

Upcoming Events

**November 11th
Business Owner
Symposium**
with Delegate
Carl Jackson &
Comptroller Peter
Franchot
6:30-7:30 PM
Zoom Call

**December 15th
Holiday Party**
6:00-8:00PM
Columbus Gardens

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

Message from the President, Lynn Richardson



SO much going on between now and the end of the year!
We know it's been tough-going, so your PHWMBA Board has been working on all kinds of ideas to keep our community engaged and our businesses successful.

To that end we are announcing some very fun, exciting and useful activities and programs to help all of you.

1. Light Up The Night Holiday Light Competition (see page 8.) We are inviting our friends & families to go all out and decorate their homes & businesses for the season. The contest runs from Dec 12th to the 31st. There are “best” categories and cash prizes. Businesses are encouraged to decorate inside to bring in visitors & CUSTOMERS.

2. Business for Christmas Scavenger Hunt - we will be sending our friends out to look for a list of specific items with clever clues. These items (of your choice) will draw visitors to your business and perhaps make them CUSTOMERS. If your item is located outside (which is fine) then it helps people know who & where you are. The registration link is on page 7. 10 business spots are still available. **Register by Nov. 25th.**

3. 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. We are working on those now. If you have a great idea for a tutorial, a relevant subject or production demonstration, or if you have a great presentation already recorded, we'd like to include it on our Learning Channel. Just get in touch.

And our responsibly planned Holiday Party is December 15th! 6-8pm
Please join us for a casual & relaxing time.

SPECIAL EVENT

Business Owners - this is your opportunity to be heard by our Maryland District 8 Legislator & Comptroller Peter Franchot.

BUSINESS OWNER'S CONFERENCE

11 Nov. 11:00am 410-493-4984

**MEET YOUR DELEGATE
CARL JACKSON**
Member of the Economic Matters Committee

Virtual Meeting for "business owners only" to discuss your business plans for success in 2021

**Special Guest Speaker:
Comptroller Peter Franchot**

REGISTER

ZOOM 6:30 pm -7:30 pm

Join us for an open discussion with Mr. Jackson & Mr. Franchot on the issues important to our district's small business owners and how we move ahead to success in the coming year.

Brought to you by the Perry Hall/White Marsh Business Association, Parkville Carney Business Association & Overlea-Fullerton/Rosedale Business Association



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 | Larry Taccone | State Farm Insurance | 410-344-6153 |
| Director | Brian Sherman | Sherman Growth Group | 443-250-4951 |



AKEHURST LANDSCAPE SERVICE



Akehurst Landscape Service of Baltimore, MD recently received national recognition from the Snow & Ice Management Association (SIMA) during the 23rd Annual Snow & Ice Symposium Virtual Experience.

Akehurst received its second consecutive Best Place to Work in Snow & Ice Award. The Best Place to Work award was created in 2019 to recognize companies in the snow and ice industry that are focused on being a great place to work and promote our industry as one in which people can build successful and rewarding careers. Applicants were judged on demonstrated success in training and professional development and support; company culture managerial effectiveness; personal engagement; team dynamics; and trust in leadership.

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TOYOTA



Raise A Glass Against Cancer Virtual Event

November 7, 2020 - 6:30pm

EMCEE

BRANDI PROCTOR, ANCHOR OF FOX45 BMORE LIFESTYLE

MAGICIAN

SLIGHT OF HAND MAGIC TRICKS WITH WILLIAM H. GROSS

MUSIC

SOULFUL SOUNDS FROM SECRET SOCIETY BAND

MISSION APPEAL

BALTIMORE HOPE LODGE

FOOD AND WINE PAIRING

CHEF SAM, HORSESHOE CASINO AND GREG BOX,
FREE RUN WINE MERCHANTS, CURATE THE MENU AND
WINE PAIRING.

ONLINE SILENT AUCTION

FOOD INGREDIENT PICK UP

GORDON RAMSAY STEAK'S BEEF WELLINGTON
AND SURPRISE DESSERT FOR DONORS \$100+

LIVE DJ AFTER PARTY

SWEET BEATS BY DJ B-EAZY

TICKETS AVAILABLE AT
WWW.TASTEFORLIFE.ORG



How the Virtual Event will work.....

To purchase your ticket, please visit www.tasteforlife.org. All proceeds will be donated to the American Cancer Society for cancer research and patient programs.

The Pre-Sh

ow will feature Magic by William H. Gross. Our program will feature performances from Secret Society Band, a wine and food pairing, featuring Chef Sam, Executive Chef at the Horseshoe Casino and Greg Box, Free Run Wine Merchants. You will hear from Julie, a guest that stayed at our Baltimore Hope Lodge and you will have the opportunity to bid on exclusive wine and more during our online silent auction. Join us for our After Party, featuring Live DJ B-Eazy.

All donors \$100+ will receive the option to pick up a meal kit of Beef Wellington from the Horseshoe Casino- Baltimore, as well as the chance to win a 2020 Mazda CX-30, donated by MileOne Autogroup. Visit www.tasteforlife.org and click purchase tickets for additional information.



We think it's time for a Christmas Cocktail Party!

**The PHWMBA Holiday Gathering will be on December 15th
at Columbus Gardens 6:00-8:00PM**

**Properly spaced, but still fun! Food, Refreshments & Special
Surprises. Reservations are limited so don't delay.**

**Bring your spouse, a friend or an associate to relax
& experience the joys of the season with US!**

Tickets: \$25 Available NOW! [Register Here](#)



Want more innovation and better performance from your employees?

Fighting the impact of a pandemic with a new social contagion

by Dennis J. Sullivan

There is no script for turning around and growing your business in the face of the worst health crisis and economic collapse in more than 100 years. To overcome the challenges facing all businesses, leaders need a new social contagion: humility.

Leadership humility is emerging as the antidote organizations need right now that is generating better employee engagement, more innovative problem-solving and ultimately increased organizational performance. Leaders who can lead by example by truly demonstrating humility can have a positive influence on other managers and employees.

As I work with clients during times of crisis, the most successful turnarounds have often been with leaders who possess a humble leadership style. A recent McKinsey & Company report, *Leadership in a Time of Crisis*, described humility as one of the five most important mindsets that can result in a “deliberate calm” while unifying others behind solving challenges without overreacting. The world’s largest online shoe retailer, Zappos, lists humility as one of its top 10 core values. Google’s SVP of People Operations, Laszlo Bock, says humility is one of the traits he looks for in new hires because they concede they don’t always have the answers creating space for others to contribute to solving problems, as reported in *Fast Company*. Humility is not about being helpless or meek. It is the ability to admit that you can learn from others. Why is that so important? Because it gives others the freedom to contribute ideas, feel valued and ultimately find better and more creative solutions than you could not have come up with on your own. A Catalyst study backs this up. When employees saw managers exhibiting selfless behavior, they felt more included and as a result, more new product ideas emerged, according to the study’s findings published in the *Harvard Business Review*.

Selfless behavior among leaders included:

1. learning from criticism and admitting mistakes;
2. empowering followers to learn and develop;
3. exhibiting acts of courage, such as taking *personal risks for the greater good*; and
4. holding employees responsible for results

Employees who witnessed altruistic behavior as described above from their managers reported better performance, going beyond the call of duty, and feeling more included, according to the Catalyst study. This was true for men and women as well as employees from different nationalities.

Leadership humility is so important for a turnaround that we insist that ALL the key players in an organization – not just the owner or CEO – must be a part of any planning and strategy sessions. If not, we do not take the client. A leader who does not value the ideas and potential contributions of others, is far less likely to be successful in our experience. Employees have unique experiences working with customers, a better understanding of the strengths and weaknesses of competitors, and they have an understanding of the market that an owner does not.

The transformation is exciting to watch unfold. One by one employees begin to voice creative ideas that have been pent up. Innovative solutions begin to emerge. And they even begin to volunteer to take on new responsibilities as they get inspired by the future direction. The excitement, inspired by your humility, becomes contagious.

Humility is simply the ability to (1) understand your own strengths and weaknesses; (2) be open to new ideas; and (3) appreciate that you are a small part of something much bigger than yourself. Such leaders understand they do not have all the answers and actively seek contributions from others to overcome their own limitations, according to a 2015 study published in the *Academy of Management Journal*.



Here are 5 strategies to adopt a humble leadership style:

1. Change your language. Avoid the temptation to voice your ideas. In meetings, ask: “What do you think?” Admit you do not have the answers. Tell them that the reason you invited them to the meeting was to hear their ideas. Encourage other ideas by asking, “What if...?”
2. Listen more, talk less. Present the problem, sit back and be quiet. By including others, you are giving them permission to lead and take responsibility. Your role is a facilitator, not a problem-solver.
3. Create teachable moments from your own mistakes. Share mistakes you have made in the past and the lessons learned. Your willingness to humble yourself gives others the assurance that they do not have to be perfect, which encourages more creative thinking and risk-taking that can lead to dramatic breakthroughs.
4. Be willing to follow. By reversing roles, you are leading by example so managers and employees will also value others’ perspectives and ideas, all of which are critical to working effectively in unpredictable times.
5. Conclude meetings with two questions: What do you need to make these ideas happen? What do you need from me? This is their opportunity to express any concerns about the direction. In addition, you are giving your employees the authority to take ownership of the ideas expressed.

Try these strategies in your next meeting with your employees and you will be pleasantly surprised by the ideas that emerge and how quickly your team will want to take on the role of leader. Research has repeatedly shown that employees want to feel they are providing value to the organization. Isn’t it time you humbly take a step back so your team can take the lead?

About Dennis J. Sullivan: Dennis is author of [The Breakthrough One Page Marketing Plan](http://www.OnePageBreakthrough.com) (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

PHWMBA wants to help YOUR BUSINESS for the HOLIDAYS!

These programs and activities are designed to help customers & client find YOU!
Free registration and participation for all. It is our mission to get you noticed.



Launching our Business Enhancement Video Learning Channel by January 1. If you have a presentation, tutorial learning, product demonstration that would be useful to other businesses, please contact us to be part of the professional production of our video library. Have one you are proud of, let us know so we can include it on our new channel. Contact Lynn Richardson for details and consideration.



“Shop Here All Year” online gift-giving guide exclusively for our area should be launched by the third week in November. List your business for free and bring customers right to your website or facebook page. Special offers are welcome and PHWMBA members will be featured listings. It’s free to register. We will send the link to the sign-up form soon to get your business listed!.



Perry Hall/White Marsh

Christmas SCAVENGER Hunt

- Get the clues
- Visit local businesses
 - Find the items on your list
 - Take a picture
 - Submit your entry online

\$100 - for first to find it all
\$ 50 - for the most points
\$100 - random drawing from all entries

Business For Christmas
Scavenger Hunt
to bring customers in
your door!

Pick a unique object to
display- sign up as a “hunt”
location and we will set up
clues & the gameboard.

Only 10 spaces are open, so
hurry! Contest runs from
December 1st - 31st.

SIGN UP HERE!



REGISTER FOR FREE! Registered homes & businesses will be placed on a downloadable/printable map for families to drive by the entries or visit the participating businesses. [DETAILS HERE](#)

LOVE TO DECORATE FOR CHRISTMAS?

Sign up to show off your decorations to the community.

Use our easy, online form to register your address for families to drive by and view your fabulous decorations.

Businesses can win, too! Inside or Outside - your choice!

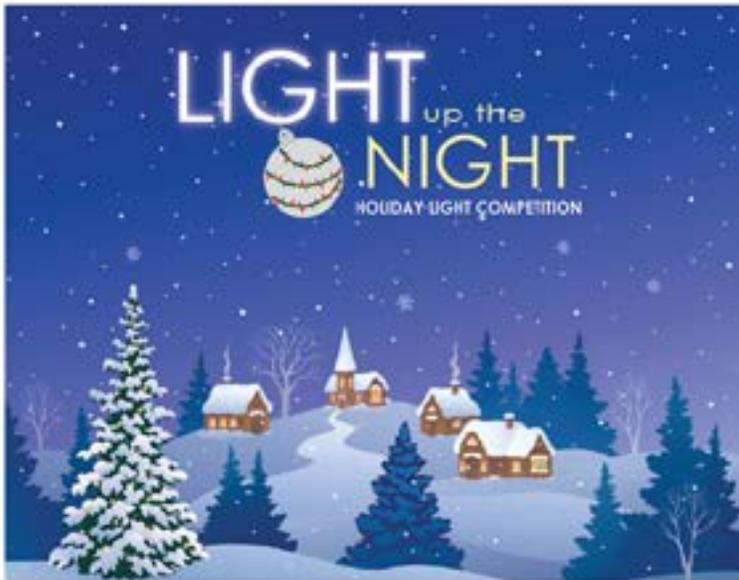
Cash prizes for Best in Show, Clark Griswold (most lights), and People's Choice In the BUSINESS category- Most festive and Most Original.

Voting will be calculated by texting/online!

Registration is open now through December 1st.

[REGISTER NOW](#)

Can't Decorate?



Be a
FEATURED BUSINESS

**& support our Holiday
Light Competition**

**for the
Perry Hall/White Marsh
Community**

Your logo and live link will appear on our Light Up The Night registration page, Facebook & Instagram promotions and the printable location map for everyone to visit the homes & businesses.

Light Up the Night invites homeowners & businesses to go all out in decorating, have families drive by and vote on their favorites. Prizes will be awarded for several categories and the spirit of the season will be joyous!

Want to be part of the promotion & excellent family fun?

Tree-Topper (top tier promotion)- includes largest ad on the printable map, 2x weekly promotion during the contest that runs from December 12th - Dec 31st and placement on registration page immediately - **\$500**

Twinkling Star includes prominent ad on the printable map, weekly promotion during the contest that runs from December 12th - Dec 31st and placement on registration page immediately - **\$200**

Candy Cane includes your logo & link on the registration page, Inclusion in our weekly promotions during the contest that runs from December 12th - Dec 31st and placement on registration page immediately - **\$100**

Let's make this season festive and enjoyable. Let the families in our communities know you support them and we'll do our part to let everyone know that you do!

[SIGN UP HERE](#)

What is happening in the World of Travel

by Jean Borne - Borne To Travel

This quick note is to reintroduce you to Borne to Travel, your personal travel advisor. We would like to bring you up to date on what's been happening (or not happening) in the world of travel!

First, Borne to Travel is still here! The travel industry has certainly taken a hit since March of 2020, but the industry is slowly recovering. Island destinations are already open to tourists. Cruise lines are expected to release a reopening plan in the next few weeks. And Europe's reopening is only a matter of time. Borne to Travel remains ready to assist you with that perfect travel itinerary, regardless of where you would like to go.

Second, Borne to Travel is here to assist you in planning ahead! It's OK if you're not ready to grab your suitcase and walk out the door. Some destinations are actually receiving reservations through as late as 2023, and with a small deposit, travelers can secure their future travel plans. A lot of additional flexibilities from many of the well-known travel suppliers have automatically been built into the packages for your convenience and peace of mind, should your travel plans change unexpectedly.

Third, let's dream build together! Studies have shown that having a goal or something positive on which you can focus can help boost your morale and improve your mood. We all need something for which we can look forward, right? Make a bucket list of the places where you would like to visit. Is it the Louvre in Paris where you can gaze into the eyes of the Mona Lisa, or is it the Sistine Chapel in Rome where you can personally admire the inspiring paintings of Michelangelo? Or are you interested in renting a Ferrari and cruising down Rodeo Drive in Beverly Hills, or what about visiting the "summer cottages" of the rich and famous in Newport, Rhode Island? How would it feel to explore the sugary soft sand of the Southern Gulf Coast, or climb across the rocky shoreline of Oregon? Borne To Travel would love to help you find the perfect guided tour or customize a personal itinerary designed to assist in checking off those bucket list items!



Finally, the Coronavirus pandemic has made it difficult for families separated from each other to visit in person. The holiday season is quickly approaching and it will likely look and feel different for many families. It will for us. Consider gathering your family together for a vacation next summer. Travel experiences make a wonderful gift. Clutter free, the gift of travel will provide forever memories.

You may have received Borne to Travel's Latest Waves newsletter in your email inbox. Be sure to check your spam folder, if you haven't received it, or you can Simply send us an email to let us know that you would like to be added to the mailing list. If you're on social media, Borne to Travel posts several times a week on Facebook. We share travel tips, travel inspirations, favorite recipes from around the world, and the latest news, updates, and new travel trends, as well as awesome travel promotions and offers. If you have not done so already, please like and share the page with your family and friends. Together, we can spread the positive message of travel!

Jean Borne
Jean@BorneToTravel.com
443.742.0478

You can reach Jean at 443-742-0478 or on her Facebook page:

<https://www.facebook.com/BorneToTravel/>



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 • June 15
July 20 • August 17 • September 21 • October 19
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 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