



PBA Holiday Party Enjoyed By All!

The Annual PBA Holiday Party was held at Legends Grill on Penfield Road again this year. Members and guests enjoyed delicious appetizers in front of a festive roaring fire. Attendees had the opportunity to win one of several donated prizes from PBA members along with a 50/50 raffle. The PBA would like to thank the following members for their generous raffle donations:

- **A Touch of Excellence**
- **Atria**
- **Enchanted Rose Garden**
- **GrandeVie Senior Living Community**
- **Gymnastic Training Center**
- **Hawthornes Restaurant**
- **Hospitality House**
- **Jennings, Nulton & Mattle Funeral Home**
- **Joyce and Ron Baroody**
- **Legends Grill**
- **M&T Bank**
- **MGM Associates**
- **Penfield Fitness & Racquet Club**
- **Penfield Flower Shop**
- **Quick Dry Carpet Care**
- **Silpada Design**
- **ThermoFisher Scientific**
- **Urgent Care**
- **Your Local Phone Book**

SHEPHERD HOME SPRING GALA SEEKS DONATIONS

The annual Spring Gala dinner and auction to benefit the Shepherd Home will be held April 28th at the Penfield Country Club. The home is seeking gift certificates, services and items for the auctions to be held in conjunction with the dinner. A live auction will be part of the dinner event and an online auction will be held at www.cmarket.com from 4/1/07 through 4/24/07. The Shepherd Home is also soliciting advertising space in the gala program. Dinner tickets for the dinner are also being sold.

The Shepherd Home is a volunteer-staffed home providing comfort and compassionate care to members of our community with terminal illnesses. The Shepherd Home has served over 27 families since it first opened in October 2005. Businesses may contact **Dennis Shew at 248-1040, the Shepherd Home directly at 381-0890, through the website at www.shepherdhome.org.**

PBA Celebrates 15 Years of Supporting the Penfield Business Community

This year, the Penfield Business Association will celebrate 15 years of building business vitality in the Town of Penfield. Although the Town always had several civic minded service organizations and various neighborhood associations, before the PBA, there were no organizations that focused specifically on the concerns of businesses in the Town. In 1992, a group of local business leaders got together and decided to do something about that. Within months, the PBA was formed. The PBA is now the longest running business-focused organization within the Town of Penfield.

George Wiedemer, Penfield Supervisor and a past president of the PBA, has remarked that “as an elected official, it is important to have input from the business community and the PBA is one of those important community groups in the Town that provides that input.” Mr. Wiedemer also noted the PBA’s involvement in several important “quality of life” projects within the Town, including “Penfield in Bloom” and the publication of the “Penfield Directory.”

As an all-volunteer organization, the PBA owes much of its success to the many members, officers, and directors—past and present—who have dedicated countless hours of service to help the PBA thrive over all these years. Ron Baroody, a current member and the PBA’s first president, was instrumental in helping the PBA become a reality. Many of the other original directors have remained members and have made important contributions to the PBA’s success, including Sara Jane Clifford, another past president, and Mark Guerrero, David McDonald, and Nick Meli.

The PBA’s greatest asset has always been its members. After forming, the PBA quickly grew to over 100 members. Through its regular monthly meetings, networking opportunities, and business-related programs, the PBA has provided a forum for Penfield’s business leaders to work together and share their experiences in an effort to promote a business-friendly environment within the Town.

Over the years, the PBA has also participated in a select number of community projects in an effort to contribute to the betterment of the Town. For example, as mentioned previously, the PBA has worked with the Town to sponsor the “Penfield in Bloom” program. This program includes several gardens throughout the Town, as well as several of the “Welcome to Penfield” signs, where flowers, planters and gardens give visitors and residents a colorful impression and a message that we care about the community in which we live and do business.

As the PBA’s 15th year gets underway, it plans to roll out several new initiatives which are designed to promote the business of its members. At its January meeting, the PBA announced a partnership with BizNetix to provide “micro” Web sites for members who don’t have their own Web sites. These micro-sites will be accessible from the PBA Web site, and they will afford members an opportunity to have an inexpensive Web site with more information than what otherwise appears on the member directory section of the PBA’s Web site. More information about this opportunity is included in a special insert in this newsletter.

Members of the Board have developed a special advertising insert for PBA members to be published once a month in the Penfield Edition of the *Messenger Post*. More information about this opportunity is also included in the enclosed insert. The PBA is also working on the next edition of the Penfield Directory which will list member businesses and will be distributed to all the residents and businesses of the Town. Although all members will have their businesses listed in the directory, as in years past, there will also be opportunities to advertise in the directory.

The PBA has a proud history of serving its members over these past 15 years, and it is looking forward to a bright future as it continues to work with its members to build business vitality in the Town of Penfield.



Want to increase awareness for your business without spending a fortune in marketing dollars? Check out some exciting new marketing opportunities, exclusively for PBA members, on the enclosed insert.

P. O. Box 268
Penfield, NY 14526
www.penfieldbusiness.org



PLEASE WELCOME OUR NEWEST PBA MEMBERS!

Central Payment Corporation
Kevin Mellott
Gooney Cat *Christopher Herlong*
Hunt Real Estate/
Columbus Division *Bill Howe*

M&T Bank *Jeff Insero*
Michael’s Valley Grill *Michael Petrillo*
Net Results *Barbara Moore*
Organize It! *Dorothy Madden*
Re-Bath of Rochester *Dan Whalen*

Robert J. DeRosa Public Relations
Robert DeRosa
YMCA of Greater Rochester
Kevin Fitzpatrick, Stephen Murphy, Pam Burris

PBA Member Spotlight: L&C Publishing and Country Curtains

Recently Sam DeLucia, PBA Board President, sat down with Laurie O'Connell, owner of L&C Publishing, and Judy Weidman, manager of Country Curtains, to discuss their business.

L&C Publishing, located at 210 Dickinson Rd., (585) 202-7564, opened for business in 2006. L&C produces the directory **Your Local Phone Book**, a listing of businesses and residents specifically targeted for the Penfield and Webster area. The directory also includes town and school information. The main intent of the directory is to provide a targeted area affordable business advertising via the yellow pages section.

Laurie O'Connell, owner and operator, has an extensive background in general management and business advertising. Her professional career includes 12 years at McDonalds Corporation and 10 years at a large independent yellow page advertising company. Here is what Laurie had to say:



Laurie O'Connell

Q. What is the market for your business?

Any business interested in affordable advertising and promoting their business in a targeted area such as Penfield and/or Webster is within our target. The L&C market is unique because we can provide businesses with personal consulting on how best to advertise in our yellow pages. So it also includes small business segments that may need some help determining how best to place their advertisements.

Q. What is the future of "hard copy" advertising?

Hard copy advertising continues to grow despite the internet, etc. From the yellow page perspective, hard copy advertising continues to grow because we still offer one of the most economical, localized and easy to use methods of searching for information. Finding local information in Your Local Phone Book is much easier than searching the internet or the Greater Rochester regionalized general phone book.

Q. What has been your biggest challenge in starting your own business?

I have found that owning a business requires great time management skills. You need to wear many hats including: sales, administration, bookkeeping, proof reading, etc. Plus being a single mom and running a business adds an even greater challenge to starting a business.

Q. What advice would you give someone planning to start a business?

Research your market and develop a business plan. Make sure you have an accountant and lawyer specializing in your size business. You should also

have sufficient income to get you through your first year's start-up phase. Plan on spending some degree of money on advertising and promoting your business. Last, but certainly not least, join local organizations and do as much networking as you can.

Q. How can the PBA best help you?

Supporting local business helps everyone in the community. If more businesses would advertise in **Your Local Phone Book**, it would help us all.

Country Curtains, located at 900 Panorama Trail, (585) 383-1010, has been in business for 50 years and is family owned by the Fitzpatrick family, currently residing in MA. They own 24 stores located throughout the northeast. The Penfield store is the only Country Curtains location in the Rochester area.

Country Curtains is a retail specialty store offering high quality products including ready-made curtains, bedding and home accessories. The store is very impressive and a must see. Country Curtains offers both country style and contemporary style products.

Judy Weidman, manager, is very customer focused. She has a natural leadership ability and understands how to effectively run a business. She is a great idea starter, planner and implementer. She has many years of experience in retail management. Prior to joining Country Curtains, Judy spent six years as the manager of a Gap Corporation store. She joined Country Curtains four years ago and quickly earned her position as store manager. Here is what Judy had to say:



Judy Weidman

Q. The retail business is very competitive, how do you set yourself apart?

Country Curtains offers affordable, high quality products along with the service and technical expertise very few stores in our market can compete with. We are very customer focused in trying to make sure our customers are pleased with our products and services. An example is our complimentary **In Home Service** where we will come to your home to help you select window treatments.

Q. What do you enjoy most about running your own store?

I work best under pressure and enjoy being responsible for running a store even though it can be stressful at times. I also enjoy wearing a variety of hats including human resources, advertising, sales, profit and loss, etc. I also particularly enjoy that Country Curtains encourages store managers to be creative and take part in how to best operate and grow the business.

Continued on next page.

Mark Your Calendars For Two Important PBA Events



**"State Of The Town Address"
Presented by
Penfield Town Supervisor
George Wiedemer**

February 7, 2007
Shadow Lake Country Club
11:45am-1:00pm
(lunch and presentation)



**"The Future Business Climate
in Monroe County"
Presented by
Monroe County Executive
Maggie Brooks**

March 14, 2007
Shadow Lake Country Club
11:45am-1:00pm
(lunch and presentation)

For reservations, call Laurie O'Connell 202-7564 or loconnell@rochester.rr.com.

KUDOS TO ONE OF OUR OWN!

Mary McCarthy, Director of Adult Day Services for St. Ann's Community, and PBA member, was the recipient of the 8th Annual Quality of Life Award presented by the Alzheimer's Association. **Congratulations Mary!**

If you would like to recognize a PBA member in our next issue, send your announcement to diane@threshcreative.com



Mary McCarthy

Continued from previous page.

Q. What are your biggest challenges managing a business?

My biggest challenges are making sure everything gets done on time and assuring that our customers are satisfied.

Q. Where do you go for business advice?

I go to a number of sources for advice. Within the Country Curtains store network many of us share experiences and advise one another. My father is an attorney and he has been a good source of advice. I also network within the PBA and they also have been of help to me.

Q. What advice would you give someone planning to run their own store?

Be prepared for a lot of hard work. You must be dedicated to your work and have the passion and desire to succeed. You must be the type of person who makes things happen.

Q. How can the PBA best help you in your business?

I believe the PBA is currently a reasonably priced good investment for local businesses. One of the things most important to me is to have the PBA publish a Business Directory.

Message from the PBA President

Please accept my personal best wishes to each of you as we move into the New Year!



Sam DeLucia
President

2007 marks our 15th Anniversary serving the Penfield business community! We are excited to provide you with some new initiatives as well as business opportunities this year including:

1) A fine-tuned method of communication to PBA members including more mailings, email and Web site updates. We want to make sure you have ample time to clear your calendar if you wish to attend an activity. You will hear from us four times a year through our newsletter, and more frequently through mailings and email.

2) Launching of a new Business Advertising Program that will offer you affordable ways to advertise your business. See the enclosed insert for more information.

3) A new and improved Business Directory is underway. We are improving the quality and distribution this year. The basic Directory listing will be free. However, if you wish to have a bit more coverage, we will be offering reasonably priced advertising space. This publication will go out to roughly 13,500 households.

4) Increased efforts to provide informative programs and meetings at a reasonable price. The programs we have developed, along with lunch or refreshments, are truly a great value. Check our Web site on a regular basis to hear about the next topic to be presented. We have some exciting and informative things planned this year. www.penfieldbusiness.org

We hope 2007 will be a great year for you and your business. Thank you for joining the PBA.