you judge people,
you
have no time to love
them."

-Mother Teresa

[CLICK HERE
to register as an
Operation Our Town
Volunteer](#)



To serve on an Operation Our Town Roundtable, to become a Committed Business or to make a tax-deductible donation, contact Shawna Hoover by [email](mailto:oot@lsfiore.com) or call 814-296-8730.

Happy St. Patrick's Day!

Upcoming Events

Operation Our Town Announces Spring Grant Cycle

March 30th

Community Forum on
Blizzard, Snow Leopard &
K2

What It Is & What You Can
Do To Help!

7:00 pm

Devorris Downtown Center

Operation Our Town is pleased to announce the start of its Spring 2011 grant cycle, which began on March 1st. We will be accepting applications until April 15th. Up to \$100,000 will be awarded to schools, non-profits and government agencies focused on drug prevention and/or treatment. Previous grant recipients may also apply. Grant applications can be found by going to www.operationourtown.org and clicking on the "Funding/Partnership Request" tab on the left-hand side of the page.

We are also holding a grant-writing training for anyone wishing to attend and would especially encourage those applying to us for a grant to attend. It will be held on March 14th at the Family Resource Center Community Room (in the United Way Building) from 2:00pm-4:00 pm. If you wish to attend, please RSVP by calling us 814-296-8730 or by e-mail at OOT2@lsfiore.com.

Blair County Human Services Announces Needs Assessment

April 2nd

Family Fun Blast

Tyrone Area High School

10:00 am-2:00 pm

Operation Our
Town
**VOLUNTEERS
NEEDED!**
Call 296-8730

The Blair County Needs Assessment Partnership has announced their kickoff of the Needs Assessment Community Plan, to take place on March 28th at the Arc of Blair County, 431 Jackson Street. Altoona. Registration and refreshments will take place from 8:00-8:30am, and the presentation will be from 8:30-11:00am. The Needs Assessment is a complete analysis of crime, alcohol and other drug abuse, economic, and healthcare issues affecting County residents. Over the past year, four workgroups have been developing goals and strategies to address those areas and now we need you to help support and/or implement those goals and strategies.

Those wishing to attend should send their RSVP to the Blair County Human Services office no later than March 22nd. You can RSVP by calling 814-693-3112 or by e-mailing ccrum@blairco.info. There is a lot of valuable information in this presentation and we encourage anyone concerned about their community or who wants to get involved to attend.

Operation Our Town At The Altoona Curve

April 16th

Week of the Young Child
Celebration
Penn State Altoona Campus

10:00 am-2:00 pm

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**VOLUNTEERS
NEEDED!**
Call 296-8730

Tickets are now on sale for Charity Mondays at the Altoona Curve. Use the voucher below when you purchase your tickets at the box office or follow the directions to purchase tickets online and \$2 of your ticket will go towards Operation Our Town! Online ticket sales start March 11th. Thank you in advance for your participation!



Altoona Curve Charity Monday's Fundraiser



Altoona Curve will donate \$2 of every ticket sold for each game that this coupon is used to purchase the tickets online, or at the box office.

To Benefit: **Operation Our Town**

Fundraiser Dates:

April 18, 2011 vs Harrisburg Senators at 6:30 PM
May 2, 2011 vs Akron Aeros at 6:30 PM
May 23, 2011 vs Bowie Baysox at 6:30 PM
June 27, 2011 vs Reading Phillies at 7:00 PM
August 22, 2011 vs Richmond Flying Squirrels at 7:00 PM
September 5, 2011 vs Richmond Flying Squirrels at 12:00 PM

Ticket can be purchased:

Online at www.altoonacurve.com

or present this coupon at the Blair County Ballpark Box Office

Directions for online sales: Go to www.altoonacurve.com, then click the **TICKETS** button on the top left tool bar. Once in tickets the lower right corner would be a box for **Charity Tickets**. Then click on the Charity Link and the date you would like to purchase the tickets. Make sure to select the tickets with the charity name in the tickets you select to purchase.

Please present this certificate at the time of payment to have \$2 of each ticket to be donated to the organization above. Not to be used with other coupons or discounts. Tickets are not to be distributed in or around the ballpark or within the perimeter of the parking areas.

Valid for dates listed above.

April 16th

Kid's Day

Logan Valley Mall

10:00am-4:00 pm

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