

# Chamber News

www.RochesterBusinessAlliance.com

July/August 2008

## News to Know

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## Visit Every Member Campaign

From the east side of Monroe County to the west, into Wayne and Ontario and the other six counties where the Rochester Business Alliance has members, our "Visit Every Member" campaign continues to roll.



David Dworkin of LLD Enterprises collects his candy jar from Amy Platenik of member services

So far, we're on target, having visited 57 percent of our membership, stopping everywhere from the front porches of home-based companies to the lobbies of the area's largest industries. If we haven't stopped at your place yet, we look forward to meeting you soon.

## Friday Business Briefings

July 18, 2008

Network Security for Small and Medium Businesses

August 15, 2008

A Personnel File Document Retention Legal Update

Time: 8-9 a.m.

Location: Rochester Business Alliance,  
150 State St.

Open to: Members only (no cost)

To register, call Edna Smith at (585) 256-4641  
or e-mail Edna.Smith@RBAAlliance.com

## Find Your Niche with an Affiliate

As an organization of more than 2,200 members, the Rochester Business Alliance is made up of employers big and small, operating in just about every industry imaginable. There are significant benefits to being part of such a large group, especially in the arena of public policy and advocacy. But there are also times when employers and employees want to talk shop with a smaller group who shares their very specific business issues.

That's where the Rochester Business Alliance's affiliate organizations can help. Our six affiliates each offer specialized programming geared toward their membership, as well as networking opportunities with business people sharing common interests and challenges:

**Greater Rochester Quality Council (GRQC)** focuses on building a community of excellence by increasing awareness and sharing the latest quality techniques among members and with the community. It works with business and organizations in five sectors - business, education, government, healthcare and not-for-profit - on continuous quality improvement through initiatives such as Rapid Cycle, as well as seminars and training. (Read more about GRQC in this month's Affiliates News on page 4.)

**Rochester Black Business Association (RBBA)** is committed to fostering an environment for Black businesses to develop and prosper, and offers presentations, discussion groups, training, and networking events that are open to the community. To learn more about becoming part of the oldest and largest local Black Business Association in our area, log on to [www.rochesterblackbusiness.com](http://www.rochesterblackbusiness.com).

**Rochester Hispanic Business Association (RHBA)** reaches out to the Hispanic business community, providing programs and forums for networking and interaction. The organization also highlights accomplishments of the Hispanic business community, through programs such as its Hispanic Business Person of the Year Gala. To



learn more, log on to [www.rochesterhba.com](http://www.rochesterhba.com).

**Small Business Council of Rochester (SBC)** provides services, support and business-to-business opportunities to its members, as well as to the community. Among its programming: Executive Development Roundtable, Headliner Program (which this year featured Steve Tasker) and the Annual Gala featuring Businessperson of the Year. For more information, log on to [www.rochestersbc.com](http://www.rochestersbc.com).

**Transportation Council** strives to meet the needs of transportation professionals through networking and forums that address issues facing the industry, such as increased fuel costs and Thruway tolls. To find out more about a raffle for scholarships or the Annual Clambake, visit our website ([www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)). Click on the "Services" tab and again on "Affiliated Groups."

**Women's Council**, which is celebrating 70 years, works to enhance the opportunities and knowledge of business and professional women in the civic, commercial, cultural and educational interests of the Rochester area. Recognition programs include the annual ATHENA and Young Women of Distinction awards. To find out more, visit [www.grwc.com](http://www.grwc.com). ★

**Rochester**  
BusinessAlliance  
The Regional Chamber of Commerce

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[www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)

This newsletter is the official newsletter of Rochester Business Alliance, published at 150 State St., Rochester, NY 14614.

Articles printed are for information only and are not intended to render legal advice.

## From the President and CEO...

Since we're more than halfway through the year, it's probably time to check in on the up-to-the-moment (or at least up to press time) results of my 2008 Parker's Predictions.

For those of you not familiar with this, Parker's Predictions is the nickname that's been given to the forecasting speech I deliver each January to the Rochester Rotary. In that speech, I talk about the issues facing our community, the successes under our belts as well as the obstacles ahead, then I offer 10 predictions for the year ahead on everything from the economy to politics to professional sports.

Looking back at what I said in January 2008 looks like my crystal ball was equipped with a GPS. I'm counting six out of 10 on the money, two in which it's too early to tell, and two more in which I missed the mark, due to incredibly unforeseen circumstances.

So on the positive side, let's recap. I said this was the year we would Unshackle Upstate, and while I've all along said this was a multi-year project, we are making some progress in addressing essential issues such as lowering our outrageously high state and local taxes. I also predicted correctly that the project to clear the Midtown Plaza site for redevelopment would move ahead, and that progress on Renaissance Square would be slow. And I got it right in predicting a fight to the finish for the Democratic nomination for president, as well as John McCain's ascendancy to head the Republican ticket. I stopped short of predicting who would win in November, and I'm still not ready to venture a guess on that one.

Also on the plus side, give me credit for predicting success for the Rochester Community Coalition, which saw six of its nine

target projects receive full or significant funding in the state budget, as well as for saying that the state's on-time budget streak would be broken.



Sandy Parker

The circumstances that made that prediction correct, however, are the very ones that made two others off the mark. I had predicted fence mending in Albany and an Albany-led push for mayoral control of schools. However, that was before the sudden change in occupancy of the Executive Office in Albany. I believe Gov. Paterson is still working hard on fence-mending, but he's also made it very clear that he won't stand for business as usual in Albany and plans to hold all branches accountable to the electorate.

Now, as to those two predictions still out there. One is the outcome of the November elections, as they regard the state Legislature. I stand by my prediction that despite a lot of voter grumbling, incumbents will be re-elected. The other concerns whether the Buffalo Bills and the Rochester Americans will remain in their respective communities. I continue to root hard for that one, as these two sports teams are important to our quality of life and our economy.

So there you have it, my mid-year report. Stay tuned for the final results. And thanks for watching! ★

## Upcoming Events

- |         |   |            |
|---------|---|------------|
| July 23 | Breakfast with Our CEO  | 8 - 9 a.m. |
| August  | Business After Hours at Pier 45 - more details to come soon on our web site |            |

For more information or to register, visit our calendar online at [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com).

## Be a Part of the 2008 Rochester Top 100 Event

The deadline to nominate a company for the 2008 Rochester Top 100 is fast approaching. Nomination applications are available to download at [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com) and are due Friday, July 11. To be eligible, companies must be privately held, headquartered in the Rochester region, and must have at least \$1 million in annual revenues for each of the last three years.

Companies not competing for a place on this year's list are invited to consider becoming sponsors of the annual Rochester Top 100 event, set this year for Nov. 5 at the Rochester Riverside Convention Center. Sponsorships are available at the following levels:

- Supporting Sponsor - \$2,500
- Corporate Sponsor - \$5,000
- Premier Sponsor - \$10,000
- Exclusive Private Reception Sponsor - \$10,000
- Exclusive Title Sponsor Level - \$20,000

For more information about the sponsorship



levels, contact Susan George at (585) 256-4612. Companies competing for the 2008 Rochester Top 100 are NOT eligible to be sponsors.

Tickets for the event are available for purchase at \$75 per person and \$585 for a table of 10. Last year's event drew a record crowd of more than 2,000, and the Rochester Business Alliance is planning an even bigger and better event this year, so reserve your tickets today.

The Rochester Top 100, now in its 22<sup>nd</sup> year, is a program of the Rochester Business Alliance and the local office of KPMG LLP. For more information, or to see the list of the 2007 Rochester Top 100, log on to [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com). ★

## China Trip Sold Out for 2008

The excitement is building as the Rochester Business Alliance prepares for the October trip to China. Four hundred travelers will leave for Beijing on four departure dates.

During the nine-day trip, we will explore the history and culture of China. Stays in Beijing, Suzhou, Hangzhou, and Shanghai and visits to the Great Wall, Forbidden City, Ming tombs, tea houses, and pagodas promise to provide an enriching and exhilarating experience. The tour will be staffed by the Rochester Business Alliance, as well as English speaking tour guides.

For a better understanding of traveling to China, we are offering three-hour seminars in August and September on useful and practical tips for an enjoyable trip. Topics will include simple Chinese language terms, insights about Chinese culture and customs, shopping and safety information, and packing tips. These seminars are free and open to those who are



Map of China

signed up for the October trip.

Although the October trip is sold out, we will be hosting another venture to China in March 2009. The March trip will have an option to visit Xi'an, known for the Terra Cotta Warriors and Horses excavation. Reservations will be accepted in September, with more information to come. This trip is open to the public.

For more information about the October 2008 trip, visit the home page of our web site ([www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)). ★

## From the US Chamber

### A Health Care System that Works for Everyone

By Thomas J. Donohue, President and CEO



Let's start with the single biggest barrier that puts coverage out of reach for many families and employers--costs. We can dramatically reduce costs by implementing health IT, focusing on wellness and prevention, reducing medical errors, and ending frivolous medical malpractice suits.

When it comes to health IT, we need to build a networked health care system.

We can improve quality of care by reducing litigation and costly medical errors. We should not tolerate, or pay for, preventable medical errors.

We can remove medical malpractice claims from the tort system by creating specialized Health Liability Courts. Lawsuits are driving doctors out of business and raising costs for everyone.

The best way to reduce costs is to prevent the need for services in the first place, and you can only do that through wellness and prevention.

We need a much more consumer-driven health care system, with better transparency.

We need more transparency in the quality of providers and treatments so that individuals can make better, more cost-effective decisions regarding health care--and, so that good providers can be rewarded and bad providers avoided.

We need to strengthen the employer-provided system by keeping regulations and mandates to a minimum. Congress should allow smaller businesses to pool risk and purchase coverage for their employees at an affordable price. ★

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In each issue of Chamber News, we'll feature information on one of our six affiliated groups. This issue, our spotlight is on the Greater Rochester Quality Council.



By Bill Self  
Council Chairman

Rochester has had a legacy of quality for over one hundred years. In fact, the trademark of the city circa 1900 was "Rochester Made Means Quality."

The Greater Rochester Quality Council's mission is to build a community of excellence. GRQC's members are differentiating Rochester and surrounding counties by creating value and process improvements that not only stimulate higher performance in individual organizations but which also demonstrate how a quality approach strengthens the entire community.

GRQC believes that a foundation of quality belongs in and benefits from five sectors: business, education, healthcare, government, and not-for-profits.

Our goal is to instill the quality mindset into all five sectors. This is a unique model in collaboration and we consider ourselves the strongest community quality organization in the state. We do community projects and best practice sharing, enabling each sector to work with and learn from the other four. We recently began highly successful quality workshops to educate organizations to improve their performance.

Become a member and participate in the efforts that will make our community more successful. GRQC's members join at the organization level so that all of their employees can participate in our events.

Our vision is to build on the already solid foundation of quality excellence in the area and to make Rochester the "Quality Capital of the United States". ★

To learn more about GRQC, call Susan George at (585) 256-4612 or e-mail [Susan.George@RBAAlliance.com](mailto:Susan.George@RBAAlliance.com).

## Upcoming Affiliate Events

### Greater Rochester Quality Council

- Quality Basics that Every Organization Must Have - July 24
- Six Sigma for Sales and Marketing - August 21
- Quality for Leaders (repeat seminar) - August 20-21

### Rochester Black Business Association

- Talkin' Basketball with Vivian Stringer - July 11

### Small Business Council

- Small Business Boot Camp: Unleash the Power of Your Brand - July 16
- Small Business Boot Camp: The Performance Achievement System - August 13

For more information about these events, visit the [Affiliated Groups](#) page on our website - [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)



## Stand Up to an Economic Downturn with Good Financial Practices

A downturn doesn't have to spell disaster for your small business. Good financial management practices will help you weather even the worst of economic times.

Begin with the basics. Even when times are terrific, no small business can survive without good recordkeeping, budgeting, cash flow monitoring, and credit management.

Consult your bank. Lenders can tap their vast experience in economic cycles to advise you on issues specific to your business and industry.

Be on good terms with your creditors. Falling behind on payments is never the answer, even if it's "just this once." Creditors will be more amenable to renegotiating terms to small businesses they consider to be conscientious and reliable.

Watch your receivables. By the same token, you need to stay on top of any outstanding debts to your company, particularly problem accounts. Be firm, but

also willing to negotiate where appropriate.

Scrutinize your spending. Rather than arbitrarily slashing your budget, strive to spend only on those things that have a justifiable positive effect on your business.

Step up your review of financials. Assessing your reports weekly or biweekly, rather than monthly, will put you in a better position to make informed decisions.

Keep marketing in the mix. Look for cost-effective ways to keep your company visible to current customers and potential new markets. They may be ready to restart their spending long before the headlines proclaim an end to the economic crisis.

For more help in coping with an uncertain economy, contact SCORE Rochester. Seasoned, volunteer business counselors stand ready to provide free, confidential business counseling to small business owners. Call (585) 263-6473 or visit our web site at [www.scorerochester.org](http://www.scorerochester.org). ★

## Revitalizing Rochester

By Chris Wiest  
Vice President of Public  
Policy and Advocacy



Rochester's downtown was once vibrant and bustling. However, like many major cities of the northeast, the loss of businesses and residents over the last several decades have left behind many empty storefronts, dilapidated buildings and vacant streets. That may be about to change.

More than \$760 million is slated to be invested in the downtown area over the next several years. The Rochester Downtown Development Corporation recently presented "Downtown Rising," an event highlighting four projects that could transform the economic landscape of our city.

- PAETEC World Headquarters – High on the Rochester Community Agenda was a request for state funding to make the Midtown Plaza site shovel-ready for the planned PAETEC headquarters. The 2008-09 state budget included \$55 million. PAETEC will spend more than \$100 million to build the 500,000-square-foot tower. PAETEC is one of the fastest-growing technology companies in North America. Moving its headquarters downtown will spur additional development in the area.
- ESL Federal Credit Union – Construction of the new 180,000-square-foot building will require approximately 250 local laborers. More than 300 employees will relocate from the current headquarters in Irondequoit. The project, costing over \$50 million, is expected to be complete by the spring of 2010.
- Renaissance Square – A design concept

has been selected for this \$230 million project, which will include retail, a transit facility, an MCC satellite campus and a performing arts center at Main Street and Clinton Avenue. The project is expected to create 1,200 construction jobs over three years.

- St. John Fisher Law School – Sen. Joe Robach worked to secure \$2.25 million in the 2008-09 state budget for the development of the downtown St. John Fisher Law School concept, and Donald Bain, college president, has begun searching for properties. While questions still remain as to the feasibility of a law school in Rochester, this effort epitomizes renewed interest in developing new regional assets downtown.

To learn more about these and other downtown development initiatives, visit RDDC's website at [www.RochesterDowntown.com](http://www.RochesterDowntown.com). ★

## Unshackle Upstate Update Is Property Tax Relief in Sight?



High taxes, especially property taxes, continue to put our state at a competitive disadvantage. New York State has some of the highest local taxes in the country - 79 percent above the national average. A recent Siena College poll indicates that 74 percent of voters statewide, and 79 percent Upstate, support a cap on property taxes.

Rochester Business Alliance CEO Sandra Parker served as a special advisor on the state Commission on Property Tax Relief, formed to investigate the issue and offer solutions. In June, the commission – chaired by Nassau County Executive Thomas Suozzi - offered "A Preliminary Report of Findings and Recommendations to Governor David A. Paterson."

Highlights of the report include:

- The primary recommendation: Capping annual property tax increases at 4 percent or 120 percent of the Consumer Price Index - whichever is less. Schools would not be required to hold a public vote if the budget remains within that cap, but if the increase is higher, the

school must receive 55 percent voter approval. Approval by 60 percent of voters would be required if the increase is higher and the school received an increase in state aid of 5 percent or more. The four largest school districts in New York (including Rochester) would be exempt from the cap.

*"74% of voters  
statewide favor a cap  
on property taxes"*

- ASTAR "circuit breaker" to be implemented after the property tax cap. The current STAR program needs reform as it has been ineffective at providing tax relief to residents, and provides no tax relief to businesses. This new circuit breaker program would be based upon the income of taxpayers and their ability to pay the property taxes.
- Mandate relief for school districts. The commission encourages the state to change laws, especially state imposed special education requirements that exceed the federal mandates,

adding to the already high cost of the program. Reducing costly mandates will allow schools to provide quality education without significantly increasing budget expenses.

New York State is recognized for the excellence of its public education system. At the same time, it is necessary to lower property taxes to attract and retain residents and business owners. Gov. Paterson has introduced a property tax cap bill as the first step, however, mandate relief and other commission recommendations will need to be implemented to help schools and taxpayers realize long-term savings.

Unshackle Upstate has consistently advocated for tax relief and supports Gov. Paterson's tax cap bill. We will be working with the Business Council of New York State and other supporters to garner statewide support for the property tax cap and will keep you informed of future developments.

To learn more about Unshackle Upstate, and how you can help, log on to [www.UnshackleUpstate.com](http://www.UnshackleUpstate.com). ★

## Tips for Creating a Drug Free Workplace



One topic that has been coming up more frequently on the HR Helpline is a drug-free workplace and drug testing. Below we've provided some information and resources to assist you in establishing a program.

**Drug-Free Workplace Act of 1988.** This Act requires any organization that receives a federal contract worth \$100,000 or more, to establish a drug-free workplace policy. It also requires all organizations receiving a Federal grant of any size to maintain such a policy.

At a minimum, the organization must:

- *Prepare and distribute a formal drug-free workplace policy statement.* This statement should clearly prohibit the manufacture, use, and distribution of controlled substances in the workplace and spell out the specific consequences of violating this policy.
- *Establish a drug-free awareness program.* This program should inform employees of the dangers of workplace substance abuse; review the requirements of the organization's drug-free workplace policy; and offer information about any counseling, rehabilitation, or employee assistance programs that may be available.
- *Ensure that all employees working on the federal contract understand their personal reporting obligations.* Under the terms of the Act, an employee must notify the employer within 5 calendar days if he or she is convicted of a criminal drug violation.
- *Notify the Federal contracting agency of any covered violation.* Under the terms of the Act, the employer has 10 days to

report that a covered employee has been convicted of a criminal drug violation.

- *Take direct action against an employee convicted of a workplace drug violation.* This action may involve imposing a penalty of some kind or requiring the offender to participate in an appropriate rehabilitation or counseling program.
- *Maintain an ongoing good faith effort to meet all the requirements of the Act throughout the life of the contract.* Covered organizations must demonstrate their intentions and actions toward maintaining a drug-free workplace. Their failure to comply with terms of the Drug-Free Workplace Act may result in a variety of penalties, including suspension or termination of their grants/contracts and being prohibited from applying for future Government funding.

For assistance in creating a policy, the U.S. Department of Labor offers a drug-free workplace policy builder tool on its website at [www.dol.gov/elaws/asp/drugfree/drugs/screen1.asp](http://www.dol.gov/elaws/asp/drugfree/drugs/screen1.asp).

**Drug Testing Programs.** The majority of employers across the United States are not required to drug test and many state and local governments have statutes that limit or prohibit workplace testing, unless required by state or Federal regulations for certain jobs, such as the transportation industry. Also, drug testing is not required under the Drug-Free Workplace Act of 1988. On the other hand, most private employers have the right to test for a wide variety of substances. It is very important that before designing a drug-testing program you familiarize yourself with the various state and

Federal regulations that may apply to your organization, and consult with an attorney.

In deciding whether to institute a drug testing program, ask the following questions:

- Will you test all employees and how frequently? If not, what will be the basis for selection?
- Will the testing be done for applicants only, or for existing employees annually, on a random basis, or done only for cause?
- If you test only for cause, how is cause defined?
- If the test is positive, what disciplinary action will be taken? What happens if the employee refuses to be tested?

The federal Substance Abuse and Mental Health Services Administration (SAMHSA) has developed a Drug-Free Workplace Kit suitable for companies of all sizes to help in creating and maintaining drug-free workplace policies and programs. This free information explains to employers how to protect and prepare the workplace, identify substance-related issues, and provide prevention education and assistance. It addresses the legal aspects of the problem, as well as how to build a team and policies and programs to address illicit substance abuse. The kit has nine pullout brochures, 13 fact sheets, a bumper sticker, and two posters for display. An online version can be downloaded at [www.workplace.samhsa.gov/WPWorkit/index.html](http://www.workplace.samhsa.gov/WPWorkit/index.html).

Employers who meet the drug-free workplace requirements defined by the New York State Insurance Fund may be eligible for a workers' compensation credit. For more information, contact your carrier or go to [www.ins.state.ny.us/issec-v.htm](http://www.ins.state.ny.us/issec-v.htm). ★

For more information, please contact Kathy Novak, director of research and surveys, via e-mail at [Kathy.Novak@RBAAlliance.com](mailto:Kathy.Novak@RBAAlliance.com) or (585) 256-4618 or Jennifer Suppé at (585) 256-4608 or [Jennifer.Suppe@RBAAlliance.com](mailto:Jennifer.Suppe@RBAAlliance.com).

Sources: U.S. Department of Labor and SAMHSA

## Survey Spotlight

Survey	Questionnaires Sent (week of)	Deadline Date (week of)	Release Date (week of)
Health Benefits Survey Rochester Area Pay	July 7	July 28	Sept. 29
Trends Survey	July 14	Aug. 4	Aug. 25
Policies and Benefits	Aug. 4	Sept. 15	Feb. 2009
Holiday Closing Report	Aug. 11	Aug. 25	Sept. 29

To sign up for upcoming surveys, please contact Jennifer Suppé at (585) 256-4608 or [Jennifer.Suppe@RBAAlliance.com](mailto:Jennifer.Suppe@RBAAlliance.com)

# Misclassification of Workers

By Andrew Ryan  
Woods Oviatt Gilman LLP



In September 2007, then Gov. Eliot Spitzer, signed Executive Order No. 17 establishing the Joint Enforcement Task Force on Employee Misclassification with a mandate of investigating employers who treat their employees as independent contractors. The task force consists of the Commissioner of Labor, the Attorney General, the New York State Commissioner of Taxation and Finance, the Chair of the Workers' Compensation Board, the Workers' Compensation Fraud Inspector General and the Comptroller of the City of New York. The purpose of the task force is to share information regarding employee misclassification violations and to pool their investigative and enforcement resources. If an employer has been investigated by any of the task force members and found to have misclassified its employees as independent contractors, then

that information will be shared with the other task force members who will then coordinate a joint investigation and enforcement proceeding against that employer.

According to the task force's report to former Gov. Spitzer dated Feb. 1, 2008, fifteen inter-agency enforcement efforts had already been conducted with 117 employers identified. The Joint Task Force found over \$3 million in unpaid or underpaid wages and had assessed \$5,000 in fines for child labor violations.

**Are You Properly Classifying Your Employees?**  
Any business that uses the same independent contractors on a regular basis should be concerned about whether those people are truly independent contractors or whether they are actually employees. A written agreement between the business and the alleged independent contractor that states that the person is an independent contractor is not controlling on any agency that is prosecuting a complaint.

risks of profit or loss, and/or whether the person doing the work is ultimately responsible for the satisfaction to the customer.



One problem that exists is that each agency within the task force has different criteria for determining whether a person is an independent contractor or an employee. Therefore, a determination by one agency is not binding upon any of the others and according to the joint task force, a number of investigations have revealed inconsistent results in terms of determinations on whether the person is an independent contractor or an employee. In the task force's Feb. 1, 2008 report, it recognized this problem and proposed that a single standard be adopted for determining whether an individual is an employee or an independent contractor under all the different regulations governing the task force members. This is an eminently reasonable proposal but it remains to be seen whether it is implemented.

Although former Gov. Spitzer resigned in March 2008, the task force is still in operation and Gov. Paterson has apparently endorsed the task force plan.

The safe route to take is to consult with an attorney if you have any questions regarding the person's legal status as an independent contractor and to always err on the side of caution as the employer's liability for unpaid wages, penalties and fines can be enormous. ★

Determining whether a person is truly an independent contractor or an employee revolves around whether the person has the control over the means and manner of providing the services, whether the person provides labor or services to more than just one entity, whether the person is subject to the

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[www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)

## Wellness in the Workplace

### Diabetes Draws Attention

By Patti Singer



What smoking was to the workplace over the past few years, diabetes is now. The parallels between the two are striking in their economic and human toll. While the need for smoking cessation programs hasn't gone away, the prevalence and cost of diabetes makes education about the disease an emerging theme in worksite wellness.

The American Diabetes Association is teaching about prevention and management of the disease through its Winning at Work program. "People are becoming more aware because people are getting type 2 diabetes," said Travis Heider, executive director for upstate New York.

The cost is paid in lives and dollars. Almost 21 million Americans have diabetes. One in three children born in 2000 will develop diabetes by the time they are 55, Heider said.

Employees with diabetes are likely to be absent an average of 8.3 days while workers without the disease miss 1.7 days. Over time, people with diabetes are more likely to suffer heart disease, kidney failure and blindness. Medical expenses are \$13,243 for a person with diabetes and \$2,560 for a person who does not have the disease.

Smokers are asked to pick up a little more of that tab through surcharges that some companies levy on their insurance. Heider said he has not heard of that practice with employees who are overweight or are sedentary. Diabetes also can fall under the protection of the Americans with Disabilities Act, according to the U.S. Equal Employment Opportunity Commission.

To bring Winning at Work to your company, contact Heider at (585) 458-3040 ext. 3475 or [theider@diabetes.org](mailto:theider@diabetes.org). ★

*Patti Singer, M.S. Ed., is with the Worksite Health Alliance of Greater Rochester (www.whagr.org).*

## Health, Safety and Environment Safety - The New School

By Chip Dawson

Research on occupational safety—lots of it—firmly rejects decades-old traditional approaches to accident prevention in the workplace. If you are still trying to drive safety with old thinking, you're hurting your business and your employees and setting yourself up for failure.

Here's a look at the "new school" of safety management:

- Safety is a management responsibility. People (your employees) do what they believe you want. Research shows that many employees in all business sectors think that management wants productivity above all else. "Meet schedule! Get it out the door!" The results are shortcuts and risk taking to get it done. Having the safety coordinator or safety committee plead the case for safety does nothing. People know, and respond to, management's "hot buttons," so it's up to management to make the daily case for safety.
- Management causes injuries. Like it or not, research tells us that management creates the workplace culture that allows incidents to occur. Every decision management makes and every system management creates has the potential to make things run smoothly and safely—or to greatly increase the potential for a loss event.
- People are smart. Research finds that most people in the ranks are very savvy individuals. They know what works and what doesn't and they know how to fix the system even before management knows it's broken. The problem is, far too many managers wouldn't dream of asking people in the ranks for help. If you start now spending an hour a day asking your people how to fix (safety, production, morale, quality, service—pick a word) and listen carefully to what they

say, your organization will be much improved in very little time.

- Safety is a profit center. An effective safety process, well lead with everyone involved, can yield average returns of \$4 to \$6 for every dollar spent, the research shows. Several Rochester area organizations have gotten returns as high as \$10 for every dollar spent.

There is much more research that's exciting and points to far better methods than the old school. If you'd like to learn more, contact us (see below). The Rochester Business Alliance offers safety management training, safety interventions, surveys and consultation all targeted to help you manage your safety efforts the new school way.

For information about the comprehensive Safety and Health Procedures Manual to support your safety culture change and training efforts with management tools and compliance outlines, contact Kathy Novak at (585) 256-4618 or [Kathy.Novak@RBAAlliance.com](mailto:Kathy.Novak@RBAAlliance.com). ★

If you have HSE questions or column suggestions, or would like to be added to the e-mail HSE Update list, contact Chip Dawson at (585) 425-1639 or [chipdawson@aol.com](mailto:chipdawson@aol.com).





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The Rochester Business Alliance offers a variety of networking events each month. Below are some of the highlights from May and June. For more photos, visit our Networking page on our web site ([www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)).

## Meet the Top 100 - DDS Companies May 14



*Sean Donohoe and Todd Rickard of DDS Companies answer questions from guests*

## Breakfast with Our CEO May 22



*President and CEO Sandy Parker focused on Albany and taxes at the last meeting with members*

## Meet the Top 100 - Sunnking May 4



*Duane Beckett, president of Sunnking, Inc. shows material which will go to a refinery to recover precious metals*

## Young Women of Distinction Award June 4



*The recipients of the 2008 Young Women of Distinction Awards are (l to r) Carolyn Gombert, Emily Katherine Redman, Anne Palermo, and Christine Choudri (awarded the top honor)*

## Prepare for Baby Boomer Retirements

By Ellen Baniak  
Vice President of RBA  
Staffing Solutions



It is estimated that every seven seconds, a baby boomer turns 60. According to the U.S. Department of Labor, nearly 36 million workers are expected to leave their jobs and will need to be replaced by 2014<sup>(1)</sup>. A survey of Rochester Business Alliance members conducted in Oct. 2004 showed 40 percent of the respondents had not begun or did not plan on taking steps to prepare for the possibility of a shortage of experienced workers caused by the increased number of retirees.

With the largest wave of changes in the workforce getting closer, employers should be tracking their employees and soon-to-be-retirees to determine what impact this may have. The loss of knowledge, experience and productive work habits may be substantial and could impact an employer's future productivity and profit.

A three-step plan employers should consider to help offset the negative impact this situation may have is to "Retain, Train and a Recruitment Campaign."

**Retain.** Many baby boomers are looking to stay involved with work in some capacity following their "retirement." Whether their reasons are financially based or a desire to stay productive, with the right accommodations from employers they can continue to be a valuable asset to your organization. The 2004 Rochester Business Alliance survey showed that 38 percent of respondents were already using retired employees as consultants or temporary workers and 19 percent were anticipating doing this at some point.

**Train.** Develop a knowledge management system and begin pairing older workers with a younger generation employee to transfer this knowledge. Focus not only on the technical knowledge that can be documented in manuals or databases, but consider the intrinsic knowledge that comes from experience, those "tricks of the trade" and the creative strategies and solutions that have made the experienced employees successful in their roles.

**Recruitment Campaign.** Begin a plan to fill your talent pipeline now. In 2004, only 8 percent of respondents reported an increase in recruiting efforts to prepare for the potential worker shortage. We plan to re-survey members soon to see how things have changed as we get closer and closer to a possible critical stage in our area's workforce future.

RBA Staffing Solutions is already working with some of our members by bringing their retirees back as temporary employees through our payroll program. We are also available to support your recruitment of new talent for temp-to-hire or direct hire positions. A list of contacts for your staffing needs is included in the sidebar below. ★

(1) U.S. Department of Labor, Report of the Taskforce on the Aging of the American Workforce (Washington D.C., Feb. 2008)

### RBA Staffing Solutions Contacts

Ellen Baniak  
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(585) 256-4630  
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Burt Parks  
Contract staffing manager  
(585) 256-4639  
Burt.Parks@RBAAlliance.com

Scott Whipkey  
Professional placement recruiter  
(585) 256-4633  
Scott.Whipkey@RBAAlliance.com

### BUSINESS INTELLIGENCE REPORT

## Information you may have missed

The Business Intelligence Report, e-mailed to members each month as a complimentary membership benefit is a digest of the latest business news compiled from more than 150 sources. Watch your inbox each month for a new issue.

### Trends

#### Do-it-yourself online display ads

Now start-ups and major Internet players are giving advertisers the option of planning, buying and tracking online-ad campaigns all on their own. The self-service options have the potential to bring huge numbers of advertisers and sites into online advertising.

#### More small businesses forced to raise prices

If you've raised prices or are considering it due to higher costs, you're not alone. One in five owners is raising prices, and more owners are trying to raise prices this year if the competition allows it.

### Tips

#### Online press releases drive traffic

Before submitting your news to a press release distribution service, pick out the key phrases in your release and turn them into links. Next, put your keywords in the first 65-70 characters of your release. That's all Google indexes.

#### Want to reduce shipping fees? Ask.

FedEx, UPS, DHL, and U.S. Postal Service are willing to negotiate contracts. Focus on haggling so-called accessorial charges including higher fuel charges, insurance, and out-of-the-way deliveries.

## Increase Visibility - Advertise with the Chamber

By Kevin Donahue  
 Director of  
 Membership and  
 Business Development



One of the biggest mistakes that a business can make during a slow economy is becoming invisible. While it's necessary to cut costs in tough economic times, it's also important to maintain visibility. The trick: finding a cost-effective vehicle for touting your business.

The Rochester Business Alliance has a way to help – another of the many benefits of membership.

As the regional chamber of commerce, we communicate frequently – and on a variety of platforms – with a large audience of member and non-member business professionals in the greater Rochester area.

We now offer advertising spots in each of those vehicles, available only to Rochester Business Alliance members at the Partner, Corporate or Business Builder levels.

One advertising vehicle to consider: Our recently launched *Chamber News*, a bi-monthly newsletter that has received high praise from the more than 2,500 members who receive it via snail mail and the more than 6,000 members and non-members who receive the newsletter via e-mail. In the current edition, we're pleased to include advertising from Park Place Chauffeured Transportation and Rochester Home Builders Association. Ads are available in two sizes - 1/8-page for \$150 and 1/4-page for \$300, with discounts available when multiple ads are purchased.

Another option: our monthly Business Intelligence report, distributed electronically to more than 5,000 Rochester Business Alliance members. This publication offers concise and easy reading, and is chock-full of the latest strategies, news, trends and tips for today's business. (See a sample of the type of information on the previous page.) Because of its size, only one ad is possible per report, and sold in blocks of three months for \$300 and six months for \$500.

Last, but certainly not least is our website, which offers regular updates on the latest information in business trends, public policy

updates, human resource information and networking opportunities. Each month, RochesterBusinessAlliance.com averages more than 7,000 unique visitors and 37,000 page views. As Rochester area business professionals peruse our site, why not take advantage of the opportunity and expose them to your business as well? Monthly banner ads – now appearing at the top of the homepage - are offered for only \$75.

We've all seen the advertisement that says, "If you're reading this, then it worked!" With its strong readership and very reasonable prices, we want to make advertising with the Rochester Business Alliance work for you and your business.

For more information or to purchase ad space, please contact Jessica Crane at (585) 256-4654 or [advertising@RBAlliance.com](mailto:advertising@RBAlliance.com).

Advertising opportunities are open to Rochester Business Alliance members at the Business Builder, Corporate or Partner tiers.

For more information about membership benefits, contact me at (585) 256-4651 or [Kevin.Donahue@RBAlliance.com](mailto:Kevin.Donahue@RBAlliance.com). ★

## The Rochester Business Alliance welcomes its new members

Austin Master Services Inc.  
 Radiological Environmental Remediation  
[www.austinmasterservices.com](http://www.austinmasterservices.com)

BRS Analytics  
 Consulting  
[www.RBAMember.com/BRSAnalytics](http://www.RBAMember.com/BRSAnalytics)

Diffinity Genomics  
 Manufacturer - Medical Equipment  
[www.diffinitygenomics.com](http://www.diffinitygenomics.com)

Empire State Electric Supply Inc.  
 Electrical Wholesale  
[www.empirestateelectric.com](http://www.empirestateelectric.com)

Faro Industries, Inc.  
 Plastic Thermoforming, Plastic Fabricating  
[www.farindustries.com](http://www.farindustries.com)

Fonte Surgical Supply, Inc  
 Medical Supplies  
[www.fontesurgical.com](http://www.fontesurgical.com)

Frontline Advertising Inc.  
 Advertising, Marketing, Public Relations Agency  
[www.frontlineadvertising.com](http://www.frontlineadvertising.com)

Hemisphere Management  
 Development Company  
[www.hemispheremgmt.com](http://www.hemispheremgmt.com)

Hess Corporation  
 Energy Supplier  
[www.hessenergy.com](http://www.hessenergy.com)

Lindt Chocolate  
 Chocolate Retailer  
[www.lindt.com](http://www.lindt.com)

Maven Technologies Inc.  
 Computer and Electronic Recycling Service  
[www.maventech.com](http://www.maventech.com)

MDR Investment Management  
 Financial Services  
[www.lpl.com/MDR](http://www.lpl.com/MDR)

Ortho-Clinical Diagnostics Inc.  
 Diagnostics / Health Care  
[www.orthoclinical.com](http://www.orthoclinical.com)

S.V. Moffett Co., Inc.  
 Golf Equipment  
[www.svmoffett.com](http://www.svmoffett.com)

SCORE  
 Consulting - Small Business  
[www.scorerochester.org](http://www.scorerochester.org)

Simcona Electronics Corporation  
 Electronic Components, Wire and Cable Distribution  
[www.simcona.com](http://www.simcona.com)

Thomas P. Walpole, CPA/PFS  
 Accounting; Tax; Financial  
[www.RBAMember.com/ThomasPWalpoleCPAPFS](http://www.RBAMember.com/ThomasPWalpoleCPAPFS)

Triad Synergy Group, Inc.  
 Distributor of Fire, Safety & Industrial Supplies  
[www.triadsynergy.com](http://www.triadsynergy.com)

## Seminars and Computer Training

Date	Seminar	Time	Date	Computer Training	Time
<b>July</b>			<b>July</b>		
8	Human Resource Management Series (8 sessions)	8 a.m. – 12 p.m.	14 & 16	MS Windows "How Do I ..."	1 – 4 p.m.
8	Overview of the HR Role	8 a.m. – 12 p.m.	14 & 16	MS Excel Introduction	8:15 – 11:15 a.m.
14	Communication Suite (3 sessions)	8:30 a.m. – 12:30 p.m.	15 & 17	MS Access Introduction	8:15 – 11:15 a.m.
14	Communication Power	8:30 a.m. – 12:30 p.m.	15 & 17	MS Word 2007	1 – 4 p.m.
15	Staffing and Recruiting	8 a.m. – 12 p.m.	18 & 25	What's New in Office 2007	8:15 – 11:15 a.m.
16	Dynamic Listening	8:30 a.m. – 12:30 p.m.	21 & 23	MS Windows Vista	1 – 4 p.m.
18	Understanding Messages from Others	8:30 a.m. – 12:30 p.m.	21 & 23	MS Excel Advanced – Part 1	8:15 – 11:15 a.m.
22	Employee Rights and Discipline	8 a.m. – 12 p.m.	22 & 24	MS Access Report/Form Design	8:15 – 11:15 a.m.
29	Compensation	8 a.m. – 12 p.m.	22 & 24	MS Word Introduction	8:15 – 11:15 a.m.
30	Finance for Non-Financial Professionals	8:30 a.m. – 12:30 p.m.	22 & 24	MS PowerPoint 2007	8:15 – 11:15 a.m.
31	Negotiations	8:30 a.m. – 4:30 p.m.	28 & 30	MS Access 2007	1 – 4 p.m.
<b>August</b>			<b>August</b>		
5	Gaining the Title, Earning the Respect (2 sessions)	8:30 a.m. – 4:30 p.m.	4 & 6	MS PowerPoint Advanced	8:15 – 11:15 a.m.
5	Benefits	8 a.m. – 12 p.m.	4 & 6	MS Word Advanced	1 – 4 p.m.
11	Coaching, Mentoring & Motivating (6 sessions)	8:30 a.m. – 12:30 p.m.	5 & 7	MS Excel Introduction	1 – 4 p.m.
12	Conflict Management	8:30 a.m. – 4:30 p.m.	5 & 7	MS Access Advanced – Part 2	8:15 – 11:15 a.m.
12	Health, Safety & Security	8 a.m. – 12 p.m.	26 & 28	MS Access Introduction	8:15 – 11:15 a.m.
19	Training & Development	8 a.m. – 12 p.m.	26 & 28	MS Excel Advanced – Part 1	1 – 4 p.m.
26	HR Effectiveness	8 a.m. – 12 p.m.			
28	Customer Service & Relations	8:30 a.m. – 4:30 p.m.			

**For more information or to register, visit our calendar online at [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com).**

**Seminars are held at the Rochester Business Alliance, 150 State St. Computer courses are held at Accent Training Center, Gateway Plaza, 2352 Lyell Ave.**



**Rochester Business Alliance**  
**150 State St.**  
**Rochester, NY 14614-1308**