

Connecting You to Public Policy and Advocacy

The Rochester Business Alliance understands how challenging it can be to do business in Upstate New York. Businesses of all sizes face laws, taxes and regulations that can make it difficult to stay in business. So we work to connect you to information and expertise on important issues that can be crucial to the way you do business.

For example, we have formed several coalitions including the Rochester Community Coalition, the Health Care Initiative, the High Blood Pressure Collaborative Work Group, the Political Action Committee, and Unshackle Upstate to address issues that affect your business. As those groups make progress, we update you through our weekly email and online. It's important to let you, the business owners, know what we're fighting for. We're also focused on bringing personal interaction with some local lawmakers to our members.

One new program, created in 2010, helps connect our members with local politicians. "Conversations with..." is a program where we invite local the region's elected officials at the state and federal levels to meet with our members in an open forum. This is your opportunity to voice business concerns and learn more about our representatives' political platforms. So far we've hosted Congressman Dan Maffei, Sen. Chuck Schumer, Sen. Kirsten Gillibrand, and Assemblyman Brian Kolb. Our

next event is March 17 with Assemblyman Joe Morelle. The event is free to members, but registration is required.

In addition to these meetings, the RBA focuses on educating and updating members on state budget issues that affect business. Recently, the RBA issued the New York State Economic Survival Guide. The guide is a 16-page document that identifies top priorities for immediate action by state leaders this year. You can find updates on our Facebook page and through Twitter, as we continue to report the progress of the issues we're tackling. Right now we're asking for your help to send Speaker Silver a message about passing a property tax cap. Click here to send a form letter in minutes.

This online campaign is also being promoted by Unshackle Upstate, a coalition of more than 80 business organizations and trade groups that represent more than 70,000 upstate companies. Unshackle Upstate is just another way you can stay connected and involved to important business issues.

For more information about other initiatives we're working on, turn to pages 2 and 5. We'll continue to update you on important issues and progress made through our weekly News and Events email, homepage articles, social media (see page 2 to get connected online). ★



Congressman Dan Maffei visited the RBA April 2010



(l) Senator Chuck Schumer visited May 2010 and (r) Senator Kirsten Gillibrand visited July 2010



Assemblyman Brian Kolb addressed RBA members recently in February 2011

Mark Your Calendar...

Start your day with Speed Networking at our offices at 150 State Street
7:30-8:30 a.m. March 31

Wondering what happens to your old office electronics? Join us for another great Meet the Top 100 tour at Regional Computer Recycling & Recovery
7:45 a.m. - 9:00 a.m. April 13

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

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Board Officers

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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

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Follow us on...



From the President and CEO

As you read this, I'm preparing for the start of another important season.

Some of you might think I mean Spring, which I'm sure many of us feel can't come soon enough after this cold and snowy winter. But truth is, I'm also thinking about the New York state budget season.

Each March, the sides line up to battle over the state's spending package. Everyone wants their taxes lowered. But there's typically little agreement as to how to get there.

No sooner does the governor's budget proposal go public than special interest groups and lobbying efforts of all kinds pop up, and the television advertisements start rolling in an attempt to persuade the public to push their legislators to one side or another.

As the CEO of the Rochester Business Alliance, a leader in the Unshackle Upstate coalition and a member of the statewide Committee to Save New York, I will be very public and very vocal in advocating for measures that will benefit business and economic growth in our region.

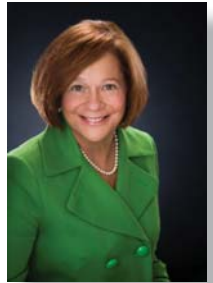
If you've kept up with Unshackle Upstate, or read the RBA's Survival Guide (both referenced elsewhere in this newsletter), you know that we're calling for a cap on property taxes as a way to reduce state spending and lower taxes. We're also advocating for reducing the size of state government, eliminating unfunded mandates on local government, reforming Medicaid to reduce its impact on the budget, and controlling the state's mounting debt.

But we are also talking to Albany about strategic investments by the state to help create jobs in Greater Rochester, specifically the projects outlined in our Rochester Community Coalition agenda.

We will lead these advocacy efforts because that's what our members – and the Greater Rochester community - want, need and expect us to do as your regional chamber of commerce. But I have to tell you that by itself that may not be enough.

Yes, RBA can, will and must lead the charge

for its members, and encourage other like-minded groups to join in. But I know from experience that the greatest impact is made when you – our members – get behind what we are trying to do. And not just in sentiment, but in action.



Sandy Parker

We, as citizens of our community, voted to send certain people to Albany to represent our interests. Now we have to let those elected representatives know what it is we want – and expect – them to do. If you believe, as I do, that business as usual won't cut it in the state Capitol, that we need our elected officials to rein in state spending, reduce our tax burden and approve measures that will create jobs in Rochester and all of New York state, then now is the time to speak up.

If you're not sure how to be most effective, Rochester Business Alliance can help.

For instance, if you support Gov. Cuomo's call for an annual cap on property tax increases of 2 percent or the rate of inflation – whichever is less – you can go on our website – www.RochesterBusinessAlliance.com – and send a Voter Voice message stating that. We're hoping to head to Albany this week to talk to key government officials and legislators about our Community Coalition agenda. Look for us to stage a Voter Voice campaign on that as well.

Each week, our News and Events emails share our latest advocacy efforts, important human resources information as well as events and programs to connect you with the people and tools to help your business grow. And there's even more information available on our website.

The Rochester Business Alliance is proud to serve as the Voice of Business for our community. We hope you'll add your voice to ours, so that together, we form a chorus loud enough to be heard and too strong to be ignored. ★

Sandy Parker

RBA Expands HSE Consulting Capability

The environmental health and safety field continues to grow in complexity with new risks, new regulations, international challenges and a growing minority workforce. To help our members respond, we've expanded our professional relationships so that more of your needs can be met with "one stop shopping."

Joining our consulting team is Carlos Perez. Carlos began his EHS career as an industrial hygienist and compliance officer with OSHA and then moved to industry in the Rochester area. Before forming his own consulting firm in 2009, he served for 15 years as the director of HSE at Eastman Kodak Co. and as an EHS specialist. He is a certified safety professional, certified in lean six-sigma from the University of Michigan, an OSHA outreach trainer in construction and general industry and holds an Industrial Code Rule 59 workplace safety certification from the New York State Department of Labor.

His education includes a bachelor of science degree from the University of Puerto Rico, a master's of science degree in environmental toxicology from the University of Rochester

School of Medicine and Dentistry and an Executive MBA from the Rochester Institute of Technology. His language proficiency includes Spanish and Portuguese.

With Carlos on-board, RBA members can get:

- Help with OSHA compliance support in general industry, construction, chemical and pharmaceutical manufacturing
- Program delivery and problem solving in Spanish and Portuguese (as well as English).
- The application of Lean principles to EHS operations
- OSHA 10 and 30-hour programs
- Industrial hygiene and ergonomic support.

For all your health, safety and environmental needs, you should continue to contact RBA's HSE consulting coordinator Chip Dawson (585) 461-1549 or Chip Dawson@aol.com or RBA Vice President of Operations, Barb Cutrona (585) 256-4642 or Barb.Cutrona@RBAAlliance.com. ★

2011 ATHENA Award Recipient: Kitty Van Bortel

The Women's Council of the Rochester Business Alliance presented its 2011 ATHENA Award to Kitty Van Bortel.

Van Bortel, president of the Van Bortel auto dealerships in Victor, received the award at the 25th annual ATHENA Awards luncheon Jan. 20.

Among her community service activities, she is a sponsor of numerous charities, including Camp Good Days & Special Times, Susan B. Anthony House, AIDS Rochester, Quad A

for Kids, Pluta Cancer Center and Gilda's Club. She is also a frequent speaker at community events.



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. ★

RBA Sell-Out Night at the Amerks

Bring your co-workers, employees, family members, clients, or even donating seats to a charity for a fun night out April 8.

Here's how it works:

For every two tickets purchased

- Receive two tickets to the April 8 game
- Receive an in-game shout out to your company
- Receive one entry into the prize drawing

Purchase 50 tickets for \$500

- Receive 50 tickets to the April 8 game
- Receive a live action shout out for your company on the video board during a TV timeout
- Receive 30 entries into the prize drawing

Visit our website for more details (including the exclusive getaways you can win) here. ★



Highlights from the Chamber World

American Chamber of Commerce Executives

The American Chamber of Commerce Executives published a new study detailing the credit scores and payment behavior of 10 local chambers of commerce across the United States, comparing their member businesses with other regional, state and national business averages. According to the study, chamber members have an average credit score of 629, compared to a 557 average score for businesses at large. Credit scores play a large role in helping businesses obtain lines of credit and favorable lending terms.

"Chamber members have long been seen as responsible and reliable members of their community," said Mick Fleming, president and CEO of ACCE. "What this study indicates is that the perception is right. From a credit standpoint, chamber members on average are better businesses, and as a result they have significant advantages in obtaining the funds they need. In this economy and the tight credit environment we are experiencing, that's important." ★

U.S. Chamber of Commerce

The U.S. Chamber said the American business community is committed to the priorities laid out by President Obama.

"We are meeting our responsibility and can do even more if our government takes smart steps to continue to foster business and job growth," wrote Tom Collamore, senior vice president of Communications and Strategy and counselor to the chamber's president. It's time for all of us to roll up our sleeves and take action on a jobs and competitiveness agenda."

He said the conversation touched on a wide array of issues, including global competition, encouraging innovation, rebuilding infrastructure, strengthening education, and increasing exports.

"This is certainly an agenda that America's job creators can all get behind. The President's commitments in these areas are right on. Now we need to put words into action." ★

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

- Quality for Leaders - April 13-14

[Click here to go to their website.](#)

Small Business Council of Rochester

- Boot Camp #1: Social Media as a Marketing Tool - March 9

[Click here to go to their website.](#)

Rochester Hispanic Business Association

- How to Use Minority Business Certification to Increase Profits and Take Your Business to the Next Level - March 22
- Cinco de Mayo Networking - April 29

[Click here to go to their website.](#)

Transportation Council

- 87th Annual Dinner - May 4

[Click here to go to their website.](#)

Women's Council

- Young Women of Distinction - May 23

[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 Affiliates page at www.RochesterBusinessAlliance.com.

New Program Aimed at Supporting Small Business

As part of its offerings through the Rochester Business Alliance's Small Business Assistance Center, SCORE Rochester is rolling out a new program. It's called SMART, and stands for SCORE Management Assessment and Review Team.

The program involves free and confidential counseling to ongoing small businesses to help them identify opportunities for improvement. A team of counselors will work with key staff members to identify tactical changes that would position a business for growth and increased profitability.

The process starts with a meeting in our center, followed up by a series of on-site visits from the SCORE team. To set up a meeting, call our offices at (585) 244-1800 and ask our receptionist to make an appointment for you with SCORE. Office hours are the third Thursday of each month, including March 17 and April 21.

For information on the assistance center, go to www.RochesterBusinessAlliance.com and click on "Business Information" under the Services menu. ★

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

Relatively Speaking, Family Businesses Need Extra Care

Without proper planning and management, family businesses can be a source of contention, acrimony, and even irreparable harm to once-loving relationships. That's why it's important for aspiring entrepreneurs to fully understand the pros and cons of going into business with relatives and in-laws.

When bringing family members into a business for the first time, especially as investors or in a start-up situation, it's important to put the business relationship in writing. Family members sometimes buy into the excitement of a business start-up without a clear idea of their role once the business is underway.

In an ongoing family business, it's important to treat family members fairly. Avoid favoritism. Pay scales, promotions, work schedules, criticism and praise should be evenhanded between family and non-family employees.

Don't become the employer of last resort for every distant relation who calls. Base employment on the skills or knowledge they can bring to the business. If your children will be joining the business, have them get at

least three to five years business experience elsewhere first to help them gain perspective of how the business world works outside of a family setting.

Problems and differences of opinion are common in a family business, so it's important to keep lines of communication open and clear. Weekly meetings to assess progress, air differences and resolve disputes work well for many family firms.

Owners of family businesses need to prevent work-related issues from dominating family activities. While it may be difficult to totally confine shop-talk to the workplace, make it a standing rule not to discuss work and business issues at social gatherings or at designated "family times," where the focus should be on other things.

To learn more about best practices for family owned businesses, contact SCORE Rochester. Seasoned, volunteer business counselors stand ready to provide free, confidential business counseling to small business owners. To schedule a SCORE consultation at the RBA office, call (585) 244-1800. ★

Community Agenda Issues for 2011

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 this past fall to discuss initiatives that would have the greatest economic development impact on our community. Out of these discussions, four items were selected to form the 2011 Rochester Community Agenda, which was shared with our local delegation and released to the public on Jan. 20.

The Community Coalition, representing business, labor, local government, education and nonprofits, is seeking funding for key economic projects that will maximize job-creating opportunities for our region. Keeping in mind the fiscal crisis in New York, and the

state's continued commitment to support targeted economic development projects, we believe these projects will offer our community, and our state, the greatest return on investment.

The 2011 Rochester Community Coalition Agenda is:

- \$25 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 result in up to 6,000 new jobs regionally.
- \$100 million for the Interstate 390 Interchange Project to accommodate the increased traffic flow associated with future growth of the University of Rochester, RIT, Monroe Community College and surrounding area.
- \$33 million for the Health Sciences Center for Computational Innovation, a public-private partnership that would combine IBM's high performance

computer resources and the University of Rochester's robust biomedical research enterprise.

- \$5 million over four years to expand the Rochester After-School Initiative, a program designed to help our youth remain safe and provide academic enrichment.

For more information on these initiatives, please click [here](#). To view a *Democrat and Chronicle* article on the agenda, click [here](#). For an additional article in support of the agenda, click [here](#).

Initiative and coalition leaders, are meeting with legislative leaders in Albany to lobby on behalf of our community.

Now, we need your support. The coalition will be launching an e-advocacy campaign, which allows area residents to send letters to elected officials in support of the agenda. Please visit the Public Policy section of our website to "Take Action" and ask your legislator to support the Rochester Community Agenda. ✦

Update on Local, State and Federal Initiatives

Unshackle Upstate

With the state Legislature expected to vote on a budget next month, New York's 2011-12 fiscal plan continues to be a major focus our advocacy efforts in Albany, along with efforts to get the Assembly to adopt the 2 percent property tax cap already passed by the Senate.

Last month, RBA's Vice President of Public Policy Chris Wiest testified on behalf of Unshackle at a Legislature hearing, saying that RBA and the UU coalition support the governor for his stand on reining in spending and not levying any new taxes.

Unshackle also joined business organizations from across the state, including the state Business Council, the National Federation of Independent Businesses, New York Farm Bureau and New York State Association of Realtors in a news conference calling for adoption of the property tax cap. Unshackle believes that instituting a tax cap – a measure supported by Cuomo – is an essential first step to getting the Legislature to right-size state spending.

We're asking those who support the tax cap to let their legislators know by sending an email to them through our VoterVoice program. Just go to www.UnshackleUpstate.com and click on the "Get Your Voice Heard" box.

RBA Health Care Initiative

As part of our work to improve access and quality of health care, while lowering costs, the Rochester Business Alliance is helping to drive a collaborative effort to help combat a serious health problem that is largely ignored. About one-third of adults in our community have hypertension – currently defined as blood pressure higher than 140/90 – and another third are pre-hypertensive, which means they are likely to have it soon.

While it is easy to overlook because it usually shows no symptoms, hypertension is a leading factor in kidney disease, stroke, heart failure and heart attack. These medical problems not only have a terrible personal impact on families, but a financial impact on businesses struggling with rising health care costs.

To reduce both impacts, the RBA Health Care Planning Team paired up with the Finger Lakes Health Systems Agency (FLHSA) to create the High Blood Pressure Collaborative. More than 40 stakeholder organizations are involved in the Collaborative today, with work groups focused on improving treatment, working with employers, engaging consumers in the effort to control hypertension and measuring progress.

Over the next few months, we will announce community goals and launch a communications campaign to help achieve them, with employers being asked to play a major role. Stay tuned for updates in future newsletter issues.

Urban Education

The Rochester Business Alliance remains very interested in working to improve educational outcomes for Rochester City School District students. With the mayors of Buffalo and Syracuse now also talking about instituting mayoral control of their city schools, we expect the conversation to be reinvigorated in Rochester. ✦



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: SentrySafe

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.

SentrySafe began promoting wellness in the workplace more than 30 years ago when the company put a gym – with a weight room, cardio room and aerobics room – and a full-size pool in its facility.

“It’s the belief that a healthy employee is a happy employee and a happy employee is a more productive employee,” said Maureen Dempsey-Frazier, benefits manager for the Sentry Group. “A healthy employee also leads to decreased medical costs over time. All of the above are important to running a successful business.”

In addition to the fitness facility, SentrySafe offers quarterly weight loss and exercise programs, semi-annual biometric screenings, and smoking cessation programs that roll up into an over-arching incentive program that offers credit toward the following year’s medical premiums. The company has offered such programs for more than a decade, and now about 40 percent of its employees participate each year.

Dempsey-Frazier said the company has anecdotal evidence of the programs’ success, but expects to have actual data next year to develop future programs.

What is the biggest obstacle to getting employees on board? “It takes time to change unhealthy habits to healthy ones and an employees’ time commitment is the one of the biggest obstacles,” Dempsey-Frazier said. “It is also a challenge to create a program that will appeal to many employees in order



to get the biggest bang for your program buck. Wellness takes a while to catch on, so companies shouldn’t get discouraged if first-year participation is not what was expected.”

Feedback from SentrySafe employees has been “very positive,” she said. “One of the most important things to remember is that a program needs to be designed around having fun. When an employee is having fun they can sometimes forget that they are simultaneously forming new behaviors at the same time. It’s a win-win.” ★

Health, Safety and Environment Update Eight Tips for Shiftwork Operations

By Chip Dawson



For this column, we are indebted to Circadian (www.circadian.com), the shift work specialists, for the eight tips that follow.

They have a great understanding of the issues presented by shiftwork and see these ideas as ways to improve workers’ performance, reduce safety problems, boost morale and generally make things run more smoothly.

1. Permit on-the-job exercise. Several lab studies show that exercise during the overnight hours boosts alertness, promotes improved cardiovascular health and leads to better daytime sleep.

2. Provide healthy snacks. An irony of most workplaces is that the foods usually most readily available at work in vending machines and cafeterias are not particularly healthy choices. You can help out workers by providing fruits, vegetables, and other options in your

cafeteria or vending machines.

3. Subsidize extended-hour childcare. Finding quality childcare that operates during irregular working hours is nearly impossible. Some companies provide centers where employees can drop off and pick up their kids without any hassle, in some cases subsidizing the costs.

4. Allow music in the workplace. Few tactics are more effective for improving morale than allowing workers to listen to music — particularly in monotonous jobs. In addition, some research has shown that music enhances alertness and improves productivity.

5. Put e-mail to maximum use. With proper precautions about overuse and etiquette, e-mail is an ideal tool for smooth communication in many operations. If employees already use computers, you can provide them with a daily update when they sign on upon arrival at work. Employees can also log into the e-mail system when they want an

update before coming to work

6. Allow napping on breaks. Studies show that short naps of 15 to 20 minutes provide an alertness boost that lasts several hours. Many companies encourage employees to nap during breaks.

7. Start their engines. The only thing more annoying than finding your car battery dead at 5:30 p.m. is finding it dead at midnight or 7 a.m. Some employers offer a free car-starting service. Employees can call a nearby contracted company to jumpstart cars.

8. Be flexible about shift changes. Allowing workers to arrange their own shift change times can be a real morale booster. When safety and work rules permit, this sort of flexibility is greatly appreciated.

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) 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 January and February. For more photos, visit our Facebook page (listed under pages as Rochester Business Alliance).

Meet the Top 100: Excelsus Solutions Jan. 18



Excelsus Solutions President Mark Laniak gave a great tour of the facilities and shared his productivity tips that launched the company onto the 2010 Rochester Top 100 list.

Conversations with Brian Kolb Feb. 23



Assembly Minority Leader Brian Kolb tackled topics such as the state budget, the difficulty of doing business in the state of New York.

Speed Networking Jan. 20



For 2011, we expanded Speed Networking into its own series to offer it more frequently. Our first event was a great mix of speed networking veterans and first-timers.

Business After Hours: Open House Feb. 23



Chris Wiest, vice president of Public Policy and Advocacy, greets a group of visitors, encouraging them to participate in a Voter Voice campaign.

Selection Efficiency

By Barb Cutrona
Vice President
of Operations



Your time is precious and must be used wisely, especially in the hiring process.

In a recent *Democrat and Chronicle* article, RBA staffing manager Burt Parks reiterated the value of short phone interviews to screen job candidates and decide whom to invite to an in-person meeting. Your goal is to identify candidates that are most capable and the best fit for your organization.

Questions crafted to gauge the "E's": energy, enthusiasm, and excitement, in addition to standard questions about skills and work history can weed out the least qualified candidates. Develop a script of pointed questions to garner answers that clarify if the candidate merits the next step. Determine the make-it-or-break items that must be satisfied. This is prime time for short and simple. Eliminating candidates that aren't a good fit and increasing the quality of the pool you interview in person will make your process more efficient. ★

Friday Business Briefings

March 4 - Workplace Violence - What You Need to Know

March 18 - The NYS Wage Theft Prevention Act

April 1 - Stop the Madness - Increase Work Productivity

April 15 - Best Practices of an Effective Wellness Program

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 Hosts Disney Institute June 22

A one-day local workshop, Disney's Approach to Business Excellence program is a rare and affordable opportunity to learn best business practices from Disney insiders, and discover ways to easily and immediately adapt and apply those best practices to pick up the pace in these slow economic times.

Organizations from across the nation and around the world have learned proven philosophies, adapted critical lessons, and implemented effective processes to reap the rewards of improvements in leadership, management, service, and brand loyalty.

Professional development doesn't cost—it pays by creating a framework of focused energy in a vacuum of uncertainty. It pays by helping an organization gain share in a slow

economy. It pays because it has been proven to strengthen employee morale and retention, which will be critical to emerge from tough times. No prerequisite training required.

IMPORTANT: Please use the Rochester Business Alliance promotional code RBACNE to receive \$50 OFF PER GUEST when registering. Additional group discounts are available.

To learn more and to register, go to www.RochesterMouse.com. Early Bird pricing available at www.RochesterMouse.com.

Limited Time Offer: Register and pay by May 6 and be automatically entered to win a free 3-day Disney Institute class at the Walt Disney Resort in Orlando. ★

Protect Your Company from Workplace Violence

Workplace violence takes many forms, from physical assaults to threats and verbal abuse. It can occur on the premises or outside the workplace. And it is a growing concern nationwide, as well as one of the leading causes of job-related deaths.

Join Guy Rossi from Homeland Security Management Institute of Monroe Community College from 8 a.m. to noon on May 19

for a workshop that analyzes violence and recommend methods for prevention, detection, response and policymaking, including identifying warning signs and behaviors that could become violent.

The workshop will be held at the Rochester Business Alliance. For more information or to register, go to www.RochesterBusinessAlliance.com. ★

New Member Profile: A.E.Y. Enterprises

We welcomed new member company A.E.Y. Enterprises in January and had a moment to get acquainted with Justin W. Fillion, project manager, to learn more about this small business.

Q: Tell us about your company.

A: A.E.Y. Enterprises is proud to announce our 22nd year in business. We were established solely as an excavation company and have transformed over the years into a full-service contractor. Our services include utility maintenance and installation, asphalt placement, all aspects of masonry, and earth product deliveries and placement.

Q: What prompted you to join the RBA?

A: I have been part of different networking groups, which I feel is great for business relations. RBA seems to be a better option due to the size of its membership. This coupled

with all the potential benefits offered to its members made it a simple decision for us.

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

A: One of the many challenges we have faced since our inception is that it's apparent NYS is not the most "business friendly" state in the country. After 22 years in business in New York state, it's tough to consider relocating; as that would admit our own defeat as well as giving up on our state.

Q: What is your business outlook for 2011?

A: We are optimistic, even though the recession tells us differently. We have maintained a good, steady workload. We are confident that this trend will continue and increase with the arrival of spring, even though it seems apparent that there will be a slower upturn in the economy. ★

Member Spotlight: Westfall Associates

By Kevin Donahue
 Director of
 Membership and
 Business Development



About Westfall Associates

Westfall Associates dates back to 1985 when a group of local psychiatrists and the developer of Clinton Crossings formed a unique partnership to provide mental health services to the greater Rochester community in an outpatient, private practice setting. Westfall Associates, currently led by president and CEO Jeff Smith, employees 19 people. “Our current specialty, treating substance use disorders, was added early on to be able to help people who presented with both a mental health and substance use disorder, or what we call co-occurring conditions,” Smith said.

The original partnership was dissolved in 1999. Westfall now primarily provides treatment for substance abuse and co-occurring mental health and chronic pain disorders, as well as a nicotine recovery program. “The support of a professional counselor and others with the same problem can be invaluable to getting over the hump and maintaining long-term

recovery from nicotine addictions which can be extremely difficult for most people to conquer on their own,” Smith said.

What’s New

Westfall Associates recently launched program services for employers through an affiliate called “Westfall at the Workplace”. Smith said that with a growing focus on employee wellness, and statistics that 25 to 30 percent of Americans (including the loved ones and co-workers of those affected) are struggling with a variety of abuse and dependency issues “we should design services for employers to help them manage the associated costs and risks to their organizations, which can be quite significant.”

Challenges

Smith said that over the past several years he has seen a shift in service costs to the patient in the form of deductibles or higher co-pays. “I would say at least a third of our patients now have a high deductible plan, which is not a problem if the plans are funded properly. However, too often we find that patients and/or employers are not putting enough money in their HSA plans and we’re finding ourselves in more of a collector position than

we have been historically,” he said. He added that their industry requires a quite deal of paperwork, which has prompted him to look into integrating an electronic medical records system into their practice to create a more efficient workflow.

Rochester Business Alliance Member

Westfall Associates has been a member of the RBA since 2005. In addition to the networking opportunities and temporary staffing services that RBA provides, Smith cites values of his membership as the leadership of CEO Sandy Parker and the business information to which he has access. “The information and learning opportunities that are available there on a regular basis, allow me to stay current on local, state and national developments that impact the business community in Rochester. The RBA is a strong, respected voice representing small business, which is what we are,” he said.★

Contact Info:

Jeff Smith, President and CEO
 Westfall Associates
 919 Westfall Road
 Bldg B, Suite 60
 Rochester, NY 14618
www.WestfallAssociates.com

The Rochester Business Alliance welcomes its new members

A.E.Y. Enterprises, Inc.

Associated Builders and Contractors

Bene-Care, LLC

Brite Computers

Cellution Inc.

DiCesare & Associates, Inc.

Edge Architecture, PLLC

ElectriMech

ENV Insurance Agency, LLC

Ferro Corporation

Genesis Pediatrics, LLC

Global Gateway, LLC

iCapital LLC

InTech Solutions

JFH Innovative LLC

Law Office of Michelle Y. Cimino

Liberty Mutual

Mack Studios Inc.

Midnight Janitorial Inc.

The Mullen Group

Pro Carpet, Inc.

RSVP Business Systems Inc.

Spectra Services, Inc.

Tala Vera

Tetra Tech Architects & Engineers

Thompson Health

Toddler’s Workshop Daycare, Inc.

Trailer Transport Systems, Inc.

USA Payroll

Vargas Associates, Inc.

Web Seal, Inc.

Weinstein & Randisi

Weldrite Closures, Inc.

The Wolford Law Firm LLP

Seminars

March

1	Professional Relationships and Listening
3+	Supervision
4	Creating & Delivering WOW Presentations
4	Assertiveness
16	Target Marketing Sharpshooting
22	Goal Setting for Success
23	Conflict Management
28	OSHA 10-hour Course: Construction Standards
29	Managing Emotions in the Workplace
30	Marketing & Advertising: Planning for Success
30	Personal Effectiveness

April

5	GO System - Getting Organized
6	Performance Management
7+	Business Writing and Emails
15	Employment Law Basic
15	Employment Law Advanced
20	Anger in the Workplace
27	Negotiations
29+	Sell More! Sales Training Series

Programs

March

24	Protect Company Assets: People and Proprietary Information
25	Tough Issues with FMLA

April

5	Social Media Roller Coaster
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Computer Training

March

1 & 3	MS Outlook Introduction
2 & 4	MS Excel 2007 Advanced – Part 1
8 & 10	MS Word 2007 Introduction
9	MS Excel Pivot Tables In-Depth
9 & 11	MS Excel 2007 Advanced - Part 2
23 & 24	MS Access 2007 Advanced - Part 2
23 & 24	MS Word 2007 Advanced
31 & 4/1	MS PowerPoint 2007 Introduction

April

5 & 7	MS Word 2007 Introduction
2 & 4	MS Access 2007 Advanced – Part 1
6 & 8	MS Access 2007 Introduction
11 & 13	MS Excel 2007 Advanced – Part 2
14 & 15	MS Access 2007 Advanced - Part 1
18 & 20	MS Excel 2007 Advanced - Part 1

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.

Compel Your Customers:
Marketing & Advertising
March 30

Organize Now!
GO System
April 5

Write for Results
Business Writing
and E-mails
April 7+

Control Hostility
Anger in the
Workplace
April 20

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.