



EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

November 2023



P.O. Box 861 • Pasadena, MD 21123-0861

"Great Businesses Making a Great Community"

PRSRST STD
US POSTAGE PAID
MILLERSVILLE, MD
PERMIT No. 151

NOMINATING OF NEW OFFICERS AND BOARD MEMBERS

Dear PBA Members,

We are seeking nominations for our 2024 Officers and Board of Directors. We will be presenting the nominees at the December general membership meeting and the vote will take place at the January meeting. All officers must run again as that is a one year term..This year we will be filling four (4) vacancies within the board. Board is a two year term. Nominations will also be taken from the floor at the December meeting. To be considered, nominees must meet these criteria:

- Minimum two years in current position.
- Commitment to monthly board meetings. (Third Wednesday of the month at 8:30 am)
- Be willing to have active participation in PBA events (which includes Ribbon Cuttings and general membership meetings).
- Be available to chair or co-chair a committee.

This is a chance to shape our organization's future. Nominate yourself or a fellow member by December 6th via email at hfreerealtor@gmail.com. Your involvement is essential for our community's success.



Best Regards,
Heather Frees
Nomination Committee Chair
President of the Pasadena Business Association

DECEMBER GENERAL MEMBERSHIP MEETING



Wednesday, December 6, 2023 @ Noon

Location: Twain's Tavern Grill

8359 Baltimore Annapolis Blvd.

Pasadena, MD 21122

**We will draw business names from all who pre-register
and those businesses will have 2-minutes to speak at the meeting.**

\$22.00 with reservation by Friday, December 1, 2023

\$27.00 if reserving after Friday, December 1, 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.

www.PasadenaBusinessAssociation.com

Newsletter printed by:

 **THE UPS STORE**

THE OPEN 7 DAYS STORE

Visit us at:
(THE LAKESHORE PLAZA SHOPPING CENTER)
THE UPS STORE #1881
4157 MOUNTAIN ROAD
PASADENA, MD 21122

T: 410-437-9286

F: 410-437-9349

E: store1881@theupsstore.com

W: theupsstore.com/1881



HOURS:
MON - FRI 8AM-7PM
SATURDAY 9AM-5PM
SUNDAY 11AM-3PM



**All the products and services you need to
Be unstoppable. Visit our locally owned
location today for professional customer
service and friendly faces.**

- PRINTING
- COPYING
- BANNERS/POSTERS
- BLUEPRINTS/DRAWINGS
- INVITATIONS/NOTECARDS
- SCANNING DOCUMENTS/BLEUPRINTS
- PASSPORT PHOTOS
- SHREDDING
- FAX SERVICE
- NOTARY SERVICE
- MAILBOX SERVICES
- SHIPPING
- PACKING
- RETURNS (UPS, AMAZON)

 **THE UPS STORE**
be unstoppable

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

Secretary

Lisa Hart
Arundel Federal Bank
LHart@arundelfederal.com

Treasurer

Cortney Stitt
Clark & Anderson, PA
cstitt@cacpas.net

Board of Directors

Mike Dacre - *Hometown Exterior House Cleaning*
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



THE UPS STORE #1881
LAKE SHORE PLAZA
4157 MOUNTAIN ROAD
PASADENA, MD 21122
Tel: 410-437-9286
Fax: 410-437-9349
store1881@theupsstore.com
[www theupsstorelocal com/1881](http://www.theupsstorelocal.com/1881)



ACE Hardware & Hearth
4167 Mountain Road
Lakeshore Plaza
410.437.4300
acehardwareandhearth.com
\$5 OFF ANY \$20 PURCHASE



RE/MAX
Experience
Keith J Clark
REALTOR®
3820-H Mountain Road
Pasadena, MD 21122
Cell: (443) 623-3077
Office: (410) 255-0000
keithclarkhomes@gmail.com
www.KeithClarkHomes.com
Each Office Independently Owned and Operated





Keep an eye out for the PBA Christmas Party. Details coming soon.

Membership chairperson, Melissa Gurney Hosse, Century 21 Don Gurney is working hard to plan a fun event filled with food, games, prizes & networking!!

Crab Feast! RECAP



Thank you to everyone who attended the Pasadena Business Association's Crab Feast at Twain's in September. The food was delicious and the company even better!! Funds raised will go to support the maintenance of the American Flag on Mountain Road.

Event Chair: Dawn Rey
Mt. Carmel Child Development Center



www.PasadenaBusinessAssociation.com

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

Please keep your fellow PBA Members in mind when shopping for Goods, Services, Gift Cards & more this Holiday Season. It's more important than ever to "Shop Local" & "Support Local".

Together... we can keep our local businesses in business.



Keep an eye out for your dues statement in December.
Continue to enjoy Member Benefits & stay
connected with the Pasadena Business Association
by renewing by January 1st, 2024

Pay online: www.PasadenaBusinessAssociation.com

Or Call: 410-360-4PBA or mail check to: PO Box 861, Pasadena, MD 21223



4125 Mountain Rd, Pasadena



PLAZA WINE & SPIRITS RIBBON CUTTING

We hosted a Ribbon Cutting for Plaza Wine and Spirits new location and expanded store. Delegates Kipke and Chisholm were in attendance and presented a citation, PBA President Heather Frees also presented a citation on behalf of the Pasadena Business Association. Plaza Wine & Spirits offers wine by the glass (8 different wines on tap that rotate), 6 draft beers, and 4 spirits on tap offering flights of beer, wine or spirits also!! You can bring your own food, hang out, have a drink, and get discounts if you find something on the bar you like! Aside from the regular bar service, there are tastings every Friday and Saturday evening.

RECAP

October General Membership Meeting

The Pasadena Business Association General Membership Meeting was held at The Rumor Reel. We thank them for hosting the meeting. The food and service are always great.

We were able to meet the new Sheriff Everett Sesker. He explained the duties of the Sheriff's Department.



Website & Technology

Committee Update ~ November 2023

I want to thank all of those who attended the Artificial Intelligence (AI) workshop last month. It was a nice hour long Zoom webinar where we did an introduction to some basic AI tools that can be used in your business on a daily or weekly basis.

I am working on producing the video to distribute to those who registered and can make it available to our PBA members.

Thank you to Heidi Schmidt from Heidi Schmidt creative for co hosting the presentation and providing the recording for us to use.

Some of the tools we discussed were as follows. I went over some generative AI tools like ChatGPT (Free and Paid version for \$20 per month), Jasper that can be used to create website content as well as social media posts. Someone asked if ChatGpt could create a power point presentation. I had not used it like that before, but did a live experiment and ChatGPT created a 6 slide Power Point presentation. I did this with the paid version with a free slide generating plugin tool.

Heidi went into some details about the AI use in Canva for image generation and enhancement, providing us with some real time examples as well.

Heidi also talked about the importance of using the AI tools as a starting point for content generation. The generated content should be verified for accuracy and customized to match your brand style, tone and location.

They are great tools to use for brainstorming and creating ideas that can be used in many aspects of your business.

This wrapped up our workshop series for 2023. We look forward to hosting quarterly workshops in 2024 that will be designed to provide information and tools to help your businesses succeed. Alyssa, Heidi and I will start our planning for more incredible workshops for next year. Heck, we may even use some of the AI tools for our brainstorming sessions.....

As always, make sure you are following and interacting with us on Facebook. If your business has anything you want us to post about or want us to share a post from your business, please reach out to us. Committee member Alyssa Jones from Growth of the Phoenix does a great job with our Facebook page will make sure to get your post out there for the community to see.

Thank you all for a productive 2023 for the Website and Technology committee.

Jerry Nicklow
Huff Insurance
Website and Technology Committee Chair.

New Members

Celebrate Your Space

Amanda Biesel
 Business Address: 8168 Poinsett Terrace
 Pasadena, Maryland 21122
 Phone: 410-320-9422
 E-mail : amanda@celebrateyourspace.com
 Website: www.celebrateyourspace.com
<https://www.facebook.com/celebrateyourspace>
 Company Bio: Helping busy families make room for what matters through decluttering, organizing + styling.

Friends of Rachel Muñoz

Rachel Muñoz
 Business Address: PO Box 1112
 Severna Park, Maryland 21146
 Phone: 410-693-3493
 E-mail : voterachelmunoz@gmail.com
 Website: <https://www.voterachelmunoz.com/>
 Company Bio: State Delegate Rachel Muñoz is a devoted wife, mother of 5, and attorney at Muñoz & MacKenzie. She proudly represents District 31 in the Maryland House of Delegates

Real Pasadena

Hayley Bowerman
 Address: 1390 Rainbow Dr.
 Pasadena, Maryland 21122
 Cell: 410-446-5696
 Website: <https://realpasadenamd.com>
 Company Bio: Your go-to source for community news, events, and stories in Pasadena, Maryland. Our website provides a comprehensive guide to all the happenings in the area and offers a platform for local businesses to showcase their unique offerings and connect with the community.
<https://www.facebook.com/realpasadenamd>



410-647-1111
www.HuffInsurance.com

AARON'S STORAGE CONTRACTORS
LOT WITH BUILDING AND PARKING
FOR LEASE
 ALSO 12x24 BUILDINGS WITH PARKING
BUSINESS 410-437-5708
CELL 410-412-4448



Aaron's
 Recreational Vehicle
 Storage Facility
410-412-4448
 8250 B & A Blvd. Pasadena
 We store RV's, Boats,
 and Camper Trailers
 Security Fenced Lot - Low Rates



Residential and
 Commercial
 Electrical Services
 in Anne Arundel Co.,
 Howard Co., and
 Surrounding Areas.
We're Your Neighborhood Electrical Contractor!
Call Now! 443.396.2555 www.haasandsons.com

This newsletter was designed by:



"When it comes to promotional products, the sky's the limit!"
PAULETTE MORRIS
 President
410.360.8882 office
443.520.8930 mobile/text
Paulette@ideaweaver.com
FREE
 Idea Sessions
www.ideaweaver.com



PBA Annual Christmas Tree Lighting Ceremony Tuesday, December 5, 2023 @ 5:30pm

(rain date of December 6, 2023)

Lake Shore Plaza (in front of Arundel Federal Savings)



Join the community as we gather for the annual lighting ceremony of Pasadena's "official" Christmas Tree. Festivities being at 5:30pm; lighting will happen at 6:00pm. The event will feature a special visit from Santa and his magic sleigh, fire apparatus, Christmas book reading, games, and more.

In addition, the Tree Lighting Ceremony will support the PBA's "A Child's Christmas" gift drive, and we will be accepting cash donations to be used towards grocery and gift purchases. The gifts go to local Pasadena children in need. Any donation amount is appreciated.

Would you or your business like to be a sponsor for "A Child's Christmas"?
Please contact Cortney Stitt at cstitt@cacpas.net.

Heather Frees | REALTOR® - PBA President
 Keller Williams Flagship of MD

A Child's Christmas



PBA Members:

Just a reminder A Child's Christmas is underway. This program helps provide Christmas gifts for families in need. Every year we reach out to the counselors in the Chesapeake and Northeast feeder schools requesting information and wish lists for the children. We then match you (the sponsors) to the children you wish to shop for!

Please reach out to me if you're interested in sponsoring!

Cortney Stitt
cstitt@cacpas.net
 PBA Treasurer

If you want to make a monetary donation, you can do so on the website or send a check to PBA, PO Box 861, Pasadena, MD 21123. Just mark it for "A Child's Christmas".