



EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

JANUARY 2023

President's Message



Happy New Year!

The end of the year reminds us to thank those who have helped us grow and supported us in our businesses. The beginning of the year helps us to set our goals and brings renewed excitement for the coming year. I want to thank everyone for being a part of this great organization and for trusting me to be the President for another year. Looking forward to 2023, my goal is to grow our membership and to help all of our members to build their businesses through the relationships with other businesses and through consumer awareness. I am very excited for the ideas that have been brought up during meetings and mixers and hope to start implementing some soon.

See you at our next general membership meeting on February 1st

Heather Frees

Heather Frees

Keller Williams Flagship of Maryland
(443) 906-3494

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

Rickie Bender

The UPS Store | The Shops at Riviera Beach

store6913@theupsstore.com

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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*

✉ PO Box 861, Pasadena, MD 21223

☎ (410) 360-4PBA

@ PasadenaBusinessAssociation1@verizon.net

🌐 PasadenaBusinessAssociation.com

February General Membership Meeting

Wednesday, February 1st, 2023 | Noon

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

Speaker: **Ansu Watson**, Opportunity Ministries will give a brief

tutorial on Narcan and how use it and will be giving away

Narcan to all members in attendance. **Jen Corbin**, Crisis

Intervention will be informing members of resources if needed.

\$22.00 with reservation by Friday, January 27th, 2023

\$27.00 is reserving after Friday, January 27th, 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.

December General Membership Meeting RECAP



Our December General Membership meeting was held at Mutiny Scratch Kitchen. We had a drawing for ten members to speak about their business. This is a great opportunity for the members to update us on their business. Thanks to Mutiny for hosting the meeting and providing great lunch choices.

DUES ARE DUE

2023 Dues invoices have been sent from the website with dues due on January 1st. If you did not receive a dues invoice please email:

pasadenabusinessassociation1@verizon.net

and another invoice can be sent.

Everyone pays 2023 dues now. If you joined mid year, your dues were prorated to cover those months of membership but now your yearly dues are due.

This newsletter was designed & printed at

The UPS Store | The Shops at Riviera Beach

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And, of course, shipping.

(410) 437-6915

store6913@theupsstore.com

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New Members

Calvert Plumbing & Backflow Services

Jason Calvert

Address: 189 Lake Road, Pasadena, MD 21122

Phone: (443) 995-4228

Email: calvertplumbingandbackflow@gmail.com

Facebook:

www.facebook.com/CalvertPlumbingandBackflowServices/

Company Bio: Hello friends and neighbors. Thank you for visiting Calvert Plumbing and Backflow Services! If you have a plumbing emergency, please feel free to contact me directly at (443)995-4228. For everyone else, here is a little about our company. I started this business with this goal, to help others and share my knowledge. Unlike other companies my personal goal is to get back to the basics of plumbing. I want to provide my skilled services while over explaining what you need. Customer service is very important to me. We take pride in our relationship with our customers to make you feel comfortable with us in your home. A customer once told me of an old plumber who has since retired. They said he was polite and if the job was small and completed with ease he would simply smile and shake your hand and say see you next time. No "service fee" for walking in the front door. Just a helpful local neighbor everyone knew and could count on. Well that's what I want to provide, that's the reputation I want to build and recreate. What we offer is a full service plumbing company for Maryland residents offering expertise in all aspects of plumbing. We're family owned and operated from our office in Pasadena, MD. We offer quality plumbing services and over the top customer service at reasonable rates; in a timely manner. You can count on us for all your plumbing needs.

Peak Performance Accounting & Business Consulting Inc.

Kate Shamis

Address: 10461 Mill Run Circle Ste 720, Owings Mills, MD 21117

Phone: (410) 833-8000

Email: kshamis@peakperformanceaccounting.com

Website: www.PeakPerformanceAccounting.com

Company Bio: Peak is a full service accounting firm.

Heartlove Photography, LLC

Jillian Mills

Address: 8971 Fort Smallwood Rd, Unit F, Pasadena, MD 21122

Phone: (410) 903-3265

Email: info@hearlovephotography.com

Website: www.heartlovephotography.com

Facebook: www.facebook.com/heartlovephotography

Goddard School of Pasadena

Sandra Julian

Address: 35 Magothy Beach Road, Pasadena, MD 21122

Phone: (410) 439-9655

Fax: (410) 439-9600

Website:

<https://www.goddardschool.com/schools/md/pasadena/pasadena>

Email: pasadenamd@goddardschools

Facebook: www.facebook.com/GoddardSchoolPasadenaMD

Company Bio: The Goddard School of Pasadena creates a balance of fun learning programs for ages 6 weeks up to 5 years of age. Our programs are very diverse and children thrive by learning S.T.E.A.M. activities by exploring interesting themes and activities. Our school is Accredited by the State of Maryland and we are a level 5 Maryland Excels School. We recently received the highest award from Goddard Systems Inc. for Circle of Excellence by providing exceptional educational programs for our school. Our school supports local charity drives each year and we support our community for donations of baseball teams, Believe in Tomorrow the John's Hopkins foundation and support Alex's Lemonade drive each year to support children with cancer. The Goddard School of Pasadena has been in business since 2023 serving the parents and students of Anne Arundel County. At the Goddard School we prepare our children for a life long love of learning!

Taco Man Lawncare

Kenny Bratton

Address: 8664 Cobscook Harbour, Pasadena, MD 21122

Phone: (800) 242-5940

Email: tacoman@tacomanlawncare.com

Website: www.tacomanlawncare.com

Facebook: www.facebook.com/tacomanlawncare

Company Bio: As the Pandemic swept into America Taco Man Lawncare was founded by a lifelong Pasadena resident. Initially a back up plan what this resident did not realize is that within a year he would leave the cooperate world in which he spent the last decade and a half. Since day one organic growth has drove the business forward. Taco Man Lawncare is here to provide top notch lawncare services with fair pricing. Taco Man Lawncare is here to build a reputation that can be counted on. Taco Man Lawncare wants to be your lawn care provider!

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PBA Annual Tree Lighting Ceremony



Our Annual Tree Lighting Ceremony was so much fun for all! We had 110 families sit with Santa and get their picture taken.

We need to thank Heather Frees, Keller Williams Flagship and Mike Jacobs, JB Machine & Parts Supplies for helping me put this awesome event together. We need to thank Gable for putting the lights on the tree again this year. Geresbeck's Food Market for the delicious hot cider and cookies, Two Rivers Steak and Fish House for the delicious cookies and The Rumor Meal for the warming hot chocolate. Costello's Ace Hardware is always a great help with setting up, tearing down and providing the fun games for the children. We thank Lake Shore Volunteer Fire Department for bringing Santa in on his sleigh and helping us put the star on top the tree. Gunther Bus Company provided a bus for warmth and Bay Country Rentals provided the heaters to stand around for warmth. Jaimie Hurst Photography took and provided pictures for the families. DJ Marcus kept the music pumping so the children could dance. Thanks to St. John's Properties for replanting the tree and the use of their parking lot. Most of all we need to thank Santa and his elves for taking time out of their busy schedule to spend the evening with us. This is a team effort and we thank everyone who helps make it a success

Website Advertising Are you interested in becoming or renewing a 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.

Email the PBA office if you would like an invoice from the website.



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Slate of Officers & Board Members for 2023



Heather Frees, Keller Williams Flagship - President
Paulette Morris, Idea Weaver Promotions - Vice President
Rickie Bender, The UPS Store #6913, The Shops at Riviera Beach- Secretary
Cortney Stitt, Clark & Anderson - Treasurer

Board of Directors

Mike Dacre - Hometown Exterior House Cleaning
Melissa Gurney-Hosse - Century 21 Don Gurney
Tom Latta - Direct Mortgage Loans
Leslie Mathias - Severn Bank
Jerry Nicklow - Huff Insurance
Dotti Snyder - Nature's Caretakers, LLC

We have an open seat for Kelly Cornwell - Dream Vacations; second year of her two year term.
We had a tie at the election on January 4th, so we will revote at the February meeting.

Running for Board

Sara de Leon

Hello, I am Sara de Leon, Bilingual Senior Branch Manager of the Riviera Beach branch of M&T Bank. I have been at this location for the past five years and have participated with the PBA in many events to help our community. As a member of the Pasadena Business Association, I have been able to connect with many local business owners to create a network and refer each other as resources. I am passionate with what I do and look forward to working with all of you to continue making a difference to improve our community. Thank you

Heidi Schmidt

Heidi Schmidt is founder & principal of Heidi Schmidt Creative. She has over 15 years of content marketing experience and offers social media & content marketing management and strategies to clients of all sizes. She now has a small team of content creators who support her clients and has worked with businesses small and large including defense contractors, local boutiques, and health and wellness centers. She is an expert in building thoughtful content marketing strategies that are goal-oriented and deliver value. Heidi is a native of Vermont and holds a B.S. in Political Science from Northeastern University. She is an active volunteer at Lake Shore Elementary, has sat on the board of Junior League of Annapolis (now a sustaining member), and is Committee Chair of her son's Cub Scout pack here in Pasadena. Her family settled in Annapolis in 2010 and moved to Pasadena in 2016 where they fell in love with everything this community has to offer. She is excited to be more involved in the PBA and continue to support the Pasadena community and its businesses!

COMING IN FEBRUARY

Social Media Marketing 101

The do's & don'ts of
social media marketing.



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@goth.net for more information.
We look forward to doing business with you!

The Claus' were Found!



Mike's Pharmacy



Sand's Silo



Eastwest Tools



Perfection Title



Ace Hardware

These are the winners of the contest to find Mr. & Mrs. Claus!

The Claus's may be up in the north pole, but were very excited to see all the great photos folks took with them in the area. The community seems to like doing this and we feel it is a great way to get patrons into your business to Shop Local. We are hopeful that The Claus's may come visit Pasadena again and even bring some new friends to help make this even better next year.

Thank you to all the businesses that displayed the game cards for the community to take a photo with. We would also like to thank the businesses that donated such great prizes!



ACE Hardware & Hearth

4167 Mountain Road
Lakeshore Plaza
410.437.4300
acehardwareandhearth.com



\$5 OFF ANY \$20 PURCHASE

Newsletter Advertising

Advertisements start fresh in January so if you want to renew you can send a check or email Sandi and she can invoice you from the website. If you would like to be included in the newsletter ads just send us the ad and we will invoice you.

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



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

“Great Businesses Making a Great Community”

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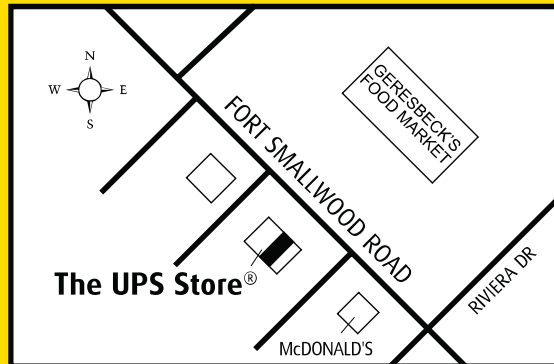
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