

## Promote your business FREE through our member e-newsletter.

The PBA monthly e-newsletter is in full swing and several issues have been distributed to our PBA member e-mail list. If you do not currently receive the eBusiness Wire, please contact Peter Weishaar (pweishaar@mccmlaw.com) so that he can add your e-mail address to our list.

The eBusiness Wire, is a great opportunity to promote your business to over 200 members FREE. We are not looking for ads but actual news or information that would be of interest to members. If you have news to share, please e-mail diane@threshcreative.com with your submission. Here are some suggestions for articles to get you started:

- Upcoming event
- New product or service launch
- New hires, new locations
- Informative articles on a business related topic

Members also have the opportunity to sponsor the newsletter on a monthly basis. For just \$25 per month, we'll add your contact information and logo with a link to your web site.

### PLEASE WELCOME OUR NEWEST PBA MEMBERS!

<b>Cambridge Company</b> Andy Kachaylo	<b>ES&amp;L Federal Credit Union</b> Mark Herman
<b>Chiropractic Solutions</b> Dr. Jonathan Zwerka	<b>Nothnagel Realtors</b> Richard Cupini
<b>AFLAC</b> Cathy Donnelly	<b>Popli Consulting Engineers &amp; Surveyors</b> Om Popli
<b>AFLAC</b> Andrew Martin	<b>Starbuck's Coffee</b> Mark Patrick
<b>Curves</b> Denise McGarvey	

We hope you enjoy this latest issue of *The Business Wire*. Once you've had a chance to read through, please consider passing the along your copy and sharing the news with other members of the business community.



## Marketing Your Business Without Breaking the Bank

### INSTALLMENT THREE: FIVE TIPS FOR SUCCESSFUL SMALL-BUDGET ADVERTISING

*This is the third 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.*

For most small businesses, an advertising budget is what's left after the "important" expenses are taken care of, so it's essential to use these limited funds efficiently. Here are five guidelines for getting the most from your advertising dollar.

#### Know your audience and where to find them

Identify your best prospects and customers by age, gender, and income. No fancy, expensive market studies, just a general idea of who's going to be most interested in your product or service. Develop a mental profile of a typical customer. Then figure out how this customer generally gets his or her information. Is it at home or at work? Internet, mobile (cell phones are becoming increasingly important, especially for young customers) or traditional media (TV, radio, newspapers, outdoor ads)? If you're not sure, ask current customers in a simple questionnaire and give them an incentive for completing it (free accessory, service time, etc.).

#### Concentrate your media spending

Once you have a solid idea about how to best reach your intended audience, spend your entire available budget in that medium. On limited budgets, frequency beats reach every time. Don't try to scatter your advertising; instead, select one medium and repeat your message to that audience as often as you can for the entire year. If your most important buyer gets his or her purchasing

information on-line, spend your entire budget on-line (Google AdWords and sponsored ads are a good place to start); don't waste a dime on newspaper, radio, or anything else. The only exception would be if your audience truly gets its information from two equal sources. In that case, divide the budget in half, but in no more than half.

#### Sell benefits, not features

You think about your business all the time, but don't for a minute believe that your customers do. In fact, your business occupies very little customer mindshare except when they need your product or service. And even then, they are less interested in what you have (product or service features) than in what's in it for them (personal benefits). The headline "Keeping you safe from IRS audits" (their benefit) will generally get much more attention than "Accurate tax preparation" (your feature).

#### Emphasize your unique selling proposition

Your product or service is probably a commodity, available from many sources, local and on-line. Take some time to figure out why customers choose to do business with you. If you don't know, ask. Is it your attractive display? Your convenient location? Your customer service? Your consistently lower price? Whatever it is that successfully differentiates your business from the competition is called your unique selling proposition, or USP, and it can be a powerful tool. Be sure to use it in your advertising so you sell your widgets rather than just widgets in general.

#### Know your limitations

You may be the world's foremost authority on your business, but that doesn't make you an expert in how to advertise it. In fact, you may be too close to your business to see it objectively, as your customers and prospects do. That's where advertising professionals can provide definite value. Graphic designers, copywriters, Web specialists and media planners can help you determine how best to use your budget. Their services come with a cost, but the return on that investment often provides a substantial payback.

## Penfield Community Festival Plans Underway

Contributed by Community Festival Chairman: Curt Regruit, Edwards Jones, Penfield 4 Corners, 1790 Penfield Road (585) 381-8440

On Saturday, August 16, from 11am to 4pm, the 2008 Penfield Community Festival will be held at Heritage Park at the Four Corners in Penfield. The theme for this year's festival will be an End of Summer Barbeque. It should be a fun event for all community members, young and old. The festival will include a barbeque run by the Penfield High School Boosters Club, music, games and entertainment.

As in past years, this year's event will be funded entirely by the generous support of local business owners and community organizations. The festival committee is looking for event sponsors willing to provide monetary support and/or to host a children's activity. All sponsors will receive print advertising leading up to the event, and recognition on the day of the event. Please consider joining the effort. They need your help to make this a great success!

Inquiries for sponsorships can be directed to Tracey Dedee, 217-7420, tracey.dedee@huntrealestate.com.



### UPCOMING PBA EVENT:

## "Making Your Marketing and Media Strategies More Effective and Impactful"

**Dan Mulcahy is the President of Hired Hand Industries—an idea generation firm.**

A true mentor in this business, we are fortunate he'll share his insights about building a strong brand and developing a unique selling proposition to differentiate your business from the competition. Dan is an award-winning copywriter and creative director. He's helped strengthen the brands of Kodak, NYSEG and Johnson & Johnson—as well as local retailers Rochester Colonial Windows and Doors and Canandaigua National Bank.

**Jen Favata is an interactive media specialist at Butler/Till Media Services, a full service media agency** with a track record for crafting smart media solutions that help businesses reach, engage and influence customers. Jen will deliver insights on effective media exposure using online and non-traditional marketing efforts. Butler/Till has worked with a variety of clients from start-ups to some of the world's most respected firms. A short list includes: Bausch & Lomb, CenturyTel, Constellation Brands, Kodak, Sentry Safe and Wegmans.

**Thursday June 5, NapaGino's, 2200 Penfield Road 11:45-noon (networking) noon-1:15pm (lunch and presentation) \$15 (members) • \$20 (guests)**

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

*We recognize that last minute conflicts arise that may prevent you from attending after you have submitted your RSVP. Because the PBA is obligated to compensate the restaurants for each RSVP, we ask that you please send a replacement when you are unable to attend. Thank you!*

## Why Sales Training Fails

by Donald Hahn – President, Hahn Sales Training, Amherst, NY

*Donald Hahn and Peter Morris of Hahn Sales Training were guest presenters at the PBA's May meeting. The following is a brief taste of what they talked about during their presentation. If you're interested in more information, contact Don at 716-564-2131 or dhahn@hahnsales.com. You can visit them on the Web at www.hahn.sandler.com!*

Sales training has probably been around for a very long time, from the moment buyers and sellers started trading wars under tents and in the marketplaces of ancient civilizations.

Today, any business owner, sales manager, or salesperson hopes sales training will at least accomplish some of these things:

- Increase closing percentage (3 out of 4 instead of 1 out of 5).
- Show sales professionals how to be proactive by using skills that do not make them look like a typical salesperson.
- Introduce new sales strategies and tactics to beat the competition and to take business away from the competition.
- Develop underachievers into top performers.
- Teach more bonding & rapport skills.
- Teach how to get past the "gate keepers."
- Eliminate prospects' stalls in the decision making process, like "think-it-overs."
- Build value to stop price-cutting.
- Stop unpaid consulting.
- Drive more "high-margin" business from current customers and stay firmly entrenched inside an account.
- Develop a gutsier attitude.

If the objectives are clear as to what sales training can do for a company or for an individual, then why does sales training fail more often than it succeeds?

Most of us do not understand that learning professional selling skills is like learning any other body of knowledge. If you analyze the traditional learning process, there are three fundamental tools to assist you in learning something new: (1) a teacher, (2) reinforcement materials, and (3) a system in place for handling questions.

Take a look at courses in elementary school, high school, college, trade school, etc. First, teachers required you to read a textbook. For most of us, reading books just wasn't

enough. Second, we also attended classroom lectures or sessions on a regular basis. Third, if we couldn't get an answer to a specific problem between the textbook and the classroom sessions, we eventually found the instructor or a mentor who could coach us to solve the problem. Naturally if we continued to major in a specific discipline, this process was repeated and reinforced with additional materials and successive training.

With this in mind, why would anyone think that learning professional selling skills would be any different? This means that stand-alone sales training such as one-day sales courses, audio CDs and books, and coaching and advice are truly only temporary solutions, not ways to achieve lasting behavior modification.

**Do you remember this common phrase? "Successful salespeople are born, not made?"**

There may be some truth to that old axiom, but it's only that the very successful salespeople have instinctively found the secrets of selling, the Holy Grail. Most successful sales people don't know how to transfer their selling skills to others because they "own" a system that comes naturally to them. Most of us who get into the selling profession learned how to sell the old fashioned way — by the seat of our pants. We either obtained some acceptable measure of success or we just quit. Most veteran salespeople have 20 years of selling experience or maybe they only have one year's selling experience 20 times over. These are the people who get to certain thresholds but never quite reach the higher goals and the rewards that professional selling can offer them.

Here are the 23 most important reasons why sales training programs fail to change a salesperson, from the alternate points of view of (1) the sales manager, (2) the trainer, and (3) the participant (YOU).

**If this were one of David Letterman's top 10 lists, then, without further adieu, here is the number one reason why sales training fails: No provision was made for follow-up BEFORE the training program was launched.** We all know impact training (one, two, or three-day workshops), does not last. People leave these programs excited, but no lasting change occurs. Ongoing training, where salespeople are encouraged to work on applying what they are learning in the field, and then reviewing the results in a "safe" environment, works very well (assuming the trainer is doing the right things, too, of course).

The best way to make use of the four lists in this report is to print them out and review them while you are involved in an ongoing sales training program of your own. Do not unknowingly sabotage your training efforts.

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### Chiropractic Solutions Announces Grand Opening in Penfield

Dr. Jonathan Zwerka is proud to announce the grand opening of Chiropractic Solutions at the Four Corners of Penfield, 2130 Five Mile Line Road. This location also has a licensed massage therapist and acupuncturist. While they are all separate businesses, Dr. Jon felt it was good to have these holistic healing arts all under one roof.

A native of Rochester, Dr. Jon earned his Bachelor of Arts in Health and Human services from SUNY Buffalo and a Doctor of Chiropractic Degree at New York Chiropractic College.

Besides neck and back pain, Dr. Jon notes that many other health problems can be addressed through chiropractic care including: arm or leg pain, TMJ, scoliosis, structural problems, arthritis, fibromyalgia, athletic injuries, pre/postnatal care, and pediatric care. Dr. Jon also educates his patients on the benefits of disease prevention by embracing a wellness lifestyle. Dr. Jon's practice works with patients to develop a plan for healthy living — one that encourages natural means: with proper nutritional supplementation coupled with holistic healing arts.

**Dr. Jon invites all PBA members and their families to an open house on Saturday, June 7, 1pm – 4pm.**

### L&C Publishing Honored in Webster

Your Local Phone Book, produced by L&C Publishing located at 1900 Empire Blvd in Webster, was named Business of the Month by the Webster Chamber of Commerce. Laurie O'Connell is the owner and operator of the publishing company.

Laurie came to the area 5 years ago with the idea of publishing a local yellow pages. She felt that the Penfield and Webster communities were self sustaining and could support their own local book. She selected different cover artwork, created by local artists, for each of the book covers to keep them unique to each community. The books are mailed to both residents and businesses of both communities.

Aside from her busy work schedule, Laurie finds time to be involved with the Girl Scouts, the Greater Rochester Soap Box Derby, Webster PTSA, the Webster Chamber of Commerce and the PBA.

Laurie O'Connell, owner of L&C Publishing with her daughter.



### Fairport Savings Bank Celebrates 120 Years of Service to the Community

In May of 1888, a group of civic-minded individuals in the village of Fairport, New York came together to discuss the financial needs of their community. As a result, they formed the Fairport Permanent Loan Association which today is known as Fairport Savings Bank. The original board of directors stated their purpose as "encouraging industry, frugality, home-owning, the saving of money by members, the accumulation of savings and the loan of such accumulations to its members...." They followed through on their charter when they granted their first mortgage, to Mr. Martin Gannon, with a weekly mortgage payment of \$2.00. By the end of the first year, Fairport Permanent Loan Association had 54 members.

One hundred and twenty years later, Fairport Savings Bank has added thousands of new customers, several new locations, and many new products and services, but the company's commitment to serving the needs of the community has remained unchanged. In the ever changing world of banking, Fairport Savings Bank is one of the last locally owned banks in the Rochester area, where you actually pick up the phone and talk to a live individual in your own community.

Fairport Savings Bank will be celebrating their 120th anniversary throughout the year with special events, gifts for customers and a few surprises. To learn more, stop by or call the Penfield Branch Office at 2163 Rt. 250 (next to Target), 377-8970.



### Martial Arts America Offers Summer Camps for Kids

Martial Arts America of Penfield is offering two summer camp sessions for kids. Session 1 is from July 21 - July 25. Session 2 is from August 18 - August 22. Camp is from 9:00am - 3:30pm each day.

The camp offers a great variety of fun activities for kids of all ages. Each day of camp will feature a special theme to challenge and motivate campers along with physical fitness, self protection, karate, games, crafts and much more. All campers will receive a camp t-shirt.

Call 377-6130 for more information or to register.



### MARCH Business of the Month The Gymnastics Training Center of Rochester 2051 Fairport Nine Mile Point Road Penfield, NY 14526 • 585-388-8686

This past October, the highly heralded Gymnastics Training Center (GTC), under the much-honored leadership of Sarah Jane Clifford, celebrated its 20th year in business. For the last 12 years the GTC has been housed in a 22,000 square foot facility 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.

"Fit by Five," which presents an outstanding physically based preschool learning experience for toddlers is also offered. 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, served on the board for 14 years and was the recipient of PBA's Lifetime Achievement Award. She is involved in numerous community organizations.

### APRIL Business of the Month Eastside Medical Urgent Care 2226 Penfield Road Penfield, NY 14526 • 585-388-5280

Eastside Medical Urgent Care opened their practice on May 5, 2003 because of the need for an alternative to emergency rooms and to provide care when private physicians were not available. Last month the practice moved to a new 7,000 square foot facility at 2226 Penfield Road in Penfield.



This new facility has 10 exam rooms, a spacious waiting room with a children's play space, and new digital x-ray equipment for transmitting x-rays to Radiologists.

In order to meet the growing needs of the community, the practice expanded patient visit hours to 11:00am – 11:00pm on weekdays, and 9:00am – 6:00pm on weekends and major holidays.

Eastside Medical Urgent Care, LLC currently employs 31 staff members. They see patients for minor illness and injuries such as: sore throat, headache, fever, vomiting, diarrhea, flu, sinus congestion, cough, urinary infection, cuts, scrapes, bruises, foreign body removal, sprains, and fractures. They have digital x-rays onsite.

In October of 2007, Eastside Medical Urgent Care was awarded accreditation from the American Academy of Urgent Care Medicine and is the only facility in the Rochester area to have undergone this rigorous survey process and achieved the right to exhibit the AAUCM logo and certification.

Eastside Medical Urgent Care has been an active member of the Penfield Business Association since opening in 2003.

### MAY Business of the Month The UPS Store Bay Towne Plaza, 1900 Empire Blvd. Webster, NY 14580 • 585-787-0160

Ed Dickinson, owner of the UPS Store located in northern Penfield in Bay Towne Plaza, has been serving the Penfield and Webster communities since 1989. He offers personal, friendly service and is on a first name basis with many of his customers.



The UPS Store offers more than just shipping services. Printing, copying, document finishing, packaging and moving supplies, business services, passport photos, postal services, and private mailbox rental, are just a sample of the services the store offers.

Ed keeps his rates very competitive while still providing a small business atmosphere. Print and copy rates are quite often less and turnaround time is quicker than the big box stores. They provide free estimates very quickly so you can get your project underway right away.

The UPS Store has been an active member of the Penfield Business Association for several years.

*The Penfield Business Association developed the "Business of the Month Award" program to recognize members who have made outstanding contributions to the PBA, the business community and the Penfield community at large. Members nominate businesses by emailing Kevin Steklof (ksteklof@fscadvisor.com) a brief description of why the business is a good candidate for the award. Winners 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 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.*

# Highlights of PBA Spring Programs

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

**MARCH:** Sandy Parker, President of the Rochester Business Alliance made a presentation about the Unshackle Upstate initiative at the Penfield Country Club. PBA members had an opportunity to learn more about the program and to ask Sandy questions and discuss concerns. The coalition now represents over 65 Upstate businesses and trade organizations from all across Upstate New York with one goal: To achieve reforms in Albany that make Upstate a stronger place to do business. If you are interested in offering your support or gaining more insights, visit [www.unshackleupstate.com](http://www.unshackleupstate.com).

**APRIL:** The PBA hosted a special presentation of the proposed 2008-2009 school budget by Thomas Stringing, interim superintendent of the Penfield School District. John Carlevatti, newly appointed superintendent of the Penfield Schools and Andy Moore, newly appointed Penfield Town Board member were also be on hand to introduce themselves to the community.

**MAY:** A workshop on the "Nuts and Bolts of Selling in 45 Minutes or Less," was presented by Hahn Sales Training, a customer driven sales training and coaching company. The lunch workshop was held at Penfield Country Club. Guest presenters Donald Hahn and Peter Morris focused their expertise on helping attendees strengthen sales skills and learn some honest, no-nonsense sales techniques that they believe move businesses above the competition and deliver revenue results.

This brings you up-to-date. Please visit our Web site regularly for additional information on upcoming programs and opportunities.



Donald Hahn of Hahn Sales Training presents the May meeting workshop "Nuts and Bolts of Selling in 45 Minutes or Less."

## PBA Board of Directors Appoints New Director

Curt Regruit, Financial Advisor with Edward Jones Company, 1790 Penfield Rd office, has joined the PBA Board of Directors. Curt is replacing Mary McCarthy who recently retired.

Curt has been a PBA member for the past four years. He and his wife Susan and their two children, Ryan and Jason, have lived in Penfield for 20 years. Curt is very active in the local community as a soccer coach for the Penfield Rangers Club and as a founding member and current chairman of the Four Corners Holiday Celebration.

## Partridge Promoted to Assistant Branch Manager at Fairport Savings Bank

Tricia Partridge has been promoted to Assistant Branch Manager at the Penfield Office of Fairport Savings Bank. Ms. Partridge was previously a Management Trainee and Banking Services Associate for the company. Before joining Fairport Savings Bank, Ms. Partridge worked for Reliant Federal Credit Union and earned her Bachelors Degree in Communications from SUNY Fredonia.



Sandy Parker, President of the Rochester Business Alliance, was our guest speaker in March.

Visit the Penfield Business Association Web site for a calendar of upcoming events  
[penfieldbusiness.org](http://penfieldbusiness.org)

# Penfield In Bloom Plans Garden Celebration

The Penfield Business Association, in partnership with the Town of Penfield, launched the Penfield In Bloom program about 11 years ago. The program's goal is to present a positive message about Penfield to residents and visitors to the area. There are currently 15 gardens throughout Penfield.

Five years ago this summer, the Garden Club became involved in Penfield in Bloom's Signature Garden Program. The first year was spent doing research, selecting a site, preparing a landscape design, obtaining approval from the Historic Preservation Board, choosing plants for theme gardens, and finally breaking ground the summer of 2004. The next two years were spent tilling, building and planting the garden with a formal dedication in June of 2006. The Signature Garden at the corner of Whalen and Five Mile Line Roads (in front of the Church of Incarnation) is now established as a community focal point. The Garden Club is impressed by the number of people who are aware of its existence as well as the number of people who actually stroll down the garden paths.

To say thank you to the many supporters and to spread the concept of Penfield in Bloom, the Garden Club has decided to sponsor a **GARDEN CELEBRATION on Sunday, June 29th from 11:00 AM until 1:00 PM. to mark FIVE YEARS IN BLOOM.** Members of the PBA and Town officials, church members, neighbors, local vendors and supporters, and Penfield residents will be invited to take a tour of the garden and then to take a "piece" of the garden home with them. The Club plans to pot up divisions from plants in the garden and so that others can take them home to plant in their own gardens. It's their way of saying thank you to the community and spreading the plants from the Signature Garden to gardens throughout Penfield.

The PBA thanks all of the volunteers who donate hours of time and provide discounts on materials. If you are interested in participating in the program, please contact Joanne Nulton, 281-6296, [jcnulton@aol.com](mailto:jcnulton@aol.com).



## Message from the PBA President



Sam DeLucia

The Town of Penfield will celebrate its 200th anniversary in 2010. The bicentennial celebration will continue throughout the entire year.

Recently, I attended a Bicentennial Planning Meeting hosted by Town Councilwoman, Linda Kohl. The goal of the meeting was to surface ideas on how to best celebrate this important milestone. Many great ideas were discussed, and as the committee moves along in its planning process, I will share them with you.

A 200th year anniversary of our Town is an important event. We, as a business community, should in some special way take part in this celebration. I believe that it is also a great opportunity for the Penfield business community to help promote their businesses.

One particular idea I had in mind is to have each individual business district (BayTowne/ Crossroads, Lloyd's Corners, etc.) host a celebration. Each business district would host their celebration on a different date throughout the year giving visitors an opportunity to attend each one. The PBA would assist each district in promoting their event. The PBA would conclude the year-long celebrations with one final "Grand Event" highlighting the entire Penfield business community.

This is just one possible suggestion for our participation. I am sure there are many other great ideas on how we as a business community could participate.

Two things I would like to ask of each of you:

1. I would appreciate your thoughts on what you think we should do.
2. I would like to form a team from each business district to meet and discuss what they feel would be a good idea for a 200th anniversary celebration that would help to promote their business district along with their individual businesses. Please let me know if you would be interested in representing your business district.

Please email me at [sdelucia@rochester.rr.com](mailto:sdelucia@rochester.rr.com) or call 734-4889.

Thank you and best of wishes in your business. I look forward to hearing from you soon.

**Have a safe, fun summer!**