



EXCHANGE

PASADENA BUSINESS ASSOCIATION NEWSLETTER

January 2024



MEMBER SPOTLIGHT

The Rev. Jason A. Poling
St. Andrew's Episcopal Church
7859 Tick Neck Rd., Pasadena



St. Andrew's is governed by our Vestry, under the leadership of our Rector, who serves under the guidance of our Bishops.

St. Andrew's has been the Episcopal branch of the Jesus Movement in Pasadena since 1954. Our Sunday services are at 8:00 and 10:00. In addition to observing the usual holy days we have a Blue Mass every fall to honor and pray for police and first responders.

Products Sold: None. Everything we have to offer has been bought and paid for already by our boss. But when people use our church for birthday parties, baby showers, etc. we do appreciate modest donations to defray the cost of maintaining and operating our facilities.

Specializing In: We are one of the two best churches on Tick Neck Rd.

Future Business Plans: We look forward to celebrating our 70th anniversary in 2024.

Community Involvement: St. Andrew's hosts 12 different recovery groups throughout the week, as well as a monthly Moms' Club meeting. Sadly the Scout Troop we sponsored has just disbanded.

St. Andrew's Episcopal Church joined the PBA in 2023.

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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PasadenaBusinessAssociation1@verizon.net

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Idea Weaver Promotions, Inc.
Paulette@ideaweaver.com

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Direct Mortgage Loans
tlatta@directmortgageloans.com

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Heidi Schmidt Creative
Heidi@heidischmidt.com

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www.PasadenaBusinessAssociation.com
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www.facebook.com/pba.md



GENERAL MEMBERSHIP MEETING

Wednesday, February 7, 2024 @ Noon

Location: *Beefalo Bobs, 8015 Ft. Smallwood Road*
Speaker: PBA Website & Technology Committee

\$22.00 with reservation by Friday, February 2, 2024

\$27.00 if reserving after Friday, February 2, 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 by credit card, or you can email your reservation to
Sandi at pasadenabusinessassociation1@verizon.net and pay at the door by cash or check.

WORKSHOP: 2024 Content Marketing Planning

Thursday, February 8th, 1 pm

Perfection Title, 8585 Fort Smallwood Rd, Pasadena, MD 21122

Do you always stress over what to post online, what email to send and when to send it, or which platforms you should *actually* be posting on? Feel like you have no idea where to start when it comes to content marketing for your business? Join the PBA's Website and Technology Committee for a hands-on planning workshop led by Heidi Schmidt, Owner of Heidi Schmidt Creative. We'll go over...

- How to set achievable goals for your marketing
- What Metrics REALLY matter when it comes to measuring marketing success
- How to create monthly themes to help develop your marketing activities around
- Developing content pillars so you always have content ideas that are working towards your goals
- Planning for 90 days at a time and how to measure to see what was successful

You'll leave with some actionable ideas, clarity on the best type of content to post (both long and short form), and a solid marketing calendar to get you through the first quarter and then some!

Save your seat at www.pasadenabusinessassociation.com Free for PBA Members, \$15 for non-members (attend and join, and that \$15 will be applied toward your annual membership fee!).



December Membership Meeting RECAP

Our December General Membership meeting was held at Twains Tavern. 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 Twains for hosting the meeting and providing great lunch choices. Arundel Business Builders Referral Group donated a check to the PBA for "A Child's Christmas".

New Members

Benjamin Franklin Plumbing of Pasadena

Kelley Pendergast
8010 Hog Neck Road, Suite 100
Pasadena, MD 21122
Phone: 315-952-4027
E-mail : kelley.pendergast@benfranklinplumbing.com

Company Bio: Welcome to Benjamin Franklin Plumbing, a locally owned and operated franchise dedicated to delivering top-notch plumbing services in the heart of Pasadena. As a family-run business, we take pride in our commitment to excellence, ensuring that every customer feels like a part of our extended family. Founded on the principles of quality craftsmanship and customer satisfaction, our female-owned business stands out as a beacon of reliability in the plumbing industry. At Benjamin Franklin Plumbing, we understand the importance of a well-functioning plumbing system in maintaining the comfort and safety of your home. Our team of skilled and licensed professionals brings a wealth of experience to every project. Whether it's a routine repair, a complex installation, or emergency services, we approach each task with dedication and expertise. We value transparency and honesty, providing fair estimates and clear communication throughout the service process.
Category: Plumbing

Coastal Kitchen & Bath LLC

Adrian Florio
504 Baltimore Annapolis Blvd,
Severna park, MD 21146
Phone: 410-320-4614
Organization Website: Coastaldesign23.com
Email: Coastalkitchenbath23@gmail.com

Company Bio: Coastal Kitchen&Bath is a design and supply store in Severna Park MD. We supply a good to great quality product for your future projects. Closet design and supply is now available if you are looking for a custom built walk-in and organized space. Our products include cabinets, flooring, countertops, tile, and much more.
Category: Kitchens

New Members

Danko Realty Team

Scott Danko, Associate Broker/Team Leader
8221 Ritchie Highway, Suite 1
Pasadena, MD 21122
Phone: 410-804-3853
E-mail: scottdanko@gmail.com
Website: godouglasrealty.com

Company Bio: 35+ years of residential and commercial real estate resale. Also specializing in investment and wholesaling.
Category: Real Estate

Fifer's Seafood

Jade Beauparlant
8894 fort Smallwood road, Pasadena, MD 21122
Phone: 443-822-2909
Organization Website: Fifersseafood.com
Email: Fifersseafood365@gmail.com
Category: Restaurant

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

Pasadena's Annual Christmas Tree Lighting



Our Annual Tree Lighting Ceremony was so much fun for all. We welcomed around 120 families to sit with Santa and get their picture taken. We need to thank Mike Jacobs, **JB Machine and Supplies**, for helping put this amazing event together. We couldn't have done without him. There are many local businesses that we want to make sure to thank for their involvement and support once again during this event:

Gable Signs for putting the lights on the tree again this year. And for coming back to fix the star placement too.

Lake Shore Fire Department for lighting the tree and star.

Costello's Ace Hardware was once again a great help with setting up, tearing down & providing the fun games for the children.

Jaimie Hurst Photography took and provided pictures for the families.

DJ Michael K kept the music pumping so the children could dance.

Nate Whiting for reading his book The Wish Crackler to everyone in front of the tree.

Gunther Bus Company provided a bus for warmth and bathroom facilities and **Bay Country Rentals** provided the heaters to keep us all warm.

Melvin & Helen Thomas for bringing the antique fire truck.

We had several local restaurants and grocery store who were generous enough to provide food and drinks for everyone. **Geresbeck's Food Market** for the hot cider and cookies, **Two Rivers Steak and Fish House** for the delicious cookies, **The Rumor Meal/Rumor Reel** for the warming hot chocolate, and **Dunkin Donuts** for the fresh donuts.

Thanks to those who provided giveaways for the kids: **Arundel Federal Savings Bank**, **Idea Weaver Promotions**, **M&T Bank**, **St. Andrew's Episcopal Church**, and the **PACT Team with Anne Arundel County Police Department**.

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 every year!

Heather Frees | REALTOR®
Keller Williams Flagship of MD
PBA President 2023



SLATE OF OFFICERS & BOARD MEMBERS FOR 2024

President: Paulette Morris, Idea Weaver Promotions, Inc.

Vice President: Tom Latta, Direct Mortgage Loans

Treasurer: Cortney Stitt, Clark & Anderson, PA

Secretary: Heidi Schmidt, Heidi Schmidt Creative

Board of Directors:

Just Elected:

Mike Dacre, Hometown Exterior House Cleaning

Sara de Leon, M&T Bank

Billy Garver, UPS Store #1881 Lake Shore

Alyssa Jones, Growth of the Phoenix (GOTP)

Fulfilling their 2nd year of the 2 year term:

Melissa Gurney Hosse, Century 21 Don Gurney

Dotti Snyder, Nature's Caretaker's, LLC

Jerry Nicklow, Huff Insurance



December Holiday Mixer RECAP



Winners of the "Ugly Sweater" Contest

Alyssa Jones, Growth of the Phoenix &
Jerry Nicklow, Huff Insurance

We had a great time at the PBA Holiday Mixer in December. Thank you to Rumor Reel for the delicious food. Thank you to membership committee chair, Melissa Hosse Gurney, Century 21 Don Gurney for sponsoring the bar cocktails. Thank you to Alibi's Bar & Grill & Twain's for donating gift cards for the "Ugly Sweater" Contest and a Hearty Thanks to everyone who attended & made it a fun event, even with the last minute change of location from "The Meal" to "The Reel".

A Child's Christmas

We had another successful Child's Christmas this year which focuses on providing a Christmas for families in need. Each year, we reach out to the Chesapeake and Northeast feeder school counselors in order to match sponsors to provide for these children. This year we provided for 17 families and 46 children. In addition to the presents provided from our sponsors we also take monetary donations in order to provide grocery gift cards, bikes or bike helmets, and for any other last minute shopping or other needs. Shout out to Ed Jefferson from Jet Blast Inc. who donates up to 10 bikes EVERY year. With additional funds donated and after purchasing grocery gift cards PBA was able to provide 12 more bikes for the children.

Thank you to all our monetary donation sponsors: Arundel Business Builders Referral Group, Mike Dacre/Perfection Title, Bonnie Dausch/Kurtz's Beach, Joe and Debbie Dimarino, Duncans Septic, Frank & Bill's Auto Collision Center, Dan Higgins/Edward Jones, Huff Insurance, Mattresses by Appointment, Mc Cully Polyniak & Collins Funeral Home, Permit Services, Snyder, Dotti, Natures Caretakers, Tree Lighting Donation, Heather Womick, Idea Weaver Promotions, Heide Schmidt/Heidi Schmidt Creative, Cortney Stitt/Clark & Anderson.

We want to thank the other PBA members who helped us to coordinate, Heather Frees, Realtor at Keller Williams Flagship of Maryland, Sara de Leon from M&T Bank, and Heidi Schmidt with Heidi Schmidt Creations. We want to thank our school counselors, and everyone who has assisted in making this program successful. A BIG thank you to the following sponsors of individual families/ children: Arundel Federal Savings Bank, Calvert Veterinary Center, Clark & Anderson, P.A., Danielle Fields from 2nd Chance Investments LLC, Huff Insurance, Xi Beta Theta Sorority, Heather Frees, Realtor at Keller Williams Flagship of Maryland, Kathy Merrill in memory of her son Tyler Daley, Kona Ice of NE Anne Arundel County, Mt Carmel CDC, Pear Tree House Assisted Living, Peak Performance Accounting, and Shore United Bank

A special thanks to all the sponsors who continue to participate year after year. The feedback from the counselors and the families is extremely heart-warming and it provides a real sense of happiness to know that this community really comes together to help so many others in need.

Cortney Stitt. PBA Treasurer
Clark & Anderson, P.A.

It's Renewal Time!!

If you do not have an Open Invoice on the site, you are not set up for auto renewal with the card that you made the payment with last year. If you want to stop it, you can log in and remove the auto renewal and make a manual payment.

www.PasadenaBusinessAssociation.com

This newsletter was designed by:

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