

## PBA Welcomes Our New Members

The Penfield Business Association welcomes the following new members. We thank you and appreciate your choice in joining our team. We wish you the best of luck in your business and look forward to serving you and having you become active members in the PBA.

Arnold G. Boldt  
**Arnold – Smith Associates**

Kate Bryant  
**Kate Salon Inc.**

Karolyne N. Armer  
**Karolyne N. Armer**

Dr. Eileen R. Adamo  
**The Cat Doctors**

Jamie Horton  
**Clearway Mortgage LLC**

Dr. Karen R. Wanamaker  
**Wanamaker Chiropractic**

Kevin Steklof  
**Steklof & Company**

Richard F. Freitas  
**Freitas Financial Services**

Jeremy Jarvis  
**Penfield Country Club**

Mary Anne Shew  
**Business Vitality LLC**

Shefali Shah  
James Swan

Mary Lou Wilson  
Walter Williams  
**HSBC Bank**

*Brett Dawson*  
**Edward J. Leichtner P.C.**

Christina Hofer  
**Silpada Designs**

Judy Weidman  
**Country Curtains**

Alan Litvinov  
**Litvinov DDS**

Pete Stone  
**Hawthornes Restaurant**

Dave Lally  
**FM Resources**

Karin Allen & Brian Short  
**Family First**  
**Federal Credit Union**

[www.penfieldbusiness.org](http://www.penfieldbusiness.org)

Penfield, NY 14526  
P. O. Box 268

*Building Business Vitality*  
Since 1992

Penfield Business Association



## PBA Announces New Brand

As one of our strategic goals for 2006, the PBA Board voted to redesign our logo and tagline to better reflect the brand strategy of the PBA. As an organization that is dedicated to promoting local business through the exchange of expertise and ideas, the Board felt the logo and tagline needed to communicate to our audience that business in Penfield is our primary focus.

Since the inception of the PBA in 1992 we have featured our existing logo and the tagline – **Working Together for a Better Community**. This tagline has served our membership very well but we think it is time to refocus and implement a tagline that represents more value for business people. This does not imply that we intend to change any of the community based projects which we sponsor or manage. Quite simply we know that working for a better community is inherent in what we do day-in and day-out by providing the best possible products and services.

The new logo utilizes a swirling circle to represent the energy and focus of the PBA and its members. Our new tagline – **Building Business Vitality** embodies a refreshing connotation focused on growth, evolution and perpetuation. We believe that this delivers our primary message of opportunity and strength for Penfield Businesses.

Although we have changed the appearance of our logo and the words that help define us, our commitment to the community we work and live in will not change. That will continue to be evidenced in the many ways we touch our community.



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## MEETING OVERVIEW—DEBRIEFING

**January 11, 2006** – Our lunch meeting at Napagino's featured Monroe County Sheriff's Deputy Dan Lyon. Deputy Lyon spoke about crime prevention and provided an overview of crime trends in the area which included an increase in the amount of counterfeit currency being circulated as well as credit card fraud. Going forward, Deputy Lyon will be communicating crime alerts directly with PBA Secretary Amy Pellow for distribution to our membership, via email and on our web site.

**February 8, 2006** - Penfield Country Club hosted the annual State of the Town of Penfield address. Town Supervisor George Weidemer highlighted some of the Town's successes, among them: Penfield has the 6th lowest tax rate of Monroe County Town's, lowered tax-rate from \$2.97 to \$2.90 per \$1000 of assessed valuation, reduced operating expense and efficiency of various Town Departments.

**March 8, 2006** – Small business marketing expert Sandra Beckwith addressed our membership and provided an excellent presentation on various techniques to market oneself as an expert. Sandra happens to have a great deal of business marketing experience and has been interviewed by national publications such as *The Wall St. Journal*, *USA Today* and the *New York Times*. For more information about Sandra please visit her web site at [www.sandrabeckwith.com](http://www.sandrabeckwith.com).

**April 12, 2006** – Mr. Robert Zinnecker from SCORE (Service Corp of Retired Executive), an affiliate of the SBA, gave a presentation on Business Planning and Marketing techniques as well as an overview of the services that SCORE provides to the public. SCORE is a volunteer organization of experienced business professionals who offer free confidential counseling to assist new and existing business owners. The national organization recently celebrated their 40th anniversary of service and its charter office is located right here in Rochester! For more information visit their web site [www.scorerochester.org](http://www.scorerochester.org) or call 585-263-6473.



George Weidemer, Penfield Town Supervisor, delivers the "State of the Town" Address at the February 8th PBA meeting.

## Improvements Being Addressed By PBA Board Of Directors

The board of directors meets on a monthly basis to discuss our progress in meeting the objectives of the Penfield Business Association. Also, small teams of board members meet throughout the month to develop and execute PBA initiatives.

### New 2006 PBA developments include:

- Redesign of the PBA logo and tagline
- Redesign of the web site. More resources, tools and links. Coming Soon!
- New e-newsletter, the Town Tribune. This publication provides updates on new businesses coming to Penfield. Through the Town **TOWN TRIBUNE** Tribune, businesses can ask Jim Costello "The Talk of the Town" (Town Planner/ Zoning Board) a question via e-mail. An answer will be posted in the next issue.

- New Sheriffs department liaison, Deputy Dan Lyon, joins PBA monthly program meetings to provide information regarding crime concerns affecting Penfield. Recently Deputy Lyon alerted us to the issue of counterfeit money being circulated within the town as well as our need to be careful of credit card fraud. If anyone has a question or concern you can reach Deputy Lyon at the Crime e-mail [lyon@monroecounty.gov](mailto:lyon@monroecounty.gov).



Your PBA Board of Directors is committed to strengthening the PBA to provide value to our members. Periodically we will up date you on our well your needs are being met.

**We are privileged to serve you.**

## PBA Elects New Board of Directors

This past January, Rick Staropoli was elected President of the Penfield Business Association (PBA). Unfortunately Rick has had to resign from his new position for personal reasons. Rick will remain as an active member of the PBA.

As a result of Rick's resignation, the PBA board of Directors elected Daniel Aspenleiter as its new President. Daniel was the Vice president of the PBA and is a Financial Consultant with Fairport Savings Bank.

The Board elected Sam DeLucia to serve as Vice President for the remainder of the term. Sam has been a resident of Penfield for 22 years and is owner and operator of a manufacturing consulting company Advance Management Systems.

As a result of the recent changes we now have a Director vacancy. If you are interested in joining the board or know of a motivated individual that would be a good candidate we encourage you to contact Amy Pellow, [pba\\_secretary@hotmail.com](mailto:pba_secretary@hotmail.com) or call 739-2100.

### CURRENT PBA OFFICERS & DIRECTORS:

President:	Dan Aspenleiter
Vice President:	Sam DeLucia
Treasurer:	Marcus Kubiak
Secretary:	Amy Pellow
Directors:	Laurie O'Connell Dr. Susan Gray Sarah Jane Clifford Fred Shippey Dan Davies Diane Thresh Mary McCarthy (Vacancy)

## UP-COMING PBA EVENTS

The PBA has made it a goal to improve upon its speakers, subject matter and networking opportunities. We believe it is very important to all of us as business people to provide topics that are pertinent and useful to our businesses. Please feel free to let us know the types of programs you feel are useful.

### Group Health Plans by Greg Bach of Bene-Care

Tuesday, May 9, 2006  
6:00 PM to 7:30 PM  
Hawthornes Restaurant – 1500 East Avenue  
Cost: PBA Members \$10.00 Non Members \$15.00

### Annual PBA Picnic

Thursday, June 15, 2006  
6:00 PM to 8:00 PM  
Dolomite Lodge – 3100 Atlantic Avenue  
*Family activities include: 50/50 raffle, sack races, DJ, clown, and pinata*  
Cost: PBA Members \$5.00 Non Members \$10.00

### Business Networking/After Hours Social

Tuesday, July 11, 2006  
5:30 PM to 7:30 PM  
Fairport Savings Bank – 2163 Route 250  
Cost: PBA Members/Non Members \$5.00

### Martha Malone from Monroe County Economic Development Corp.

Wednesday, September 13, 2006  
11:30 AM – Networking Social  
12:00 PM – 1:15 PM – Presentation  
Location/Cost to be determined

### Wine and Cheese Tasting

Tuesday, October 10, 2006  
Time, location, and cost to be determined

### PBA Elections

Thursday, November 9, 2006  
Guest Speaker: Jim Costello, Penfield Town Planner/  
Zoning Board  
November 9, 2006  
6:00 PM – 7:30 PM  
Atria Senior Living – 2006 Five Mile Line Road

### Holiday Party

Monday, December 11, 2006  
Time, location, and cost to be determined

## Message From The PBA President

**Dear Fellow PBA Members:**

As we move into the 2nd quarter of 2006 I hope this newsletter finds you, your family and your business in good health! Your volunteer PBA Board has been working on several projects to enhance your membership value.



One initial result of that hard work is reflected in our new branding style featured in this newsletter. Prior to implementing these changes, we considered the goal of establishing a brand. A brand defines for your customers what you stand for and also what you value. The design of the brand should provide favorable associations, be aesthetically pleasing and above all, differentiate you from your competition. We are confident the new design accomplishes these goals and hope you are pleased with the new look and feel of the PBA. In the coming weeks we will launch this new design on our web site as well as feature it on other collateral material.

Some other changes include offering more networking opportunities at our meetings. Prior to the start of our monthly program meetings we will have a 'networking social'. We encourage all members to arrive half an hour early to network, share ideas and catch-up with each other. We are convinced that networking and getting to know other members is a significant reason people join the PBA. Therefore, we would like to offer a forum to foster those relations. In conjunction with this program we welcome you to bring hand-outs, brochures and the like to promote your business.

We also plan to develop an alternating schedule of monthly meetings between lunchtime and evening hours. We hope this will accommodate the diverse schedules of all our members. As always, your PBA Board welcomes your ideas and feedback to continually enhance the services we provide. Please feel free to contact me directly at 377-8970 (328) or via email at [daniel@fairportsavingsbank.com](mailto:daniel@fairportsavingsbank.com).

*Dan Aspenleiter*