

JUNE 2019

It's Time for

THE
TOWN
FAIR



June 22nd 10am - 3pm

www.thetownfair.net

Upcoming Events

June 18th
Business Builders
5:30 PM - 7:00 PM
White Marsh Library,
Hosted by Spike
Consulting

June 22nd
THE TOWN FAIR
10am- 3pm
at Perry Hall High
School

July 16th
**Business Builders
Networking & Town
Fair Presentations**
Peoples Bank,
5:30-7PM

HOST SPOTLIGHT

THIS MONTH'S FEATURED HOST: **Gary McCammon, Spike Consulting**

Gary began his college planning career in January 2004 and has owned Spike Consulting College Planning since November 2011. He has assisted dozens of students and families navigate the college selection and completion process. He has saved families thousands of dollars in the process.



In a given week, Gary helps a student edit his college entrance essay, a second one do the Common App, helps another narrow her choices from 50 to 8 schools, and helps another select 3 candidates to approach for letters of recommendation. Gary and his staff guide you through the entire process.

Gary grew up in Baltimore County, Maryland and still lives there with his 2 children.



We welcome 3 members this month!

Scott Schulte - New York Life

Dalva Huntley - Chocolate Moonshine DMV

Barry Fausnaugh - Mathnasium of Perry Hall

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	Sandy Lombardo	BCPL- White Marsh	410-887-5097
Vice President	Lynn Richardson	Picture This Multimedia Services	410-493-4984
Secretary	Joe Musumeci	Rowles & Company	443-725-5395
Treasurer	Cindy Kleback	BCPL-Perry Hall	410-887-5195
Director	Gary McCammon	Spike Consulting	410 218-2736
Director	Julie Rappazzo	ServPro of Perry Hall/White Marsh	410-529-1664
Director	Sharon Jones	Johns Hopkins Bayview	410-550-0289



Family Fun, Fit & Safe Day

Join us for family fun and activities!
¡Se habla español!

Saturday, June 8

11 a.m. to 2 p.m.

Joseph Lee Park

5900 Pratt St., Baltimore, MD

Info.: 410-550-0289



We were pleased to be a part of the
Grand Opening of
Gold Medal Physical Therapy's
New Office located at 8640
Ridgelys Choice Drive

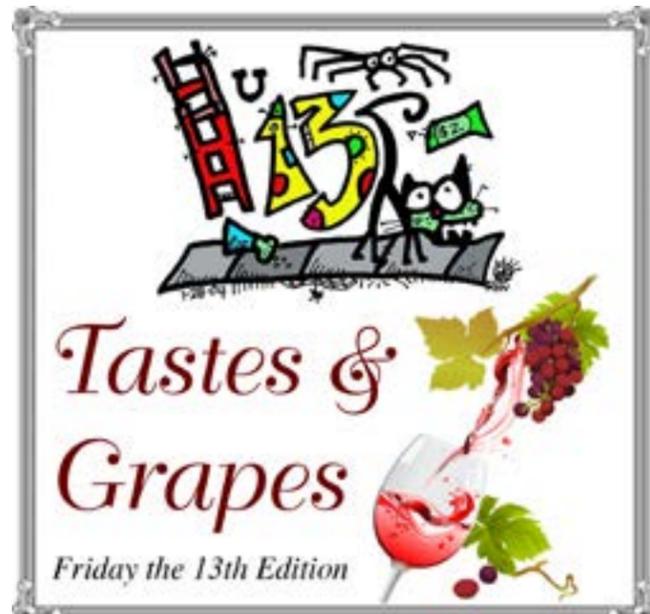
Let PHWMBA help promote your business

AND GET POINTS

Sign up for our **Member2Member Discount** displayed on our
"members only" section on the website to promote special offers between
our member businesses. It's **FREE & EASY** to do.

Log in at www.phwmba.org and go to the MEMBERS tab to sign up.

Tickets on Sale NOW Friday, Sept. 13th!



Benefitting the Community Assistance Network & two of the local shelters in our communities. Purchase 2 tickets before JULY 13th to save \$13!

Sponsorships are available for our Annual Tastes & Grapes Event!

In addition to our fabulous levels of
Champagne Sponsorship: \$500;
Bordeaux Sponsorship: \$300 &
Chardonnay Sponsorship: \$100

We have some fun & exciting SPOT sponsorships, too

Black Cat's Meow Photo Spot: Your company signage will hung on the backdrop to show in photos of the event. Advertising will also be included with all benefits of the Champagne Sponsorship \$750

Broken Mirror Bar: Banner (provided by you) and signage displaying your company info...popular spot! \$300

Ambiance Sponsor - All theme decorations. Signage displays your name & logo on all tables. \$250

Entry Ladder - as everyone will enter by walking UNDER a LADDER, your company name will be prominently displayed at the door! \$150

Fighting The Summer Business Blues

Source: *Brand Marketing, Planetary Thoughts,*

A lot of businesses feel the stagnant summer drag, not only from the heat but from the steady slowing of clientele who are up to warm weather active. Don't fret, summer is a change of pace for everyone every year, so make the most of it and better your business. While we grownups don't get to take this time to lay on the beach and chase ice cream trucks, here are some equally fulfilling things you can be up to:

1. Get some "me time" in

Now that you're not rushing around to take care of clients, you can look inwards, to take care of your brand and other internals. Figure out what is and isn't working for your company; regroup and test some new policies, or get that big marketing campaign in the works.

2. School's IN for summer

Summer's a great time to get in the business education that you had no time for the rest of the year! Go to a convention, take classes, connect with other business owners and learn from them.

3. Do something crazy!

Now's the time to find out if your high-risk strategies will be successful or not; after all, you've got nothing to loose!

Once again, your down season, whether it be summer or another, is nothing to worry about! All businesses have their ebb and flow. So use that ebb time to prepare for a rush of business, better than ever!



Facebook says it wants to be "black and white" in explaining to consumers about how its products work. But the latest changes to its policies for handling user data may leave many scratching their heads.

The social media giant issued updates of its data policy and terms of service. It isn't changing what the company collects from its more than 2 billion users; nor is Facebook overhauling its privacy policies. But the latest statements from Facebook do shed light on how much data it collects on you and how that information is shared with other services.

For anyone concerned about privacy, it doesn't make for comforting reading. The data policy now specifies that third-party apps, like games or quizzes, can receive comments or links you send from the app on Facebook. Such apps may also access your public profile and any information you share with them. And information gathered by those apps isn't subject to Facebook's terms and policies, but rather by the apps' own standards.

Run a diagnostic on your privacy settings
If you can't remember your privacy settings for Facebook posts, apps or your profile, it's a good idea to run a privacy checkup.

That can be found by clicking on the question mark icon at the top of your Facebook page. One of the choices is "Privacy Checkup." The service will walk you through your settings, including allowing you to delete third-party apps or disable them from accessing your friends' data.

You may have forgotten how many third-party apps have access to your data. For instance, this reporter ran a diagnostic and found that a quiz app called "There/Their/They're Test" (yes, just the type of test a journalist might jump on) had access to her personal information. Even after deleting the app, Facebook informed me that the test may still have my information.

Download your Facebook data
This takes a few minutes and tells you what data the service has collected on you. It can help you get a sense of what you're sharing, and how comfortable you are with that information being accessible to Facebook, as well as to advertisers. Although Facebook doesn't sell raw data, it's targeting you with ads based on what you share with them. You can find the service here.

Don't forget Instagram and WhatsApp
One change in Facebook's data privacy statement was the acknowledgment that it shares data with its other services, Instagram and WhatsApp. Because of that, it's also important to review your data settings for those services.

Facebook doesn't specify what types of data it might be sharing between the photo-sharing and messaging services. It provides only one example for WhatsApp, saying that it shares data about spam. But language of the data policy makes it unclear if it shares more than that.

The Eastside Shelter is temporary home to individuals and families who are experiencing housing emergencies. The Shelter's supplies and activities are solely supported by CAN and community involvement.

The shelter is in dire need of everyday items to help their residents.

Your generous donations can be dropped off at [Postman Plus Carney](#) store (9613 Harford Rd C near the Weis Market) or [Postman Plus Perry Hall](#) in the Festival at Perry Hall Shopping Center 4132 E Joppa Rd #110 for your convenience. Or they can be delivered directly to the shelter at
9100 Franklin Square Dr

**Rosedale, MD 21237
(410) 853-3000**
Your help with this emergency situation will be greatly appreciated.

Children's Needs
Parent's Choice Sensitive Aloe Baby Wipes
Pampers Diapers, newborn to Size 6
Pull-ups all sizes Boys and Girls
All ages/Genders
Sleepwear
Undergarments

**Personal hygiene
for Men and women**
Bars of Soap (regular size)
Toothbrush
Toothpaste
Mouthwash
Deodorant
Razors
Small cologne
Small perfume
Lotion (regular size)
Comb
Brush
lip balm
flip flops

Housewares
18 gallon plastic storage containers (used as Children's dressers)
30 gallon storage containers (used as adult dressers)
Washcloths
Towels

18 Magical Marketing Words and Phrases for an Irresistible Online Strategy

Looking for new ways to improve the effectiveness of your online marketing strategy? Your overall brand messaging is important - but it can also come down to the specific words you use, with certain terms and phrases shown to improve audience response, and trigger consumer action.

Some of these terms will fairly obviously drive interest (e.g. 'free'), but there are others you might not have considered. Adding them in could help to better angle your posts and ads, and inspire more audience response.

WORDS THAT MAKE PEOPLE SPEND MONEY

1. FREE - Everyone loves free stuff - You are bound to turn heads - and hopefull convince customers to come back and buy more - if you can offer something free!
2. Complimentary - The same princile as "FREE" but with a little more sophisication!
3. A great deal does wonders in encouranging people to spend money.
4. Value - The better the value, the more bang for their buck!
5. Because - This sets you up for their reason to buy.
6. Exclusive - Let them in on a secreet, sharing the benefits and bragging rights of an insider group.
7. Premium - People are willing to spend more money for the best-in-class option
8. You - Make the customer the star of the show.
9. Limited - Encourage them to make their purchase before they niss their chance.
10. Act Now - Put customers on the fast tract to making their buying decision.
11. Last Chance - Give them one more nudge of urgency.



12. Immediately - Instant gratification can do wonders for convincing people to buy.
13. Get - Strong verbs set people up to make a decision, especially when followed by favorable results
14. Imagine - Prepare people to envision the positive outcome of spending money on your product or service.
15. Proven - People are more likely to make a purchase when there's less risk involved, so use words that instill confidence in your brand.
16. Guarnateed Up the trust and authenticity by assuring yor clients or consumers of the result.
17. Introducing - New is always noteworthy because people like to buy the latest and greatest.
18. Easy - The simple life can be a powerful tool.

Being smart with your words truly does pay off. Combined with a savvy content stratey and targeted distribution, the right workds can translate to the sales number that you are happy to report.

Source: socialmediatoday.com - AUTHOR
Mark Walker-Ford
@MarkWalkerFord

WAYS TO COLLECT POINTS

Share a PHWMBA Facebook or Instagram post / tag PHWMBA in a post -- 5 points

Register for and attend a PHWMBA Networking Meeting -- 10 points

Check in on Facebook at a PHWMBA event -- 10 points

Submit an email announcement for distribution -- 10 points

Submit an article, photo, or announcement for the PHWMBA monthly e-newsletter -- 15 points

Have a Member2Member Discount -- 15 points

Bring a guest to a PHWMBA Networking Meeting -- 20 points

Attend a MEGA or Joint Networking Meeting -- 20 points

Attend a PHWMBA ribbon cutting event -- 25 points

Sign up to host a PHWMBA Networking Meeting in 2020 - 25 points

Support the Town Fair by having a booth or donating a raffle item -- 50 points

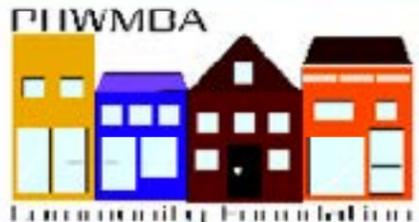
Sponsor a PHWMBA event -- 75 points

Recruit a new PHWMBA member -- 100 points





Presented by



WWW.THETOWNFAIR.NET

**PHWMB Members get \$25 OFF the registration fee.
Great Sponsor Packages Available**

Visit our website to review all terms & conditions



VENDOR APPLICATION
23rd Annual Town Fair
Saturday JUNE 22nd, 2019
Application Deadline - June 1, 2019

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: _____

Booth Space:	10x10	FEE:	Fees Now Reflect A \$25 late registration fee	FEE \$ _____
	Crafts	\$150.00		Electrical Outlet \$25 each _____
	Retail/Business	\$175.00		\$25 Discount if PHWMB member _____
	Political	\$325.00	Late Fee \$25 after 6/1/19	TOTAL _____
	Non-Profit	\$150.00		Amount Enclosed \$ _____

PHWMB Members get an additional \$25 Discount

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 & ACTIVITIES 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 Town Fair. Food vendors must have and display required permits. If your application is not accepted, the check 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. There is no rain date for this event at this time. 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

5 Summer Tips for Small Business Owners

by Leanne Kennis; blogs/constantcontact.com

For some small businesses, the summer is the busiest time of year. For others, it's the slow season. Regardless of what time of year it is for you, there are things all small business owners can do this summer to be proactive and productive.

And whether you're taking advantage of the extra foot traffic in your store or a quiet space in time to reflect and think about your future goals, these tips can help you make the most out of the next few months. Tomorrow's success really does start today, so it's important that no matter what season you're in, you are thinking ahead and getting ready.

We asked our Marketing and Communications experts here at Constant Contact what their summer tips were. Here's a list of our top 5:

Tip 1: Snap away

"Take or collect fun pictures of your customers or members enjoying the summer weather. Then, share those pictures on your social networks during the cold days of winter to give them something to remember fondly of or look forward to. You'll have fun doing it and create some great engagement with your loyal followers."

Tip 2: Discover something new

"Take advantage of the potentially slower summer months and try out one of the 'hot' visual social media platforms like Instagram, Vine or Pinterest. Set a reasonable goal for yourself (i.e. upload 2 new photos a week) then, in September, decide if you want to continue to grow your presence on that channel.

You could also experiment with a new type of social media post. Consider trying a Facebook quiz/trivia question, a caption contest, an 'if you could...' question or feature a customer story.

Definitely change your Facebook cover photo to an image that reflects summer and your brand too!"

Tip 3: Boost your website and deals

"When adding an email sign-up to your website, be sure to have the "Join My Mailing List" feature at or near the top of each page of your website.

When offering a local deal, don't discount too deeply and set a limit to the total number that could be bought."

Tip 4: Grow your list

"Summer is a great time to grow your email list, especially if the summer months are the busiest of the year. Something as simple as a paper sign-up sheet can go a long way in helping you stay in touch with people after they visit your store, eat in your restaurant, or come into your office.

It's also a great chance for you to personalize your sign-up experience a little more than you may have in the past. In addition to asking for their name and email address, you could also ask for their hometown to find out whether or not your new contacts are local or discovered your business while on vacation. You can use that information to better target your messages throughout the entire year."

Tip 5: Take advantage of Yelp

"People rely on Yelp reviews and trust them just as they would a personal recommendation. This summer, take advantage of Yelp, especially if these next few months are busy.

Setup a Yelp page and then simply put a sign near your cash register that gives customers a discount if they write a Yelp review for your business on the spot. This is a great way to boost your visibility on Yelp in just a few short months."

Keep these 5 tips in mind this summer and you'll reach new customers, continue to engage existing customers, and just have a little extra fun!



Sponsorship Program THE TOWN FAIR

The TOWN FAIR is an amazing opportunity to get in touch with the thousands of residents and businesses in the area. You can maximize your presence by becoming a corporate sponsor. Our sponsors afford the Business Association the opportunity to donate these funds back to our community. Over the past 18 years, we have given over \$150,000 to our local organizations and projects.

★ ★ ★ ★ FOUR STAR SPONSORSHIP \$1500

Premium Booth Space in Sponsor Row; main attraction area. **Reserved Parking for 2 vehicles on site.** Sponsor Booth Size is 20' long x 10' wide

Banner Display at Fair 24" x 48" banner provided by PHWMBA featuring your logo/tagline message displayed prominently in a high traffic area.

Web advertising banner block with link to your site for 6 months beginning in July 2019 (300 px x 150px size) on Town Fair Home page & PHWMBA Home page. Animated GIFs are accepted.

1/4 page ad in the PHWMBA Business Review e-newsletter for 6 months. Ad is 3.875" wide x 4.875" high, color in electronic version/b&w in printed version

Prominent Display of Company logo on the Town Fair home page with live link to your company. Company promotion advertised proportionately in electronic and social media ads. Your premium sponsorship also includes your logo appearing on our posters and promotional materials.



★ ★ ★ THREE STAR SPONSORSHIP \$1000

Premium Booth Space in Sponsor Row; main attraction area. Sponsor Booth Size is 10'x10'

Banner Display at Fair 24" x 48" banner provided by PHWMBA featuring your logo/tagline message displayed prominently in a high traffic area.

Web advertising banner block with link to your site for 3 months beginning in July 2018 (150px x 150px size) on Town Fair Home page & PHWMBA Home page. Animated GIFs are accepted.

1/4 page ad in the PHWMBA Business Review printed & e-newsletter for 3 months. Ad is 3.875" wide x 4.875" high, color in electronic version/b&w in printed version

Prominent Display of Company logo on the Town Fair home page with live link to your company. Company promotion advertised proportionately in electronic and social media ads.

Reserved Parking for 2 vehicles on site.



★ ★ TWO STAR SPONSORSHIP \$500

Banner Display at Fair 24" x 48" banner provided by PHWMBA featuring your logo/tagline message displayed prominently in a high traffic area.

Web advertising banner block with link to your site for 2 months beginning in July 2018 (150px x 150px size) on Town Fair Home page & PHWMBA Home page. Animated GIFs are accepted.

Prominent Display of Company logo on the Town Fair home page with live link to your company. Company promotion advertised proportionately in electronic and social media ads.

1/4 page ad in the PHWMBA Business Review printed & e-newsletter for 2 months. Ad is 3.875" wide x 4.875" high, color in electronic version/b&w in printed version

Reserved Parking for 1 vehicles on site.

Individual area and activity sponsorships are available, too! You may sponsor one of the the areas listed here to promote your business to our guests. You may display a banner, flags, or signage. This display must be delivered to the event staff by Friday, June 23rd. Sponsor is responsible for delivery and pick-up of display items. This sponsorship does not include booth/table space.

Food Tent	\$300.00	Wildlife Exhibit	\$150.00 SOLD
Pony Rides	\$200.00	Demonstration Area	\$150.00
Kids Adventure Zone	\$300.00 SOLD	Misting Tent	\$150.00



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