



Membership Information

Join the Chamber and together
we can grow your business -
and our community.

Message from the CEO

Dear Future RBA Member:

When you join the Rochester Business Alliance, you form a partnership that will benefit your company and our entire community.

As the regional chamber of commerce for the nine-county area, the Rochester Business Alliance is committed to creating value for our members by delivering business services and advocating for an environment essential for their success.

But don't just take my word for it. Here is what two of our 2,000 member companies have to say: "I needed access to other business professionals and information that would help me succeed in my endeavors. Whether I am attending Coffee with the CEO or meeting colleagues at any one of their numerous events that they host, the RBA has become a staple for my business."

- Pamela A. Bauer, president and CEO, Abacus & Co. of NY, Inc.

"I would tell any and all prospects that the RBA is here to help all commerce in Rochester and the surrounding communities. They bring businesses of all kinds together, and they are a strong voice in Albany. The RBA is our voice!"

- Floyd G. Rayburn, president, F.G. Rayburn Mason Contractors, Inc.

The RBA wants to serve you. But we also need you. When you join the RBA, you add your important voice to our local, state and federal advocacy efforts, aimed at revitalizing Rochester's economy and creating a supportive climate for business growth.

This packet includes information on the products, services and opportunities of membership, including extensive networking, comprehensive training, staffing services and cost-savings programs - all designed to help build your business.

Someone from my staff will be in contact soon. Meanwhile, if you would like more information, contact Membership Director Kevin Donahue at (585) 256-4651 or Kevin.Donahue@RBAAlliance.com or go to our website - www.RochesterBusinessAlliance.com.

I sincerely hope you will consider a partnership with the RBA. We look forward to serving you – and the Greater Rochester business community.

Sincerely,



Sandra A. Parker
President and CEO
Rochester Business Alliance



The Value of Membership



The dictionary defines value as the worth, desirability or utility of something, or the qualities on which that value depends.

At the Rochester Business Alliance, we strive to offer value to our members in a variety of ways, including quality programs and services, wide-ranging networking opportunities, the latest business information, money-saving offers, and a voice in the community on the issues that matter.

Our members say it best.

“The Rochester Business Alliance membership provides not only an awareness of the local business climate and the influences that effect business trends, but it also provides availability and accessibility to relevant alliances and educational and business growth tools.”

- Mark Chaney, CEO, Calvary Automation Systems, Inc.

“We consider our membership very important and our HR department considers Rochester Business Alliance and its services some of the best bargains around.”

- Kenton W. Fiske, president and CEO, SenDEC Corp.

“I love coming to seminars, Coffee with Our CEO and all of the Business After Hours events. They all exude very informative, pleasurable and positive atmospheres for businesses and professionals in our community.”

- Jody McGarry, president, ABR Wholesaler, Inc.

Don't just take our word for it. A national survey conducted by the American Chamber of Commerce Executives, IBM, Administaff, Small Business Network, Inc., and Market Street Services found that belonging to your local chamber of commerce can enhance your business' reputation. The study found that chamber members enjoyed much higher favorability ratings among consumers, a better local reputation, and that consumers were 63 percent more likely to patronize them. That's value to your bottom line.

Offering Value to Our Members

Through valuable goods and services, such as:

- Employee development programs, including Friday Business Briefings, training seminars and forums.
- Customized training, designed to your company's needs and goals, with an emphasis on skill development, immediate application and measurable results.
- RBA Staffing Solutions, with a variety of services, including temporary and temporary-to-hire contract service, professional placements, reference checking, and recruitment support.
- Business Information, such as our research and survey data on salaries, benefits and other workplace issues, plus our HR Helpline.
- Chamber News, our newsletter filled with information and advice for businesses big and small.

Through valuable connections, such as:

- Our networking events, which create opportunities to foster future business relationships that can bring value to your business on many different levels. Enjoy cocktails and conversation at Business After Hours, held six times a year at venues around the community. Join Sandy Parker for coffee and conversation on key community issues at our informal Coffee with Our CEO. Meet the movers and shakers at the annual Rochester Top 100 luncheon, which celebrates the region's fastest growing private companies. We've added a new networking program this year, ConnectForLunch, bringing members together to network during lunch.
- Our new groups on networking sites such as LinkedIn, Facebook, Twitter and YouTube let you share ideas and information with other business people with online convenience.
- Through our affiliated groups, where you can meet business people who share your interests and challenges. Affiliates include the Greater Rochester Quality Council, Rochester Hispanic Business Association, Small Business Council, Transportation Council and Women's Council.

*Friday Business
Briefing with
Gregg Lederman*



Assessing the Dollar Value

The Rochester Business Alliance also offers benefits and cost-savings programs that can more than cover the cost of your annual dues, such as:

Human Resource Helpline

Value: \$800+

Need a quick answer to a human resources question? An attorney will charge on average \$200 a call. But members can call our HR Helpline for free as many issues don't require legal opinion. (Business builder members are entitled to up to four calls per year; unlimited access for Corporate or Partner members.)

New York State Labor Law Guide

Value: \$145

An electronic version is provided free of charge to our members at the Business Builder, Corporate and Partner levels. The guide, published annually in conjunction with Nixon Peabody LLP, answers the most commonly asked labor law questions in an easy-to-read format.

Surveys

Value: \$500/survey

Our surveys, free to participating corporate and partner members, provide valuable benchmarking on local business practices and human resource trends.

Staples Buying Advantage Program

Value: \$1,640 per month

That's the average savings our members are getting on a wide variety of everyday office supplies.

Training Seminars

Value: 25 percent discount

An average savings of \$70 per person, per course, on our wide variety of classes offered throughout the year.

Placement Services

Value: \$1,040/year in savings

Members receive preferred rates of 5 to 10 percent less on services from RBA Staffing Solutions, including placement, recruitment support and reference checking.

How Membership Benefits the Community

Through our public policy division, we're speaking out on issues that matter most to you – the business owners and employees of the Greater Rochester area. Your membership dues help us fund this important work. Plus, adding your voice gives our message strength, and ensures we will be heard at the highest levels.

We are changing the business climate in New York state.

- As leaders in the Unshackle Upstate coalition, we're working to remove legislative barriers to business growth in the region. Unshackle Upstate played a key role in raising the issue of workers' compensation reform, which resulted in a 2007 bill that's producing significant savings for many businesses. Still on our agenda: reform of Scaffold Law, Wicks Law, Medicaid, and Taylor Law as well as sound policies for affordable energy and effective economic development.

We're working to keep health care accessible and affordable.

- Through our RBA Health Care Initiative, we're bringing together key parties to explore improving access to health care while maintaining quality and keeping costs down. Examples of our work including helping launch the "eat well live well" Challenge as a community-wide workplace wellness program, assistance in establishing a regional system for electronic sharing of medical records and a program aimed at reducing costs by increasing the prescription of generic equivalent medicines.

We're working to ensure investment in Greater Rochester.

- Our leadership in the community-wide Rochester Community Coalition has successfully sought state funding and support for projects essential to our community's economic development, including revitalization of the Midtown Plaza site, increased aid for the City of Rochester and funding for the Center for Translation Sciences at the University of Rochester. We're continuing to push for support to expand the Hillside Work-Scholarship program, as well as funding for the Institute for Sustainability at Rochester Institute of Technology and Rochester Area Colleges Center for Excellence in Math and Science.

Join the Rochester Business Alliance and help us make Greater Rochester the best place to live, work, raise a family and run a business.

*Signing of the Workers'
Compensation Law in 2007*



Choosing the Right Value

The Rochester Business Alliance offers a variety of membership levels at varying prices. How do you decide which is right for your business? Compare your options and available services to determine the right fit for your business:

Budget: Our most basic membership, offering these limited benefits:

- Ability to purchase health insurance at our group rates
- Weekly electronic briefings on news and events

Business Builder: A major, but not much more expensive, step up. Open to companies with 1 to 25 employees, it includes all the benefits of Budget Membership, plus:

- Member-only discount programs and preferred rates on Rochester Business Alliance events, training and staffing services
- A listing in our Membership Directory
- Invitation to members-only programs, such as Friday Business Briefings, Meet the Top 100 and Coffee with Our CEO
- Access to online networking through LinkedIn
- An electronic version of our NYS Labor Law Guide
- Four calls per year to the Human Resource Helpline
- *Chamber News*, bi-monthly newsletter
- Virtual membership plaque for your web site
- Ability to advertise in our publications at a reasonable rate

Corporate: Open to companies of any size, this level offers all the perks of Business Builder, plus a few important services such as:

- Unlimited calls to the Human Resource Helpline
- Opportunity to participate in and receive results from our benchmarking surveys on such topics as wages, salaries, health benefits, executive compensation, and business policy trends
- Invitation to join our Human Resource Forums

Partner: Our highest level of membership, for companies of all sizes that are committed to investing in our community and shaping its future. We reward their dedication with all the benefits listed above, plus:

- Dedicated section on our website with reciprocal link
- Invitations to special events
- Your company's name displayed prominently at all our events, on a list of Partner Members

Dues are based on the level of membership and the size of your local workforce. For information, or to obtain a quote, visit our website at www.RochesterBusinessAlliance.com or contact:

Kevin Donahue
Director, Membership and Business Development
(585) 256-4651
Kevin.Donahue@RBAAlliance.com

Our membership department is available to answer your questions



Want to Know More?

To join the Rochester Business Alliance, contact:

Kevin Donahue

Director of Membership and Business Development

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For information on training courses, customized training programs or surveys, contact:

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For information on RBA Staffing Solutions, contact:

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