

PBA Announces 2007 Penfield Pride Winners

At the November 2007 annual meeting, the PBA announced **Lasalle's Steak & Crab** as the recipient of the 2007 Penfield Pride award. The award presented to Don Woodring and Joe Bassett honors their new restaurant on Empire Blvd and the renovation of the building.

The PBA also awarded honorable mention to **Pace Realty** in the Four Corners area for their building renovation which was completed at the end of 2006.

Congratulations to all of our 2007 winners!

PLEASE WELCOME OUR NEWEST PBA MEMBERS!

Hidden Hollow Farms (Melissa Iocco)	Nothnagle Realtors – Penfield (Fay Clingan)	Martial Arts America (Matt Dorsey)
Sheridan Brothers Moving (Mike Sheridan)	Silhouette Lingerie (Christine Rozek)	LaSalle's Steak & Crab (Joe Bassett)
Peter Pellittieri, DDS, PC (Dr, Peter Pellettieri)	First Niagara Bank (Ann Young)	Colangelo's Bakery (Madelyn Colangelo)
Canandaigua National Bank (Rick Pratt)	JC's BBQ (John Rebis)	Hentz Insurance Agency (Scott Hentz)
AAA Western & Central New York (Brenda Cahill)	Lorraine's Food Factory (Lorraine Serpe)	Juliarose Properties, LLC (Don McClellan)
Jimkaw Enterprises (Karen Cullen)	Don's Original Restaurant & Pub (John Cipro)	Flower Barn (Sandra Potter)
American Portfolios (Bob Bartolotto)	Penfield Volunteer Ambulance (Ted Boccuzzi)	Cullerton Flooring (Andrew Cullerton)
James Orefice	First American Equipment Finance (Michael G. Wiedemer)	Penfield Flower Shop (Michael Cellini, Jr.)



Marketing Your Business Without Breaking the Bank INSTALLMENT 2: BUILDING A BULLET PROOF BRAND

This is the second in a series of [The Business Wire](#) articles about marketing your small business economically. In this issue, we'll talk branding, a much used and rarely understood marketing term. Next time, we'll discuss advertising in both traditional and new media. And our last article will focus on the power of public relations to drive your visibility.

The series is being co-authored by PBA board member Diane Thresh, associate creative director of Mosaic Marketing, Inc., and Bob DeRosa, an independent, Penfield-based marketing communications/public relations consultant and writer. Between them, the two have spent more than 50 years in the communications business, most of it right here in Penfield.

Your brand is every “touch point” between you and your customer. It starts with the customer's first exposure, which could be that surly person who answered the phone, or a confusing recorded greeting. It includes every subsequent step, from curb appeal to merchandising, to response and delivery time, to your communication materials— including email, Web site and printed material—and your follow up after the sale. Branding is continuous process, and it's your job to continually polish your brand.

Consequences of a faulty brand strategy— It's costly in more ways than one

A faulty brand—and it can be faulty in many ways—creates discomfort or confusion in the minds of the consumer. They don't know what you stand for, what you value. They will make their own assumptions based on their experience of you.

While customer-focused companies are still generally the more successful ones, consumers are increasingly difficult to please. They are more confident in their own abilities. They seek more control. They have high expectations of customer service.

To be loyal, customers must have an emotional commitment to you. To have an emotional commitment, they must feel a connection to you.

Your strong strategic brand position will effectively provide each customer with the emotional and practical support they need to make good decisions, helping them remember your company and choose it over the competitors.

Your Brand: Its Vision, Values and Promise

They say to be a successful golfer you've got to “be the ball.” The same philosophy applies to brand building.

Today's marketplace is fragmented; nothing sticks longer than a sound bite. The most successful brands are successful because they know how to “be the brand”. They know that only by surrounding the customer with the “experience” of the brand can they win.

By “being the brand” and systematically delivering the brand promise through consistent and credible experiences with each customer interaction, you will increase loyalty and enhance profits.

Here's one thing you may not know about branding: It's not all about looks and logos. Some customers may hate your logo and still do business with you. Others may love your logo but not put a dime in your coffers. Your brand is much bigger than that. It's your customers' experience with your business.

“Hey, wait a minute!” you say. “Does that mean my brand might be different in the mind of individual customers?”

Bingo! Each individual customer has his or her opinion about your business's personality (otherwise known as “brand”) based on overall experience of whatever part of your business he or she has come in contact with. For example, let's say a customer calls your business and is greeted by a surly employee. No matter how good your product or how pretty your logo, that incident becomes part of that customer's experience of your business. If she decides not to do business with you again, and tells others about her experience as well, both your brand and your income statement have been sullied.

Your brand is you and how you do business—period.

- It is inclusive—customers are an integral part of it, not just bystanders
- It delivers through experiences, not just words
- It is tangible and real at every point of contact.
- It creates an emotional attachment between you and your customers
- It is consistent
- It can be your competitive advantage.

The New PBA E-Newsletter Has Arrived!

We hope you enjoyed the first edition of our new, monthly eBusiness Wire newsletter. We will continue publishing the E-Newsletter on the first of each month, but we need your help to make it a success. If you have some business news or an article, a nomination for the PBA Business of the Month, or a sponsorship opportunity you would like to promote, please email your submission to secretary@penfieldbusiness.org. Look for additional details in this newsletter.



1st Annual Penfield Holiday Celebration Brings Holiday Cheer To The Four Corner

Contributed by Holiday Celebration committee organizer: EILEEN WRONA, Enchanted Rose Garden, 1850 Penfield Rd, Four Corners, 264-1130

December 8th 2007 kicked off the 1st annual Penfield Holiday Celebration at the Four Corners. The streets were bustling with shoppers eager to visit the downtown businesses and take part in all the holiday festivities. Many local businesses participated by having promotional events, special sales, wine and cheese greeting, raffles, and holiday activities all to start the Holiday Shopping season. The businesses organized a shopping map for customers to take to all the anticipating locations, which entered them into a flat-screen television raffle sponsored by PBA member Curt Regruit of Edward Jones.

The Town of Penfield and the Penfield Business Association did a great job orchestrating the event in just a few short weeks. Their efforts brought together the business community to create a wonderful event.

The day included hayrides, carolers, crafts, Santa visits and culminated in the tree lighting ceremony right at the Four Corners. This event evoked a strong sense of community spirit and had that quaint small town touch residents are longing for. My staff and I were amazed at the amount of customer traffic that day, both new and old customers filled our store, we stayed open 2 hours later just to accommodate them!

Next year we hope to see it expanded to the full day and into the evening to give more Penfield residents a chance to participate. Everyone benefits from these



UPCOMING PBA EVENT!

MARK YOUR CALENDARS:
WEDNESDAY, MARCH 5
"UNSHACKLE UPSTATE"

Presented by:
Sandy Parker, President and CEO
Rochester Business Alliance
5:30pm-7:00pm, Penfield Country Club,
1784 Jackson Road (More details to come)

For reservations contact: **Lynne Crawford**
lcbiz@rochester.rr.com or 585-671-9102



Keeping PBA members up-to-date via email.

We are proud to announce that the PBA has developed a new e-newsletter that will be sent out on a monthly basis. The eBusiness Wire will include the following:

- PBA Business of the Month
- Welcome to New Members
- Upcoming Events
- PBA Announcements
- Member News
- Community News
- Informative Articles
- Sponsored Ads

As we continue to release the monthly eBusiness Wire, please feel free to comment and offer feedback to help shape this into an invaluable tool for our members.

Understanding and responding to the stock markets decline.

CURT REGRUIT, Edward Jones, Penfield 4 Corners, 1790 Penfield Road, Suite 3, Penfield, 381-8440



Curt Regruit
PBA Member

If you're an investor, you've probably had happier times. Even though the stock market has slumped recently, the drop on Tuesday, Jan. 22, still shook up a lot of people. At this point, you probably have at least two big questions: What's causing this market decline? And how should you respond?

Let's start with the first question. What forces have led to this market skid? Here are the chief culprits:

Looming recession - Leading economic indicators suggest a significant slowdown in growth. For example, the unemployment rate has risen to 5%, up from 4.4 % last March. Since 1949, we haven't seen such a big rise in unemployment without a recession.

Subprime loan crisis - As you know, the subprime loan crisis has been in the news for months. First, the problems with subprime loans hit the real estate industry and the financial services industry. But now, the subprime crisis may have spread to the extent that consumers are being forced to pull back from spending.

Decline in international stocks - Because the U.S. is a huge part of the global economy, international markets are not immune from what happens here. Many of these markets are down between 20% and 30% over the past several months.

So, in a nutshell, these factors have helped lead to the stock market decline. Are we officially in a "bear" market? Not quite. Before the drop on Jan. 22, the U.S. markets had fallen 15%; a 20% drop is the standard definition of a bear market.

In any case, though, help may be on the way. The Federal Reserve cut short-term interest rates by three-fourths of a point - the Fed's biggest rate cut since October 1984. By making it cheaper for businesses and consumers to borrow, the Fed hopes to jump-start the economy. Furthermore, the President and Congress are working to pass a stimulus package. And, in the broader picture, inflation and interest rates are still relatively low, which is typically positive news for the financial markets.

But perhaps most importantly, many stocks have already fallen 25 or 30% - which means they may now be good values. In fact, recessions and their accompanying market declines can be great opportunities for you, as a long-term investor, because you now have an opportunity to buy good investment at a lower price.

Consider this quote from Warren Buffet, perhaps the world's most famous investor: "Most people get interested in stocks when everyone else is. The time to get interested is when no one else is. You can't buy what is popular and do well. The dumbest reason in the world to buy a stock is because it's going up."

So, if you have room in your portfolio to add appropriate investments, look for those opportunities now. If you are already fully invested, with a diversified mix of quality investments, have the courage to be patient and stay the course. (Keep in mind, though, that diversification does not guarantee a profit or protect against a loss.)

If you've created a long-term strategy - one that is suitable for your needs, goals, risk tolerance and time horizon - stick with it. Bad times don't last - but smart investors do.

Gearing up for the 3rd Annual Penfield Community Festival

Contributed by festival organizer LINDA KOHL, Penfield Town Board, 381-4510

In 2006, the Town of Penfield, the Penfield business community, service groups including Penfield Kiwanis, Penfield Lions, Penfield Masons, Penfield Rotary, the Penfield Fire Company, and Penfield Ambulance decided to organize a Community event for the citizens of Penfield.

Unlike the traditional craft fairs, the Community Festival is meant to celebrate and give back to our community. It's a family "Block Party," that includes children's activities, music performed by our local residents, food, the Fireman's water ball game. Beyond the purchase of food, activities are free. And with the festival sponsor's financial support of the festival provide funds for renting tables tents, restrooms and advertising.

The Community Festival takes place in the Penfield Four Corners Heritage Park, behind the Penfield Fire Hall and Baptist Church.

The 2008 Penfield Community Festival is already being planned. This year the event will take place in August rather than September and will center around a common theme. The commitment of the organizations to this event continues. And the PBA continues to play a significant role.

This year, two PBA members will lead the Community Festival. Curt Regruit of Edward Jones, will serve as event chairman. Tracey Dedee of Hunt Real Estate, will serve as vice chair.

More details will be announced in the upcoming months. And if you have any questions, feel free to contact Curt, Tracey, or myself. Giving back to the community is a rewarding experience. Please consider participating in or becoming a sponsor of the 3rd Annual Penfield Community Festival.

Gymnastics Training Center Celebrates 20th Anniversary

In October, the highly heralded Gymnastics Training Center (GTC) under the much-honored leadership of Sarah Jane Clifford will be celebrating its 20th year in business. For the last 12 years the GTC has been housed in a 22,000 square foot facility at 2051 Fairport Nine Mile Point Road in Penfield.

The GTC is currently running gymnastics and cheerleading classes for boys and girls from beginning levels to highly advanced levels as well special programs for disabled children.

The GTC's offerings include "Fit by Five", which presents an outstanding physically based preschool learning experience for toddlers. Also, The Botsford School of Dance, which provides world-class programs from pre-ballet to advanced levels, is based at the GTC.

All this is done at the GTC on a continuous year-round schedule. It has an enrollment of over 2,000 students.

Sarah Jane Clifford is a founding member of the Penfield Business Association.

For more information about the GTC, call 388-8686 or go to www.gtc-rochester.com.



Penfield Symphony Orchestra selects winners of competition

Since 1982 the Penfield Symphony Orchestra has sponsored a Young Artist Competition. Named for Jo Amish, who served as principal second violinist for more than thirty years, and underwritten by her children, the Young Artist Competition is now in its twenty-eighth year. Over thirty high school juniors or seniors have appeared in concert with the orchestra.

The 2008 first place winners are winners are Fairport senior Greg Hammond, trombone, and Livonia senior Andrew Hawk, piano. Third place winner is violinist William Cho. Hammond and Hawk will each be featured on the February 11 concert of the PSO, "Be Our Valentine! Music You'll Love."

The PSO is proud to have sponsored young artists from the Rochester area and beyond since 1982.

Penfield Public Library Announces March Into Arts Month

In 2007 Penfield Public Library hosted 304,254 patron visits and circulated 594,870 items. We held 853 programs both inside and outside the library including the summer reading games in which 1062 children, 103 teens and 269 adults participated. Library staff would love to help you and invite you to take advantage of and enjoy all that your local library has to offer such as DVDs, audio books, periodicals, and books for all ages, as well as reference and readers' advisory. Of particular note is a collection developed for small business owners.

We especially want you to know about our upcoming March Into Arts when we host 12 special arts programs on topics such as literature, opera, drama, music, ballet, decorating, and calligraphy, culminating in If All of Rochester Read the Same Book on Wednesday, March 26 at 7:30 PM.

For additional information please consult our website www.penfieldlibrary.org or call the library at 585.340.8720.



An Invitation To Visit St. Ann's

St. Ann's Community, Rochester's premier provider of Senior Services, invites you to visit one of our three Adult Day Centers in Penfield, Irondequoit, or Rochester which benefit older adults with memory problems, decreased functioning, chronic illness, depression, or social isolation.

Family caregivers also receive much needed rest when their loved one is safely cared for at our Adult Day Centers.

To learn more about the Home Connection in Irondequoit, Home & Heart at the Cathedral, and Home & Heart of Penfield and to register for a complimentary day call 697-6361 or visit www.stannscmmunity.com.

Wegmans Offering Shoppers Club For Business

Wegmans has designed a Shoppers Club Business card to help make organizational purchasing at Wegmans **QUICK AND EFFICIENT**. This "all-in-one" program can benefit your business for a variety of reasons.

- Personal Customer Service
 - Systematized Tax Exempt Recognition
 - Consistent Low Prices
 - Pin Protection
 - Automatic Shoppers Club Discounts
 - Corporate Gift Card Program
 - Notice of Upcoming Events and Promotions
 - Complimentary Subscription to Menu Magazine
 - Variety of Payment Options:
 - Non-Revolving Credit Account - No interest is accrued on accounts paid in full by the end of each month.
 - Company Check Payment Authorization - We offer both Paper or Electronic Check payment.
 - A "Cash Only" card which can be used with a credit card and recognizes tax exemption when applicable
 - Multiple Cards/Accounts and electronic statements
- For more information, contact: Michele C. Rowley, 585-273-6249, michele.rowley@wegmans.co

Congratulations PBA Member Spotlight of the Month!

Cricket On The Hearth Cliffside Common, 900 Panorama Tr. Rochester, 385-2420

Cricket on the Hearth has been in business nearly 40 years providing quality hearth products with professional installation and service. Their products include fireplaces, stoves, inserts, gas logs and accessories.

John Turner, the company's founder, learned the business while working summers at his father's fireplace business (at the time the largest business of its kind in the country) located in Norwich, NY in the late 1940's. After graduating from the University of Rochester and serving in the Navy, John and his wife, Carol, decided to start their own retail fireplace business in 1968. The company has been at its present location in Penfield since 1978.

Cricket on the Hearth is family owned and operated. John is semi-retired and has turned day to day

PBA Launches "Member Spotlight Of The Month" Recognition Program

Each month the PBA will be recognizing a distinguished PBA member.

How Are They Selected

Members may nominate one another by downloading the nomination form (PDF) that will soon be available on the PBA website. Winners will be chosen based on their contributions to the community, outstanding professionalism, member-to-member relations, and their good standing as PBA members.

What Do They Get

Winners will have their company name and logo prominently displayed on the PBA website, the monthly e-newsletter, and the quarterly printed newsletter. Winners will also receive a letter from the PBA President, an award certificate, and a sign of distinction that may be placed at their place of business for the month. The PBA will also issue press releases to all local news organizations announcing the recognition.



operations over to son Charlie Turner as Vice President and General Manager. Carol is Secretary and handles finances while daughter Jennifer Deuel is Treasurer and heads up advertising.

John and Carol are both active in the community. John has been involved in Rotary over 50 years and serves as the voluntary COO of Rotary's Water for Sudan project, which is drilling wells to bring safe drinking water in that war torn country. Carol has been a volunteer at Highland Hospital for over twenty five years.

Cricket on the Hearth has been an active member of the Penfield Business Association for many years and we are proud to recognize them as our Member Spotlight of the Month.

PBA 2007 Program Highlights

Our membership meetings continue to draw strong interest. Since we last reported here is what has been happening.

MAY: Dorothy Madden of ORGANIZE IT! gave a thought provoking presentation, **“Organize Your Office and Your Life.”** She gave us some great insight on learning how to find what you need when you need it and to be in control of your life rather than your life controlling you, a common problem for any small business person. There were some great suggestions and techniques.

JUNE: **“The Magic of Press Releases”** was our topic for June. Amy Cavalier, a reporter from the Messenger Post newspapers, and Mary Lynn Vickers, owner of “The Phantom Chef,” were our presenters. They gave some great tips for writing your own print worthy press releases and how to best present your business. It is a great way for every business to promote itself for free.

AUGUST: Thanks to the Eastside YMCA for providing a wonderful venue for this year’s **PBA picnic**. It gave everyone attending the opportunity to use any of the facilities for the day. The event was catered by PBA member DiPisa’s Old World Subs and Catering and several attendees won great prizes donated by other PBA members.

SEPTEMBER: We had a wonderful experience at Wegmans Penfield Garden Café (Rts. 250 and 441). Kevin Kamholtz, Wegmans Senior Vice-President, gave a dynamic presentation on **“The Secret of Incredible Customer Service at Wegmans.”** In addition to his presentation Kevin answered a lot of questions and we enjoyed a fantastic lunch.

OCTOBER is our annual **“Meet the Candidates” event**. It was held at Shadow Lake. The event provides a forum for candidates running for elected office to introduce themselves, present their platforms and discuss issues relevant to Penfield and the area. Attendees also have the opportunity to ask questions of any candidate. It’s always one of our best attended events.

NOVEMBER is the meeting when we hold **elections for the Board of Directors and Jim Costello gives a presentation on what type of development is going on in the town.** Jim always gives a thorough and comprehensive presentation for what’s happening in all areas of the town. New board members elected at the meeting were **Lynne Crawford** (Waterfront Art Festival), **Chris Herlong** (Gooney Cat Web Design) and **Ann Young** (First Niagara Bank). The meeting was hosted by Baywinde Senior Living Community. Our thanks to Lauren Wentis and her staff for their hospitality and the wonderful refreshments they provided.



County Executive Maggie Brooks discussed the future business climate in Monroe County



State of the Town Address featuring Penfield Town Supervisor George Wiedemer



Deputy Dan Lyons spoke about crime prevention in Penfield at several of our meetings

DECEMBER brought us to the Penfield Country Club for our **annual holiday party**, one of our social events. We collected food donations for the Penfield Ecumenical Food Shelf. The club put out a fantastic spread and we thank them for a memorable night. We also thank all those members who donated prizes for our gift raffle.

That brings you up-to-date. There are many great meetings planned for 2008 so please visit our Web site regularly for additional information.

Our thanks to Laurie O’Connell, the chair of our meeting committee, for making the meetings informative and enjoyable. We are always interested in your input regarding our meetings and meeting schedules. Please forward your comments and suggestions to Sam DeLucia sdelucia@rochester.rr.com, or call him at 734-4889.



The PBA actively participated in the 2007 Community Block Party and Four Corners Holiday Celebration



All members and their families are welcome to the PBA annual picnic.



Kevin Kamholtz, Wegmans Senior Vice President/Division Manager speaks about delivering incredible customer service. Members enjoying lunch at Wegmans after the presentation.



Ron Baroody, PBA member, selects a prize at the annual holiday party.

Message from the PBA President



Sam DeLucia
President

2007 marked a milestone year for the PBA. We celebrated our 15th anniversary serving the Penfield business community and we worked diligently to bring new opportunities to our members.

One of our major concentrations in 2007 was helping members promote their businesses. This included organizing and producing a special advertising insert in the Penfield Post, announcements in our newsletter, along with listing each of our members in the Penfield Post multiple times throughout this year.

We offered valuable monthly programs to members covering a variety of business topics. The article to the left describes many of these in more detail.

We improved our communication with the membership via e-mail, web site, general meetings and newsletters. An exciting new PBA Business Directory was developed and will reach over 15,000 households and businesses this month.

Going forward, we have even more exciting things to talk about.

1. We are going to assure that at least once per quarter a high quality “Business Wire” newsletter will be distributed. It will include articles of interest to businesses. We welcome membership participation by submitting articles of interest which could include: new trends in your industry, announcing a new product or service, or promoting a new program.

2. We have developed a monthly e-newsletter that will provide our members with up-to-date information that is pertinent to the Penfield business community.

3. We have exciting plans to further enhance our PBA web site. You will hear more about this once we develop a more final plan.

4. We plan on targeting specific Penfield business areas or industries and provide networking events that offer opportunities to create more team spirit within the organization. It is important for all of us to get to know each other on a more in-depth level so that we can help build more business vitality in Penfield.

As always, if you have suggestions or just want to discuss an idea, I am always interested in talking with you. Please feel free to call me at 734-4889.