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April 2021



## Dear PBA Members, Future Members, and Community Partners:

On behalf of the Pinecrest Business Association leadership, I would like to thank you for your continued support and participation in our Association. I'd also like to thank you once more for giving me the honor to serve as your President. I'm grateful for the chance to work together with this extraordinary membership and helping to grow the support of local business.

The year 2020 challenged every aspect of our lives, both personally and professionally. Along with all the pandemic aftermath came a reassuring focus on family, connection, and human interaction, and the hope of a vaccine and better days ahead. We met all the challenges head-on and never wavered. I've never been prouder to be a part of this group.

Through it all, the Pinecrest Business Association never relented. I would be remiss if I didn't recognize the hard work of the Board of Directors and our Executive Director to navigate the challenges of doing business in a pandemic. We were able to pivot to virtual meetings without missing a step and provide the much needed networking and human interaction needed to keep our businesses going.

I'm excited for the opportunity to serve as your President again in 2021. I can't wait to see the great things we will accomplish as a group this year. I hope to see everyone soon, whether in-person or virtually. We are eager to get back to business as normal.

Communication is key to keeping our Association alive, so please remember to share news about your business with the PBA so that we can extend your reach and expand your business. Our website has proven to be a valuable resource for many members, so we encourage you to make the most of it. Also, I encourage you to follow PBA on social media and stay on top of the news and participate and collaborate with our network of members that is more active every day.

Once again, thank you for your support over the past year. Here's to a bright, healthy, and prosperous 2021.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Gerson".

Jennifer Gerson  
President







Photography courtesy of Karen Nercress, All Star Event Photography

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**PBA meetings are  
the 3rd Tuesday of  
the month**

*\*except August and  
December*



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