

# The Jerome Group, LLC

## 2021 annual report

Thanks to friends like you, The Jerome Group LLC had much success in 2021, our 16<sup>th</sup> 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](http://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 21<sup>th</sup> 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

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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](http://www.JeromeMasek.net)

Facebook: [www.facebook.com/HypnosisTimeForChange/](https://www.facebook.com/HypnosisTimeForChange/)

Linked In: [www.linkedin.com/in/jeromemasek/](https://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.*