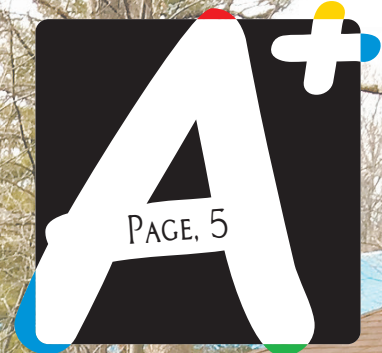


# Potomac ALMANAC



Carlyne Cardichon and her daughters Gaby, 13, and Martine, 15, of Potomac, were among the volunteers who helped with clean up projects at Locust Grove Nature Center in Cabin John Regional Park on Monday, Jan. 15. More than 50 volunteers helped at the Nature Center as part of the MLK Day of Service.

## Day of Service

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PHOTO BY PEGGY McEWAN/THE ALMANAC

JANUARY 17-23, 2018

ONLINE AT [POTOMACALMANAC.COM](http://POTOMACALMANAC.COM)



# Day of Service Brings Out the Best

Celebrating Martin Luther King, Jr. Day by volunteering in the community.



Scarlet Mann, 12, of Carderock Springs, adds moisture to the toad house during the Day of Service at Locust Grove Nature Center in Cabin John Regional Park on Monday, Jan. 15.



Anderson Campellow, 8, displays the bag of trash he collected along the creek at Locust Grove Nature Center. Anderson and his parents spent time collecting trash at the Nature Center Monday, Jan. 15 as part of the Martin Luther King, Jr. Day of Service.

PHOTOS BY PEGGY MCEWAN/THE ALMANAC

BY PEGGY MCEWAN  
THE ALMANAC

This year marks the 50<sup>th</sup> anniversary of the death of Martin Luther King, Jr., civil rights activist who was assassinated April 4, 1968.

On Monday, some Montgomery County citizens celebrated his life and legacy with a Day of Service, volunteering throughout the area, collecting food for Manna Food Center, making bag lunches for homeless shelters, and cleaning up the environment by picking up trash along stream beds and pulling invasive species from parkland.

Most of those who volunteered at Locust Grove Nature Center in nearby Cabin John Regional Park only know of King's work second-hand but were happy to brave the cold weather to make their corner of the world a better place.

"My mother said [Dr. King] was all about service and serving people no matter what race, creed

or gender," said Martine Cardichon, 15, of Potomac.

Martine, her sister Gaby, 13, and their mother Carlyne, volunteered at the nature center for several hours Monday. Together they cleaned trash along the stream separating the nature center from Democracy Boulevard.

"We found lots of tennis balls and plastic bottles and lots and lots of Styrofoam," Martine said. "I even found a plastic water gun."

Much of the trash, she said was frozen to the ground and they could not get it, still, they, along with other volunteers collected a dozen large trash bags full of debris.

Though collecting trash on a very cold day is not a glamorous job, Martine said it was an important one.

"The Earth belongs to everybody and trash can kill wildlife, that would disrupt the food chain which will disrupt the whole," Martine said.

Carlyne Cardichon said she and her daughter helped at the nature center because it was a day of service but also because they live nearby and enjoy the park.

"We enjoy the park so much, we want to keep it clean, not just for our family but for everyone," she said.

Inside the nature center, Scarlet Mann, 12, of Carderock Springs, helped naturalist Calvin Sweeney, clean a turtle cage and spray moisture in the home of Prince Charming, the center's resident toad.

About Martin Luther King, Jr., Scarlet said that King helped his world and that is the point of the Day of Service.

"I think mostly what they are trying to do is incorporate those who help the world connect it to the environment," she said. "We are helping the environment, where Martin Luther King was helping people."

Another trash collector for the day was Anderson Campellow, 8, from Potomac. He seemed excited about his trash haul, holding up an almost full trash bag and recounting the various things he found.

"I found a brick, a shoe, soccer ball and a calendar for 2018," he said.

Anderson and his parent, Alida Anderson and Lenny Campellow, said they help at Locust Grove every year for the Day of Service.

"Last year we found a deer skel



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# ‘Fulfilling the Dream’ County celebrates King’s legacy.

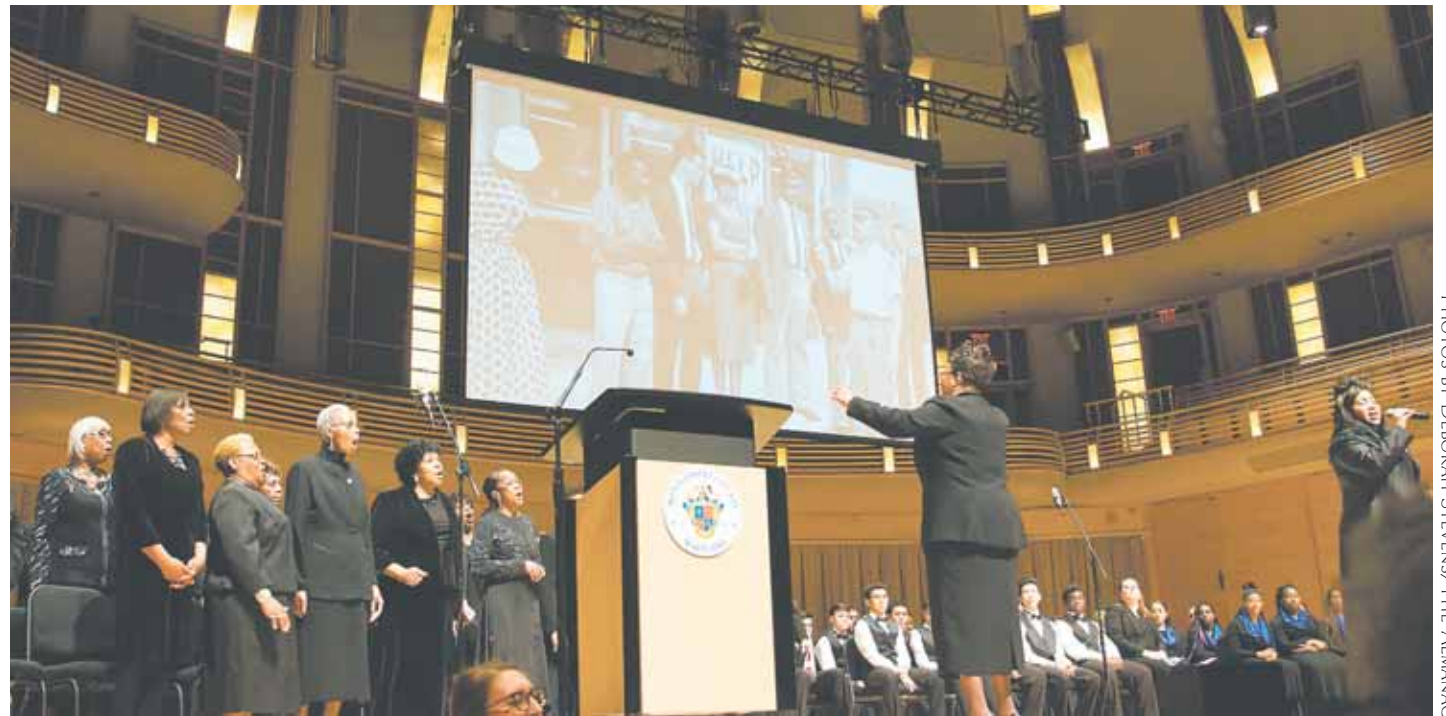
**T**his year’s theme for Montgomery County’s annual Martin Luther King Jr. celebration was “Fulfilling the Dream: A Celebration of Yesterday, Today, and Tomorrow.” The ceremony, held on Monday, Jan. 15 at the Music Center at Strathmore, was produced by the Dr. Martin Luther King Jr. Commemorative Committee and the Montgomery County Office of Human Rights.

The event celebrated Dr. Martin Luther King Jr.’s life through dramatic readings, music, dance performances and a special choral performance by the Carlton Reese Memorial Unity Choir from Birmingham, Ala.

The Carlton Reese Memorial Unity Choir began in 1959 singing in the Sixteenth Street Baptist Church in Birmingham. The group offered music and inspiration during the Birmingham Civil Rights Movement.

Musical performances were also provided by student groups from Albert Einstein High School; Clarksburg High School; Dr. Martin Luther King, Jr. Middle School; Gaithersburg High School; Montgomery Blair High School; Northwest High School and Ritchie Park Elementary School.

The event was hosted by NBC News 4 Anchor Leon Harris. Scheduled presenters



PHOTOS BY DEBORAH STEVENS/THE ALMANAC

**Carlton Reese Memorial Unity Choir from Birmingham, Ala. performed at Montgomery County’s annual Martin Luther King Jr. celebration on Monday, Jan. 15.**

for the program included County Executive Ike Leggett, U.S. Sen. Chris Van Hollen; U.S. Rep. Jamie Raskin; County Council Presi-

dent Hans Riemer; County Council Vice President Nancy Navarro; Councilmembers Roger Berliner, Marc Elrich, Nancy Floreen,

Tom Hucker, Sidney Katz, George Leventhal, Craig Rice; and Board of Education President Michael Durso.



**The Golden Phoenix Dancers.**



**County Executive Isiah Leggett addresses the audience.**



**The event was hosted by NBC News 4 Anchor Leon Harris.**



**Cleo Kennedy of the Carlton Reese Memorial Unity Choir.**

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**Montgomery County Law Enforcement Color Guard.**



## A Day of Service

FROM PAGE 2

eton.” Anderson said.  
Clean up at Locust Grove seemed like a big success, naturalist Rebecca Wadler said. “We had a lot of people who signed up and we had a lot of people who just showed up. We are a very small nature center so we really do depend upon the public to help us,” Wadler said. “When we do these days it [develops] ownership of the nature center and helps us grow.”



**Amrita Sadhu, Archit Ravishankar, and Ayusha Kadigari, students at Robert Frost Middle School, show off one of the baskets of food donated by customers at the Potomac Giant Food store Sunday, Jan. 14. The students greeted shoppers with a list of foods from Manna Food Center, and asked them to purchase items and donate to Manna as part of the Martin Luther King, Jr. Day of Service.**

PHOTOS BY  
PEGGY MCEWAN  
THE ALMANAC



**Ryan Whittaker, left, and Sean Borsum greet shoppers at the Cabin John Giant Sunday encouraging donations to Manna Food Center. The boys, both students at Julius West Middle School, volunteered as part of the Montgomery County Day of Service in honor of Dr. Martin Luther King, Jr.**

## BULLETIN BOARD

Submit civic/community announcements at [ConnectionNewspapers.com/Calendar](http://ConnectionNewspapers.com/Calendar). Photos and artwork welcome. Deadline is Thursday at noon, at least two weeks before event.

### GENERAL ASSEMBLY

**The Maryland General Assembly** meets in Annapolis each year for 90 days to act on more than 2,500 bills including the state's annual budget. Potomac falls into two districts, District 15 and District 16, each one with one senator and three delegates. Visit [www.mlis.state.md.us](http://www.mlis.state.md.us).

### WINTER GUIDE AVAILABLE

**The 2017-2018 winter issue of the Montgomery County Guide for Recreation and Parks programs** is now available to the public. The Winter Guide features a variety of classes and programs designed to help participants stay active and have fun. Visit [www.montgomerycountymd.gov/rec/Resources/Files/publications/WinterGuide2017-2018.pdf](http://www.montgomerycountymd.gov/rec/Resources/Files/publications/WinterGuide2017-2018.pdf).

### TUESDAY/JAN. 16

**Public Hearing.** 1:30 p.m. in the Third Floor Hearing

Room of the Council Office Building, 100 Maryland Ave., Rockville. The Montgomery County Council will hold a public hearing on Expedited Bill 40-17, Personnel - Merit System - Salary and Wage Plans - Police Leadership Service, which would modify the uniform salary plan for police sworn managers to include a salary schedule for a Police Leadership Service; authorize the Chief Administrative Officer to establish a Police Leadership Service under the merit system for lieutenants and captains in the Department of Police; establish guidelines for the Police Leadership Service; and generally amend the law governing salary schedules for County employees under the merit system. Visit [tinyurl.com/z9982v8](http://tinyurl.com/z9982v8).

**Afternoon Grief Support Group.** Tuesdays from 1:30-3 p.m. at Faith United Methodist Church 6810 Montrose Road, Rockville. A six-week group for anyone grieving the death of a loved one. Registration required at 301-921-4400.

### WEDNESDAY/JAN. 17

**Evening Grief Support Group.** Wednesdays 6:30-8 p.m. at Montgomery Hills Baptist Church, 9727 Georgia Ave, Silver Spring. A six-week group for anyone grieving the death of a loved one. Registration required at 301-921-4400. (No meeting on Feb. 14.)

**Loss Of A Child Support Group.** Wednesdays 6:30-8 p.m. at the Montgomery Hospice offices at 1355 Piccard Drive, Suite 100, Rockville. A six-week group for parents grieving the death of a child of any age. Registration required at 301-921-4400. (No meeting on Feb. 14.)

### SATURDAY/JAN. 20

**100 Mile Challenge Kick-off Event.** 2-4 p.m. in the EOB cafeteria at the Montgomery County Executive Office Building (EOB), 101 Monroe St., Rockville. The event will include a healthy tasting reception, fitness programs and other group activities. Registered participants can also pick up their T-shirts and bandanas at the kickoff event. The goal of the program, which is self-reporting, is to complete 100 miles (or more) in 100 days. Twenty minutes of continuous physical activity also counts as one mile. Tracking logs will be sent to each participant who registers at [ActiveMONTGOMERY.org](http://ActiveMONTGOMERY.org), using activity number 42466. Visit the 100 Mile Challenge at [www.montgomerycountymd.gov/rec/100.html](http://www.montgomerycountymd.gov/rec/100.html).



## Holiday Feasts

**For the fourth year, TPC Potomac Executive Chef David Trevelino prepared holiday feasts for sailors aboard the USS Chicago submarine. Initially inspired by his son's enlistment in the U.S. Navy, Trevelino and his wife have since made it a holiday tradition. Thanks to contributions from the members and friends of TPC Potomac, the duo's travel was covered, along with costs for food supplies and cargo shipping.**

## POTOMAC ALMANAC

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# New Year, New Order

## Local organizers teach methods for streamlining a space.

BY MARILYN CAMPBELL

**W**ith the holidays now a memory, local organizers are getting requests from those with overflowing buckets of ambition to create and maintain a clutter-free space.

"One of the first things to learn is that a few minutes spent on a few tasks each day can go a long way in maintaining order," said Jodie Jacobs of SOUPerior Organizing. "Decide how important a clean, clutter-free space is to you and follow through on keeping it that way. Prioritize it like other important things in your life."

One habit that Susan Unger of ClutterSOS teaches her clients to focus on simple things that can be done easily and frequently. "In general, I recommend keeping up with household duties on a daily basis so none of them become a bigger project," said Unger. "For example, don't leave dishes in the sink. Load the dishwasher after every meal and put all cooking and food prep items away so the counters are clear."

Establishing a daily routine so that tidying becomes second nature is a technique that Unger uses in her own life and teaches to her clients. "I always make my bed first thing in the morning," she said. "Having a neat bedroom is a great way to start the



**Teaching children to put away toys at the end of the day can create a peaceful environment.**

day."

Also on her recommended list of daily tasks: apparel. "Be sure to put all clothes away on a daily basis rather than leaving them on a chair or the floor," said Unger. "Clean clothes should be hung up or put in drawers and dirty clothes in the laundry basket."

In fact, Unger tells clients to gather the entire family at the end of each day and spend 10 minutes tidying as a group. "Make a sweep of your house and determine which items need to be put in their proper place," she said. "It makes for a less stressful and



PHOTOS COURTESY OF JODIE JACOBS

**Small tasks such as putting away clothes each day can lead to a organized space.**

more pleasant morning when you're not waking up to clutter sitting around," said Unger.

Deal with mail on a daily basis so it doesn't pile up, advises Unger. "Immediately recycle or shred the junk mail and put bills, items to file and reading in an appropriate place."

Whether it's a small basket by the front door or storage boxes placed under a bed, one technique for tidiness is having a designated space for items. "Kids' homework should have a landing place like a backpack," said Jacobs. "The backpack should

go in a particular place, like on a hook. You have to figure out what works for your family."

Keep bathrooms in order by adding over-the-door hooks to hold towels, suggested Todd Martz, Home on Cameron in Alexandria. "This might make the room appear smaller, but it [offers] a place to put towels," he said. "Include a decorative bag on the door hook for toiletries so they're out of the way."

"Add an ottoman or coffee table with storage," continued Martz. "Maximize the space next to a utility or laundry room by adding a ... shelf to hold blankets."

Whether it's once a week or once a month, schedule time to spend on organization projects and record it on a calendar, advises Jacobs. "Tie it to something that you already do and select a time that won't be overrun by other events, she said. "If you know that every Sunday at nine o'clock, you always watch a television show, set aside that time to go through mail, pay bills and respond to invitations while you're watching. That way, your time won't get bumped for a soccer game or business meeting."

One caveat that Jacobs offers her clients is, "Maintaining a routine doesn't mean that you won't slip up at times," she said. "You have to hold yourself to realistic standards or you'll get discouraged."

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### FRIDAY/JAN. 19

**Fine Arts Quartet and pianist.** 8 p.m. at Westmoreland Congregational UCC Church, 1 Westmoreland Circle, Bethesda. Fine Arts Quartet and pianist Alon Goldstein will be featured as part of the Washington Conservatory Concert Series. Email [hschonberger@washingtonconservatory.org](mailto:hschonberger@washingtonconservatory.org) or call 301-320-2770.

### JAN. 19-FEB. 25

**The Wonder People.** At Photoworks Gallery, in Glen Echo Park, 7300 MacArthur Blvd. “The Wonder People” exhibit is a series of portraits of children and adults caught in the global refugee crisis. Photographer Dorte Verner captured the exhibited photographs of people from Afghanistan, Burundi, Central African Republic, Democratic Republic of Congo, Iraq, Kurdistan, Myanmar, Rwanda, Somalia, South Sudan, Syria and more over the past one and a half years. Visit [glenechopark.org](http://glenechopark.org).

### SUNDAY/JAN. 21

**Design Seminar.** 1-3 p.m. at Gallery B, 7700 Wisconsin Ave., Suite E, Bethesda. Subject: “How to Integrate Artwork into your Home.” Call 301-215-7990 for more.

**Hot Jazz Jam Session.** 3-6 p.m. at The Potomac River Jazz Club at Normandie Farm Restaurant, 10710 Falls Road, Potomac. Bring and instrument and sit in with the Conservatory Classic Jazz Band or just come on by to listen and enjoy. \$10 admission, free for jammers and students. Visit [PRJC.org](http://PRJC.org).

### Opening Reception and Gallery

**Talk.** 4-6 p.m. at Photoworks Gallery, in Glen Echo Park, 7300 MacArthur Blvd. “The Wonder People” exhibit is a series of portraits of children and adults caught in the global refugee crisis. Photographer Dorte Verner captured the exhibited photographs of people from Afghanistan, Burundi, Central African Republic, Democratic Republic of Congo, Iraq, Kurdistan, Myanmar, Rwanda, Somalia, South Sudan, Syria and more over the past one and a half years. Visit [www.glenechopark.org](http://www.glenechopark.org).

### JAN. 26-FEB. 4

**The Underpants.** Various times at the F. Scott Fitzgerald Theatre, 603 Edmonston Drive, Rockville. Rockville Little Theatre will continue its 70th consecutive season with an adaptation of Carl Sternheim’s “The Underpants,” written by actor,



“The Wonder People” by Dorte Verner.

## Art Exhibit

“The Wonder People” exhibit is a series of portraits of children and adults caught in the global refugee crisis. Photographer Dorte Verner captured the exhibited photographs of people from Afghanistan, Burundi, Central African Republic, Democratic Republic of Congo, Iraq, Kurdistan, Myanmar, Rwanda, Somalia, South Sudan, Syria and more over the past one and a half years. Exhibit runs Jan. 19-Feb. 25 at Photoworks Gallery, in Glen Echo Park, 7300 MacArthur Blvd. Visit [www.glenechopark.org](http://www.glenechopark.org).

comedian, musician and writer Steve Martin. “The Underpants” contains some mature themes and humor and is recommended for ages 13 and over. \$22 for adults and \$20 for seniors and students. Call the box office at 240-314-8690, or visit [fscottfitzgerald.showare.com](http://fscottfitzgerald.showare.com).

### SATURDAY/JAN. 27

**MoComCon.** 11 a.m.-4 p.m. at Montgomery County Library, Silver Spring branch located, 900 Wayne Ave., Silver Spring. Montgomery County Public Libraries will host its second comic convention. This event is open and accessible to all, including seasoned comic conventioners, novices and the curious of all ages. The comic convention will include a variety of presenters, workshops, programs, displays, exhibitors and cosplay (costume play, dressing up as a character) opportunities. Free. Visit [montgomerycountymd.gov/library/programs/mocomcon/](http://montgomerycountymd.gov/library/programs/mocomcon/).

### SUNDAY/JAN. 28

**Live Music.** 7 p.m. at Focus Bethesda at Positano’s Restaurant, 4948-4940 Fairmont Ave., Bethesda. The Harried Americans and The Aloha Boys are in concert on Jan. 28 at 7 p.m. at Focus Bethesda at Positano’s Restaurant, 4948-4940 Fairmont Ave., Bethesda. Tickets are \$18 in advance at

[www.focusmusic.org/buy-tickets](http://www.focusmusic.org/buy-tickets) and for members, \$20 at the door.

### SATURDAY/FEB. 3

**Concert Series.** 8 p.m. at Westmoreland Congregational UCC Church, 1 Westmoreland Circle, Bethesda. Members of the Pressenda Chamber Players – performing repertoire for violin, viola, cello, and piano – will be featured as part of the Washington Conservatory Concert Series. Free (donations welcome). Audience members are invited to a post-concert Wine & Words in the church social hall. Visit [www.westmorelanducc.org/](http://www.westmorelanducc.org/).

### FEB. 10 - MARCH 18

**“The Princess & the Pauper – A Bollywood Tale.”** Various times in Imagination Stage’s Annette M. and Theodore N. Lerner Family Theatre, Auburn Avenue, Bethesda. In this Bollywood-inspired musical adaptation of the classic Mark Twain novel, commoners work long hours to support the luxurious lifestyle of the palace royals. Rani, a shy dressmaker’s daughter, dreams of ruling the Sultanate with generosity and justice. Meanwhile, a corrupt Wazir plots to steal the throne, and a spoiled Princess Razia longs wistfully for freedom beyond the palace walls. Tickets start at \$10. Visit [www.imaginationstage.org](http://www.imaginationstage.org).

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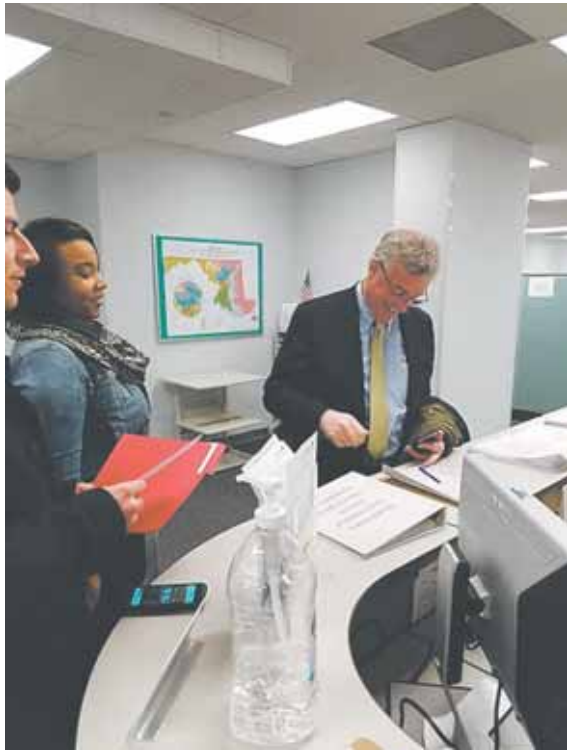


[jill@squealsonwheels.us](mailto:jill@squealsonwheels.us)



## Officially Filing For Congress

**Congressional candidate David Trone officially filed paperwork on Tuesday, Jan 9 to appear on the Democratic primary ballot. Trone announced his candidacy in early August and has since then traveled through the 6<sup>th</sup> District talking with voters about his agenda to create jobs all throughout the district, improve the district's infrastructure including I-81 and I-270, doubling the funding for the National Institutes of Health, and fighting the Opioid Crisis. Trone is the founder and owner of Total Wine & More. He started the company with one store and grew it into 172 stores in 22 states. They currently employ 6,000 people. More information about David Trone and his campaign for Congress can be found at [www.davidtrone.com](http://www.davidtrone.com).**



## Initiative's Grant Supports Center at St. Andrew's

The Center for Transformative Teaching & Learning at St. Andrew's (CTTL) in Potomac has received a grant to fund a pilot program of Neuroteach Global, an online professional development platform that delivers research-informed strategies in Mind, Brain, and Education Science.

The initiative is intended to expand the CTTL's capacity to meet international demand for services. Neuroteach Global will expand both the scale and scope of the CTTL's work to bridge neuro-educational research and classroom practice. This project has been made possible in part by a grant from the Chan Zuckerberg Initiative DAF, an advised fund of the Silicon Valley Community Foundation.

Created by Priscilla Chan, M.D. and Facebook founder Mark Zuckerberg, the Chan Zuckerberg Initiative (CZI) looks "for bold ideas - regardless of structure and stage - and helps them scale... to build tools that accelerate the pace of social progress."

"The Chan Zuckerberg Initiative's mission is the same as every educator," said Glenn Whitman, director of the CTTL. "To advance human potential. We're delighted to have earned their support in the early phase of

this important innovation in the personalized professional development of teachers in all school settings."

The CTTL is the only pre-collegiate school-based research center in the United States designing and providing MBE Science research-informed professional development programming to public, charter and private schools as well as Teach For America (Washington, D.C., region). Since its founding in 2011, the CTTL has attracted foundational funding from organizations including the Crimsonbridge Foundation, the Omidyar Group, E.E. Ford Foundation, CityBridge Foundation, and Windover Foundation. The CTTL has trained teachers at more than 100 schools in 20 states and five countries.

St. Andrew's Episcopal School serves as the CTTL's incubator for new programming, resources, and educational tools. Participants in the pilot phase of MBE Global will include Northeast High School (Pasadena, Md.) Mead High School (Fort Meade), Bethesda-Chevy Chase High School (Chevy Chase), Breck School (Golden Valley, Minn.) and St. Andrew's Episcopal School (Potomac).

(Nashville, Tenn.) for the fall 2017 semester.

**Emily Harlan**, of Bethesda, achieved the dean's list at Belmont University (Nashville, Tenn.) for the fall 2017 semester.

**Tom Oggier**, of Potomac, was named to the fall 2017 dean's list at Ohio Wesleyan University (Dela-

ware, Ohio).

## SCHOOL NOTES

Email announcements to [almanac@connectionnewspapers.com](mailto:almanac@connectionnewspapers.com). Deadline is Thursday at noon.

**Madeline Brennan-Levine**, of Rockville, achieved the dean's list at Belmont University (Nashville, Tenn.) for the fall 2017 semester.

**Elizabeth Chiaramonte**, of Potomac, achieved the dean's list at Belmont University

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## Seasons Gratings



By KENNETH B. LOURIE

As a baby-boomer, I've transitioned from black and white television to color to "H.D." - and of course now to "Smart Television;" and within that evolution, so too has the variety, content and number of channels- and the "demand" that we consumers can make - from home, transitioned as well. And I don't suppose much of it could have happened without advertising and the revenue it has generated. Promoted by people, places and things. From sports heroes to celebrities to news makers to cartoon characters to puppets and on to anthropomorphic agents/avatars and other creative mouthpieces.

I grew up watching television - without a remote, not listening to the radio. I remember seeing "Mr. Clean," "The Jolly Green Giant," "Mr. Magoo," "Speedy" - from Alka Seltzer - among other iconic creatures of the creative, all of whom sent so many messages to so many consumers, ripe for the plucking. A brand new medium had arrived: television, and its audience was extra large and extra eager.

And even though these spokes-things were not exactly speaking from the heart (what heart?), they were speaking/symbolizing with conviction - and repetition. The impressions made on impressionable future consumers were incalculable. It launched a generation. Not the "Greatest Generation," mind you, but a generation nonetheless, prepped and ready to make its mark: in the drug store, the convenience store, the supermarket, the box store and now the on-line store. We are not merely what we buy, we are what and how we are advertised to.

Previously I had written a column about how I loathe the computer-generated characters which have been utilized on television in an attempt to capture consumers' interest. As soon as they appear on television, I switch rather than fight. For me, it's an immediate turn off, literally and figuratively. I am not listening to inanimate objects/creations tell an "animate" (yours truly) object what to do. And though I understand the humanity behind the message, as far as I'm concerned, the delivery system does not compute (an old-fashioned usage). Artificial spokes-things are not worth the computer screens they're drawn on.

What has brought this rant on is a new element in the artificially-intelligent world in which many of us are subjected: holiday greetings from a computer. Mass emails sent by manufacturers from whom as a consumer we've emailed, inquired, bought, sold, etc., wishing me a "happy, healthy, prosperous holiday/New Year," yada, yada, yada; click/delete. As fast as I can. Are you kidding me? It's not bad enough that as consumers we are regularly watching/listening to fake spokes-things on television, I am now being directly interacted with through my personal emails too. No. That's where I draw the line/terminate my attention span.

However well-conceived, I am not getting involved with what is in effect, a thing. Pre-programmed messages of this kind are the unkindest cut of all; "Et tu, Brute?" If you/your company can only treat me like a number - and not as a person, don't treat me at all. Don't think for a nanosecond that a holiday missive to a massive holiday audience carries any substantial weight. It doesn't. It provides the exact opposite: a greater wait until I respond. It's akin to be weightless in outer space. It's for bemusement. It serves no functional purpose. And though I can certainly appreciate how getting into thousands/millions of personal email accounts with one keystroke has an appeal, you risk squandering a previously hard-earned resource: goodwill.

You want me as a customer? Don't email me feelings. Email me facts and figures. You really want me as a customer? Then speak to me, really. Save your greetings; and not for next year either.

Kenny Lourie is an Advertising Representative for The Potomac Almanac & The Connection Newspapers.





**PARC SOMERSET, CHEVY CHASE, MD**  
NEW LISTING! Mint condition! Rarely available "B" floorplan. Spacious entertaining spaces & private BR suites. 3,400 SF of lux living. 2 car parking + storage. 24hr front desk, health club + pool. \$3,910,000  
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**AVENEL, POTOMAC, MARYLAND**  
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**POTOMAC, MARYLAND**  
High Gate is a special community custom built by Brendon O'Neil to resemble the English Country-side. 6BR, 6.5BA located on 2.4 acres. \$1,995,000  
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**CHEVY CHASE, MARYLAND**  
NEW PRICE! Boutique luxury condo building "5 units" largest floor plan available in the heart of Bethesda. 2BR + a library. Hardwood floors, luxury finishes & spacious open floor plan. \$1,995,000  
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**MCAULEY PARK, POTOMAC, MARYLAND**  
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Alyssa Crilley 301-325-0079



**AVENEL, POTOMAC, MARYLAND**  
Stunning, light-filled Mitchell, Best & Visnic custom home on a beautiful high lot w/ elegant floor plan & upgrades in every room! Brick patio, wine cellar, 3-car garage. \$1,850,000  
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**PALATINE, POTOMAC, MARYLAND**  
Perfect multi-generational home w/ 2 master stes, 1 on main fl + W/O LL. Lux residence w/ grand proportions on 2 ac. 8BR/6.5BA, 8,500+SF. Peace privacy w/ proximity to it all. \$1,799,000  
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NEW PRICE! Luxury condo overlooking Elm St Park! Lives like a single family home in the heart of Bethesda. 2BR, 2.5BA. \$1,795,000  
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**CHEVY CHASE, MARYLAND**  
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