

## In This Issue...

- Executive Message from Sandy Parker: Update on school governance p. 2
- Chamber News: Sponsorships sought for 2010 Rochester Top 100 p. 3
- Affiliated Groups: a message from GRQC and the next SBC Bootcamps p. 4
- Public Policy & Advocacy: 2010 health care cost savings report p. 5
- Business Information: HIRE Act FAQs and 2010 Annual Wage & Salary Survey p. 6
- Legal Briefing: Defining ownership of electronic business data p. 7
- Health in the Workplace: How to really maintain OSHA standards p. 8
- Networking Events: Events from May and June p. 9
- Staffing Solutions: Retain your employees as the economy improves p. 10
- Membership: Member spotlight on R.W. Dake & Co., Inc. p. 11
- Seminars and Training Schedule p. 12

## Mark Your Calendar...

- Aug. 10 Business After Hours and Mini-Trade Show at Strong National Museum of Play 5:30-7:30 p.m.
- Aug. 16 Member Orientation 8:30-9:30 a.m.
- Aug. 19 Coffee with Our CEO 8-9 a.m.

For more information visit us online  
[www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)

## Summer Networking Kicks Off at the Rochester Yacht Club

The 2010 Business After Hours lineup continues with success this year, highlighted by a new lineup of member venues, including our latest event. More than 150 members and non-members attended on June 10, at the Rochester Yacht Club's Pavilion overlooking the Genesee River and Lake Ontario. Guests filled the private room as well as the surrounding lower deck, enjoying the sunshine and the opportunity to mingle with a diverse business crowd.

New locations such as the Yacht Club are the response to member requests to break up the monotony of traditional networking sites for after hour networking events. With suggestions from the Membership Committee



Sharon Seccombe-Coia, Jacquelyn Hagan, Michael Manioci and Allison Barden of Everest Institute.

and our staff, five of the 2010 Business After Hours events are hosted at new member locations.

Coming up August 10 is the Networking and Mini-Trade Show at Strong National Museum of Play. By popular request, we've added another mini-trade show to the calendar, set in a non-traditional venue. While the trade show booths have sold out, mark your calendars for a night of networking fun.

Networking is one of the most popular benefits of a Rochester Business Alliance membership and an essential way to build



Troy Hess of Rapid Dry strikes up a conversation with another guest in the Pavilion at RYC

relationships in our business community. Whether you are looking to promote your company's service or product, create and build reciprocal relationships, or looking to entertain staff and business partners, we encourage our members to engage socially whenever possible, especially at our hosted events.

Our networking opportunities are flexible enough to work with any schedule - before, after and even during the lunch hour.

Our members have met with each other for more than 900 lunches at local Rochester Business Alliance member restaurants, swapping referrals, getting new clients and spreading the word about their businesses. For more information about Connect for Lunch, contact Membership Director Kevin Donahue at (585) 256-4651 or sign up here. ★



Sue Malta of Summit FCU (left) stops for refreshments on one of the summer's first warm days.

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# From the President and CEO

The push for education reform in Rochester remains a hot topic during these steamy summer months. A bill to bring mayoral accountability to the city's school system passed the Assembly in late June. It appeared headed for a State Senate vote in early July – and after a very encouraging lobbying trip I made with Mayor Duffy and the Rochester Kids First Coalition, the Senate leaders believed we were within one vote of passage. As I write this, it's not clear when the final vote will come, or which way the votes will fall, but it is an important issue for which I will continue to advocate.

In our last newsletter, I wrote about why the Rochester Business Alliance supports mayoral accountability. From a business perspective, we believe that the proposed bill will improve financial oversight, management efficiency and academic achievement. That will boost economic development, by empowering our youth with a quality education that allows them to become productive members of our community. The RBA, as the regional chamber of commerce, has reached out to the business community throughout 2,000 members to push for a better future in our area. You can read more about the business perspective on this reform on page 5.

This is an issue that has been on our radar for two years and the topic of discussion at many Coffee with the CEO meetings. The legislation was not proposed with the idea of making Mayor Duffy the head of the school system. It is designed to improve accountability, by having the superintendent of schools accountable to one highly visible elected official – whomever occupies the mayor's chair – instead of a seven-member board. It will increase City Council oversight and parental involvement in schools, and give all city residents a greater say in how three-fourths of their tax dollars are spent. We already hold the mayor accountable for public safety and economic development in the city. It only makes sense to also hold him or her accountable for improving education, a need that is closely linked to the other two.

But even more fundamentally, this is about putting children first, which is the motto of the Rochester Kids First Coalition. Comprised of parents, business and union leaders, school board members, retired educators

and others this group is working for passage of the City of Rochester School District Governance Reform Act and then to help implement education reform in Rochester. If you haven't seen it, please view the coalition's TV commercial on our YouTube page.



Sandy Parker

This group believes that the status quo is unacceptable for our city's young people. Consider these statistics:

- Our four-year graduation rate has dropped to 46 percent, the second-lowest of any district in the state.
- Of the 346 city graduates who enrolled in Monroe Community College four years ago, fewer than 9 percent received a degree or certificate in the standard two years.
- Half the city's high schools are failing to meet basic standards established under the No Child Left Behind Act.
- Our city's eighth-grade achievement scores are 14 percentage points lower than New York City's in English and 28 points lower in math.

Education reform that will turn these numbers around must remain a top priority for our community. Depending on the final vote in the State Senate – if and when that happens – we will either celebrate a success, or continue to push for change. Every child in our community deserves a bright future, and we will not give up on that.

You can still help support this initiative by encouraging our local Senate delegation to pass this bill. Click here and a message will be sent to Senators Alesi, Robach and Maziarz on your behalf. It's fast, it's free and it's one of the most important things you can do for the children of our community. ★

*Sandy Parker*

## Be Part of the 2010 Rochester Top 100 Event

The deadline to nominate a company for the 2010 Rochester Top 100 was July 9. Nearly 150 companies were nominated for a position on the list. 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.

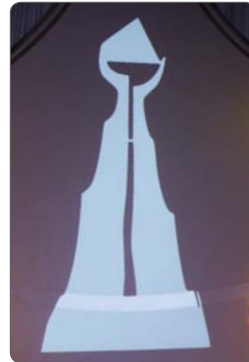
There is another way to be involved with what is considered Rochester's largest business luncheon. Companies are also invited to consider becoming sponsors of the annual Rochester Top 100 event, set this year for Nov. 3 at the Rochester Riverside Convention Center. Sponsorships are available at the following levels:

- Supporting Sponsor - \$2,500
- Corporate Sponsor - \$5,000
- Premier Sponsor - \$10,000

For more information about sponsorships,

contact Susan George at (585) 256-4612.

Tickets for the event are available for purchase at \$85 per person and \$650 for a table of ten. Last year's event drew 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 24<sup>th</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 2009 Rochester Top 100, log on to [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com). ★

## New Marketing Courses Available in July

We often ask our members for feedback on our services and in response to multiple requests, we have introduced three new marketing courses. Presented by Tipping Point Media, these are geared at helping businesses developing their marketing with the Internet and social media.

The first course was offered in July - Online Marketing 101: How to Grow Your Business Using the Internet. This introductory course highlighted best practices and terminology for search engine optimization and marketing, online display advertising, direct marketing, email marketing, online video, mobile marketing and social media. The two other courses are offered in July.

July 13 - How to Maximize Your Presence on Social Media. Recommended for individuals who already created have a profile on social media sites such as Twitter, LinkedIn and YouTube, the course focuses on becoming more visible online and building an online community of customers.

July 27 - How to Develop a Social Media Strategy that will Grow Your Business. Created for those who are currently using social media for personal or business development. Learn how to manage your time across the right platforms and how to measure effectiveness.

Register online by clicking on the Events tab at [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com). ★

### Business After Hours: Mini-trade show and networking at Strong National Museum of Play

Date: Tuesday, August 10  
 Time: 5:30-7:30 p.m.  
 Cost: \$10 members/ \$50 future members

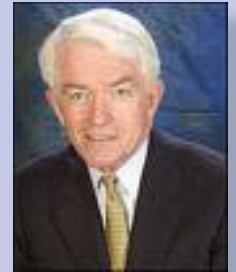
Register online at [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)



## From the US Chamber

### DISCLOSE Act Muzzles Business

Thomas J. Donohue  
 President and CEO



Though it comes wrapped in the language of transparency, the DISCLOSE

Act has a far plainer intent—to discourage people from exercising their constitutional right to free speech. Introduced by Rep. Chris Van Hollen (D-MD), the chairman of the Democratic Congressional Campaign Committee, and Sen. Chuck Schumer (D-NY), former chairman of the Democratic Senatorial Campaign Committee, this legislation threatens the First Amendment rights of businesses across the country.

The bill's sponsors admit that its purpose is to deter corporations from participating in the political process.

The DISCLOSE Act discriminates against America's job creators, prohibiting them from expressing political views.

This prohibition on core political speech is directly inconsistent with a U.S. Supreme Court ruling that Congress can prohibit political speech only where it has evidence of quid pro quo corruption. There is no such evidence to support such a broad prohibition.

At the same time, the Schumer–Van Hollen bill effectively imposes no comparable restrictions on labor unions. This comes despite the fact that unions and their political action committees are the single largest contributors to political campaigns.

Members of Congress should be more concerned about creating jobs than protecting their own. Stifling free speech is an abuse of the legislative process. ★

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In each issue, we feature information on one of our six affiliates. This issue, our spotlight is on the Greater Rochester Quality Council.



By Carol Wilke  
Chairman

#### Mission

The Greater Rochester Quality Council forms strong partnerships with leaders from all sectors to share process improvement strategies and methods that result in performance excellence in order to accelerate economic growth and improve the quality of life in our community.

#### Rapid Cycle and United Way of Greater Rochester Non-Profit Sustainability Consortium

Rapid Cycle is a community initiative aimed at strengthening the productive capacity and performance of organizations. The initiative boasts a count of more than 50 successful projects. Rapid Cycle is jointly sponsored by GRQC, United Way of Greater Rochester and the Council of Agency Executives.

#### PENCIL Partnership with Rochester City Schools

Set goals and strategically develop projects and initiatives to have a measurable impact on two city schools.

#### Lean Consortium Pod - May 2010

Ten GRQC members organized a pod to further learning and continuous improvement through lean thinking. Members actively participate in training, hosting and attending site visits, sharing knowledge and collaborating.

#### Save the Date - GRQC Annual Event Dec. 8 at Colgate Divinity School

Join us for an evening to celebrate our accomplishments, recognize our many volunteers, award Quality Leader Certificates and socialize.

Are you a member of another RBA affiliate? We invite you to attend our monthly programs via a reciprocal relationship. Visit our website ([www.GRQC.org](http://www.GRQC.org)) or contact Susan George at (585) 256-4612. ★

## Upcoming Affiliate Events and News

### Small Business Council

#### Boot Camp #5 - July 14, 2010

Topic: How To Stop People From Pushing Your Buttons

Presenter: Beth Sears  
Workplace Communication, Inc.

*In our fast-paced world of diverse personalities, it is no wonder that people and things can push our buttons. Sometimes they push our buttons on purpose & sometimes it is not even intentional. This session will help you understand why our buttons get pushed and the skills to help you empower yourself.*

SPONSORED BY:



#### Boot Camp #6 - August 4, 2010

Topic: Managing Your Brand

Presenter: Luis Martinez  
Gran Altura, Inc.

*Are You Managing Your Brand? If not, someone else is defining you. This workshop will show the process, people and technology you need to re-brand yourself.*

SPONSORED BY:



For more information, click on the Affiliated Groups page at [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com).

Ask **SCORE**<sup>®</sup>  
Counselors to America's Small Business

## Tap the Power of News Releases

**E**ven in the age of blogs and RSS feeds, the news release remains the simplest, yet most effective tool for generating publicity about your small business. While you don't have to be a PR expert to create an effective release, a potentially newsworthy item may be overlooked if the release is poorly organized or doesn't seem newsworthy.

First, you need to have news that's worth sharing. Things that may seem important to you may not be relevant to your intended audience. Imagine you're a reader with little or no familiarity with your business, and think about what might appeal to you. Some things are easy, such as adding a new product or service, opening a new location, or reaching a milestone anniversary. Also consider offering readers helpful hints related to your product or service.

Aside from the news item itself, the most important parts of a news release are the headline and first paragraph. Because editors sift through dozens of press releases a day, they rarely read anything that doesn't immediately grab their attention. Get to the point by organizing the first paragraph around what your news is, who it's about, and why

it's important. Then, use brief supporting paragraphs to add detail.

Remember, that like a resume, a news release is designed to pique interest, not tell the entire story. As such, limit your release to no more than two double-spaced pages.

Your company's logo and contact information should be at the top of your news release. It's also helpful to include a name, address, phone number and email in the text.

Once your release is ready, contact the publications or media outlets to identify the right editor and whether they prefer to receive releases by regular mail or electronically. Make sure you spell the editor's name and title correctly. Releases with errors or addressed to long-departed predecessors often go into the trash unread.

You can get more help about generating publicity for your small business at SCORE Rochester. Seasoned, volunteer business counselors stand ready to provide free, confidential business counseling to small business owners. Call (585) 263-6473 or visit [www.scorerochester.org](http://www.scorerochester.org). ★

## Rochester Business Alliance Health Care Initiative Update

By Chris Wiest  
Vice President of Public  
Policy and Advocacy



Since 2001, health insurance costs have risen more than 65 percent for Rochester-area employers. It is of little surprise that Rochester Business Alliance members continue to rate rising health insurance costs as their number one business concern.

In response, Rochester Business Alliance created the RBA Health Care Initiative several years ago to focus on improving health care quality and reducing costs in Rochester. Experts from Wegmans, Xerox, Bausch & Lomb, Kodak, Paychex, RIT, and Finger Lakes Health Systems Agency (FLHSA) comprise the RBA Health Care Initiative Planning Committee and convene weekly to address these issues. The team has been hard at work this past year and is pleased to provide the following update:

**Generics:** Employers, providers and insurers collaborated on an effort to increase the use of generic drugs where appropriate. From

2007 to 2008, the community realized \$76 million in savings.

**Lean Six Sigma:** Principles and practices were applied within Rochester's three major hospital systems. Overall financial benefits are anticipated to total more than \$24 million from 2008 to 2010.

**Physician Compensation:** To help with recruitment and retention, Excellus and the hospital systems agreed to share with employers the cost of a physician reimbursement increase. Work is continuing, but initial "offset" savings of more than \$120 million have been reported.

**Rochester RHIO:** The Rochester Regional Health Information Organization, a community-wide health information technology effort, currently provides services to 3,100 users across more than 290 organizations. RBA raised nearly \$700,000 in corporate donations to help launch this effort.

**"eat well live well":** The RBA partnered with Wegmans to offer the "eat well live well" Challenge to local employers with the goal of improving the health of employees. Throughout the past four years, more than

125,000 employees from more than 300 local organizations have participated in at least one challenge.

For more details on these initiatives, click [here](#).

Recognizing the importance of preventative efforts to improving health care, we recently announced our newest initiative, the High Blood Pressure Collaborative, in partnership with FLHSA. More than 60 community stakeholders, including physicians, hospitals, community health organizations, government, insurers, labor, business and others, are building a collaborative approach to tackle this prevalent, costly medical condition. Effective management and treatment of this chronic disease can significantly improve an individual's quality of life and dramatically reduce health system costs.

A press conference in June announced some of the ongoing work of this collaborative and the path forward to reducing high blood pressure in our community. Click [here](#) for further details.

Stay tuned for more information. If you have any questions, please contact me at (585) 256-4626. ★

## Update on Local, State and Federal Initiatives

### Unshackle Upstate

Unshackle Upstate will be releasing "The Scorecard: A Judgment Day Primer for Voters" in July. As part of the Judgment Day campaign, the scorecards will provide New Yorkers with information on how each of the 212 legislators voted on various pro-taxpayer and job creator legislation. Unshackle Upstate will update the scorecards frequently as votes occur.

As part of the scorecard process, Unshackle Upstate provides legislators with memos outlining our stance on specific bills. To view these memos and to find out how your Senator and Assembly Member voted on important issues, please visit [www.UnshackleUpstate.com](http://www.UnshackleUpstate.com).

### Mayoral Accountability

With Mayor Duffy announcing his campaign for Lieutenant Governor, many have questioned the future of mayoral accountability of the Rochester City School District. Rochester

Business Alliance continues to support this reform as an essential step to improving accountability, administrative efficiency and academic achievement within city schools. From an employer perspective, the success of city students is key to the development of our region's future workforce. Most importantly, the primary goal of mayoral accountability is to do what is best for the children of our community and put kids first.

Rochester Business Alliance has joined with RCSD parents, community leaders, trade unions and others to form the Rochester Kids First Coalition. The Coalition's mission is to raise public awareness and achieve passage of state legislation to support this initiative.

Under the leadership of Assembly Members David Gantt (D-Rochester) and Joe Morelle (D-Irondequoit), a bill was introduced and passed in the Assembly in June. We will continue to lobby for its passage in the Senate,

and urge you to do the same (click [here](#)) to voice your support through VoterVoice.

### Federal Legislation to Watch

Earlier this year, the Senate Committee on Health, Education, Labor and Pensions held hearings on the Paycheck Fairness Act (S.182), which if passed, will allow for unlimited compensatory and punitive damages and make it easier to form class action lawsuits. The legislation makes it more difficult for employers to defend justifiable differences in pay. The U.S. Chamber of Commerce explained, "it would no longer be permissible to pay employees differently based on market forces, negotiating ability, or even the amount of revenue they generate for the employer's bottom line unless the employer could prove it was a 'business necessity.'"

Click [here](#) to send a letter to your Senators urging them to vote against this harmful legislation. ★



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](http://www.RochesterBusinessAlliance.com) or contact Kevin Donahue at (585) 256-4651 or [Kevin.Donahue@RBAAlliance.com](mailto: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](http://www.RochesterBusinessAlliance.com) or contact Kevin Donahue at (585) 256-4651 or [Kevin.Donahue@RBAAlliance.com](mailto:Kevin.Donahue@RBAAlliance.com).

## Wellness in the Workplace

### Stop Sabotaging Your Wellness Initiatives

By Kristen Rusho

A Well Thought Out and Consistent Plan is Best



This article may raise more questions than it will answer, but these questions are necessary if you truly want to have a wellness approach that will help manage your population's health. If you have some level of wellness activity taking place at your organization, are you consistent with messaging, actions and culture or are there discrepancies among these things? For example:

- Do you implement a walking program or weight loss program and then serve donuts, chips and fried food at meetings?
- Do you promote healthy eating, but have no healthy food choices in your vending machines?
- Do you encourage employees to take productivity breaks, yet they feel there is so much work to do they can never step away from it?

Implementing on-site wellness activities is only part of the picture. In order to be truly successful at managing your population's health, there are numerous other components to have in place. Employers should consider consistent wellness messaging as well as a health conscious culture and environment throughout the organization. A good place to start might be to audit company funded food served at meetings, assess what healthy options you currently offer your employees in the cafeteria and/or in vending machines, and where the opportunities are. From there, creating an overall supportive environment, gaining leadership support and collecting outcome data are all critical in continuing to help shape a successful wellness plan. ★

*Kristen Rusho, MS, WHAGR board member and Health Promotion Coordinator at MVP Health Care.*

# Health, Safety and Environment

## What OSHA Really Wants

By Chip Dawson

I got the question again the other day. A facilities manager said, "My boss told me to make sure we complied with OSHA, so I tried to read all the OSHA standards and I'm more confused now than when I started! How do I make sense of it all? What does OSHA really want?"

While I was tempted to start a lengthy discussion of the safety process and the role of the workplace culture, I stifled the urge and went for the simple answer. After all, if it's OSHA complexity that has you stymied, you don't need more complexity.

OSHA wants you (the management team) to control workplace hazards and prevent injuries and work-related illnesses. In the "old days," the agency encouraged that through partnerships, alliances, coaching and a web site filled with lots of helpful materials. The materials are still there, but the soft touch has given way to a hard line for any organization that does not seem to "get it."

Getting it means that senior management leads the safety process, not a staff safety person or a committee. You guide your people through the process and you give them a safe environment. If a problem is identified, you fix it. What OSHA really wants is for you to make a good faith effort. You do what's right.

Now let's go back to those hundreds of pages of confusing standards. You don't drive a car with a copy of traffic law by your side and you don't have a copy of the OSHA standards open at every workstation. You make that good faith effort. You translate the standards into an easy-to-read, readily accessible set of guidelines. In the guidelines you cover those topics that actually apply to your operation. Then, you train your people on the contents so that doing the right thing becomes second nature. Since you've created a set of workable tools, your

supervisors will find it easy to teach and apply them to daily activities. Now, you have the genesis of what OSHA wants.



What, you have a problem? How do you create the guidelines if you don't grasp the source standards? That's where the Rochester Business Alliance comes in. The work has been done for you. The Safety Solutions Guide has all the guidelines most of you will need along with integral training outlines and tools to help you manage the safety process. Guides are available for local government, administrative operations and manufacturing and service industries. To get more information on the Safety Solutions Guide, contact Kathy Novak at (585) 256-4618.

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) 425-1639 or [chipdawson@aol.com](mailto:chipdawson@aol.com). ★

## Safety Solutions Guide

Manufacturing and Service Sector



*Lawrence H. "Chip" Dawson, Editor  
Rochester Business Alliance, Publisher*

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 Facebook page (listed under pages as Rochester Business Alliance).

## Mega Mixer: RIT Inn and Conference Center - May 5



*Another successful turnout for the Mega Mixer, hosted by 16 area chambers and the Rochester Young Professionals.*

## Conversations with Senator Schumer May 10



*Senator Schumer was greeted by a full house of members, who had the opportunity to voice their business concerns.*

## Meet the Top 100: Wright Wisner June 8



*We ended the 2010 series at Wright Wisner Distributing, touring coolers, distribution areas and the truck wash bay.*

## Business After Hours: Rochester Yacht Club June 10



*Our first 2010 summer networking event was a success at the Rochester Yacht Club, with more than 150 enjoying the waterfront view.*

# Retention in an Improving Economy

By Ellen Baniak  
Vice President  
RBA Staffing Solutions



The recent challenges faced by employers in the last few years often resulted in actions such as layoffs, reduced pay, furloughs and hiring freezes. Employees have been hesitant to consider changing jobs regardless of their level of satisfaction with their current position due to the instability, but according to a recent CareerBuilder survey, 33 percent of employees say they are likely to start looking for a new job as the economy picks ups.

Despite the still high unemployment rate, there is a growing concern about a future talent gap in companies due to previous layoffs and the possible exodus of more employees. Now is the time to start preparing for this and evaluating retention plans. It costs more to recruit new hires than it does to retain current solid employees. Companies should look at not only why employees leave, but why they stay.

Why do they leave? Not surprising to many,

in the CareerBuilder survey 32 percent stated their reason for looking for another job was due to pay. This may be especially true as many companies have had wage reductions, salary freezes or new hires that were out of work and settled for significantly lower salaries than they had previously in order to pay their bills. Now is the time to evaluate if your compensations are competitive not only within the marketplace, but if there is equitability within the company.

Why do they stay? Don't despair if salary adjustments are still not in your organization's future - this is not the only aspect that can make an impact on your retention rates. Employees cited that 27 percent were looking for career advancement and 22 percent for work/life balance. If you are able to provide employees with a clear picture of the company's future, opportunities for gaining new skills and communicate to them their ability to grow with the company, you have another opportunity to retain them.

Looking at an employee's current work load and how it may be impacting their work/life balance is an area to review. Company downsizing and streamlining has resulted in many employees doing the amount of work

that in the past was done by two or three people. This may require longer hours and taking more work home. Evaluation of current expectations and determining if there are ways to improve the situation or provide other avenues to help them achieve the balance they want might be beneficial.

Other areas to consider when looking at retention include: strengthening the manager-employee relationships and make sure managers are checking with staff regularly about their satisfaction level and what is causing dissatisfaction, offer regular performance feedback and praise good work, share with them decisions that may affect their jobs and keep them updated on the overall direction of the company, clearly communicate and discuss their goals, roles and responsibilities.

One final tool that you should also consider, for those times that you are not able to retain an employee, is the completion of an exit interview, which will provide feedback that you may be able to use to make changes to prevent other employees from leaving. For help with creating and administering exit interviews, feel free to contact me at (585) 256-4630. ★

## Friday Business Briefings

July 16 - The White Collar Exemptions:  
Steering Clear of Enforcement Initiatives

August 20: Tax Saving Strategies for Small  
Business – 2010 and Beyond

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

## RBA welcomes its new members

Alzheimer's Association  
(585) 760-5400  
[www.alz.org/rochesterny](http://www.alz.org/rochesterny)

Caring Heart Companions  
(585) 227-5527  
[www.caringheartcompanions.com](http://www.caringheartcompanions.com)

Combined Insurance  
(716) 998-8478  
[www.combinedinsurance.com](http://www.combinedinsurance.com)

Connors-Haas, Inc.  
(585) 265-1810  
[www.connors-haas.com](http://www.connors-haas.com)

Coordinated Plan, Inc.  
(585) 899-1200  
[www.coordinatedplan.com](http://www.coordinatedplan.com)

Empire Precision Plastics  
(585) 454-4995  
[www.empireprecision.com](http://www.empireprecision.com)

Genesee Office Interiors, Inc.  
(585) 224-8280  
[www.geneseeooffice.com](http://www.geneseeooffice.com)

Harris Seeds  
(585) 295-3600  
[www.harriseseeds.com](http://www.harriseseeds.com)

Helendale Dermatology and Medical Spa  
(585) 266-5420  
[www.helendaledermatology.com](http://www.helendaledermatology.com)

Housing Council in the Monroe County Area, Inc.  
(585) 546-3700  
[www.thehousingcouncil.org](http://www.thehousingcouncil.org)

(continued on p. 11)

## Member Spotlight: R.W. Dake & Co., Inc.

By Kevin Donahue  
 Director of  
 Membership and  
 Business Development



### About R.W. Dake & Co., Inc.

R.W. Dake is a full service commercial construction company formed in 1960 by Robert W. Dake as a successor to the Johns-Manville Construction Division. In January 2002, the business was sold to Greg Vangellow and two 20-year veterans Mark Bristol and Lee Goodridge. Vangellow was the company's commercial banker for seven years and now president. Bristol started with the company as a warehouse driver more than twenty-eight years ago and is now vice president of operations. Goodridge started in 1982 as an estimator and is now vice president of estimating.

R.W. Dake self performs all carpentry and painting related scope items and retains the services of other contractors as needed. "Our project managers, supervisors, foremen, and tradesmen are a highly qualified group who have worked for R.W. Dake & Co., Inc. on average of 12 years each. Every employee

takes pride in customer satisfaction. We are committed to our clients, including members of the construction, industrial, manufacturing, educational, finance and health care industries."

R.W. Dake has 70 employees between their main office and warehouse in East Rochester and their two satellite offices in Buffalo and Ithaca, NY.

### New Developments

The company is exploring a fourth office within New York to help meet the needs of their existing customers.

### Challenges

R.W. Dake is facing challenges similar to those of other companies in their industry. "One of the biggest challenges is the cost of doing business in New York State. With New York's high tax rates and arcane labor laws, the construction sector is struggling due to an overall lack of demand. Without new work, there is a premium on getting any work that might come up - making for an extremely competitive bidding process," said Vangellow.

R.W. Dake has addressed the problem on multiple fronts. "We are increasing our efforts

to have the labor laws modified by contacting our representatives and supporting groups like NFIB, the RBA and others who share the same concerns. We are also extremely cost conscious curbing all unnecessary expenses," said Vangellow.

### Rochester Business Alliance Member

R.W. Dake has been a loyal member of the RBA for 20 years. "This is one of the few associations we renewed our membership with due in large part to the Staples Program. We compared three other discount plans that were available to us and this was the best. We are definitely getting a positive return on investment with our RBA membership," said Vangellow. ★

### Contact Info:

Greg Vangellow, President  
 R.W. Dake & Co., Inc.  
 100 Bluff Drive  
 East Rochester, NY 14445  
 (585) 381-2500



Greg Vangellow, president of R.W. Dake & Co., Inc.

## RBA welcomes its new members

Infinite Group, Inc.  
 (585) 385-0610  
[www.igius.com](http://www.igius.com)

JetSmart Inc.  
 (585) 200-5870  
[www.jetmartinc.com](http://www.jetmartinc.com)

Lake Beverage Corp.  
 (585) 427-0090  
[www.lakebeverage.com](http://www.lakebeverage.com)

Leslie Diamond VoiceOvers  
 (585) 451-6432  
[www.lesliediamond.wordpress.com](http://www.lesliediamond.wordpress.com)

Maslin Digital  
 (585) 820-6099  
[www.maslindigital.tv](http://www.maslindigital.tv)

Med-Scribe, Inc.  
 (585) 586-0790  
[www.medscribe.com](http://www.medscribe.com)

Metro Cartridge  
 (585) 272-9000  
[www.metrocartridge.com](http://www.metrocartridge.com)

Newtex Industries, Inc.  
 (585) 924-9135  
[www.newtex.com](http://www.newtex.com)

Premium Mortgage Corp.  
 (585) 241-0000  
[www.premiummortgage.com](http://www.premiummortgage.com)

Professionals Incorporated  
 (585) 713-2053  
[www.cpsprofessionals.com](http://www.cpsprofessionals.com)

Rapid Dry  
 (585) 663-0510  
[www.rapidrynow.com](http://www.rapidrynow.com)

SimCo Benefit Advisors  
 (585) 750-3246  
[www.simcoservices.com](http://www.simcoservices.com)

The Rivers Organization  
 (585) 586-6906  
[www.riversorg.com](http://www.riversorg.com)

The Winfield Grill  
 (585) 654-8990  
[www.thewinfieldgrill.com](http://www.thewinfieldgrill.com)

USA Datanet  
 (800) 576-4545  
[www.usadatanet.com](http://www.usadatanet.com)

Van Bortel Ford & Subaru  
 (585) 586-4415  
[www.vanbortelcars.com](http://www.vanbortelcars.com)

Yellowbook  
 (585) 487-2005  
[www.yellowbook.com](http://www.yellowbook.com)

## Seminars

### July

13	Maximize Your Presence on Social Media	8:30 a.m. – 10:30 p.m.
15	GO System: Getting Organized	8 a.m. – 12:30 p.m.
20+	Human Resource Management - Adv. (6 half-days)	8:00 a.m. – Noon
20	Staffing and Recruiting	8 a.m. – Noon
27	Human Resource Development	8 a.m. – Noon
27	Develop Social Media Strategy to Grow Business	8:30 – 4:30 p.m.

### August

3 & 5	Market Like You Mean It (2 half-days)	8 a.m. – 1 p.m.
3	Employee/Labor/Management Relations	8 a.m. – Noon
10	Benefits Administration	8 a.m. – Noon
17	Compensation Plan Designs	8 a.m. – Noon
24	Labor Law Updates	8 a.m. – Noon
26	Project Management	8:30 a.m. – 4:30 p.m.

### September

2+	Supervision (7 half-days)	1-5 p.m.
2+	Business Writing and Emails (4 half-days)	8:30 a.m. – 12:30 p.m.

## Computer Training

### July

12 & 14	Microsoft Excel 2007 Introduction	8:15 – 11:15 a.m.
12 & 14	Microsoft PowerPoint 2007 Introduction	1 – 4 p.m.
13 & 15	Microsoft Access 2007 Introduction	8:15 – 11:15 a.m.
19 & 21	Microsoft Excel 2007 Advanced Part 1	8:15 – 11:15 a.m.
19 & 21	Microsoft Access 2003 Introduction	1 – 4 p.m.
19 & 21	Microsoft Word 2007 Introduction	1 – 4 p.m.
20 & 22	Microsoft Access 2007 Advanced - Part 1	8:15 – 11:15 a.m.
20 & 22	Microsoft Excel 2003 Introduction	8:15 – 11:15 a.m.
22	Get Going with QuickBooks 2010 - Beginner	9 – 1 p.m.
26 & 28	Microsoft Excel 2007 Advanced Part 2	8:15 – 11:15 a.m.
26 & 28	Microsoft Word 2007 Advanced	1 – 4 p.m.
27 & 29	Microsoft Access 2007 Advanced - Part 2	8:15 – 11:15 a.m.

### August

16-18	Microsoft Office Project Server 2007 – Managing Projects	8:30 – 4:30 p.m.
30 & 9/1	Microsoft Word 2007 Introduction	1 – 4 p.m.
30 & 31	Microsoft Access 2007 Introduction	8:15 – 11:15 a.m.
30 & 31	QuickBooks	1 – 4 p.m.

### September

1 & 2	Microsoft Excel 2007 Introduction	8:15 – 11:15 a.m.
7 & 10	Microsoft Word 2003 Advanced	1 – 4 p.m.
9 & 10	Microsoft Excel 2003 Introduction	8:15 – 11:15 a.m.
9 & 10	Microsoft Access 2007 Advanced - Part 1	1 – 4 p.m.
14 & 16	Microsoft Excel 2007 Advanced - Part 1	8:15 – 11:15 a.m.
20 & 21	Microsoft Word 2007 Creating Forms & Templates	1 – 4 p.m.
21 & 23	Microsoft Excel 2007 Advanced - Part 2	8:15 – 11:15 a.m.
23 & 24	Microsoft Access 2007 Advanced - Part 2	1 – 4 p.m.
27 & 28	Microsoft Access 2003 Introduction	8:15 – 11:15 a.m.
28 & 30	Microsoft PowerPoint 2007 Introduction	8:15 – 11:15 a.m.

Social Media Streamlining for Small Businesses

- How to Maximize Your Presence on Social Media

July 13

HR Applied

- HR Management Advanced Series

July 20 - Aug. 24

Practical Marketing

- Market Like You Mean It

Aug. 3 & 5

Increase Leadership Effectiveness

- Supervision

Sept. 2

For additional course listings 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 off site. Please check location when registering.