



**Central
Maryland
Chamber**

**Guidelines
for
Grand
Openings**



Central Maryland Chamber

GUIDELINES FOR GRAND OPENINGS

Should I Have a Grand Opening?

The Chamber would be delighted to help you celebrate with a grand opening ceremony if your membership is in good standing and your business has made one of the following changes in the past 12 months:

- Opened a new business or new branch/ location
- Changed ownership or is under new management
- Moved to a new location
- Remodeled or expanded at its present location

A grand opening ceremony is an important part of your overall marketing and advertising plan and is a great way to celebrate an opening expansion. It offers an opportunity to meet key leaders in the community and get acquainted with your neighbors and fellow Chamber members.

Scheduling a grand opening with the Chamber should take place a minimum of three weeks prior to the event to allow time for planning, promotion, and other details.

The Chamber can schedule and participate in ribbon cutting ceremonies planned Monday through Friday between 8:30 a.m. and 4:00 p.m. However, other days and times may be accommodated on a case-by-case basis, as staff schedules permit.

What Does the Chamber Provide?

Chamber staff will provide the following services for grand openings of member businesses:

- Request proclamations or certificates from the Anne Arundel County, Howard County and /or Prince George's County Council and County Executive's Office.
- Provide referrals to other Chamber businesses that can provide catering, party rentals, publicity, invitations, and other related services.
- Provide contact information for local elected officials so you may extend a personal invitation to your special event.
- Notify Chamber Board of Directors and Ambassadors Committee of your event—but you may still wish to issue a separate invitation.
- Provide a sample press release and a list of local media contacts.
- Media coverage can never be guaranteed. Members are encouraged to send press releases to the entire list of media contacts provided by the Chamber.
- Bring the giant Chamber scissors—you provide the ribbon.
- List the date, time, location, and contact information for your Grand Opening, with picture if provided, in a future issue of the Chamber newsletter and on Chamber social media platforms.*

*Please note the chamber cannot guarantee attendance of chamber members, ambassadors or board members.

There is no charge for the Chamber's involvement. It's a value-added benefit of membership!

As a Chamber member, you may also obtain the Chamber's mailing list in electronic format suitable for creating mailing labels for sending invitations or marketing materials to Chamber members.

***For more information, or to schedule your grand opening,
contact Jennifer Van Beckum at 410-672-3422 or Jennifer@centralmarylandchamber.org.***



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What Should I Plan?

To take advantage of the Chamber's grand opening services, please contact Kristi Simon at 410-672-3422 or kristi@centralmarylandchamber.org at least three weeks before the event.

As soon as you have chosen the date and time, decide who to invite and send invitations. The invitations should include the date, time, ribbon cutting time, location, and a phone number and/ or email for further information.

Wondering who to invite? Here are some suggestions for possible attendees:

- Elected officials (list provided by Chamber)
- Local media (list provided by Chamber)
- Chamber members (electronic list available)
- Neighboring businesses
- Existing customers
- Suppliers to your trade
- Business prospects
- Friends and family

Will the event be outdoors or indoors? If it will be held outside, plan accordingly with tents for bad weather or summer heat. Plans for moving the event to an inside location are also recommended.

Refreshments are usually served, but it's your decision. Hors d'oeuvres and light finger food are fairly standard practice. You have the option of preparing your own food, hiring a caterer, or a combination of both. Decide where you will set up the refreshments and make sure that there are plenty of cups, napkins, and plates.

Consider promoting your business by offering brochures, door prizes, certificates or coupons to those who attend.

Choose the location of the ribbon cutting and official photograph. Decide who will be included in the picture and who will actually cut the ribbon. Make sure you have a camera and assign someone to take photos of the event as a keepsake for your business. If you would like to hire a professional photographer to help with your special day, please let us know and we'll provide you with a list of referrals

Have fun! This is a time to celebrate!

***For more information, or to schedule your grand opening,
contact Jennifer Van Beckum at 410-672-3422 or Jennifer@centralmarylandchamber.org.***



Central Maryland Chamber

MEDIA CONTACTS

Capital Gazette

P.O. Box 6727
Annapolis, MD, 21401
Phone: 410-268-5000

Circulation

Phone: 410-268-4800
Email: circulation@capgaznews.com

Community News

Email: communitynews@capitalgazette.com

Baltimore Business Journal

Annie Payne, Advertising Sales Manager
36 S Charles Street #2500
Baltimore, MD 21201
Phone: 410-454-0521
Email: apayne@bizjournals.com

Baltimore Sun

Jay Judge, Director of Content/Community News &
Market Editor
300 E. Cromwell St.
Baltimore, MD 21230
Phone: 410-468-2622
410-332-6455 (newsroom)
Email: jay.judge@baltsun.com

Business Monthly

Jason Whong, Publisher
5397 Twin Knolls Road, Suite 17
Columbia, MD 21045
Phone: 410-740-5077
Email: jason@whong.media

Odenton Patch

Deb Belt
deb.Belt@patch.com
410-305-9113

Washington Post

Kathleen Mansolf, Account Manager
P.O. Box 1534
Annapolis, MD 21404
Phone: 410-757-2724
Email: mansolfk@washpost.com

What's Up? Media

Veronica Tovey, President and Publisher
201 Defense Highway, Suite 203
Annapolis, MD 21401
Phone: 410-266-6287
Email: veronica@whatsupmag.com

WNAV Radio Sajak Broadcasting Corporation

Steve Hopp, General Manager
236 Admiral Drive
Annapolis, MD 21401
Phone: 410-263-1430
Email: stevehopp@wnav.com

*For more information, or to schedule your grand opening,
contact Jennifer Van Beckum at 410-672-3422 or Jennifer@centralmarylandchamber.org.*



Central Maryland Chamber

ELECTED OFFICIALS

A letter or invitation to an elected official should be addressed as follows:

The Honorable (Name)
(Office)
(Address)
(City, State, Zip Code)

Anne Arundel County

County Executive

County Executive
Steuart Pittman
Community and Constituent Services
The Arundel Center
44 Calvert St.
Annapolis, MD 21401
410-222-1821
Expitt99@aacounty.org

County Council

The Arundel Center
PO Box 2700,
44 Calvert St.
Annapolis, MD 21401
410-222-1401

Peter Smith, District 1,
petersmith@aacounty.org
Legislative Assistant: Linda Harris
Linda.Harris@aacounty.org

Allison M. Pickard, District 2
allison.pickard@aacounty.org
Legislative Assistant: Kristin M. Etzel
Kristin.Etzel@aacounty.org

Nathan Volke, District 3
Nathan.Volke@aacounty.org
Legislative Assistant: Sara Gannon
Ccgann33@aacounty.org

Julie Hummer, District 4
Jhummer@aacounty.org
Legislative Assistant: Brian Kemmet
Brian.Kemmet@aacounty.org

Amanda Fiedler, District 5
Amanda.Fiedler@aacounty.org
Legislative Assistant: Pam Scarbro
Pscarbro@aacounty.org

Lisa D. B. Rodvien, District 6
Lisa.Rodvien@aacounty.org
Legislative Assistant: Stacey Fitzgerald
stacey.fitzgerald@aacounty.org

Shannon Leadbetter, District 7,
SLeadbetter@aacounty.org
Legislative Assistant: Jessica Ewing

County Council (cont.)

Jewing@aacounty.org

Economic Development

Anne Arundel Economic Development
2660 Riva Road, Suite 200
Annapolis, MD 21401
info@aaedc.org
410-222-7410

Governor

Governor Wes Moore
Maryland State House
State Circle
Annapolis, MD 21404
410-974-3901
governor@gov.state.md.us

Lt. Governor

Lt Governor Aruna Miller
Maryland State House
State Circle
Annapolis, MD 21404
410-974-5882
ltgovernor@gov.state.md.us

Maryland State Senate

District 21

Senator Jim Rosapepe
101 James Senate Office Building
11 Bladen Street
Annapolis, MD 21401
410-841-3141
Jim.Rosapepe@senate.state.md.us

District 32

Senator Pamela Beidle
202 James Senate Office Building
11 Bladen Street
Annapolis, MD 21401
410-841-3593
Pamela.Beidle@senate.state.md.us

District 33

Senator Dawn D. Gile
316 James Senate Office Building
11 Bladen Street
Annapolis, MD 21401
410-841-3568
dawn.gile@senate.state.md.us

House of Delegates

District 21

Delegate Benjamin Barnes
151 House Office Building
6 Bladen St.
Annapolis, MD 21401
410-841-3046
Ben.Barnes@house.state.md.us

Delegate Mary A. Lehman
317 House Office Building
6 Bladen St.
Annapolis, MD 21401
410-841-3114
Mary.Lehman@house.state.md.us

Delegate Josie Pena-Melnyk
241 House Office Building
6 Bladen St.
Annapolis, MD 21401
410-841-3502
Josie.Pena.Melnyk@house.state.md.us

District 32

Delegate J. Sandy Bartlett
163 House Office Building
6 Bladen St.
Annapolis, MD 21401
410-841-3370
Sandy.Bartlett@house.state.md.us

Delegate Mark Chang
165 House Office Building
6 Bladen St.
Annapolis, MD 21401
410-841-3511
Mark.Chang@house.state.md.us

Delegate Mike Rogers
162 House Office Building
6 Bladen St.
Annapolis, MD 21401
410-841-3372
Mike.Rogers@house.state.md.us

District 33A

Delegate Andrew Pruski
Lowe House Office Building, Room 164
6 Bladen St.
Annapolis, MD 21401
410-841-3340
andrew.pruski@house.state.md.us

District 33B

Delegate Stuart M. Schmidt, Jr.
Lowe House Office Building, Room 157
6 Bladen St.
Annapolis, MD 21401
410-841-3110
stuart.schmidt@house.state.md.us

District 33C

Delegate Heather Bagnall
157 House Office Building
6 Bladen St.
Annapolis, MD 21401
410-841-3406
heather.bagnall@house.state.md.us

Give two weeks in advance minimum notice!



Central Maryland Chamber

ELECTED OFFICIALS

A letter or invitation to an elected official should be addressed as follows:

The Honorable (Name)
(Office)
(Address)
(City, State, Zip Code)

Howard County

County Executive

County Executive
Calvin Ball
3430 Courthouse Drive
Ellicott City, MD 21043
410-313-2011
cball@howardcountymd.gov

County Council

George Howard Building
3430 Courthouse Drive
Ellicott City, MD 21043
410-313-2001

Liz Walsh, District 1,
EWalsh@howardcountymd.gov
Special Assistant: Wendy Royalty
wroyalty@howardcountymd.gov

Opel Jones, District 2,
OJones@howardcountymd.gov
Special Assistant: Michael Harris
MrHarris@howardcountymd.gov

Christiana Rigby, District 3,
CRigby@howardcountymd.gov
Special Assistant: Colette Gelwicks
CGelwicks@howardcountymd.gov

Deb Jung, District 4,
DJung@howardcountymd.gov
District Aide: Matthew Blum
mblum@howardcountymd.gov

David Yunmann, District 5,
DYunmann@howardcountymd.gov
Special Assistant: Karen Knight
KKnight@howardcountymd.gov

Economic Development

Howard County Economic Development Authority
6751 Columbia Gateway Dr, Suite 500
Columbia, MD 21046
info@hceda.org
410-313-6500

Governor

Governor Wes Moore

Governor (cont.)

Maryland State House
State Circle
Annapolis, MD 21404
410-974-3901
governor@gov.state.md.us

Lt. Governor

Lt Governor Aruna Miller
Maryland State House
State Circle
Annapolis, MD 21404
410-974-5882
ltgovernor@gov.state.md.us

Maryland State Senate

District 9
Senator Katie Fry Hester
304 James Senate Office Building
11 Bladen Street
Annapolis, MD 21401
410-841-3671
KatieFry.Hester@senate.state.md.us

District 12

Senator Clarence K. Lam
420 Miller Senate Office Building
11 Bladen Street
Annapolis, MD 21401
410-841-3653
Clarence.Lam@senate.state.md.us

District 13

Senator Guy J. Guzzone
Miller Senate Office Building, 3 West Wing
11 Bladen Street
Annapolis, MD 21401
410-841-3572
Guy.Guzzone@senate.state.md.us

House of Delegates

District 9A
Delegate Chao Wu
Lowe House Office Building, Room 217
6 Bladen St.
Annapolis, MD 21401
410-841-3556
chao.wu@house.state.md.us

Delegate Natalie Ziegler
Lowe House Office Building, Room 214
6 Bladen St.
Annapolis, MD 21401
410-841-3552
natalie.ziegler@house.state.md.us

District 9B

Delegate Courtney Watson
Taylor House Office Building,

District 9B (cont.)

Room 214
6 Bladen St.
Annapolis, MD 21401
410-841-3077
Courtney.Watson@house.state.md.us

District 12A

Delegate Jessica M. Feldmark
Lowe House Office Building, Room 216
6 Bladen St.
Annapolis, MD 21401
410-841-3205
jessica.feldmark@house.state.md.us

Delegate Terri L. Hill
Lowe House Office Building, Room 404
6 Bladen St.
Annapolis, MD 21401
410-841-3378
Terri.Hill@house.state.md.us

District 13

Delegate Vanessa Atterbeary
Taylor House Office Building, Room 131
6 Bladen St.
Annapolis, MD 21401
410-841-3471
Vanessa.Atterbeary@house.state.md.us

Delegate Pamela Lanman Guzzone
Taylor House Office Building, Room 216
6 Bladen St.
Annapolis, MD 21401
410-841-3083
pam.guzzone@house.state.md.us

Delegate Jennifer R. Terrasa
Lowe House Office Building, Room 217
6 Bladen St.
Annapolis, MD 21401
410-841-3246
Jen.Terrasa@house.state.md.us

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minimum notice!**



Central Maryland Chamber

ELECTED OFFICIALS

A letter or invitation to an elected official should be addressed as follows:

The Honorable (Name)
(Office)
(Address)
(City, State, Zip Code)

Prince George's County

County Executive

County Executive
Angela D. Alsobrooks
1301 McCormick Drive, Suite 4000
Largo, MD 20774
301-952-4131
countyexecutive@co.pg.md.us

County Council

14741 Gov. Oden Bowie Drive
County Council, 2nd Floor
Upper Marlboro, MD 20772
301-952-3887

Thomas E. Dernoga, Chair, District 1,
CouncilDistrict1@co.pg.md.us

Wanika B. Fisher, District 2,
CouncilDistrict2@co.pg.md.us

Eric C. Olson, District 3,
CouncilDistrict3@co.pg.md.us

Ingrid S. Watson, District 4, Chair
CouncilDistrict4@co.pg.md.us

Jolene Ivey, District 5,
CouncilDistrict5@co.pg.md.us

Wala Blegay, Vice-Chair, District 6,
CouncilDistrict6@co.pg.md.us

Krystal Oriadha, District 7,
CouncilDistrict7@co.pg.md.us

Edward Burroughs, III, District 8,
CouncilDistrict8@co.pg.md.us

Sydney J. Harrison, District 9,
CouncilDistrict9@co.pg.md.us

Economic Development

Prince George's County Economic
Development Corporation
1801 McCormick Drive, Suite 350,
Largo MD, USA 20774
lvalentine@co.pg.md.us
301-583-4650

Governor

Governor Wes Moore
Maryland State House
State Circle
Annapolis, MD 21404
410-974-3901
governor@gov.state.md.us

Lt. Governor

Lt Governor Aruna Miller
Maryland State House
State Circle
Annapolis, MD 21404
410-974-5882
ltgovernor@gov.state.md.us

Maryland State Senate District 23

Senator Ronald L. Watson, Ph.D.
James Senate Office Building,
Room 120
11 Bladen Street
Annapolis, MD 21401
410-841-3631
ron.watson@senate.state.md.us

District 24

Senator Joanne C. Benson
James Senate Office Building,
Room 201
11 Bladen Street
Annapolis, MD 21401
410-841-3148
joanne.benson@senate.state.md.us

District 25

Senator Melony G. Griffith
Miller Senate Office Building,
3 East Wing
11 Bladen Street
Annapolis, MD 21401
301-858-3127
melony.griffith@senate.state.md.us

District 26

Senator C. Anthony Muse
James Senate Office Building,
Room 220
11 Bladen Street
Annapolis, MD 21401
410-841-3092
anthony.muse@senate.state.md.us

District 47

Senator Malcolm L. Augustine
James Senate Office Building,
Room 214
11 Bladen Street
Annapolis, MD 21401
410-841-3745

Malcolm.Augustine@senate.state.md.us

House of Delegates District 22

Delegate Anne Healey
410-841-3961
anne.healey@house.state.md.us

Delegate Alonzo T. Washington
410-841-3652
Alonzo.Washington@house.state.md.us

Delegate Nicole A. Williams
410-841-3058
nicole.williams@house.state.md.us

District 23

Delegate Adrian A. Boafo
410-841-3047
adrian.boafo@house.state.md.us

Delegate Marvin E. Holmes, Jr.
Annapolis, MD 21401
410-841-3310
Marvin.Holmes@house.state.md.us

Delegate Kym Taylor
410-841-3331
kym.taylor@house.state.md.us

District 24

Delegate Tiffany T. Alston
410-841-3139
tiffany.alston@house.state.md.us

Delegate Andrea Fletcher Harrison
410-841-3919
andrealetcher.harrison@house.state.md.us

Delegate Jazz M. Lewis
301-858-3691
jazz.lewis@house.state.md.us

District 25

Delegate Darryl Barnes
410-841-3557
darryl.barnes@house.state.md.us

Delegate Nick Charles
410-841-3707
nick.charles@house.state.md.us

Delegate Karen R. Toles
410-841-3524
karen.toles@house.state.md.us

District 26

Delegate Veronica L. Turner
410-841-3212
veronica.turner@house.state.md.us



Central Maryland Chamber

ELECTED OFFICIALS

*A letter or invitation to an elected
official should be addressed as follows:*

*The Honorable (Name)
(Office)
(Address)
(City, State, Zip Code)*

Prince George's County (cont.)

House of Delegates (cont.)

District 27A

Delegate Kevin M. Harris
410-841-3257
kevin.harris@house.state.md.us

District 27B

Delegate Jeffrie E. Long, Jr.
410-841-3398
jeffrie.long@house.state.md.us

District 47A

Delegate Diana M. Fennell
410-841-3478
diana.fennell@house.state.md.us

Delegate R. Julian Ivey
410-841-3326
julian.ivey@house.state.md.us

District 47B

Delegate Deni L. Taveras
410-841-3101
deni.taveras@house.state.md.us

**Give two weeks in advance
minimum notice!**

Sample Press Release

[Your Logo Here]

For Immediate Release: [Date]

[Title Here] (Example: XYZ Inc Announces Launch of New Website)

Description (optional)*: *This is a very short description about the press release.*

*Some distribution sites will ask for this.

[City], [State], [Date] – [This is the opening paragraph. It should contain about 3-5 lines and considered most important since this catches attention of news readers and journalists. Typically questions for who, what, when, where and why answered here. Keep it short and highlight what the release is all about.]

[This paragraph goes into little depth. Give more details of product or any events taking place. This should contain about 2 comments made by spokespersons. For Example, Mr. XXX said “xxx”.]

[This paragraph focuses on where users can find detailed information about product or events. Give a contact or website for more information so that additional information can be found. This paragraph should be concluded within 3-5 lines.]

[This conclusive paragraph is known as the “boilerplate” and can contain no more than 2-3 lines. A short “about” section, providing independent background on the issuing company, organization or individual. Here you should explain future aspects, your aim in meeting the current market or success. In general, this paragraph should be what the intent you want to achieve for the organization.]

Contact Information:

[Company Name]

[Main Contact (Optional)]

[Address]

[Telephone]

###

(This mark lets the reader know that this is the end of the article.)

[Editor’s Note: optional. This includes any more relevant information to the related media outlet. Including more information about your company, information about other organizations referred to in the release, etc.]