



# EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

March 2024

## WORKSHOP WRAP-UP

by  
Heidi J Schmidt  
Marketing & Creative Services  
PBA Board Member



## CONTENT PLANNING WORKSHOP

*Plan Your Best Year Ever*



Earlier this month, Heidi Schmidt spoke to a full room of PBA members and visitors about how to plan their marketing to be more effective and thoughtful about where and how to market themselves online. With a booklet of resources and planning materials, members dove into their ideal audiences, set some marketing goals, and brainstormed content ideas and learned some key metrics to track to ensure their efforts are effective.

Oftentimes, we get stuck in a rut of not knowing what to post, or when to post, or "is this even working?!" Having a room full of ideas, and an expert to give insight seemed to help many attendees walk away with an action plan. Many attendees left the workshop with solid content ideas to enact be it with their email marketing or social media marketing.

Heidi prides herself in giving clients and other business owners insights into how to work smarter, not harder when it comes to content creation. For instance, creating blogs and longer-form content that can be repurposed into emails and social media content - all strategies that were discussed during the workshop. When you look at your marketing with a "smarter not harder" approach, it feels a little less overwhelming and help build a level of consistency that many business owners struggle with.

You can access the materials from the session: <https://www.heidijschmidt.com/pba-workshop>

Stay tuned for more upcoming workshops with the PBA Website and Technology committee, if you have any ideas that you'd like to learn about, please share with Website & Technology Committee Members, Jerry Nicklow, Heidi Schmidt or Alyssa Jones!

## NEWSLETTER ADVERTISING

If you would like to be a newsletter sponsor please let us know asap so we can get your business card size ad in the next issue. The cost is \$300 for six months or \$500 for a year. Newsletters are printed and mailed monthly.

Need help in designing you Ad? Paulette Morris, Idea Weaver Promotions will design your ad "Free of Charge" so you can get started right away.

Email: [pasadenabusinessassociation1@verizon.net](mailto:pasadenabusinessassociation1@verizon.net)



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**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](mailto:pasadenabusinessassociation1@verizon.net) and we will drop some off to you at your business.



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](mailto:pasadenabusinessassociation1@verizon.net) and pay at the door.  
Payment at the door must be cash or check.

APRIL GENERAL MEMBERSHIP MEETING  
Wednesday, April 3, 2024 @ Noon



**Location: The Rumor Reel**  
1701 Poplar Ridge Road, Pasadena  
Speaker: Frame & Frame

They will talk about Wills, Medical Directive, Life Estates

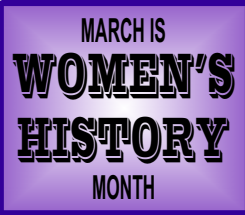
\$22.00 with reservation by Friday, March 29, 2024  
\$27.00 if reserving after Friday, March 29, 2024

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](http://www.PasadenaBusinessAssociation.com) by credit card, or you can email your reservation to Sandi at [pasadenabusinessassociation1@verizon.net](mailto:pasadenabusinessassociation1@verizon.net) and pay at the door by cash or check.



February General Membership Meeting  
RECAP

Our February GM meeting was held at Beefalo Bob's. It was great to be back there. They are still doing catering and functions in the hall so keep them in mind when planning an event. The PBA Website and Technology committee talked to the membership about the website and the workshops they have been having. It was a very informative meeting. Thanks to Jerry Nicklow of Huff Insurance, Heidi Schmidt of Heidi Schmidt Creative, and Alyssa Jones of Growth of the Phoenix for speaking.



Support Pasadena Woman Owned Businesses this Women's History Month!

Did you know there are more than 12.3 million woman-owned businesses across the nation, that's roughly 40% of ALL businesses in the country! The National Women's Business Council found that there are 114% MORE female entrepreneurs than there were 2 decades ago at the turn of the century. These businesses employ more than 10 million people nationwide!

However, there's still work to be done to make woman-owned businesses stand on equal footing to their male counterparts. Only 25% of woman-owned businesses seek financing, versus 33% of male business owners. Similarly, a 2018 study by the Kauffman Foundation found that women who seek financing pay higher interest rates than men, and when they do ask for financing, they seek out on average \$30,000 less than men.

As we support women entrepreneurs, let's be sure we're supporting them in more than just in March. Consider what you each do on a day-to-day basis to pave the way for the women and girls who have business aspirations in the future, versus celebrating the past. Let's consider how we're leaving OUR mark on history today and make sure that the challenges we have faced, are smashed for the next generation.

Finally, let's make sure to support local! When you support local businesses, and when you support woman-owned businesses, you are supporting someone's family and you're keeping your hard-earned dollars in the community that you live, work, and play in. Bonus, you're helping the girls behind us - who see women doing amazing things in the community, that they too can make a big difference. **Here's a small sample of PBA members who are woman owned!**

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Benjamin Franklin Plumbing of Pasadena <a href="http://www.benfranklinplumbing.com">www.benfranklinplumbing.com</a>	Magothy HR Consulting <a href="http://www.magothyhrconsulting.com">www.magothyhrconsulting.com</a>
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Heidi Schmidt Creative <a href="http://www.heidischiidt.com">www.heidischiidt.com</a>	Permit Services, Inc. <a href="mailto:Emailpermitservicesinc00@gmail.com">Emailpermitservicesinc00@gmail.com</a>
Huff Insurance <a href="http://www.huffinsurance.com">www.huffinsurance.com</a>	Quaintrelle Boutique <a href="http://www.quaintrellestyale.com">www.quaintrellestyale.com</a>

# 2024 PBA LEGISLATIVE DAY IN ANNAPOLIS



Wednesday, March 13th

**Please bring your drivers license or ID with you.**  
**Your date of birth is also needed.**

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.

## ~ Morning Agenda ~

- 7:45 - Meet at Twains Tavern, 8359 B&A Blvd  
Park in the back parking lot for carpooling to Annapolis.
- 8:30 - Meet in room 211 for light breakfast and legislative briefing
- 9:45 - Head to State House Gallery to observe Session
- 11:00 - Dome Tour (if possible)
- 11:30ish - State House self tour via  
<https://issuu.com/visitannapolisannearundel/docs/finalvg2024?fr=sNji0OTY1MTAyNDg>

Whenever your group is ready you can head back to Twain's.  
Some of us will then go in and order some lunch and network.

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

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





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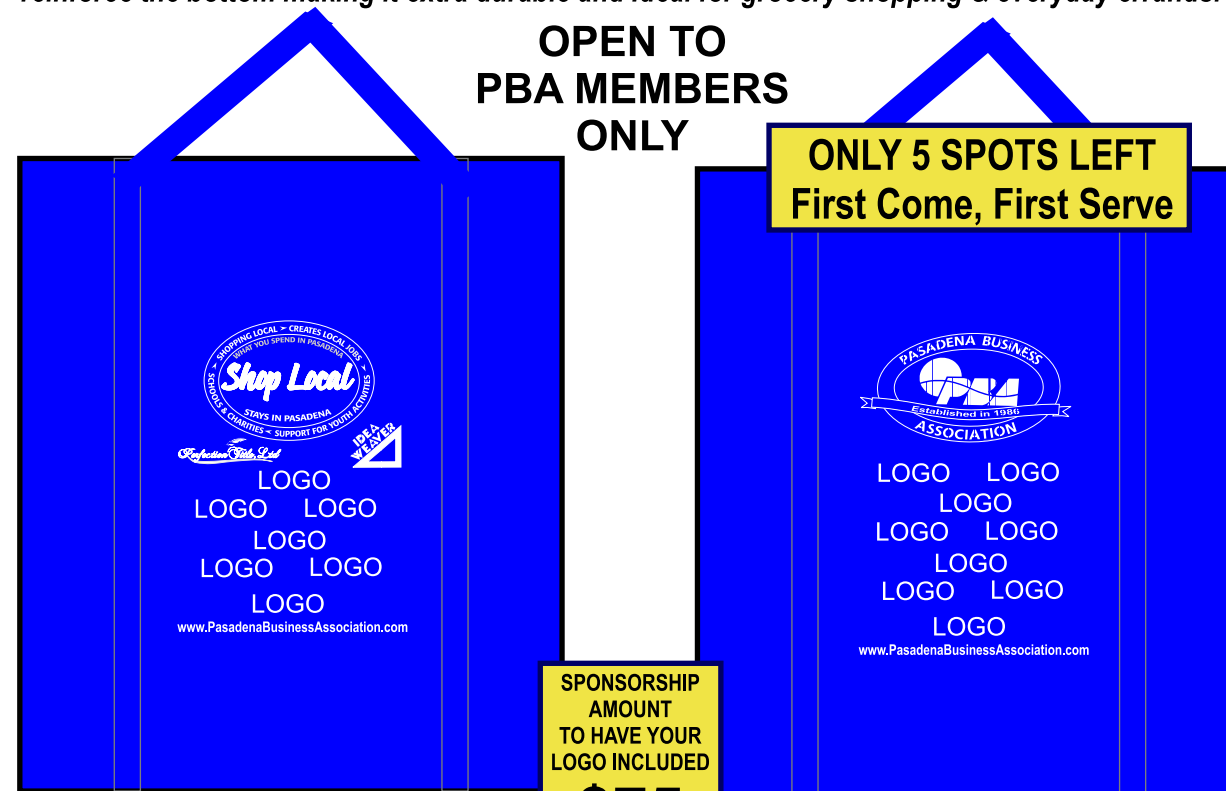
Sign up today to have your Logo included the new PBA Shop Local Bag

Now that the plastic bag ban is in place in Anne Arundel County, everyone needs grocery bags to shop. These reusable Bags will be distributed “Free of Charge” at PBA events which will give Bag Sponsors lots of exposure while reminding shoppers to “Shop Local”. **Limited Space, First Come, First Serve.**

*Made from 80 gsm Recyclable Non-Woven Polypropylene Material. This reusable and recyclable tote measures 12" w x 14" h x 8" g with 20" reinforced handles and a fabric-covered card to reinforce the bottom making it extra durable and ideal for grocery shopping & everyday errands.*

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**ONLY 5 SPOTS LEFT  
First Come, First Serve**



**SIDE #1 - SOLD OUT**

**SIDE #2**

Sign up at: [www.PasadenaBusinessAssociation.com](http://www.PasadenaBusinessAssociation.com)

## The Chambers of Commerce of Anne Arundel County Welcome You



## Business Builder Breakfast

Thursday, April 4th ~ 8:30-10:30 am  
Oscar's Ale House, 8026 Ritchie Hwy, Pasadena

Join us for a Multi-Chamber Business Builder Breakfast at Oscar's Ale House. Connect & Promote your business to members of other Chambers and business organizations. Speed networking, 90-second small group introductions, and table rotations every ten minutes (tables of four). Make valuable connections quickly for follow-up partnerships later. Delicious buffet breakfast, literature table and door prizes!

Hosted by the Greater Severna Park and Arnold Chamber of Commerce. Participating Chambers include the Greater Crofton Chamber, the Central Maryland Chamber, the Northern Anne Arundel County Chamber, the Southern Anne Arundel Chamber and the Pasadena Business Association.

Early Bird Member Rate (Until 3/22) - \$30.00

Member Rate (After 3/22) - \$35.00

Early Bird Non-Member Rate (Until 3/22) - \$45.00

Non-Member Rate (After 3/22) - \$50.00

Register on the PBA website and pay with a credit card or mail a check to PBA, PO Box 861, Pasadena, MD 21123.

Payment at the door must be a check or cash. [www.pasadenabusinessassociation.com](http://www.pasadenabusinessassociation.com)

## 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](mailto: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

Hello Fellow PBA Members,

For the 2024 PBA member renewal cycle, we tried out an auto renew feature that our system had available. Unfortunately, the processes were not as seamless as we anticipated. The process caused some confusion and extra work for those involved. The PBA board has made the decision to suspend the automatic renewal payments process until we can ensure that it will provide a better experience for our members and processing team. If you have experienced issues in renewing your membership this year, please reach out to Sandi at [pasadenabusinessassociation1@verizon.net](mailto:pasadenabusinessassociation1@verizon.net) to get your valuable membership renewed. Unless we can smooth out the auto renew process, your renewal invoices will be emailed out on December 1, 2024, and payment will have to be made manually by January 1, 2025.

Let us know if you have any further questions.