

In This Issue...

- Executive Message from Sandy Parker: get engaged in Public Policy and more p. 2
- Chamber News: Small business assistance and the 2010 ATHENA Award recipient p. 3
- Affiliated Groups: Small Business Council message and upcoming affiliate events p. 4
- Public Policy & Advocacy: Community Coalition Agenda and Unshackle updates p. 5
- Business Information: Mental health and substance abuse parity p. 6
- Legal Briefing: Curb your wage and hour anxiety p. 7
- Health in the Workplace: Wellness programs and the “new” OSHA p. 8
- Networking Events: Events from January and February p. 9
- Staffing Solutions: Beware of diploma mill degrees when screening candidates p. 10
- Membership: Member spotlight on Spinergy p. 11
- Seminars and Training Schedule p. 12

Mark Your Calendar...

- March 18 Meet the Top 100: Rochester Precision Optics 7:45-9 a.m.
- April 7 Business After Hours: Speed Networking at The Inn on Broadway 5-7:30 p.m.
- April 15 Coffee with Our CEO 8-9 a.m.
- April 29 Meet the Top 100: Bergmann Associates 7:45-9 a.m.

For more information visit us online
www.RochesterBusinessAlliance.com

New Membership Committee Serves as Sounding Board for Events, Networking

In today's business world, it's essential to find value in how you spend your time as well as your money. That's why the Rochester Business Alliance pledges to provide value to its members that will help their enterprises prosper.

On the financial side, we've kept RBA membership dues the same for two years in a row, our way of recognizing the challenges of this tight economy. But value isn't just monetary. The value of an RBA membership is best found in the programs, products and services we provide.

We are pleased that many of you find value in our products and services, evident in that in 2009, member satisfaction was steady at 97 percent. But we're reaching for the stars, looking to increase the level of satisfaction this year, in part by getting members more engaged in what we have to offer.

With that goal in mind, this year we created a Membership Committee, tasked with serving as advisors to us and a resource to you. This newly formed committee supports the RBA by helping identify and develop appropriate and effective services for membership, including events and communications, as well as assisting in attracting and retaining members.

The committee members are representative of our 2,000-plus members, working in a variety of fields including marketing, sales, human resources, non-profit, financial, manufacturing, and communications industries. On this team, top executives work with young professionals and entrepreneurs to bring a members' perspective to what we do.

On their task list: improving communications. This includes focusing on the quality and frequency of emails sent from the RBA. As part of that, we included a survey in recent News & Events emails to get a better idea of what members enjoy reading and receiving. (If you haven't taken five minutes to fill this

survey out, please do so by visiting www.surveymonkey.com/s/9Z7WGYB.) Your answers will help guide our committee and staff to make important changes to deliver the news you want when you need it.

The committee is also advising on networking events such as Business After Hours. Their insight has guided our staff to look for new venues this year, as well as add another mini-tradeshaw in August.

Member outreach is also a vital part of this committee. These RBA ambassadors have committed to serving as another resource and point of contact for our members. So don't be surprised if you receive a phone call or email from a committee member inviting you to attend an event or welcoming our new members to the RBA.

If you have suggestions for the committee, or would like to be considered for the committee for 2011, please contact Ellen Rosen, vice president of marketing, communications and membership, at 256-4616. ★

Membership Committee:

- Ron Augustine, Eltrex Industries, Inc.
- Victoria Bach-Fink, Wall Street Financial Group
- Pam Bauer, Abacus & Co. of NY, Inc.
- Teresa Boland, Paychex, Inc.
- Dan Gallagher, Soleo Communications Inc.
- Charles Gannon, Sedgwick Business Interiors
- Tim Gleason, ABVI - Goodwill Industries of Greater Rochester
- Ken Harris, EPIC Advisors, Inc.
- Allison McGrath, Strong National Museum of Play
- Karen Morabito, Fibertech Networks
- Peter Pape, Riverside Group
- Sequetta Sweet (Wright), Atteuq Potential Unlimited, Inc.

Board Officers

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

Brian E Hickey, Vice Chairman
M&T Bank

Susan R. Holliday, Secretary
Rochester Business Journal

David H. Klein, Treasurer
Excellus BlueCross BlueShield

RBA Staff

Sandra Parker
President and CEO

Ellen Baniak
Vice President of RBA Staffing Solutions
Ellen.Baniak@RBAAlliance.com

Barbara Cutrona
Vice President of vice president of business information, training and events
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 Purdy
Newsletter editor
Kristin.Purdy@RBAAlliance.com

For a complete staff list, visit our website at www.RochesterBusinessAlliance.com

This newsletter is the official newsletter of Rochester Business Alliance, published at 150 State St., Suite 400, Rochester, NY 14614. Articles printed are for information only and are not intended to render legal advice.

From the President and CEO

As spring approaches, the calendar at the RBA is filling up with opportunities for you to engage with us, build your business and support our community.

These days, I'm frequently headed to Albany, where the state Legislature is in session. There's a lot to talk about there, from the budget to the Rochester Community Coalition to mayoral control of Rochester schools.

On the topic of the state budget, Unshackle Upstate (of which RBA is a founding partner) continues its push for cutting state spending and reducing taxes. Read more about that on the public policy page of this newsletter.

Also on that page, the latest on our Community Coalition efforts to find funding for key economic development projects as well as push for changes to laws that are stunting our region's economic growth.

On the issue of greater local control: The RBA supports efforts to move control of the city schools to City Hall. A well-educated workforce is essential to our region's economic future, and the current system is failing city students. The move will require approval of the state Legislature, and we are wholeheartedly urging the Governor and our elected officials to take this important step.

The RBA engages in public policy to benefit its members; central to our mission is advocating for an environment conducive to your success. But our public policy work is so much more effective when you get behind us, when you add your voice to ours.

In the coming weeks, we'll be reaching out to you for that support, asking that you go on our website and send letters showing that support to our representatives in Albany, or, more importantly, make a contribution to Unshackle Upstate or join the Unshackle Army fighting for change in state government.

We hope you'll take the time and engage with us on these important matters. One of the primary reasons we hold our Coffee with Our CEO is for me to have a chance to hear from our members about what issues matter most to them and how the RBA can help. So we need to hear from you.

So do our elected officials. The RBA will, of course, continue to advocate strongly on your behalf. But please know that when you send a letter or e-mail or make a call, it resonates loudly with our elected representatives. Your role as a partner in advocacy is essential to driving our shared message home.



Sandy Parker

Advocacy is just one way to get involved in the activities of the Rochester Business Alliance. We offer a variety of networking opportunities, tailored to meet specific needs.

Our Business After Hours events continue to draw large crowds. Back by popular demand: speed networking, on April 7 at the Inn on Broadway. And there are still four installments of Meet the Top 100, which gives RBA members a behind-the-scenes look at some of the region's fastest growing companies.

For more on all our networking events, visit www.RochesterBusinessAlliance.com. The calendar has a complete listing.

Also on that calendar, information on training offerings, Friday Business Briefings and other opportunities to give your workforce information it needs to stay on the cutting edge.

The website itself has a wealth of knowledge to help your business, including:

- Business information and resources
- Links to our affiliate organizations
- Member-to-member discount programs
- Information on our health insurance offerings
- Information on our staffing support and reference checking services

Log on and take a look. And promise yourself that this is the season you'll get even more engaged by taking full advantage of all that's available through your membership in the Rochester Business Alliance. ★

Sandy Parker

Small Business Development Assistance

The Rochester Business Alliance wants to make it even easier for you to get answers to your questions about starting and maintaining a small business.

Now you can make an appointment with our Small Business Assistance Center just by calling us at (585) 244-1800.

The center, a partnership with SUNY Brockport Small Business Development Center and SCORE Rochester, is open by appointment two or three full days each month here in our 150 State St. offices.

It is staffed by experts from these two organizations, and their confidential services are offered free of charge. These counselors can offer consultation on business plans, financing, marketing and manufacturing, as well as logistics of day-to-day operations.

“Small business is a major driver of our regional economy,” said Barbara J. Cutrona, vice president of Business Information, Training and Events at the RBA. “We wanted to make practical, sound advice and support easily accessible to the community, to assist people already in business as well as those just getting started or even simply contemplating taking that entrepreneurial step.”

Appointments for the Small Business Assistance Center can be made by calling the Rochester Business Alliance 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. Reasonable

accommodations can be made for persons with disabilities, if requested at least two weeks in advance.

In the coming months, the center will be open on March 11, 18 and 25, as well as April 8, 15 and 22. For a full schedule, log onto www.RochesterBusinessAlliance.com and search for “Small Business Assistance Center.”

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.

SBDC is a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. As part of the SBA, counselors cannot endorse any products, opinions or services of any external parties or activities.

SCORE is a nationwide non-profit association under the auspices of the U.S. Small Business Administration. It is composed of volunteers who share their management and technical expertise with owners/managers of small business and those who want to start their own small businesses. SCORE Rochester is the chapter that covers Monroe, Livingston, Ontario, Wayne and Yates counties, and the eastern half of Genesee and Orleans counties. It has more than 50 members who counsel and present workshops throughout these counties.

The center is located in Rochester Business Alliance offices on the fourth floor of 150 State St. in downtown Rochester. Free parking is available in the lot surrounding the building. ★

2010 ATHENA Award Recipient: Jennifer Leonard

The Women’s Council of the Rochester Business Alliance presented its 2010 ATHENA Award to Jennifer Leonard.

Leonard, president and executive director of the Rochester Area Community Foundation, received the award at the 24th annual ATHENA Awards luncheon on Jan. 21. Among her current community work, she is a member of the Mayor’s Education and Literacy Commission for the city of Rochester and a trustee for the Center for Governmental Research.

She was chosen for the award from a field of 19 finalists nominated by the community.

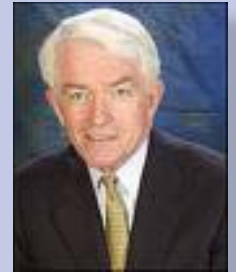
The ATHENA Award is given annually by the Women’s Council to a local professional woman who has demonstrated significant achievements in business, community service and the professional advancement of women. ★



From the US Chamber

Getting Financial Regulatory Reform Right

Thomas J. Donohue
President and CEO



Getting a financial regulatory reform bill done this year is critical to our economic recovery.

Democrats and Republicans must work together to ensure that a bill is passed that will provide much-needed certainty and renewed confidence in our financial system.

The White House and Congress have issued a flurry of proposals to improve our financial system. The so-called Volcker Rule - which would reestablish some firewalls between commercial and investment banking - deserves serious consideration, but the devil is in the details. While risky practices must be eliminated, reasonable risk taking and innovation must be allowed for the markets to operate appropriately. The Volcker Rule attempts to limit systemic risk but may be too rigid in its approach.

The Consumer Financial Protection Agency (CFPA), however, is the wrong remedy at the wrong time. Passed by the House, the CFPA would be a massive new bureaucracy whose broad and vague regulatory authority would create significant disincentives for banks to lend. These businesses could fall subject to CFPA regulations simply because of the way they bill customers, or because they are vendors to financial firms that offer consumer products. The result would be a reduction in credit availability and affordability, as well as new costs on businesses when they can least afford it.

We must put aside partisan politics, seek common ground, and work cooperatively to fix what’s wrong with our current system while preserving what works. ★

Originally published 2010. Reprinted by permission, uschamber.com, 2010. Copyright© 2009, U.S. Chamber of Commerce.

In each issue, we feature information on one of our six affiliates. This issue, our spotlight is on the Small Business Council.



By Bruce B. Zicari II
Council President

For 2010, the Small Business Council is building on the momentum of another successful year of high quality events, a record 67 percent increase in our membership and a newly designed website. As an affiliate of the Rochester Business Alliance, SBC's mission is to provide services, support, and B2B opportunities to growth-oriented small businesses in the Rochester area. Membership and attendance at SBC events will continue to be a priority for 2010. With a broader base of members, SBC events and networking opportunities will be that much stronger.

A full calendar of exciting and relevant events is planned for 2010, including the ever-popular Headliner event, and the Businessperson of the Year Gala. We have secured Lee Cockerell as our Headliner speaker. He was the executive vice president of operations for Walt Disney World for over 10 years. He is the author of "Creating Magic" and a popular keynote speaker to Fortune 500 corporations. SBC members will be able to socialize and network on the golf course during the Golf Scramble in September, and at the annual holiday party. Finally, the SBC has a full slate of educational programs for both up-and-coming businesses and seasoned managers. Focusing on business basics, the Boot Camp series teaches best practices over a range of topics. The Executive Development Roundtable is a series targeted at mid-level, senior managers and CEOs.

SBC is truly a resource for all types of small businesses, at all stages of growth. Check out our website for details on all programs and events at www.rochestersbc.com. ★

Upcoming Affiliate Events and News

Rochester Black Business Association

- Business Series - April 21

Rochester Hispanic Business Association

- Cinco de Mayo Networking Party - April 30

Small Business Council

- Boot Camp #1 - Business Succession Planning - March 3
- Boot Camp #2 - Harnessing the Power of Your Web Site - April 7
- Executive Development Roundtable Meeting - April 20

Transportation Council

- HazMat training – 49-CFR - March 2
- HazMat training – IATA - March 3
- HazMat training – IMDG - March 4
- Annual Awards/Scholarship Dinner - May 5

Women's Council

- Young Women of Distinction Scholarship Awards - May 24

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

Ask **SCORE**[®]
Counselors to America's Small Business

When it Comes to Customer Service, Small is Beautiful

Size isn't everything, especially for providing value to customers.

This important fact can help distinguish small "mom and pop" businesses from "big box chain stores." It gives them a powerful competitive advantage in an age when more consumers crave and expect a high level of service and responsiveness.

Your position at the "front lines" of your business gives you direct access to your customers' needs, attitudes and opinions. You know the kinds of products or services they want, when they want them, and how best to deliver them.

Start by putting yourself in your customers' place. How would you like to be treated if you were a first-time customer or a "regular?" Also, visit other stores and service centers, including those unrelated to your business. See what they do that you find appealing, and adapt those practices to enhance your customers' experience. Similarly, watch

for aspects you don't like; but be sure to understand the reasons behind problems or poor service, such as understaffing and limited inventory. This will help prevent similar problems from arising in your business.

How you connect with customers by phone or e-mail will also help differentiate your small business. Answer calls and e-mails promptly and with a friendly greeting. Avoid putting callers on hold for longer than a minute; take a message and respond as soon as possible. If you use an automated answering system, your customer service line should be one of the first options. Designate certain times during the day to handle e-mail queries, or assign the responsibility to an employee.

To learn more about generating customer loyalty for your small business, 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 www.scorerochester.org. ★

2010 Rochester Community Coalition Agenda

By Chris Wiest
Vice President of Public
Policy and Advocacy



The Rochester Community Coalition has been hard at work to gain state support for initiatives crucial to our region. Rochester Business Alliance met with local leaders and coalition members last fall to discuss what would have the greatest economic development impact on our community. From that, five items were selected to form the 2010 Rochester Community Agenda,

For the first time, the coalition, representing business, local government, education and nonprofits, is seeking funding for key projects and lobbying for state policy changes that will improve our region's ability to create jobs. These changes can bring relief without cost to the state.

On the coalition's 2010 agenda:

- \$5 million over four years to expand the Rochester After-School Initiative, designed to help our youth find safe options and access to academic enrichment.
- \$40 million for the Institute for Sustainability at Rochester Institute of Technology, which will establish our area as a global hub for the green-tech economy and create up to 6,000 jobs regionally.
- \$150 million for the Interstate 390 Interchange Project to accommodate increased traffic associated with future growth of the University of Rochester.
- Amending Taylor Law and expanding waiver implementation as two mandate relief goals. Albany should refrain from enacting new mandates and revise existing ones that fail to factor in municipalities' ability to pay and restrict local

governments' ability to manage.

- Support for increased transparency and accountability of Empire Zones and Industrial Development Agencies, which play a crucial role in creating and retaining jobs. Provisions that will increase costs, such as prevailing wage requirements, should be defeated.

For more information, [click here](#).

On March 2, members of the coalition, including RBA President Sandy Parker, Mayor Duffy, RIT President William Destler and Community Foundation President Jennifer Leonard, met with legislative leaders in Albany to lobby on behalf of our community.

Now, we need your support. The coalition has launched an e-advocacy campaign allowing citizens to send letters to their elected officials in support of the agenda. Please [click here](#), and ask your legislators to support the Rochester Community Agenda. ★

Update on Local, State and Federal Initiatives

[Unshackle Upstate](#)

On Feb. 9, Unshackle Upstate representatives met with legislative leaders in Albany to express outrage over the current state of New York's budget, tax structure and government dysfunction. With a focus on reducing state spending, borrowing, mandates, taxes, fees and assessments, Unshackle Upstate shared its 2010 policy agenda and its list of more than \$12 billion in cost savings for the 2010-11 fiscal year.

Since 2000, the state budget has increased from \$75 billion to \$131.8 billion. While the 2010-11 budget proposal attempts to address this year's projected \$8-9 billion deficit, New York still faces an ever-growing deficit that could increase to more than \$20.8 billion in three years.

Of particular concern, the Executive Budget includes over \$1 billion in actions that will increase taxes and fees, including \$240 million in health care assessments and surcharges.

Rather than increasing taxes to close the deficit, legislators need to address the key concern – New York's unsustainable spending.

In this difficult economy, businesses and families across the state are making sacrifices and tightening belts. However, our state has not followed suit. Unshackle Upstate's recommended cuts, including a 3% cut in state operations, consolidation of agencies, and holding school funding flat, are aggressive, but vital to get our state's financial house in order.

In addition to lobbying against increased spending and taxes, Unshackle also continues to take direct aim at legislation harmful to the upstate economy, such as any wage mandates that may be included in Industrial Development Agency reform. Living and prevailing wage requirements will add costs to construction projects, stall future development and deter businesses from investing in our state.

Unshackle Upstate urges you to join our Unshackle Army, a united and dynamic force for change in New York. Visit www.unshackleupstate.com/army for information.

[Health Care and EFCA Update](#)

The election of Scott Brown as Massachusetts' new Senator continues to have ramifications

on federal legislation.

Since Brown's election, Democratic leaders no longer have the votes to pass legislation by traditional means. Instead, Senate Democrats are considering reconciliation, a process that can be used to bypass a filibuster. To learn more about reconciliation, [click here](#).

Likewise, there is less reference on EFCA or "Card Check" legislation these days. In a positive development, pro-EFCA candidate, Craig Becker's nomination to the National Labor Relations Board was soundly rejected by the Senate.

However, President Obama is currently considering a recess appointment which would not require congressional approval.

Calls for bipartisanship by the President and a new sense of vulnerability on the part of congressional representatives may benefit employers as legislation harmful to business continues to be scrutinized.

We'll continue to keep you updated on federal legislation of importance to employers. ★



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

Managing Your Population's Health

By Kristen Rusho

What does this mean for your company?



Your organization's bottom line is partially tied to productivity of your workforce. If employees are not healthy and not present at work, you could be losing significant profit. There are different ways to approach wellness at the workplace. When looking at controlling medical costs and increasing productivity, you must have an execution plan in place.

Data and Participation: Two Keys

Healthy informational bulletin boards or e-mail blasts should be a part of your wellness program, but you can't stop there and expect to see changes to the health of your employees and your organization.

To ultimately offer a wellness program that produces gains, you must collect data that can help you plan for success. Understanding medical conditions prevalent in your industry and also the overall health of your population helps you target programming.

Data is only a piece of the puzzle. Another is getting your employees interested and involved. Companies are committing to innovative incentives, such as:

- Raffles or giveaways
- Monetary incentives
- Day off incentives
- Incentives tied to benefit design, medical or otherwise

Creative marketing and incentives can spur behavior change. As your wellness programs evolve, think about how to help employees shift from maintaining healthier habits for a reward, to seeing the value of healthy habits for their own well-being. ★

Kristen Rusho, MS, WHAGR board member and health promotion coordinator at MVP Healthcare.

Health, Safety and Environment

The "New" OSHA

By Chip Dawson

It happens every four years—or when a new assistant secretary for OSHA is confirmed by the Senate—or when the mood in Washington changes about worker safety—the agency takes a new direction. It's happening again.

On Dec. 3, David Michaels, PhD, was confirmed. And on Dec. 16, Michaels offered a comprehensive look into his philosophy and hopes for OSHA in remarks to the NIOSH Going Green Workshop in Washington.

Based on his comments and on other activity within OSHA, here is what you can expect in the coming couple of years:

Workers will play a central role in workplace safety. It's clear that we must move toward a permanent system where employers and workers come together, on a basis of mutual respect, to assess and abate hazards. To get us up to date and move into a safer, healthier future [...] workers must have a stronger voice in workplace safety than they have now. Giving that voice impact and value means that workers must have much better information about their rights, the hazards they face and controls for those hazards.

OSHA will move faster to deal with issues. "We must use our knowledge and skills to identify potential hazards as they emerge. We can't wait years for hazards to be completely characterized, to let industries shift their responsibility or defer workplace protections by producing 'doubt' instead of actively practicing prevention."

Every employer will have a Comprehensive Workplace Safety and Health Program in place. "While thousands of responsible employers already operate this way with excellent results, many other employers haven't gotten the message."

American workers will have much better information about chemicals. For example, "the European Community's REACH program will provide industry and American workers

with more and better information about the chemicals they are exposed to. REACH is also challenging the old paradigm in which chemicals are considered innocent until proven guilty.



The Globally Harmonized System of Classification and Labeling of Chemicals will also contribute consistency, efficiency, and more and better information. There's an enormous chasm to bridge between the ideal future and the imperfect present. Today, we suspect that at least a couple of thousand high-use chemicals out there may present some threat to worker health. Yet, OSHA currently regulates about 500 chemicals, based mostly on science from the 1950s and 1960s. How many chemical standards has OSHA issued in the past 12 years? Two - and one of these only came about because of a court order. We haven't been keeping up with the science.

We'll move toward Prevention through Design. Prevention through Design is about fundamental change that integrates safety efficiently and thoroughly and asks "Why should we go back and expend precious time and resources retrofitting hazardous industries to make them safer when we have the ability and the opportunity to begin fresh and make work safe from start to finish?"

New standards, faster. "Where, and when possible, OSHA must move ahead on rulemaking for urgently needed standards and, to create good standards, we'll need the input of scientists and engineers, academics, students and workers. We'll also need allies in the progressive business community who will say 'yes' to sensible changes and participate in the rulemaking process with constructive comments and insight." ★

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.

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

Meet the Top 100: Calvary Automation January 14



Our first tour of 2010 kicked off at Calvary Automation with more than 40 guests visiting the turn-key equipment supplier.

Meet the Top 100: Gorbel, Inc. February 9



Gorbel's president, Brian Reh demonstrates the capabilities of a G-Jib, an ergonomic machines on site.

Coffee with Our CEO February 11



President and CEO Sandy Parker opened up another meeting to a full room with some familiar faces as well as new ones.

Business After Hours at Legacy at Clover Blossom February 24



We kicked off our 2010 Business After Hours event series with an evening of fine food and drink, networking and prizes.

Raising the Red Flag: Diploma Mill Degrees

By Ellen Baniak
Vice President
RBA Staffing Solutions



In today's competitive world of recruitment, hiring managers may have to wade through a lot of qualified applicants to identify the one that will be the best fit. Candidates want to make sure they are not being disqualified early in the selection process because they lack the appropriate degree. For some the answer is to get a degree, and but some turn to the Internet for help.

With a simple search you can find results such as:

- Create your own FREE college diploma in less than a minute!
- Real and legally issued degrees in 5 days
- Diplomas for Sale

Realistic-looking diplomas and even transcripts arrive at the buyers' door fast as soon as the check clears in some cases. These sites are advertisements for the growing industry of "diploma mills." Diploma mills are defined as "An institution of higher education operating

without supervision of a state or professional agency and granting diplomas which are either fraudulent or because of the lack of proper standards worthless." (Webster's Third New International Dictionary)

In January 2010 new legislation was introduced by Congressman Tim Bishop (D-NY) to shut down these fraudulent diploma mills. The Diploma and Accreditation Integrity Protection Act (HR4535) aims to:

- Legally define what it means to be a degree-granting institution
- Legally define what it means to be a legitimate accrediting agency
- Grant additional authority to the FTC to crack down on diploma mills

Until this becomes a reality, employers should be aware of the following red flags in determining whether or not a degree a candidate provides is from a diploma mill.

Consider the following:

- Was the degree earned from a state that the candidate has never lived in?
- Was the degree earned in a very short period of time, i.e. a 4-year degree in only a few days or weeks?

- Does the school name sound or look similar to a well known reputable university? Bennington University vs. Bennington College in Vermont
- Is the address a P.O. box number or suite number instead of a campus address?
- Does the schools website end in .com or .edu?
- Is the accrediting agency listed legitimate?

It is important to keep in mind the popular phrase "Trust, but verify." But even in doing this an employer must be careful, as many of these diploma mills provide a phone number or fax number so that potential employers can verify the "degree." One avenue that should be utilized to ensure that the education received by the applicant meets acceptable quality standards is to make use of the "The Database of Accredited Postsecondary Institutions and Programs" set up by the U.S. Depart. of Education which can be found at: <http://ope.ed.gov/accreditation/Search.aspx>.

For additional information or to learn how the RBA's Background and Reference Checking service can help you, please contact me at Ellen.Baniak@RBAAlliance.com or (585) 256-4630. ★

Friday Business Briefings

March 5
Understanding the Unionization Process

March 19
Engaging Employees - Where to Start

April 16
Educating Employees About
End-of-Life Care

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@RBAAlliance.com

The Rochester Business Alliance

Advanced Mold & Tooling, Inc.
www.advancedmold.us

Aetna Inc.
www.aetna.com

Allen-Bailey Tag & Label, Inc.
www.abtl.com

Baybridge Consulting, Inc.
www.baybridgeconsulting.com

Blue Heron Consulting
www.blueheron-consulting.com

Catholic Charities of the Diocese of Rochester
www.cccsrochester.org

Cazbah
www.cazbah.net

Cintas
www.cintas.com

Corn Hill Navigation
www.samandmary.org

Crosby-Brownlie, Inc.
www.crosbybrownlie.com

Davidson Fink LLP
www.davidsonfink.com

Dunn and Rice Design, Inc.
www.dunnandrice.com

Member Spotlight: Spinergy

By Kevin Donahue
 Director of
 Membership and
 Business Development



About Spinergy

Spinergy was founded as GR Associates in 1983 by Mary and Gary Reeves and later incorporated as GRA Packaging Services of Rochester. Initially providing packaging products to software publishers nationwide, the company experienced several periods of growth, allowing the expansion of product and service offerings to include:

- Product assembly, warehousing and distribution services
- Floppy diskette duplication
- High-speed CD-R and DVD-R duplication
- Direct to disc optical media printing (thermal, digital and screen printing)
- High volume disc manufacturing (replication)

GRA Packaging Services of Rochester rebranded itself as Spinergy in 2002 to better reflect the company's offerings and forward-looking business philosophy.

Now in its 26th year, Spinergy, which employs 47 locally, is a leading national provider of

CD/DVD/USB duplication, manufacturing, print, packaging, multimedia programming and authoring, warehousing, fulfillment and distribution services. Spinergy provides turn-key information distribution solutions for multiple markets. In 2007, Spinergy completed an intensive process reaffirming its commitment to quality measures by becoming certified to the international ISO standard.

New Developments

Continuously based in Rochester, Spinergy relocated to its current manufacturing, printing, warehousing and fulfillment center on Lyell Avenue in April 2009. Spinergy also recently received national certification as a Women's Business Enterprise by the Women Presidents' Educational Organization, a regional certifying partner of the Women's Business Enterprise National Council (WBENC). The WBENC is the nation's largest third party certifier of businesses owned and operated by women in the United States.

Challenges

A constant challenge that Spinergy faces is growing its business and service offering strategically. "Over several years of steady growth, our success has been based upon staying true to our core principles of quality, integrity and adding true value to customer

interaction at every level," says Mary Reeves. "Spinergy's strategy has been to evaluate the needs of our current and prospective client base, and to diversify our service offerings accordingly. That diversification has allowed us to serve a wider range of individuals and industries with customized solutions rather than using a 'one size fits all' approach."



Spinergy founders Mary and Gary Reeves

Rochester Business Alliance Member

Spinergy has been a member of the RBA since 2007. "Spinergy is committed to promoting Rochester, both economically and philanthropically. The RBA provides opportunities for like-minded businesses to network, develop new business relationships and share ideas," says Reeves. ★

Contact Information:

Mary Reeves, President
 1655 Lyell Ave.
 Rochester, NY 14606
 (585) 385-2060
www.spinergymedia.com

welcomes its new members

Eagle Productivity Solutions
www.eagleproductivity.com

Eastside Medical Urgent Care, LLC
www.eastsideurgentcare.com

Fleet Feet Sports
www.fleetfeetrochester.com

Forte Capital LLC
www.fortecapital.com

J Clements Enterprises, LLC
www.myvirtualadministrativeassistant.com

Just Press Print
www.justpressprint.net

Leonard's Express
www.leonardsexpress.com

LongHorn Steakhouse
www.longhornsteakhouse.com

New York Blood Pressure, Inc.
www.lifeclinic.com

Park Insurance Co.
www.parkinsuranceco.com

Pivcon Inc.
www.pivcon.com

Presentation Concepts Corporation
www.pccav.com

RPC Photonics, Inc.
www.rpcphotonics.com

Schlegel Systems, Inc.
www.schlegel.com

Society of Financial Awareness
www.sofausa.org

Switchfast Technologies
www.switchfast.com

Synthesis Management Group
www.getsynthesis.com

The Brighton Restaurant
www.TheBrightonRestaurant.com

Seminars

March

4	Supervision (8 half-days)	1-5 p.m.
5	Creating and Delivering WOW Presentations	8:30 a.m. – 4:30 p.m.
10	GO System – Getting Organized	8:30 a.m. – 12:30 p.m.
10	Personal Effectiveness	8:30 a.m. – 4:30 p.m.
16	Change – Making It Happen	8:30 a.m. – 4:30 p.m.
16	Customer Service and Relations	8:30 a.m. – 4:30 p.m.
19	Improving Trust and Transparency	8:30 a.m. – 4:30 p.m.
22	Conflict Management	8:30 a.m. – 4:30 p.m.
23	Thinking for Innovation	8:30 a.m. – 4:30 p.m.
24	Performance Management	8:30 a.m. – 4:30 p.m.
30	Market Like You Mean It (2 half-days)	8 a.m. -12 p.m.
30	Managing Emotions in the Workplace	8:30 a.m. – 4:30 p.m.

April

7	Project Management	8:30 a.m. – 4:30 p.m.
13	Negotiations	8:30 a.m. – 4:30 p.m.
16	Employment Law – Basic	8 a.m. – 12 p.m.
16	Employment Law – Advanced	12:30 – 4:30 p.m.
26	Communication Power	8:30 a.m. – 4:30 p.m.
26	Leading the Safety Process (2 half-days)	8:30 a.m. – 12 p.m.
27	Safety Committee Operations	12:30 – 4:30 p.m.
27	OSHA Recordkeeping	8:30 a.m. – 12:30 p.m.
28	Managing the Emergency	8:30 a.m. – 4 p.m.
29	Accident Investigation Fundamentals	8:30 a.m. – 12:30 p.m.

Computer Training

March

1 & 3	Microsoft Word 2003 Advanced	1 – 4 p.m.
2 & 4	Microsoft Excel 2003 Introduction	8:15 – 11:15 a.m.
2 & 5	Microsoft Access 2007 Introduction	8:15 – 11:15 a.m.
8 & 12	Microsoft Access 2007 Advanced - Part 1	8:15 – 11:15 a.m.
8 & 10	Microsoft Excel 2007 Advanced - Part 1	1 – 4 p.m.
9 & 11	Microsoft Word 2007 Advanced	8:15 – 11:15 a.m.
11 & 12	Microsoft Access 2003 Advanced - Part 2	1 – 4 p.m.
15 & 17	Microsoft Excel 2003 Advanced - Part 1	8:15 – 11:15 a.m.
22 & 24	Microsoft Access 2007 Adv - Part 2	1 – 4 p.m.
22 & 25	Microsoft Excel 2007 Advanced - Part 2	8:15 – 11:15 a.m.
23 & 26	Microsoft PowerPoint 2007 Introduction	8:15 – 11:15 a.m.
29 & 31	Microsoft Windows Vista	1 – 4 p.m.
30 & 4/1	Microsoft Excel 2007 Introduction	8:15 – 11:15 a.m.

April

8 & 9	Microsoft PowerPoint 2007 Advanced	8:15 – 11:15 a.m.
12 & 16	Microsoft Access 2003 Introduction	1 – 4 p.m.
12 & 15	Microsoft Excel 2003 Advanced - Part 2	8:15 – 11:15 a.m.
13 & 15	Microsoft Word 2007 Introduction	8:15 – 11:15 a.m.
19 & 21	Microsoft Excel 2003 Introduction	1 – 4 p.m.
19 & 23	Microsoft Excel 2007 Advanced Part 1	8:15 – 11:15 a.m.
19 & 22	Microsoft Access 2007 Introduction	1 – 4 p.m.
20 & 22	Microsoft PowerPoint 2007 Introduction	8:15 – 11:15 a.m.
22	Get Going with Quick Books 2010 Beginner	10 a.m. – 3 p.m.
26 & 30	Microsoft Excel 2007 Advanced - Part 2	8:15 – 11:15 a.m.
26 & 29	Microsoft Word 2007 Advanced	1 – 4 p.m.
27 & 29	Microsoft Word 2003 Introduction	8:15 – 11:15 a.m.
29	Get Going with Quick Books 2010 Intermediate	10 a.m. – 3 p.m.

Learn to control emotions at work

- Managing Emotions in the Workplace

March 30

Positively influence an outcome

- Negotiations

April 13

Project Management Success

- Project Management

April 7

End bookkeeping nightmares

- Get Going with QuickBooks

April 22

For more information 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.