

The A. J. Advisor



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Jay Winer



Wikipedia defines BRANDING as “the promotion of a particular product or company by means of advertising and distinctive design”. “Your Brand Identity is the personality of your business and a promise to your customers”. Jeff Bezos says “branding is what people say about you when you’re not in the room”.

So why talk about branding? Of course our company, in business for 36 years enjoys a brand we continue to refine, improve and grow, but suffice it to say we are well known in our market. But that’s not the branding to which I refer.

Odenton Town Center has struggled with its identity from the time it was first visualized, planned and codified as a central point for managing west county growth in 1994. It was to be the hub for commercial services; high density “urban” style residential living, multiple transportation modes and a focal point dedicated to a “sense of community”. The inability to deliver on that promise to the “customers” who live here now has forever altered that original plan and vision and should be acknowledged and accepted. Waugh Chapel, Arundel Mills and all that came with those quality developments have changed the landscape.



Efforts to “brand” Odenton Town Center have been researched, discussed and promoted by the Chamber of Commerce and developer groups for years. The Anne Arundel Economic Development Corporation has even funded past studies on this subject. It is still seen as a necessity. If the Odenton “brand” is what people say about you when you’re not in the room, let’s listen to what is said.

Generally, it’s an area that has not ever delivered on its promise. It is an old railroad and industrial area that has become a nice residential bedroom community with a modicum of retail and other services within it. Even the transportation hub it was to become with a major rail commuter station

COMMUNITY IMPACT

In May, AJP was recognized by the Central Maryland Chamber of Commerce (CMC) with the Chairman’s Award for Community Impact.

We have a long history in Odenton, dating back even *before* the formation of A. J. Properties. Although AJP is a 1980’s company, Jay Winer is rooted here from a family legacy of the National Plastics company of the 1940’s which acquired property over time that needed to be managed. Thus, AJP was born and our staff grew.

We are proud to serve in this community. We have participated in leadership positions in the Odenton Town Plan Oversight Committee where the widening of Piney Orchard Parkway, the Roundabout, the hiker/biker trail on Odenton Road and construction of the library came to fruition. We helped found the Odenton Action Coalition, unifying the development community and related professions to bring action to Odenton Town Center including the expansion of water and sewer. We’ve held leadership positions related to transportation, bringing bus service to Odenton and have more recently worked on the issue of the BW Parkway congestion and safety.

In Howard County, the issues of streetscape improvements are front and center, where we advocated for the Complete Streets program bringing physical and safety upgrades adjacent to

DO YOU KNOW

The County Executive’s proposed Forest Conservation bill could devalue your property? Contact us to find out more information.

the historic SavageMill, which was also redeveloped by Jay Winer and is managed by A. J. Properties. We have also lent our expertise to clients in adaptive re-use of property, such as the Odenton Heritage Society for their Bank Building a bowling alley turned skating rink & more, for our own idea of “recycling”. We want to see a bolder vision for the areas of our projects and are proud to participate

in the progress.

Thank you CMC, it is an honor.

WE WON!



L-R: Sonia Gladwin-AACC, Raj Kudchadkar-CMC, and AJP staff Genny Dikeman, Zachary Reynolds, Michele Waits, and partners Donna Wilner & Stuart Title

garage and retail development has never materialized. The “gateway” signage to the community is overgrown and in disrepair.



So, let’s not try to create a brand for what does not exist. Instead, let’s continue to push for pedestrian improvements to link neighborhoods, recreational facilities to support the population growth that has taken place already, local street improvements and maintenance to provide better access and commercial growth meant only to serve our own local population. We can still improve our “brand” by putting a shine on what we have as a nice, comfortable place to live. It’s the best we can hope for to provide the community with high quality of living.



Remember **WHEN**

- When you actually talked to people instead of always interacting with automated voices and forms
- When you felt secure that your business need was being looked after in YOUR best interest
- When you could trust someone’s word
- When it was about Relationship?

At AJP, it still is. That’s how we do business.

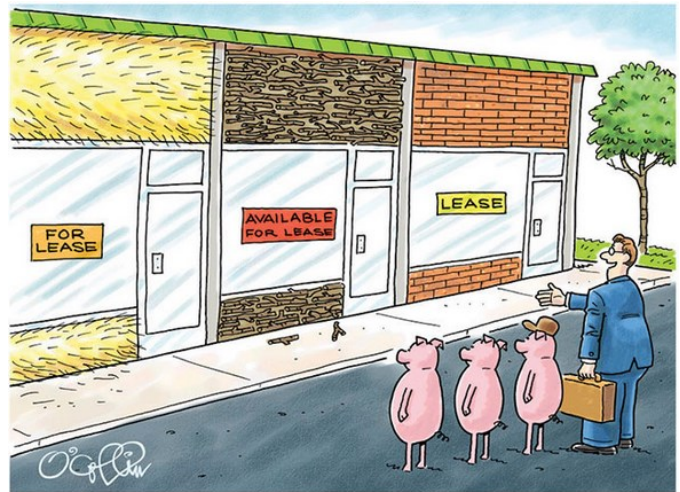
Find out for yourself.

Let us serve you.



A.J. Properties wants to give a SHOUT OUT to our colleague, **Adam Winer** on the occasion of receiving his Maryland real estate broker license!

Finding Space with You in Mind



“I think this property caters perfectly to your respective preferences.”

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AJP PROPERTIES