



# EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

APRIL 2023

## Are you making the most from PBA Membership and Networking Opportunities?

Planning and setting realistic goals is the key to success in networking with fellow PBA members. Consider the following Tips for making every event count.

***Get the Facts before the Meeting or Networking Event:*** Who might attend? Check the “registered attendees” list ahead of time on the PBA website. Is there someone attending that you want to get to know better? Planning ahead with the purpose of connecting with them is a great way to build business relationships.

***Location, Location, Location:*** Although it's comfortable to sit with co-workers and people you know, Step out of your comfort zone by sitting with someone new for a more effective networking experience.

***Don't Sell:*** Sales pitching is not networking. Practice your elevator speech (an Elevator Speech is a 30 second speech introducing yourself to get across a key point or two on your products or services). Be sure to give the other person the opportunity to give their “elevator speech” as well. After that, talk about something other than business.

***Stock Your Tool Belt:*** Well, You don't have to actually wear a tool belt, but you will need a few things. Make sure you have plenty of business cards and wear a name tag. Many events will provide a “write-on” name tag if you don't have one. It's also a good idea to have a pen and a small notebook to make notes so you don't miss possible business opportunities. Some meetings will have an “Info Table” for flyers if you have something to share.

***After the Event:*** Be sure to follow up with any prospects you met!!

Happy Networking!! Paulette Morris, Idea Weaver Promotions, Inc., PBA Vice President

## Pasadena Business Association Officers

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Sandi Parrish

PasadenaBusinessAssociation1@verizon.net

### President

Heather Frees

Keller Williams Flagship

HeatherFreesRealtor@gmail.com

### Vice President

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Idea Weaver Promotions, Inc.

Paulette@ideaweaver.com

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The UPS Store | The Shops at Riviera Beach

store6913@theupsstore.com

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✉ PO Box 861, Pasadena, MD 21223

☎ (410) 360-4PBA

@ PasadenaBusinessAssociation1@verizon.net

🌐 PasadenaBusinessAssociation.com

## May General Membership Meeting

Wednesday, May 3rd, 2023 | Noon

Where: Kurtzs Beach

Speaker: Senator Simonaire, Delegates Kipke, Chisholm Munoz

**We will also be hosting a Ribbon Cutting Ceremony to celebrate Kurtz's Beach 90th Anniversary**

**\$22.00** with reservation by Friday, April 28th, 2023

**\$27.00** is reserving after Friday, April 28th, 2023

(Covers buffet and non-alcoholic beverages)

Pay in advance by mailing your check to:

PBA | PO Box 861 | Pasadena, MD 21123-0861

or register and pay on the website by credit card, or email your reservation to:

pasadenabusinessassociation1@verizon.net

and pay at the door by cash or check.

*Please make every attempt to reserve your space for the meeting.*

## March General Membership Meeting RECAP

Our March General Membership meeting was hosted by Kurtz's Beach. Jerry Nicklow, PBA Website and Technology Chair went over the PBA Website and explained to the members how to update their information etc.



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## New Members

### Bay Area Mortgage Corporation (MD574)

*Bill Whitmore*

**Address:** 311 Riverdale Rd, Severna Park, MD

**Phone:** 410-360-7100 | **Fax:** 410-647-0900

**Email:** william@bayareamort.com

**Company Bio:** Bay Area Mortgage is your local Mortgage Company. In business for over 20 years.

### Essence Of Wellness, Inc.

*Theresa Deramo*

**Address:** 2705 Mountain Rd, Pasadena, MD

**Phone:** 443-692-4065 | 443-306-0560

**Email:** thdera@icloud.com

**Website:** www.essenceofwellness.net

**Company Bio:** Theresa is Board Certified, Licensed Acupuncturist in the state of Maryland and has been treating people for 20 years with acupuncture and is certified to treat animals (dogs, cats, rabbits and horses) with acupuncture for the last 19 years. She has recently expanded her business and offers Halotherapy (Salt Room sessions) and Migun Far Infrared Massage Bed.

### Holistic Hands Therapeutic Massage & Bodywork

*Mona See*

**Address:** 2705 Mountain Rd, Pasadena, MD

**Phone:** 240-676-0896

**Email:** mona@holistichandsbodywork.com

**Website:** www.holistichandsbodywork.com

**Facebook:** /holistichandsbodywork

**Company Bio:** Holistic Hands Therapeutic Massage & Bodywork believes that true wellness can only be achieved when we fully head in mind, body, and soul. I approach each massage session holistically, focusing on the body's integrative systems to promote physical, emotional, social, spiritual, and intellectual healing. As a skilled massage therapist, I partner with my clients to develop individualized care plans. Each plan is tailored to your specific needs at the time of your appointment, which means no two bodywork sessions are ever the same. My goal is to provide my clients with a relaxing, restorative experience while reducing their mental and emotional stress and anxiety, physical dysfunction, and discomfort, ultimately breaking the cycle of pain through massage. Whether you are looking for a relaxing massage, help with a specific area of pain, injury, or discomfort, or a combination of all the above, Holistic Hands Therapeutic Massage & Bodywork will help you restore through therapeutic massage.

### Veterans Best Power Washing

*John Bobetich*

**Address:** 849 Woods Rd, Pasadena MD

**Phone:** 410-800-8086

**Email:** j.bobetich@yahoo.com

### Locust Lodge Assisted Living

*Brosemary Desmond*

**Address:** 184 Meadow Rd, Pasadena MD

**Phone:** 410-274-1140 | **Fax:** 410-255-8999

**Email:** RDesmond13@gmail.com

**Website:** www.LocustLodgeAssistedLiving.com

**Company Bio:** We are a 15 bed and 7 bed Assisted Living Facility located in Riviera Beach. We strive to have a home like environment for our residents to enjoy a quality of life as they age. I have been managing Assisted Living Facilities up and down the beltway for the last 23 years, and just recently purchased Locust.

### Jubb's Bus Servie, Inc./Wilson's Bus Service, Inc.

*Randall Jubb*

**Address:** 203 Holsum Way, Glen Burnie, MD

**Phone:** 443-871-5392

**Email:** RandallJubb@gmail.com

**Company Bio:** Family has been an Anne Arundel School bus contractor dating back to first contract in 1927.

### Magothy Builder Services, Inc.

*Tony Hagberg*

**Address:** PO Box 85, Pasadena, MD

**Phone:** 410-439-9472 | **Fax:** 410-439-0576

**Email:** magothybuilder41@aol.com

**Website:** www.magothybuilderservice.com

**Company Bio:** er41@aol.com Saving the bay, everyday. Our company does sediment control and are erosion control specialists.

### Signarama Glen Burnie

*Jonathan Herrera*

**Address:** 117 Roesler Rd, Glen Burnie, MD

**Phone:** 410-761-1444

**Email:** cas@sargb.com

**Website:** signarama.com/locations/md-glen-burnie/

**Facebook:** /signaramaglenburnie

**Twitter:** /SARGlenBurnie

**Company Bio:** Signarama Glen Burnie is your full service sign center. We use the latest technology and highest quality products to produce custom signs for your business. We can make the perfect signs to advertise your products or to inform your customers, while keeping the image of your company in mind. Signarama Glen Burnie can custom make any type of sign for your business including: ad specialty items, banners, box signs, channel letters, custom graphics, custom logos, digital graphics, signs, directory signs, individual letters and more!



## Upcoming Ribbon Cuttings

May 3rd, 2023 | 11AM  
**Kurtzs' Beach**  
 2070 Kurtz Ave, Pasadena

Come out in support of a business who has been a major part of Pasadena for 90 years. After the ribbon cutting, please stay to join us for the May General Membership meeting. (Reservation Required for Membership Meeting)

**\$22.00** with reservation by Friday, April 28th, 2023

**\$27.00** is reserving after Friday, April 28th, 2023



### RIBBON CUTTING | Dickey's Barbeque Pit

We held a Ribbon Cutting for Dickey's Barbecue Pit in Lake Shore Plaza in March. We were able to do it on Steve's birthday so that made it even more special. Steve received citations from the County Executive's office, Councilman Volke, AA Economic Development Corporation and the PBA. We welcome them to the Pasadena Business Community and the Pasadena Business Association.

## LEGISLATIVE DAY IN ANNAPOLIS

On Thursday, March 16th, members of the Pasadena Business Association attended Legislative Day in Annapolis. This event, typically a PBA annual tradition, was the first Legislative Day in a few years due to the Covid pandemic.



Upon arrival, participants were greeted by Delegates Nic Kipke, Brian Chisolm, and Rachel Munoz. Over breakfast, the delegates explained that this was Crossover Week, which is the busiest week of the legislative session. During this time bills are debated and amended before going up for vote. PBA members were able to ask questions of the delegates about some of the larger bills that were going for vote that day.

Participants were then led over to the state house where they were briefly able greet Senator Brian Simonnaire before heading to the House chamber to watch a portion of the legislative session. A guided tour of the State House followed. The session ran later than expected so most of us did not have time to climb the steps to the dome but will do it another time. Be sure to sign up to attend next year!



# Website & Technology Class



The PBA Website and Technology committee is having our second workshop to help you establish your online digital footprint. Last time we went over Facebook marketing. This time we will discuss how to optimize your business Google maps listing, commonly called the "Map Pack" results. When people search for businesses, the first thing that usually shows up in the results is the Google Maps results. We will go over not only the importance of being found here, but also ways to optimize your listing so you can show up in the map pack. The map pack is where 86% of people searching online go to find a local business.

Come out to learn how you can improve your chances of showing up in the map pack on June 1st from 1 - 3 at Perfection Title. Members are free and non members pay \$15.00.

## Why Membership is Important to Him

**Subject #1** - Member Spotlight for March: As a result of my member spotlight in the March PBA newsletter, a past client who has mutual friends of mine and that I consider a friend, contacted me for a house purchase that he was putting a contract on from an estate for sale by owner (FSBO). I just settled on that property last Friday. I also got a future customer from this transaction because the seller is a close family friend of my buyer friend/client and is a manager at a bank. The top of mind awareness of being in March's newsletter really helped me.

If you attend a Networking Mixer you can have the opportunity to win the spotlight for your business.



**Subject #2** - I passed a new PBA member a referral that resulted in a job he landed. Our new member John Bobetich who owns Veterans Best Powerwashing was available to do a Powerwashing job that I was called on. I could not handle the job due to my truck being in the shop so I turned John onto that referral to me. He went out to powerwash a house that was just listed for sale. My friend who does interior carpet cleaning reached out to me for the powerwash from a brand new realtor client who called on him. I made him look good to his client by having a reliable resource to refer to him. So even if two people are competitors in PBA, they can refer work the other cannot do.



# PBA MEMBERSHIP DIRECTORY & COMMUNITY GUIDE

It is once again time for the PBA to put out a request for bids for the printing of the PBA membership directory.

The Bid will be based on a Directory of 68 pages and 72 pages for a term of two years. Since the number of pages will vary from year to year, the final cost of the Directory will be adjusted to reflect the actual number of pages.

The Bid covers the two requirements to produce the Directory: Design/Layout and Printing. Links to Specifications and Contracts for each are below in this packet and you must place one bid that includes both Design/Layout and Printing.

To facilitate this process, **two copies of the Agreement of Terms and Conditions (link below) should be filled out with your total annual cost and signed.** As soon as the Board votes, the contract will be counter-signed by an officer of the Association and a signed copy returned to you immediately, if your bid is accepted.

**The bidding deadline is April 21, 2023. NO bids will be accepted after the deadline.**

## DIRECTORY ADVERTISING

We need your help to again produce the Membership Directory and Community Guide Advertising prices are very reasonable so please take an ad out for your business.

The directory is free to the public and placed in member businesses for the community to pick up. We also hand them out at all of our events. The Directory is also on the website. If you are interested the form is on the website, or you can send an email to [pasadenabusinessassociation1@verizon.net](mailto:pasadenabusinessassociation1@verizon.net) and we will send you the form.

If you have advertised in the past a form and copy of your ad will be mailed to you. You can pay on the website if that is easiest.

**Please check your online listing as this is the information used for the directory.**

## FULL COLOR RATES:

Inside Back Cover	7.5" x 10"	\$900.00
Inside Full Page	7.5" x 10"	\$700.00
Cover Logo	1.5" x 1" (Approx.)	\$300.00
Half-Page Color	7.5" x 5"	\$385.00

## BLACK & WHITE RATES:

Full Page	7.5" x 10"	\$425.00
Half-Page (V)	3.625" x 10"	\$250.00
Half-Page (H)	7.5" x 4.875"	\$250.00
One-Sixth Page (V)	2.35" x 4.875"	\$110.00
One-Sixth Page (H)	4.845" x 2.35"	\$110.00



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# Annual

PASADENA BUSINESS ASSOCIATION'S



**FREE!**

**FREE!**

# Festival!

Saturday, May 20th, 2023

10am - 2pm

Riviera Beach Community Park

*Come have fun at our family friendly community event!*

- Games and Activities for the kids
- Vendor Demos
- Special Offers



[pasadenabusinessassociation.com](http://pasadenabusinessassociation.com)

**SHOP  
PLAY  
BROWSE  
MEET & GREET**

**Questions:** Contact Shop Local Committee Chairs

**Rickie Bender**, The UPS Store 6913  
410.437.6915 - rickietiky1@gmail.com

**Mike Dacre**, HomeTown Exterior House Cleaning  
410.952.2997 - hometowncleaner@gmail.com



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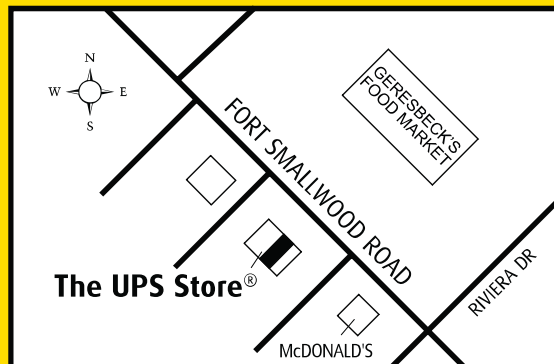
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