

NOVEMBER 2019



Message from the President, Sandra Lombardo

Fall: clocks going back, christmas carols filling the air, thoughts straying to last quarter numbers and sprints meet those 2019 goals. The next eight weeks seem to fly by every single year. I don't know about the rest of you, but I'd really like to do is get those clocks to pause for at least an hour, and not at 2:00 in the morning! Regardless of whether your 2019 has been a cornucopia of abundance or a turkey of a year, we're all beginning that stage of winding down projects and ramping up planning.

And, your PHWMBA board is doing just that this month via our annual retreat. We will be retreating to our gracious host, and member, Brightview Perry Hall, to plan for upcoming events and member incentives as well as to look at the larger, long term business needs of the PHWMBA community. We have some big goals for 2020 and with the help of our members, community partners, and elected officials, 2020 may well be a banner year for this association.

Our association really is member driven. You, our members are each doing exciting and meaningful things to add value to the Perry Hall White Marsh Community. Not just through the day-to-day operations of your businesses, but by the connection you keep to the community through your own outreach and generous fundraising efforts. This issue will highlight some of the wonderful things are members are doing to bring joy to this time of the year. Please consider making it to at least one of their events or supporting one of these great causes.

Speaking of events, our November meeting will bring an added dimension in the first of several planned informational sessions to enhance your businesses. Redmer Insurance will be hosting this special meeting, beginning at 5:00 PM, as the Outreach Officers from Precinct 9 will be presenting CRASE training to our members. This "Civilian Response to Active Shooter Events" This meeting will be held at the Perry Hall Library 9685 Honeygo Boulevard, 21128. You can read more about this event in this newsletter. Please be sure to register online. And, if you can't make it to the CRASE portion, our regular meeting will begin at approximately 5:45.

Our Holiday Extravaganza will be Wednesday, December 11 from 6-8 PM at MidiCi at the Avenue at White Marsh. Tickets will be \$25.00 and include food, soft drinks, and a ticket for one adult beverage. We will be awarding our P.O.I.N.T.S. and having a treat exchange! Please register under the events section of the website.

AND... SAVE THE DATE... Saturday, March 14, 2020. 6:00 PM. More details coming soon.

Upcoming Events

November 19th
Perry Hall Library
CRASE TRAINING
hosted by:
Redmer Insurance
5:00 PM - 7:00 PM

December 11th
Christmas Party
Midici Italian Kitchen
on the Avenue
6:00-8:00pm

January 21st
Business Builders
Town Square,
9708 Belair Road
5:30PM-7PM

HOST SPOTLIGHT

THIS MONTH'S FEATURED HOST: Redmer Insurance

. For nearly a decade, Redmer Insurance Group has provided high-quality insurance solutions to individuals and businesses in White Marsh, Baltimore, Perry Hall, Towson, Bel Air, and the surrounding areas in Maryland. Our dedicated team of agents has over 80 years of collective experience in the insurance industry. In addition to Maryland, we are licensed in Virginia, Pennsylvania, Delaware, and Washington D. C.



From home and auto insurance to customized commercial coverage, our knowledgeable agents will seamlessly guide you through the insurance-buying process. If you are looking for a personal umbrella insurance policy, or business coverage such as contractors insurance, restaurant insurance or retail insurance – we can help with those too.

At Redmer Insurance Group, we care about the community where we live and work and have developed close relationships with residents and businesses in our area. We take pride in our community and are proud supporters of local organizations such as the Maryland Farm Bureau, Women in Insurance and Financial Services, Chesapeake Gateway Chamber of Commerce, and the Perry Hall White Marsh Business Association.

A few examples of community involvement and support include speaking at the Maryland Farmer's Market Conference about the importance of Farmer's Market Insurance and annually volunteering and serving dinner at the Johns Hopkins Believe in Tomorrow Children's House. Additionally, we sponsor events that promote scholarships at the Community Colleges of Baltimore County and John Carroll High School. We regularly support The Baltimore County Police Assistance and Relief Fund who assist members of the Baltimore County Police Department in times of need.

YOU CAN HELP SUPPORT THE BALTIMORE COUNTY POLICE ASSISTANCE & RELIEF FUND!

Nov 6 - Happy Hour at Hightopps Backstage Grille [DETAILS CLICK HERE](#)

Nov 13 – Paint Night at the FOP Lodge [DETAILS CLICK HERE](#)

Now thru Christmas – 2nd Annual Crabby Christmas to benefit the PAR Fund (patrons buy a bushel basket for \$100 in honor of or in memory of and it becomes part of the Christmas Tree) Additionally, each patron receives a wooden crab with their information painted on it. Contact PAR at Call (410) 375-5748 or visit <https://www.bcoparfund.com/>

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



Contratulations to Dena Wasmer on her nomination for the Harford County's Most Beautiful People Award

Dena is always a winner with her good heart and generosity every day.



Amber Shrodes, Director of Community Services, Dena Wasmer & Harford County Executive Barry Glassman

Her friend and neighbor Linda Marlow nominated her with this submission:

Dena Wasmer believes in giving back to her community. A successful real estate agent, Dena pays it forward by hosting events for local heroes with each home she sells and recently hosted a Hometown Heroes event for first responders, police officers, firefighters and teachers. Dena has also donated to local childrens' charities and has paid the way for several children to be able to go to camp or on field trips. Dena is a faithful member of the Tabnacle Baptist Church in Churchfille and is in charge of the outreach ministry. She is a wonderful neighbor and one of Harford County's Most Beautiful People.

TWO great member events supporting Toys For Tots on Thursday, December 5th!

Join Us in Giving Back to the Community!



Please join us for our Annual Toys for Tots Social on Thursday, December 5, 2019. The social will be held at our office from 4:00 p.m. to 7:00 p.m. Special refreshments and crafts in Santa's Workshop will be provided for children who attend.

ase bring your new unwrapped gifts for children aged birth to 18. If you : unable to join us but would like to make a donation, please drop off your s by December 5.

in't have time to shop? Monetary donations can be it to our office and we will purchase toys on your half. Please make any checks payable to Rowles & mpany, LLP.

ant to do more? Let us know if you would like to ve as a toy drop off location, and we can provide lection boxes and make arrangements for pickup.

ase RSVP to Judy at 443-725-5395 or jschaule@rowles.com by vember 26, 2019.



Brightview Perry Hall is hosting a
Holiday Happy Hour

on Thursday, December 5 from 4:30-6:30.

We are asking our guests to bring a new, unwrapped toy to the event. Toys For Tots will be here to accept the donations.

BRIGHTVIEW
PERRY HALL
INDEPENDENT & ASSISTED LIVING
RSVP: dhanley@bvsl.net





Town Square is hosting Tea on Tuesday

Tuesday, November 26th at 1:00 – 2:30 pm.

Come join us for tea and learn tips and tricks to handling challenging behaviors during the holidays. Please RSVP to Ann Marie Riehl @ 410-847-2152

Town Square is scheduled to open in early November. Please spread the word to senior members of our community as well as caregivers. We are currently scheduling private tours for groups such as clubs, senior bible studies, caregiver support groups and medical office teams.

Town Square is available to be rented in the evening and weekends for birthday parties and corporate events. The unique 1950's theme design is a great space to gather with friends and/or co-workers.

For more information, visit our website at www.shtownsquare.com or call Ann Marie Riehl @ 410-847-2152.

3 FLU MYTHS DEBUNKED



MYTH 1: You can catch the flu from the vaccine.

Each year, the flu vaccine is made from components of the flu virus that cannot transmit infection. Once administered, it takes **ONE TO TWO WEEKS** for the vaccine to offer protection from the flu virus. Those who got sick soon after receiving a flu vaccination either were infected with the flu before or just after they became vaccinated, or were infected with a different respiratory virus.

MYTH 2: Healthy people don't need to be vaccinated.

Children ages 6 months to 19 years old, pregnant women, and people who suffer from a chronic illness or are over age 65 are **STRONGLY ENCOURAGED** to get vaccinated every year, as they are the most susceptible to the flu virus. The flu shot also is recommended for healthy people — health care workers in particular — who might spread the virus to others who fall into the above categories.

MYTH 3: You don't need to get a flu shot every year.

Since the flu virus changes (mutates) each year, the flu vaccine is re-created annually to protect against the most recent dominant strains. Therefore, getting vaccinated is important to make sure you're **PROTECTED AGAINST THE STRAINS MOST LIKELY TO CAUSE A FLU** outbreak each year.

SOURCE: Johns Hopkins epidemiologist Gostika Sood

JOHNS HOPKINS MEDICINE

For more flu myths, visit hopkinsmedicine.org/healthlibrary.

Register Now for our November 19th

Special event meeting on Civilian Response to Active Shooter Events

presented by White Marsh Police Outreach officers

Special meeting time of

5PM

Meeting will be held at the PERRY HALL BRANCH of the Library

Our host is Redmer insurance.

REGISTER NOW



CCBC Foundation – Essex Fall Classic Raffle

Sunday, November 10, 2019
12:30 – 4:00 p.m.
Sparrows Point Country Club
919 Wise Ave., Baltimore, Md. 21237

Benefiting Tomorrow's Health Care Professionals

GRAND PRIZE DRAWING - \$5,000
23 Winners and Prizes Over \$12,000!

Football Tailgate Party • Silent Auction • Games of Chance
Great Food • Open Bar

Admit One
Donation: \$100.00 (only 300 tickets sold)
Contact Woody Powell
443-840-3548 / 410-952-5874 / wpowell@ccbcmd.edu

Make check payable to CCBC Foundation – Essex
Attn: Gail Bennett, COMM 249
7200 Sollers Point Road, Baltimore, Md. 21222
For credit card payment, visit ccbcmd.edu/Support-CCBC



Our newest members;

El Salto Mexican Restaurant
Paul Lozar & Juan Onate

Chiropratic Wellness Center of Baltimore
James Roeder

Barrett Business Services
Kevin Via



YOU DON'T HAVE TO STOP SMOKING IN ONE DAY. START WITH DAY ONE.

Quitting smoking isn't easy. It takes time. And a plan. You don't have to stop smoking in one day. Start with day one. Let the Great American Smokeout® event on November 21 be your day to start your journey toward a smoke-free life. The American Cancer Society can help you access the resources and support you need to quit. Quitting starts here.

Learn more at cancer.org/smokeout or call 1-800-227-2345.




HELP US ATTACK CANCER FROM EVERY ANGLE AND

WIN A 2019 HONDA CR-V EX OR \$20,000!

To purchase, visit your local MileOne dealership or ACS community event.

\$10 TICKETS

Watch the drawing LIVE on December 18 at 12:30pm on the MileOne Autogroup Facebook page.

MileOne

A few tips to “sleigh” your holiday sales

1. Improve Your Email Marketing

If you want to improve your sales figures for the holidays, it's a good idea to boost your email marketing efforts now. Summer and fall are good times to market your services to loyal customers, while reminding those you haven't seen in awhile to buy from you again. In the months leading up to Christmas, you should study your newsletter conversion rates to determine what types of messages generate the best response. Additionally, you should monitor your social media pages to see what your customers are discussing and determine what the hottest products are going to be for the holiday season.

2. Talk to Your Neighbors

Christmas is a time for people to come together, and that includes local shop owners. In fact, many small businesses collaborate with neighboring shops to create fun holiday shopping events for the local community. Work with your fellow merchants to plan an event that celebrates the season, while encouraging residents to shop local instead of hitting the department stores. For example, you could arrange for a tree-lighting ceremony, a visit from Santa, or a street-wide raffle event. And of course every store should feature holiday decorations and offer plenty of treats and sweets for the kids to enjoy while their parents shop.

3. Create a Giveaway

Giving away branded gifts prior to the holidays is a great way to prepare for the coming season while reminding customers of upcoming sales. When choosing your giveaway items, try to brainstorm products that your customers will want to keep in their homes for the long haul. While everyone loves candy, most people will opt to eat this gift or throw it away within a few days. On the other hand, branded magnets, ornaments, coffee mugs, and notepads tend to linger a little longer in the home. Print up a batch of gifts featuring your business name and the dates of important events, like parties or holiday sales, and boost the number of shoppers in your store. You can also give away branded holiday items to shoppers who sign up for your newsletter or purchase goods on your e-commerce site.

4. Get Mobile Friendly

It's no secret that shoppers are increasingly using mobile devices to compare and purchase products online. In fact, mobile sales now comprise 30 percent of all national commerce. For this reason, small businesses need to ensure their websites are mobile friendly before the start of the holiday season. Along with making sure product and shopping cart pages can be viewed easily on phone screens, owners should consider factors like load speed, button size and placement, and image resolution. New customers are likely to check out your website before visiting your shop, and you want to ensure you make the best possible first impression.

5. Work on Your Website

Just as it's important to ensure your website is mobile friendly, you should make certain it has the right kind of content to attract holiday shoppers. As the holidays approach, it's a good idea to add seasonal content such as blogs, photos, and gift guides. For best results, optimize your Christmas content for the search engines by including holiday and gift-giving keywords in the text, title tags, and meta descriptions. Having a strong website is especially important in light of the news that more people are shopping online than in brick-and-mortar stores during the holidays.

6. Look to Your Team

Even the most thorough holiday sales planning will likely be for naught if you can't get your team on-board. Understanding that November and December are busy sales months, small businesses need to work hard to prep their staffs. In addition to making sure their inventories are sufficient, businesses should spend time training their staffs and assessing work schedules. If you don't think your workers will be able to cover the impending rush, you might want to consider hiring seasonal employees. It's a good idea to secure your holiday workforce early before the best employees find positions with your competition. Additionally, hiring early gives you more time to train your staff in areas like customer service, inventory management, and order placement.

With a lot of preparation, and a little seasonal good will, you can ensure this holiday season will be your business' most profitable to date.

How to reduce employee stress around the holidays

Source: Kelly Spors <https://sba.thehartford.com>

The holiday season is supposed to be a time of comfort and joy. Yet, for many people it can also be a time of great stress. Employees have to juggle their professional duties with personal demands, such as shopping for gifts, hosting and attending holiday parties, cleaning and cooking.

Moreover, some workers may feel financially or emotionally drained this time of year. Business owners and managers can take steps to relieve their employees' stress levels around the holiday season and make their lives a little merrier:

Be Flexible About Scheduling

Offering flexible scheduling or extra personal time in the days leading up to Thanksgiving or Christmas may be the best gift you can give your employees. This will allow them extra time to run errands, shop, spend time with family or simply unwind during the hectic holiday season.

Hire Temporary Staff, If You Need Extra Help

Hiring a few extra workers can relieve your full-time staff and prevent them from needing to work overtime around the holidays.

Don't Overdo Employee Holiday Events

Even though it's a festive time of year, office holiday parties and other employee events around the holiday season only place an extra burden on your staff.



Consider keeping work-related events to a minimum around the holidays, if possible. Perhaps host just one party or employee event over the holiday season.

Praise Your Staff

Your employees may need some extra encouragement and compliments around the holidays. Tell employees directly that they're doing good work or give them cards with messages that show gratitude. Whatever you do, avoid making the holidays extra stressful by complaining too much or pressuring your employees.

Be Sensitive to Cultural and Religious Differences

Remember that not everyone celebrates Thanksgiving and Christmas—and you don't want to ostracize employees who don't. Make sure all employees will feel welcome at any events you throw around the holidays.

Be on the Lookout for Over-Stressed Employees—and Lend a Hand

For some people, the holidays may not be joyous at all. Keep an eye out for an employee who might see especially distracted or distraught around the holidays and offer to listen and help out any way you can, recommends Rich Bayer, CEO of Upper Bay Counseling and Support Services in Elkton, Maryland. Sometimes holiday stress or sadness can be caused by personal issues or problems at home. “For instance, the first holiday after the death of a loved one can be particularly sad,” Bayer writes. “Most likely, this is a ‘situational sadness,’ and the employee should rebound when the holiday is over.”

Keep the Workplace Fun

Even though the holiday season can be a hectic time for some businesses—especially those in retail or the hospitality industry—it's good to bolster employees' spirits by maintaining a fun, lighthearted mood in the workplace. Writes Hcareers.com, a job site for the hospitality industry: “Small gestures like seasonal treats, holiday-themed contests and games, and special prizes can help defuse some of the tension that your super-busy staff is likely to be shouldering.”

Redmer Insurance will be the host of a special November Networking meeting, Tuesday, November 19, 2019, @ 5:00 PM at the Perry Hall Library. Outreach Officers from Precinct 9 will present CRASE training, Civilian Response to Active Shooter Events. This is a timely topic and geared toward our business owners as the possibility of workplace violence and retaliation is a valid concern in today's workplace.

The CRASE training is designed to increase your chances of surviving an active shooter event or other critical incident.

The CRASE course is designed and built around the "Avoid, Deny, Defend" strategy developed by Advanced Law Enforcement Rapid Response Training (ALERRT) Center in 2004. This course will provide strategies, guidance, and a proven plan for surviving an active shooter event. Topics include the history and prevalence of active shooter events, civilian response options, medical issues, and considerations for conducting drills. Members may bring an additional colleague from their business for this portion of the meeting (5:00-5:45), in the hopes you can bring the strategies and tips back to your office. If you cannot attend the CRASE training, you are welcome to arrive for the regular Networking meeting between 5:45 and 6. Please register! If you have any questions or concerns, please feel free to contact Sandy Lombardo, president@PHWMBA.org.

**PLEASE NOTE THE EARLIER MEETING TIME OF 5:00PM.
REGISTRATION IS REQUIRED**



[REGISTER HERE](#)

When you buy a car at *JERRY'S*, we throw in the dealership!

Lease for **\$169**/Mo.*



New 2019 Toyota RAV4

- ✓ Jerry's Extended Care 4 Years/50K Miles of Factory Maintenance
- ✓ Complimentary 30K Mile Service
- ✓ Car Washes for Life
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- ✓ GO GREEN Nitrogen Inflation
- ✓ Complimentary One Year of Maintenance & Roadside Assistance on all Pre-Owned Vehicles



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8001 Belair Road Exit 32B off 695**

Loyalty benefits are eligible on all New vehicles purchased at Jerry's Toyota after 1/1/16. Complimentary maintenance and roadside assistance are available on all pre-owned vehicles sold after 5/1/13. Prior sales excluded. Lease a New 2019 Toyota RAV4 AWD LE for \$169 a month for 36 months with \$3999 due at signing plus tax, tags and \$300 dealer processing fee (not req'd by law). Lease payments based on \$26218 cap cost. Includes 1st month's payment. Security deposit is waived. 10k miles per year. Ex. stock #191537.



**It's time for the
PHWMBA Holiday
Party**

**Wednesday,
December 11th**

**at Midici
Restaurant at The
Avenue**



Enjoy great company, fantastic food and a festive party with our famous surprises. Spouses, friends, colleagues are all welcome

The holiday Treat Exchange is back! Bring one of your favorite holiday treats (enough for 3 people) and you can go home with another package of tasty treats for yourself.

[Tickets on sale now \\$25 Go to our EVENTS](#)





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