

SEPTEMBER 2019



## Message from the President, Sandra Lombardo

Many people think of Labor Day as back to school, the end of Summer, and the beginning of the end of the year. But do we really know what it is? According to the US Department of Labor: "Labor Day...is dedicated to the social and economic achievements of American workers. It constitutes a yearly national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country."

And our members certainly make many contributions to the prosperity of our community. And they also give back. Our members like Larry Taccone and Dr. Susanne Bates are often spearheading charitable causes and participating in activities that help our neighbors and make our community stronger. Speaking of giving back, this year's Friday the 13th edition of Tastes and Grapes will also be giving back to the community through the PHWMBA Community Foundation. All proceeds will go to the Family Crisis Center and the Community Assistance Network, benefitting the Eastern Family Resource Center shelter. We will be featuring tasty foods from five terrific restaurants and caterers paired with delicious wines at DeJon Vineyards. Join some friends for a fun evening and also "do some good!" Find out how to get your tickets in the newsletter or our website. The date is, of course, this coming Friday the 13th.

Also September 17th is our annual "Guest Who's Coming to Dinner" Networking event. It's always a fun time. We encourage members to invite a business associate to check out our business association and experience our unique organization. Be sure to register via the website to get those P.O.I.N.T.S!

We're also partnering with the Baltimore Business Journal for a networking event at iFly on September 25th from 11:30-1:30. Check your email for the association discount code and link to register from our events page.

With all of these fun opportunities to build and grow our network, it's easy to see why being the President of the PHWMBA is truly a labor of love!

### BUILDING BUSINESS THROUGH ASSOCIATION

## Upcoming Events

September 13th  
**Tastes & Grapes**  
DeJon Vineyards  
6:00 PM - 9:00 PM

September 17th  
**Guest Who's  
Coming To Dinner**  
Michael's Cafe  
5:30PM-7:30PM

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

## SPECIAL MEMBER SPOTLIGHT

THIS MONTH'S FEATURED MEMBER:  
**Sharon Jones- Johns Hopkins Bayview Hospital**

Sharon Jones is one of the most vibrant & dedicated human beings we know. Not only does she contribute greatly to the PHWMBA on our board, she serves on quite a few other community and organizational boards throughout the county & city. Sharon has been with Johns Hopkins for over 45 years and works tirelessly to engage and enhance the lives of many others.



One of Sharon's stellar accomplishments is the great success of the community Blood Drives she organizes at Bayview. Filling this critical need several times a year, she is so good at getting people to donate, other hospitals and organizations seek her advice and counsel on making their own drives better.

Sharon also is the driving force in helping the Family Crisis Center in Dundalk keep supplies and services on hand for women & children who are escaping domestic violence. Her efforts for the Center at Christmas has ensured that these families get clothing and toys literally by the truckload.

Sharon is kind, caring and is a very wonderful soul. We are very lucky to have her involved in the Perry Hall/White Marsh Business Association and as our friend.



### Self StorageOne

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**9913 Philadelphia Road (near Campbell Blvd) &  
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Call 410-686-0000 or 410 665-2700 for availability!

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](mailto:info@phwmba.org) or call us using the information below

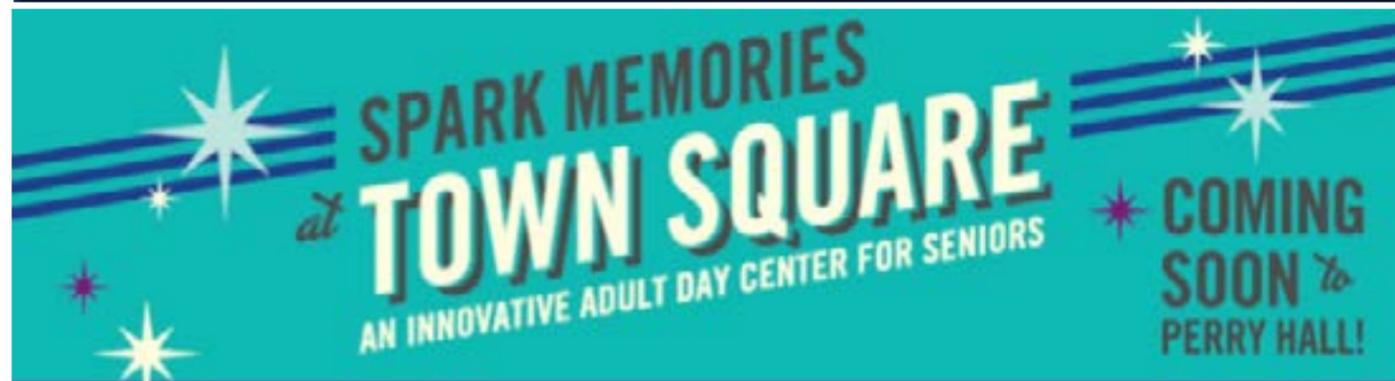
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Director	Julie Rappazzo	ServPro of Perry Hall/White Marsh	410-529-1664
Director	Sharon Jones	Johns Hopkins Bayview	410-550-0289

Let PHWMBA 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](http://www.phwmba.org) and go to the MEMBERS tab to sign up.

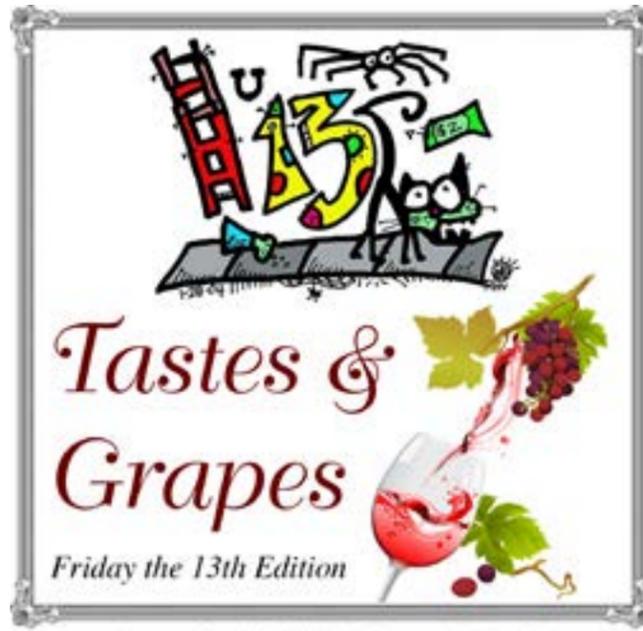


Town Square Perry Hall is hosting Information Sessions in September to introduce the new, innovative model of Adult Day Service to the community. Town Square will be a 1950's themed center for senior adults who require medical support during the day. The environment design will help to capture preserved cognitive function enabling seniors to feel calm, confident, safe and secure.

The following Information Sessions will be held at the Perry Hall Public Library but Jessica and AnnMarie are also available to schedule private appointments.

September 5th 3-5 pm • Sept. 10th 3-5 pm • Sept. 17th 2-4 pm • Sept. 26th 1-3 pm

For more information, visit our website at [www.shtownsquare.com](http://www.shtownsquare.com) or call Ann Marie Riehl @ 410-847-2152.



*Presented by the PHWMBA Community Foundation*

# It's ALMOST Time!!

Get your tickets & do some GOOD!

**Friday, Sept. 13th! 6-9pm**

Benefitting the  
 Community Assistance Network  
 & two of the local shelters

[BUY TICKETS NOW- CLICK HERE](#)

# GUEST WHO'S COMING TO DINNER

## September 17th

Call up an associate and invite them to our 4th  
"Guest Who's Coming to Dinner" Membership Open House!

This is a free event for your registered guests so that they can experience our friendly and successful atmosphere.

This year we will be at the new Michael's Cafe at 720 Concourse Circle, right off Rt. 43 in Middle River (Crossroads @ 43 Retail Center) 5:30-7pm.

Sign up your friends, get some P.O.I.N.T.S and share your PHWMBA experience with some new members!

[REGISTER ONLINE NOW!](#)

## Holiday Party Time!!

Put this on your calendar NOW!

December  
11th,  
6pm-8pm

The Holiday  
Treat Exchange  
is back!

Fun Christmas Activities  
(still a secret, but we'll tell  
you more soon)



**Making Strides  
Against Breast  
Cancer of  
Baltimore**

Walk with us to raise awareness and funds to end breast cancer.

**WHAT UNITES US,  
IGNITES US.**  
10.13.2019  
Harry and Jeanette Weinberg  
YMCA  
900 E 33rd St. Baltimore, MD  
Registration: 7:30 am  
Walk: 9:00 am

For more information:  
410.933.5172  
cristal.willis@cancer.org  
MakingStridesWalk.org/baltimoremd



## Some Marketing Ideas for Fall!

Source: <https://www.spoton.com/blog/10-small-business-marketing-ideas-for-fall>

Labor Day marks the unofficial start of fall, and for small business owners, the new season brings with it plenty of great marketing opportunities. To get you started, here are 10 fall marketing ideas to engage your customers and make the most of the upcoming festivities this season.

### 1. Bid Summer Goodbye

Get more customers through the door by giving them discounts on all those summer specials one last time before your fall product line or menu kicks in. Announce these end-of-season specials with marketing emails and deals, and on your social media accounts.

### 2. Promote Gift Cards

Customized Gift Cards for your business from SpotOn Gift cards are a great for any season, and every business should capitalize on them. Keep gift cards handy at the checkout counter and make sure to let your customers know that gifting season isn't too far away.

### 3. Participate in Local Events

With festivals like Labor Day and Oktoberfest around the corner, there are bound to be some street festivals and events in your city. Participating in these type of events is a great way to bring visibility to your business, so try getting involved by renting a booth or becoming a sponsor.

**Editors note: Like Tastes & Grapes!!**

### 4. Celebrate New Holidays

Along with celebrating conventional holidays like Labor Day and Thanksgiving, promote social-media friendly holidays that can be tied in to your business, like Guacamole Day (September 16, 2018) or International Coffee Day (October 1, 2018).

### 5. Have a Photo Contest

Amplify your social media presence with a #CustomHashtag and unique giveaway. All you need to do is ask customers to take pictures of how they celebrate the holidays with their family and upload them on Instagram using your #CustomHashtag. This will not only help bring more traffic to your social accounts but also make your brand more memorable to customers.

### 6. Run a Cross-Promotional Activity

The Labor Day weekend is a great time to team up with neighborhood businesses and run a cross-promotional campaign. Host a pop-up event with businesses that have products or services different from yours, and combine your resources and marketing efforts. This will result in more business and exposure for everyone involved.

### 7. Hand Out Themed Giveaways

Fall marks the start of football season and school, as well as the end of summer. It's the perfect season to give out themed giveaways like backpacks, caps, or even tickets to a local game. The execution can be as simple as asking customers to sign up for your rewards program through SpotOn's loyalty tablet and picking a winner at random at the end of each week.

### 8. Promote Limited-Time Offers

Time-sensitive deals like one-day flash sales are always popular among customers, so make sure to conduct one such event this fall season.

### 9. Friends & Family Discounts

Labor Day is all about friends and family coming together and relaxing. Use this holiday as an opportunity to get more families through your doors by providing offers that can be redeemed by groups. For example, if you run a salon or spa, offer a Mother-Daughter discount on specific salon treatments like manicures and pedicures.

**Editors note: Like signing up for our Member-2Member Discount!!**

### 10. Reward Your Best Customers

Remember, it's both easier and more cost-effective to retain existing customers than to acquire new ones, so identify your best customers through SpotOn Core and send them exclusive offers, or even invite them in for an exclusive, "VIP Customers Only" event.



# 4 Signs That It's Time To Hire New Employees

source: <https://www.adp.com/spark/articles>

As a small business owner, you may often worry about when to hire more employees. While some business owners feel the urge to hire an entire working staff in the early days of their startups, others feel more comfortable waiting until their businesses have experienced some initial success. Before making this crucial decision, you must consider all of your options and weigh a variety of different factors.

Here are three signs that it might be time to hire additional employees:



## 1. You're Losing Valuable Time on Nonessential Tasks

Look carefully at your current situation. Do you consistently end your workday with a host of unfinished tasks? Are you working at home as often as you're working at your place of business? If you find yourself bogged down by administrative duties (at the expense of much more critical revenue-generating and customer-acquisition activities), it's a clear sign that you need additional staff members to tackle tasks such as answering phones and paying bills. After all, your time would be better spent developing long-term growth strategies.

## 2. Customer Service Is Suffering

Have you noticed a spike in customer service complaints? Perhaps these complaints involve problems with delivery, refunds and so on? Unfortunately, an insufficient workforce can result in customers falling through the cracks or the loss of prospective customers whose inquiries go unacknowledged. If you've noticed that you're struggling to provide stellar customer service, it may be time to consider increasing your staff. No business can afford to alienate existing customers or neglect potential new ones.

## 3. Your Staff Is Conspicuously Overworked

To help you determine when to hire more employees, consider your staff's current workload. It should be easy for you to tell when your employees are struggling to keep up with the demands of their jobs. They may experience increased stress levels, display a lack of attention to detail or request time off more frequently due to illness. Try not to ignore these red flags.

## 4. Make Sure Your Business Can Afford to Grow in Size

While hiring additional staff members can certainly help you tackle current and future tasks more efficiently, it's important to keep your budget in mind. "Hire only as your business can afford to pay for your new hires," writes David Finkel at AllBusiness. If you ramp up your hiring and don't experience a quick increase in sales, you may strain your cash flow and have to lay off some of your employees. Outsourcing is another option that may be appropriate for your business.

Every business is unique in its needs and challenges, and it can be difficult to determine the best time to expand. By keeping the above factors in mind, you can be on the lookout for signs that a new hire is necessary for your continued success.



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Visit our website for details about the PHWMBA

**www.phwmba.org**

email: [info@phwmba.org](mailto:info@phwmba.org)

Mail: P.O. Box 117 White Marsh, MD 21162

or go to [www.phwmba.org](http://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](http://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