

BUSINESS REVIEW

MARCH 2021

“Building Business Through Association”

Upcoming Events

**March 16th
Business Builders
5:30-7:00PM**

*Casa Mia's
8601 Honeygo Blvd.*

**April 20th
Business Builders
5:30-7:00PM**

*Location to be
announced*

**MAY 18th
Business Builders
5:30-7:00PM**

*Hosted by Larry Taccone
State Farm Insurance
at DeJon Vineyards*

**May 1-31
Tastes & Grapes
Tour**

Message from the President, Lynn Richardson



We are “marching on” through the year! Things still aren’t normal, but it is clear we are all evolving and adjusting to make the best of the hand we’ve been dealt. One thing I’ve noticed is that our members, and business community, as a whole, has done a remarkable job of being resilient. It has been amazing to see the new ideas and innovations that have emerged from this mess. You should be very proud of yourselves.

One of our brilliant ideas for this year is to reimagine our annual Tastes & Grapes Fundraiser. This year, we aren’t going to one place, we are inviting people to take a month-long tour of many of our local restaurants and specialty shops. Each place will have a special Tastes & Grapes TOUR menu for people to buy for around \$10 and they can experience many “tastes” throughout the month. Our beneficiaries this year is Mitch Bricks and the Perry Hall UMC Food Pantry. Guest registration is free, as diners pay as they go. However, we will accept donations for the charities.

Still feeling a bit fatigued by working from home, or not having your home be a “quiet space?” Read our article on some self-care tips for this situation. And don’t be so hard on yourself!

Our Shop Here All Year Online Directory is adding new businesses to our list all the time. Another way to “get noticed” is website sponsorship. Businesses can be Shop Here All Year Page Sponsors for \$100/6 months with enticing graphics and direct links to your business. This directory is another way the PHWMBA is driving business to your door or website.

There are still openings for our social media videos for your business. Please email us to get a date for the filmed interview and/or tour of your business. We come to you, do a quick interview and tour of your location and use these “commercials” to promote you.

We are gathering in-person this month at Casa Mia’s Restaurant. See some old friends and new faces! Think about stopping in to say hello, grab dinner and get reacquainted.

April location/ meeting sponsor is still open, or you might feel like being the sponsor at an outside location, like Larry Taccone who is hosting our gathering at DeJon Vineyards. Get in touch right away at president@phwmba.org if you would like to do that!

**Perry Hall
White Marsh
BUSINESS ASSOCIATION**

Host Spotlight



Located at 8601 Honeygo Boulevard, Casa Mia's opened as a small carryout in 1986 serving pizza, pasta, and subs to the White Marsh area.

We have an amazing team of chefs and delivery drivers that take great pride in what they do. Each employee of our staff is well trained and aware of the great reputation that Casa Mia's holds. All our food is prepared in a clean, state-of-the-art kitchen where quality and food safety are our top priorities.

Our customers benefit from this in all aspects of the experience – from safe food handling and product consistency to on-time deliveries and attention to detail. We could not be more proud of our team and their dedication to the success of Casa Mia's. Currently, we employ 21 full time and 28 part time employees.



It's Coming!

**JUNE 26th on Ebenezer Rd in front of
Perry Hall High School**

It's our 25th Year!!

Be part of this great annual event. \$25 discount for PHWMBA Members. Application on the last page or just go to www.thetownfair.net/vendors to register online!

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 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

An enjoyable evening at Baltimore Signs & Graphics at our February get-together.



**Special Thanks to
Larry Taccone- State Farm Insurance for his
generous donation of \$250 to the
PHWMB Community Foundation.**



Did Someone Say “ROAD TRIP?”

by Jean Borne - Borne To Travel



Road trips hold a special place in our hearts. They're in our favorite TV shows, movies, and even books. And though many of us have probably thought about taking a road trip, 2021 is the perfect time to take a road trip!

Not only does a road trip put you in control of the destinations and the sights, but it gives you a chance to make memories, both in your destination and en route to it that you'll treasure for years to come.



Navigating Together

Whether you're asking Siri for directions or going old school with a paper map, navigating on a road trip is part of the fun. It's all about tracing your route, taking a detour to a roadside attraction (who doesn't want to take a selfie with the world's largest ball of yarn?), and stopping at a family-owned diner for the best (and maybe greasiest) breakfast you've ever had.

Building Your Playlists

Music connects us. It helps us convey our feelings and emotions to one another. It makes us want to dance. It turns us into karaoke singers behind the wheel. Before setting out on a road trip, build playlists for each other that tells a story about your relationship through song. Or perhaps you choose an audiobook or new podcast series to keep you guessing about what will happen next.

Capturing the Journey

Road trips offer the chance to travel safely and comfortably, especially in light of COVID-19. But that also means there may not be other travelers to snap photos. Be sure to practice using your camera or phone's self-timer, so that you can snap photos together at every destination along the way. Or pack your selfie stick to capture your smiles in front of the scenery. They're a few of the best ways to make sure the memories of your adventure last for years to come!



Ready to plan your road trip adventure? I'm here to help you with hotel and excursion recommendations, destination knowledge, and everything you need to know about travel policies between states! Let's plan this adventure together



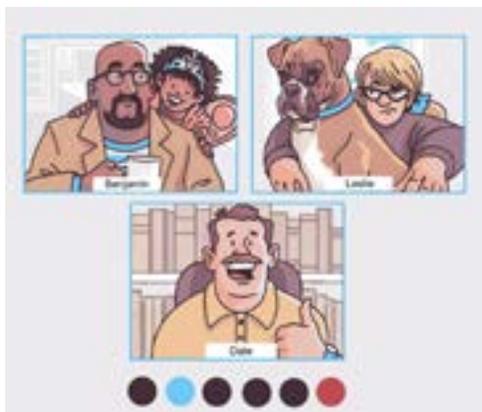
Jean Borne -443-742-0478
Like us on Facebook! BorneToTravel

6 Self-Care Tips That Will Make You Feel So Much Better While Working From Home

Source: [Buzzfeed.com](https://www.buzzfeed.com/)-

Images credited to: Daniel Blaushild for BuzzFeed

Some of us have been working from home for a while now, so here are a few supportive tips to keep you motivated!



1. Remember that no one expects you to be perfect!

Don't sweat the small stuff. It's okay to have your dog bark in the background of a work call or have your kid pop in to ask what's for breakfast. Everyone has a life at home beyond work and it's totally acceptable to embrace it!



2. Give your workspace a makeover.

Now that we have been working from home for a bit, a little change of scenery may be just what you

need to pep up your workdays. It can be as easy as adding some plants or colorful decor to liven up your space, or you can try rearranging your furniture all together. Try positioning your desk to face a window so you are not backlit during video calls (plus you have a nice view during the day!).

3. Take a deliberate break every day that's just for YOU.



Go for a stroll, write in a journal, do some yoga, grab a cup of tea, and zone out for a bit. The last few months have been strange and stressful, so you should prioritize your mental health. That meeting can wait; that phone call can wait. Put a few minutes aside to check in with yourself and focus on your well-being.

4. Chat with your coworkers about things other than work.



Even though you may not be in the office, you can still have water cooler talk! So make a point to chat (or even video-call) with a teammate just to check in or share an inside joke. Staying social will boost your spirits, and chances are you are making their day a little better, too!



5. Make your work schedule work for you...

More focused in the morning? Then schedule team calls and meetings in the afternoon so you can hunker down in the a.m. Need to help your kids with homework after school? Make the mornings your meeting time of choice. Take advantage of technology with status settings or “do not disturb” options so you can let your team know when you are available.

6. ...and turn off notifications when the workday is done.

Work-life boundaries are more important than ever! If you are able to, set a clear end time for your workday and turn off any email or message notifications. It’s important (and totally okay) to set boundaries with your team to establish when you are working and when you are off the clock.



Members! Check out your listing on our Shop Here All Year Directory Website. If you would like to enhance it, change it or update it...Tell Us!



SHOP HERE ALL YEAR!

BROUGHT TO YOU BY

**Perry Hall
White Marsh
BUSINESS ASSOCIATION**

**USE OUR GREAT
ONLINE**

**LOCAL
DIRECTORY**

ShopHereAllYear.com

Maryland Tax Bill

by **Connie Moore, CPA, Liberty Tax Service**

On February 15, 2021, Governor Hogan signed Senate Bill 496, Recovery for the Economy, Livelihoods, Industries, Entrepreneurs and Families Act aka RELIEF Act.

It is recommended taxpayers impacted by this bill delay filing their tax returns until tax forms and filing instructions are prepared by the Comptroller of Maryland.

Summaries of some aspects follow for individuals and businesses for Tax Year 2020:

Individuals

Maryland Economic Impact Payments - Payments will be sent by the state to current Maryland residents who received Earned Income Tax Credit in 2019. It is unknown if these payments will be subject to Federal income taxes in 2021. Individual taxpayers will receive \$300 and those filing joint return or head of household will receive \$500. Direct deposits will be attempted and if unsuccessful, a check will be mailed to address on record.

Unemployment Income - For the many Marylanders that collected unemployment benefits in 2020 they may now have some relief. To the extent benefits are included in federal adjusted gross income, taxpayers may subtract the amount of unemployment benefits on their Maryland return. This subtraction is only available to taxpayers with filing status of single, married filing separate, or dependent with federal adjusted gross income of less than \$75,000 and filers with married filing joint, head of household, or surviving spouse status with federal adjusted gross of less than \$100,000.

Coronavirus Relief Payments - To the extent included in federal adjusted gross income, taxpayers may subtract coronavirus relief payments on their Maryland return. This can include grants or loans applied for after March 5, 2020. The Comptroller has published a list of COVID-19 relief payments eligible for this subtraction at marylandtaxes.gov.

Enhanced State Refundable EITC - Marylanders filers claiming the federal EITC may also be eligible for a refund of a percentage of this amount through their Maryland tax return. The RELIEF Act increases this percentage from 28% for tax year 2019 to 45% for tax years 2020 through 2022. Amount is up maximum of \$530. No action is required by taxpayers as the Comptroller's office will make any adjustments and send any additional refund if applicable.

Businesses

Like subtractions for individuals the Relief Act allows certain businesses to subtract certain amounts included in their federal adjusted gross income. This subtraction will be reported on Schedule 500LU for corporations and Schedule K-1 for pass through entities. These subtractions apply to 2020 and 2021 and covers coronavirus relief loan amounts that were forgiven, as well as grants and/or loans applied for after March 5, 2020.

Sales and Use Tax Discount – The Relief Act provides for an alternative credit against gross amount of sales and use tax owed by some vendors. This applies to March-May 2021. Certain conditions must be met. For more information see Tax Alert 01-06-21.

For more details on all bill items go to the Comptrollers dedicated site: [MarylandTaxes.gov/Relief Act](http://MarylandTaxes.gov/ReliefAct). Any questions may be addressed to your tax accountant.

Connie Moore, CPA/CVA • Owner, Liberty Tax Service • 8620-D Belair Road, Baltimore, MD 21236

**Join us on March 16th
5:30 - 7:00pm at**

**Casa Mia's
8601 Honeygo Blvd.**

**for another casual business gathering
See some new faces and old friends.**

**Purchase some of Casa Mia's tasty dishes.
Soft drinks provided.**



Be a Meeting Sponsor Host in 2021

What is a sponsor host?

We can set up a location that is open to the public and prepared for any current mandates. 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!

You can also choose to have a casual gathering at your business if it is appropriate to do so.

If you are interested in being the host for 10-15 members and guests, get in touch.

Dates Available are:

**March 16 • April 20 • June 15 • July 20 August 17 •
September 21 • November 16**

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

EASY TO JOIN ONLINE HERE



Visit our website for details about the PHWMBA

www.phwmba.org

email: info@phwmba.org

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

or go to 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.
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 _____

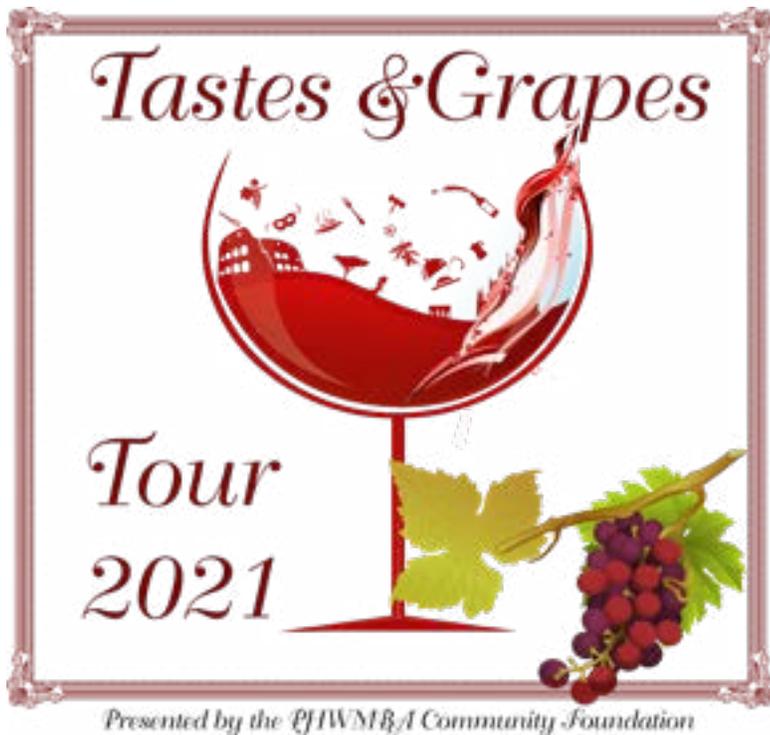
By submitting your application, you agree to be part of our mailing list, that is available to our membership. You may from time to time, receive notifications, announcements & solicitations from other members. Your company info will be listed in our directory in print and online. If you do not want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

Which committee would you be interested in joining?

- Newsletter Membership Town Fair Events Programs/Fundraising

COMING IN MAY ... The **WHOLE** Month of May!!



Tastes & Grapes is the annual fundraiser for the PHWMBBA Community Foundation. For the past 5 years we've invited restaurants to participate by having our guests sample some of each of a restaurant's specialties and have them paired with wines. We donate all the proceeds to a deserving local charitable organizations. We keep our expenses low, so that virtually all of the money we receive goes directly to the chosen charity. Since a large gathering is impractical this year, we are expanding our horizons to have you go TO the restaurants, breweries and wineries to have a similar experience over a period of several weeks.

- **Register for free on our Event App to get the list of participants**
- **Go to any or all of the locations listed on the app between May 1 and May 31**
- **Check in at each location you visit**
- **Upload photos of your chosen dish from the special Tastes & Grapes Tour menu featuring special pricing just for you**

Share with our unique hashtag to be entered in a random drawing for gift cards to these fine establishments.

More details coming soon on our many locations that include Casa Mia's, Taste of Taj, Conrad's, El Salto, Silver Spring Mining Company, and more.



www.thetownfair.net

VENDOR APPLICATION
24th Annual Town Fair
Saturday JUNE 26,2021
Application Deadline - June 1

Location: 4600 Ebenezer Rd. @ Perry Hall H.S.

Full payment Due with Application- (Payable to Perry Hall/White Marsh Business Assn-PHWMB)
Company Name:
Contact Person:
Address:
City, State, Zip
Best Phone:
Vehicle Tag#
Email:
Website:
FACEBOOK Name:

Table with columns: Booth Space (10x10), FEE, and FEE \$. Rows include Crafts (\$125.00), Retail/Business (\$150.00), Political (\$300.00), Non-Profit (\$125.00), Electrical Outlet (\$25 each), \$25 Discount if PHWMB member, Late Fee \$25 after 6/1/21, and TOTAL Amount Enclosed.



Paid with Paypal: CHECK HERE

Type of Business:
Crafts Retail Political Non-Profit
Electrical requirements @ 15amps (\$25 ea)

LIST ITEMS YOU WILL SELL, DISPLAY INCLUDING ANY/ALL ITEMS YOU WILL GIVEAWAY & ACTIVITES YOU MIGHT OFFER GUESTS:

SPECIAL INSTRUCTIONS:

Be advised that if your FREE activity is the same as vendors paying to sell the same service/product, you may be required to substitute your free activity. You will be notified of such necessary change by phone or email.

All types of vendors are encouraged to apply to participate in The Town Fair. We reserve the right to decline the application of a vendor for any reason. PHWMB reserves the right to limit the number of vendors in certain categories that may include jewelry, clothing, home services, or political candidates to ensure a wide variety of exhibitors. The Town Fair Committee will review your application. If payment is accepted you are confirmed as a participant. On or about June 15th, you will receive a vendor confirmation with all necessary information for the The Town Fair. Food vendors must have and display required permits. If your application is not accepted, the check/payment will be returned along with an explanation. Submission of your application acknowledges your acceptance and understanding of the requirements and restrictions for all vendors, as listed above as well as acknowledgement of additional requirements stated below of this application. The Town Fair will be held rain or shine, except in the case of extreme conditions or state mandates. There is no rain date for this event. Once your registration is accepted, there will be NO REFUNDS. Thank you.

Your signature is required as the responsible party for this event.
By signing you agree to the terms and conditions listed above and on the back of this form.
Signature
Date

Mail to: PHWMB-Town Fair, P.O. Box 117, White Marsh, MD 21162 contact@thetownfair.net
To pay with credit card, use our paypal acct and online form at thetownfair.net