



EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

December 2023

HAPPY HOLIDAYS!



Vice President's Message

"If You Fail to Plan, You Are Planning to Fail" ~ Benjamin Franklin

These words are so true, especially if you are in business. Although we might be in the midst of a busy Fourth Quarter of 2023, thinking ahead to 2024 is important to keep things moving in the New Year. If your business experiences a lull during the winter months, use the downtime to outline your 2024 marketing plan.

The following are a few of my top planning tips to help get you started.

Choose a planner style...High Tech, Low Tech or somewhere in the middle, it's up to you. As for myself, I prefer a good old fashion Planner Book that I can touch and carry with me to make notes when needed.

Take a look back on the previous year (or even further back)... to see what worked well for your business and what activities did not reap the results you wanted. Take a look at the marketing efforts that didn't work out. Try to determine why they didn't work (weather, expense, labor intensive, etc.) and decide if you can adjust for a better outcome or if you should drop it.

Determine what Marketing Activities to include in your 2024 Marketing Plan. I like to fill my planner with events or seasonal promotions that are typically successful each year. Once those dates or promotions are entered, I can begin to brainstorm fresh ideas to add to my plan so I have something going on every month. Some businesses have busy seasons that move on auto-pilot without any extra marketing, but it's important to keep filling your tank so you don't go-go-go....and then everything stops. Once you have the framework for your tentative marketing plan, you can create a budget and timeline to make sure everything happens. Lastly, think of your Marketing Plan as a living, breathing entity. Things change, other opportunities may come up. It's important to be flexible, review your plan frequently and adjust as needed.

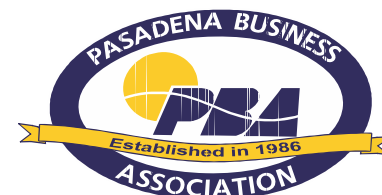
Wishing you a strong fourth quarter and a successful New Year!!

Warmest Regards,

Paulette Morris, Idea Weaver Promotions – 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.



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

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PBA Caring & Sharing Parade

Our Parade was fun and what beautiful weather we had. We were down on some participants but hope next year will be even better. Our Grand Marshal was Veteran James Warner, who was a prisoner of war for over 5 years. His plane was shot down over North Vietnam on October 13, 1967. He was held as a prisoner until his release on March 14, 1973, he was awarded the Silver Star. We were so honored to have him as our Grand Marshal and want to thank him for his service to our country.

We need to thank all of our corporate sponsors for their donation to this event. Our Corporate Sponsors were AM PM Marine, Gable, Grannie Annie's Child Care, Tow Boat US Annapolis Baltimore. Our Community sponsors were Councilman Nathan Volke, Delegate Brian Chisholm, Friends of Downs Park, The Dance Center of Severna Park. We want to thank Himmel's Garden Center for their donation of the plants for the reviewing stand. Thank you to Antiques on the go for the use of their parking lot for reviewing stand for the parade. Thank you to Mike Jacobs, JB Machine for delivering the trailer for the viewing stand. Thank you to Tim Ratiff for bringing and driving his trailer for food pick up. Thank you to the Northeast High school Football Team for walking along the parade route and collecting the food and then helping unload the food at the church.

A hearty thanks to Mike Dacre from Perfection Title, Angela Balsamo from Coffee News, Alyssa Jones from Growth of the Phoenix and Melissa Gurney Hosse from Century 21 Don Gurney for all the help on parade day. We are always grateful for the Police Department for helping us keep everyone safe.

We were able to collect food for three local church food pantries to help our neighbors in need. We thank all of the participants and all of the spectators for spending the afternoon with the Pasadena Business Association.



RECAP

November General Membership Meeting

The November General Membership Meeting for the Pasadena Business Association was held at The Rumor Reel. We thank them for hosting the event. The food and service are always great. Lindsay Behrens from Clark & Anderson, P. A. was our speaker and she gave the membership some great tips and new items for filing their tax returns.



We celebrated the 30th Anniversary of Partners in Care with a Ribbon Cutting. Many elected officials were in attendance and presented citations: Steuart Pittman, Brian Chisholm, Mark Chang, Stuart Schmidt, Heather Bagnall, Nathan Volke

Partners In Care was started by 3 ladies with children, careers, and aging parents. They have grown from 24 members to 2700 members in the last 30 years!

30 year stats for Partners In Care: 11,205 members, 936,282 Volunteer Hours, 305,031 Program Support Tasks, 3,846,446 Miles Driven by Volunteers to Support our Members.

For more information on Partners in Care, visit: www.partnersincare.org

Veteran's Day Ceremony

by Dotti Snyder - Flag Chair - Board Member

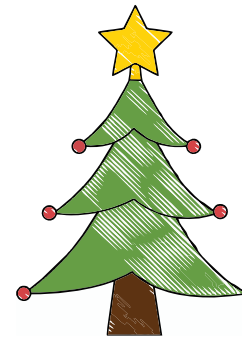
The PBA Veteran's Day Ceremony was a great success!



We had beautiful weather and a large crowd of Veterans who came together to remember all who have given everything, those who are giving now and those that will in the future. It was wonderful to be a part of the presentation of the Flag Awarded to Veteran James Warner, who had been a Prisoner of War after his plane was shot down over North Vietnam on October 13, 1967. He was held as a prisoner until his release on March 14, 1973, he was awarded the Silver Star.



The flag was donated by Captain John Odber, Ride for the Fallen. I am very thankful for all the help we had to get this event together. Thank you to Scout Troop #414 for stepping up to be the Honor Guards and helping with the break down after the ceremony, it was very much appreciated. To all of you who helped I thank you for helping to make the day memorable.



HOLIDAY MIXER

The Rumor Meal

4730 Mountain Rd, Pasadena

(Come out and see the newly remodeled Rumor Meal)



Tuesday, December 19th ~ 7:00-10:00 pm

Lite Fare & Non-Alcoholic Beverages included

Melissa Hosse Gurney, Century 21 Don Gurney will sponsor a set amount for the bar for rail drinks, domestic beer and wine. Once that amount is reached Cash Bar will apply to alcoholic beverages.

Grab your business cards & join us for an evening of networking and fun!

Prizes to the Guy and the Gal wearing the "Ugliest" Christmas Sweater!!

Tickets can be purchased online

www.pasadenabusinessassociation.com

or email us at pasadenabusinessassociation1@verizon.net to reserve tickets and pay at the door with cash or check

\$25 per person by December 15th

\$30 per person after December 15th





Slate of Officers for 2024

Election to be held on January 3rd

President: Paulette Morris, Idea Weaver Promotions, Inc.

Vice President: Tom Latta, Direct Mortgage Loans

Secretary: Vacant

Treasurer: Cortney Stitt, Clark & Anderson, PA

Board of Directors:

Sara de Leon, M&T Bank

Heidi Schmidt, Heidi Schmidt Creative

Cheryl Schwabline, Friends of Downs Park

Mike Dacre, Perfection Title LTD

Billy Garver, UPS Store #1881 Lake Shore

Alyssa Jones, Growth of the Phoenix (GOTP)

All officers need to run. There are 4 open board of director seats. Voting will take place on January 3rd at the PBA General Membership Meeting.

It's Renewal Time!!

If you have not yet renewed your PBA membership dues, Please take time to renew today!!

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2024

JANUARY GENERAL MEMBERSHIP MEETING



Wednesday, January 3, 2024 @ Noon

Location: The Rumor Meal

4730 Mountain Rd #4, Pasadena, MD 21122

Election of Officers and Board Members for 2024

\$22.00 with reservation by Friday, December 29, 2023

\$27.00 if reserving after Friday, December 29, 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



Cortney Stitt, Clark and Anderson, PBA Treasurer

Clark & Anderson, P.A. is chairing "A Child's Christmas" again this year on behalf of PBA! Our focus has been on grandparents raising grandchildren, aunts and uncles raising nieces and nephews, and siblings raising younger siblings; however we try to help any family in need for the holiday. Every year we reach out to the local school counselors to request wish lists from the families in need. All children have been adopted, however we are still working on raising funds to purchase bikes and food gift cards for the families. If you are able and interested in helping to support this meaningful outreach, please contact the Pasadena Business Association office at 410-360-4PBA or Cortney Stitt at cstitt@cacpas.net.

Please help us in giving these families a Merry Christmas!