



# EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

July 2023

## August General Membership Meeting



**Wednesday, August 2, 2023 | Noon**

**Location: Rumor Meal**

**4730 Mountain Rd #4, Pasadena, MD 21122**

**Speakers: PBA will draw 10 names out of the hat at the meeting for 2 minutes to talk about their business.**

**\$22.00 with reservation by Friday, July 28, 2023**

**\$27.00 if reserving after Friday, July 28, 2023**

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 by credit card, or you can email your reservation to Sandi and pay at the **door by cash or check.**

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

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### PBA Website and Technology Committee

**Google Presentation RECAP** - Jerry Nicklow, Huff Insurance  
The PBA Website and Technology committee conducted Google Business listing workshop on June 1<sup>st</sup>. It was the second workshop in our series intended to help our members improve their digital footprint. Being found online is extremely important for businesses in today's world.

During the workshop, we went over the importance of claiming and optimizing your Google Business listing. Google is the most visited website and the most used search engine in the world.

We had 15 attendees and several attendees made significant improvements to their listings during the 2 hour workshop. It was a great hands on workshop.

We want to put together another workshop for this quarter and need to get your feedback. What would you want to learn about, or need help with in regards to digital marketing? Our first two workshops covered Basic Facebook marketing and Optimizing your Google business listing.

Here is a link to a brief survey to let us know what you want to learn about.

<https://www.pasadenabusinessassociation.com/PBA-Marketing-Topic-Survey/>

You can also email me at [Jerry@huffinsurance.com](mailto:Jerry@huffinsurance.com) with any suggestions.

Thank you and have a great summer.

## Website & Technology

## Pasadena Business Association Officers

### **Executive Director**

Sandi Parrish

PasadenaBusinessAssociation1@verizon.net

### **President**

Heather Frees

*Keller Williams Flagship*

HeatherFreesRealtor@gmail.com

### **Vice President**

Paulette Morris

*Idea Weaver Promotions, Inc.*

Paulette@ideaweaver.com

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Lisa Hart

*Arundel Federal Bank*

LHart@arundelfederal.com

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*Clark & Anderson, PA*

cstitt@cacpas.net

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Melissa Gurney Hosse - *Century 21 Don Gurney*

Leslie Matthias - *Shore United Bank*

Tom Latta - *Direct Mortgage Loans*

Dotti Snyder - *Nature's Caretakers*

Jerry Nicklow - *Huff Insurance*

Heidi Schmidt - *Heidi Schmidt Creations*



PO Box 861, Pasadena, MD 21223



(410) 360-4PBA



PasadenaBusinessAssociation1@verizon.net



PasadenaBusinessAssociation.com



## KURTZ'S BEACH RIBBON CUTTING

We were honored to hold a 90<sup>th</sup> Anniversary Ribbon Cutting for Kurtz's Beach on May 3<sup>rd</sup> before the General Membership Meeting. This was amazing to be in business 90 years. Senator Sinonaire, Delegates Kipke and Chisholm, Sara Gannon representing Councilman Volke, Anita Dewling representing AA Economic Development Corporation, and Heather Frees PBA President all presented citation to the Kurtz family.



## MAY GENERAL MEMBERSHIP MEETING RECAP

Our District 31 Delegation gave the members an overview of the session. Senator Simonaire, Delegate Kipke and Chisholm gave the members an opportunity to ask questions and express their concerns.

This is always a very informative meeting.



## New Members

### Absolute Environmental Solutions

Crystal Ward

Address: 708 Hamlen Rd, Glen Burnie, MD 21061

Phone: 410-302-9873

E-mail : [cward.aes@outlook.com](mailto:cward.aes@outlook.com)

Company Bio: We do oil tank installations and removals, chemical remediation, offer confined space rescue, Hazmat cleanup etc. We have been open since March 2020 and some of our clients were The Naval Academy, BGE, Domino Sugar and the University of Maryland.



**ACE Hardware & Hearth**

4167 Mountain Road  
Lakeshore Plaza  
410.437.4300  
[acehardwareandhearth.com](http://acehardwareandhearth.com)

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Pasadena, MD 21122

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[keithclarkhomes@gmail.com](mailto:keithclarkhomes@gmail.com)  
[www.KeithClarkHomes.com](http://www.KeithClarkHomes.com)

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.

## New Members

### BRC Roll Off & Recycling

Christine Richardson

Address: 7076 Timberfield Place, Curtis Bay, MD 21226

Phone: 410-707-2404, Cell: 401-707-2404

E-mail : [crichardson@brcmd.com](mailto:crichardson@brcmd.com)

Company Bio: Recycling and hauling services and roll-off construction dumpsters. All debris is recycled in our recycling center, sorted and processed using responsible stewardship. We are LEED certified, Certified by the MD Dept of the Environment and committed to helping to save our planet.  
<https://www.facebook.com/BaltimoreRecycling>

### McCully Polyniak & Collins Funeral Home

John and Ashley Collins

Address: 3204 Mountain Road, Pasadena, MD 21122

Phone: 410-255-2381, Cell: 410-585-5720, Fax: 410-255-2604

E-mail : [jfcollins@comcast.net](mailto:jfcollins@comcast.net)

Website: [McCullyfuneral.com](http://McCullyfuneral.com)

Company Bio: Funeral Services

### PYY Marine

Martin Bentz

Address: 1132 Pasadena Yacht Yard Road, Pasadena, MD 21122

Phone: 410-255-1771, Cell: 410-456-7580

E-mail : [mebentz@gmail.com](mailto:mebentz@gmail.com)

Website: [www.pyymarine.com](http://www.pyymarine.com)

Company Bio: PYY Marine is an authorized Cape Horn, Yellowfin, Premier, and Jupiter boat dealership serving the Pasadena area. We are proud to carry a large selection of new and pre-owned inventory. When you are ready to invest in a new boat, our friendly and knowledgeable sales, financing, service, and parts departments are prepared to make sure your experience is outstanding, from assisting while you're making your choice to ongoing maintenance and customization. At PYY Marine, we value the opportunity to create a long-term relationship with our customers, and we do that by giving you the best customer service available.

## New Members

### Courembis-JonesHBFortSmallwood, LLC T/A The Human Bean

Glenn Jones

Address: 8553 Fort Smallwood Road, Pasadena, MD 21122

Phone: 240-223-1088 (Store #), Cell: 410-829-3844

E-mail : [humanbeanpasadena@gmail.com](mailto:humanbeanpasadena@gmail.com)

Company Bio: With a passion for creating happy "Human Beans", the company's drive-thru's around the U.S. have established a reputation for friendly baristas, high-quality coffee and innovative flavors. The Human Bean opened its first drive-thru espresso stand in Ashland, Oregon in 1998, and currently supports over 300 locations open or under development in 25 states. Our Pasadena location, the first Human Bean to open in the State of Maryland, is locally owned. We are currently looking for other locations to open in and around Anne Arundel County.

Website:  [\(Google\)-The Human Bean-Pasadena, MD](http://(Google)-The Human Bean-Pasadena, MD)

### Muñoz & MacKenzie

Rachel Muñoz

Address: 7 Riggs Avenue, Severna Park, MD 21146

Phone: 410-541-0269

E-mail : [Maria@munozmackenzie.com](mailto:Maria@munozmackenzie.com)

Website: <https://munozmackenzie.com/>

Company Bio: At Muñoz & MacKenzie, we specialize in bringing the law to your corner. We will work with you every step of the way to make sure that you understand the choices you are making and feel empowered to make them. We focus on estates & trusts - planning & administration - to provide you with the expertise you need to make the right decisions about your future.

**This newsletter was designed by:**



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President

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**[www.ideaweaver.com](http://www.ideaweaver.com)**

## Networking Mixers



**Weds, July 26th ~ 5-7pm**

**Alibi's Bar & Grill**

7935 Elizabeth Road  
Pasadena, MD

\$25 for PBA Members Prepaid by Friday, July 21st  
\$30 after that date or at the door \$30 non-members  
(\$35 after the 21st & at the door)

Lite Fare & Non-Alcoholic Beverages included

[www.PasadenaBusinessAssociation.com](http://www.PasadenaBusinessAssociation.com)



**Thursday, August 17th ~ 5-7pm**

**Twain's Tavern**

8359 Baltimore Annapolis Blvd.  
Pasadena, MD

\$25 for PBA Members Prepaid by Friday, Aug. 11th  
\$30 after that date or at the door \$30 non-members  
(\$35 after the 11th & at the door)

Lite Fare & Non-Alcoholic Beverages included

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## Does Public Speaking Scare You?

If you answered yes, you are not alone. It has been said that most people are more afraid of public speaking than death. Whether you will be speaking for 45 minutes or sharing a 2 minute message, the basic formula is the same. You can get started or improve the communication skills you already possess with the following steps.

**Create an Outline for your message:** The first step in overcoming a fear of public speaking is to identify two or three key points you wish to communicate. Keep your target audience in mind. Do they already know you or is this a new audience? What are their needs? Your message should include **WIIFM Factor** (What's in it for me) for your audience. In other words, what service or information do you have to offer that will benefit your audience.

**Practice Practice Practice:** Think of your speaking skills as a muscle. The more you use it, the stronger it becomes. Rehearse your speech in a low-pressure environment. Excellent places to practice are PBA meetings & Lead Groups, Local Toastmasters meetings or with fellow Business Associates. Ask for feedback. Practice will also help you get the timing right. Once you are comfortable speaking in front of small groups, you will be ready to step out of your comfort zone and present your message to larger audiences.

### **Flex all your Communication Muscles:**

Improving speaking skills are not just for professional speakers. Whatever our profession is, we all benefit from being competent in communicating our message to others. Becoming a better speaker also improves our listening & writing skills. Consider this a positive side-effect!

I look forward to seeing you (and hearing you) out there soon!!

**Paulette Morris, PBA Vice President ~ Idea Weaver Promotions, Inc.~ Distinguished Toastmaster**

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## **25<sup>th</sup> Annual Educational Excellence Award Ceremony** - Mike Dacre, Perfection Title, LTD

This was my first time attending this annual event that recognizes the teachers of A.A. County Public Schools for their work throughout the year. These educators are nominated by the staff at each school with a first and second choice. The Principal at that school puts their name forward to the Board of Education. This year, PBA sponsored Jacobsville Elementary School and Jamie Hudgins a 5<sup>th</sup> grade teacher was the recipient of the award from that school. In addition to recognizing Jamie, Principal April Umile was with her as she received her award.

The Northern Anne Arundel County Chamber of Commerce is the organization who orchestrates the event with many area businesses and organizations that sponsor the recipient. I had the honor of accompanying Sandi Parrish who was also in attendance. In addition, many PBA members were also there who individually sponsored teachers from the various schools. Huff Insurance, Coffee News, Arundel Federal Savings Bank, and The Bank of Glen Burnie we're representing.

It was nice to see many other business owners I've met over the years as well at this event. My wife is a former AACPS employee who worked in the administration and it was great to see one of her co-workers as well as her husband who was also a recipient of this award from his school Brooklyn Park Middle School

Congratulations to all of the winners of this award and for a job well done!





Come enjoy a day of good food, fun and golf including a light breakfast of scratch made donuts from Geresbeck's Food Market, hot dogs on the turn donated by Geresbeck's Food Market and lunch catered by Chesapeake BBQ. (Pit Beef, Ham, & Turkey cooked & sliced on site).



Event proceeds benefit the PBA Community Assistance Fund:

- 5th Grade Straight A Lunch
- School Supply Drive
- Educational Excellence Awards
- Tree Lighting Ceremony
- A Child's Christmas
- Caring & Sharing Parade
- Friends of Downs Park Donation
- Friends of Hancock's Resolution
- National Night Out
- Veterans Day Ceremony
- Flag site at Rt. 100 & Mt. Road (Maintenance and Flags)

**Prizes Awarded For:**

First, Second and Last Place  
Longest Drive (Men & Women)  
Closest to the Pin  
Putting Contest

**Individual \$150**

**Foursome \$595**

**Corporate Sponsor \$695**  
(Includes 4 Players and a Tee Sign, name displayed in program and on all PBA Signage at the event, recognition at the awards lunch)

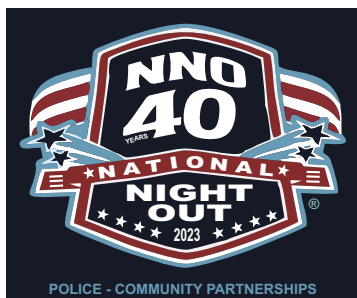
**Tee Sign Sponsor \$150**  
(Name and logo prominently displayed on a professionally designed Tee Sign by Sign Central and recognition in the program)

**Sponsorships \$450**

**Hospitality Sponsors \$450**  
Beverage Cart (2)  
Breakfast Sponsor  
Closest to the Pin  
Lunch Sponsors  
Longest Drive – Men & Women's  
(Recognized by sign on table, program, awards lunch)

**Putting Contest - \$500.00 (1)**  
Ability to place tent on putting Green

For more information or to donate a golfer prize  
[www.PasadenaBusinessAssociation.com](http://www.PasadenaBusinessAssociation.com)



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**ANNE ARUNDEL COUNTY EASTERN DISTRICT  
NATIONAL NIGHT OUT**

**Tuesday, August 1st ~ 6-8 pm**  
**\*\* NEW LOCATION \*\***

**Kinder Farm Park**  
**Free to the Public - Rain or Shine**

## SCHOLARSHIP AWARDS



*Our Scholarship Awards Ceremony was held on June 7<sup>th</sup> at The Rumor Reel. We had 6 High School Seniors and 4 8<sup>th</sup> grade winners.*

Madison Farrelly received the Ed Lauer Scholarship. Ed Lauer was a founding member and first president of the Pasadena Business Association 37 years ago.

Natalie Janouris received the Isabel Shipley Cunningham Scholarship. Isabel wrote the PBA History Books, (Between Two Rivers and The Pasadena Peninsula).

Navaya Taylor received the Debi Smigovsky Grim Scholarship award which honors Mrs. Grim, who owned Aegis Title and founded the Pasadena Business Association Education Committee and A Child's Christmas many years ago.

The PBA wishes them the best as they enter their college years.

Our 8<sup>th</sup> Grade recipients were Daniel Cox, Seth Greer, Ryleigh Sandidge, and Eric Permisohn.

We wish them the best as they enter High School.

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### **GOLD SPONSORS**

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Landmark Roofing  
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### **SILVER SPONSORS**

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

### **BRONZE SPONSORS**

Randy & Lisa Hart  
Idea Weaver Promotions, Inc.  
Mt. Carmel Child Development Center



## **5<sup>TH</sup> GRADE STRAIGHT A LUNCH**

Our 5<sup>th</sup> Grade Straight A Lunch was a huge success. We had 77 students qualify for the event by making straight A's the first three marking periods. We need to give a big thank you to Two Rivers and their staff for hosting the events and feeding the students. We want to thank Wilson's Bus Service for picking the students up and returning them to school. We also need to thank Arundel Federal Savings Bank, Shore United Bank and Idea Weaver Promotions, Inc. for their donations. Each child went home with a backpack with goodies inside.



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