

## Upcoming Events

**January 19th  
Business Builders**  
**5:30-7:00PM**  
*Baltimore Signs  
& Graphics*

**February 16th  
Business Builders**  
**5:30-7:00PM**  
*Location or Activity  
to be announced*

**March 16th  
Business Builders**  
**5:30-7:00PM**  
*Location or Activity  
to be announced*

### Message from the President, Lynn Richardson



Another year has begun. While it may seem more like month 13 of 2020, we surely are looking for a better (and maybe a little easier) journey through the coming months.

Our December events were fun and successful. We are pleased to announce the winners of our Light Up The Night competition & Business For Christmas Scavenger Hunt. See page 8.

Our Shop Here All Year Online Directory is now expanding to include more businesses, services, products and in-home entrepreneurs. While we will be adding our members ourselves...another benefit of being a PHWMBA member... businesses have the ability to add themselves. Check out [shophereallyear.com](http://shophereallyear.com). PHWMBA members are automatically placed in our “FEATURED BUSINESS” section and there are opportunities for additional advertising. Businesses can be Shop Here All Year Page Sponsors for \$100/6 months with direct links to your business. No brainer.

**Coming This Month! Learning to Grow Channel.** We are producing an on-demand video presentation library so that you can get great info from our members without having to schedule a Zoom call time. Are you an expert in your field and would like to participate in our “professional produced” informational, tutorial or demonstration video. Please contact me right away to see if your “skill” is a great match for our library collection. Videos will be produced over the next few weeks at Blue Rock Productions in Towson.

We are gathering in-person this month at Baltimore Signs & Graphics. All precautions and measures are being followed, so think about stopping by Tony’s place and see what goes on there! February and March locations are still open, or you might feel like being the sponsor at an outside location. Get in touch right away at [president@phwmba.org](mailto:president@phwmba.org) if you would like to do that!

So off we go into 2021. I wish us all a great year!

## Host Spotlight



Baltimore Signs and Graphics is a locally owned and managed full service sign company. Our team has roots in the community with a vested interest to exceed our customers expectations. We have over 25 years of sales, marketing and sign expertise to leverage against your needs. Our production facility is operating with the very

best state of the art equipment that speedily delivers superb, consistent color and quality.

Our goal is to be recognized as a friendly, collaborative provider with sound integrity who catches the eye of our clients targeted consumer. Providing timely, properly branded, precision quality output that exceeds the desired expectation.

We will collaborate on the entire process of requesting, designing, building and delivering our customers product.

Baltimore Signs and Graphics is established on the principles of honesty and fairness.



### NEW MEMBERS

**Keith Randlett - Superior Design & Remodeling**

**Tammy Edwards - Tim's Automotive & Towing**

### NEW BOARD MEMBERS

**Connie Moore - Liberty Tax Service • Jean Borne - Borne To Travel**

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

President	Lynn Richardson	Picture This Multimedia Services	410-493-4984
Vice President	Brian Sherman	Sherman Growth Group	443-250-4951
Secretary	Deborah Hanley	Brightview Senior Living	410-567-0070
Treasurer	Connie Moore	Liberty Tax Service	410-256-8312
Director	Julie Rappazzo	ServPro of Perry Hall/White Marsh	410-529-1664
Director	Larry Taccone	State Farm Insurance	410-344-6153
Director	Jean Borne	Borne to Travel	443-742-0478

Wow, what a year! 2020 has tested almost every industry's ability to survive. We have seen many monthly clients take the challenge head on, & this has allowed us to really support them.

Now, let us get you in shape for next year. We have secured the CORE 24 Business Education Tool to help you get fit for 2021.

Built for firm owners and entrepreneurs, you can do it yourself, you can join one of our groups – it is literally up to you.

STOP letting business happen to you.

START getting fit for 2021 with CORE 24 Business Education from Mastery School of Business.

‘The best way to predict the future is to create it.’

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[www.ralibertocpa.com](http://www.ralibertocpa.com)

Sometimes we do things that are not in the “regular” scope of our activities. Ah, but 2020 was one of those unusual times.

We were pleased that we were able to help 5 local families in need this Christmas.

With the help of many people, including Weis Markets, Liberty Tax Service, Casa Mia's and Brightview Senior Living, your PHWMBA put together a terrific collection of food and things that hopefully made a difference to a few more people in these most challenging of times.

*Special thanks to Julie Rappazzo of ServPro Perry Hall/White Marsh for her invaluable help in assembling this.*

**PHWMBA, in conjunction with our Community Foundation, turned this pile of groceries.....**



....  
**Into complete meals, ready for 5 families who have a total of 25 kids!**



# Google's Mobile-First Indexing Times They Are A-Changin'!

source: <https://community.homestead.com/>

Submitted by Lynn Richardson-Picture This Multimedia

In case you don't know what the term "mobile-friendly" really means: for a website to be deemed mobile-friendly, a user has to be able to read the text without tapping and zooming, tap-able objects like buttons need to be spaced out so that it is easy to press the correct target, and users shouldn't have to scroll to the side to see all of the content.

(Basically, it needs to be easily functional for a mobile user.)

What all this is?

Tuesday, April 21, 2015:

Google rolled out a change to the search algorithms that shook the internet community- so much so that it was eventually coined "Mobilegeddon". The change boosted the ranking of sites that were deemed "mobile-friendly", on mobile searches.

If you're not sure whether or not your site is mobile-optimized, perform a [Mobile-Friendly Test](#).

It is important to note that this change only affected mobile searches done through smartphones and only applied to pages, not the whole website. For many companies, it was a turning point in the shift to mobile.

When they announced the change, Google stated "The intent of the search query is still a very strong signal -- so even if a page with high quality content is not mobile-friendly, it could still rank high if it has great content for the query." In other words, even if a site wasn't mobile-friendly, if the text and other content on the site were super relevant to what the user searched, it would still show up pretty high on the Search Engine Results Page (SERP).

Overall, though, it ended up not being quite as big of a deal as many thought it would be...or so we thought.

In March 2021, when Google finishes rolling out their "mobile-first indexing", that will change.

Mobile-first indexing is Google's practice of pulling the information that makes up its index from mobile sources. It's actually something Google has been working on and slowly releasing since about a year after "Mobilegeddon" was released.

In November 2016, Google announced that they were experimenting with mobile-first indexing after identifying issues in which mobile sites didn't have the same content as the desktop version, making them less relevant to the query in some cases.



In December 2018, they announced that mobile-first indexing was used for over half of the pages shown in search results.

By July 2019, mobile-first indexing was automatically enabled for all new websites.

To see whether your site is already being crawled via Mobile-First Indexing, check the URL Inspection Tool in Google Search Console.

Initially, the plan was to complete the release of mobile-first indexing by September 2020, but with the unexpected tribulations that the year presented, Google pushed the release to March 2021. Google has stated that this date is firm and unlikely to change.

**Some of the biggest changes in this release include the fact that sites that are "desktop only" sites might be dropped from the index completely, whether the user is searching from a mobile device or not.** All content for search results will be crawled on the mobile versions of sites. This means that if you don't have a mobile-friendly site, your website might not show up in SERPs, nor will your images appear in searches. Any images that are present on your desktop site, but not present in the mobile version could also be dropped from Google's index.

Additionally, sites that have an “m-dot” mobile site will experience issues. “M-dot” sites are sites that use m.domainname.com to send visitors to the mobile version of their sites. The issue that will occur is that some desktop users might be sent to the “m-dot” mobile site since that is what will be used to crawl the site. This is an issue that’s not likely to be fixed.

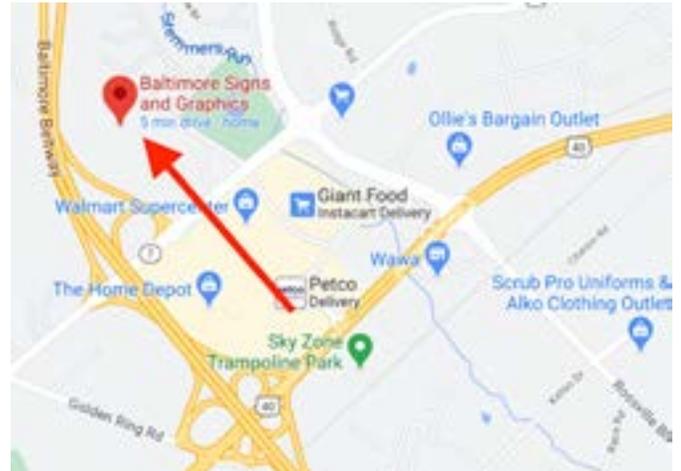
What does this mean for me and my site?

The change Google is making may seem overwhelming but it doesn’t have to be. At Homestead, we’re here for you and that’s why we now offer a newer builder — WebsiteBuilder. WebsiteBuilder is mobile optimized, meaning your site can look good on any device and it will be ready for the changes Google is making.

**JANUARY “Business Builders”  
Networking will be IN PERSON at  
Baltimore Signs & Graphics -  
23 Fontana Ln #104, Rosedale, MD 21237**

**JANUARY 19th - 5:30-7PM**

**REGISTER HERE-**  
so we can keep you up to date!



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# 7 Habits To Acquire As A Small Business Owner

Source: <https://www.pacificcommunityventures.org/>

A recent Forbes article identified 7 habits of great small business owners. It's true that when looking at small businesses, some simply stand out from the pack, and this usually has to do with the leadership steering their efforts. While there is certainly no secret recipe for being a small business owner, adopting the following 7 habits sure doesn't hurt!

## Take care of yourself

Smart small business owners recognize that having a sharp mind means having a healthy body. They pay attention to eating healthy and making time for physical exercise, knowing that they need those things to care for their most valuable tool: their brains!

## Have a life outside of your business

Spending too much time focusing on just one thing will more often than not lead to hitting mental blocks. Leading a balanced life means a diverse range of mental stimuli – you never know what will trigger a great idea! Achieving a balance between work and your personal life will also give your brain the rest it needs to be focused.

## Always look forward

Being a great small business owner means being a great leader, and being a great leader is about being a forward thinker. Be bold! Go beyond proven business and market trends! The best small business owners are pioneers, even in small ways, which means taking chances.

## Get organized

Keeping your meetings, deadlines and business plan on a highly organized schedule will set you apart from other small businesses that fumble in disorganization and are ultimately ineffectual.

## Nurture relationships

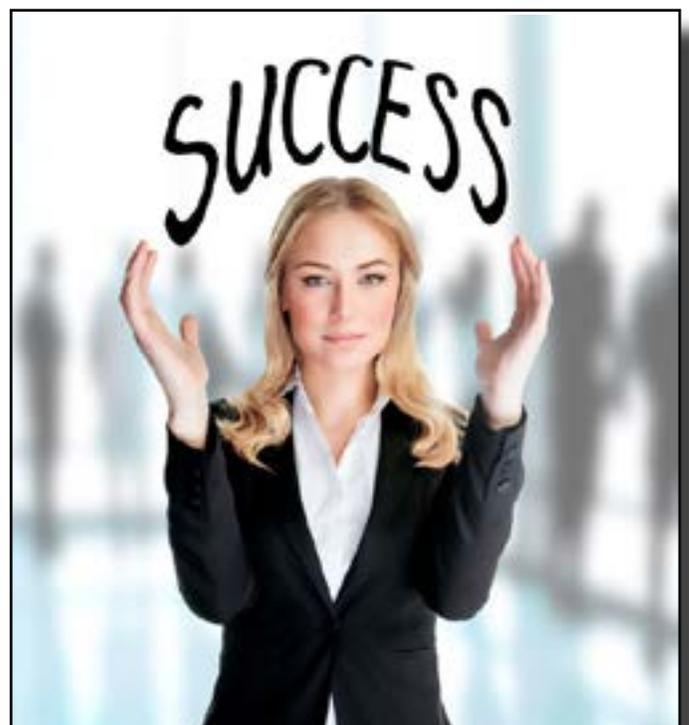
Everyone knows that entrepreneurs are busy. But making time to maintain and nurture relationships with your clients and professional associates is incredibly important. Those are the people that make your business work!

## Be decisive

As a small business owner, your job is to lead your company. How can you do that while being indecisive? Making decisions with a sense of confidence and trusting your gut will make you an effective leader. And if you don't feel well informed enough to make a decision, don't be scared to bring in an expert or consultant – like your PCV advisor!

## Trim the fat

Proactive small business owners are constantly re-evaluation which parts of their company can be more streamlined. Knowing how your company's time, manpower and financial resources are distributed, and keeping efficiency top of mind, is how small business owners keep their company ahead of the pack.





# Be a Meeting Sponsor Host in 2021

**We are setting up our meeting locations for 2021. (we are optimists!)**

For the most part, we expect to be gathering in large, open public spaces, and want our members to be the Sponsoring Host of these casual get-togethers.

Your advantage is that you get to be the star of the event and will be the featured speaker to talk to our guests about doing business with you.

Your obligation would be to provide some light refreshments to the guests. Average cost is about \$50- \$75 for such things.

**That's it!**

If you are interested in being the host for 12-20 members and guests next year, get in touch. Dates fill up fast, so don't delay. Traditionally our hosts provide light fare and beverages for our guests.

Dates Available are:

**February 16 • March 16 • April 20 • May 18 • July 20  
August 17 • September 21 • November 16**

Gathering times are generally 5:30-7:00PM with the availability of one or two 8:00-9:00 MORNING meetings. EMAIL LYNN RICHARDSON at [PictureThisMultimedia@comcast.net](mailto:PictureThisMultimedia@comcast.net) to grab your date.



**SHOP HERE ALL YEAR!**

BROUGHT TO YOU BY

**Perry Hall  
White Marsh  
BUSINESS ASSOCIATION**

**USE OUR GREAT  
ONLINE**

**LOCAL  
DIRECTORY**

**[ShopHereAllYear.com](http://ShopHereAllYear.com)**

# Light Up The Night- Holiday Decoration Tour & Business For Christmas Scavenger Hunt was FUN!!

We organized two holiday events for our community. People who had decorated for Christmas signed up to be on our tour list and we set up a map for people to go see them! Viewers could also vote for their favorites. For our Scavenger Hunt designed to get people out of the house (safely, of course) and visit many of our LOCAL treasures, over 80 people played the game.



# EASY TO JOIN ONLINE HERE



Visit our website for details about the PHWMBA

**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