

BUSINESS REVIEW

MAY 2020

“Building Business Through Association”

Upcoming Events

May 19th
**Business Builders
Networking
(MAY BE A VIRTUAL
MEETING)**

5:30- 7:00pm
SERVPRO of Perry
Hall White Marsh,
9008 Yellow Brick
Road Unit F, 21237

May 27th
**Lunch & Learn
Seminar**
Noon-1:30pm
Columbus Gardens
\$10/lunch Included

June 16th
**Business
Symposium with
Delegate Carl
Jackson**
5:30-7pm
Perry Hall Library
Limited Registration

Message from the President, Lynn Richardson



We've been inundated with information, resources, webinars and activities that we couldn't have imagined only 2 months ago. By now, many of us are feeling overwhelmed, frustrated, frightened and antsy.

So what do we do now? While we wait for the excruciating slow relaunch of our lives, we are seeing many of our businesses adapting before our eyes. Some businesses are just stuck in limbo, and for them, we can only be poised to support them the instant that we can do so.

We are doing what we can to promote businesses in our area who are able to offer limited service, remote appointments or even full service. We are encouraging all to post their information, updates and announcements on our facebook page. We have had excellent engagement there and are happy to get information out there. If you are more of an Instagram user, please send us your photos, photo ads and information to post there, too.

If you haven't followed/liked us on Facebook or Instagram (phwmba), please do that right away. There is power in those numbers.

We have had 16 businesses sign up as new members this month. Please be sure to get in touch with them to introduce yourself and your business to them, as well. A list is in this publication, and on our home page. Use our dynamic member directory on our website to easily connect with them.

Our current situation was thrust upon us in an unfair way and there is not a clear path to a good solution. It is clear that it is up to us to fix this mess ourselves. We are an amazing group of entrepreneurs and professionals who can adapt, pivot and grow under all kinds of circumstances. I am certain that we will prevail because of who we are.

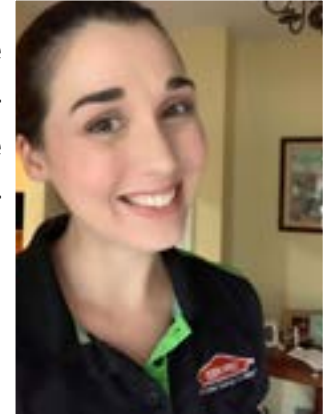
“Building Business Through Association”

Perry Hall
White Marsh
BUSINESS ASSOCIATION

HOST SPOTLIGHT

THIS MONTH'S FEATURED HOST: SERVPRO Perry Hall/White Marsh

In September 2001, John and Debbie Rappazzo bought SERVPRO of Perry Hall/White Marsh. SERVPRO specializes in residential and commercial recovery from water, fire, mold, and biohazard disasters. We are available for 24-hour emergency service and are accepted by all insurance companies. In January 2020, SERVPRO of Perry Hall/ White Marsh became the official owners of SERVPRO of Sparrows Point/Essex/Chase and together, we are the official SERVPRO for all Eastern Baltimore county.



Julie Rappazzo

Referrals that would be great for us, are introductions to property managers, nursing homes, and insurance agents east of Pulaski highway, or referrals to businesses that requires proactive sanitation during the COVID-19 pandemic.

Gayle Adams Community Service Grant

Application Deadline June 5, 2020

Johns Hopkins Bayview is pleased to fund the Gayle Adams Community Service Grant. This grant was established to honor the service and distinguished career of Gayle Adams, who retired after 40 years of service as director of community relations at the Medical Center.

Community service grants will be provided to organizations in southeast Baltimore whose projects focus on the improvement of the health and wellness of the surrounding community by utilizing innovative and creative responses to community health needs. Grants for individual projects can range from \$250 to \$1500. All **tax-exempt** 501(C)(3) community organizations, as well as local schools, are eligible to apply. The application process includes:

- Completion of a brief form describing the project and the benefit to the community (200 words or less)
- A primary applicant who is NOT employed by any Johns Hopkins entity
- A plan to evaluate success
- A budget, which can range up to \$1,500

Applications are due by June 5, 2020. To fill out the application, visit hopkinsmedicine.org/jhbmc/servicegrant. Projects are expected to be completed within 12 months of award.

For more information, contact Sharon Jones at sjones8@jhmi.edu or 410-550-3015.

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	Sandy Lombardo	BCPL- White Marsh	410-887-5097
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Director	Julie Rappazzo	ServPro of Perry Hall/White Marsh	410-529-1664
Director	Sharon Jones	Johns Hopkins Bayview	410-550-0289



to our newest Members

Gloria McMenamin, DDS DMD PA

Thomas Thobe - The Village Gem

Alan Amos - Spreedy Oak Country Cafe

Bill Bolander - Jerry's Toyota

Amy Bland - Phoenix Speech Therapy

**Tracy Dietrich - Tracy Dietrich Photography
& Young Living Essential Oils**

Brian Sherman - Sherman Growth Group

Gregory Vinyard - BumbleJunk

**Patty Newton - Cookie Cutters Haircuts for Kids
- Perry Hall/Lutherville**

Jean Borne - Borne To Travel

Brian Lichtig - Baltimore Computer Solutions

Jack Claunch - Thompson Financial

Beverly Hamilton - Soul-utions Hypnosis

Terri Winebrenner - PNC Bank

David Smith - Gotcha Covered No. Balto

Dan McClure - East Coast Safety 410 & RavenFever



JOHNS HOPKINS
MEDICINE

JOHNS HOPKINS BAYVIEW MEDICAL CENTER

VOLUNTEERS

Calling All Crafters, Seamstresses & Seamsters

In an effort to preserve medical-grade personal protective equipment (PPE) during the COVID-19 pandemic, the Johns Hopkins Medicine Unified Command Center coordinated a volunteer project for Johns Hopkins employees, as well as the broader community, to sew and donate homemade cloth masks. These masks can be used for situations in which a medical grade PPE is not required. For example, a homemade cloth mask can be provided for a patient who presents to the facility with respiratory symptoms. All masks will be laundered prior to distribution.

If you are interested in this effort, please see the mask pattern instructions on the following website:

https://www.hopkinsmedicine.org/coronavirus/documents/INF2003_076_VW_Hand-Sewn%20Mask%20instructions-1.pdf

Follow the instructions as provided. Please use 100% cotton fabric with a pattern design (not a solid or blue and white color). Masks that do not meet these requirements may not be able to be accepted. If you decide to volunteer, please follow the specifications of mask pattern above.

Our Southeast and East Baltimore communities are very talented, giving and civic-minded and we hope that you will consider this unique opportunity to help our area Hopkins medical facilities.

Feel free to forward this information to your communities, friends, neighbors. Thanks for your help!

Drop-off location for donations at Johns Hopkins Bayview:

For volunteers in Southeast Baltimore, a mask drop-off box is located at Johns Hopkins Bayview Medical Center at the Medical Offices Building, 300 Mason Lord Drive (across from hospital garage). The drop box is located at the entrance of the building. If you have any questions, contact Elaine at ewelkie1@jhmi.edu or 410-371-9112.



Parker, Pallett, Slezak, & Russell, LLC., is still open to take care of your legal needs. Due to COVID-19, we are practicing social distancing and we can communicate with clients remotely via phone / e-mail. If a face-to-face meeting is required, be assured that we are taking all precautions to keep our office surfaces disinfected. In addition to Worker's Comp., Personal Injury, and Criminal, we are now handling Bankruptcies, Divorces, and Wills/Power of Attorneys. We have a staff of 10 Attorneys ready to help you!



11450 Pulaski Highway White Marsh, Maryland 21162
(410) 335-3800 – Phones 24/7
info@ppsrllc.com – email

STILL SCHEDULED AT THIS TIME!



LUNCH & LEARN

Wednesday, May 27, 2020 at 12 PM – 1:30 PM
At Columbus Gardens

Insurance Liability and Applicable Law
Speaker: Ron Parker
Parker, Pallett, Slezak & Russell

Bring Your Questions, We'll Bring Lunch
\$10 registration
[REGISTER BY MAY 22ND!](#)



Give Blood. Give Life!

Johns Hopkins Bayview Blood Drive

May 27, 28, and 29, 2020

7:30 a.m. to 5:30 p.m.

**Asthma & Allergy Center
5501 Hopkins Bayview Circle
Baltimore, MD 21224**

Take pride in knowing they saved up to 3 lives!

**Call 410-550-0289 to schedule a
life-saving donation.**



**Send us your announcements,
special information, photos
ANYTIME!**

**We send out our informational
emails on a regular basis.**

Let us spread the word for you.

**Email anything you want to say
to:**

info@phwmba.org

Let us help you TODAY!

Tragedy, risk, failure, success & how to turnaround a brand even in the worst of times

The most powerful question you should ask right now...

Let me tell you a story about the McVicker family. It's a story about loss, tragedy, risk and the creation of one of the most successful products in history.

For years, Cleo McVicker headed Kutol Products, a soap manufacturer. Sales grew despite a flu pandemic that infected one-third of the world's population and took the lives of 675,000 people in the U.S. But as the economy collapsed during the Great Depression, he was facing bankruptcy. Determined to save his business, Cleo hired his brother, Noah, who concocted a non-toxic, non-staining reusable putty that he thought would be ideal for removing the coal residue from paper wallpaper.

Excited about the new possibilities, Cleo approached Kroger Company about carrying the wallpaper cleaning putty in its grocery stores and replacing their current cleaner. Cleo agreed to provide 15,000 cases by Kroger's deadline even though Kutol Products never manufactured the wallpaper cleaner before. Failure to meet the deadline would mean \$5,000 in fines (the equivalent of about \$100,000 today). A fine that size would force the company to finally close. Fortunately, the McVicker brothers made the products in time. Over the next 20 years, the McVickers became the largest wallpaper cleaning putty manufacturer in the world.

But that is not the end of the story...

By the end of World War II, fewer people were buying the putty. The introduction of washable vinyl wallpaper and clean-burning electric, oil and natural gas led to declining sales for the wallpaper cleaning product. Kutol Products, which was run by Cleo's wife Irma after he died in a tragic plane crash, was facing bankruptcy once again. She hired her son Joe to save the company from its downward spiral at about the same time he learned about his sister-in-law using the same putty they had been selling as wallpaper cleaner for decades to create ornaments and crafts in her students' nursery school class. His sister-in-law, Kay Zufall, convinced Noah and Joe McVicker to rebrand the cleaning putty as a children's toy and call it Play-Doh.

The McVicker's wanted to call it Rainbow Modelling Compound. Fortunately, for them the nursery-school teacher's suggestion stuck. After a few product demonstrations in Macy's of New York and Marshall Field's of Chicago in 1957 and ads on Romper Room and Captain Kangaroo, sales took off.

The story of the McVicker's and how they had to re-brand and re-create their business as the economy and market conditions change over the years is a powerful lesson even today. No doubt, the McVickers were probably happy selling soap until they had to pivot to a wallpaper cleaning product and then to a children's toy product. In fact, Kutol Products continues to make soap products today.

The most powerful question you ask right now

What was their secret? It is the same formula we use at Breakthrough Pros that has helped us successfully turnaround and grow dozens of brands. The McVickers created products for what people wanted and needed by beginning first with the most powerful question you can ask right now...

Who? Who is the ideal target market you want to serve?

Once you identify them, you can then determine the problem or pain they are experiencing and the solution you can offer. Notice that if the McVickers began with the question that most owners ask, "What can we sell?" they would have developed another soap product. Instead, they found a problem homeowners wrestled with at the time: How to keep their paper wallpaper clean from the residue created by their coal-powered furnaces. Once they developed a solution to the problem facing their ideal target market, they were able to turn the company around.

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Tragedy, risk, failure, success & how to turnaround a brand even in the worst of times - *continued from page 5*

For Play-Doh, the ideal target market was nursery-school teachers and moms. The problem: creating craft projects at school or at home. The solution: Offer a putty that was safe for young children that could be used again and again.

3 questions you must ask

Any time you are stuck or trying to turnaround your business ask yourself these 3 questions:

1. Who? Who is an ideal target market?
2. What? What challenges or problems are they experiencing?
3. How? How can we help solve those problems that would make a difference in their lives from which they will benefit?

It's been the secret of turnarounds for years. While Duluth Trading Co. was on its own downward spiral in 2008, the company asked, "Who? Who are our most profitable and best customers?" They then re-branded its apparel business to focus on comfortable men's underwear and apparel to appeal to "tradesmen in all of us."

YouTube began as a video-based dating service with the slogan, "Tune in, hook up." However, people wanted to post and share a wide variety of videos. YouTube quickly pivoted its strategy before it was acquired by Google for \$65 billion. Remember Netflix, the DVD mail-order service? As people shifted to watching movies online, so did the company. Most people know Shopify as the website builder for online retailers, but you may not know that the founders actually wanted to launch an online snowboard equipment store called Snowdevil. They didn't like the existing e-commerce sites on the market so they built their own. The store failed so they asked, "Who could use a new online e-commerce tool?"

We're seeing more examples of companies adapting right now from car dealers offering home delivery to the NFL draft broadcast from the commissioner's basement to create the largest audience in history. Locally, Relay for Life events that were traditionally hosted in-person to benefit the American Cancer Society are now virtual events, according to Chrissy Schifkovitz, community development manager. In addition, the Baltimore Hope Lodge, which is offered at no charge to patients visiting the city for cancer treatment, is now providing housing to University of Maryland Medical staff. Gregory Vinyard, who would normally be refereeing local high school sports, had to switch careers and is now serving as a sales rep for Bumble Junk and helping residents clean up their homes.

To figure out how you can make a difference that will benefit your target market – and help you re-build, begin first by asking the question, "Who?"

About Dennis J. Sullivan: Dennis is author of [The Breakthrough One Page Marketing Plan \(www.OnePageBreakthrough.com\)](http://www.OnePageBreakthrough.com) and is an Associate Professor at CCBC. He is the recent recipient of ACBSP's International Teaching Excellence Award – making him one of the top business professors in the world. He is also Executive Director of CCBC's Center for Business Innovation and owner of Breakthrough Pros, a consulting company, specializing in growing and turning around businesses.

Contact information: www.BreakthroughPros.com or Dennis@BreakthroughPros.com

Tips for Working From Home With Kids During COVID-19

Many parents and children are navigating a new reality at home together because of COVID-19. Establishing routines is a key way to ease the burden, say Yale Child Study Center experts.

Stick to a routine. That's the theme that runs through advice from Yale Child Study Center experts when it comes to a struggle many families are now facing: working at home alongside children who are out of school or daycare because of the COVID-19 pandemic.

"This is really hard, and parents are rightfully concerned about trying to balance their responsibilities as working adults with this complete upheaval in the lives of their children," says Leah Booth, MA, a speech-language pathologist at the Yale Child Study Center.

Although there is no "magic bullet" to balancing everything, Booth suggests replicating the structure and predictability that your child would experience at school as much as possible. "You want to give them a routine, as well as clear, predictable expectations that will offer them a sense of control and comfort," she says.

Eli Lebowitz, PhD, director of the Child Study Center's Program for Anxiety Disorders, agrees.

"The disruption of routines and schedules can be stress-inducing to children," says Lebowitz, adding that sticking to healthy habits is also important. "You don't want to sleep until 'whenever,' not get dressed, or eat in an unregulated way," he says. "This isn't one big vacation, because that would make returning to regular life eventually all the more difficult."

Child Study Center experts offered the following tips for establishing routines and healthy habits—and advice for how to talk to your children about COVID-19.

1. Create a schedule

Sit down with your child/children each morning and make a schedule of what the day is going to look like, Booth advises. "If your child is young, it can be a pictorial sequence you can draw and put on the fridge. This works for children preschool through high school," she says. "It can be that breakfast is at 7:30 a.m. followed by clean-up time from 8:05 to 8:10 a.m. I would get specific, especially for littler kids."

The goal is not to re-create the school day exactly, as that is impossible, but to build a new routine for doing schoolwork at home. "You want to collaborate with your kids as you make a schedule. Maybe it's first we do breakfast, then LEGOs, and ask them how long they need for that," she says.

For most ages, 30-minute blocks are best for specific academic tasks. "You want to get out on a high note, and move on to the next thing," Booth says.

Parents, of course, will want to make sure their child's schedule matches what they need to do that day. "If you have a conference call at 10 a.m., maybe that is when the hour of PBS Kids happens," Booth says.

The goals, Lebowitz explains, are to avoid a "vacuum of time" and also to reduce conflict by coming up with a schedule and displaying it in a prominent place where everyone sees it and you and your kids can refer to it throughout the day.

"Parents and children could plan that routine together, and perhaps that will allow everyone to feel a bit of control over a challenging situation," adds Nancy Close, PhD, clinical director of the Child Study Center's Parent and Family Development Program.

2. Get up and move

"It's helpful to mix in gross motor movement and quiet time. Maybe it's an hour of PBS Kids from 8 to 9 a.m., then 30 minutes of dancing to Alexa, followed by an hour of enrichment activities," Booth says.

"This could be items your child's school provided or online activities about writing, multiplication, or other topics."

For gross motor activities—if going outside is not an option—Booth suggests fort-building, indoor hopscotch, or using hula hoops.

3. Schedule time to be with your kids

Even if the family is in the same house together all day, that doesn't mean kids are getting the level of interaction they crave from adults.

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Tips for Working From Home With Kids During COVID-19 *continued from page 7*

“Schedule time for when kids know they have access to mom or dad. Maybe that’s preparing lunch together. That way you can point them to the schedule, and say, ‘We are going to hang out in 15 minutes,’” Booth says.

4. Embrace technology

Kids, Booth points out, are social creatures, and there are many technological tools that allow people to stay in touch today, from FaceTime to playing games together online. “You can call upon grandma to spend 30 minutes reading a book to your son on FaceTime or have Aunt Sue do math facts from her home in Toledo,” she says. “You can include online interactions with friends and family into your schedule. Make a digital village.”

Naturally, parents will want to keep some limits on screen time, but now is also the time to cut yourself a little slack—in general—in these extenuating circumstances, Lebowitz says. “It’s important to acknowledge that even if your child doesn’t do 100% of what you were looking for, if they did their best, that’s OK,” he says.

5. If your child has special needs, reach out to their school

Children with special needs, particularly a disability like autism, will especially benefit from predictability at home, Booth says. “Special education in the schools provides a level of structure that helps kids on the spectrum thrive, so it would behoove parents to consult with those special education specialists to ask for strategies that could be adapted at home,” she says.

6. Be mindful of how you talk to kids about COVID-19

If talking to your kids about COVID-19 in a way that is not scary—yet communicates the seriousness of the situation—is daunting, Lebowitz has advice.

“Number one, I think that how you say things is just as important as the actual words you use,” he says. “Kids will respond to your nonverbal language just as much. Before you start talking, take a deep breath and calm down. You want to talk in a way that is factual and not panicky.”

Also, remember that children are listening even when you are not talking to them. In other words, don’t tell them everything is fine, but then have a conversation with a friend or your spouse they can hear in which you discuss worrying news developments.

In general, provide clear information that is age-appropriate. “Don’t use euphemisms. Start with asking your child what they understand about what is happening,” Lebowitz says. “Their answers can help guide you in the terms they use. Maybe there is misleading information you can correct.”

It’s also wise to give kids context when talking about the virus, he adds. “They are familiar with the idea that people get sick. You can tell them this is a lot like having the flu, and it may be helpful for them to know that not many kids get very ill from this,” he says. “Plus, you should monitor what they are exposed to in terms of TV and the computer when it comes to news. Point them toward more reliable information and be honest about what you know and don’t know. Tell them grownups are working very hard right now to keep us safe.”

[The Yale Child Study Center-Scholastic Collaborative for Child & Family Resilience worked with author Denise Daniels, RN, MS, to create a social-emotional workbook for children. Click here to download “First Aid for Feelings: A Workbook to Help Kids Cope During the Coronavirus Pandemic.”]

7. Be on the lookout for anxiety

If your child is acting out, know that many of these behaviors could be related to anxiety over the current situation, Lebowitz says.

“They may be more whiny or irritable or have more temper tantrums. But instead of getting angry, upset, or annoyed with them, take a breath and ask what is on their mind,” he says.

8. Look for silver linings

Although it may seem difficult to see the benefits of social distancing and such disruption to everyday lives—at least right now—there are some.

“Families are spending more time together and, eventually, I think we will look back on this time and know that we got through something difficult,” Lebowitz says.

The experience can also teach children how to deal with disappointment and be more flexible, which is a vital life skill and one that parents can model as they work to get through this, too.

Source: Kerrie MacMillian - YaleMedicine.org



Applications are available now
for The Town Fair .

PHWMBA Members get a \$25
discount on their space and premium
placement in our famous
MEMBER SHOWCASE ROW!

Mark your calendars now!
September 5th 10-3
thetownfair.net

**The Town Fair
has been
rescheduled
to
September 5th**

(Labor day weekend)



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You may need to do business differently in the coming months. BE PREPARED! Picture This Multimedia Service is offering to help you GET STARTED NOW to be ready for your “post-confinement” business with a DEFERRED PAYMENT PLAN

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picturethismultimedia@comcast.net • 410-493-4984 • Lynn Richardson



FEED THE NEED

Spring 2020 Food Drive

Generous donations of food and cash contributions will benefit needy families through the Emergency Food Pantry at Johns Hopkins Bayview Medical Center

Food Items Needed:

Beans (canned or dry)

Biscuit Mix

Fruit (canned or dry)

Vegetables (canned)

Cereal

Milk (powdered)

Macaroni & Cheese

Canned Chicken

Canned Meat

Spaghetti Sauce

Pasta

Rice

Soup

Tuna

Please, no commercial-sized or expired food.

For more information or to arrange for pick-up of donations, contact Community Relations Department at 410-550-0289.