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Mark Your Calendar...

- Sept. 21 Rochester Business Ethics Award
Noon - 1:30 p.m.
- Oct. 6 Member Orientation
8:30-9:30 a.m.
- Oct. 14 Coffee with Our CEO
8-9 a.m.

For more information visit us online
www.RochesterBusinessAlliance.com

Tickets on Sale Now for Fall Galas

September marks the beginning of a busy season for the Rochester Business Alliance and its affiliates.

The event-packed season kicks off Sept. 15 with the annual Transportation Council Clambake, held at Powder Mills Park, featuring raffles, outdoor games, music and plenty of food.

The annual Rochester Business Ethics Awards Luncheon is set for Sept. 21. The Rochester Business Alliance is proud to be a sponsor of this event, along with the Rochester Chapter of the Society of Financial Service Professionals and St. John Fisher College. Master of Ceremonies will be 13WHAM-TV's Don Alhart. The program features scholarship awards to area high school and college students and video profiles the six finalists: Christa Construction, LLC; Genesee Valley Parent Magazine; LaBella Associates, P.C.; LECESE Construction Services; Schoen Place Auto; and Toddler's Workshop Daycare, Inc. Recipient awards will be presented to two of the finalists.

Then on Sept. 30, the Rochester Hispanic Business Association presents its Business Person of the Year award to R. Carlos Carballada, the City of Rochester's Commissioner of Neighborhood and Business Development. This event includes a luncheon and a business expo.

The Small Business Council presents its Business Person of the Year Award on Wednesday, Oct. 20. The 2010 finalists are: Armand D'Alfonso, president and chief executive officer of Nothnagle Realtors; Sue Butler and Tracy Till, partners of Butler/Till



Crowd view from the 2009 Top 100 luncheon

Media Services, Inc.; Eli Futerman and Daniel Chessin, co-presidents and chief executive officers of Hahn Automotive Warehouse, Inc.; Raymond Isaac, president of Isaac Heating and Air Conditioning; Gary Passero, chairman and chief executive officer of Passero Associates; Mark Perlo, president and chief executive officer of Xerographic Solutions, Inc. (XSI); and Mark Redding, president of Impact Technologies, LLC.

Wrapping up this flurry of galas is the biggest business event of the year - the 2010 Rochester Top 100 Awards Celebration. Set for Nov. 3, the Rochester Top 100 honors the fastest growing, privately held, locally based companies in our nine-county region.

These luncheons give all of us a chance to rejoice in the many success stories playing out in our area, a testament to the entrepreneurial spirit that launched our community and remains its best hope for the future.

For more details about these and other events, please visit our web site at www.RochesterBusinessAlliance.com. ★

Unshackle Upstate Releases Legislative Scorecards

On Aug. 30, Unshackle Upstate released its legislative scorecards, which were developed based on the voting records of New York State legislators on bills that are central to Unshackle Upstate's pro-taxpayer, pro-business agenda. To view the scorecards, go to www.unshackleupstate.com/scorecard-new/.

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From the President and CEO

We have an exciting opportunity ahead of us on Nov. 2, the chance to really begin changing the way our state government operates. I say “we” have a chance, because what it really comes down to is who we – the voters – send to Albany to represent us.

I firmly believe we can no longer complain about Albany’s dysfunction if we – as taxpaying citizens of this state – aren’t willing to get engaged. That means learning about the issues, letting your elected officials know what’s important to you, and voting for the people who will best represent you on those issues once they get elected.

For too long, I’ve heard people say “My legislator is fine; all the other ones are the problem.” But if everyone says that, nothing will change. And we know that is not acceptable. Just look at what the current system has brought us – out-of-control spending and the highest property taxes in the nation.

I’m also not advocating that we “throw the bums out of office.” There clearly are legislators that have done their job and deserve our support. But in cases where they haven’t, we must step up and find their replacements.

This fall, as always, the Rochester Business Alliance is inviting you to get engaged in the electoral process.

One way is through participation in our political action committee, the Committee for a Strong Economy. Later this month, we will interview candidates in the legislative races that represent our region, as well as with the candidates for governor and comptroller. As an RBA member, you can be part of that process. If you would like to take part in some of those interviews, or just have a question you want to make sure we ask, contact Chris Wiest, our vice president of public policy at Chris.Wiest@RBAAlliance.com.

Members of Committee for a Strong Economy will then take a vote to determine which candidates deserve our PAC endorsement. We will be making those endorsements public

through the local media, on our web site – www.RochesterBusinessAlliance.com – and in our regular communications with our members. I urge you to watch for the list, and if you have any questions on a particular endorsement, we will be happy to share that information with you.



Sandy Parker

Another important way you can engage is by donating to our PAC. This year, we will be using our PAC funds to support the races we endorse, as well as contributing to UPAC, the political action committee of Unshackle Upstate, which is working through its own endorsement process.

Unshackle Upstate is the pro-taxpayer, pro-business coalition founded four years ago by the RBA and its counterpart the Buffalo Niagara Partnership, which has grown into 80 partner members representing more than 70,000 employers and 1.5 million employees across the region. Unshackle will be making endorsements in a wider selection of state races as part of its Judgment Day campaign, and RBA wants to support its efforts, which are essential to reforming Albany.

If you would like to contribute to RBA’s PAC, send a check - made out to the Committee for a Strong Economy - to the RBA, 150 State St., Rochester, NY 14614.

But even if you’re not interested in engaging in PAC matters, you can still help make a difference. I urge you to study our endorsements, ask questions and learn all you can about your legislators and Upstate’s issues, and then on Nov. 2, make an informed choice.

This election presents our best chance to bring about the change that is so desperately needed in our state government. If we fail to engage, to do our part, then we can’t blame anyone else for the results. ★

Sandy Parker

Disney Institute Offers Seminar to Business Owners

Exclusively for Chamber of Commerce members, this business development event combines small group Disney Institute seminars, private behind-the-scenes field experiences, and a special Disney Resort getaway. Business owners, managers and key staff will learn the leadership strategies and people management practices that contributed to Disney's world renowned success and how to adapt them to your own business.

How you'll benefit:

- Improve business performance and enjoy a world class resort with the high value programs of Disney Business Owner & Management Events.
- Discover the strategies and methods that contribute to Disney's success
- Benchmark your business operations to Disney's
- Exchange ideas with business owners from around North America
- Adapt Disney's "best practices" to your own business
- See how Disney performs its magic from "behind the scenes"
- Develop a Business Improvement Plan for your company
- Enjoy special features of a world class resort

The special, limited time Chamber member price is only \$1,995.

Registration includes:

- Three days of Disney Institute Professional Development
- All classroom materials
- Three nights Disney's Yacht and Beach Club Resort accommodations
- Deluxe private room with balcony/patio (share with spouse/family at no extra charge)
- Theme park discounts and special golf resort offers
- Epcot@VIP Viewing of IllumiNations: Reflections of Earth
- Group breakfasts and refreshment breaks
- Field experiences including Business Excellence – an exclusive behind-the-scenes tour
- Graduation luncheon and group photo

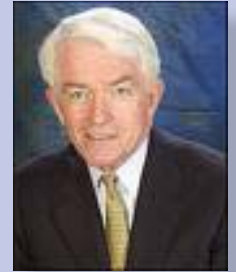
Visit www.northpointservices.com/disney/rochester/ for more information. ★



From the US Chamber

Workplace Regulations are on the Way

Thomas J. Donohue
President and CEO



Free Choice Act could be making a comeback. With unemployment at 9.5 percent, it makes no sense to enact job-killing legislation that will also take away workers' rights to a secret ballot in unionization votes.

But this isn't the only item that should be of concern to business owners.

There's an anticipated Department of Labor regulation that would require employers to submit written analyses justifying worker classifications, such as eligibility for overtime, under the Fair Labor Standards Act. Not only will this lead to additional paperwork for employers, but it could open the door to lawsuits based upon the alleged misclassification of employees.

Next, the Occupational Safety and Health Administration (OSHA) is moving forward on a rule that would require employers to keep track of work-related injuries associated with ergonomics risks. This regulation will cost employers time and money to implement, and it is questionable that it would result in improvements.

Finally, federal contractors should brace themselves for change. The administration has already finalized rules strongly "encouraging" federal agencies to require union-only labor agreements on large construction projects.

This creates tremendous uncertainty for businesses and slows job creation. Let's make American jobs our top priority. ★

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24th Annual Rochester Top 100 Awards Celebration

Tickets are available for this year's luncheon held at the Rochester Riverside Convention Center. Tickets are \$80 per person or \$650 for a table of 10.

Come network and cheer on your favorite local businesses!

To purchase tickets, visit our website via the Events Calendar at www.RochesterBusinessAlliance.com

In each issue, we feature information on one of our six affiliates. This issue, our spotlight is on the Rochester Hispanic Business Association.

By Grace Tillinghast
Chairman

The Rochester Hispanic Business Association (RHBA) is celebrating its 21st anniversary this year.



Since our establishment, our mission and focus has been to increase the visibility of Hispanic professionals and business owners in the Rochester area. As we approach our Annual Gala Luncheon, we reflect on the accomplishments reached this year.

We continue our support of Hispanic youth through different outreach programs: by sponsoring a team in the Rochester Hispanic Baseball League; by providing two scholarships to college bound Hispanic seniors; by partnering with Rochester City School No. 9 to read weekly to kindergarten students, and by being present for Christmas and Easter at the Golisano Children's Hospital with a bit of holiday cheer via small gifts for the young patients.

We also continue our strong partnership and support of Casa Hispana at Nazareth College, the 'home' of our well attended networking events each year.

We are looking forward to another successful Annual Gala luncheon and Business Expo on September 30 at the Rochester Riverside Convention Center. Our keynote speaker is Dr. Emeterio Otero, Executive Dean of Monroe Community College Damon Campus.

RHBA will recognize an individual who has enhanced the Hispanic community with significant contributions and serves as a positive role model. We will honor R. Carlos Carballada, the city's Commissioner of Neighborhood and Business Development as the 2010 Hispanic Business Person of the year.

To find out more about RHBA, please visit www.RochesterHBA.com. ★

Upcoming Affiliate Events and News

Small Business Council

- Boot Camp #7 - Health Insurance & Benefits in the Rochester Marketplace May 5
- Golf Scramble - Sept. 16
- Boot Camp # 8 - Customer Loyalty & Satisfaction - Oct. 6
- 28th Annual Business Person of the Year Gala Luncheon - Oct. 20

Rochester Business Ethics Award

- Sept. 21

Rochester Hispanic Business Association

- Annual Gala Luncheon and Hispanic Business Expo - Sept. 30

Transportation Council

- Clambake - Sept. 15

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.

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

Make Branding Part of Your Marketing Strategy

In a world of short attention spans, a great product or first-class service is rarely enough to sustain a lasting impression among your customers. A sound branding strategy will help ensure that customers remember your business as the "go-to" source for their needs, especially in today's marketplace.

A branding strategy includes your company's name, logo, symbols, website, and other tools that define your small business in the minds of consumers and, perhaps more importantly, differentiates it from others providing the same products or services in your target market.

Almost anything can be branded, including you. But branding is complex and involves the customer's total experience with you, your product or your service. The most effective branding combines both online and off-line elements. The Internet offers tremendous opportunities for promoting your brand, through low-cost search engine ads or interactive features on your website.

Keep in mind that the best brands tend to tap emotions and appeal to a person's natural need for involvement. Be original in identifying your brand identity—the thing that truly sets your small business apart. Everybody touts quality and service, for example, so look for something that's really different. If you are having trouble pinpointing a branding message, ask your customers what they need from you the most. Then base your brand on that.

Your brand should also last a long time, so avoid elements or catch phrases linked to trends likely to disappear or become outdated. Simplicity is also a virtue in your branding message. Buyers are overwhelmed by excess information. Too much information confuses your brand message.

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

Voice Your Choice on Election Day 2010

By Chris Wiest
Vice President of Public
Policy and Advocacy



On Nov. 2, Americans will go to the polls to elect officials in several key races, including 37 U.S. Senate seats and all 435 seats in the U.S. House of Representatives. While these midterm elections have been the subject of much media attention this year, we have some interesting races brewing in our own backyard. In addition to electing the next governor of our state, all 212 state legislators are up for re-election. Delays in the state budget process, a 7.6 percent increase in overall spending and continued tax increases and mandates have frustrated employers and citizens alike. It remains to be seen whether voters will act upon this dissatisfaction on

Election Day.

Of particular note will be races in the New York State Senate. Democrats currently hold a slim 32-29 majority. The balance of power could easily shift back to the Republicans.

Rochester Business Alliance, through its political action committee, will be endorsing candidates in all local Senate and Assembly races, as well as in the gubernatorial election.

Rochester Business Alliance's 11-member political action committee – The Committee for a Strong Economy – conducts an endorsement process each year to identify candidates dedicated to the economic well-being of our community and supportive of our member interests.

To be considered for endorsement, a candidate must first complete a detailed questionnaire

that focuses on issues that impact employers and citizens in our region. In late September, the committee and Rochester Business Alliance members will interview candidates and take a “straw vote” to determine which candidate, if any, deserves endorsement.

To assist our members with their voting decisions, these endorsements are officially announced at our annual Endorsement Night October 13 and posted on our website prior to the election. Please encourage your co-workers and employees to register to vote and participate in this year's elections. Visit www.elections.state.ny.us for further details.

In the coming weeks, we will share more information on the fall elections. If you have questions or are interested in participating in The Committee for a Strong Economy's candidate interview process, contact Colleen DiMartino at (585)256-4627 by Sept. 15. ★

Update on Local, State and Federal Initiatives

Unshackle Upstate

In early August, Unshackle Upstate launched www.unshacklepac.com – a new website for its political action committee, UPAC. UPAC will only support candidates who believe in, and pledge to support with votes, Unshackle Upstate's vision for a better New York. Candidates must be committed to reducing state borrowing, state and local spending, mandates, taxes, fees and assessments.

The new website provides New Yorkers with an opportunity to contribute to UPAC's efforts to bring about political change in Albany. A user-friendly and secure “Click & Pledge” tool allows supporters to donate to the political action committee.

For more information on Unshackle Upstate, please visit www.UnshackleUpstate.com.

Repeal the 1099 Provision in the Health Care Law

Businesses are currently required to issue a 1099 only for services that are provided by self-employed independent contractors. However, with the passage of the Patient Protection and Affordable Care Act (PPACA), the 1099 requirements will greatly expand in

2012. Businesses, charities and government will need to file 1099 forms with the IRS if they purchase \$600 or more in goods or services from another business throughout the year. The requirements apply to non-credit card transactions. For more information on the 1099 provision, click here to review a fact sheet prepared by the U.S. Chamber of Commerce.

Estimated to impact as many as 40 million American businesses, the new law could increase 1099 filings by 2,000 percent. Before dismissing for summer recess, failed attempts were made in both the Senate and House to repeal the 1099 provision.

Rochester Business Alliance has joined the U.S. Chamber of Commerce in support of the Small Business Paperwork Mandate Elimination Act, introduced by Sen. Mike Johanns (R-Neb.) and Rep. Daniel Lungren (R-Calif.). Congressman Chris Lee (R-N.Y.) is a co-sponsor of this bill. Please click here to ask your congressional representatives to repeal the costly PPACA 1099 mandate.

Rochester WellFest 2010

As part of our continuing focus on wellness,

the “eat well live well” Challenge and the High Blood Pressure Collaborative, Rochester Business Alliance has signed on as a sponsor of Rochester WellFest 2010, Rochester's largest and most comprehensive employee Healthy Living Exposition. The event will be held from 11 a.m. to 5:30 p.m. Oct. 6 at the Rochester Riverside Convention Center.

Attendees will have access to free confidential health screenings, flu shots, a farmers' market, health care providers, fitness experts, retirement planning and several other Healthy Living exhibitors at the 2010 WellFest. A number of raffle prizes will also be available.

Although it is a ticketed event, admission for Rochester Business Alliance members and friends is free. To print your ticket, please visit www.RochesterWellFest.com. If you are an employer, click here to register for free (use promo code “RB9217) and receive admission tickets for all employees, posters, and a listing on the website.

We encourage businesses to promote this event to their employees to support efforts to help Rochester become the healthiest community in America. ★



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.

Health, Safety and Environment Update

Measuring Program Effectiveness

By Chip Dawson

“Are we safe?”

Whether prompted by workers compensation costs, a sincere concern for the well being of employees, or the need to stay off OSHA’s radar, it’s a question often asked by management. The answer, however, is far more complex than the question.

Most commonly, staff will go to the statistics page on the OSHA web site and determine the average BLS injury and illness rates for their industry or business sector. With a simple calculation of the organization rate, you can see how you’re doing against others in your business sector.

The problem, however, is that such rates require a large population to be statistically significant. Nearly all the members of the Rochester Business Alliance are too small to have valid figures, even if carrying them out to

two decimal places makes them look precise. Chance plays a much bigger role in rate fluctuation than does any effort at safety.

You can evaluate compliance with OSHA standards, but that’s a moving target. What is “safe” today may be unsafe tomorrow unless you have a workplace culture that puts a high value on safety and has everyone in the organization committed to keeping things safe. Plus, “OSHA safe” rarely addresses the human element of safety.

To properly measure program effectiveness, you must have proven criteria against which you can judge your efforts. For example, the OSHA Safety and Health Program Management Guidelines offer 25 elements that cover all the critical segments of an effective effort. A similar set of criteria can be found in ANSI Standard Z10. If you are a member of an industry or trade association, that organization may have an industry-specific set of criteria you can use.

Another good measure of program effectiveness is the employee opinion survey. Not only is employee involvement considered to be an essential program component, but experience tells us that employees are very perceptive about what’s working and what isn’t. As part of its consulting service, the Rochester Business Alliance offers employee opinion surveys, which have been used effectively by many member organizations for years. For more information, contact Kathy Novak in Business Information at (585) 256-4618.



For an independent assessment of how you’re doing, consider a third-party audit. Safety and health program assessments are a service of the Rochester Business Alliance and include a records review, site inspection, interviews with a sample of employees and managers and the administration of an opinion survey. You can also contract with the New York State Consultation Service for a program assessment.

If you have HSE questions or column suggestions, or would like to be added to the e-mail HSE Update list, contact me at (585) 425-1639 or chipdawson@aol.com. ★

Rochester Business Alliance Invites You and Your Employees to Attend



Attend - WNY’s largest and most comprehensive employee healthy living exposition!

Meet - Healthy Living Providers to choose your own individualized program for a healthier lifestyle!

Enjoy - Free health screenings, nutrition planners, fitness demonstrations, raffle prizes and more!

Go to www.ROCHESTERWELLFEST.com

RBA members can use the PROMO Code “RB 9217” for complimentary tickets and posters

Did You Know...?

The average company is saving more than \$1,700 per month off of Staples list price by participating in the RBA’s Staples Office Supplies buying group.

Need more info?
Contact Kevin Donahue at Kevin.Donahue@RBAAlliance.com or (585) 256-4651.



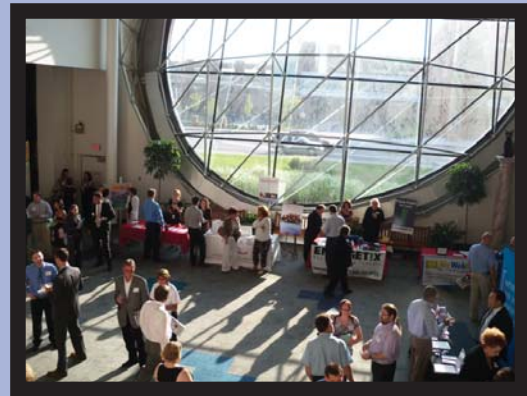
The Rochester Business Alliance offers a variety of networking events each month. Below are some of the highlights from July and August. For more photos, visit our Facebook page (listed under pages as Rochester Business Alliance).

Conversations with Senator Gillibrand July 24



Sen. Kirsten Gillibrand discussed with members new Senate legislation to help small businesses create good-paying jobs.

Business After Hours: Strong National Museum of Play - Aug. 10



Our last summer networking event was a success - complete with a mini-trade show with a dozen vendors from member companies.

Member Orientation Aug. 16



Long-term and new members joined our senior staff for an overview session on RBA services available as part of membership.

Conversations with Congressman Chris Lee Aug. 24



Congressman Chris Lee delivered a presentation on health care reform and financial regulatory reform.

Today's Top Recruiting Techniques

By Ellen Baniak
Vice President
RBA Staffing Solutions



Receiving an overabundance of applicants for each opening for which you are recruiting has been the norm the last few years. We are experiencing an employer-driven market, and recruiters have more candidate choices than necessary for many positions. Yet there are still positions that require specific skill sets that are a challenge for recruiters to find. That "perfect" candidate is out there somewhere; it is just a matter of which techniques to use to find them, such as:

- **Networking and Referrals.**

Networking is not just for sales people and job applicants. Recruiters should be sure to tap into their own network of contacts when they are searching for unique candidates. One never knows whose cousin or neighbor would be perfect to fill an open position. In addition, while every recruiter will

speak to multiple candidates that both parties recognize would not be a good fit for the need, don't hesitate to ask them to provide leads for other possible candidates. Encourage them to share your name with their network for any interested individuals.

- **E-Recruitment.** Using the internet has become a standard recruiting source. Besides posting job openings and performing resume searches online, there are more advanced options available when searching for those hard-to-find employees. Searching sites such as LinkedIn and Facebook has grown in popularity. If you haven't already used Boolean search strings to find resumes on Google, Yahoo or Bing or performed meta searches on sites such as Dogpile, which combines results from multiple search engines, these are techniques worth exploring.
- **"Poaching" or head hunting.** This is a technique that some recruiters are more comfortable with than others. In its most basic form, it involves contacting

individuals who are currently working at another company doing the type of job that you are searching for. Aggressive recruiters have been known make contact with other employees in a rival organization, such as the receptionist or the mail room clerk, and probing them for the name or names of individuals in the organization that they are targeting in their candidate search.

- **Outsourcing.** When traditional methods have failed, recruiters often find it more cost- and time-effective to engage an outside firm to help them in their efforts. There are agencies that may specialize in the type of candidates that you are seeking and may have that "perfect" individual already in their applicant files already. You may want to work with several firms to ensure that all avenues are being pursued.

For more information on ways that Rochester Business Alliance Staffing Solutions may be able to help with your recruiting efforts, contact me at (585) 256-4630 or Ellen.Baniak@RBAAlliance.com. ★

Friday Business Briefings

Sept. 10 - How OSHA is Changing the Safety Landscape

Sept. 17 - Employee/Independent Contractor Misclassification Consequences

Oct. 1 - Creating a Smoke Free Workplace

Oct. 15 - Succession Planning: Designing a Successful Future

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

Networking continues to be one of the main reasons members join the Rochester Business Alliance. We strive to offer as many opportunities as possible for our members to connect with one another. With the rapidly growing online networking market, RBA is developing networking communities to bring members of the business community (like yourself) together.



Join the 400+ who are part of the RBA group on LinkedIn. Search for Rochester Business Alliance under "pages."

facebook

More than 150 people have become fans of our Facebook page. To join our group, search for Rochester Business Alliance and find us under the groups tab.



Log in to your Twitter account, search for RB Alliance and join our 250+ followers. Don't have an account? Go to www.twitter.com and create your own account.



We're now on YouTube, working to post videos from events, press conference and other related material. Search for Rochester Business Alliance on www.YouTube.com.



Want to receive our News Releases directly? Subscribe to our RSS Feed: <http://www.rochesterbusinessalliance.com/prFeedGenerator.aspx>

Member Spotlight: Wisteria Flower and Gifts

By Kevin Donahue
 Director of
 Membership and
 Business Development



**About Wisteria
 Flowers and Gifts**

Family owned and operated, Wisteria Flowers and Gifts on Culver Road was established in Pittsford in 1992 by real estate agent Rita Freling. Initially begun as a therapeutic escape from the real estate business, Wisteria blossomed from a small home venture to a successful enterprise. Following in her mother's footsteps, Jennifer Freling Ralph now serves as vice president and manages the daily operations along with a talented design team. Started with a staff of two, the Wisteria Flowers now has 12 employees, five of whom are highly trained floral designers. "Wisteria Flowers handles customers' every floral needs from gorgeous fresh flowers to intricate silk arrangements to wreaths to weddings, funerals, anniversaries and custom decorating for the home or office. Wisteria selects only the freshest flowers daily

from domestic and international suppliers, insuring an exotic myriad of botanicals," says Freling Ralph.

Wisteria Flowers also carries a unique line of seasonal gifts, lighting, Tuscan pottery, artwork, pillows, serving platters and custom furniture. Many of the unique lamps, tables and home décor that they offer for sale are made by local artists. Wisteria Flowers' 6,000-square-foot establishment carries the largest selection of silk flower arrangements, wreaths and silks by the stem in all of Monroe County.

Challenges

"One of the challenges our company is facing is competing against national and large chain stores that have entered the floral industry and have begun selling flowers to their customers. These stores are able to sell flowers at a lower price because they are able to purchase flowers in such massive quantities. So, there is additional competition in the market," says Freling Ralph. "But Wisteria Flowers has established a loyal following through quality products and

superior customer service which has garnered praise from the Rochester community."

Rochester Business Alliance Member

Wisteria Flowers and Gifts has been a loyal member of the RBA for nine years. "Being a member of the RBA is valuable to Wisteria Flowers because it is important for us to know about current events and stay attuned to Rochester's business community. RBA does a great job of keeping us up to date," says Freling Ralph.



*Jennifer Freling Ralph,
 vice president of Wisteria
 Flowers and Gifts*

Contact Info:

Jennifer Freling Ralph, vice president
 Wisteria Flowers and Gifts, Inc.
 360 Culver Road
 Rochester, NY 14607
 (585) 271-0610
www.wisteriaflowersandgifts.com ★

The Rochester Business Alliance welcomes its new members

Benefit Link, LLC
www.benefitlink.net

Brio Wine Bar & Grill
www.briobistro.com

Business Assessment Services
 (585) 217-6729

Center for Employment Opportunities
www.ceoworks.org

Dynalab Corp.
www.dynalabcorp.com

Eagle Vale Golf Club
www.eaglevale.com

EBS Green Clean Inc.
www.ebsgreenclean.com

Employer Services Corporation - ESC
www.myesc.com

Ernstrom & Dreeste, LLP
www.ernstromdreeste.com

Gardner Plus Architects, PLLC
www.gardnerplus.com

Gohlkar's Inc.
www.golkars.com

LogicalSolutions.net
www.LogicalSolutions.net

Mech Tech HVAC, Inc.
www.mechtechhvac.com

Giraph Works LLC
www.giraphworks.com

Healthy Vends
www.healthyvends.com

Independent Nursing Care LLC
www.incursing.com

Junior Achievement of Rochester
www.jarochny.org

KJT Group, LLC
www.kjtgroup.com

Klein Tool Design & Manufacturing
 (585) 254-2550

MAC Source Communications
www.onlinemeridian.com/MacSource/index.aspx

Net@Work
www.netatwork.com

Point-N-Click Computer Solutions
www.pointnclickpcs.com

The Pomodoro Grill
www.thepomodogrill.com

Tri Tower Telecom Corporation
www.tritowertelecom.com

Seminars

September

10	Improving Trust & Transparency	8:30 a.m. – 12:30 p.m.
13	Leading the Safety Process (2 half-days)	8:30 a.m. – 12 p.m.
14	OSHA Recordkeeping	8:30 a.m. – 12:30 p.m.
14	Change – Making It Happen	8:30 a.m. – 4:30 p.m.
14	Safety Committee Operations	12:30 – 4:30 p.m.
15	GO System – Getting Organized	8:30 a.m. – 12:30 p.m.
15	Managing the Emergency	8:30 a.m. – 4 p.m.
16	Accident Investigations	8:30 a.m. – 12:30 p.m.
16	Managing Emotions in the Workplace	8:30 a.m. – 4:30 p.m.
22	Personal Effectiveness	8:30 a.m. – 4:30 p.m.
29	Project Management	8:30 a.m. – 4:30 p.m.

October

1	Creating & Delivering WOW Presentations	8:30 a.m. – 4:30 p.m.
1	Managing Time and Priorities	8:30 a.m. – 4:30 p.m.
6	Selling a Business Series	8 – 9:30 a.m.
7	Conflict Management	8:30 a.m. – 4:30 p.m.
13	Dealing with Difficult Personalities	8:30 a.m. – 12:30 p.m.
19	Customer Service & Relations	8:30 a.m. – 4:30 p.m.
27	Performance Management Basics	8:30 a.m. – 4:30 p.m.
29	Leadership for Managers	8:30 – 12:30 p.m.

Computer Training

September

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

October

1	MS PowerPoint – Photography & Picture Albums*	8:15 – 11:15 a.m.
4 & 5	Microsoft PowerPoint 2003 Introduction	1 – 4 p.m.
4 & 6	Microsoft Excel 2007 Introduction	1 – 4 p.m.
5 & 6	Microsoft Word 2003 Introduction	8:15 – 11:15 a.m.
5 & 7	Microsoft Access 2007 Introduction	8:15 – 11:15 a.m.
8	MS Word – Track Changes, Share & Compare Docs*	8:15 – 11:15 a.m.
12 & 14	Microsoft Word 2007 Introduction	8:15 – 11:15 a.m.
12 & 14	Microsoft Excel 2007 Advanced Part 1	1 – 4 p.m.
15	MS Excel – Pivot Tables in Depth*	8:15 – 11:15 a.m.
15 & 16	Microsoft Word 2007 Advanced	8:15 – 11:15 a.m.
21 & 22	Microsoft Access 2007 Advanced - Part 1	8:15 – 11:15 a.m.
21 & 22	QuickBooks Introduction	1 – 4 p.m.
21	Get Going with QuickBooks 2010 - Beginner	9 a.m. – 1 p.m.
25	MS Word – Creating Publications*	1 – 4 p.m.
26 & 28	Microsoft Excel 2007 Advanced Part 2	1 – 4 p.m.
28 & 29	Microsoft Access 2007 Advanced - Part 2	1 – 4 p.m.
28	Keep Going with QuickBooks 2010 - Intermediate	9 a.m. – 1 p.m.

Safety in September -
Five seminars

- Sept. 13
- Sept. 14 (morning and afternoon sessions)
- Sept. 14 (morning and afternoon sessions)

Improve your efficiency
Managing Time
and Priorities
Oct. 1

Delight your customers
Customer Service
Oct. 19

Check out our new computer
mini-courses
Designated by * on
calendar to left

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.