

JUNE 2018



Message from the President, Sandra Lombardo

To say May 2018 was a month to remember in Baltimore County as well as Perry Hall is an absolute understatement. From the sudden loss of our County Executive, historic flooding in our area, and the tragic death in the line of duty of Officer Amy Caprio on Linwen Way, our small enclave has been shaken. However out of the most horrific of events, we can find humanity and community. And this humanity deserves a hearty thank you from all of us because it reassures us that Perry Hall/White Marsh is a great place to live, work, and engage.

So THANK YOU to the following people and groups of people for putting Perry Hall first and showing why it's an excellent place to be:

Councilman David Marks: For not only calling for input from his constituents on the County Executive appointment before the full council, but for being transparent during the whole process. In addition, Councilman Marks kept residents updated throughout the school lockdowns, subsequent apprehensions, road closures, and service arrangements. His communication didn't stop there, alerting residents to flooded areas and rescue efforts during the historical rainfall over Memorial weekend.

Residents of Linwen Way: From being vigilant by reporting suspicious activity, to efforts to revive the fallen officer, to dedicating their Memorial Day to Amy, they have exemplified what true community entails.

Staff at local schools: As Gunpowder, Seven Oaks, and Perry Hall Elementary and High remained on lockdown into the night, the staff and teachers at these schools kept children engaged, nourished, reassured and protected well into the evening.

Residents of Perry Hall: for showing up outside Schuminek's to honor Amy Caprio, for holding vigils and making memorials in her honor and for thanking our first responders that put their lives on the line for each and every one of us each day.

First responders: for showing up for Officer Caprio, and for Perry Hall. For working tirelessly through the night and your own grief to assure us that we are safe. We are humbled and grateful.

On behalf of the entire Perry Hall/White Marsh Business Association, we are grateful to Perry Hall White Marsh and very proud that this Association is part of this magnificent community.

HOST SPOTLIGHT

THIS MONTH'S FEATURED HOST:
Cindy Lane - Edible Arrangements



We are the creators of Fresh Fruit Bouquets and Gifts! We Make Any Occasion Special™ with our array of irresistible products, including The Original Fresh Fruit Bouquet™ and gourmet chocolate dipped fruit. We believe in invention, investment and imagination, and have an entrepreneurial history and spirit.

Our store creates magnificent, fresh fruit arrangements and gourmet chocolate dipped fruit to order, for pick-up or delivery, seven days a week. All made fresh DAILY! We now also offer smoothies & frozen yogurt in our store for a quick, refreshing treat.

We invite you to join us on June 19th to sample some of our fresh fruit, chocolate dipped fruit and more!

Upcoming Events

June 19th
Business Builders
5:30-7:00PM
Edible Arrangements
Honeygo Village Center

June 23rd
The Town Fair
10am-3pm
at Perry Hall High School

July 17th
**Business Builders
& Charity Presentations**
5:30-7:00PM
People's Bank
9651 Belair Road



Welcome New Member

**John Link
Stouffer Legal**

Looking for Town Fair Silent Auction Items

Tickets, Experiences, Theme Baskets, Gift Cards

**If you have something you would like to donate contact Bev Meyler
bevmeyler@gmail.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
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8 Summer Safety Tips for Businesses & Customers

What business owners and parents have in common is the responsibility that comes along with having any kind of summer fun. Because of the activities associated with the season, the weather, and the general easygoing attitude that so many people adopt this time of year, it is important not to forget the dangers that come along with summer.

If you are a business owner and plan on hosting summer events or if you are a parent who has any sort of plans for the summer months, then it is important that you heed safety tips before doing anything and to make sure that you are as prepared as possible.

Be Prepared for the Heat

While the warm weather associated with summer can alight imaginations with daydreams of swimming pools and tanning, it is important that you prepare to meet the heat. Whether you are swimming, sunbathing or simply spending time outside, the sheer heat can definitely do a number on you. Make sure that you are hydrated and that you have water on hand. It also helps to pack a drink with electrolytes that can help you retain water instead of sweating it all out.

Staying in the shade helps too. Getting too much sun can easily fatigue you and make you more susceptible to heat stroke or sickness. Make sure that you have a hat on hand or that you offer plenty of shade when hosting an outdoor activity.

Protect Yourself From the Sun, Too

The heat alone can wear you out, but the sun can do a lot of damage. Make sure to wear and/or keep UV protected sunscreen and sunglasses on hand. Prolonged sun exposure can harm your eyes as well as your skin so it is beneficial to do both. Your eyes and skin can suffer from sunburns and can become dull and damaged over time. Not to mention, sun exposure is linked to things such as cancer and other diseases which can affect your overall health and wellness.

Practice Water Safety

Whether you are in your pool at home or whether you are hosting a pool party or other event located on a body of water, it is imperative that you practice water safety. Make sure that children are supervised. One in five drowning victims are children who are aged 14 and under, and it is important to make sure that kids are well-equipped and supervised before getting in the pool or other body of water.

If you have a pool, make sure that you are well stocked with the proper equipment. Also, make sure that others do not partake in dangerous activities like jumping or diving. Unless you are in a pool where some of these things are allowed, diving into a shallow or in-ground pool can be potentially fatal. It also helps to have several adults tasked with watching children and to have someone who is a trained lifeguard or trained in CPR on hand to deal with any emergencies.

Be Careful With Fireworks

Fireworks are a staple form of entertainment during the summer months, but they can also be extremely dangerous. Fireworks are essentially explosives and it is imperative that you have an experienced expert or handler take care of them. You can either hire someone who is well-versed in firework safety to do this for you or you can find whether there are any nearby professional shows you can attend instead of setting them off in your backyard.

Beware of Deadly Driving Days

There are several summer holidays that people love to celebrate, but with celebration always comes people who drink a little too much before driving. In order to stay safe, always designate a driver before going to an event where alcohol will be served or plan to call a cab. If you can, avoid the roadways altogether. Even if you practice safe driving yourself, that does not mean that others will. Even if you drive completely sober or with a designated driver, you may still encounter drunk drivers on the road.

Keep an Eye Out for Potential Hazards

If you are hosting an event at a venue, you will often have to look out for potential dangers yourself. Even while at home or at a public park with your family, it always helps to be observant. Take note of how many people are supervising events, where children are and what they are doing, to look closely at any structures or equipment present, and to make sure that there are solutions to any issues should they arise.

Keep a First Aid Kit on Hand

It always helps to have some emergency equipment on you. In addition to antibacterial ointments and bandages, it helps to make sure that you have a fully charged flashlight, some water and nonperishable food with you. Emergencies do not just include injuries. Dehydration, faintness or fatigue can require immediate care as well. Always remember, if an accident occurs, go to the First Aid Kit first and then consider whether an ambulance needs to be called. If anything happens, the tools you have in your kit can keep someone safe until the experts arrive.

Stay Alert

This advice applies to nearly everything on this list, and some even require that you pay attention to what is going on around you. But no matter what you are doing, whether you are hosting an event or attending one, it is imperative that you are aware of your surroundings. Doing so can be crucial. It can let you know whether an unsafe act is in place, if there is an accident waiting to happen, if there is someone suspicious or some suspicious activity, if children are playing safely, or any number of vital things. Summer may be a time to kick back and relax, but it is still important that you know something wrong or dangerous when you see it. Staying safe and knowing how to handle an emergency can determine the outcome of a situation and it can also save a life.

Source: <http://www.dempseyweiss.com/>

Tried and True Summer Marketing Tips For Small Business

source: Murray Goldstein/CoxBlue.com

You don't want to sit on your hands while your competitors are finding ways to make the most of the summer. Whether you're looking to bring customers in over the next few months, or just finding ways to come back strong once the summer is over, there are plenty of things you can do right now to spread the word about your small business.

1. Plan for the holidays

No, this doesn't mean look ahead to Black Friday and the Christmas season. The summer plays host to three major holidays: Memorial Day, Fourth of July and Labor Day. These weekends also happen to be some of the most popular sales-holidays as well, which means you should be looking for ways to throw your hat into the ring and attract customers.

2. Treat your customers to some fun

We've all heard about taking potential business partners or big-name clients out to a sporting event or high-class venue for entertainment purposes. But as the Small Business Association wrote, there's no reason why a small business can't do this for all of its customers too.

The SBA suggested hosting a community-wide picnic at a local park or partnering with a local restaurant, winery or bar as a way to say thank you to your customers and build goodwill throughout your community of fans. The key thing to remember: You can claim all customer entertainment as a tax deduction as long as you can state a clear business purpose for it. But while we're on the subject, don't forget about your big clients or partners. Treat them to a special event as well to keep the relationship strong.

3. Have a giveaway

This one sounds like a run-of-the-mill marketing technique, but the reason why it's so popular is that it just works. Giveaways are a great way to get people excited and involved, all while interacting with you. If you can work a summer theme into a giveaway, that's a perfect way to capitalize on the season, but even if that doesn't quite make sense for what you do, there are some creative ways around that.

Consider that for many people, summer is a time of vacation, leisure and relaxation. Even if you can't give away something directly related to your business, something like an iPad or Kindle makes for a highly desirable companion on any trip. Use this to drum up some excitement for your giveaway.

4. Hold a contest

Between the NBA Finals, the Stanley Cup, the beginning of baseball season and the legions of backyard athletes, everyone's competitive spirit is high during the summer. Why not capitalize on this with a contest?

Brainstorm some ways you can hold a contest that ties into your business. Here is where you'll want to do something that has a direct tie-in with whatever you do. For example, a restaurant can hold an eating contest where the winner gets a weekly free meal for the rest of the summer. A professional cleaning service can hold a "Worst Looking Room" contest – applicants can submit a picture of a space that needs cleaning on social media and the winner gets a free cleaning. For added incentive, you could give everyone who participates a discount on their next visit to you. Regardless of what it is, make sure your contest is fun and humorous while providing a real incentive to join.

5. Attend networking and business events

This is something you should do whether business is booming this summer or whether you're subject to a seasonal lull. Look at your local SBA chapter or Chamber of Commerce to see what events are on the horizon this summer and make it a point to attend. This is a great way to meet potential business partners and mentors that can help you year round.

But don't sweat it if the professional scene has thinned out due to vacations and other summer obligations. There are always people around, so you can even host your own informal event (at a beachside bar, perhaps) that brings a few local leader together for a meeting of the minds.

6. Target the vacation crowd

This may not apply to your location, but if it does, you could set yourself up for a major boost this summer. If vacationers are flocking to your locale, give them a reason to stop in and see you. One idea is that if they can show an out-of-state ID, they'll get a discount for their first purchase with you. Tie the locals in too – if a resident of your area brings a friend from out of town to your business, let them know they'll get a discount or freebie the next time they come in.

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Motivational Ideas for the Entrepreneur

Source: Entrepreneur.com

Often, when entrepreneurs make the bold leap from employee of a corporation to leader of their own business, one of the first challenges they face is no longer having a person or group of people above them to set goals, deadlines and incentives. The responsibility of inspiration becomes a task of self-motivation.

This can be a challenge for many, especially when the experience is new and the entrepreneur is consumed with working in the business rather than being working on it. Any lack of self-discipline and organization can also affect personal development and family, which are often the first to be put on the back burner.

So, how does an entrepreneur maintain focus on the business while also staying motivated to become a better person and business leader? The answer is simple: It requires time, dedication and practice -- just as you would expect from a business.

1. Set a personal mission statement.

Every business has or should have a mission or vision statement, something that describes the organization's broader goals, culture and underlying core values. It is primarily used to set the direction of the organization and motivate stakeholders. For these same reasons, every entrepreneur should set his or her own personal mission statement.

The important thing here is to write down your mission statement, carry it with you, read it aloud, memorize it and tattoo it on your forearm (the latter for the extreme entrepreneurs only). It should serve as a constant reminder about your purpose for becoming an entrepreneur.

2. Make a plan.

Just as in business, a mission statement is useless without a plan to execute on it. You too should develop and write down your personal and professional plan, including short term and long term goals. This plan will not and should not be penned and framed, as it is organic and will change as your personal and professional circumstances change. The purpose here is to have a clear understanding of what you want to accomplish personally and how you will achieve it.

3. Start with a routine.

Getting yourself motivated is about getting started. For this reason, you should start every day with a great morning routine, which will help your mind and body to be alert, focused and prepared to create new habits. As part of your routine every morning, you should spend time reviewing and refining your plan, or what John Meyer refers to as your 8 for the

Day routine.

4. Set time for yourself.

Because entrepreneurs can often get completely caught up in their business, it is important to set personal time during the day for yourself. During this time, allow yourself the flexibility to take a walk, think and meditate or even exercise. As well, leverage this time to eat properly and drink water, two crucial habits that will go a long way to helping you stay focused.

5. Plan ahead and set reminders.

Even with a plan, it can be difficult to stay in a routine. For this reason, develop a habit of setting reminders throughout the day for the important tasks and daily goals you have set. Use your alarm, with a manageable volume, also to remind yourself to stay focused on task. An alarm that says, "Get off Facebook and back to work" would be perfect for some of us!

You can also stay on track using time blocking, or the process of setting specific durations of time in your calendar for specific work, projects or tasks. Need a little more help? Consider these unconventional motivational and productivity apps for the hardcore entrepreneur.

6. Set rewards.

We are naturally wired to react to incentives, so be prepared to reward yourself for accomplishing a goal or maintaining a habit. Just like in business, you should recognize and reward small victories along the way to long-term, broader goals.

And, if you need a more incentive, consider a clock that counts down your remaining life and reminds you to make the best of what time you have left.

7. Engage friends.

Sometimes the best motivation comes from peer pressure. Engage your friends and colleagues to help motivate you both toward individual and shared goals. Consider mobile apps that make the engagement fun, such as Make Me, ChallengedApp, KlashApp or simply text your challenge to your partner.

8. Indulge in inspirational activities.

Sometimes, you just need to look outside your circle for motivation. When this happens, re-match a movie that you found inspiring. During your lunch break, watch a TED talk. Or listen to an inspirational podcast during your commute, on your daily walk or while you are enjoying your personal time alone.

9. Stay positive.

There is no one-size-fits all answer to what makes people happy, with definitions, theories and opinions abound. For me, I have a simple mantra that I turn to when I need a boost. It is simply, "Choose happy." By saying that phrase and mustering up an authentic smile, I find my mood and motivation is elevated exponentially.

10. Sleep.

Finally, never underestimate the value of a good night sleep for personal motivation. After years of experience and self experimenting, I have found that, with few exceptions, no unfinished task or missed goal is worth the misery that comes with losing sleep over it. More important, with a fresh night of rest, these tasks and goals become infinitely easier to finish the following day.



We will be looking for host businesses in 2019.

If you would like to invite the members & guests of the Perry Hall White Marsh Business Association to your location to show off your business, and be our featured member in the monthly newsletter, get in touch with us!

Meetings are held the 3rd Tuesday of each month. Most events are 5:30-7PM, and there are a couple of 8-9am meeting times available.

Hosts provide light refreshments and the PHWMBWA provides your audience.

Email: President@phwmba.org