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## Mark Your Calendar...

- Nov. 16 Disney Institute  
7:30 a.m. - 4:30 p.m.
- Dec. 7 Member Orientation  
3-4 p.m.
- Dec. 9 Coffee with Our CEO  
8-9 a.m.
- Dec. 15 Business After Hours: Holiday Jam  
5-7 p.m.

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

## 2010 Rochester Top 100 Companies

The 2010 Rochester Top 100 was cause for celebration among the nearly 2,000 guests gathered for the Rochester Business Alliance's annual meeting, held Nov. 3 at the Riverside Convention Center.

"The Top 100 luncheon is my favorite event of the year," said Sandy Parker, president and CEO of the Rochester Business Alliance, which co-sponsors the program with the accounting firm KPMG LLP.

"It gives us at the Rochester Business Alliance – and the entire community – a chance to publicly celebrate these successful companies and all they represent – hard work, ingenuity and the enterprising spirit that is helping drive our economy back to prosperity."

RBA also announced its board officers for the coming year, as well as new directors.

Chairing the board for a second year will be Thomas Judson, CEO of The Pike Co. Vice-Chairman and Secretary is Susan Holliday, publisher of the Rochester Business Journal and David Klein, CEO of Excellus BlueCross BlueShield is treasurer. Newly elected to the board were David Fiedler, CEO of ESL Federal Credit Union, James Hammer, president and CEO of Hammer Packaging Corp., Anne Kress, president of Monroe Community College, Giovanni LiDestri, president and CEO of LiDestri Foods, Suzanne Nasipak-Chapman, regional president of First Niagara Risk Management, Michael Rowe, corporate vice president of Bausch & Lomb, Inc., William P. McDonald as representative of the Council of Agency Executives and Russell K. Schwartzbeck as representative to the Small Business Council.

The highlight of the event was the 24<sup>th</sup> Annual Rochester Top 100. Competition this year was strong, with 165 companies submitting applications. To be considered, companies must be headquartered in the nine-county Greater Rochester region, and have revenues of at least \$1 million in each of their three most recent



Executives from the 2010 Top 100 Companies top three companies - RETROTECH, Inc., Employee Relations Associates, Inc, and SenDEC Corporation

fiscal years. Entrants are then ranked according to revenue growth, factoring in both dollars and percentage increase.

The companies on the 2010 Rochester Top 100 had combined revenues in the most recent fiscal year of \$8.2 billion, and employ nearly 83,000 people in construction, financial services, manufacturing, retail, service, technology and wholesale/distribution.

Topping this year's list – SenDec Corp., an electronic contract manufacturer that employs 175 in Perinton facility. In the second spot was Employee Relations Associates, Inc., a staffing business in Penfield and in third was RETROTECH, Inc., a software, engineering and project management services company in Fishers.

Some of the companies on the list are names everyone recognizes, such as Wegmans Food Markets, which has been a Top 100 company for all 24 years. And there are newcomers, such as Custom Courier Solutions and iCardiac Technologies, both founded in 2006.

The Rochester Business Alliance celebrates the Top 100 throughout the year with a program called Meet the Top 100, which takes members inside some of these companies. The 2010 tour schedule is being developed. Watch your email for more information. ★

## 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

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of Rochester Business Alliance, published at 150  
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# From the President and CEO

Throughout the year, the Rochester Business Alliance conducts a number of surveys among our Corporate and Partner level members aimed at providing them with the latest benchmarking information on such topics as wages and salaries and health benefits. It's information many of our members tell us is essential to their corporate planning.

Now we're asking all our members to fill out a couple of surveys with a slightly different, but equally important purpose – helping the RBA provide its members with the best service possible.

Many of you have already received an invitation to fill out our online Member Satisfaction survey, sent to those who have participated in RBA events and used our services throughout the past year. If you haven't received the link, but would like to participate, there's still a little time. Click [here](#) to send an email asking for the information. But we need all responses back by Monday, Nov. 8 so we can begin analyzing the data.

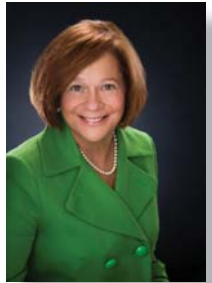
What do we do with the results? We use this information to help us determine what our members want and need and how we can best provide that.

For example, last year's respondents told us they wanted more opportunities to offer their services to members and what we call "future members." Our membership and communications department worked together to enhance member-to-member discounts, and also introduced a new advertising opportunity – which sold out in a matter of weeks. We're expanding these affordable advertising opportunities for 2011, so watch our weekly emails for more details. Another request from last year's survey was for more small-group networking opportunities. We responded by adding Connect for Lunch. And when respondents asked for flexible training options, we opened up weekend, evening and online training programs.

We also have another survey headed to some of you that will provide us with important information. Next week, senior executives of Rochester Business Alliance member companies will receive an email link to our

Business Outlook survey. Participants will be asked to provide information on a variety of issues including:

- General business outlook
- Hiring projections
- Anticipated and actual sales
- Employment projections



Sandy Parker

As our economy improves from the recession, the first sign of progress we see is an upswing in activity for staffing agencies such as RBA Staffing Solutions. Based on the activity in our own placement agency, the increase in the amount of jobs coming through our doors indicates a rebound in our area.

The survey also asks participants to note the most significant obstacles to their future success. Last year, participants most frequently cited the anti-business climate in New York state, including high taxes, high state spending and excessive regulations that raise the cost of doing business.

Results of the survey are sent to participants who can this as a tool to benchmark their companies against regional practices and trends, as well as shares ideas and alternatives they might want to implement. The feedback we receive also helps shape the RBA's public policy agenda.

While similar data may be available on a national level, RBA surveys provide the only truly local benchmarking data. If you've already completed the survey, we thank you. And if you haven't, please take the time to help us help you.

For more information about other surveys conducted by the Business Information department, please visit our website or turn to page six to see a schedule of surveys being conducted in the first quarter. ★

## Results of the 2010 Elections

- In September, The Committee for a Strong Economy, the political action committee (PAC) of the Rochester Business Alliance, announced endorsements in three statewide offices and 12 of 13 Legislature seats that represent the region. We would like to congratulate the following endorsed candidates that were elected on Nov. 2:
- Governor: Andrew Cuomo (D//WF)
  - Lieutenant Governor: Robert Duffy (D//WF)
  - Senate - 54th District: Michael Nozzolio (R//C)
  - Senate - 55th District: Jim Alesi (R//C)
  - Senate - 62nd District: George Maziarz (R//C/WF)
  - Assembly - 128th District: Robert Oaks (R/C)
  - Assembly - 129th District: Brian Kolb (R//C)
  - Assembly - 132nd District: Joseph Morelle

- (D//I)
- Assembly - 133rd District: David Gantt (D)
- Assembly - 134th District: Bill Reilich (R//C)
- Assembly - 135th District: Mark Johns (R/C)
- Assembly - 139th District: Stephen Hawley (R//C)

Rochester Business Alliance looks forward to working with all of our newly elected officials in the coming year.

The Committee for a Strong Economy is made up of representatives of some, but not all, Rochester Business Alliance members as some RBA members cannot by law participate in a PAC endorsement process.

For more information on the PAC, click here. ★

## Marketing and Advertising Disciplined Course

Ever wonder why some companies succeed in a down economy while most of their competition struggles? The reason they prosper and increase market share is no accident. It's because they're 'MAD' about their business. They are Marketing and Advertising Disciplined, implementing strategies and tactics that steer their business in directions of productivity and profitability. Staying profitable in a struggling economy has never been more challenging and time consuming and few businesses have the luxury to take time away from work. We understand. It's why the Rochester Business Alliance is offering a unique program called "The MAD Marketing Seminar for Small & Medium Sized Businesses" during the work day and after normal business hours – when you have the time to spend on improving your business. The training and techniques small business owners and operators will learn in the 10-hour seminar can help spell

the difference between just making ends meet and making it big. Business owners will learn marketing and advertising strategies and tactics designed to power up their profits by reaching new customers with the right selling message at the right time. In intensive learning sessions and customized workshops, you'll acquire the skills to better know your business, your competition, your customers and how to build this know-how into a marketing and advertising plan that exceeds your business objectives.

This seminar is being offered for the first time with evening and Saturday sessions available for your convenience. Arrangements for the program at your site are also available. Due to the intensive program content and personalized attention offered, space will be limited to the first 20 participants.

For more information, click here. ★

## From the US Chamber

### Regulations, the Heavy Hand of Government

Pat Cleary

Much has been written about the tax burden on US corporations, the second-highest of any country in the world.



But more troubling is an invisible tax, this one levied by faceless and often-unaccountable bureaucrats: the exploding cost of regulation.

A study released by the government's Small Business Administration documented the enormous impact of regulations - especially on small business:

- Small businesses incur regulatory costs 42 percent greater than firms with between 20 and 499 employees, and 36 percent greater than firms with more than 500 employees.
- The regulatory cost per employee for small businesses was \$10,585, compared to \$7,454 for medium firms and \$7,755 for large firms.
- Small manufacturers bear compliance costs that are 110% higher than those of medium-sized firms and 125 percent higher than large firms' costs.

Business foes and their big government allies like to complain that business is "anti-regulation." But that misses the point. Today, we already comply with a crushing load of government-mandated requirements from an array of federal agencies. In all, the total cost of compliance of these federal regulations is a whopping \$1.75 trillion - almost 5 times the size of the silver medal tax burden we already shoulder.

Regulation strangles innovation and job growth, exactly what we don't need in this struggling economy. Having hit the \$1.75 trillion mark, it's time to say, "Enough is enough."

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### Business After Hours: Holiday Jam at the Riverside Convention Center

Date: Wednesday, Dec. 15

Time: 5-7 p.m.

Cost: \$10 members/ \$50 future members

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

## Find Your Niche with an Affiliate

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.

Our affiliate groups meet that need, offering programs tailored to their membership, including annual awards galas, community service programs, training and workshops. Take a look:

### Greater Rochester Quality Council

focuses on increasing awareness and sharing the latest quality techniques among members and the community. It works with business and organizations in five sectors – business, education, government, healthcare and not-for-profit – on continuous quality improvement through initiatives and training.

### Rochester Hispanic Business Association

reaches out to the Hispanic business community, providing programs and forums for networking and interaction. The organization also highlights accomplishments of the Hispanic business community, through programs such as its Hispanic Business Person of the Year Gala.

### Small Business Council of Rochester

provides services, support and business-to-business opportunities to its members, and community. Among its programming: Executive Development Roundtable, Headliner Program and the Annual Gala featuring Businessperson of the Year.

**Transportation Council** strives to meet the needs of transportation professionals through networking and forums that address issues facing the industry.

**Women's Council** works to enhance the opportunities and knowledge of business and professional women in the civic, commercial, cultural and educational interests of the Rochester area. Recognition programs include the annual ATHENA and Young Women of Distinction awards. ★

## Upcoming Affiliate Events and News

### Small Business Council

- SBC Cares: Thanksgiving Appeal Food Drive - Nov. 1 - Nov. 20
- Boot Camp # 9: Internet Law - Nov. 3
- Holiday Networking Event - Dec. 2

### Rochester Hispanic Business Association

- Seminar: Free Tools On-line that Every Business Owner Should Know" - Nov. 23
- Christmas Party - Dec. 10

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



## Secure Your Database from Information Leaks

**L**ocks, alarms, and cameras can help safeguard your facilities and equipment. But what about your computer databases—where valuable, sensitive, and potentially irreplaceable assets of your small business are stored?

It's easy to assume that Internet firewalls and passwords are enough to prevent unauthorized access. In fact, database breaches from both external and internal sources are increasing at an alarming rate.

Here are some steps for keeping your small business database as safe as possible:

- **Enable security capabilities.** Many off-the-shelf databases have only limited default security controls. Make sure that all authentication controls are enabled, and avoid using common passwords for user and administrator accounts.
- **Give the database a security check-up.** Before entering any data, make sure no unwanted or unnecessary sharing features are activated by default. Check the software developer's website every few months to ensure that your version is up-to-date with all the latest security patches.
- **Restrict database access.** Even if you have a small, trusted staff, access to the

database should be limited to a need-to-know basis. This will prevent passwords and other important information from being misused or unintentionally shared. It also provides an extra measure of safety in the event today's colleague becomes tomorrow's competitor.

- **Make regular backups.** Depending on the size and extent of your small business databases, back-ups should be made on a monthly, weekly, or even daily basis. The data should be stored in encrypted format to further minimize its value to a data thief. Back-ups should also be kept at a secure, off-site location in the event your normal place of business become inaccessible due to weather, fire, or natural disaster.
- **Stay up to date.** Even if you don't consider yourself a computer whiz, safeguarding IT resources is easier when you take a proactive approach.

You can get more help safeguarding your small business's physical and electronic assets at SCORE Rochester. Seasoned, volunteer business counselors stand ready to provide free, confidential business counseling to small business owners. Call (585) 263-6473 or visit [www.scorerochester.org](http://www.scorerochester.org). ★

## Business Community Discusses Policy with Cuomo Team

By Chris Wiest  
Vice President of Public  
Policy and Advocacy



**P**aul Francis - Andrew Cuomo's top policy advisor - and Lieutenant Governor-elect Robert Duffy, visited the Rochester Business Alliance recently to obtain the business community's input on a number of economic development issues.

Following the roundtable discussion, Rochester Business Alliance developed a position paper in conjunction with the Center for Governmental Research to share with the Cuomo policy team that identified areas of concern for Upstate, and possible solutions.

Here are some highlights:

- **Public Workforce Costs** – As detailed in Unshackle Upstate's "Double Standard" report, salaries and benefits for public employees are growing at an unsustainable level. To rein in escalating expenses and level the playing field for local governments and taxpayers, we must reform the Taylor Law and the Triborough Amendment to take into account municipalities' ability to pay.
- **State Contract Renewals** – As governor, Cuomo will have the opportunity to address the state's escalating workforce costs as contracts for several major state collective bargaining groups are set to expire. Any salary increase proposals should be tied to explicit cost reduction strategies.

- **Property Tax Cap** – We strongly support Cuomo's call for a 2 percent property tax cap. The cap is a first step to reducing our state's tax burden, but will only be effective with a corresponding decrease in spending and state mandates.
- **Medicaid** – New York spends more than twice the national average per-capita on Medicaid. Cuomo supports restructuring of the \$52 billion program, but other actions are needed to "bend the cost curve." For example, the state should strengthen incentives to encourage the purchase of long-term care insurance and bring use of personal care services more in line with national norms.
- **Debt** – State-funded debt has grown 25 percent in five years to \$60 billion. Back-door borrowing by public authorities should be banned, state-funded debt should be limited to 5 percent of personal income, and the Constitution should be amended to restrict the use of long-term debt to capital purposes.
- **Government Consolidation** – We support many of the proposals in Cuomo's A Plan for Action that are aimed at restructuring state and local government. There are several examples in which consolidation would lead to cost savings and more effective program management.
- **Mandate Relief** – The regulatory environment in our state is costly and overly bureaucratic. We urge Cuomo to reinvigorate the Governor's Office of Regulatory Reform (GORR), which can help to identify solutions that achieve broader social goals in the most cost-effective manner possible.
- **Education** – The administration has

identified ways to encourage efficient use of education dollars. But further steps are needed to bring school spending in line with taxpayers' capacity.

- **SUNY Public Higher Education Empowerment and Innovation Act** – The passage of this act would give the SUNY system potential to be a key partner in preserving and enhancing the state's economic competitiveness.
- **Charter Schools** – Charter schools have been successful across the country and in Rochester. In addition to expanding the number of charter schools, we should also bring the lessons of the successful charter operators to our public systems.
- **Energy Costs** – Electricity prices in our state are among the highest in the nation. New York depends heavily on clean fuel stock, whereas states that rely on coal technology have much lower costs. To counteract this competitive disadvantage, New York should cut taxes imposed on the utility industry.
- **Workers' Compensation** – In 2007, reforms were put in place with the intention of increasing benefit levels for injured workers and reducing system costs and premiums for employers. Unfortunately, many of the anticipated cost-savings for businesses have yet to be realized. New York must keep its 2007 commitment to employers by fully implementing the reforms.

We look forward to working with the Cuomo administration to address these areas of concern. For more information on any of the issues discussed above, please contact me at (585) 256-4626. ✦

## Update on Local, State and Federal Initiatives

### Unshackle Upstate

High taxes - particularly property taxes - put our state at a continual competitive disadvantage. Our local taxes are 79 percent above the national average, and the top 16 U.S. counties with the highest property taxes as a percentage of home value are Upstate.

The Rochester Business Alliance and Unshackle Upstate called on legislators to enact a property tax cap of 2.5 percent. Although the State Senate passed a cap in early August, the Assembly did not take action.

Also, the cap in that legislation - the lesser of 4 percent or 120 percent of the inflation rate - does not go far enough to limit rising taxes.

Governor-elect Cuomo campaigned in support of a 2 percent property tax cap. We agree with the governor's plan and will lobby legislators to enact real property tax relief for New York residents and business owners.

For more information on Unshackle Upstate, visit [www.UnshackleUpstate.com](http://www.UnshackleUpstate.com) or find Unshackle on Facebook. ✦

Advertising can be expensive, but it shouldn't be for our members. Consider the RBA's advertising options including emails, web banners, and newsletter ads.

All at affordable pricing you won't believe.



New 2011 packages and pricing details available soon!

Call 244-1800 for details.



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

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

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



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

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

## Start Counting: Little Steps Add Up to Big Health Gains

You can't change what you don't measure, a basic rule of management. But when you do measure, improvements can be stunning. Wegmans employees completed the "eat well live well" challenge for the eighth year, and it made a "life changing" difference, according to success stories on the "eat well live well" challenge website. By inspiring employees to embrace healthier lifestyles, programs like "eat well live well" could be a smart strategy for moderating medical costs that arise from treating conditions linked to too many pounds and too little physical activity.

The eight-week challenge grew out of four basic principles: strive for five cups of fruits and vegetables; get moving; calories count, so watch your portions; and measure your progress. New this year, participants could also track blood pressure weekly and whether they followed half-plate healthy daily, filling half their plate with fruits and vegetables, and the remaining half with anything else. With the added components of blood pressure and half-plate healthy, the challenge now puts every "eat well live well" principle into action and invites participants to have fun and enrich relationships while doing so.

The survey responses revealed that:

- 57% ate more fruits and vegetables
- 23% experienced improved mood
- 51% increased their physical activity
- 15% lowered their blood pressure
- 34% lost weight
- 10% improved cholesterol
- 33% had more energy
- 1% quit smoking

One reason that so many people are able to stick with the "eat well live well" challenge and see real results is the goals are simple and lead people in positive directions without asking them to give up favorite foods. The emphasis is on "more" rather than "less": more exercise, more fruits and vegetables. Another reason is participants engage in the challenge as members of a team. ★

-Wegmans Food Markets Press Release

## Health, Safety and Environment Update

### Lessons from the Deepwater Horizon Disaster

By Chip Dawson

We can all pretty much agree this was a huge disaster with lasting consequences. It's also pretty easy to assume it won't happen to us. We're not big oil and what we do is relatively low risk. But the same factors that appear to have led to the disaster can hit home.

Consider these:

- Management owns safety, not the safety pro. People do what management wants and on the rig, management reportedly wanted a quick finish. No staff person can override management on a mission.
- Management must listen. Lots of folks on the rig reportedly had reservations, but for a variety of reasons, they were not communicated to the decision makers. If they were, they weren't heard.
- Contractors = complications. Three or four companies were involved in rig operation and they had, apparently, competing interests. If it's your operation, you've got to run it.
- Culture Rules. Just as in your operation, there were smart people doing complicated work. But on the rig, it appears that "get it done" was the rule and the culture of safety, long touted by BP, was simply not strong enough to overcome the rush to completion.
- Have a Process. With few exceptions, the work you do can and should be standardized. On a rig—or in your shop—deviation from the process brings uncertainty. If you've established the best approach for your operation, stick with it. They didn't do that on the rig.
- We're all like "big" oil. Every organization can create risks that can kill people and the business. We all must be on a daily hunt for the unanticipated issues.
- Don't ignore the warning signs. In every incident investigation I've ever done, there were warning signs that something could happen. Some weren't seen and others were ignored. If there's a problem, yell!
- Make emergency plans real. Examination

of the emergency plans for all the organizations involved in rig operation showed "boiler plate" and little understanding of the reality of deep sea operations. Unless they've been tested and people have been trained and "what if?" has been considered and a truly "worst case" situation has been tossed into the fire, you're not prepared.



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](mailto:chipdawson@aol.com). ★



*The rig explosion killed 11 platform workers and injured 17 others.*

The Deepwater Horizon oil spill (also referred to as the BP oil spill or the BP oil disaster) is an oil spill in the Gulf of Mexico which flowed for three months in 2010. It is the largest accidental marine oil spill in the history of the petroleum industry. The spill stemmed from a sea-floor oil gusher that resulted from the April 20, 2010 Deepwater Horizon drilling rig explosion. On July 15, the leak was stopped by capping the gushing wellhead after releasing about 4.9 million barrels, or 185 million gallons of crude oil. It was estimated that 53,000 barrels per day were escaping from the well just before it was capped. On September 19, the relief well process was successfully completed and the federal government declared the well "effectively dead". Source: Wikipedia

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

## PAC Endorsement Night Oct. 13



*This year's event was held at Nathaniel's, drawing a sizable crowd to come out and meet our PAC's endorsed candidates.*

## Coffee with Our CEO Oct. 14



*Our last discussion centered around the upcoming elections and issues important to both voters and businesses.*

## Business After Hours: Speed Networking at Mario's - Oct. 27



*At our last Speed Networking event, guests made their pitch to a new potential contact every three minutes.*

## Partner Networking at Constellation Headquarters - Oct. 28



*As a special thank-you to Partner members, we hosted a networking event at Constellation's new headquarters in Victor.*

## Consider Post-Hire Background Checks

By Ellen Baniak  
Vice President  
RBA Staffing Solutions



We have been receiving an increasing number of inquiries to use our Background and Reference Checking Department services for employees post-hire. We have heard a variety of reasons why member companies are interested in this option, from wanting to ensure that an employee's current behaviors would not be a liability to situations where someone is suspected of illegal activities.

In January, SHRM conducted a survey on background checking, including post-hire checks, and found that 5 percent of respondents conducted post-hire criminal and/or credit checks on all employees and that 19 percent performed them on individuals in certain job categories. While some employers said they performed post-hire checks only once after a year of employment, 18 percent said they did them annually and others said that they did them when considering a change in an employee's status or a promotion.

What should you consider? Look at your exposure levels within the company, job by job, and decide where potential risks can be reduced by incorporating a post-hire or recurring screening. For some positions, it is easy to see the value, such as individuals who drive company vehicles. Even if they had a clean license when hired, they could have picked up two speeding tickets since then. Positions that have access to confidential company information, private individual's data or company accounts or merchandise would be areas in which someone with a recent conviction for theft or fraud could expose you to liability or another reason a company may consider post-hire screening to ensure that they are providing a safe work environment.

Once you have determined whom you want to screen, you need to decide how to go about this. First, establish a company policy similar in procedures to your pre-hire program. Communicate it fully to your employees and ensure it is in compliance with the Fair Credit Reporting Act. For example, an employee must give permission for a background check to be requested both pre-hire and post hire, which can be accomplished by including a statement on the original pre-hire form

which they sign allowing you permission to perform background checks throughout their employment or under certain conditions.

The other question to ask: "What are you going to do with this information once you have it?" Consider what you are looking for and how it will be used. You will want to consult with your attorney to make sure you are in compliance with employment laws.

For additional information, 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](http://www.RochesterBusinessAlliance.com)

### Friday Business Briefings

Nov. 5 - Employer Drug Testing and Substance Abuse Management

Nov. 19 - Wage Deductions and Garnishments

Dec. 3 - Creating a Respectful Workplace

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](mailto:Michele.Hefferon@RBAAlliance.com)

## Disney Institute Adds November Date

The original October 26 event sold out due to popular demand. Please act now to reserve your seat at the Nov. 16 event.

The Rochester Business Alliance is proud to host the 2010 Disney's Approach to Quality Service program, presented by the world renowned Disney Institute in Rochester.

A unique one-day event, Disney's Approach to Quality Service will challenge you to look at your business in an entirely new light. Showcasing the powerful strategies and business models that are the cornerstones of the Disney organization's long-term success, you will learn how to apply innovative Disney strategies to your own organization for immediate results.

Important: Please use 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.KeysRochester.com](http://www.KeysRochester.com). ★

# Member Spotlight: Rochester Clinical Research Inc.

By Kevin Donahue  
 Director of  
 Membership and  
 Business Development



### About Rochester Clinical Research Inc.

Rochester Clinical Research was founded in 1994 by Nurse Practitioner Patricia Larrabee with the assistance of Dr. Mervyn Weerasinghe. Larrabee continues as the CEO of RCR, and Weerasinghe is the medical director. RCR, which employs 24 people, has been conducting clinical trials of new medications for the past 16 years. RCR also offers free community services, such as health screenings and a diabetes self-management program.

“We are set up like a doctor’s office, with eight exam rooms and a lab for blood draws,” Larrabee said. “Typically, we conduct Phase 3 clinical trials – when medications are in the final stage before FDA approval, and have been shown to be safe and effective in the first two phases of testing.”

RCR works with all the major pharmaceutical

firms, and is currently seeking participants for studies of multiple new treatments. RCR study participants receive a monetary stipend to cover their time and travel, but most of their study volunteers tend to be motivated by a desire to receive cutting-edge therapies, or by an altruistic desire to help others, Larrabee said. “From the volunteer feedback we have received, our clients are very pleased with the extra care and time we devote to their medical needs,” Larrabee said.

### Recognitions

RCR has repeatedly won the “Rochester Choice” award as the best clinical research facility in Rochester, and has been repeatedly named one of Rochester’s Top 100 Companies by the Rochester Business Journal. Last year RCR was honored as a “Wealth of Health” winner for their healthy workplace initiatives.

### Challenges

According to Larrabee, one of the biggest challenges RCR faces is finding volunteers to participate in its clinical trials. “It is a form of volunteerism that helps the global community while simultaneously providing individual satisfaction and personal benefits,” Larrabee

said. “Only about 4 percent of people who are eligible to participate in a given study actually do so. New developments in medicine only happen because of volunteers who are willing to donate their time and be part of the solution.”



Patricia Larrabee

### Rochester Business Alliance Member

Rochester Clinical Research has been a loyal member of the RBA for 12 years. RCR is also involved with the Small Business Council, an affiliate of the RBA. “We love the Small Business Council and the educational offerings that are presented. We also appreciate the Unshackle Upstate initiative and the chance to have our voice heard,” says Larrabee. ★

### Contact Info

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 Founder and CEO  
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 Rochester, N.Y. 14609  
 (585) 288-0890  
[www.rcrclinical.com](http://www.rcrclinical.com)

## The Rochester Business Alliance welcomes its new members

Acker-Pak, LLC  
[www.ackerpak.com](http://www.ackerpak.com)

Adonis Precision, Inc.  
 (585) 464-9180

AlliedBarton Security Services  
[www.alliedbarton.com](http://www.alliedbarton.com)

Baden Street Settlement of Rochester Inc.  
[www.badenstreet.org](http://www.badenstreet.org)

Blue Muze  
[www.bluemuze.com](http://www.bluemuze.com)

Boy Scouts of America Seneca Waterways Council  
[www.senecawaterways.org](http://www.senecawaterways.org)

Cornerstone Abstract Company  
 (585) 232-8410

Dox Electronics, Inc.  
[www.doxnet.com](http://www.doxnet.com)

ELKline Consulting & Management LLC  
 (585) 482-5291

EnergyMark, LLC  
[www.energymarkllc.com](http://www.energymarkllc.com)

Freed Maxick & Battaglia  
[www.freedmaxick.com](http://www.freedmaxick.com)

Functional Communications Corp.  
[www.muzakfcc.com](http://www.muzakfcc.com)

JCS - Process & Control System Engineering  
[www.jcs.com](http://www.jcs.com)

Johnston Paper Company  
[www.johnstonpaper.com](http://www.johnstonpaper.com)

KJ's Design Studio  
[www.kjsdesignstudio.com](http://www.kjsdesignstudio.com)

Messenger Post Media  
[www.MPNnow.com](http://www.MPNnow.com)

Metrix Matrix, Inc.  
[www.metrixmatrix.com](http://www.metrixmatrix.com)

Patrice and Associates  
[www.patricecareers.com/carll](http://www.patricecareers.com/carll)

PC Results Inc.  
[www.pcreresults.com](http://www.pcreresults.com)

PICS Telecom International Corp.  
[www.picstelecom.com](http://www.picstelecom.com)

Quality Inn Rochester Airport  
[www.choicehotels.com/hotel/ny211](http://www.choicehotels.com/hotel/ny211)

Robert Half International  
[www.rhi.com](http://www.rhi.com)

Rochester Academy Charter School  
[www.rochester-academy.org](http://www.rochester-academy.org)

Rogers Enterprises Construction  
 Safety & Quality  
 (585) 415-8900

## Seminars

### November

4	Negotiation	8:30 a.m. – 4:30 p.m.
6 & 13	MAD Marketing (10 hours)	9 a.m. – 2:00 p.m.
8	Conflict Management	8:30 a.m. – 4:30 p.m.
8 & 10	MAD Marketing	8:00 a.m. – 1 p.m.
9	How to Work Effectively with Your Boss	8:30 a.m. – 4:30 p.m.
10	Personal Effectiveness	8:30 a.m. – 4:30 p.m.
15 & 17	MAD Marketing	4 – 9 p.m.
16	Finance for Non-Financial Professionals	8:30 – 4:30 p.m.
17	Project Management	8:30 – 4:30 p.m.
19	Employment Law – Basic	8 a.m. – 12 p.m.
19	Employment Law – Advanced	12:30 – 4:30 p.m.

### December

3	Thinking Strategically	8:30 a.m. – 12:30 p.m.
6	Coaching, Mentoring & Motivating (6 half-days)	8:30 a.m. – 12:30 a.m.
7	Gaining the Title, Earning the Respect (2 days)	8:30 a.m. – 4:30 p.m.
9	GO System – Getting Organized	8:30 a.m. – 12:30 p.m.
10	Managing Email Webinar	12 - 1:30 p.m.

## Computer Training

### November

1 & 2	MS Access 2007 Introduction	8:15 – 11:15 a.m.
1	MS PowerPoint – Using SmartArt	1 – 4 p.m.
4 & 5	MS PowerPoint 2007 Introduction	1 – 4 p.m.
4 & 5	MS Excel 2007 Introduction	8:15 – 11:15 a.m.
8	MS Excel – Creating & Using Formulas	1 – 4 p.m.
9 & 12	MS Excel 2007 Advanced - Part 1	8:15 – 11:15 a.m.
9 & 12	MS Word 2007 Creating Forms & Templates	1 – 4 p.m.
15	MS PowerPoint – Photography & Picture Albums	1 – 4 p.m.
15 & 16	MS Access 2007 Advanced - Part 1	8:15 – 11:15 a.m.
15 & 17	MS Excel 2003 Introduction	1 – 4 p.m.
18 & 19	MS PowerPoint 2007 Advanced	1 – 4 p.m.
18 & 19	MS Excel 2007 Advanced - Part 2	8:15 – 11:15 a.m.
22 & 23	MS Access 2007 Advanced - Part 2	8:15 – 11:15 a.m.
22	MS Word – Track Changes, Share & Compare Documents	1 – 4 p.m.
29 & 12/2	MS Excel 2007 Introduction	1 – 4 p.m.
30 & 12/2	MS Access 2007 Introduction	8:15 – 11:15 a.m.

### December

1 & 3	MS Word 2007 Introduction	8:15 – 11:15 a.m.
6 & 8	MS Word 2003 Introduction	1 – 4 p.m.
6 & 10	MS Excel 2007 Advanced - Part 1	8:15 – 11:15 a.m.
6	MS Excel – Pivot Tables in Depth	1 – 4 p.m.
7 & 9	MS Access 2007 Advanced - Part 1	8:15 – 11:15 a.m.
9 & 10	MS PowerPoint 2007 Introduction	1 – 4 p.m.
13 & 17	MS Excel 2007 Advanced Part 2	8:15 – 11:15 a.m.
13 & 15	MS Word 2007 Advanced	1 – 4 p.m.
14 & 16	MS Word 2007 Creating Forms & Templates	1 – 4 p.m.
14 & 16	MS Access 2007 Advanced - Part 2	8:15 – 11:15 a.m.
20 & 21	QuickBooks Introduction	8:15 – 11:15 a.m.

Get MAD about marketing for your small business.

- Flexible dates & times to fit YOUR schedule

Practical supervision

- Gaining the Title, Earning the Respect Dec. 7

Organize your inbox

- Managing Email Webinar Dec. 10

Update on Employment Law

- Basic and Advanced courses available Nov. 19

For additional course listings or to register, visit our calendar online at [www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com).

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

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