

BUSINESS REVIEW

MARCH 2020

“Building Business Through Association”

Upcoming Events

March 14th
Tastes & Grapes
Fundraiser
DeJon Vineyards
6:00PM - 9:00PM

March 17th
Business Builders
5:30 PM - 7:00 PM
Hosted by
Celebree Schools -
Perry Hall

April 15th
**Lunch & Learn
Seminar**
Noon-1:30pm
Columbus Gardens
\$10/lunch Included

April 21st
Business Builders
5:30 PM - 7:00 PM
Guaranteed Rate
5020 Campbell Blvd
Suite G

Message from the President, Lynn Richardson



Are you ready for the change of seasons? We are! With fresh ideas and programs springing up all over the place, we are excited to tell you about everything - so look inside this issue for lots of announcements!

It's time for the big event of the spring! Our charitable fundraiser Tastes & Grapes is coming up on March 14th. It's a very intimate and fun event. All proceeds go to the Phoenix Wildlife Foundation this year. www.phoenixwildlife.org. Fine food & wine pairings, great music by an Irish Band, all for only \$50. If you can't make it or just want to help out, we have some very affordable sponsorships that will make a big difference. Our RAINBOW (yes we have a rainbow) can be sponsored for \$150. The Shamrock Bar sponsorship is \$300 and comes completely decorated! The ever-popular PHOTO SPOT is \$750 and comes with great promotional signage, two tickets and all the benefits of the Champagne sponsorship. Our sponsorships are listed at phwmbacomunity.org

For our members, we remind you to join our private Facebook Group. Check your notifications for the invitation. If you have any problems joining the group, contact our [Communications Director Julie Rappazzo](#) and she will get you taken care of. We are following all of our members who have social media accounts, so we can help you share good ideas. Be sure to also like our pages.

Something NEW! We are offering a lunchtime seminar on April 15th on the needs, pitfalls and solutions for the right kinds of insurance for businesses. Titled "Insurance Liability & Applicable Law," provided by our member, Parker, Pallett, Slezak & Russell, LLC on HOW to protect your business and family from an economic crisis. This event will be held at Columbus Gardens, 4301 Klosterman Ave. 21236. Registration is \$10 and includes lunch.

Perry Hall
White Marsh
BUSINESS ASSOCIATION

HOST SPOTLIGHT

THIS MONTH'S FEATURED HOST: **Celebree Schools- Perry Hall**

Welcome to Celebree Schools! From infant care to before and after school programs to summer camp, we are proud to play an important role in helping families raise independent, thoughtful children who are excited about learning. Our child care centers on the concept of community. We create schools full of parents and educators who focus completely on your child's well-being and happiness; a place where we instill a love of learning and community.

At a Celebree School™, you are never just dropping your child off. You're bringing them here because you have a plan. A desire for their childhood to be happy and full of wonder. A vision for their future rooted firmly in early education.

Let's launch their lifelong love of learning together. Call 410-256-9250 to schedule a visit at Celebree School of Perry Hall located at 9626 Belair Road.



NEW MEMBERS:

Jim Barbey - Jim Barbey Automotive

Kelly Kimbler - Law Offices of Kelly Ikimble



Relay For Life is a community walking event that brings together individuals that have been touched by cancer. We raise funds for the American Cancer Society to save lives, celebrate lives and lead the fight for a world without cancer. Sign up your team at www.relayforlife.org/easternbaltimorecomd.

Looking for volunteer planning committee members, new teams, participants and sponsors. For more information, please contact Christine.Schifkovitz@cancer.org.

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	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



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!

JUNE 27th

10-3

thetownfair.net

Meet the Karen Harms Team of Cummings & Co.

Karen loves where she lives and lives where she works. Karen assists clients with residential and commercial real estate needs. Her specialty is eastern Baltimore County, where she has resided for the past eight years. She has served her community for many years, being named Citizen of the Year by Baltimore County Government and serving on the Perry Hall Improvement Association. In her spare time, she is a fierce animal advocate and volunteers her time with various rescues.

Karen Harms, Team Lead/Partner

Andor is a Baltimore native, with an amazing understanding for properties and property value based on locations and market trends. She has an over-observant eye and ability to learn what her clients want and need. When she is not catering to her clients, she is a volunteer soccer coach, Cub Scout leader, and enjoys organizing community events to help the environment.

Jenelle Merritt, Agent

As a Baltimore native and seasoned real estate professional, she strives to exceed client expectations. Jenelle recognizes the trust my clients place in her and works diligently to build value and maintain relationships. When she is not working, she enjoys traveling, spending time at sea with her son and learning everything there is to know about reptiles.

Kevia Moore, Agent

Kevia believes in opening the door to achieving success and relationship with clients by meticulously serving the community inside and out of Real Estate by creating forums, resources, and support in a variety of topics. Kevia's sensibility to the needs of those around her has earned her a spot of being a preferred referral partner in many communities throughout Baltimore County and City.

The Karen Harms Team of Cummings & Co. Realtors

Direct/Cell: 410.458.8201
Broker/Office: 410.823.0033
karen@harmshomes.com
harmshomes.com

ACS Relay for Life Team Heart & Sole hosts its annual

Shrimp & Bull Roast

Friday March 27, 2020 7pm-11pm

UAW HALL LOCAL 239
1010 S. Oldham Street
Baltimore, MD 21224

MUSIC BY JIMMY D

DONATION: \$40.00 PER PERSON FOR ADVANCED TICKETS
Call: 443-656-8730
E-Mail: horizonbella@comcast.net

FEATURING: SHRIMP, PIT BEEF, TURKEY, ITALIAN SAUSAGE, HOMEMADE CRAB SOUP, SHRIMP SCAMPI, BBQ CHICKEN, SWEET CORN CASSEROLE, SALAD, BREAD, DESSERT, SODA, DRAFT BEER, WINE & SET UPS, RAFFLES, SILENT AUCTION, FLUSH WHEEL.

Food provided by:

Member Larry Taccone is sponsoring a fundraiser & Quotes for Good on behalf of Breathe 379, a non-profit in Harford County - their mission - Find a need and meet it... in our communities and beyond -<http://breathe379.com/>

State Farm
Quotes for Good

Breathe

Fundraising Opportunity

We're excited to be sponsored by our local State Farm agent as this month's Quotes for Good organization. This month, for every person we send their way and who completes an auto quote, they'll make a \$10 donation to our organization.

For the quote to qualify, the individual cannot be a current State Farm customer, but please refer friends and family to help support this organization.

When calling in/stopping by for a quote, be sure to mention Quotes for Good and our organizations name for the quote to qualify. We are excited about the opportunity to generate donations and create awareness about our cause.

Thank you for supporting us through Quotes for Good. Together, we can make a difference in our community.

Larry Taccone, State Farm Agent
8709 Cowenton Ave
Perry Hall MD 21128
Larry.taccone.fc04@statefarm.com
410-344-6153
<https://www.facebook.com/larrytaccone>

Strategic Planning Made Easy: 4 Factors That Will Guide and Inspire Your Team

By Dennis J. Sullivan

Strategic planning is like golf. Most people have tried playing golf. As much as some look forward to it and others dread it, there are very people who play it well. The same could be said of strategic planning. Many people have tried it, but few do it well. It's perhaps no wonder that so many businesses don't hold regular strategic planning sessions. And those that do, gripe about it long afterwards.

They complain that they're too busy running the day-to-day operations ... the strategic plans look good on paper but never get implemented ... we do just fine without it ... we can do other things that are more productive ... the plan may not be relevant a week or even month from now ... we don't have the money or people to create a "wish list" of ideas, so why bother? Indeed, why bother at all?

The academic research is split on whether strategic planning leads to better organizational performance. Yet, most companies will admit that they don't do it well. One study found that companies typically realize only about 60% of their strategies' potential value because of poor planning and execution – and only 15% of companies go back and track performance against the plan, according to Michael Mankins and Richard Steele of Marakon Associates whose article on the subject was published in the Harvard Business Review.

The question should not be: Why bother with strategic planning? The question is: How can we create more value from strategic planning? The good news is that you don't have to be the Tiger Woods of strategic planning to find value in the process.

We get hung up on the actual plan and lose sight of what is most important – the process of determining where to spend our time and limited resources to achieve organizational goals that would have the biggest impact on the business. Few would argue that planning and setting goals are NOT important. More than 1,000 peer-reviewed studies show goal-setting affects performance positively. And 16% of entrepreneurs are more likely to achieve viability by planning, according to findings published in Harvard Business Review.

Studies have shown again and again that the 4 most important ingredients for an effective strategic plan are 1) clear vision, (2) goal-setting to achieve the vision, (3) key financial ratios tied to the goals to ensure you are measuring performance, and (4) flexibility.

Everything begins with a clear vision for the organization that is based on the purpose and values of the people leading the company. Put simply, your purpose is why you get up in the mornings and come to work every day as you strive to achieve your vision for the organization five, 10 or 15 years from now. Secondly, define the goals or milestones needed to achieve your vision. Your goals are those things that are critical this year or next that must be achieved.

Challenge yourself and your team.

One question we have been asking more often among clients that is having a profound impact is this: How can you make a difference in the lives of those you serve that will truly create value for them? The answers are often powerful motivators that challenge organizations to think beyond sales or profit goals but aim for a higher purpose that gets employees – and customers – excited about your business. For terrific examples, you don't have to look any further than the list of business award winners for the Greater Cantonville Chamber of Commerce. What impresses others isn't their sales or profitability – it's how they work to make a difference in the lives of others!

The third criteria for effective strategic planning is measuring performance using key financial ratios. This shouldn't be complicated. Let's say your team determines that the best way to create value for customers is to launch a new product. Set a launch date and your goal for sales and profitability within one, three and six months from the launch date. Then track your performance against your goals.

Lastly, and this is most important, allow for flexibility in your strategic plan. Markets change. Competitors move in and move out. New opportunities come along. Anticipate the fact that what is true today, may not be true a month from now. For example, perhaps

you need more time to launch a new product. Make the adjustments as needed to your planning, your goals and financial ratios and let everyone know that the strategic plan didn't fail them because if it wasn't for the planning process the idea for a new product may never have been born. Whether you meet all the goals in a strategic plan is not what is most important. The value of strategic planning is in the process itself. As Winston Churchill famously said years ago, "Plans are of little importance, but planning is essential."



About Dennis J. Sullivan: Dennis is author of *The Breakthrough One Page Marketing Plan* (www.OnePageBreakthrough.com) and is an Associate Professor at CCBC. He is the recent recipient of the International Teaching Excellence Award from among 3,000 business colleges in the world. He is also Executive Director of the college's Center for Business Innovation, a former Lecturer at Johns Hopkins University and continues to serve as owner of Breakthrough Pros, a consulting company specializing in branding. Contact information: www.BreakthroughPros.com or Dennis@BreakthroughPros.com



Presented by the PHWMBA Community Foundation

Saturday, March 14th

DeJon Vineyards
6-9pm
Great Food -
Excellent Company

All proceeds benefit the

Phoenix Wildlife Center
www.phoenixwildlife.org
Tickets \$50

GET TICKETS NOW

4 tips for helping your employees collaborate when establishing your work procedures

By Emma Sturgis

Promoting effective teamwork and collaboration within your business procedures can often be a challenging task. Employees will often have varying work ethics, perspectives, morals, and behaviors. Encouraging everyone to come together and create a shared vision will require a lot of effort. Some ways you can encourage collaboration include providing teams the tools and resources they need to succeed, promoting innovation, and facilitating social events.

Valuing employee feedback

You should listen to employee feedback about ways to improve work procedures and enhance efficiency. Your employees may have interesting perspectives on how to tackle issues within their teams. By showing employees that you value their opinions, this can help to ensure that you are building the best possible teams that have all of their needs met. Establish an atmosphere in your business where open communication is welcome. Encourage your employees to make suggestions and not be afraid of rejection.

Providing tools and resources

For teams to succeed, you will need to ensure that they have all of the necessary resources at their disposal. You should find ways to ensure that teams are productive and meet deadlines. For example, you might want to utilize beneficial software, such as human resource management and customer relationship management software, which will allow employees to focus on important tasks instead of completing tedious and repetitive paperwork. You could also provide employees who take frequent calls with up-to-date products, such as a wireless office headset, which will allow them to move freely throughout their work space without being tied down by distracting cords.

Promoting innovation

When establishing new work procedures, it is important to promote innovative ideas. It can be easy for companies to become stagnant and complacent. However, encouraging teams to think innovatively

can help you to grow and keep up with your competitors. You should reward new and creative ideas and methods. This will help employees to express themselves more freely and will allow your teams to take their thought processes to the next level.

Social events

Facilitating social events is another great tactic to consider when it comes to improving collaboration. When employees are able to forge strong professional relationships with one another, this will allow them to form more cohesive teams. They will be able to communicate more easily, and it will help to reduce workplace conflict, which can be distracting and demotivating. Ways to facilitate social events include setting up work retreats and corporate events. You may also want to consider hosting office parties when teams meet their objectives as a reward, which will help to keep everyone motivated and on task.

Overall, there are many ways that you can promote teamwork and collaboration within your work procedures. You just need to take the time to understand the needs of your employees and what motivates them to achieve higher levels of success. You also need to ensure that you, as an employer, are providing all the proper tools and resources that will allow teams to reach their full potential.

Source: www.succeedinginsmallbusiness.com



CLICK HERE FOR OUR ONLINE MEMBERSHIP FORM



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