

OCTOBER 2019



Message from the President, Sandra Lombardo

I'm usually not one to brag, but this month, I am especially proud of the work that your PHWMBAs board has done, and continues to do, on your behalf. Tastes and Grapes on September 13th was another fabulous event, flawlessly executed by the fabulous Lynn Richardson, Sharon Jones, Joe Muscemeci, Julie Rappazzo, and Gary McCammon. From booking the entertainment, DJ Brad with the spooky songs on the turntables, to the ambiance of broken mirrors, ladders, unlucky pennies, and more, our members embraced the theme and ran with it. And our food sponsors were excellent. If planning a holiday event, please consider one of our generous food sponsors as they gave of their time and talent to provide food for this event. A full list of sponsors appears on our website with links to their sites! Join us at the October Networking Meeting on Tuesday, October 15th at Gold Medal Physical Therapy as we present the PHWMBAs Community Foundation's charitable donations for our charities: Family Crisis Center of Baltimore County and the Community Assistance Network. Both groups do an outstanding job supporting families during some of their hardest days. The meeting begins at 5:30 PM and please register through our website.

The Perry Hall/White Marsh Business Association Board is committed to our membership and the improvement of the greater Perry Hall/White Marsh Community by building strong relationships with our members businesses and community members. We do this through our events and activities, our charitable giving, and our involvement in neighboring and county-wide associations, as well as active participation in the Police Community Relations Councils of Precincts 8 and 9.

In the coming months, your board will be looking forward to 2020 to see where we can enhance our meetings and membership with more resources to build your business and connect with the Perry Hall/White Marsh Community. We don't want to be just a fun place to go once a month to network and build relationships, but also to offer activities to enhance your businesses on multiple levels.

One such way will occur in November. Redmer Insurance will be hosting a 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.

And... Save the Date for our Annual Holiday Party, Thursday, December 11, 2019 at 6:00 PM! More details to follow soon!

With so much happening, it's hard not to boast about this fabulous organization!

BUILDING BUSINESS THROUGH ASSOCIATION

Upcoming Events

October 15th
Business Builders
Gold Medal
Physical Therapy
5:30 PM - 7:00 PM

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

December 11th
Christmas Party
6:00-8:00pm

HOST SPOTLIGHT

THIS MONTH'S FEATURED MEMBER: Gold Medal Physical Therapy

"Be a Blessing, Excellence is our Standard, Results Matter." These are the guiding forces for daily operations at Gold Medal Physical Therapy, according to founder Kevin Murray. These principles may have something to do with why Gold Medal is celebrating more than 15 years as a locally owned business focused on comprehensive personal care for each patient, treating orthopedic and musculoskeletal injuries, post-surgical rehabilitation and sports injuries.



With a special interest in preventative care, the team at Gold Medal includes several Board Certified Orthopedic Specialists thanks to their elite Credentialed Residency Program. Not only was this program the first of its kind in the state of Maryland, it places Gold Medal's qualifications in the top 1% in the country. Services including dry needling, cupping, and more are coupled with an everyday standard of personalized and professional care delivered in private treatment rooms by appointment with individual therapists.

Remember that October is National Physical Therapy month. Choose PT for pain management, injury treatment, and improved mobility.



No Town Left Behind is an All Inclusive Emergency Support Service.

- They help towns get back on their feet after a natural disaster by- Mobilizing resources/donations to disaster zones
- Training volunteers BEFORE and AFTER a disaster strikes
 - Providing wellness support for first responders + volunteers

To learn more, visit: <http://www.notownleftbehind.org/>

SIP, GLAZE & GRAZE

Join SERVPRO of Perry Hall/White Marsh for Sip, Glaze + Graze, an evening of painting, dining and "un-Wined"ing
Your ticket includes:

Painting a 16oz ceramic mug, to be fired by Amazing Glaze.
Assorted Bertucci's brick oven pizzas with house salad as well as desserts from Vacarros
Wine, Beer, Hard Seltzer, and Cider.
Water, Tea, Coffee, Soft drinks
\$15 donation to No Town Left Behind

To purchase tickets, visit:
<https://www.eventbrite.com/e/sip-glaze-graze-tickets-7332674727>

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

Join Gold Medal Physical Therapy at the Baltimore Triathlon October 5th & 6th

Register today <http://baltimoretri.com/>



Follow us :



Let PHWMBBA help promote your business

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.



Town Square Perry Hall is nearing completion! We have scheduled some Talk of the Town Pre-opening Showcase tours and information sessions. These are open to the public.

Wednesday, October 2nd 2:00 – 4:00 pm
Thursday, October 3rd 3:30-5:30 pm
Saturday, October 5th 12:00-2:00 pm
Wednesday, October 9th 2:00 – 4:00 pm

Please spread the word to senior members of our community as well as caregivers. We are also willing to schedule private tours for groups such as clubs, senior bible studies, caregiver support groups and medical office teams.

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

NATIONAL PRESCRIPTION DRUG TAKE-BACK DAY
Saturday, Oct. 26, 2019
10 a.m. – 2 p.m.

Johns Hopkins Hospital
Outpatient Center Circle
601 N. Caroline Street
Baltimore, MD 21287

Johns Hopkins Bayview
Blue Annapolis Entrance
4140 Eastern Avenue
Baltimore, MD 21224

Join Johns Hopkins in helping to stop prescription drug misuse. On Oct. 26, Johns Hopkins Medicine will be participating in National Prescription Drug Take-Back Day. Drive up and drop off your unused or expired prescription medications at either of our two locations.

Our on-site staff will be at both locations and will dispose of them for you safely and securely. No questions asked. This event is open to employees, patients and the public.

If you need assistance on the day of the event, look for a security guard or volunteer in a light yellow vest.

For more information, visit www.JHTakeBack.com or contact the pharmacy team at 866-679-0707.

Tastes & Grapes was a smashing success & a lot of fun!

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**



Marketing yourself for next to nothing!

Source: kickideas.com

Marketing your startup is crucial if you want to succeed. There are many ways of marketing a new business, but most of them require a large budget. However, this doesn't imply that you cannot promote your startup if you have a limited budget. In fact, the lack of sufficient funds is the best motivation for creativity and innovation.



Therefore, with a little creativity and determination, you can still conduct effective marketing campaigns. Below are some alternative marketing strategies that can help you.

1. Engage With Your Customers Rather Than Just Selling

It's easy for an entrepreneur to get into the trap of just wanting to push products and make huge sales. Though it's not bad to prioritize making sales over other things, sometimes you need to engage with people to help them know more about your company and your products. Social media is one of the best and easiest ways to engage with your target audience. It presents an opportunity for indirect marketing which is very effective.

Share or retweet posts, comment, get involved in conversations and backlink your opinions to your product. Customers will notice you and, eventually, they will begin to trust your brand. However, you should be very careful about what you post. People probably will not read your posts or follow you if you are always bragging about your products and posting promotional ads. You need to post interesting articles and things that catch people's attention. Also, check for sites that are appropriate for your business and focus on them.

2. Create a Niche and Build Credibility

You do not require a huge budget to create a niche for your business or to make it credible. All you need is to find opportunities to increase awareness for your business and let your potential customers get a look on the inside. Some good opportunities include blogs, podcasts, webinars and YouTube videos. For instance, it does not cost you anything to start a YouTube channel and promote your products. All you need is a smart branding strategy and creativity. Videos

reach more audience, take less time to create, and are easy to understand. Therefore, you may upload videos to give your target audience an insight of your upcoming products.

However, make sure that the content is well-written and interesting. Sharing ideas and information at an expo, incubator, a niche event, or business convention can also help you reach a large audience. To gain credibility, you can prove your abilities to potential customers by networking and sharing your expertise. Entrepreneurs, journalists, and prominent figures can also help you popularize your business.

3. Know and Share Your "Why"

It is very important to understand what your "why" is, since it tells your reasons for starting the business. People will always want to know why and how you started your business. Telling them that you were born an entrepreneur or it just happened is boring and does not catch their attention.

You need to have a good, unique story about why and how your business came into existence. The story should differentiate you and your company from other businesses and will prompt people to ask questions and want to know more about you and your business. Tell them how the idea came about, how you started and why you decided to pursue it.

When you share this kind of information with your audience, as well as on your marketing material, your story will resonate with people and become more memorable. Also, your story may be an inspiration to others, and they will start to follow you. You may also share this story of your startup journey on your blog, YouTube channel and any other social media platforms you have.

7 Ways to Market Inexpensively *continued from page 6*

4. Co-sponsor and Attend Events in Your Niche

From time to time, industries host special events. Such events present you with an excellent opportunity to market your company. Often, face to face marketing is more effective than emails or the social media. The opportunities to network and meet new people to connect are worth the price of sponsorship. Therefore, the next time you hear about an event in your industry, consider seeing if there's a chance to co-sponsor the event or present during the event. If you get the opportunity, seize it and take full advantage of it by ensuring that the audience learns about your company by the time the event ends.

5. Make your Content Easy to Discover

In today's modern society, it's crucial to have an online presence through social media, a website, or a blog. However, putting content online does not guarantee that your target customers will see the content. Therefore, to have a good online presence, you need to make it easy for people to discover your content.

One of the best ways to make your content discoverable is through keywords. Use keywords that are relevant to your market niche when you publish your posts as this will improve your search engine rankings on Google. The keywords can also help you boost your audience on social media. You may also use automation tools to find people within your niche and connect with them.

The second way to make your content discoverable is employing SEO techniques. Learn how to improve your SEO ranking using various techniques, and your website or blog will get more visitors. Some techniques that can help you include using unique phrases for your pages or blog titles, posting original content, and getting rid of unnecessary plug-ins to improve the load speed of your website.

6. Giveaways and Samples

When introducing a new business, it can be hard to reach your target audience and engage them. However, no one can say no to free things. Therefore, giving away some of your products can be a good way to engage as the recipients will talk and spread the word about the product. The giveaways also bring unbiased product reviews, and you can get to know genuine pros and cons of your product. Reach out to different people and give them samples of your products without charging them but also ask them to share on their social media platforms and write genuine reviews.

It's also good to thank and reward your reviewers with little things that make them happy. It could be a small goodie bag or a discount coupon for your product. Such a gesture will make them feel good about your company and your product and will prompt them to market the product through word of mouth.

You can also discover different new companies which are not immediate competitors and propose a share and share alike. The idea is to share some of their product, and they share yours. You can find many startups, and if they like the idea, you will increase your reach without any cost.

7. Use Great E-coupons

According to research, most people find it hard to resist a great coupon. In fact, the research suggests that four out of five buyers use coupons frequently both online and in-store. Additionally, a significant number of customers remain loyal to a particular firm due to the availability of coupons. The good thing is, you don't require a large amount of money to create great e-coupons.

Continued on page 7



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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 _____

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