

November, 2012

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# Branding of Northside Community

By Barry Schwartz and Martha Dourson

For about the last eight months, various Northside Community Council (NCC) members, and Northside Business Association (NBA) members, have been diligently working studying and learning about branding under the direction and volunteer efforts of two local professionals – Jeff Hinkle, LPK Designs, and graphic designer, Laura



Conley.

We have learned what branding conveys and what it doesn't, its benefits and disadvantages, the underlying messages logos and icons create in our minds by them — basically a study into some of the concepts and strategy behind creating branding. We did this because we thought it was time to update the familiar “arch icon” used by Northside Community Council and also wanted to be able to use a design that could subtly be changed by color and other graphics, yet still showcase the design. In addition to the

work done by Jeff and Laura, several local graphic designers and artists contributed very creative ideas.

These preliminary designs for logos and icons were first presented at NCC's September

meeting and at Northside Business Association's November meeting. They were subsequently unveiled at various locations on Second Saturday in Northside and also some churches in order to get as much

public comment as possible.

Comments were also encouraged on Facebook and *Northside.net*. A final vote is planned for NCC's November meeting and NBA's December meeting.

The idea behind branding is to communicate a concept of the community (*or product*) to the local and broader community to attract people and reinforce the existing residents/businesses. The final logo will be adapted to the needs of all the organizations in the community. The intent is

to initiate further conversation and spread knowledge of Northside. We had nine meetings and six focus groups with a variety of people to determine perceptions of Northside.

These meetings have reinforced the committee's perception that there is a lot of confusion about the nature of the community, even where it is located. In order for Northside to grow and prosper, we feel that our image needs to be clarified and broadcast widely.

Please join us at 7 p.m. at the November 19 Community Council meeting or at the December 3 NBA meeting to vote for your choice! You'll be in for a treat! (*The November 19 meeting will still be at North Presbyterian Church; McKie opens the last week in November!*)

## Index

- House Tour—Page 2
- Council Committees—Page 2
- Dr. Bob—Page 4
- Kiwanis' new officers—PAGE 5
- November recipe—Page 6
- Peace Column—Page 7

## Have News?

Let us know!

513-241-7539 or

send to:

MAP@ella.net

## Shop Local Day November 23

By James Heller-Jackson

Join us for a celebration of all things Northside on November 23,

Black Friday, the day after Thanksgiving, for Northside's Shop Local Day!

On the busiest shopping day of the year,

Northside is unveiling 11 new, museum-quality, iconic signs throughout the Northside Business District. The signs were awarded through the CoSign project, a creative sign competition this summer in which 28 businesses and 52 artists

See *Local*, Page 2, Col. 3

# Northside



## House Tour showcases homes, community involvement

Three hundred and eighty people attended the 14th Northside House Tour on a gorgeous afternoon on Sunday, September 30.

The tour, which is sponsored by the Northside Community Council (NCC), featured eight homes of various sizes and styles, ranging from Queen Anne-style Victorians to 1920s Tudors to a new LEED-certified (*Leadership in Energy and Environmental Design*) contemporary home.

This year's tour took participants to parts of the neighborhood that had never been on previous tours and highlighted some of the surprising greenspaces in the form of large yards and parks – that help define the character of this urban neighborhood.

Tour attendance was up 45 from the 2010 tour.

Held in even-numbered years, the house tour promotes Northside as a place to live and showcases the restoration and renovation work and new housing development taking place in the neighborhood. Proceeds from the self-sustaining tour benefit activities of the NCC such as the porch tour, a fall event that is held in odd-numbered years.

House Tour Committee Chair and founder Louise Watts and Vice Chairs Carolyn Gutjahr and Sandy Hamilton wish to thank the following organizations for helping to make the tour a success: Building Value, Churches Active in Northside, City of Cincinnati Police and Public Services Depart-

ments, Happen, Inc., North Side Bank and Trust Co., Shake It Records, and Taylor Jameson Hair Design for providing in-kind support and Chas. A. Miller Sons, Inc. Funeral Service and North Side Bank and Trust Co. for providing financial support. Very special thanks goes to the owners of the homes on the tour, the members of the House Tour Committee, and the tour volunteers without whose involvement the event would not have been possible. For more information about the tour and a complete list of acknowledgements, go to [www.northside.net/housetour](http://www.northside.net/housetour).

**Local**—from Page 1 participated as an educational outreach program from the American Sign Museum, and graciously funded by the Haile Foundation.

Northside will be shining! Get your Christmas shopping done, in your own

neighborhood! Enjoy a jam-packed 24 hours of events, including music and art in the streets, sidewalk sales, a craft market, special food and drink events, a window decorating contest, a scavenger hunt, a visit from Santa, the schedule grows daily.

All Northside organizations are encouraged to participate!

Northside businesses who will have their new signs unveiled include Northside Tavern, Market Side Mercantile, Wireless Plus, Off the Avenue, Django Western Taco, Word Play, Fabricate, Tone House Music, Northside International Airport, Casablanca Vintage, and NorthsideSurplus.

CoSign is designed to enhance economic activity in Greater Cincinnati neighborhood business districts by pairing artists, small businesses, and professional sign fabricators to design and install unique handcrafted signage for local retailers;

See **Local**, Page 3, Col. 1

### Northside Community Council Committees

**Education Committee** - Sue Wilke and Jeni Jenkins jointly co-chair. If interested in participating contact Sue at [suewilke@cinci.rr.com](mailto:suewilke@cinci.rr.com) or Jeni at [visionforchange@gmail.com](mailto:visionforchange@gmail.com).

**Northside Safety & Livability Committee**—meets the 2nd Thursday of month, 7 p.m., 4304 Hamilton Avenue. Contact Bill McCormick for details, 513-542-9355 or [bm.mg@mail.com](mailto:bm.mg@mail.com); Safety and Livability is looking for someone to make new people feel welcome in Northside. One way is to provide welcome kits which includes the Northside Guide, donated items from Northside businesses and information flyers from Northside committees and associations. If this interests you, please contact Bill at [bm.mg@mail.com](mailto:bm.mg@mail.com) or 513-675-3429.

**Youth Soccer Committee** - Currently NCC funds and sponsors two youth teams in both the spring and autumn. Contact Oliver Kroner for details, [oliekroner@yahoo.com](mailto:oliekroner@yahoo.com) or 513-284-0899 cell. Visit [www.northsidesoccer.com](http://www.northsidesoccer.com)

**Skate Park Committee** — Currently not meeting but still working! Contact Tim Jeckering at 513-542-2500, or e-mail Tim at [timjeckering@fuse.net](mailto:timjeckering@fuse.net). Visit [www.skatenorthside.com](http://www.skatenorthside.com).

**House Tours/Porch Tours** are usually the second weekend in October, on alternating years, House Tours are on even-numbered years, and Porch Tours are on odd numbered years.

**Porch Tour** - Contact Tim Jeckering, 513-542-2500 ext (1#) or [timjeckering@fuse.net](mailto:timjeckering@fuse.net)

**House Tour** - Contact Louise Watts, 513-541-7563 or [louisewatts77@email.com](mailto:louisewatts77@email.com).

#### Event Committees

**4th of July** — Chuck Brown at [chuckb75@aaahawk.com](mailto:chuckb75@aaahawk.com) 4th of July Committee works at planning, recruiting, getting permits and community participation for the 4th of July Parade. This Committee also coordinates w/organizers of the Festival in Hoffner Park after the Parade.

#### Affiliates

**Citizens On Patrol (COP)** — meets 3rd Thursday of month at 6 p.m. at Ella.net Studio (*above Northside Tavern*). Contact Mollie Brumm at [mollie.brumm@fmr.com](mailto:mollie.brumm@fmr.com)

**Cincinnati Northside Community Urban Redevelopment Corporation (CNCURC)** — Stefanie Sunderland, executive director, 513-542-4709

**METRO** Northsider

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## Ulrich named VP at Cincinnati State

Cincinnati State President O'dell M. Owens has named Dr. Dennis N. Ulrich as the new Vice President for Workforce Development.

"Thanks to Dr. Ulrich's stewardship of the Workforce Development Center," said Dr. Owens, "Cincinnati State has become a driving force in workforce development, at a time when both state and national governments recognize the crucial role community colleges play in the future of our country's workforce."

Dr. Ulrich joined the College five years ago to lead its Workforce Development Center, and brought extensive experience in both academic and private-sector organizations. Before coming to Cincinnati



Ulrich

State, Dr. Ulrich served as Dean of Community Continuing Education at Cuyahoga Community College, the Executive Director of the Center for Executive Education at Kent State University, and has also held officer-level positions with two major Cleveland-based corporations.

### Sign up at CAIN make Christmas brighter

The holidays will be here before we know it. Now is the time to make your plans to volunteer. Please let me know how you can help. You can call, email or see me when you are here. Sign-up sheets are in the back of CAIN.

This is a great time to recruit a friend or neighbor to show them CAIN in action to encourage them to become more involved with CAIN in 2013! Thanks for ALL your support. If you want to be an Angel Shop



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### Northside-College Hill Kiwanis

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## Dr. Bob

By Dr. Robert Biederman

### How do they do it?

**Downtown**—Hello folks. Just when everything gets into a normal routine, there comes along a situation that just has to be shared with people.

Faithful followers of my humble column are familiar with the true story of the gentleman that wanted me to bring his dog back to life (*even if the poor guy sadly expired two and a half months earlier*). I have witnessed Buddhist pet funerals (*what the heck*) for an old pet that had to be put down.

But lately, there was an unique situation dealing with some of the strangest things I have seen a pet eat/swallow/ingest. I figure it's time for a little recap, and

perhaps some of you out there with pets can relate to a few of these events.

OK—here is the top ten of some of the strangest things I've seen. We'll do this David Letterman style.

10.) Dogs eating rat/mouse bait. Aright, so this first one is not so god-awful strange, but this one little dog named "Trooper" really loved the stuff. Not once, but twice we had to load him up with hydrogen peroxide to rid his little body of this evil! He sure seemed very pleased with himself after making the stuff an afternoon snack. Hopefully, no one out there is making dog biscuits with that flavor!

9.) Rocks. Again not real un-

usual, but this was another of Trooper's favorites. By the way, Trooper is doing quite well these days. He is now a responsible young lad with a very charming temperament.

8.) Cassette Tape. This one happened quite a while back. Tigger was brought in with an audio cassette hanging about six inches out of his mouth and the tape going down his throat. What really made this case memorable is when I grabbed the thermometer to take his temperature. Wouldn't you know it, but the tape was coming out the "south side" as well! This one was a true surgical dilemma! Don't try this one at home! It's expensive.

7.) Golf gloves. This situation is actually quite dangerous, just like stockings and socks. These are the kinds of things that like to stick, and then adhere to the stomach/intestinal walls if not dealt with immediately. Be mindful of that.

6.) Terra Cotta Pots. Oh boy, what a case. Here is this big

beautiful German Shepherd pup who I imagine spent a little too much time smelling the roses. The owner brought him in, and on the x-ray you could see these big four to five inch chunks of a busted terra cotta pot just sitting in his stomach. To this day, I have yet to figure out how in the world they made it that far without doing serious damage to his throat. Hard to forget this one!

5.) Nails. Seen lots of these. You would think the nail would penetrate the GI tract and the pet would be a goner. But the neat thing here is that the sharp point almost always 'snags' the intestines and then the blunt end tumbles over and leads the way out. Nearly always, it's just a matter of time before such things are passed.

4.) Sponges. This one happened around Christmas a few years back. It belonged to a most unhappy cat that does not appreciate an honest enema. Perhaps because along with a kitchen sponge, little Titus also had a big

See *How?* Page 5, Col. 1

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**How?**—from Page 4

long piece of string, part of a rubber kitchen glove and a little bit of yarn (*for good measure*) thrown into the mix as well. Boy, was that a fun time to be a vet!

3.) Money. One big ole fat cat came in one nice Spring day because he was vomiting. Since we all haven't won the lottery, the owner decided to wait on an x-ray. A month or two goes by and Porter is still at it with the yacking. Now it's x-ray time, and it was quite obvious that Porter had a palate for money. The head of the dime was a no brainer! The dime was removed and the vomiting stopped. Big Porter however was quite upset I took his money and hated me ever since. The interesting here is that the coin was in there for so long that the stomach acids dissolved away the silver, and only the copper core was left. I wanted to hold onto that, but since it was the owner's dime-he took it home.

2.) Needles. This one was

See *How?*, Page 6, Col. 5



Northside-College Kiwanis selects new officers—from left, Ron Witt, president; Jan Holland, vice president and Don Beimesche returning as treasurer. Holland served for 10 years as president of the organization. Northsider photo.

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**“Dr. Bob”**



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**Northside News  
FIRST**

**November Recipe**

**Sweet Potato Casserole with Streusel Topping**

This year, forget the marshmallows and try a streusel topping on the sweet potatoes.

**Ingredients for filling**.....2 lbs. fresh sweet potatoes(2, 16 oz.cans will do)..... 1 quarter cup butter.....2 thirds cup brown sugar.....1 half cup sweetened cranberries or craisens, for a tart touch(optional).....**Ingredients for topping**..... 1 cup brown sugar.....1 quarter cup butter.....1 third cup flour.....1 teaspoon cinnamon..... 1 half teaspoon vanilla..... 1 half teaspoon salt.....1 cup pecans, finely chopped, for a toasted nuttiness(optional)

**Directions for filling**.....Pre-heat oven to 350 degrees.....Mash sweet potatoes with butter and brown sugar....Stir in cranberries(optional).....Pour mixture into 9 inch square glass baking dish

**Directions for topping**.....Mix brown sugar, butter, flour, cinnamon, salt and vanilla in mixing bowl, until crumbly.....Gently mix in pecans(optional)....Sprinkle the entire topping mixture over sweet potatoes.....Bake approximately 40 minutes or until golden brown..... You'd better make 2 batches, because everyone will want seconds.

**Happy Thanksgiving and Bon Appetit, until next month,**



Barbara Rosenberg  
Author

**How?**—from Page 5

very recent. A dear little cat named Precious with a history of vomiting shows up at my clinic. This poor thing had a one and a half inch needle laying sideways in her stomach. On the x-ray, it went from one side of her ribcage to the other. It was surprising that it didn't start poking out the skin! Fortunately, this little cat still likes me after the fact.

And now, the number one most interesting thing. Drum roll please

1.) Engagement Ring. By far and away, my most favorite story to tell. A gentleman in Clifton had a Golden Retriever who evidently appreciated shiny things. One day, the owner called with a rather bizarre request. He's ready to propose to his sweetheart, but can't find the ring that he bought. Would I please take an x-ray and see if Ted is 'holding' the ring! Sure enough, the darned thing was happily bouncing off the walls of Ted's stomach. We kept Ted at the clinic for a few days and went on "poop detail" until it ceremoniously popped out. The owner had just one request. Please don't tell the fiancé where the ring had been!

Until next time.

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# PEACE *(hopefully)*

By Steve Sunderland

## Malala

Malala is the first name of the 14 year old Pakistani girl who was shot for advocating for education for all girls in schools.

She had been an advocate for the last two years and had been warned by the Taliban to stop. She refused.

“Malala”

My nose runs

Blood and tears

As I stand by

Your bedside.

Your head and neck

Are covered with

The holy bandages.

Nearby your father

Stands, his hands,

Strong, long fingers, hold

Themselves in

Now, she is recovering from shots to her head and shoulder in a British hospital. She is able to stand and there is hope for a full recovery.

The non-violent battle for education for girls continues. Here is a poem I have written about her.

what I

Take to be a prayer.

Your eyes are closed

And opening and closing.

What do you see through

Your veil of numbness?

Open, you can see from the

Mountain top, the perch

On top of the ladder,

The window in the attic,

Only thousands of little girls.

They are lined up like

Brightly tied ribbons in

Your hair, in the hair

Of the Prophet.

On their faces a smile

Is there...tentative

And expectant.

Their eyes are steady

For some; others have

Eyes that dart, first

Toward your

room and

Then around, to the

Girls in front and the

Women in back.

They wail as the line

Moves ever so slowly

Toward teachers who

Are standing at their

Blackboards.

Toward doctors who are

Examining the chests of

Little children;

Toward the nurses that

Bring medicine;

Toward the librarian

Where the

students read—

All female—

Study, examine, and speak

About ideas, feelings, histories,

And the future of a

Place called “Pakistan.”

The sun is rising

You can see through the

Seams in the bandages.

It looks muted, pale,

And limited.

Your good hand and usable

Fingers stretch the cloth

And You can now see

All the colors of

this sun,

And the brightness

And even the clouds

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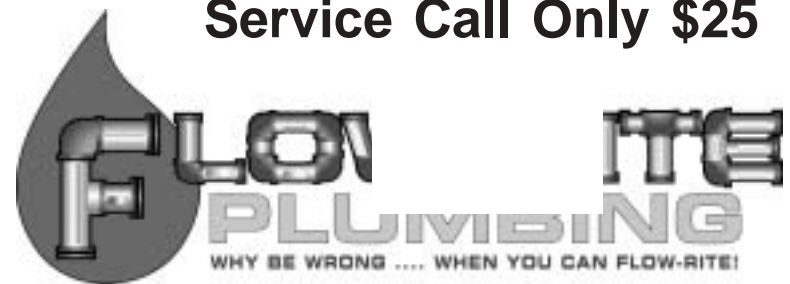
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