

MAY 2019



Message from the President, Sandra Lombardo

Did you know that small businesses, like many of our members, have created more than 65% of the new jobs over the last two decades. Small businesses are defined as any company with 500 or less employees. Out of the 28 million small businesses—22 million are self-employed individuals.

The PHWMBA exists to create partnerships between private enterprises, business professionals, corporate professionals, governmental representatives, and other local organizations & non-profits. We are focused on helping businesses to grow and to stay competitive in an ever-changing marketplace. Changes in how business is conducted has evolved at a remarkable pace. It's hard to keep up. As an organization, we thrive on helping our entrepreneurs and corporate members make the connections they need to fulfill their own goals. There is plenty of room at the table for all kinds of businesses to work and succeed together.

We want to help more businesses, and that is where you come in. Invite a business associate or client to visit one of our networking events. Share your positive experiences with our association. Remember to mention that you are a member of PHWMBA in conversations with people you meet in the course of the day.

Some of the benefits we want to remind you about are:

- Profiles of owner/company (our Host Spotlight for example)
- Sales and marketing tips
- Local business advice
- Easy to use Membership directory
- Networking opportunities
- Expert referrals
- Business promotion
- Informational resources

Your success is our success.

Remember, we're building business through association!

Upcoming Events

May 21st
Business Builders
5:30 PM - 7:00 PM
Abundant Life
Chiropractic
9660 Belair Road

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

HOST SPOTLIGHT

THIS MONTH'S FEATURED HOST: **Abundant Life Chiropractic**

What is it that you want to keep doing? What is it that you want to start doing? What symptoms just do not seem to be going away? These questions and your answers will allow us to know how Dr. Susanne Bates can work with you to reach your goals. It has been our privilege of serving the community from days old to their 90's, those pregnant, athletes and everyone in between so far eight years. Common problems that we help people with are: low back pain, neck pain and headaches. In addition, we have helped many people with ankle, knee, hip, leg pain, shoulder, elbow, wrist and jaw problems among other conditions. Have you had neck or back surgery or had a joint replacement? We have helped to restore function and dreams.



In addition, Dr. Susanne Bates, is Pro Level Trained in Nutrition Response Testing and is able to help many people with chronic problems such as digestive issues, blood sugar issues, hives/swelling, symptoms associated with hormonal problems and fatigue. We specialize in cases which are difficult for others but are effortless for us.

We look forward to seeing you at Abundant Life Chiropractic, on Tuesday, May 21 at 5:30 pm. Bring your questions, taste buds and let's have fun learning from one another.



We welcome two new members this month!

Sheri Caudle - First National Bank - Nottingham

Dena Wasmer - Homeowners Real Estate

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

Let PHWMBBA 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.



James Keelty & Co., Inc., a management company, is seeking an experienced, energetic, organized and dependable leasing consultant/property manager assistant. Successful candidate must have at least two years of leasing and property management experience. Professional written and verbal communication skills a must. Computer proficiency in Microsoft software (Word, Excel, Outlook) and knowledge of Jenark a plus. Quality customer service to existing and prospective residents to be maintained with a positive attitude. Administrative requirements include knowledge and preparation of lease files, addendums, maintenance requests, vacancy reports, court notices, guest-card, market surveys, etc. Knowledge of and compliance with all laws pertaining to apartments, including Fair Housing, Fair Credit Reporting Act, and ADA. Valid driver's license and transportation required.

Full-time position for future new community in Perry Hall, currently under construction. Schedule includes every weekend, Saturdays 10 – 5, Sundays noon-5 plus 3 weekdays 9 - 5, with 2 consecutive days off during the week. Rate of pay is based upon experience. Must pass criminal background and drug test.

Apply in person at Chatterton Farms Apartments, 1 Kilglass Court, Timonium, MD 21093
Monday - Friday, 9 a.m. - noon/2 p.m. - 4 p.m.
Saturdays & Sundays - noon to 4 p.m.
Leasing Office Phone Number – 410-561-3208

See You On May 21st!
5:30 PM - 7:00 PM
Abundant Life Chiropractic,
9660 Belair Road

Join host Dr. Susanne Bates of Abundant Life Chiropractic for great business networking & connections. Light refreshments will be served. Free for Members; Guests \$20.

Register at
www.phwmba.org/events



You're Invited
Come Celebrate our New Home!



When: Tuesday May 7th at 9:00 am

Where: 8640 Ridgely's Choice Drive

Suite 202

Perry Hall, MD 21236



FREE EVENT!



**5th Annual
Johns Hopkins Bayview
Family Fun, Fit & Safe Day**

Saturday, June 8

11 a.m. to 2 p.m.

Joseph Lee Park*

5900 E. Pratt Street, Baltimore, MD

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

- DJ and dancing
- Free food, refreshments and gifts
- Health, wellness and safety information
- Fun games and activities
- Visits from area mascots
- Free Kids' IDs
- Nature display
- Police K-9 Unit
- Mounted Police Unit
- And more!

For more information, call 410-550-0289.

*Free parking is available on the 301 Building parking lot on the Johns Hopkins Bayview campus.

Family Fun, Fit & Safe Day is held in collaboration with Baltimore City Recreation & Parks; Bayview Community Association; and Bayview Business Association.



Strategies to Pull Yourself Out of a Bad Mood

Source: *medium.com* by *Cindy Lamothe* Writer of *Many Hats*

The incident that ruined my day happened early in the morning: I was in my car and inadvertently cut off another driver, who then zoomed up next to me and yelled, “Idiot!” outside my window before hastily driving off. Frustrated, I yelled something nasty back, even though I knew he couldn’t hear me — which frustrated me, too.

Even minor annoyances like these can create a domino effect. The first annoyance magnifies each one that follows, all of them building on each other until you’ve worked yourself into a full-on bad mood.

“When you’re in a bad mood or having a bad day, it’s easy to chalk it up to bad luck,” says Kate Hanley, a personal development coach and author of *How to Be a Better Person*, “which makes it feel as if you’re helpless to do anything about it.”

But there are ways you can successfully lessen your negative reactions before they escalate. When you feel the day spiraling away from you, simply noticing that you’re in a funk is an important first step toward getting out of it. Here are a few ways to pull yourself out of a bad mood before it gets too big to control.

Pinpoint what’s gone wrong

Rather than resign yourself to staying crabby, Hanley suggests looking for specific triggers, like getting a bad night’s sleep or having unresolved feelings about something someone said to you. “When you can look and see that there is a legitimate reason why you’re in a bad mood, it helps dispel that sense of doom and gloom,” she explains.

Triggers can be physical, too. For instance, I have a bad habit of drinking too much coffee and little else, turning me into a jittery, dehydrated mess. According to Hanley, a small detail like this can be a contributing factor to a bad mood — and one that might be easily overlooked.

Hanley suggests asking yourself when the bad mood started and what set it off. “Maybe you snapped at your co-worker because you have a headache that you’ve been trying to pretend isn’t really there,” she says. And when you look at why you have a headache — possibly caused by, say, ingesting five coffees — now you know something concrete you can do to help yourself feel better, such as drinking a glass of water, massaging your neck and temples, or taking a pain

reliever. “It shifts you from reactive to proactive.”

Analyze your emotions “Emotions are a secondary response,” says Lee J. Colan, founder of leadership consulting firm The L Group and author of *The Power of Positive Coaching*. “There’s generally something underlying the raw emotion, and having awareness of that enables you to respond in the correct way.” When I yelled back at that other driver, I was reflexively reacting. But angrily lingering on the interaction for the rest of the day was a choice — and one that only aggravated my mood.



“Even saying to yourself, ‘Wow, I’m in a bad mood,’ can be just the opening to ask yourself, ‘What do I most need right now?’”

Give yourself the space to step back from your immediate emotional reactions and reflect on them, says Leslie Becker-Phelps, a licensed psychologist and author of *Insecure in Love*. By thinking critically about the situation and your role in it, you can create some distance from your emotions, which in turn allows you to gain more control over how you’re feeling.

Practice finding the upside...

When faced with a setback, even a small one — you forget your password for the umpteenth time, or a meeting gets rescheduled yet again — it’s easy to let yourself fall into a steady stream of complaints.

“The human brain is wired to look for threats,” Hanley says. Evolutionarily, this helped keep us alive — but in modern-day life, threats can look a lot more like minor annoyances, creating a negativity bias that keeps us focused on what’s going wrong. “To bust out of this neural rut,” she says, “train yourself to acknowledge when things go right.”

To that end, Colan recommends writing down three things that went well each day for two weeks and what your role was in each of those things. “It’s a way for you to say, ‘I had a positive impact,’” Colan says. “And I don’t care how much of a bummer your day is, there’s always a couple of things that went well.” The more attuned you are to this fact, the

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.

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.

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

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

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.

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

Spring Cleaning Guide for the Office (& Beyond!)

It's the perfect time to wake up, open your windows and get started on some Spring cleaning business. While it's common for people to organize their homes every Spring, you don't normally hear of people clearing out their office buildings, a.k.a. the home away from home. But it's important to clear out those over-packed, hard-to-open drawers and that dusty closet you can't open without anything and everything spilling out.

Of course, the tips in this article are also applicable to the home and classroom, along with any space you own, such as a garage or car. If cleaning one, why not clean them all?

Let's get started!

First, we recommend you start by using a printable Spring cleaning checklist. It helps you decide which cleaning supplies you'll need before starting, such as a dust rag and a vacuum. A handy checklist also helps you pick your current go-to cleaning playlist (because we all know music makes everything better) and tells you exactly what needs to be cleaned, room by room.

Now, let's dig a little deeper.

Starting off room by room is the best practice. If you're cleaning a classroom or a single office, consider yourself among the lucky few. However, if you're plan is to clean the whole office, recruit your employees/coworkers and dedicate a day for them to clean their own offices. Have a common room, kitchen or storage closets? Work together to get those refreshed and organized. If you have extra product or supplies you never knew were there, set those aside to create a pile. We'll have some ideas for what you can do with this pile later on.

Source: <https://bostitchoffice.com/articles/office-spring-cleaning-guide>

If it's not loved or needed, don't keep it.

Have four sharpeners and a plethora of scissors? Unless you're a teacher with a classroom full of children, you most likely only need one. Keep the four-in-one versatile sharpener, such as this Epic™ stapler, over the three standard sharpeners.

Office Supplies

Spray, dust and clean every area you can physically reach. Macro cleaning right down to micro cleaning, which includes testing old pens and markers to see if they should be thrown away. Clock battery dead? It's about time you replace it. Don't forget dusting doors, shelves and windows. (If you want to take it a step further, clean out the old files and folders on your computer! We won't judge you for going a bit overboard.)

If you think just tossing old paperwork in the recycling bin is enough to fulfill your Spring cleaning duties, you may want to reconsider. Take a look at this DeskTime.com infographic about how dirty your desk can really be. You want to be as productive and focused as possible, and that all starts with the environment you're working in.

So, what's next?

Now, that your area is spic and span, let's talk about that pile of no-longer-needed materials. If everything is reusable and in fair condition, donate it to charity! While you may not find value in it any longer, we're sure someone out there would still appreciate it. Find a local charity or research online for a specific charity that focuses on school or office supplies for those less fortunate. Charity Navigator has a directory of various charities by rating, location and category.

Again, this is all applicable to outside of the office, too! Your mind will feel clearer, along with the physical appearance of your surroundings. Happy Spring...cleaning!

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



AT **PERRY HALL HIGH SCHOOL** **June 22nd** **10AM-3PM** **RAIN OR SHINE**

THE TOWN FAIR



...and much more!

Presented by



WWW.THETOWNFAIR.NET

PHWMBA 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-PHWMBAs)

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip _____

Best Phone: _____ Vehicle Tag# _____

Email: _____

Website: _____ FACEBOOK Name: _____

Booth Space:	10x10	FEE:	FEE \$ _____
	Crafts	\$125.00	Electrical Outlet \$25 each _____
	Retail/Business	\$150.00	\$25 Discount if PHWMBA member _____
	Political	\$300.00	Late Fee \$25 after 6/1/19TOTAL _____
	Non-Profit	\$125.00	Amount Enclosed \$ _____

PHWMBA 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. PHWMBA 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: PHWMBA-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

better equipped you'll be to consciously respond with positivity the next time things go wrong.

...And giving the benefit of the doubt
When you feel powerless against the whims of the universe, it's easy to overlook the one thing you do have control over: your empathy. "If we're just reacting, we're kind of taking our choice away," Colan says. "We're saying, 'Here's the stimulus. I'm reacting.' But I think the more emotionally mature response is to say, 'Alright, even though it feels quick, I have a choice here.'"

When you're in a bad mood, choosing to empathize with the person who set you off can be a way of stopping yourself from stewing in your own hard feelings. But in the moment, being able to simply wave off an offense without reacting is much easier said than done.

"It's really about creating a practice of empathy over time, which means identifying why the other person might feel the way they do," Colan says. Think of it as a constant thought experiment. If a colleague's giving you a hard time, for example, imagine what their own stressors might be—maybe they have a sick child at home, or a costly car repair, or something else you'd have no way of knowing about. The trick is to retrain your mind enough that this empathy becomes an immediate reflex, so that you can harness it before you let something derail your mood and your day. That's a skill that comes with time and practice.

Cut yourself some slack
Personal change takes time and effort. Getting upset with yourself for not being able to change your emotional state will only make it worse. Instead, try using your bad mood as an excuse to practice a little self-compassion.

"You can't change something—a habit, a mood, or a bad day—without acknowledging that you don't like what's currently happening," Hanley says. "Even saying to yourself, 'Wow, I'm in a bad mood,' can be just the opening to ask yourself, 'What do I most need right now?'"

Maybe you just need a break, and you can go outside for 10 minutes at lunch instead of running an errand or eating at your desk. Hanley recommends playing your favorite music on the way home instead of listening to the news.

But to make that happen, you have to admit that you need it in the first place. Make an effort to regularly check in with

yourself throughout the day for what you need in a given moment—whether it's a glass of water or a quick walk around the block. Colan says there's a level of mindfulness to it: "One of the key things to get through any point of adversity—even if it's just a bad mood or rough day—you have to plan for the future but live in the present."

Taking that idea and zooming out with it, you can also use your past experience to help you: Look back at previous rough patches and see how everything ended up working out. You've gotten through plenty of bad moods in the past, and you'll do it again—and reminding yourself that this is temporary may help speed the process along.

Mark Your Calendar! Friday, Sept. 13th!



Watch for upcoming details on our FRIDAY THE 13TH Fundraiser benefitting the Community Assistance Network & two of the local shelters in our communities.



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 SOLD	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