

Planning Under Way for 2011 Rochester Top 100 Event

Circle Nov. 3 on your calendar.

That's when the Rochester Business Alliance and KPMG LLP will celebrate the 25th anniversary of the Rochester Top 100 with a dinner gala, complete with entertainment, including video highlights of this popular and successful program.

The annual Rochester Top 100 event is the largest business gathering of the year, giving its sponsors, honorees and guests a chance to network with nearly 2,000 business area professionals and showcase the best in business our community has to offer.

"The Top 100 has certainly raised the company profile and morale of our employees," said Burke McCarthy, director of sales and marketing for Retrotech, ranked No. 3 on the 2010 Top 100. "We're getting opportunities and are committed to customer success because of the list."

"Let's face it—the Top 100 designation legitimizes our company's status as an important contributor to the regional economy," said Jim Taylor, CEO of Taylor, The Builders, which ranked 21st on the 2010 list. "Taylor's placement in this elite group not only validates our employees' hard work, but also acknowledges the loyalty and support of our valued customers, vendors and design partners."

Employers view it as a mark of achievement, and a validation of their employees' hard work.

"Both Tracy (Till) and I appreciate the public recognition it provides to our team," said Sue Butler, CEO of Butler/Till Media Services, 4th on the 2010 list. "It is because of their efforts that Butler/Till continues to grow and



The 2010 Rochester Top 100 Celebration turned out another full house with more than 1,800 attending

prosper, and this award recognizes and honors the success that is a direct result of their contributions."

The event also recognizes the strength and depth of our region's business community.

"The Top 100 event is very invigorating for the entire business community," said Sergio Esteban, CEO of LaBella Associates, P.C., 15th on the recent list. "Being part of the

excitement is wonderful, especially during the past two years with the challenging economy."

Your company can be part of this exciting event. Nominations for the 2011 Top 100 are due July 8 (see box below for details on how to submit). If your company meets the criteria - privately held, headquartered in the Rochester region, and has at least \$1 million in annual revenues for each of three most recent fiscal years - we encourage you to apply.

If for some reason your business is not eligible, consider joining us as a Rochester Top 100 sponsor. Sponsorships are available at variety of levels - ranging from \$2,500 to \$25,000 - with appropriate sponsorship benefits attached to ensure your business is recognized. Click here to learn more.

And we certainly hope you'll be on hand for the celebration itself – set for 7 p.m. on Thursday, Nov. 3 at the Rochester Riverside Convention Center. Watch our email and our website for more details on tickets, sponsorships and the 2011 Rochester Top 100.

Applications for the 2011 Rochester Top 100 are due July 8. To fill out the online form, click here.

To view the 2010 Rochester Top 100 list, click here.

Mark Your Calendar...

Our next tour stops at Retrotech, another great Rochester Top 100 company. Tour runs 7:45-9 a.m. May 18

Grab your business cards and head out to Irondequoit Country Club for networking and a mini-trade show 5 - 7 p.m. June 9

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

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Follow us on...



From the President and CEO

The clock is ticking. There are less than two months remaining in the New York Legislature's 2011 legislative session. And as of this writing, there is still a lot of unfinished business.

True, they passed a budget on time. And yes, it was a better budget than many expected, closing the gap with an actual reduction in spending and without new taxes and fees.

But as the taxpayers and job creators of New York state, we know that this budget is just the first step in a long, hard process needed to ensure a better, more financially secure future for our state and its residents.

So what do we at the Rochester Business Alliance and our Unshackle Upstate partners believe must happen before the legislative recess in June? Without a doubt, the top priority is passing a property tax cap.

New York's local property taxes are 79 percent higher than the national average. These overwhelming property taxes hamper business growth and drive jobs and our citizens to other states where there is greater economic opportunity.

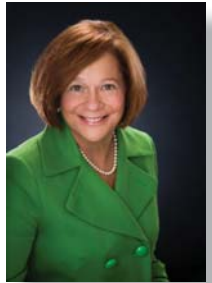
As part of this budget, the Legislature approved measures that will begin to rein in the cost of Medicaid and education. But more must be done to control costs in those areas, while ensuring that the state dollars spent – your hard-earned tax dollars – are being used as effectively and efficiently as humanly possible.

A cap on property taxes would be a great way to start.

Gov. Cuomo introduced a bill that would cap local property tax increases at 2 percent a year or the rate of inflation, whichever is less. The Senate passed it, with bipartisan support. But while Speaker Silver has sponsored it in the Assembly, he has yet to schedule it for a vote, saying it would be dealt with after the budget was passed. Well, that time is now.

Some oppose a cap, saying it is harsh, and will result in harmful program cuts. That is a risk, but I believe a tax cap is the only thing that will force our elected officials to

deal with New York's fiscal realities, including unfunded mandates, many of which unnecessarily drive up local government and school district costs and are a key driver of property tax hikes.



Sandra Parker

The governor did create a Mandate Relief and Redesign Team, but its results fell way short because they failed to address core cost drivers like the Taylor Law and the Triborough Amendment, which guarantee that public employees' pay and benefits will increase without interruption, even if their contracts expire. New York needs to be able to amend its public workers contracts in economic downturns, just as private sector employers do.

Our state leaders must also address revenues. But rather than filling the coffers by layering more taxes and fees on already overburdened taxpayers, they must work to create a more competitive, business friendly climate so the private sector can get back to creating jobs.

How can we make this all happen? As taxpayers and citizens, we must get engaged and informed on the issues.

The best way to do that is to get behind Unshackle Upstate, which is championing these changes. Join the Unshackle Army. Respond to our calls to send messages to elected officials in Albany.

And if you're able to, please consider making a contribution to Unshackle. Your donation will go to fund an aggressive watchdog campaign to inform and educate taxpayers and let our elected officials know we are keeping any eye on whether they are truly representing our best interests in Albany. (To learn more, go to www.UnshackleUpstate.com.)

The clock is ticking. Join us and help ensure that our elected officials spend their time in the way that benefits us – the taxpaying citizens of New York, the people they were elected to represent.

Sandra Parker

Consider ConnectForLunch for Networking

We listened to your suggestions, and made some changes to our ConnectForLunch program, changes aimed at making this an even better experience for RBA members.

If you've tried the program before, we invite you to come back. And if you've never tried this networking program, now's the time!

Here's how it works: When you enroll in the Rochester Business Alliance's ConnectForLunch program, you will be invited each week to have lunch with two or three

other business people at a local RBA member restaurant. For a nominal fee - just a little more than what you'd leave for a tip - you can make up to 100 new personal connections over the course of a year: real connections that can lead to real results for your business.

Your first three lunches are complimentary (you pay for your meals) over a four-week period, and you can cancel at anytime. This program is open to members only (Business Builder, Corporate and Partner levels). To learn more, click here or contact Kevin Donahue at (585) 256-4651. ★

Membership Committee Continues Strong in Second Year

For 2011, the Rochester Business Alliance's Membership Committee has divided into subcommittees focused on four key areas:

Young Professionals: Led by Allison McGrath, director of Online & Graphic Media Services at The Strong, this group is working to increase engagement of young professionals at RBA member companies, as well as the relationships with existing YP groups.

Programs and Services: Led by Pam Bauer, president of Abacus & Co. of NY, Inc., the group is surveying RBA offerings, and identifying potential opportunities;

Events: Led by Mary Anne Shew, president of Business Vitality LLC, this group is reviewing events currently offered and identifying potential new events;

Member Recruitment: With David Meisenzahl, vice president of Touchstone Technology, Inc. at the helm, this group is helping RBA identify new business development opportunities.

There are 17 members on this committee, which will report its findings to RBA management later this year. Click here to learn more about the membership committee and see a full list of its members. ★

Join the RBA's Chase Corporate Challenge Team

The Rochester Business Alliance will join scores of other companies on May 24 for the Chase Corporate Challenge. The race begins at 7 p.m. at the Rochester Institute of Technology campus.

We are extending an invitation to our member

companies - specifically smaller companies and individuals of member companies - to join our team. The \$30 entry fee is goes to benefit early child care education.

The JPMorgan Chase Corporate Challenge, is in its 35th consecutive year of owning

and operating this global celebration of corporate teamwork, camaraderie and community giving.

To register online and join "Team RBA," click here.

For details about the race, click here. ★

New Member Profile: RADEC Corp.

We welcomed new member company RADEC Corp. in February and had a moment to get acquainted with Rebecca Meinking, executive vice president, to learn more about this small business.

Q: Tell us about your company.

A: RADEC is a full service electrical contractor, based in Rochester, with over 35 years of experience in all facets of electrical construction and service. Our team focuses on providing the best value to our customers on all of our projects. We specialize in delivering projects under Design-Build or Design-Assist methods, which allow us to provide a high quality project in significantly shorter time frames than traditional delivery methods, and consistently bring projects in under budget.

Q: What prompted you to join the RBA?

A: We felt it was important to support a locally based organization that consistently advocates for policies that will help grow our local economy. We also plan on utilizing RBA programs and services such as HR Hotline, networking events, business forums, and member discounts.

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

A: Costly and burdensome rules and regulations imposed by state and local governments that continue to deteriorate the Upstate economy. We have continued to see both lenders and end users hesitant to invest in significant capital expenditures, due to uncertainty in regulatory direction and the overall economic health and stamina of our region.

Q: What is your business outlook for 2011?

A: The first quarter of 2011 was painfully slow, but as we move into Spring, we are starting to see an increase in construction activity. We are cautiously optimistic that this trend will continue through the balance of this year and into next year. ★



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Member Spotlight: Kango Academy and Play Center

By Kevin Donahue
Director of
Membership and
Business Development



About Kango Academy and Play Center

Kango Academy and Play Center was created by Lisa and Andy Curwin, and opened in the fall of 2009. Kango, a combination of a preschool and daycare with an expansive indoor playground, employs 11 full-time and 30 part-time employees. The Play Center is open to the public and offers a family-fun recreation center in a clean, inviting environment, as well as birthday parties, corporate and community events. The Kango Academy is a separate child care facility at the same location, with day care, pre-school, after-school care, camps, and a full-day kindergarten.

The Curwins, both Rochester natives, built Kango with the goal of creating a safe, clean environment for kids to play. "By adding a strong focus on customer service, we are having success at making sure parents want to bring their children again and again," said Andy Curwin.

The Curwins have three children of their own, and their youngest attends the pre-

Kindergarten program at Kango Academy. "The idea was to build a place that would fit our family's needs," said Lisa Curwin, who is also serves as director of education. "We just hoped that other families would enjoy the same things."

What's New

"Since we are new, almost everything we do is a new development, but we are offering camps for both preschool kids and school age kids this summer. We are also adding more family programming for the Play Center throughout the year," says Andy Curwin.

Challenges

As with any new business, the main challenge facing the Curwins is getting the word out. "We are new, and our model is something different in the market. Not only do we have to tell people that we are here, but we need to educate our clientele as to what we do and how well we do it," says Andy Curwin.

Rochester Business Alliance Member

Kango has been of member of the Rochester Business Alliance since it opened its doors in 2009. "RBA is an excellent resource for networking as well as providing training on issues that are important to a growing business," says Andy Curwin. ★



*Kango Academy and Play Center owners
Lisa and Andy Curwin*

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The Rochester Business Alliance welcomes its new members

AMD Business Brokers, LLC

Blackwood Management

Blue Tower Technical Inc.

BRIC Engineered Systems

Chapple Leadership Group LLC

Christian Flooring, Inc.

Durham Funding

Express Employment Professionals

Fast Wrap New York

Financial Freedom Group

First Investors Corporation

Fix Spindleman Brovitz & Goldman, P.C.

Home Leasing LLC

id Signsystems Inc.

L & T Insurance

LincWare, LLC

Linda Heeler Coaching

Merck & Co.

Omni Security, Inc.

Prime Pay Inc.

Quaker Steak & Lube

RADEC Corporation

Radisson Hotel Rochester Riverside

ReSults, LLC

Retrotech, Inc.

Rochester Exterminating

Shadow Hill Landscaping, Inc.

Visions Federal Credit Union

Wellington Steele & Associates

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

Speed Networking March 31



Our first morning session of Speed Networking was a success, and guests left the event with a pocket full of potential contacts.

Meet the Top 100: RCR&R April 13



Our second stop for the 2011 Meet the Top 100 series was Regional Computer Recycling & Recovery. Here, guests get a live demonstration of the hard drive shredder.

Business After Hours: Colgate Divinity School April 13



Our Business After Hours series returned to Colgate Divinity School for another evening of great food and networking opportunities.

Conversations with Jane Corwin April 21



Jane Corwin, who is running on the Republican ticket for the 26th Congressional district seat, took time to answer questions from RBA members.

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

- Lean Six Sigma Green Belt Certification Training - May 2 - July 20

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

Small Business Council of Rochester

- Boot Camp: Respect in the Workplace Impacts the Bottom Line - May 11
- Boot Camp: Annual Check Up: Beyond the Numbers - June 8
- Headliner Event: The Compound Effect featuring Darren Hardy - June 14

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

Rochester Hispanic Business Association

- Deadline for Hispanic Business Person of the Year - June 30

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

Transportation Council

- 87th Annual Dinner - May 4
- Spring Golf Outing - June 7

[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 here.](#)

Tim Murphy Named Transportation Council Executive of the Year

The Rochester Transportation Council has named Tim Murphy as its 2011 Transportation Executive of the Year. Murphy, Freight Category Merchant for Wegmans Food Markets Inc., received the award at the council's 87th annual dinner, held May 4 at the Hyatt Regency downtown.

Murphy, a Rochester native, joined Wegmans in 1979 after graduating with a degree in business management from Niagara University. He has worked his way up through a variety of jobs at the company, including distribution cleanup crew, assistant traffic manager, traffic manager

and logistics manager. In his current position, Murphy is responsible for managing inbound freight expense for the supermarket chain.

Murphy and his wife Mary have been married for 25 years and have two daughters. Outside of work, he is an avid runner, and has engaged in many local races, including fundraisers for Gilda's Club of Rochester. ★



Ask SCORE[®]

Counselors to America's Small Business

Setting the Right Price

Deciding on how much to charge for a product or service is a common question among small business owners. Finding just the right balance between all of the factors involved is more art than science. Pricing too low can cut into your profits; while overpricing also can hurt your business.

A common misstep—especially in the early stages of a business—is pricing too low in order to attract customers. While special deals can work in some cases to start the ball rolling, going low is not always the best path. Low prices can draw customers interested only in price. They are the ones most likely to abandon you the moment they find something even lower elsewhere.

Selecting excessively low pricing levels to attract clients is even more dangerous for service businesses. You only have so many hours to sell. Your business can't make it up in volume like a retailer, who still profits from lower prices if volume is high enough.

You will want to set your levels according to the perception of your product or service "brand." If you want to be in the premium neighborhood, your pricing can be higher to match an upscale image. Pay attention to price

points. They differ widely by product and industry.

Pricing is an ongoing process, so test your pricing periodically. Make sure you use timely and accurate information to calculate your costs for labor, supplies, and direct and indirect overhead for every product or service you offer. You may need to adapt to changing conditions. Competitor prices, your own costs, customer perceptions and your profit expectations can all change. Or you may want to simply test different pricing levels to see what works best for your business.

To learn more about best practices for pricing, 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. ★

The Rochester Business Alliance is a specialist in the health insurance needs of businesses employing from one to 50 employees.

For more details, visit www.RochesterBusinessAlliance.com

Fight Continues for the Property Tax Cap

By Chris Wiest
Vice President of Public
Policy and Advocacy



New Yorkers pay some of the highest property taxes in the nation, largely due to out-of-control state spending. A cap on property taxes is needed to break the cycle of spending, taxing, and burden-shifting.

While the cap will cause some discomfort, it will also force honest discussions about what services communities really need, and which ones we simply can't afford. And it will necessitate significant mandate relief for schools and municipalities.

Gov. Cuomo proposed a bill to limit the annual growth in local property taxes to 2 percent or the rate of inflation, whichever is lower. The Property Tax Cap bill was passed by the Senate, 45 to 17, on Jan. 31. Speaker Silver has introduced the bill in the Assembly, but it

has not been scheduled for a vote. Silver and other Assembly leaders have said that passing the budget was their top priority, giving no indication when a vote might occur.

Since the budget has been finalized, RBA and Unshackle Upstate have focused on getting Speaker Silver to bring the tax cap bill to a vote in the Assembly.

You can help by sending a message supporting our advocacy. Just click here. For more information, click here. ★

Update on Local, State and Federal Initiatives

RBA Endorses Corwin for Congress

The Rochester Business Alliance recently hosted a member meeting with Jane Corwin, and afterward announced that it is endorsing the Clarence, Erie County resident in the May 24 special election for the now-vacant 26th Congressional District seat.

Corwin, a state Assembly member, has made fiscal conservatism and growing Upstate's economy the core of her legislative work. She was one of only two representatives to receive a 100 percent rating from Unshackle Upstate, which endorsed her for Assembly re-election last fall.

"She has a proven track record as a business owner and job creator, which gives her a unique perspective on the needs of Western New York employers," said Sandy Parker, RBA president and CEO, in announcing the endorsement.

"Having helped run a business that created hundreds of jobs in Western New York, I know what it takes for a business to grow and be successful," Corwin said. "Small businesses are what grow our economy and create jobs, and having the support of the Rochester Business Alliance - who is helping to grow our economy every day - is critical. If honored to be our region's next representative in Congress, I will continue to fight to cut spending and strengthen our economy so members of the RBA and small businesses across Western New York can grow and create jobs here in our communities."



Sandy Parker announces the RBA's endorsement of Jane Corwin

Health Care Reform Act Surcharge Not In Final State Budget

Employers and consumers have reason to celebrate a significant exclusion from this year's state budget. As the result of aggressive advocacy by groups such as Rochester Business Alliance, the Health Care Reform Act (HCRA) surcharge increase on medical insurance premiums was excluded for the 2011-2012 fiscal year.

Rising health insurance costs continue to be ranked by RBA members as their most significant business challenge.

The surcharge, first implemented in 1997, was intended to help fund health care for indigents and the uninsured, and provide funding for

continuing medical education. Instead, it has driven up the cost of insurance premiums, and has forced premium holders to drop coverage because of unsustainable increases.

The HCRA surcharge has increased 351 percent since 1997, and currently accounts for almost 4 percent of every dollar spent on health insurance premiums. The current surcharge of 9.63 percent generates approximately \$2.3 billion annually, and creates obstacles to affordability and accessibility that are essential for a successful private market.

The surcharge would have added 2 percent more to health insurance premiums, on top of the double-digit increases already seen. Click here to view a letter of opposition to the increase from RBA, Unshackle Upstate and other business groups to legislative leaders.

President Obama Signs 1099 Tax Provision

Employers recently received good news - repeal of an onerous provision of the Patient Protection and Affordable Care Act.

After months of debate on how to repeal the 1099 tax provision passed in last year's health care reform package, the Senate finally passed a House bill that will no longer require businesses to report to the IRS transactions totaling over \$600 per year. While touted as a means to crack down on businesses that underreport income, the provision would have created a red tape nightmare. RBA partnered with the U.S. Chamber of Commerce to support the repeal of this provision. ★



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: Klein Steel

Rochester Business Alliance members 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.

Klein Steel Service Inc. is "constantly looking at ways to assist our team members, and one way was to look at wellness programming and education," said HR Manager Rob Sihto.

Sihto said the biggest benefit to the company "is empowering our team to take responsibility and control of their health. Educating our team members affords them the opportunity to become knowledgeable consumers of health insurance and offerings, controlling their costs through lifestyle choices. Team members who are active and healthier tend to spend less on health care and lead more satisfying lives."

Klein views wellness as more than diet and exercise. "Wellness is state of living that includes not only good nutrition and activity, but also incorporates aspects of financial fitness, mental wellness, stress management, and other work-life balance needs," Sihto said.

The company offers weekly Wellness Wednesday tips on such things as starting an exercise program or making time for life's important things, has an electronic wellness library on its company directory and participates in programs, including an annual flu shot clinic and the Chase Corporate Challenge. The company became a smoke and tobacco-free environment in November.

Klein Steel started a wellness committee in 2009, which surveyed employees and used the results to develop programming. The company uses email, meetings, one-on-one conversations and its payroll portal to spread the message. Klein Steel is just beginning to

gather participation data, but 20 percent of its employees enrolled in the recent "eat well. live well." Challenge.

Employees have responded positively to the efforts, Sihto said, and more are planned, including a Health/Benefits Fair, HR Forums with guest speakers and Industrial Athlete stretching programs.

To a company just starting such initiatives, Sihto suggests: "Understand the goals and budget of your programs and don't take on too much too soon. Look at where your organization is in terms of readiness for change. You may want to provide education and awareness opportunities, then move on to activity-based programming. Create an environment where everyone has skin in the game, meaning we are all accountable for the decisions we make and the programming should help provide positive reinforcement and health choices so we can live a full life." ★

Health, Safety and Environment Update Noise Control - It's Your Choice

By Chip Dawson



In October 2010, OSHA created a firestorm with its proposal to require the use of engineering methods to control workplace noise. After 40 years of earplugs and earmuffs as the control du jour, employers saw only dollar signs and cried foul. By January, the proposal was withdrawn.

So what was the source of this wacky idea? It was a hazard abatement approach called the Hierarchy of Controls. OSHA, in the general duty clause, says employers must provide "a place of employment which (is) free from recognized hazards." To achieve that, employers are obligated to follow a priority list that puts the most effective hazard reduction methods (i.e. controls) at the top of the list of choices.

It may not be widely known, but the regulations are built around the Hierarchy of Controls. Here's how they work:

At the top of the list are engineering controls. Engineering controls are those actions designed to separate your people from the hazard—or to remove the hazard entirely. Generally speaking, they should work even if someone is inattentive or unaware. This category refers machine guarding, hazard removal, substitution of less hazardous materials for more hazardous, automated operations, full enclosures and similar approaches.

Next in order are work rules and procedures. Here you depend on compliance from workers and enforcement and encouragement from their supervisors. The safety culture is in full play now. Programs such as lockout/tagout, hot work, blood borne pathogens exposure control plans, housekeeping plans and confined space entry are classic examples here.

Third on the list are administrative controls. They are applied when exposure to some form of risk is acceptable for a short period of time, but not for an entire shift. Administrative controls help lessen ergonomic problems and keep employees within acceptable exposure

limits for noise and chemical exposure.

Personal protective equipment (PPE) is the fourth and final option. Apply this only after you have made a reasonable effort to implement the other three options in order (engineering, rules and procedures, and administrative controls).

The Hierarchy of Controls forces you to find the best solutions first - and therein lies the rub.

Except for noise control, OSHA has always required use of the Hierarchy of Controls, where practical. The withdrawn rule simply made noise control consistent with all the other controls. Now, what you can do and what you should do are different things. You can use PPE as a first choice - OSHA says so - but if you really want to protect employee hearing, try eliminating the noise.

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

Recruitment Assistance and On-the-Job Training Funds

By Barb Cutrona
Vice President
of Operations



If you are a business in Monroe County and have hiring needs, we can help.

RochesterWorks and RBA Staffing Solutions can help you find qualified candidates who are supported by On-the-Job training funds

that can offset the costs of training a new employee.

What is On-the-Job training? Simply put, employee training that takes place while doing the work. This investment in your company lets you design the hands-on training for your employees. You receive wage reimbursement payments to offset training costs.

How does it work? Give us your job posting. We'll help you identify qualified candidates and

match them to your job openings. We'll also help you develop a training plan that meets your needs. You get reimbursed for wages paid to trainees: 50-100 percent of wages during the training period, up to six months. Even better, you can payroll your employees through RBA Staffing Solutions before making a final decision.

To learn if you qualify for this program, contact Burt Parks at (585) 256-4639 or Burt.Parks@RBAAlliance.com. ★

Reference and Background Checking Service Enhanced

RBA Staffing Solutions announces an exciting change to our online reference and background checking service. Over the coming weeks we will be transitioning users to this new system. Updates include:

Speed of service. To expedite order entries, you can customize your package. For example, if you always order a County Felony Check, Department of Corrections Check and a Social Security Check, we will bundle these as one service rather than three.

Enhanced Social Security checks. When you order, you'll see alternate/additional name and

counties to consider based on information in the original Social Security check inquiry. You can review and decide if you would like to process any or all of these suggestions.

Credit checks are available again. An agreement and on-site inspection are required to use this service.

ATS. Integration with many applicant tracking systems is also now available.

To learn more about this new application, please contact Stephanie Michalowski at (585) 256-4647.



Visit our web site
to learn more about:

- Recruitment
- Payroll services
- Professional placement
- Exit interviews
- Background and reference checking

www.RochesterBusinessAlliance.com

Friday Business Briefings

May 6 - What's Going on with CDHP's?

May 20 - ADA AAA Final Rule Issued

June 3 - Conducting an I-9 Audit

June 17 - Project Management

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

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Change Anything: The New Science of Personal Success

The Rochester Business Alliance is pleased to partner with Vitalwork to bring you a program introducing a breakthrough methodology helpful in solving any personal behavior challenge you face - at work or at home.

The June 15 program features David Maxfield, co-author of *Influencer*, who will talk about a new book he co-wrote, *Change Anything: The New Science of Personal Success*. The book is based on VitalSmarts' four-year study of the personal change struggles and successes of over 5,000 people from around the world, many of which form the basis for the book.

In it, the authors discuss how people often want to make big changes in their lives - breaking bad work habits, quitting smoking, losing weight - but lack the resolve to see them through. The secret, according to the

authors: Willpower is not the answer. Rather, they suggest, we need a clearer understanding of the real forces that shape our actions, so we can make better decisions, change our outlook, and replace bad habits with good.

The event, set for the Dryden Theatre at the Eastman House, opens with registration and continental breakfast from 7:45 until 8:30. Participants will receive a complimentary copy of the book. And at 10 a.m., following Maxfield's 90-minute presentation, the author will take questions from the audience and sign copies of the book.

Tickets are \$75 per person or \$65 per person for groups of 10 or more.

To register, click here or contact Michele Hefferon at Michele.Hefferon@RBAAlliance.com. ★

Seminars

May

2+	Coaching, Mentoring and Motivating Series
3+	Gaining the Title, Earning the Respect Series
3+	Human Resource Management Series - Basic
3	Overview of the HR Role
5	Goal Setting for Success
5	WEBINAR – Escape the Email Vortex
6	Strategic Thinking
9	Leading the Safety Process
10	Staffing & Recruiting
10	OSHA Recordkeeping
10	Safety Committee Operations
11	Managing the Emergency
16	How to Hold People Accountable
17	Accident Investigation Fundamentals
17	Employee Rights & Discipline
18	Dealing with Difficult Personalities
18	Target Marketing Sharpshooting
24	Compensation

June

1	Marketing & Advertising – Planning for Success
2	Bridging the New Generation Gap
3	Creating & Delivering WOW Presentations
7	Benefits
8	Yellow Page Advertising – The Real Facts
14	Health, Safety and Security
15	World Class Customer Service
21	Training and Development
28	Human Resource Effectiveness
30	Finance for Non-Financial Professionals

Programs

May

5	Effective Use of Wage and Salary Surveys
19	Workplace Violence – Be Safe – Protect Your Company

June

9	HR Records and Retention Update
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Computer Training

May

2 & 3	MS Excel 2007 – Advanced – Part 1
4 & 5	MS Access 2007 Introduction
9 & 10	QuickBooks Introduction
9 & 10	MS Excel 2007 – Advanced – Part 2
11 & 12	MS Access 2007 Advanced – Part 1
19	Get Going with QuickBooks 2011 - Beginner
26	Keep Going with QuickBooks 2011 - Intermediate

June

1 & 2	MS Word 2007 Advanced
1 & 3	MS Excel 2007 Introduction
6 & 7	MS PowerPoint 2007 Introduction
7 & 9	MS Access 2007 Introduction
8 & 10	MS Excel 2007 – Advanced – Part 1
13 & 15	MS Word 2007 Introduction
14 & 16	QuickBooks Introduction
14 & 16	MS Access 2007 Advanced – Part 1
22 & 24	MS Excel 2007 – Advanced – Part 2
28 & 30	MS Access 2007 Advanced – Part 2

Interact effectively:
• Dealing with
Difficult
Personalities
May 18

Protect Your
Company from
Workplace Violence:
• May 19

• Generation Issues:
Bridging the
Generation Gap
June 2

Deliver World Class
Customer Service
• June 15

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.