

The Jerome Group, LLC

2022 annual report

Thanks to friends like you, The Jerome Group LLC enjoyed much success in 2022, our 17th year in business. Here are some highlights.

- We experienced a phenomenal spring. March and April were two of our best months ever for hypnosis. We served more than 30 clients in individual and Zoom sessions, and 150+ interested persons talked to us about hypnosis at various outreach events. For the year, revenue rose more than 30 percent.
- Webmaster Tracey Masek Boulware continues to add more content, as our Web site becomes more useful for clients. www.JeromeMasek.net allows us to market all four revenue streams – hypnosis, photojournalism, copy editing and public speaking.

HYPNOSIS: *Time for Change* remains our key focus, with more than 75 persons hypnotized in 2022. We have worked with more than 2,480 persons since 2005. For most of the year, we were blessed to see clients at [West Park Massotherapy](#), which has a great reputation for customer service. That firm moved to a new location on Oct. 1 and there is no longer room for hypnosis. We now see clients during the day in nearby Rocky River. Using Zoom, we also serve clients in two states and Canada.

PHOTOJOURNALISM: Our clients this year:

- [The West Park Times](#).
- [Power of More](#), an alliance of 9 local chambers, held networking events every month.
- A holistic practitioner for her first Web site.
- A non-profit agency marking its 125th anniversary.
- A long-awaited family portrait.
- Three national retail stores with ribbon-cutting ceremonies.



MARKETING & OUTREACH: Continue to focus on LinkedIn, Facebook, and on our monthly e-newsletter. More active with 28 total outreach events, including:

- 5 Holistic events, 3 Psychic Fairs and 2 Business Expos.
- 18 Networking events sponsored by The Power of More, Fairview Park Chamber of Commerce and West Park Kamm's Neighborhood Development.
- Helped market 4 local stage hypnotists.

PROFESSIONAL MEMBERSHIPS:

- [Society of Professional Journalists](#) (SPJ), Cleveland Chapter, 1975-present
- [Toastmasters International](#), 1992-2017, 25 years
- [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:

- **Feb. 17**, Spoke about hypnosis for an hour on WERE 1490 AM. [Listen](#).
- **April 13**, Demonstrated hypnosis to AA members in Rocky River.

COPY EDITING:

- Supported [Linda Harvey](#) in her new free-lance copy editing business, *Punch and Power*.

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

- [Power of More](#), an alliance of 9 local chambers.
- [The West Park Times](#) local news organization.
- [West Park Kamm's Neighborhood Development](#)
- Raised more than \$1,000 for the Philip Porter Scholarship Fund of Cleveland SPJ.

LOOKING AHEAD TO 2023

As the economy continues to grow, we expect business to increase in all revenue streams. There are already 11 marketing events planned for 2023.

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](#), technical support
- Marilyn Valentino LMT, founder & owner, [West Park Massotherapy](#)
- Dr. Laura Vernallis DC, [River Chiropractic and Wellness](#), Rocky River
- Dawn Bartos, owner, [The New Moon](#), Lakewood
- Donna Nowak, CH, CRT, [Certified Hypnotist](#)
- [Paul DiFranco](#) CHt, Hypnotherapist
- Brenda Carter, Reiki Master
- Jessie St. Christopher, Unity Spiritual Center
- [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 and advice from these 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>

Annual report photo by Dawn Tarka

Thanks for your on-going support.

Jerome E. Masek
Principal
The Jerome Group LLC



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