

Ten Reforms Needed for New York's Economic Survival

We typically like to think of the new year as a fresh beginning, a chance to get things right.

In that spirit, the Rochester Business Alliance drafted what we're calling the "New York State Economic Survival Guide."

If that title sounds grim, that was our intention. New York continues to struggle with a massive budget gap and out-of-control spending that has pushed our property taxes to among the highest in the nation. The arrival of a new governor whose administration – for obvious reasons – is well acquainted with the economic issues facing Upstate, could offer the best chance of bringing about real, meaningful reform.

The policies enacted by New York state government – as well as a failure to make tough decisions on ineffective policies and programs - has played a significant role in suppressing the Upstate economy. Even with the concerted and focused efforts of Unshackle Upstate, and an ever worsening fiscal picture for our state, change has been painfully and frustratingly slow to come.

So we unveiled the "New York State Survival Guide," which we will be pushing as part of our state public policy agenda for 2011 and

beyond.

The guide offers a simple plan: 10 steps that must be taken if New York's economy is to survive, let alone thrive. Those steps are:

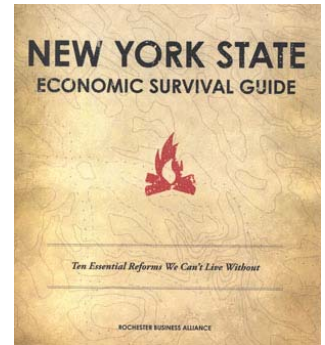
- Cap the taxpayer burden
- Stop unfunded mandates
- End the "Double Standard" around public employee pay and benefits
- Trim Medicaid's excess
- Control the state's debt
- Improve the competitive climate (make New York more business-friendly)
- Reform economic development
- Encourage innovation in education
- Reduce the size of government (think consolidation)
- Lower the cost of energy

Achieving the plan is far less simple.

It will involve the governor and legislature taking on public employee unions in a push to reform Taylor and Triborough laws which govern their contract negotiations.

It will involve our elected making tough political negotiations to institute a property tax cap, a real cap, not a program with a circuit breaker, the more politically popular option because it merely shifts costs without requiring cuts.

It will take political will on their part to reject calls to cover budget deficits by adding to the state's debt or adding new taxes and fees.



It will take creativity and initiative to delve deeply into education funding and Medicaid to separate essential services from those that merely bloat the costs of these programs which comprise so much of the state's budget.

And it will take the engagement of you – the RBA membership, the business leaders of this community – to remind our elected officials of their responsibility and encourage them to act on the proposals in the guide.

Copies have been sent to Gov. Cuomo and Lt. Gov. Duffy. We're hosting one-on-one meetings with members of the Rochester area delegation, and will present copies of the plan to all 212 New York state legislators.

If you'd like to know more about the guide, go to www.RochesterBusinessAlliance.com. ★

Mark Your Calendar...

Start out the new year with a new tour - Meet the Top 100: Excelsus Solutions
7:30 a.m. - 9:00 a.m. Jan. 18

Find out what you're missing in your membership at the Member Orientation
8:30-9:30 a.m. Feb. 3

For more events, visit us online at www.RochesterBusinessAlliance.com

In This Issue...

Networking opportunities expanded to fit every schedule - p. 3

Find out what one company is doing for its employee wellness program - p. 8

Upcoming initiatives for improving the business environment - p. 5

Learn how to find the right employees for your company (and keep them) - p. 10

Board Officers

Thomas F. Judson, Jr., Chairman
The Pike Company

Susan R. Holliday, Vice Chair and Secretary
Rochester Business Journal

David H. Klein, Treasurer
Excellus BlueCross BlueShield

RBA Staff

Sandra Parker
President and CEO

Barbara Cutrona
Vice President of operations
Barb.Cutrona@RBAAlliance.com

Ellen Rosen
Vice President of marketing,
communications and membership
Ellen.Rosen@RBAAlliance.com

Chris Wiest
Vice President of public policy and
advocacy
Chris.Wiest@RBAAlliance.com

Kevin Donahue, membership director
Kevin.Donahue@RBAAlliance.com

Nina Shelton, director of group health
insurance
Nina.Shelton@RBAAlliance.com

Kristin Graves, newsletter editor
Kristin.Graves@RBAAlliance.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.*

Follow us on...



From the President and CEO

A new year offers a chance to set new goals, renew our commitment to important unfinished business and plan for the days ahead.

Here at the Rochester Business Alliance, we start that process at the end of previous year, by hosting our annual economic outlook meeting. We bring in experts on the economy, various industry sectors, the stock market, the labor market – and have a roundtable discussion on the year ahead.

You may have heard some of this at the Jan. 4 Rochester Rotary meeting, at which I moderated a panel of experts who shared their views.

But for those who didn't, here are the highlights, most of which won't come as any surprise.

Rochester is coming out of the recession. But in its typical fashion, the turnaround is slower here than in other parts of the country.

Our unemployment is down, but still higher than we'd like it to be. Companies are doing some hiring, and we are seeing year-over-year gains. Still, we're at our lowest employment level since 1993, and no one is hiring in droves.

Auto sales have picked up, as has retail and leisure spending. But construction is still hurting, and there's concern about real estate now that the home buying incentive programs have expired.

The fact that we're recovering more slowly isn't bad news in itself. The reason that is happening is because Rochester didn't suffer in the recession as much as many other communities. One major factor: Our fiscally conservative community was largely spared the housing/foreclosure nightmare that ravaged other economies. But also playing a key role was the state of Rochester's pre-recession economy. In other words, we had already taken a hit and didn't have as far to fall.

So what do we do with this knowledge? As the regional chamber of commerce, we use it to guide our steps into action, to develop the policies, programs, services and events that will best help our member companies navigate the

economic challenges.

We use it to frame our public policy initiatives, including the "New York State Survival Guide" that is featured in our cover story, as well as our Unshackle Upstate and RBA Health Care initiatives.



Sandra Parker

In tough economic times, it becomes even more important to operate smartly. So we offer a variety of training, including courses on such popular topics as supervision, project management and customer service.

We provide access to up-to-date business information through our benchmarking surveys, HR Helpline and other resources. And we offer a variety of opportunities for you to engage with the business community and promote your company through our advertising programs, networking events and forums.

Are we succeeding? You – our members – are the best judges of that. And from what we can tell, we're on the right track.

In fact, for a third consecutive year, 97 percent of those RBA members responding to our annual Customer Satisfaction Survey said our organization was either meeting or exceeding their expectations.

We're proud of that result, but plan to keep on working to win over that remaining three percent! For how to best do that, we'll look to our Membership Committee, which is kicking off its second year. That group, made up of about 25 representatives from a wide variety of our member companies, will spend 2011 reviewing our products and services and events, with an eye toward new ideas to best serve you.

As the year begins, we thank you for your continued support, and hope you will find even more ways to engage with the Rochester Business Alliance. ★

Sandra Parker

New Training Topics Available for 2011

In response to member suggestions, we've added new offerings to our seminar and program schedule. The complete listing of 2011 seminar dates and descriptions is available now through our website.

New Seminars for 2011:

- Anger in the Workplace led by Beth Sears
- Be a Better Yellow Page Directory Advertiser led by Sharon Tczap
- Bridging the Generation Gap led by Mary Anne Shew
- Escaping the Email Vortex (webinar) led by Ann Michael Henry
- Goal Setting led by Mary Anne Shew
- Marketising – Planning for Small Business

- led by Sharon Tczap
- Professional Relationships and Listening led by Beth Sears
- Target Market Sharpshooting led by Sharon Tczap
- World Class Customer Service led by Beth Sears

New Programs for 2011:

- Unemployment Law Update
- Unemployment Law Advanced Issues
- Exporting Basics
- Understanding Exempt/Non-Exempt Issues,
- Family Medical Leave Act,
- Social Media for Human Resources ★

Networking Options for Every Schedule

Many of our members join the RBA for its networking opportunities, which keep expanding each year. Last year, we introduced ConnectForLunch, which continues to be a popular way for members to network during the lunch hour.

We continue our Coffee with Our CEO series, meeting every other month for an informal roundtable with RBA CEO Sandy Parker.

Our Business After Hours series includes six great events at venues like Colgate Divinity School, Irondequoit Country Club and Eaglevale. In addition, we've separated our Speed Networking events into its own series, bringing you four opportunities to maximize your networking experience - with morning

and evening sessions right at our offices. To top it off, we're adding two Partner member networking events as well.

If you're feeling adventurous, join us for our Meet the Top 100 series, where we tour the 2010 Top 100 companies' facilities and ask the top executives for their tips to success. We've expanded the tours this year to eight locations, finishing with the No. 1 company on the 2010 Rochester Top 100 list - SenDEC.

For those who have little time to break away from the office, social networking is a great way to connect with other RBA members; join our 415 fans on Facebook, our group of 615 on LinkedIn, or read our tweets with the other 740 followers on Twitter. ★

Member Survey Completed

Thank you to our members that participated in the 2010 Member Satisfaction Survey. Your feedback is valuable in our endeavor for growth and improvement.

In the coming weeks and months, you'll see changes that are reflective of the feedback we received.

If you have any questions or would like additional information, please contact us at (585) 244-1800. ★

Highlights from the Chamber World

Business Council of New York State

What do taxpayers most want our new state governor to focus on? The state's fiscal status and economy, according to a Siena College poll reported on by the Business Council of New York State.

And how do they want him to do that?

According to the poll, a majority opposes raises for state judges and more than two-thirds oppose raises for state legislators. Nearly three-quarters oppose cutting education by \$1 billion to help close the deficit, more than two-thirds oppose cutting Medicaid and health care by \$1 billion. However, increasing income tax rates on million dollar earners has the support of nearly three-quarters of voters. ★

U.S. Chamber of Commerce

The U.S. Chamber of Commerce brought together leading government and business officials at the North American Competitiveness and the Global Supply Chain Summit to develop a strategy that ensures security, predictability, and speed in the global supply chain. Summit participants discussed the newly released preliminary results of an ongoing survey of hemispheric customs users, and concluded that security and trade facilitation are mutually supported goals that will lead to greater economic growth. ★

Chamber Alliance of New York State

This association of chambers of commerce will hold its winter conference in Albany in February. The conference is set for Feb. 14 and 15 at the Crowne Plaza Hotel in Albany. Registration is \$149 a person. For more information, call (518) 463.8644 or email canys@caphill.com. ★

2011 Meet the Top 100

- Jan. 18 - Excelsus Solutions
- Feb. 2 - Regional Computer Recycling and Recovery
- March 2 - Rochester Optical
- May 18 - Retrotech
- June 28 - TOPTICA
- July 13 - SPS Medical
- Aug. 10 - Palmer Foods
- Sept. - SenDEC

Register at www.RochesterBusinessAlliance.com

Upcoming Affiliate Events

The Rochester Business Alliance is made up of employers big and small, in just about every industry imaginable. While our programs and events are designed for all, we recognize that there are times when employers and employees want to be among a smaller group that shares their specific business issues. Here are some of our affiliates' upcoming events:

Greater Rochester Quality Council

- Book Club - Jan. 13
- Lean Six Sigma Green Belt - Jan. 18
- Rochester by the Numbers: Government Sector Case Study - Jan. 27
- Quality for Leaders - Feb. 2-3

Click here to go to their website.

Small Business Council of Rochester

- Boot Camp Networking Kick-Off Event - Feb. 9

Click here to go to their website.

Rochester Hispanic Business Association

- Using Email as an Effective Marketing Tool for Your Business - Jan. 25
- How to Certify as a Minority-Owned Business Enterprise and Increase Your Business Prospects - Feb. 22

Click here to go to their website.

Transportation Council

- Freight 101 seminar - Feb. 8
- HazMat training coming March 2011

Click here to go to their website.

Women's Council

- Holiday Reception - Jan. 12
- 25th Annual ATHENA Award - Jan. 20

Click here to go to their website.

Through our affiliate groups, you can meet business people who share your interests and challenges. For more information, click on the Affiliated Groups page at www.RochesterBusinessAlliance.com.

Small Business Assistance Center

Two years ago, the Small Business Assistance Center opened at the Rochester Business Alliance office with counselors from both the SUNY Brockport Small Business Development Center and SCORE Rochester offering business free counseling (by appointment only).

Clients will be seen by appointment, and services will be confidential and free of charge. Services will include consultation on business plans, financing, marketing and manufacturing.

Appointments for the Small Business Assistance Center can be made by calling the RBA at (585) 244-1800, weekdays between

8:30 a.m. and 4:30 p.m. Our receptionist will take some basic information, and assign you to an appropriate appointment time. Callers can specify whether they prefer an appointment with SBDC or SCORE counselors. If they do not specify, they will be assigned to the next available session.



Reasonable accommodations can be made for persons with disabilities, two weeks in advance. ★

Ask SCORE®
Counselors to America's Small Business

Understand the Lure and Limits of Advertising

Advertising can be a valuable marketing tool for any small business. Don't assume, however, that creating and placing an ad will immediately translate into more sales.

Before you spend your hard-earned money on advertising, understand what to realistically expect. Only then should you draw up a plan for moving ahead.

Advertising can:

- Attract new customers, prospects and leads.
- Encourage existing customers to spend more on your products or services.
- Build credibility, establish and maintain your "brand" or unique business identity, and enhance your reputation.
- Inform or remind customers and prospects of the benefits your business has to offer.
- Promote your business to customers, investors or others and slowly build sales.

Advertising probably cannot:

- Create an instant customer base.
- Solve your cash flow or profit problems.
- Cure poor or indifferent customer service.

- Create benefits that don't exist or sell products and services that nobody wants.

In short, advertising won't guarantee quick sales. But it will get you noticed – if you do it right. That means you must know, as precisely as possible, the demographics of your target audience and craft a precise message about your products or services that will touch them. Give customers a compelling reason to call, visit your website or stop by your business.

Other considerations: what your ad looks like, and the context in which it appears. Attempts to be clever may backfire, while something too simple may be overlooked. How often your ad appears is also important. A one-time placement may not be enough. When your ad appears many times in many places, there's a better chance your prospective customers will see it.

To learn more about advertising your small business, contact SCORE Rochester. Seasoned, volunteer business counselors stand ready to provide free, confidential business counseling to small business owners. Call 263-6473 or visit www.scorerochester.org. ★

Public Policy Agenda Issues for 2011

By Chris Wiest
Vice President of Public
Policy and Advocacy



The Rochester Business Alliance's public policy agenda for 2011 focuses on improving the business environment and supporting initiatives important to our members and the community. Here are some highlights:

Essential NYS Reforms: Our New York State Economic Survival Guide – Ten Essential Reforms We Can't Live Without (detailed on this newsletter's cover) identifies top priorities for state leaders in 2011 - mandate relief, no new taxes, and ways to reduce state spending. We shared the guide with key policy advisors in the Cuomo administration and held meetings with each member of our local delegation in preparation for the new legislative session. We will work with the governor and legislators to pass these reforms and report to you on our progress.

2011 Rochester Community Agenda: We reconvened the Rochester Community Coalition, a group of community leaders representing business, local government, education, labor and nonprofits. Each year, the coalition identifies our area's top investment

priorities for the coming year to provide direction to our state delegation. To be considered, an initiative must spur economic development and promote job growth. We will announce the agenda items soon. Stay tuned for further details, as well as how you can support the initiatives.

Health Care: Our RBA Health Care Initiative, comprised of experts from Bausch & Lomb, Finger Lakes Health Systems Agency (FLHSA), Eastman Kodak Co., Paychex, Rochester Institute of Technology, Wegmans Food Markets and Xerox Corp., continues to meet weekly to explore solutions to rising health care costs, the top business concern of RBA members.

At the top of this year's agenda - the High Blood Pressure Collaborative, a community-wide effort to transform how adults manage high blood pressure, an invisible condition that often leads to devastating health consequences. More than 65 individuals from some 40 organizations participate in the collaborative and its workgroups. There is broad representation from business, community and charitable organizations, hospital systems, physicians, organized labor, the faith community, health associations, insurers and others. The collaborative has secured a significant level of start-up funding and will be implementing initiatives throughout the community in 2011. Watch your emails and

this newsletter for updates.

Meetings with Legislators: In 2010, the Rochester Business Alliance hosted meetings with U.S. Sens. Chuck Schumer and Kirsten Gillibrand and Congressmen Dan Maffei and Chris Lee. This "Conversations With" series allowed our members to voice their concerns directly with our federal delegation. We plan on continuing and expanding the series in 2011 to include state legislators. In addition, we hope to give members an opportunity to meet with our new federal representatives – Ann Marie Buerkle (R-Syracuse) and Tom Reed (R-Corning, Steuben County).

Federal Issues: We will continue to partner with the U.S. Chamber of Commerce to oppose legislation that will harm employers. Last year, we actively lobbied for the repeal of the 1099 provision in the health care law, and we aggressively opposed the misnamed Employee "Free Choice" Act and Paycheck "Fairness" Act.

Legislative Support: As issues arise throughout the year, we encourage you to contact our Public Policy department for assistance on matters affecting the success of your business. Our department can provide a letter of support, opposition or place a call to a legislator's office on your behalf. Please feel free to contact me at (585) 256-4626 or Chris.Wiest@RBAAlliance.com for details. ★

Update on State Initiatives

Unshackle Upstate

As the 2011 legislative session approaches, there are perhaps more questions than answers about what will happen. New York will have a new governor, lieutenant governor and attorney general. In addition, there will be more than 35 freshman legislators scattered amongst the two houses.

To compound the confusion, state spending is grossly out of alignment with state revenues. So something will have to give in order to balance the budget. But what will that be?

Unshackle Upstate will once again push for reforms in Albany that will benefit the taxpayers and create private sector jobs. If we have learned anything from this past election, it's that New Yorkers want solutions to fix the

economy and secure their jobs.

That's where the core principles of the coalition come into play. In 2011, everything we do will focus on achieving success in these areas:

- Reducing state and local spending
- Reducing mandates on our taxpayers, local governments and school districts
- Reducing taxes, fees and assessments
- Reducing state debt

We encourage all of you to join Unshackle Upstate as we seek to right-size the state budget and make New York the best place to live, work and raise a family. We can't do it alone, so we need your help.

For more information about how you can help, visit www.unshackleupstate.com. ★



RBA Members: Let's show our support for the hometown team.

Join us Friday evening, April 8 for "RBA Sell-Out Night." Every two tickets you buy comes with a chance to win a great weekend getaway.

For details, contact Peter Lunstead at (585) 454-5335 ext. 3023.



This page is restricted to members only, as a benefit of membership. The information provided on this page includes:

- human resource related Q&A
 - local survey highlights
 - HR forum series invitation
 - survey status, and more

If you are interested in learning more about the benefits of membership, please visit the our website at www.RochesterBusinessAlliance.com or contact Kevin Donahue at (585) 256-4651 or Kevin.Donahue@RBAAlliance.com.



This page is restricted to members only, as a benefit of membership. The articles included on this page are written by a local law firm on a timely human resource or business topic.

If you are interested in learning more about the benefits of membership, please visit the our website at www.RochesterBusinessAlliance.com or contact Kevin Donahue at (585) 256-4651 or Kevin.Donahue@RBAAlliance.com.

Wellness in the Workplace: Xerox Corp.

Rochester Business Alliance members consistently cite the rising cost of health care as a major worry for employers and their workers. The RBA Health Care Initiative is addressing this concern by encouraging companies to promote wellness in the workplace. In this column, we'll share some examples and best practices.

Xerox Corp. believes that offering wellness programs is just one way to show that the company cares about its employees.

Healthy employees are generally happier, better able to manage stress, have more energy and are more capable mentally and physically on the job. They also tend to take fewer sick days, sustain fewer injuries and have lower health risks, all of which help a company keep health care costs down.

Xerox's wellness programs have a variety of components, including:

- Health education and communication via

e-mail, postings on its internal web and social media sites, webinars and podcasts

- Annual Health Risk Assessment
- Lifestyle Management programs for stress, smoking cessation and weight loss
- Chronic conditions support
- Discounts on weight management and nutrition programs, fitness centers and products. Xerox is a regular participant in the RBA's community "eat well live well" Challenge.

The company also offers on-site programs such as health fairs, flu shot and blood pressure clinics, as well as incentives for completing an HRA and being or planning to become tobacco free. Program participants report improved health, weight loss, lower blood pressure and more energy, said Sandi Alexander Tuttle, wellness and health promotion manager at Xerox.

Still, many employees don't seem to be aware of the available opportunities, Tuttle



said, so the company continues to work on communications. Convincing people that small changes can make a difference is another focus to overcoming participation obstacles. Xerox recently ran a program called "Everybody. Everyday," which focused on challenging people to establish a routine of scheduling some daily activity –any kind, duration or intensity.

Feedback from employees has been very positive, she said.

"We often hear, "it's nice to know the company cares about us."

Xerox has received external praise including recent recognition from the American Heart Association as a Gold Start! Fit-Friendly Company - for the second year in a row. ★

Health, Safety and Environment Update Operating in a Fog - Literacy and Safety

By Chip Dawson



Your required OSHA poster is displayed, the safety manual is updated. MSDS sheets are "available," job safety analyses are hung by the machines and you're breathing easy. Your safety documentation is impressive. You even have an intranet that is filled with all kinds of valuable information to keep your operation running smoothly. Well, maybe. You might be surprised.

A major U. S. government study conducted in 1993 showed that 21 to 23 percent of adult Americans were not "able to locate information in text," could not "make low-level inferences using printed materials," and were unable to "integrate easily identifiable pieces of information." A follow-up study in 2006 found roughly the same results.

A July 2010 study by the Conference Board of Canada took the U. S. studies a step further.

This report addressed the critical importance of literacy to workplace safety and health. All those factors you believe are keeping your people safe are often worthless if the target audience cannot read or comprehend.

Unlike workplace hazards that may be glaringly obvious, literacy issues may be one of the "silent killers." The Canadian report addressed the problem this way: "One of the challenges in raising literacy skills in the workplace is that many employers are not aware there are any literacy skills issues in their workforce. When production errors or health and safety incidents occur, the first response is to review policies, procedures and practices to see if and where a discrepancy occurred."

If good policies and practices are confirmed, it is often seen as employee error rather than inability to read.

The literacy issue is also well hidden by those who need the help. Illiterate workers are often very skilled at hiding their problem. Whether from fear of job loss or a desire to fit in, the

motivation to keep their lack of literacy a secret is strong.

Since there is a good chance that illiteracy impacts most of our member organizations, there are some things you might consider:

- Examining past and present incidents to determine literacy's role
- Testing for comprehension
- Identifying those with literacy problems
- Finding solutions for those needing skill improvement and provide on-going support

The Canadian study found that efforts to improve worker literacy also yielded improvement in productivity (61 percent), quality of products and services (61 percent), H&S practices (58 percent), workplace communications (58 percent), and customer satisfaction (51 percent).

If you have HSE questions or column suggestions, or would like to be added to the e-mail HSE Update list, contact me at (585) 461-1549 or chipdawson@aol.com. ★

The Rochester Business Alliance offers a variety of networking events each month. Below are some of the highlights from November and December. For more photos, visit our Facebook page (listed under pages as Rochester Business Alliance).

Disney Training Seminar Nov. 16



Another sell-out crowd attended the Disney Institute's "Approach to Quality Service" seminar at the Rochester Marriott Airport Hotel

Rochester Top 100 Awards Celebration Nov. 3



A SenDEC Corp. tables watches their company's video on the screen. SenDEC claimed the No. 1 spot on the 2010 list.

Coffee with Our CEO Dec. 9



Our 2010 meetings wrapped up in December reflecting about the economy's impact on attendees' businesses.

Business After Hours: Holiday Jam Dec. 15



Our annual Holiday Jam was once again sold out, with 300 guests, plus trade show booths at the Riverside Convention Center.

Searching for and Retaining Employees

By Barb Cutrona
Vice President
of Operations



People are the essence of your company. You need to find and keep the best. It's a daunting task, given all the pressures and constraints of today's business world. Being flexible and open to new ideas will help you work through the challenges.

Finding the Right Employee

Attracting candidates starts with the message and brand your company portrays. Recruitment using out-of-the-box approaches allows you to tap into potential candidate pools that you may have missed before. Look for people who match your culture, your goals, and your objectives. Search and placement agencies can assist with hard-to-fill positions. Consider temp-to-hire options to ensure a good fit between your organization and the new hire. Your search strategy should produce people whose abilities complement and contribute to your workforce. Complete the hiring process by payroll your employee through a third-party.

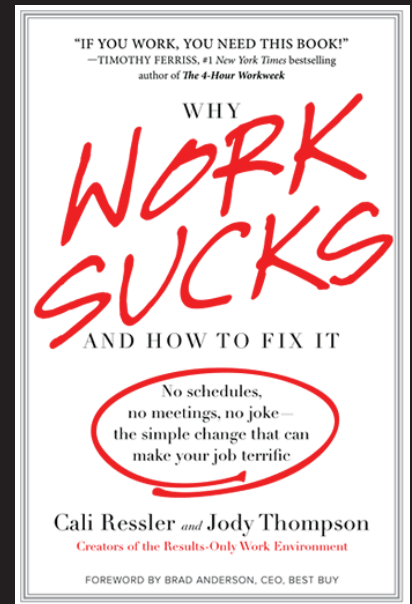
Know Who You are Hiring

Are people who they say they are? A few minutes spent upfront could save time, money and headaches later. Bad hiring decisions can lead to legal and administrative expenses, negligent hiring claims, theft or business loss and staff turnover. Background checks are quick and accurate. They give you confidence in your decision and can influence creating a safe work environment and protecting your customers. Past employment history, academic verifications, driving records, criminal convictions and social security number checks can confirm the facts on local, state and federal levels.

Welcome Process

A robust onboarding process can effectively introduce the new employee to the organization. It sets the tone for communication, policy and work procedures, as well as orienting the employee to the company and vice versa. Don't let the process stop here or limit it just to new hires. Continually let your employees know that you value them and how they add to the success of the company.

Explore the variety of Staffing Solutions available through the RBA at www.RochesterBusinessAlliance.com. ★



ROWE (Results-Only Work Environment) is a management strategy where employees are evaluated on performance, not presence. Learn more about the ROWE approach through the Rochester book study for business leaders and HR managers in small to mid size companies. The book study begins on January 10. Follow the ROWE blog here.

Friday Business Briefings

Jan. 7 - Satisfying Your Benefit Plan Notice Requirements

Jan. 21 - New Rules for Employee Benefit Plan Sponsors

Feb. 4 - Employment Law Update

Feb. 18 - Navigating FMLA and Minimizing Abuse

Time: 8-9 a.m.

Location: Rochester Business Alliance
150 State St., Rochester, NY 14614

Open to: Members only (no cost)

To register, e-mail Michele Hefferon at Michele.Hefferon@RBAAlliance.com

New Member Profile: Hurricane Technologies

We welcomed new member company Hurricane Technologies in November and had a moment to get acquainted with Holly Hoeschen, director of business development, to learn more about this small business.

Q. Tell us about your company

A. Hurricane Technologies, Inc. was founded in 2002 by a team of seasoned IT professionals delivering comprehensive technology services to commercial and residential clients. With our extensive knowledge base we have delivered computer, network and advanced system management solutions to our clients of all size.

Hurricane currently has a staff of 12 and is anticipating growth and ramping up of staffing.

Q. What prompted you to join the RBA?

A. Networking opportunities, potential partnerships, and lead generation.



Q. What business/economic challenges are you currently facing as a small business?

A. Expanding marketplace region, spreading the word about Hurricane as a whole as well as new service offerings, becoming a consulting firm versus just a workshop, breaking into other industries and enterprise companies.

Q. What is your business outlook for 2011?

A. It's hard to tell. We have rolled out new service offerings as well as new annual service agreement structures and pricing models, so we are optimistic on growth for 2011. ★

Member Spotlight: Touchstone Technology

By Kevin Donahue
 Director of
 Membership and
 Business Development



About Touchstone Technology

Touchstone Technology is a Rochester-based manufacturer whose engineers have designed state-of-the-art keyboards, displays and touchscreen based control panels for more than 20 years. Touchstone Technology is lead by president and CEO Eric Snavelly. Touchstone, founded in 1982, originally manufactured accessory keypads for the IBM PC.

“As user interfaces evolved, our products became more oriented to liquid crystal displays and touchscreen interfaces,” Snavelly said. “A good analogy for this is the comparison between the old rotary dial phone and modern smart phones today.

In addition to manufacturing their own touchscreen products, Touchstone also does contract development work and manufacturing for a large number of other local companies. Touchstone Technology employs 20 people.

What's New

Touchstone recently introduced a new type of ultra low-cost touchscreen technology that is being used in some very high volume applications. And, seatback video monitors designed by Touchstone are currently being used in the new 737s airplane being delivered to the FlyDubai airline.

Challenges

The main challenges that Touchstone currently faces, in addition to the overall business environment in New York, is the slow economy in general and the consolidation of manufacturing and engineering resources among several large global corporations.

Like other companies, Touchstone has worked to cut costs in every aspect of its business.

“The positive result of these efforts has been an improvement in our overall efficiency and productivity,” Snavelly said. Touchstone has also ramped up its marketing efforts to promote lesser-known capabilities as well as expand its opportunities for business in the contract manufacturing area. Contract manufacturing has always been a service Touchstone provided, but had not marketed heavily.



(from l to r) David Meisenzahl and Eric Snavelly

“The growth in this area has shored up some of the areas that have lagged recently,” Snavelly said.

Rochester Business Alliance Member

Touchstone has been a Partner member of the Rochester Business Alliance for 11 years. The company cites RBA’s advocacy efforts, including Unshackle Upstate and other local efforts, as its main reason for belonging. “It is important that businesses in upstate and Rochester have a unified voice,” Snavelly said.

Contact Info:

350 Mile Crossing Blvd.
 Rochester, NY 14624
 (585) 458-2690
www.touchstn.com

The Rochester Business Alliance welcomes its new members

Absolute Staffing, LLC
www.absolutestaffingusa.com

Alpco Recycling, Inc.
www.alpcorecycling.com

Bay Colony Capital
www.baycolonycap.com

Campus CMG Inc.
www.campuscmg.com

Everything Has a Place
www.everythinghasaplace.com

Fish & Crown Creative
www.fishandcrown.com

Great Meetings and Events
www.greatmeetingsandevents.net

H. Risch, Inc.
www.hrisch.com

Hurricane Technologies, Inc.
www.hirritech.com

Irondequoit Country Club
www.irondequoitcc.org

Kalmbach Publishing Co.
www.kalmbach.com

Kraft Foods
www.kraftfoodscompany.com

La Quinta Inn & Suites Rochester South
www.lq.com

Lighthouse Marketing, Inc.
www.lighthousemkt.com

Martinizing Dry Cleaners
www.martinizing.com/perinton

Panera Bread
www.panerabread.com

Parking Company of America
www.parkpca.com

Pluta Cancer Center
www.plutacancercenter.org

The Presentation Source
www.presentationssource.com

The Rogers Company
www.therogersco.com

Schoen Place Auto
www.schoenplaceauto.com

Seminars

January

12 & 19	What's Your Business Worth? – Business Valuation
20	Target Market Sharpshooting – New Customer Acquisition
27	Be a Better Yellow Page Advertiser
27	Thinking for Innovation

February

1 & 8	Gaining the Title, Earning the Respect - Supervision
2	Managing Time and Priorities
3	Marketising – Strategies and Tactics
3	Business Writing and Emails
9	Building a Talent Strategy
9	How to Hold People Accountable
10	Escape the Email Vortex Webinar
11 +	Leadership for Managers (5 sessions)
15	World Class Customer Service
18	Finance for Non-Financial Professionals
25	Project Management

Programs

February

9	Unemployment Law Update
16	Unemployment Law Advanced Issues
23	Exporting Basics
24	Exempt/Non-Exempt Challenges

Computer Training

January

18 & 20	MS Excel Introduction
19 & 21	MS Access Introduction
24 & 26	MS Word 2007 Introduction
25 & 27	MS Excel 2007 Advanced – Part 1
31 & 2/2	MS PowerPoint 2007 Introduction

February

1 & 3	MS Word 2007 Advanced
2 & 4	MS Access 2007 Advanced – Part 1
7 & 9	MS PowerPoint 2007 Advanced
8 & 10	MS Excel 2007 – Advanced – Part 2
11	MS Excel Formulas
15 & 17	QuickBooks Introduction
16 & 18	MS Access 2007 Advanced – Part 2
22 & 24	MS Access Introduction
23 & 25	MS Excel Introduction

Learn new customer acquisition methods

- Target Market Sharpshooting Jan. 20

Be a catalyst for innovation

- Thinking for Innovation Jan. 27

Clear & concise writing makes a difference

- Business Writing and E-mails Feb. 3

Meet expectations

- How to hold people accountable Feb. 9

Seminars vs. Programs: What's the difference?

You may have noticed a new category in the training calendar above - Programs. For 2011, we decided to add additional training. These courses will be offered once (as opposed to several times per year like our seminars) and will feature special topics of interest with area experts. Please send your program ideas to Amy.Platenik@RBAAlliance.com.

For additional course listings or to register, visit our calendar online at www.RochesterBusinessAlliance.com.

Seminars are held at the Rochester Business Alliance, 150 State St.

Computer courses are held off site. Please check location when registering.

Members' Advertising Section



Tele Data Com Inc.

Tele Data Com Inc.

Relocating? Moving? Expanding? Call the voice/data/video cabling experts!

What you've heard is TRUE, we are the BEST at what we do!

**Proudly
Serving
Upstate NY
Since 1984!**
teledatacom.net

FREE design and consultation available by our formally trained design specialists

Skilled * Competent * Professional

CALL TODAY: 585-527-0800



**EVERYTHING
HAS A PLACE, LLC**
organize | transition | stage



Theresa Downham, CRTS, ASP

Cell: 585-797-9321 or- 585-624-4953

Email: contact@EverythingHasAPlace.com

www.EverythingHasAPlace.com



ALLIEDBARTON
SECURITY SERVICES

Local Response | National Support

Securing Western New York
Contact us with your security needs.

130 Allens Creek Road
Rochester, NY 14618

585.233.6630 | AlliedBarton.com

LIGHTHOUSE MARKETING

LET YOUR LIGHT SHINE

Advertising • Marketing
Strategic Consulting

Since 2001

(315) 656.9922
www.LighthouseMkt.com

WBE/CERTIFIED WOMAN-OWNED BUSINESS ENTERPRISE



Based in
Rochester for
over 20 years



(585)545-6567

www.campuscmg.com

Building on Knowledge

Advertising can be expensive,
but it shouldn't be for our members.

Consider the RBA's advertising options.

All at affordable pricing you won't
believe (like this spot that costs \$150).

Call 244-1800 for details.



The Book of Lists

Electronic and print versions now available!

Order online at go.rbj.net/2011BOL
or call 585-546-8303, ext. 154

RBJ
RBJdaily.com

Advertise with the Rochester Business Alliance

As a service to our members, we offer advertising opportunities at reasonable rates, giving you visibility to the Rochester-area business community. Choose from a banner on our homepage, a custom-designed email, group ad email, and newsletter ads. For more information, call 244-1800 or email advertising@RBAAlliance.com.