

# KENSINGTON CAN!

BUSINESS. COMMUNITY. TOGETHER.

FALL 2024



## YES WE K-CAN!

Owning your own business is exciting and fulfilling; it feeds a creative need and a desire to be a leader. It can also be daunting and a bit lonely.

KensingtonCAN! is here to help support you and your business. Our mission is to provide information and tools for navigating your business; offer networking events to connect with your fellow merchants; and present opportunities for growing your business within the Kensington neighborhood community and beyond.

You don't have to do this alone. Join in, meet your fellow business owners, and see what we're all about. There are no membership dues as all of our events and initiatives are sponsored by the Town of Kensington.

And what a perfect segue to say thank

*The more we learn about and support one another, the stronger we become.*

you to Mayor Tracey Furman and the Town Council who have been unwavering supporters of KCAN and the Kensington business community, especially Council Members Conor Crimmins and Ann Lichter our Business Community Liaisons.

And of course, there are those who work behind the scenes — the town staff — the most delightful group you would ever want to work with. Stop in at Town Hall some day to say hi and give them a hearty thank you!

Finally I want to thank the hard working members of the KCAN board for their continued dedication and for the many volunteer hours they have given to support our growing business community.

*- Tyler Whitmore  
President, KensingtonCAN!*

## What we're up to...

*This year continues to have a full calendar of events, exciting new initiatives and more involvement than ever.*

- Established a *WhatsApp* group for real time discussions and emergency announcements.
- Created *Spotlight: Backstories on Kensington Businesses*, a collaboration with Montgomery Municipal Cable TV
- Expanding our reach, not only with KCAN's, but with Explore Kensington's social media sites.
- Purchased and installed a Little Free Library in front of the Kensington House.

- Sponsors for community events including Juneteenth, Community Block Party, Walktober and the Train Show.
- Created a new community event: *The KTown Chess Festival + Kids Tournament*
- Representation for the business community on the Kensington Historical Society Board of Directors.
- Coordinated two informative marketing *Tips + Sips* sessions.
- Host social gatherings with your fellow business merchants and service providers.

**Read more about our efforts on the following pages.**

### 2024 KENSINGTONCAN FALL AND WINTER CALENDAR OF EVENTS

*All of the events hosted by KCAN rely on volunteer efforts. More info on the following pages.*

**Sept 25 | TIPS + SIPS: Instagram Knowhow with Social Media Influencer, Michelle Katz @Pike.and.Rozay:** Learn specific actions to grow your social media presence and increase engagement! See page 2.

**Oct 8 | BOARD MTG:** open to all Kensington businesses. No dues. 8:30-9:45am at La Gelatteria

**Oct 5 | K TOWN CHESS FESTIVAL + KIDS TOURNAMENT:** A kid's chess tournament, music, fun and food trucks! Business community sponsorship opportunities. Event held at Flinn Park. See page 3.

**Oct 5 - 26 | FALL CRAWL:** A fun way for customers to shop and support Kensington business. See page 3.

**Nov 14 | MERRY MERCHANTS HOLIDAY KICK-OFF PARTY** Holiday event for Kensington merchants, held before the 'selling season' begins.



*Setting up a Kensington business display table at community events is just one of the ways we help support your business. You can drop off 25 pieces of your marketing materials or promotional items at Tyler Whitmore Interiors, 4208 Howard Ave.*



KensingtonCAN! has introduced a new program aimed at promoting Kensington businesses. **Spotlight: Backstories of Kensington Businesses**, is a collaboration between KensingtonCAN! and Montgomery Municipal Cable TV to produce video shorts focusing on Kensington businesses.

The 2-3 minute videos will air on the MMCTV cable and YouTube channels, with clips extracted for your social media use.

Spotlight will highlight one business every month beginning in September 2024. If you would like to be considered, email [kensingtoncan@yahoo.com](mailto:kensingtoncan@yahoo.com) to request an entry form. Qualifying businesses will be randomly drawn by a representative of the KCAN board of directors.

Congratulations to Kensington Pharmacy for being our first business to be selected. Follow along on instagram [@kensingtoncan\\_20895](https://www.instagram.com/kensingtoncan_20895) to get peeks behind the scenes of the video production.

Thanks to the team at MMCTV for their continued support of our business community!

## Make the Most of Social Media Tools!



### Join WhatsApp (no fees)

Stay connected with your business colleagues and have real-time discussions and get emergency announcements.

- Go to Iphone App Store or Android Google Play and download *WhatsApp*.
- Make sure to turn ON your notifications.
- Once you have downloaded the app, email [Elias@lagelatteriadmv.com](mailto:Elias@lagelatteriadmv.com) to give him your:
  - name*
  - cell phone number*
  - business name*
- Elias will add you to the group chat and *voila* you are good to go.



*You're Invited! Come learn some business tips and enjoy some social sips with your Kensington business colleagues.*

**Wed, Sept 25, 2024 • 5:30 -7:30 pm**

**Kensington Town Hall, Map Room**

**3710 Mitchell St Kensington**

**Be Empowered** with KensingtonCAN! and Special Guest Presenter, Social Media Influencer Michelle Katz, @Pike.and.Rozay

In this one-hour session you'll learn specific actions you can take to grow your social media presence, increase engagement and achieve your goals. Q&A session to follow. Lite fare and refreshments

- ⇒ **Only 25 seats available** so reserve your space now by emailing [kensingtoncan@yahoo.com](mailto:kensingtoncan@yahoo.com) or text to 202-746-2537.
- ⇒ After reserving your space, prepay the \$20 admission fee and submit your registration form.

Name \_\_\_\_\_

Business \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

cash  check: make out to Town of Kensington and mail or drop off at Kensington Row Bookshop, 3786 Howard Ave, Kensington, MD 20895

PayPal to [Town@tok.md.gov](mailto:Town@tok.md.gov) and flag as KCAN9/25



### Are you on Instagram?

Follow [@kensingtoncan\\_20895](https://www.instagram.com/kensingtoncan_20895) on Instagram for news and announcements.



### Is your business listed on the Explore Kensington website?

Go to [explorekensington.com](https://www.explorekensington.com) to see if you are listed. If not, email Kariann Zentz, Communications and Marketing Specialist for the Town of Kensington [kariann@TOK.com](mailto:kariann@TOK.com)

Sponsorship Opportunities at the Inaugural KTown Chess Festival!

# Kids Chess Tournament

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Sat, October 5th  
12:30 - 3:30pm

Flinn Fountain Park  
Kensington Parkway



This free event will bring young chess enthusiasts together to compete, make new friends and celebrate the game of chess. Families and community are welcome to be spectators to the tournament and participate in chess-related activities.

Sponsorship is \$25 for your business logo on the festival banner and on Explore Kensington and KensingtonCAN! social media. Email [kensingtoncan@yahoo.com](mailto:kensingtoncan@yahoo.com) for more information.

food trucks • ice cream • chess related activities including life-sized chess for the little ones!

Sponsored by KensingtonCAN! and the Town of Kensington in partnership with U.S. Chess Center [www.chessctr.org](http://www.chessctr.org).

## Fall Crawl Promotion

Runs Oct 5  
(while we have Chess Festival attendees already in town!)  
thru Oct 26

### A fun way for customers to shop and support Kensington businesses!

#### SHOP! STAMP! WIN!

We're excited to introduce a new (and free to you) promotional

event — **Fall Crawl** — aimed at bringing more customers to Kensington to shop, support small businesses, and get entered into a raffle to win a \$200 gift card. *Here's how it works...*

1. If you are a Kensington business and would like to participate in the Crawl, let us know no later than September 20, and email your business logo to [kensingtoncan@yahoo.com](mailto:kensingtoncan@yahoo.com).
2. KensingtonCAN! will deliver the promo

cards and stickers to participating businesses on Oct. 1.

3. Hand out one card to each of your customers, instructing them to visit at least 15 businesses listed on the back of the card. (put a sticker on your logo once they've visited you and have made a purchase).

4. Once the card has 15 stickers, the customer can drop off the completed postcard at any of the participating businesses.

5. We will collect them after Oct. 26 and hold a drawing for the winner of a \$200 gift card. *For more information email: [kensingtoncan@yahoo.com](mailto:kensingtoncan@yahoo.com).*



## Join Jubilee in Celebrating GivingTuesday

Each year GivingTuesday, the first Tuesday of December, is an opportunity for people around the world to use their individual power of generosity to support their communities.

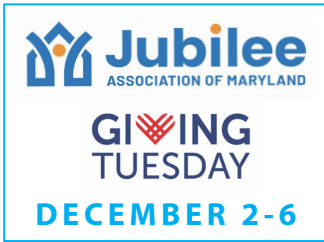
This year, please join Jubilee in the celebration of giving by partnering with them throughout the week of December 2-6. Jubilee's goal is to raise funds that support their mission of helping adults with intellectual and developmental disabilities live their best lives.

In Montgomery County, Jubilee provides residential and housing support services to more than 200 adults—everything from grocery shopping assis-

tance to navigating the complex process of securing affordable and accessible housing.

Last year, Jubilee was able to partner with 11 local businesses in Kensington. This year, their aim is to expand their reach and partner with 15 local businesses. Your gift helps promote independence, secure housing and connect friends among people of all abilities.

If you are interested in partnering with Jubilee and making a difference in your community, please contact Tania Argueta, Communications & Development Manager at: [targueta@jubileemd.org](mailto:targueta@jubileemd.org).



## KCAN GALLERY



Board meetings at La Gelatteria come with perks—yummy pastries and such! Board members (from L to R) Tania Argueta, Eli Sola-Sole, Tyler Whitmore, Elias Montilla, Roslyn Ashford, Mary Jo Moon and Assistant Town Manger Alex Marini.



KCAN craft table set up for the kiddos at this year's Juneteenth celebration.



Party by the Fountain—a beautiful day, great food and music—enjoyed by all...even Butters got in on the action!

**How can KensingtonCAN! help you?** What's important to you and your business? Let us know. We welcome information, ideas, questions, and discussion relevant to the Kensington business community.

**Email us at:** [kensingtoncan@yahoo.com](mailto:kensingtoncan@yahoo.com).

KENSINGTON  
**CAN!**  
BUSINESS. COMMUNITY. TOGETHER.

**KensingtonCAN!** is an organization that endeavors to create a more vibrant and diverse Kensington community by bringing together fellow merchants through events, community support and networking. We work closely with the Mayor and Town Council to attain our goals of—building a welcoming, creative and flourishing community; ensuring visibility and goodwill for our businesses; and attracting customers from across the metropolitan area.

**No dues are required; membership is free.** Join us to share ideas and work towards promoting and supporting the Kensington business community.

### OFFICERS

President: Tyler Whitmore  
*Tyler Whitmore Interiors*

VP: Elisenda Sola-Sole  
*Kensington Row Bookshop*

Secretary: Roslyn Ashford  
*Budget Blinds, Silver Spring + Bethesda*

President Emeritus: Amy Johnson

### MEMBERS

Tania Argueta  
*Jubilee Association of Maryland*

Q Francis + Rita Francis  
*Love People Records*

Susan Ho, DDS  
*Kensington Natural Smile*

Debbie Labonski  
*Tyler Whitmore Interiors*

Elias Montilla  
*La Gelatteria*

Mary Jo Moon  
*Chesapeake Framing*

Sam Mussomeli  
*Babycat Brewery*

Terry Redmond  
*Babycat Brewery*