

BUSINESS REVIEW

AUGUST 2020

“Building Business Through Association”

Upcoming Events

**August 18th
8:00-9:00am**

*Perry Hall Florist,
Virtual meeting. Tips
& tricks with bows and
flowers.*

**September 5th
The Town Fair
10am - 3pm**

*Ebenezer Road in front
of Perry Hall High
School*

**September 15th
New Members Event
5:30-7:00PM**

*Location and Activiy
to be announced*

Message from the President, Lynn Richardson



In the past 5 months, I have seen businesses scramble to adjust to the constant change and challenge of our situation. I have witnessed some businesses find remarkable ways to survive and thrive and some just wither and die.

For a business association like ours, we are in a constant state of “looking for solutions” to help our businesses, and the individuals who make up our community. Our board of directors have discovered & discussed many ideas on how we can be a valuable asset to our business community. Some of these ideas were not a right fit for us, but rest assured, we are thinking about you all the time.

We had an in-person “Business Meet-Up” on July 15th at DeJon Vineyards and we had a great time with 14 guests, some great music, food and lots of great space to enjoy the evening. I am planning on doing that kind of event again for those who are ready to venture out.

We are halfway through the third quarter and there is still so much to do. It’s almost time to be planning for the holidays. Won’t that be fun?

I ask that if you need help, advice, guidance, or have some good ideas that will be beneficial to our members, you will get in touch with me, so that we can all be “better together!”

“Building Business Through Association”

Perry Hall
White Marsh
BUSINESS ASSOCIATION

HOST SPOTLIGHT

THIS MONTH'S FEATURED HOST: Sanner's Perry Hall Florist
Perry Hall Florist is Celebrating their 60th Anniversary!



On July 1st, 1960 Perry Hall Florist was incorporated as a retail floral business although the family has been in the floral industry since 1928. William R Sanner SR grew dahlias, gladiolas, buddleia and mums on the property that he sold to florists. His son, W. Ross Sanner JR started the flower shop first from his home on the property and built the shop section by section as his business grew. The greenhouses were used for annuals that he sold during the spring. Ken Sanner SR joined the business in 1984 in the office end of the business. Kathy was hired in 1985 as a floral designer. Over the years the business has gone through many changes, but it has always remained a family business intent on serving the community with quality products. The business has evolved from growing flowers to becoming a premier local florist in the wedding industry by winning the WeddingWire Bride's Choice/ Couple's Choice Award for TWELVE years straight!



Perry Hall Florist is pleased to have been the "official" florist for the business association for many years and we were excited to have the PHWMBA be part of our 60th Anniversary celebration on July 28th,



to our newest Member

Lisa Snodgrass - Freedom Federal Credit Union

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
Secretary	Joe Musumeci	Rowles & Company	443-725-5395
Treasurer	Cindy Kleback	BCPL-Perry Hall	410-887-5195
Director	Julie Rappazzo	ServPro of Perry Hall/White Marsh	410-529-1664
Director	Larry Taccone	State Farm Insurance	410-344-6153

Pay Attention - Minimum Wage Increases Loom.

Maryland has adopted a minimum wage of \$15.00 per hour. The state's legislature overrode Republican Governor Larry Hogan's veto on March 28, 2019. The current minimum wage in Maryland is \$11.00 per hour.

Under the new legislation, businesses with at least 15 employees (Large Employers) will have to pay workers a series of increases starting on January 1, 2020, to arrive at \$15.00 per hour by 2025. Businesses with fewer than 15 employees (Small Employers) will have an extra year to raise wages to \$15.00 per hour.

While those with 15 employees probably don't consider yourselves as "large employers," you are lumped in with the Bank of Americas in the world.

All things considered right now, it might be a good time to get in touch with your legislative representatives in Annapolis and tell them what you think.

You can put your address into this legislative "locator" and find all your representatives:
[CLICK HERE](#)

Small Employers will see increases to the hourly minimum wage on the following schedule:

Date	Minimum Wage
January 1, 2020	\$11.00
January 1, 2021	\$11.60
January 1, 2022	\$12.20
January 1, 2023	\$12.80
January 1, 2024	\$13.40
January 1, 2025	\$14.00
January 1, 2026	\$14.60
July 1, 2026	\$15.00



Celebrating 60 years in business!

Sanner's Perry Hall Florist

The PHWMBA was excited to be part of the Grand Re-Opening & 60 year Anniversary celebration on July 28th. A live interview with Fox 45 News, a proclamation was received from the Baltimore County Councilman David Marks and family & friends stopped by for the occasion!



What Do We Do Now? Nouveau Marketing in the 2020 World

Source: [businessinsider.com/](https://www.businessinsider.com/) Created by Insider Studios with Square

Small businesses have been particularly affected by the COVID-19 pandemic and shutdown, but planning thoughtful messaging will help them stay connected with customers as the country is slowly opening up. Consumers are eager and willing to support businesses they have been loyal to in the past.

There are many things small businesses should keep in mind during this time, like taking care of loyal customers and effectively communicating how they'll keep their customers and employees safe. The COVID-19 shutdown has been challenging for businesses of all sizes, but small businesses have been hit particularly hard. More than 100,000 small businesses have permanently closed since the beginning of the shutdown, according to a recent study.

As states around the country begin the road to re-opening, the good news for small businesses is that consumers "will want to spend money on brands that they have been loyal to in the past and those that define their neighborhood or culture," says Sloane Humphrey, president and CEO of Powell Communications, a New York corporate public relations firm.

Consumers are open to receiving marketing messages from businesses, but they also want to know which efforts companies are taking to address COVID-19. "Consumers aren't going to penalize businesses for marketing," says Keltly Logan, an associate professor at the College of Media, Communication, and Information at the University of Colorado Boulder. "But they want evidence that businesses are doing the right thing and taking care of their people and taking care of us."

Small businesses should feel comfortable reaching out to their customers and the larger community through email and social media — but they need to be thoughtful with their messaging to avoid alienating people during an unusually sensitive time.

Here are some ways small businesses can effectively reach out to their customers in this new post-COVID-19 world.

Use the right language

The most important thing to remember when crafting marketing messages during, and even following, a crisis is to strike the right tone. Customers want to hear how you're navigating the crisis, but they are also sensitive to any sign that you are attempting to exploit or profit from it.

Proactive business move: For now, put overt sales messages aside and strive for an even, reassuring, and optimistic tone. If you've reopened, it's okay to send an email with a celebratory subject line like "We're back!" or "Open for business!" Then, use the body of the email to carefully explain what precautions you've taken: "For now, we will be limiting in-store capacity to four customers at a time," or "we are offering curbside pickup: here's how it works." The key is to make sure you are giving customers the information they need to feel safe patronizing your business.

In your first communications with customers, avoid overly pushy sales language, like a subject line advertising "Big savings!" But if you are running a sale or specials, it's fine to include those in the body. For example: "To welcome you back, we are offering 30% off special items throughout the store."

Spread the word

If your company temporarily closed during the shutdown, it's important to let customers know that you've opened up again. Now, more than ever, letting people know that you're a part of their community and eager to provide a service could entice first-timers to give you a try.

Proactive business move: Small businesses should consider implementing an email marketing program to remind customers that they are open for business — and to help identify new patrons. Square's email marketing tool allows you to design, send, and measure email campaigns quickly.

When starting an email campaign, be mindful of how frequently you hit send. Emailing too often could an-

noy recipients, while emailing too infrequently could weaken your results. The rule of thumb is to respect your customer's inbox and email only when you have something to say. If your emails are always useful and informative, you will find customers much more eager to engage with them.

Offer reassurance

As Americans emerge from their homes, lingering fears of virus transmission will help determine where they choose to spend their time and money. All companies — particularly those with a physical location that is open to the public — need to let customers know which steps they are taking to keep them and their employees safe.

Proactive business move: Use your social feeds and email communications to explain your new health and safety procedures. If you've recently implemented a contactless purchase system, like the one Square provides, advertise that your business has taken proactive steps to make your customer's experience more comfortable for them. Don't be afraid to share those messages widely, as they have an impact far beyond your customers.

Be social

In general, small businesses should be communicating regularly via their social feeds during this time, Humphrey says. "Frequent updates via social media will be mission-critical," she says. That means friendly reminders like, "we're still here" and "things will be different, but we're the same brand you remember." It's a great way to let customers know you're open for business and be sure they keep your company top of mind as they venture out.

Proactive business move: When developing a social media content plan, it's best to think in terms of themes. For example, you could try to fit each of your posts into one of the following themes

Brand education: The basics about your business and what people need to know to do business with you.

Updates and announcements: Notes about new products or locations, expanded (or reduced) hours, and major staff changes.

Behind-the-scenes access: Photos or videos that give your customers a sneak peek into what makes

your company unique.

Social good: Let your customers know about any charity or community work you or your staff are doing.

Redeemable offers: Coupon codes, limited-time offers, free shipping.

Reward loyalty

If you haven't already, now is a great time for small businesses to start a customer-loyalty program, which can drive a sense of belonging among everyone who does business with you. They can also ensure deeper engagement with walk-in customers.

Loyalty programs are a proven way to retain customers, and studies show that existing customers are far more likely to buy from your business than potential customers. The cost of retaining customers is also a fraction of what it costs to acquire new ones.

Proactive business move: If you're starting a loyalty program for the first time, be sure to let your customers know about it through email and on social media. Make sure that your program offers rewards that your customers want and a path to getting them that is easy enough (but not too easy) and fairly quick.

Walk the walk

In times of crisis, consumers look to local businesses to do their part. If you've donated any money, goods, or services to COVID-19 relief causes, don't be afraid to let your community know about it. You should share even small measures that you've taken. Consumers don't expect local shops to make large-scale contributions. They just want to see your values in action.

As challenging as the coming months could be, they present a unique opportunity for small businesses to come out stronger than ever. By effectively communicating their value and commitment to the community, companies can help customers — and themselves — more rapidly adjust to the new normal. The trick is to walk the walk and show consumers you have them in mind every step of the way.



THE
**TOWN
FAIR**



IT'S COMING!!
THE TOWN FAIR

SATURDAY, SEPT. 5TH

10AM - 3 PM

EBENEZER RD. AT PERRY HALL HIGH SCHOOL

**VENDORS, KIDS GAMES, GIVEAWAYS
DEMONSTRATIONS & ENTERTAINMENT**

Some activities are subject to change based on local restrictions & recommendations

Presented & Sponsored by:



Perry Hall
White Marsh
BUSINESS ASSOCIATION

See more at: thetownfair.net

We're calling it The Town Fair
Marketplace

Lots of spacing, a few less vendors, still good fun and shopping in the great outdoors on Ebenezer Road in front of the high school.

10am - 3pm

Join us on September 5th to support our community and the PHWMBA Community Foundation efforts to making things better together.

Bringing business & community together for 24 years.

Zoom meeting etiquette: 15 tips and best practices for online video conference meetings

Source: Sean Adams / sadams@pennlive.com



There was a time when those of us who worked in offices thought that the coronavirus pandemic would finally mean an end to office meetings.

Oh, what fools we were.

Office meetings continue despite social distancing, thanks to video conference tools such as Zoom, Skype, Microsoft Teams and many others. And let's face it: sometimes, talking face-to-face is necessary, even if that also means face-to-screen.

So with this new era of video conferencing and online meetings, many have found that there are a new set of guidelines to follow - things that we might not have needed to discuss in person, but are worth going over now that so many are working from the comfort of their own homes - or discomfort, depending on your setup.

Let's face it: working from home is difficult. So here are some suggestions, compiled from Zoom's own website as well as other sources, which will help you stay productive, connected, and not-embarrassed as much as possible while we struggle through this new era of office work.

Use the video option when possible.

It lets people see you and confirm you're not some super-sophisticated AI voice. This is particularly important if you're the one hosting the meeting or a speaker, and slightly less so if you're an attendee,

Dress for the job you have, not the job you want, or; Don't wear your pajamas.

Times are tough for those working from home, and wearing sweatpants all day, every day is one of the few silver linings. But if you're in a position where you can put on something more professional-looking, it's probably a good idea. You might also find it makes you feel a little more normal.

Stage your video area.

Keep in mind that people aren't just seeing you, they're also seeing whatever the camera is pointed at behind you. Maybe arrange it so that your camera isn't facing towards a pile of unfolded laundry?

More light is better.

Video quality is dramatically improved with more lighting. And don't you want everyone to see your beautiful face, now that you've gone to all of the trouble to put on actual clothes and stuff? An extra nearby lamp is usually helpful. Just make sure the light is in front of you, not behind you - being backlit makes you harder to see.

Try to look into the camera.

If you're presenting or speaking to a group, looking into the camera will give the appearance of eye contact with whoever you're talking to. It's also definitely better than being forced to stare at your own face and realizing how badly you need a haircut.

Do your own tech support before you start.

Make sure you do a test run at some point, and that you're aware of your audio and video settings before you start. Most video conference services allow you to see a test of what your camera is recording before you start broadcasting it to everyone else, so have it arranged the way you want it. Zoom, for instance, has a feature that lets you test your settings before your meetings begin: just go to zoom.us/test.

You can also usually decide if you come in with au-

dio hot or muted before you accidentally broadcast whatever is on the TV in the next room. And speaking of sound ...

Stay on mute if you're not talking.

Background noise can be really distracting. If you aren't sharing anything at the moment, go ahead and hit mute until you do. That way, no one has to listen to the car alarm that goes off in your neighborhood or your neighbor's perpetually barking dog.

Don't eat during the meeting.

It can be a little gross to watch other people eat sometimes. Or listen to them chewing, for that matter. (Ew, sorry, I just grossed myself out thinking about it.) Hold off if you can, or if not, maybe turn off the video and audio.

Don't do other private things while on a meeting.

Speaking of gross: have you heard any horror stories about people being caught picking their nose or using the bathroom while on a video conference, thinking they were muted or had their video off? Don't become a statistic. It can be easy to forget that people can hear or see you if you're in a group of 30 coworkers, so don't risk it!

Stay focused.

It's a science fact that everyone hates meetings. Don't make this one go longer than it needs to. Stay on task (which can be very difficult while working at home) and keep unnecessary conversations to a minimum. It can get very hard to be productive when several people are all talking at once, and even more so when overlapping audio and shuffling video screens are involved.

On that same note ...

Only invite people who need to be there.

Is there someone who should be looped into the info being shared, but won't actually have anything to contribute themselves? Would it be possible to loop them in via an email instead? Save them, and yourself, some hassle by not including people who aren't necessary.

Not only are meetings widely hated (see above) but the more participants you have, the more likely you are to have connectivity issues - or video/audio trouble from any of the aforementioned problems. Fewer participants means a more smooth conversation and less jumping through hoops. Getting a recording of the meeting can sometimes be just as valuable as attending, too.

Besides, is this a meeting or a webinar?

Most video conference tools allow you to set up some members as audience-only, meaning that only certain people can participate with video and audio. If you're doing a presentation rather than a discussion, that might be the better format than allowing everyone to chime in.

The host should be the last one to leave.

If the host closes the meeting, then obviously, the meeting ends. And as Spider-Man always says, such power clearly comes with a hefty burden of responsibility. So to make sure no one gets cut off or loses a last-minute point, it's a good idea to stick around until everyone else closes out of the meeting.

Make private meetings private.

If you share details of how to log into the meeting on a public platform, like Facebook, don't be surprised if you get some unwelcome visitors. Only share passwords with people you want to be there. Or rather, with people who need to be there - there may be coworkers that you don't want to be there, but just because you don't like Phil From Accounting doesn't mean you can avoid him forever.

Learn what you can do to manage participants.

There are a lot of features on these platforms, such as screen sharing, locking the meeting to current participants, removing participants or placing them on hold, transferring files and managing chat options. It might be useful to learn what you can do and how to do it before a meeting starts.

For more details on how Zoom operates, check out their website and their FAQ page.

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