



May 30, 2009

RBA seminar to help firms weather recession

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Staff writer

The Rochester Business Alliance will host Terry Newcomb, a Rochester management consultant with J.C. Jones & Associates LLC, to discuss the things businesses and their managers need to do to weather the recession, keep cash available and manage marketing.

The seminar is titled "Recession Recovery Skills."

Newcomb said he will address six issues that businesses need to keep in mind.

One issue is cash and cash flow. Newcomb said businesses should work to avoid cash surprises or shortfalls during the recession.

That can be harder than usual, as customers and clients order less or take longer to pay, he said.

Another topic will be sales and marketing.

Newcomb said sales and marketing remain crucial during a recession. But managers will often cut expenses during a downturn.

Newcomb said cutting sales and marketing can be one of the worst things to do during a recession, and will offer some ideas to keep sales and marketing going.

Other topics will include numbers reporting and watching for tricks and traps of a downturn.

The seminar will take place from 8 to 10 a.m. Friday at the RBA headquarters, room 300, 150 State St.

The fee is \$25 for members and \$50 for non-members. The RBA can be reached at (585) 244-1800.

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