

# BUSINESS REVIEW

APRIL 2021

“Building Business Through Association”

## Upcoming Events

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

*Parker Pallett, Slezak  
& Russell  
Host: Ron Parker*

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

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

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

**June 15th  
Business Builders  
5:30-7:00PM**

*Location to  
be announced*

**JUNE 26th  
The Town Fair  
10am - 3pm**

## Message from the President, Lynn Richardson



Well we can forget about trying to “fool” anyone this April 1st, as nothing will top the goings-on of this past year!

Our brilliant ideas for this year -a reimagined annual Tastes & Grapes Fundraiser is already rescheduled to the month of JUNE. Many restaurants in our area are participating in a special “Restaurant Week” from April 16 to May 2, so we decided not to compete with this or put stress on our local businesses. Thus, the Taste & Grapes Tour will take place for the month of JUNE instead. . 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.

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 PHWMBBA 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 the Law Offices of Parker, Pallett, Slezak & Russell at 11450 Pulaski Highway on April 20th. .We had a wonderful experience at Casa Mia’s last month. Great food, fabulous company! Thank you very much Joe Carolan and we’ll see you again soon!

June 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 in May.. Get in touch right away at [president@phwmba.org](mailto:president@phwmba.org) if you would like to do that!

**Perry Hall  
White Marsh  
BUSINESS ASSOCIATION**

## Host Spotlight



Located at 11450 Pulaski Highway in White Marsh, Parker, Pallett, Slezak & Russell is a law firm dedicated to our clients. Whether our clients are a small individual struggling against an insurance company attempting to improperly deny that person the benefits to which he is entitled, or whether our client is a corporation harmed by the act of another corporation, that client is entitled to and will receive the highest level of care and attention to zealously protect our client's legitimate interests.

We pride ourselves in doing the best job possible explaining even the most complicated legal situations in a simple and straightforward manner, and then making sure the client receives the best possible result.

11450 Pulaski Hwy - White Marsh, MD 21162 • 7701 Belair Rd - Nottingham, MD 21236  
3709 Pulaski Hwy - Abingdon, MD 21009 • 304 Aiken Ave - Perryville, MD 21903  
And our newest location at 8101 Pulaski Highway in Rosedale!



## 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](http://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](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

An enjoyable evening at Casa Mia's at our March get-together.



**New Members**

**Brianna Hendley - Achievant Coaching**

**Kayla Belcher - Avenue Grand**

**Missing the fun of PHWMBA's  
business connections?**



**Join us on April 20th at the  
Law Offices of  
Parker, Pallett, Slezak & Russell**

**5:30-7:00pm  
Light fare & refreshments  
2nd Floor Conference Room**

**[REGISTER HERE](#)**

# What's Your Style?"

## Escorted vs. Independent Travel

by Jean Borne - Borne To Travel

When planning a vacation, there are many choices to be made. Remember from your Language Arts classes to ask: who, what, when, where, why, and how. These qualifiers need to be answered in regard to your vacation as well. Where do you want to go and what do you want to do when you get there? Who are your traveling companions, and why are you going? What type of vacation experience are you looking for? When are the dates? Are they flexible or firm?

But what about the how? This gets me thinking about planes, trains, automobiles and ships. But there is another how to consider: escorted or independent travel.

### Escorted Tours

Escorted tours are run by tour companies, where all the details are bundled into one complete package. The hotels, transportation, tours, a guide, and meals can be part of this package. You're with a group of your friends and on a schedule orchestrated by the tour company. I really enjoy this type of travel, especially in foreign countries. The driving is left to someone else, allowing you to enjoy the scenery and listen to the guide's description of the landscape and history of the area without having to pay attention to traffic, signs or the GPS. You don't have to worry about which side of the road to drive on (have you ever entered a traffic circle on the left and go clockwise?) or understanding signs in a different language.

At each destination, you may have anywhere from 30 minutes to a few hours to explore. Sometimes there is a short tour then free time to have a meal or shop. The downside is you need to be back on the bus to continue the journey.

### Independent Travel

Independent travel gives you more flexibility but also comes with more responsibility. You set your own itinerary and pace, but choose your own transportation and accommodations options. The primary reason travelers choose this type of vacation is being able to choose what they want to do on their schedule. Do you want to spend a full day at a famous art



museum? Do you want to build a hike into a bucket list destination? Do you want a day to fully relax at a resort and spa? The possibilities are endless on an independent vacation.

### Best of Both Worlds

If you don't want to be tied to a schedule, but you also don't want to do it all on your own, there are a couple hybrid options that may be available to you.

One option is to hire a private driver. Whether for a day or an extended time, a private hire lends the flexibility to set your own pace but leaves the responsibility of transportation to someone else. I visited Ireland two years ago and a small group of us hired a driver for the day before our escorted tour began. We prearranged one outing but let him choose what to do and where to take us for the rest of the afternoon. It was a perfect day! Want more than one day? A package from a few hours to a week can be arranged with a driver and a plan that allows for customization along the way.

Recently, Globus, a fully escorted tour company, announced their brand new Choice Touring vacations. It's the perfect blend of an escorted tour that includes the highlights with the choice of more hands on or adventurous outings in certain cities. The choices are many and is only limited by your imagination.

Borne to Travel can sort through the options with you and can assist in arranging the details for your ideal vacation. I can be reached at [Jean@BorneToTravel.com](mailto:Jean@BorneToTravel.com) or (443) 742-0478.



Mid-Atlantic  
Wealth Advisors, LLC

By Andy Smith

Preparing your taxes can be a real drag. It can feel like tax day looms over your spring! Well, fear not: the IRS has given you another month to file your taxes!



The Treasury Department and Internal Revenue Service has announced that the federal income tax filing due date for individuals for the 2020 tax year will be automatically extended to May 17, 2021.

Per a recent press release from the IRS, individual taxpayers can postpone federal income tax payments for the 2020 tax year to May 17, 2021, without penalties and interest, regardless of the amount owed.

Even with the new deadline, consider filing as soon as possible. Filing electronically with direct deposit offers the quickest way to receive a refund if you're entitled to one. Electronic filing with direct deposit can also help ensure you receive the most recent stimulus payment promptly.

We know filing taxes can be a pain, but having extra time certainly helps! If you have questions on your tax return or liabilities, be sure to reach out to your tax professional! If we can be of any assistance, please don't hesitate to reach out.

**Andy Smith - 410-561-6760 - [sasmith@mid-awa.com](mailto:sasmith@mid-awa.com)**

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**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!**



BROUGHT TO YOU BY

Perry Hall  
White Marsh  
BUSINESS ASSOCIATION

**USE OUR GREAT  
ONLINE**

**LOCAL  
DIRECTORY**

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



# COLLEGE PLANNING VIRTUAL SEMINAR

**APRIL 21ST, 2021**  
**6:00 - 7:00 PM**

Join Freedom Federal Credit Union and The Kelly Group for our upcoming virtual seminar: **College Planning: Saving and Early Planning for Higher Education**. This seminar provides ideas on how to save for college when your children are still young.

Topics discussed include types of investment vehicles (eg., 529 plans, UTMA's, Coverdell IRAs), costs of college, and types of schools (trade school vs. traditional college vs. combination 2-year community college and 2-year bachelors).

We will also address the time value of money and the effect of inflation on higher education costs.



VISIT [FREEDOMFCU.ORG](https://www.freedomfcu.org) TO  
LEARN MORE AND REGISTER



# Summer Marketing Ideas for Your Business: Get Ready for the Holidays!

Source: <https://www.cleverecommerce.com/ecommerce-blog>

Summer is here! Even with all its warmth and splendor, it faces a pandemic that calls for an increase of efforts towards summer marketing campaigns. What is the best approach for online marketing strategies in this bleak time? Check these Summer Marketing Ideas!

We're here to give some marketing ideas for the summer that you can put into action to heat your sales up!

We'll focus on why you should adapt your online marketing strategy to the summer season, which social networks and types of ads are the best to do this, and we'll give examples of brands that make specific campaigns for the summer.

## Why should I adapt my advertising campaigns to the summer?

There are many reasons why you must take seasonality into account when running advertising campaigns. In the summer, it has been proven that...

There's more free time to close deals

Consumer habits are on the rise

There's an increase in your visibility thanks to social networks

There's improvement to your branding and digital reputation

You'll need to prepare your online marketing strategy for the new season

Keys to designing a good digital strategy for the summer: summer campaign ideas

When creating a new plan and strategy, you have to lay out your goals and plot how to achieve them.

Things to keep in mind this summer...

Smartphone usage is booming in the summer season, so it's a good idea to create easily consumable content for these devices.



Automate and schedule the actions you are going to publish, it will help you save time to focus on other things

Publish interactive, funny and overall more entertaining content. It's a great time to do things like contests and raffles.

Increase or maintain the frequency of your publications.

Adjust the schedule of your publications to the daily rhythm of your target audience (sleep schedule/eating times/internet browsing times).

You'll probably spend a few hours away from home yourself. That's why it's important that you carry all the apps you need to continue serving your customers and potential customers on your mobile phone. Don't neglect customer service!

## Social media networks more suitable for your digital marketing strategy this summer

### Instagram

This social media network pairs well with the excellence of summer. It's a great place for your branding during these months, as your audience will upload photos of their vacations or weekend breaks (beach, mountain, swimming pool, etc.). Be a part of those photos and it will have a ripple effect for your business.

### LinkedIn

This network is used less often in the summer, but

it's best to never neglect any channels. Take this opportunity of lower turnout to publish entertaining, relaxing or playful things. Instead of a traditional business-related theme.

### **Facebook**

Some businesses don't fit with the format of Instagram, so continuing with Facebook (if that's where your audience is) is your best bet. Same as you would with LinkedIn, prepare fun and energized content that will get your audience excited.

### **Twitter**

Twitter is still the fastest and most available news channel. It's common to hear that many of its users claim to be up to date with the latest news around the world. Therefore, it's logical to think that when they are on vacation it will be a frequently used social media network.

Type of content recommended for summer --

Although the goal is to sell, you must realize that general content is essential. What content is most likely to be published in the summer?

### **Podcasts**

With the onset of more free time and relaxation, whether it be in a pool or on the couch, podcasts are being used more and more. If you are able to advertise your product through a certain podcast of interest, it can certainly have a positive impact.

### **Creative images/photos**

This is probably the easiest way to make more playful or relaxed content. If you aren't one to use videos, this a good alternative to keep your community hooked on your profiles throughout the summer.

### **Videos**

Videos are a great way of presenting your content in an easy and accessible way. With the summer months comes a time of interest towards media such as this.

### **Blog posts**

It's best to not abandon your blog during these months and periodically update it with new and exciting content.

**Click on this ad to get more info on this offer.**

**2021 Highlander**

**JERRY'S**  
It's About you!

  
**TOYOTA**



# EASY TO JOIN ONLINE HERE



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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Which committee would you be interested in joining?

- Newsletter     Membership     Town Fair     Events     Programs/Fundraising



# 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:

**June 15 • July 20 August 17 • 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](mailto:PictureThisMultimedia@comcast.net) to grab your date.

# COMING IN JUNE ... The **WHOLE** Month of June!!



*Tastes & Grapes* is the annual fundraiser for the PHWMBA 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 June 1 and June 30**
- **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.**

**GET ON THE LIST**

**BE A SPONSOR for as little as \$100!**

**VISIT OUR PAGE: [PHWMBA.org/Tastes-&-Grapes](https://PHWMBA.org/Tastes-&-Grapes)**



www.thetownfair.net

VENDOR APPLICATION
25th 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, FEE \$, and various fees like Electrical Outlet, \$25 Discount, and Late Fee.



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.

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...

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