

# BUSINESS REVIEW

JANUARY 2020

“Building Business Through Association”

## Upcoming Events

January 21st  
**Business Builders**  
Town Square,  
9708 Belair Road  
5:30PM-7PM

February 13th  
**Mega-Networking**  
Towson Sheraton  
5:30-7:30pm  
Tickets on sale now

February 18th  
**Business Builders**  
Brightview Senior  
Living - Perry Hall,  
9657 Belair Road,  
5:30 PM - 7:00 PM

March 17th  
**Business Builders**  
5:30 PM - 7:00 PM  
Hosted by  
Spike Consulting - at  
the Perry Hall Library  
at 9685 Honeygo  
Blvd.

### Message from the President, Lynn Richardson



A new year and a new look for our monthly Business Review.  
What do you think?

As we start this year with great ambitions, fresh drive and outstanding goals, the PHWMBA wants to be part of your continued success. Of course, we are going to need YOU to be involved, too.

As announced last month, board member Julie Rappazzo is our new communications director. This means Julie is sending all of our member information out there to the social media world, working on our announcements, mailings and more. We want you to let us know all about things going on in your business like announcements, special offers, awards and company photos. The key to our mutual success in this endeavor is going to be group participation. Tell us your story! Help us help you!

We will be enhancing our member benefits throughout the year with activities, events and promotions to make things even more exciting. These will include opportunities to sign up for sponsorship “packages” that are inclusive of more than one event, with flexibility in the promotion you receive, so that we maximize the benefits to your business. We will be improving our Member2Member program to be easier for members to participate and use and we will introduce an advertising opportunities in a variety of plans that will be very reasonable.

Lots to do, and we think you will like the changes and improvements to the Perry Hall/White Marsh Business Association.

So let's get this new year going and may all your visions for this  
be 2020!

Perry Hall  
White Marsh  
BUSINESS ASSOCIATION

## HOST SPOTLIGHT

### THIS MONTH'S FEATURED MEMBER: Town Square - Ann Marie Riehl

Town Square is an adult enrichment center that provides specialized activities for seniors in an immersive, nostalgic environment. This all new, innovative alternative to an adult day care facility replicates a 1950s town, complete with individual storefronts that offer interactive programming for members. Our state-of-the-art reminiscence and engagement activities include tangible prompts from the past, which can help to improve mood and sleep quality, and has even been shown to reduce agitation among those with Alzheimer's and other forms of dementia.

Whether your senior loved one is experiencing the normal effects of aging or showing signs of cognitive impairment, a day at Town Square offers something for everyone.

Town Square is available to be rented in the evening and weekends for birthday parties and corporate events. The unique 1950's theme design is a great space to gather with friends and/or co-workers.

For more information, visit our website at [www.shtownsquare.com](http://www.shtownsquare.com) or call Ann Marie Riehl at 410-847-2152.



## New Year, New You!

Losing a few pounds is on everyone's list, right?  
How about a little help from a Certified Health Coach?



Meet Jennifer Brilliant, PTA,  
Health Coach,  
and Dance Instructor!

Jenn believes it's a privilege to enter the lives of people at what can be the scariest, challenging, and for some, hopeless and uncertain times. With a greater emphasis on coaching and teaching about healthy living, her patients have been able to rehabilitate at a faster rate with greater satisfaction. She sees this opportunity to help them build their own ladder of hope and success. According to Jenn, "Through their journey they learn how strong they truly are and how incredible the body is in recovering especially with proper nutrition and support." Jenn says her patients have taught her so much about humanity and how together, much can be accomplished!

Here's what her clients are saying:

*Thank you for the tremendous changes in my life over the past 7 months. Not only have Gold Medal Physical Therapists helped to fix my very painful plantar fasciitis riddled foot, but Gold Medal helped me completely change my life! Thanks to Jennifer as my health coach, I am now 74 lbs lighter, no longer pre-diabetic, and the guy with plantar fasciitis who never ran a day in his life, is running 5 & 10K races... pain free!!! - Greg*

*Jenn and I worked together on a plan of care which consisted of daily exercise, proper nutrition and learning healthy habits. Since I started PT for chronic pain, I have lost almost 100 pounds! I am actually living again!! I can move easier and my pain, if any, is minimal. Thank you GMPT and my health coach Jenn, for helping me live my best life!!! - Cathy*

Contact Gold Medal 410-638-5525 or  
email Jenn today: [jbrilliant@goldmedalpt.com](mailto:jbrilliant@goldmedalpt.com)



• AMERICAN CANCER SOCIETY •

## DAFFODIL DAYS



DAFFODILS

\$10 - bunch of 10 stems  
\$15 - pot of mini daffodils



TULIPS

\$15 - bunch of 10  
assorted color stems



GIFT OF HOPE

\$25 - Support our Gift Of  
Hope program where  
volunteers deliver flowers  
to local hospitals/cancer  
centers.

### DAFFODIL DAYS IS COMING THE WEEK OF MARCH 23, 2020!

Daffodil Days is an opportunity for everyone to join the American Cancer Society in saving lives, celebrating lives and leading the fight for a world without cancer. Dollars raised through Daffodil Days support groundbreaking research, patient services, and other lifesaving programs. Through the daffodil, the first flower of spring, this campaign brings a symbol of hope to cancer patients and those affected by the disease.

To place an order, please contact [Christine.Schifkovitz@cancer.org](mailto:Christine.Schifkovitz@cancer.org) or 410-933-5183



**Wishing you and  
your family a very  
Happy New Year  
filled with joy,  
peace and  
prosperity!**

Perry Hall White Marsh Business Association P.O. Box 117 • White Marsh, MD 21162  
Please contact any board member if you have questions or concerns  
email us at [info@phwmba.org](mailto:info@phwmba.org) or call us using the information below

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**Put this on your calendar now!**  
**The Town Fair Committee begins  
meeting on MONDAY,  
January 13th 6-7 pm to plan for  
our 24th annual event.**

**A variety of short-term tasks are  
available for your brilliant ideas.  
Join us for this organizational meeting  
if you want to help make The Town Fair  
even better than it is!**

**People's Bank Conference Room,  
9651 Belair Road 6-7pm on January 13th.**

# Top New Year's Resolutions for Business Success

Source: Susan Ward, [www.thebalancesmb.com](http://www.thebalancesmb.com)

The beginning of the year is a good time to reflect on your business's progress over the past year and plan how you want your business to develop. Do you want increased success in the coming year or more chances to enjoy the success you've achieved? These top New Year's resolutions are designed to help you do both: strike a better work-life balance and increase your business success in the new year.

## 1. Learn to Delegate and Do More of It

There are so many things to do when you're running a small business, it's easy to delude ourselves that we need to do all of them. Then we wonder why we're so tired and frazzled and have no time to do anything else. Let someone else do some of the tasks for a change. Delegation is the key to a healthy work-life balance.

## 2. Promote Your Business Regularly and Consistently

Too often the task of promoting a small business slips to the bottom of the to-do list in the press of urgent tasks. If you want to attract new customers, you have to make promotion a priority. One of your top New Year's resolutions should be to hire a marketing expert or take the time to create a marketing plan on your own and follow through. Try some of these low-cost ways to promote your business to get started.

## 3. Make Business Planning a Weekly Event

Planning is vital if you want a healthy, growing business. Business planning lets you take stock of what worked and what didn't work, and helps you set new directions or adjust old goals. So why do it just once a year or once a quarter? Set aside time each week to review, adjust, and look forward—or even better, make business planning a part of each day. Not only will this help you avoid costly mistakes and stay on track, but you'll feel more focused and relaxed.

## 4. Learn Something New

What you choose to learn may be directly related or completely unrelated to your business. Learning something new will add to your skills and add a new dimension of interest to your life—another important part of achieving a healthy work-life balance and in-

creasing your business success. Business consultants, trainers, and business coaches can help set you on a path to adopting new skills. Depending on how you choose to learn, you may meet new and interesting people, who may become customers, colleagues, or friends.

How will you find the time to learn something new? Delegation.

## 5. Join a New Business Organization or Networking Group

There's nothing like talking to other business people for sparking new ideas, refining old ones, and making contacts. Whether it's a group specifically designed for networking or an organization dedicated to a particular type of business, in person or over the internet, making the effort to be a part of a group will revitalize you and your business. Approaching networking events with a strategy will make your next time out a more successful experience.

## 6. Give Back to Your Community

There are all kinds of worthy organizations that make a difference in your community. Those who give get. Nothing will seed and grow goodwill for you and your business better than giving back to your community. So make one of your top New Year's resolutions to find a cause that matters to you and give what you can. Make this the year that you serve on a committee, be a mentor, volunteer, or make regular donations to the groups in your community that try to make the place you live better.

## 7. Put Time for Yourself on Your Calendar

It's so important to take the time to recharge and refresh yourself; a healthy work-life balance and your small business's success demand time out. All work and no play is a recipe for mental and physical disaster. So if you have trouble freeing up time to do the things you enjoy, write time regularly into your schedule to "meet with yourself" and stick to that commitment. If you won't invest in yourself, who will?

## 8. Set Realistic Goals

Goal setting is a valuable habit if the goals lead to success rather than distress. Resolve that the goals you set will be achievable, rather than unrealistic pipe

*Continued on page 5*

dreams that are so far out of reach they only lead to frustration. If you have trouble setting realistic goals, there are ways to map out a formula that makes sense for you.

## 9. Don't Just Make Do; Get a New One

Is there a piece of equipment in your office that's interfering with your success or something that you lack that's making your working life harder? Whether it's an old fax machine that's a pain to use or the need for a new employee to lighten your workload, stop putting off getting what you need. The irritation of making do just isn't worth it.

## 10. Drop What's Not Working and Move On

All products aren't going to be super sellers, all sales methods aren't going to work for everyone, and all suppliers or contractors aren't going to be ideally suited to your business. If a technique, product, or business relationship isn't working for you, stop using it. Don't invest a lot of energy into trying to make the unworkable workable. Move on. Something better will turn up.

## To a Better Year

Achieving a healthy work-life balance is like maintaining a good relationship; you have to keep working on it. But if you apply these top New Year's resolutions throughout the year, you'll not only feel better but you'll have more energy to put into your business and make it the success you deserve.



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[cheryl@ppmems.com](mailto:cheryl@ppmems.com) or call  
410-838-8821

# Business Trends to Watch in 2020

## A selection of relevant trends to think about

source: <https://connectteam.com>

### It's all about user reviews.

Purchasing a new product involves many steps but recently, users have started to focus on a single aspect above all others, the reviews. It isn't just about features or price anymore, it's also about what other people have to say about a particular product. Users feel a lot more comfortable purchasing something that another individual has bought and tried.

Fan & Fuel reported that 92% of people will hesitate to complete a purchase when there are absolutely no reviews available. Reviews are now essential to selling products online, just having a 4-star rating by more than hundreds of customers makes it that much easier and more appealing to customers.

Many small businesses don't have deep pockets when it comes to marketing efforts so it's crucial to focus on user reviews. When real people advocate your brand online, your business and product become more trustworthy and can lead to increased sales.

"Today, customer reviews influence more than 95 percent of online customers before they decide to purchase. Moreover, more than 90 percent of people step back from buying the things online which do not have any reviews, good or bad. In the coming years, these customer reviews will be the greatest influencer of any business. Most businesses will open their review forums to publish their customers' opinions. Most importantly, brands will drive innovative marketing campaigns through these review forums to influence their target audience." – Andrei Vasilescu, CEO and marketing expert at DontPayFull.

### Mobile-first employee communication.

Currently, millennials represent 50% of the work-

force and are projected to represent 75% of the workforce by 2025. And if there's one thing everyone knows about millennials, it's that they're very tech-savvy and mobile-driven. Therefore, if you want to keep your millennial teams focused and engaged, you need to adapt your communication efforts to their level, i.e. mobile-first communication.

Emails, intranet, phone calls or meetings where 73% of attendees aren't paying attention are all outdated methods to spread your message effectively to your employees. In order to boost employee communication, more businesses are shifting to using communication apps – doing so strengthens productivity, lifts engagement, reduces misunderstandings, and so much more. A communication app offers managers and employees a direct, immediate communication channel.

### Employee happiness matters.

Employees don't just want a big paycheck or promotions, they want to be happy at work and that means feeling like they matter and that the work they do contributes to the bottom line. Employee happiness is crucial and is directly tied to their productivity levels. Working in modern times has changed, especially when most offices have foosball tables, colorful walls, pet friendly spaces, open workspaces and more. All of these efforts are part of the company culture because the focus is on boosting morale and engagement while retaining top employees and attracting new hires.

"Businesses [will be] focusing on employee engagement and happiness. Because unemployment is at historic lows, keeping employees engaged and happy is critical to retaining good people. Furthermore, many people are unhappy with the state of our country and the world right now.

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Keeping them happier at work ... boosts productivity 10 to 25 percent." – Scott Crabtree, chief happiness officer at Happy Brain Science

As far as the latest small business trends go, this one is crucial to the success of a small business.

### Non monetary benefits and perks need to be focused on.

Once upon a time, it all used to be about the Benjamins, however that's just not what employees want anymore. "Employees today are seeking an experience, not just a job," says Barbara Mason, Career Pathways Consulting President. Traditional compensation packages that focused mainly on 401(k), bonus, etc. aren't as compelling anymore. Instead, employees want their daily work experience to include more effective motivators like telecommunication, flexible work hours, paternity leave and more.

While it appears like these perks are "just nice to have", it's important that companies recognize there is a strong correlation between engaged employees and key business results.

### Stories are more important than a news feed.

Thanks to Snapchat, we were first introduced to "stories", which are now a default of almost all social media channels. Stories are short video content that disappear after 24 hours – this kind of "in the moment" content makes a stronger connection to an audience.

It used to be that news feed posts brought a ton of attention to companies on social media, however stories are growing 15x faster than the news feed. In addition to live streaming, stories are the primary way that brands should convey their message. As a business, build an authentic voice and use it to connect with your audience. While stories are short in length and disappear, you are able to reach a larger audience and can quickly catch their attention.

### Customer service needs to have a personal touch.

Providing your customer with a personalized experience is what it's all about, after all, customers are individuals with their own tastes and wants. Consider Amazon, when visiting your homepage, you see product recommendations that are similar to something you purchased before – if you bought books then you'll see more books or if it was running shoes then more exercise equipment is targeted. Your homepage on Amazon is tailored to your needs.

It is also reported that smart personalization engines that recognize customer intent will also enable digital businesses to increase profits by up to 15%. Instead of just showing every little thing to the customer, you can cut out the noise and show the options most relevant for the modern customers.

### E-commerce is dominating the game.

Statista reported that global e-commerce will grow to about \$5 trillion within the next four years. With these numbers, tons of retailers are moving investments from brick-and-mortar storefronts to online stores. It's important to leverage social media to gain more sales, use a cutting edge warehouse to ship orders more quickly, and more.

### Remote work is growing.

As a small business, infrastructure and space can eat up costs. Real estate doesn't come cheap and businesses must grow, however if you're drowning in costs then you'll struggle far more. That's why remote work has appealed to many small businesses – working 9-to-5 five days a week is no longer the norm. Employee apps make it easy to video conference, send team messages, fill out forms or checklists and so on.

# [CLICK HERE FOR OUR ONLINE MEMBERSHIP FORM](#)



Visit our website for details about the PHWMBA

**[www.phwmba.org](http://www.phwmba.org)**

email: [info@phwmba.org](mailto:info@phwmba.org)

Mail: P.O. Box 117 White Marsh, MD 21162

or go to [www.phwmba.org](http://www.phwmba.org)  
and use our online application

## Member Application

- Regular Membership is \$175.00 and extends for 12 months from application date  
-- Includes all regular meetings except Holiday Party and Special Events

Membership is open to all businesses and professionals interested in the Perry Hall/White Marsh Community. Make check payable to : PHWMBA. Mail your check and a copy of this application to:  
PHWMBA, P.O. Box 117, White Marsh, MD 21162.

You may also apply and pay online at [www.phwmba.org](http://www.phwmba.org).

**Please print a copy of this application for your records.**

Organization Name \_\_\_\_\_

Business Contact \_\_\_\_\_

Business Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Website \_\_\_\_\_ Type of Business \_\_\_\_\_

Total Amount Being Paid \_\_\_\_\_

Name of Person/Source Who Referred You \_\_\_\_\_

By submitting your application, you agree to be part of our mailing list, that is available to our membership. You may from-time to time, receive notifications, announcements & solicitations from other members. Your company info will be listed in our directory in print and online. If you do not want that information published, please indicate that here.  do not publish

Please provide a 25 word description of your business & indicate what category you wish for your listing on the website and in our monthly newsletter directories

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Which committee would you be interested in joining?

- Newsletter     Membership     Town Fair     Events     Programs/Fundraising