

The Jerome Group, LLC

2021 annual report

Thanks to friends like you, The Jerome Group LLC had much success in 2021, our 16th year in business. Here are some highlights.

- Despite COVID, some people felt more comfortable being active again. We continue to offer both in-office hypnosis services and on-line sessions, via Zoom.
- Webmaster Tracey Masek Boulware continues to add more content, as our Web site become more useful for our clients. www.JeromeMasek.net allows us to market all four revenue streams – hypnosis, photojournalism, copy editing and public speaking.

HYPNOSIS: *Time for Change* continues to be a key focus, with 77 persons hypnotized in 2021 – our lowest number in years. We have worked with more than 2,368 persons since 2005. We are blessed to see clients in- person at the well-known [West Park Massotherapy](#), which has a great reputation for customer service. That firm marked its 21th anniversary in October 2021. Using Zoom has increased our potential client market. In 2021, we served clients in Columbus, Pittsburgh, Hartford and Toronto. [More information on hypnosis.](#)

PHOTOJOURNALISM: Our clients this year included:

- [The West Park Times.](#)
- [Power of More,](#) an alliance of 9 local chambers.
- [Bay Shore Insurance.](#)
- Two new real estate agents.

[More information on photojournalism.](#)

MARKETING & OUTREACH: Usually, we participate in numerous marketing events, but the pandemic caused many cancellations. Our efforts were more focused on social media – LinkedIn, Facebook, Zoom, and in our monthly e-newsletter. We were a vendor at two highly successful events.

- **Oct. 3,** Psychic Fair in Parma, produced by Melinda Carver. I spoke 1-on-1 with more than 80 persons.
- **Nov. 20,** A holistic fair in Westlake, produced by [Harmonic Journeys](#), where I spoke to 50 persons.

PROFESSIONAL MEMBERSHIPS:

- [Society of Professional Journalists](#) (SPJ), Cleveland Chapter, 1975-present
- [Toastmasters International,](#) 1992-2017
- [National Guild of Hypnotists](#) (NGH), 2005-present
- [West Park Kamm's Neighborhood Development](#) (formerly KCDC), 2005-present
- [Fairview Park Chamber of Commerce,](#) part of the Power of More, 2012-present



PUBLIC SPEAKING:

- Because of the pandemic, there was only one request for public speaking. I gave a speech and group hypnosis session at a Nov. 20 holistic event.
- [More information on public speaking.](#)

COMMUNITY SUPPORT: We donated time, talent or auctions items to:

- [Power of More](#), an alliance of 9 local chambers.
- [The West Park Times](#) community newspaper.
- [Blessed Trinity Parish.](#)
- [West Park Kamm's Neighborhood Development.](#)
- Madison High School, Class of 1971.



LOOKING AHEAD TO 2022

As the economy emerges from the pandemic, we expect business to increase in all revenue streams. Using Zoom for hypnosis has enlarged our potential market. I plan to be a vendor at seven or more major outreach events in 2022, and look forward to attending the annual educational conference of the [National Guild of Hypnotists](#) in August.

SPECIAL THANKS TO:

- Carol Masek RN, Chief Financial Officer, The Jerome Group LLC
- Tracey Masek Boulware, Webmaster, The Jerome Group LLC
- [Mathew Masek](#), Sales Engineer, [Sweetwater Sound](#), for technical support
- Marilyn Valentino LMT, founder & owner, [West Park Massotherapy](#)
- [Paul DiFranco](#) CHT, Hypnotherapist
- Brenda Carter, Reiki Master
- Linda Fenn, our "hypnosis hostess" at events
- Dawn Tarka, Photographer
- [Power of More](#) staff members
- [Michael Koler](#), Certified Financial Planner
- Gary Fishman, Attorney

Jerome Masek CH
19560 Puritas Ave. #132
Cleveland, Ohio 44135
216-210-5504
JEMasek@aol.com

As a sole practitioner, I am blessed with support, advice and encouragement from these highly talented professionals.

Follow us in cyberspace

Web site: www.JeromeMasek.net

Facebook: www.facebook.com/HypnosisTimeForChange/

Linked In: www.linkedin.com/in/jeromemasek/

Twitter: <https://twitter.com/JMasekCH>

Skype: Jerome Masek

Annual report photos by Dawn Tarka

Thanks for your on-going support.