



EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

May 2023

Website & Technology Class

Second of a Quarterly Series of Marketing Events

Join us for an interactive workshop on making sure your business is being found online!

**Thursday
June 1st, 2023
1pm - 3pm**



Perfection Title 8585 Fort Smallwood Rd, Pasadena

This time around, the workshop will be on how to optimize your Goggle Maps business listing. Being found on Goggle local search is extremely important for any local small business. Optimizing your Goggle Maps business listing is extremely important in being found in the local search results.

56% of local businesses have not claimed their Goggle Maps business listing,

Are you on of the 56%? If so, the first step is to claim your listing

A link to the instructions for how to claim your listing can be found on the workshop event page on the PBA website.

If you want to show up in the "map pack" local search results, then you will not want to miss this workshop.

Optimizing your Goggle Maps business listing is crucial in showing up in the map pack.

Getting your business found in the local search results will help your business results in a major way, This workshop will get you moving in the right direction in being found in the important map pach search results.

Bring your laptop so you can optimize your listing at the workshop!

This presentation is free to PBA Members. | \$15 for non-members

If a non-member decides to join the PBA while at the workshop, the \$15 can be used towards the first year's membership dues.

Register at:

**www.pasadenabusinessassociation.com Email pasadenabusinessassociation1@verizon.net
or Call: (410) 360.4PBA (4722)**

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✉ PO Box 861, Pasadena, MD 21223

☎ (410) 360-4PBA

@ PasadenaBusinessAssociation1@verizon.net

🌐 PasadenaBusinessAssociation.com

June General Membership Meeting

Wednesday, May 7th, 2023 | Noon

Where: The Rumor Reel, 1701 Poplar Ridge Rd., Pasadena

Speaker: Scholarship Awards

\$22.00 with reservation by Friday, June 2nd, 2023

\$27.00 is reserving after Friday, June 2nd, 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.

April General Membership Meeting RECAP

The April General Membership Meeting was held at Twains Tavern. School Board member Corrine Frank talked to the members about school issues such as redistricting etc. We thank Corrine for taking time out of her busy schedule to update us. We also thank Twains Tavern for the delicious lunch. Our Vice President Paulette Morris presented a plaque to Angela Balsamo, Coffee News for her many years as secretary of the PBA.



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New Members

McCully, Polyniak & Collins Funeral Home

Address: 3204 Mountain Road, Pasadena MD

Phone: 410-255-2381 | Fax: 410-255-2604

Email: jfcollins@comcast.net

Website: www.McCullyFuneral.com

ABC Daycare

Jennifer Zulka

Address: 140 Meadow Rd, Pasadena, MD

Phone: 443-694-1784

Email: jenniz15@verizon.net

Company Bio: Child Care Provider in Riviera Beach. License #258523 Pre K Curriculum, Monday - Thursday nightly and weekend. All snacks, & activities included. Quality care at affordable prices.



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Each Office Independently Owned and Operated



Newsletter Advertising

If you would like to put a 2 x 3 1/2 business card or ad in the PBA monthly newsletter, like those you see in this newsletter, the cost is \$30/per issue. The newsletter is printed as well as emailed to the membership. We do ask for a 6 month or 1 year commitment so we don't delay printing waiting on ads each month. Space is limited, so let us know.

Newsletter ads are \$180 for six months or \$360 for the year.



Sherwin Williams

We hosted a Ribbon Cutting along with the Anne Arundel Chamber for the new Sherwin Williams Paints in Pasadena. Delegates Kipke and Munoz presented a citation on behalf of the 31 Delegation. Sarah Gannon presented a citation on behalf of Councilman Volke. Jill Porter represented the Anne Arundel Economic Development Corporation. Heather Frees presented a citation on behalf of the Pasadena Business Association. Thanks to everyone who came out in support of Sherwin Williams and to welcome them to the Pasadena Business Community and the Pasadena Business Association.



PBA MEMBERSHIP DIRECTORY & COMMUNITY GUIDE

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 and we will send you the form.

If you have advertised in the past a form and copy of your ad was 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

Multi Chamber Networking Breakfast

What a great turnout for the breakfast. This is an opportunity for our members to network with Chamber members. There were 120 business members in attendance. WE do this in April of every year so plan on joining us.



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SAVE THE DATE



**Proceeds go to Community Assistance
Keep an eye out for more details in upcoming newsletters!**

FREE SALES STAFF!



*Make new connections
at the*

PBA Referral Group

Join us the 2nd & 4th Wednesday of each month
8:30am

at the

Second Alarm Brewhouse

8510 Fort Smallwood Rd., Pasadena MD 21122

The Leads Group is industry specific, so claim your spot now

Wouldn't it be great to have a marketing team selling your products and services without having to put them on your payroll? Of course it would! Consider joining the PBA Referral Group. We meet for an hour at 8:30 am every 2nd and 4th Wednesday of the month at Second Alarm Brewhouse. We pass referrals, share networking opportunities, training seminars, events and anything that will help grow our businesses. One of our members is showcased at each meeting. The group is category-exclusive and membership is on a first-come, first-served basis. This is a benefit of PBA membership and each member must be in good standing to participate. We are eager to build our network and welcome caterers, photographers, CPA's, attorneys, sign companies, home-based businesses, and home improvement contractors to visit our referral group.

Feel free to contact Alyssa Jones of Growth of the Phoenix at (410) 417-7104 or contact@gotp.net for more information.
We look forward to doing business with you!

Pasadena Business Association Scholarship Fundraiser

Pasadena Business Association Members put the FUN in FUNdraiser!!

The Annual PBA Scholarship Fundraiser for 2023 was held on April 15th at The Rumor Reel in Pasadena. We enjoyed a delicious buffet dinner, drinks, music, networking, silent auction & games of chance. A hearty thanks to PBA President & Scholarship chair, Heather Frees, KW Real Estate who proved that you can mix business with pleasure when it's for a good cause. Thank you to everyone who attended. Thanks to all who donated Gift Baskets, Goods and Gift Cards for the Silent Auction & for taking a chance on PBA's famous "Cooler of Cheer". Thank you to PBA Board Member, Melissa Hosse, Century 21 Don Gurney, for creating a variety of Creative Gift Baskets for the "Drop in the Bucket" drawing. Heather Frees, KW Real Estate and Board Member, Tom Latta, Direct Mortgage Loans did a great job of manning the DITB table at the event.

Last but not least, PBA Scholarships would not be possible without the amazing support of our Sponsors:

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Heather Frees, Keller Williams Flagship of MD Real Estate
Arundel Federal Savings Bank
The TOM LATTA TEAM of Direct Mortgage Loans
Landmark Roofing
The UPS Store #1881 Lake Shore

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Councilman Nathan Volke
Kona Ice of NE Anne Arundel County
Pasadena Eye Care

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PBA has received many scholarship applications from students in our community. As you may know, those on the selection committee do not know the identity of those who apply so they are selected solely on merit and community work. Students who are selected to receive scholarships will be invited to the PBA Membership Meeting/Scholarship Awards Luncheon on June 7th (at the Rumor Reel). This is always a heartwarming event. It is awesome to hear about all the hard work & accomplishments of the students who are awarded PBA Scholarships, so bring tissues!!

Save the date and register at: www.pasadenabusinessassociation.com

Thank you Everyone, Thank you, Thank you, Thank you!! We can't say it enough!!



Cooler of Cheer

The PBA creates a cooler full of cheer annually for this event; including the cooler, various bottles of wine and alcohol, gift cards from local businesses and other various goodies to help raise money for the scholarship fund. This year the cooler was full to the brim with cheer and we need to thank everyone who helped bring that cheer to the cooler!

We also want to thank Tom Latta, Direct Mortgage Loans for donating the cooler and Corwell & Son Liquors for donating so generously. Thanks to Harbour Liquors for donating six bottles of wine, Jimmy T's for donating a bottle and Huff Insurance for their donation for the cooler of cheer.

Thanks to Kurtz's Beach for Wine on the Water Tickets, Ace Hardware for a Weber Performer Deluxe Grill, Delegate Nic Kipke for a VIP Tour of Historic State House and Luncheon for 4 with Delegate Nic Kipke, Mosquito Squad of Annapolis for a Barrier Spray Season, Idea Weaver Promotions for a Treat filler Koozie Backpack and \$100 Gift Card for promo products, Kurtz's Beach for Made in Maryland Festival Tickets, Haas & Sons Electric for a Maryland Cooler of Fun and Chance, Severna Park Elks for a Money & Scratch off Wreath. Thank you to The UPS Store #6913 in Riviera Beach for printing and donating the tickets. Melissa Gurney Hosse donated the baskets for the Chance Auction with donations from Sterling Walton, Donna McCumbie Jones handcrafted jewelry for one of the baskets. Thanks to Alibi's. Primo Pasta, Twains Tavern, and the Wingman for the gift certificates. We couldn't have done it without all of your help and support.





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"Great Businesses Making a Great Community"

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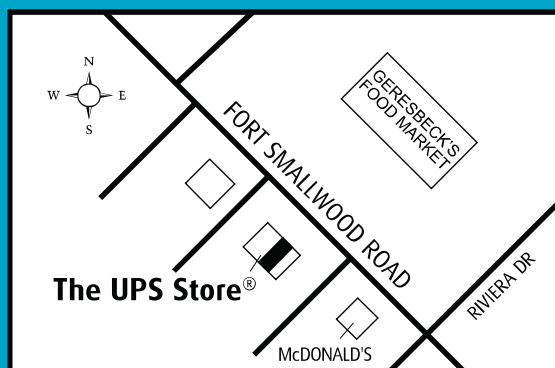
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