



EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

February 2024



P.O. Box 861 • Pasadena, MD 21123-0861
"Great Businesses Making a Great Community"



President's Message

I Love PBA. There...I said it!! Not only do I love being a part of the Pasadena Business Association, I love everything membership has to offer me as a small business owner.

I am thrilled to start my term as PBA President. My goal is to continue the good work of the leaders who came before me and empower all members (new and long time) to share their ideas to make PBA membership even better for all members.

There's a lot to look forward to in 2024. PBA Committees are already buzzing with activity as they plan Events, Community Involvement and Ideas to better serve the membership. Find out how you can get involved.

Here's a list of Committees with Chairperson/Contact info:

- ▶ Website & Technology Committee – Chairperson, Jerry Nicklow, Huff Insurance jerry@huffinsurance.com
- ▶ Membership Committee – Melissa Hosse, Century 21 Don Gurney melissahosse@gmail.com
- ▶ Veteran's Memorial Flag Site Committee – Dottie Snyder, Nature's Caretakers dotti89snyder@gmail.com
- ▶ Shop Local Committee – Mike Dacre, Perfection Title Mike@PerfectionTitle.com
- ▶ Finance & Bylaws Committee – Cortney Stitt, Clark & Anderson, PA cstitt@cacpas.net
- ▶ Legislative Committee – Tom Latta, Direct Mortgage Loans tlatta@directmortgageloans.com

A Co-Chair is needed for the Education Committee.

The activities of the Education Committee is to keep PBA Members informed on News involving our local schools to include Education Awards, School Supply Drives and more. If you are interested, Please contact me or email Sandi Parrish at: pasadenabusinessassociation1@verizon.net

I encourage everyone to take full advantage of your membership investment. Everyone refers business to those we know and trust. Get to know your fellow PBA members and help them get to know you. Not sure where to start? Contact me anytime to discuss ways you can get involved and how to get more exposure for your business.

Supporting each other in business and community, makes us all stronger.

Warmest Regards,
Paulette Morris, Idea Weaver Promotions, Inc. - 410.360.8882 - Paulette@ideaweaver.com

PBA MEMBERSHIP DIRECTORIES

*The new directories are here!! Pick up at next PBA meeting.
If you want some for your business and cannot attend a meeting
or event send an email to pasadenabusinessassociation1@verizon.net
and we will drop some off to you at your business.*

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Pasadena Business Association Officers**Executive Director**

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PasadenaBusinessAssociation1@verizon.net

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Idea Weaver Promotions, Inc.
Paulette@ideaweaver.com

Vice President

Tom Latta
Direct Mortgage Loans
tlatta@directmortgageloans.com

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Heidi Schmidt Creative
Heidi@heidischmidt.com

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cstitt@cacpas.net

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Keller Williams Flagship

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Mike Dacre - Hometown Exterior House Cleaning

Melissa Gurney Hosse - Century 21 Don Gurney

Dotti Snyder - Nature's Caretakers

Jerry Nickow - Huff Insurance

Sara deLeon - M&T Bank

Billy Garver - The UPS Store Lake Shore Plaza

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GENERAL MEMBERSHIP MEETING

Wednesday, March 6, 2024 @ Noon

Location: **Twain's Tavern**

8359 Baltimore Annapolis Blvd, Pasadena, MD 21122

Speaker: Leah Cluney, Arundel Federal Savings Bank - Fraud Talk

\$22.00 with reservation by Friday, March 1, 2024

\$27.00 if reserving after Friday, March 1, 2024



You can pay in advance for the luncheons or mixers by mailing your check to:
PBA, PO Box 861, Pasadena, MD 21123-0861, or you can register and pay on the website www.PasadenaBusinessAssociation.com by credit card, or you can email your reservation to Sandi at pasadenabusinessassociation1@verizon.net and pay at the door by cash or check.

WEBSITE SPONSOR OPPORTUNITIES

Are you interested in becoming a website or renewing your website sponsor? If so, it is a tremendous value at only \$600 per year (pro rated at \$50 per month if signing up mid year), your logo with a link back to your website will be located at the bottom of every page on our website.

Then there is an SEO help to your website as well. With your membership, you get a listing with one link back to your website. This is a great value for the relatively low cost of a PBA membership. But as a website sponsor, you will have a link back to your site on EVERY page on our website, including blog posts. So that is at least 75 additional links and growing as we grow the page and blogs. Another great value at \$600 for the year.

www.PasadenaBusinessAssociation.com

January Membership Meeting RECAP



Our **January General Membership Meeting** was held at the newly renovated Rumor Meal. If you haven't had a chance yet, please check it out. We had those running for officer and board seats speak for a few minutes about themselves. Nancy Nicklow, Huff Insurance (winner of the December Biz Card Drawing) gave a short presentation to our members. This is a great venue to get to know other PBA members.

New Members

Prime Plumbing

Tom Shrum
7617 Baltimore Annapolis Blvd
Glen Burnie, Maryland 21060
Phone: 443-741-1129
E-mail: toms@primeplumbingmd.com
Website: primeplumbingmd.com
Categories: Plumbing, Septic Systems

Coastal Kitchen & Bath llc

Adrian Florio
504 Baltimore Annapolis Blvd
Severna Park, Maryland 21146
Phone: 410-320-4614
E-mail: Coastalkitchenbath23@gmail.com
Website: Coastaldesign23.com

Company Bio: Coastal Kitchen&Bath is a design and supply store in Severna Park MD. We supply a good to great quality product for your future projects. Closest design and supply is now available if you are looking for a custom built walk-in and organized space. Our products include cabinets, flooring, countertops, tile, and much more.
Coastal Kitchen Bath
Category: Kitchens

NEWSLETTER ADVERTISING

If you want to be a newsletter sponsor please let us know. Due to the cost of paper, printing, etc. we have to raise the pricing for 2024.

They will be \$300 for six months or \$500 for the year. Newsletters are printed and mailed monthly. Please let us know as quickly as possible if you want to be included in 2024.

www.PasadenaBusinessAssociation.com

New Members

Orrstown Bank

Jutta Flett, Branch Executive Officer
8108 Jumpers Hole Road
Pasadena, MD 21122
Mobile: 443-578-5836
Email: jflett@orrstown.com
Website: www.orrstown.comCompany

Company Bio: In 1919 in the small town of Orrstown, Pennsylvania, a group of community leaders saw the need to form a bank to meet the financial needs of the citizens of the town. Nearly 100 years later, Orrstown Bank has grown to be one of the most successful, influential community banks in the region while never losing sight of its original mission. Today, Orrstown Bank is headquartered in Shippensburg, Pennsylvania and continues to provide a full range of consumer, business, and wealth management services to its neighbors. We get to know our customers and our customers know they can count on us. That's important to us. We greet you by name and are never too busy to take care of you. Until 1981, Orrstown Bank only had one branch office. Since then, Orrstown Bank has grown to 31 banking offices and 3 loan production centers conveniently located throughout 8 counties in Pennsylvania and Maryland. Now, with nearly \$2.5 billion in assets, Orrstown Financial Services, Inc., which is the parent company of Orrstown Bank, is one of the largest independent community banks headquartered in the region and is publicly traded on the NASDAQ market under the symbol ORRF. If you are looking for a bank that is small enough to know you by name yet large enough to provide you with the products and services you need to achieve your financial goals, we invite you to stop by and get to know us.

Category - Banking



www.PasadenaBusinessAssociation.com



www.PasadenaBusinessAssociation.com

Visit us on Facebook www.facebook.com/pba.md

The first PBA Shop Local meeting of 2024 was held on Jan. 23rd at the office of Perfection Title. Thank you to everyone who attended and shared ideas.

Topics discussed:

- Spring festival held in Chesterfield Park in Pasadena, Tentative dates are Saturday 5/11 or 5/18.
- Trade Show possibly mid-Summer at one of the area Fire Halls.
- PBA Shop local reusable grocery bags with PBA member logos included on bags.
- PBA involvement in various community events. Alyssa Jones, GOTP is putting together a list of events and a sign-up for those who would like to get involved.
- Ideas on how to promote PBA events and it's members with the community.

Details will be shared on the above as soon as they become available. Are you interested in getting involved with the PBA Shop Local Committee? Contact us for meeting dates or if questions.

PBA Shop Local Committee Chairs

Mike Dacre, Perfection Title Mike@PerfectionTitle.com

Paulette Morris, Idea Weaver Promotions, Inc. Paulette@ideaweaver.com

2024 PBA LEGISLATIVE DAY IN ANNAPOLIS



Wednesday, March 13th

More details coming soon on where and what time we will meet to carpool to Annapolis. Wear comfortable shoes. A Lite Breakfast will be provided when we meet our Delegates and Senator. They will give us an update on the legislative session and talk about any concerns we may have. There will also be a tour of the State House and we will sit in the gallery and watch the action on the legislative floor. Limited to 30 people.

Register at: www.PasadenaBusinessAssociation.com



SLATE OF OFFICERS & BOARD MEMBERS FOR 2024

President

Paulette Morris, Idea Weaver Promotions, Inc.

Vice President

Tom Latta, Direct Mortgage Loans

Treasurer

Cortney Stitt, Clark & Anderson, PA

Secretary

Heidi Schmidt, Heidi Schmidt Creative

Board of Directors - Newly Elected**Mike Dacre**

Hometown Exterior House Cleaning

Sara de Leon

M&T Bank

Billy Garver

The UPS Store #1881 Lake Shore Plaza

Alyssa Jones

Growth of the Phoenix (GOTP)

Fulfilling their 2nd year of the 2 year term**Melissa Gurney Hosse**

Century 21 Don Gurney

Dotti Snyder

Nature's Caretaker's, LLC

Jerry Nicklow

Huff Insurance



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PAULETTE MORRIS
President

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2024 DUES ARE DUE

*If you did not receive an invoice
please email the PBA Office and
we will invoice you from the website,*

pasadenabusinessassociation1@verizon.net

*Or you can send a check to PBA,
PO Box 861, Pasadena, MD 21123*

Dues are based as follows:

1-5 employees and non profit = \$150

6 – 20 employees = \$180

20+ employees = \$230

www.PasadenaBusinessAssociation.com

Website & Technology

The website and technology committee is off to a fast start. We have a couple of things going on to kick off February for our members.

First – We are speaking at the February 7th PBA general membership meeting at Beefalo Bobs. We will lay out our plans for 2024 and as for your feedback for our 2024 workshops. We want to take the time to listen to what you want to learn about to make your business more successful. In 2023 we hosted 3 workshops that were well attended. These were: Social Media For Small Business, Optimizing Your Google Maps Listing To Be Found Online, and The Introduction to Artificial Intelligence Tools.

Second – The day after the membership meeting, February 8th, we are hosting our first workshop of 2024. That workshop will focus on 2024 Marketing Content Planning. Heidi Schmidt, Heidi Schmidt Creative will offer up her expertise and provide tools and tips on how to supercharge your marketing efforts for 2024. This will be another valuable workshop for our members and we hope to see you there. Registration is open on the PBA website. www.PasadenaBusinessAssociation.com

Our goal is to help add value to your membership to the PBA by providing you with the tips and tools to enhance your marketing efforts. If you have any questions on the workshops, or just want to talk about marketing strategies or tools, please feel free to set up a time to meet or talk by going to www.jerrynicklow.com

Thank You – PBA Website & Technology Committee

Jerry Nicklow, Huff Insurance



MARCH NETWORKING MIXER RUMOR MEAL

4730 Mountain Rd #4, Pasadena, MD 21122

Thursday, March 14th ~ 5:00 - 7:00 pm

\$25 for PBA Members Prepaid by Friday, March 8th.

\$30 after that date or at the door

\$30 non-members (\$35 after the 8th & at the door)

Register online, pay with credit card or mail check to PBA, PO Box 861, Pasadena MD 21123-0861 or register by email at: pasadenabusinessassociation1@verizon.net and pay at the door.

Payment at the door must be cash or check.

