

## Recent PBA Activities Enjoyed By All!

**September 13th** – Judy Seil, Acting Director, Monroe County Economic Development was the guest speaker at this lunch event. Judy spoke about the role and goals of her department and how businesses can utilize the services of Economic Development, which includes support from the Monroe Industrial Development Agency (COMIDA), the Monroe County Empire Zone and the Monroe County Industrial Development Corp (MCIDC), to support their business development.

**September 27** - The Breakfast with the Supervisor was held at Charlie's Restaurant on Empire Blvd. An abundant amount of eggs, bacon, homefries, bagels, doughnuts and fresh coffee was available for everyone. George Weidemer informed us of all of the upcoming plans for the businesses and homes in the Penfield community. We are all excited about the growth in the Penfield area. It was wonderful to learn about all the new businesses coming to our area. We appreciate all the businesses for starting their day with us.

## UPCOMING EVENTS

**Thursday, November 9th, 6:00 pm – 7:30 pm**  
Jim Costello from the Town of Penfield will be speaking about Penfield's economic development. PBA board elections will be held. The meeting will be held at the Atria Senior Living Center, 2006 Five Mile Line Road. Heavy appetizers will be served. To show our appreciation for the use of the Atria's facilities, the PBA will be donating \$100 to the Alzheimer's Association.

### Annual Holiday Party

This December event is a favorite with members. Information about the date and location to be announced soon.



**Please remember to send in your 2007 PBA Dues Renewal Form.** Every member of the PBA will receive a coffee mug to thank you for your participation. *\*Just in case you have misplaced your form, we have enclosed an additional copy for your convenience.*

[www.penfieldbusiness.org](http://www.penfieldbusiness.org)  
Penfield, NY 14526  
P.O. Box 268

**Penfield Business Association**  
*Building Business Vitality Since 1992*



# the Business Wire

a newsletter for the members of the Penfield Business Association

November 2006

## CHEERS TO YOU!

### OUR THANKS TO THE 2006 PENFIELD BUSINESS ASSOCIATION MEMBERS.

1385 Empire Blvd. Associates, LLC  
2001 Real Estate & Appraisal Service  
Aaron Manor Rehabilitation & Nursing  
Adair Law Firm  
Alan Litvinor DDS  
Arnold-Smith Associates  
A Touch of Excellence  
Atria Senior Living Group  
Baker Commodities Inc.  
Baskets by Michele  
Baywinde Senior Living Community  
Bene-Care, Inc.  
Best Price Exterminators  
Best Printers  
Best Times Financial Planning  
Bob Hastings, Buick GMAC  
Bolger & Johnson Partnership  
Brewer & Newell Printing  
Charley Browns Restaurant  
Christin Kirkwood Agency, State Farm Ins.  
Citizens Bank  
Clearway Mortgage LLC  
Consumer Health and Wellness  
Country Curtains  
Courtyard Marriott, Penfield  
Creative Mark  
Cricket On The Hearth  
Crystallization Consulting  
CSE Music School  
Dance World  
Denonville Inn  
Dennis Shew  
Dolomite Group  
Don Allen Agency, Inc.  
Don's Original  
Drama Kids International  
Dr. Alexander Strasser, MD  
Dr. Arnold J. Di Pietro  
Duffy's Penfield Automotive  
Eagle Steward, LTD  
Eastside Medical Urgent Care, LLC  
Eastside Podiatry, LLP  
Edward J. Leichter, PA  
Edward Jones Investments  
Electronic Imaging Consulting  
Enchanted Rose Garden  
Fairport Savings Bank  
Family First Federal Credit Union  
Fingerlakes Art Work  
Fitness on the Run  
Flower City Pets

FM Resources  
Forsyth, Howe, O'Dwyer, Kalb & Murphy, PC  
Freitas Financial Services  
Genesee Valley Physical Therapy and Sports Rehab, PC  
Grande Vie Senior Living Community  
Great Lakes Publishing  
Greater Rochester Physical Therapy, PC  
Grossman's Country Nursery

Linda Kohl, Penfield Town Board  
Liz Andrzejewicz  
Long-Term Solutions, LLC  
M & T Bank  
Marcia Sugmale, Penfield Town Board  
Mass Mutual Insurance Co  
Matt Brodsky  
Manitou Concrete  
McConville, Considine, Cooman & Morin, PC  
Merrill Lynch

Penfield Economic Development Corp.  
Penfield Hardware & Handyman  
Penfield Hots  
Penfield OB-GYN, LLP  
Penfield Players  
Penfield Public Library  
Penfield Racquet & Fitness Club  
Penfield Rotary Club  
Penfield Symphony Orchestra  
Penfield Town Board  
Penfield Town Hall  
Penfield Veterinary Hospital  
Philbrick Consulting  
Pilaroscia Agency, Inc.  
Poodle Shack  
Popli Consulting Engineers  
Pro Nails  
Quick-Dry Carpet Care  
Razak Associates, LLC Architects  
R-House ERA  
Richard W. Mains, DMD, PC  
RJ Driveway Services  
RJ Horwitz Law Firm  
Rochester Asphalt  
Ronald T. Barody  
Sam DeLucia, Jr.  
Shadow Lake  
Shadow Pines  
Signs by Tomorrow  
Silpada Designs  
Southern Living Home  
St. Ann's Community  
Steklof & Company  
The Cat Doctors  
The Guerrera Agency  
The Gymnastic Training Center of Rochester  
The Legler Group  
The Smile Center of Rochester  
The Tint Shop  
The UPS Store of Penfield  
The UPS Store (Bay Towne Plaza)  
Thresh Creative Associates, Inc.  
Vekton Corp.  
Venturi Funding  
VisionWorks  
Wanamaker Chiropractic  
Waterfront Art Festival Productions  
Whole Health Chiropractic  
Wickus & Ashnault, Attorney  
Willow Pond Chiropractic Association  
Winky's BBQ  
Wireless Zone, Inc.



Hawthorne's Restaurant  
Hawthorne Hill LLC  
Hettrich Financial Services  
Hiscock and Barclay LLP  
Hospitality House, Inc.  
HSBC  
Humphrey House Restaurant  
It's Raining Chocolate, LLC  
Iamele Mechanical  
James A. Whalen  
Jennings, Nulton, & Mattle Funeral Home  
Joanne M. Fletcher, LMT, Therapeutic Massage Therapy  
Joseph H. Gordon, Attorney  
John A. Annechino, Jr.  
Karolyn N. Armer, Attorney at Law  
Kate Salon Inc.  
Legacy Communities  
Legends Grill  
Liberty Mutual  
Lifetime Fitness

Messenger Post Newspaper  
Metro Cartridge LLC  
MGM Associates  
Michael Bloch Portraits  
Michael Brady's Mobil  
Midland Appraisal Associates, Inc.  
Mileage Master Center of Rochester  
Mitchell Pierson, Jr. Inc.  
Murray McDonald & Co., LLP  
Nalge Nunc International  
Napa Gino's  
NYS Assemblyman, 135th District  
NY State, 55th District  
Outdoor Accents  
Passero Associates Engineers/Architects  
Patrick Shirley  
Penfield Central School District  
Penfield Country Club  
Penfield Chiropractic  
Penfield Democratic Committee  
Penfield Dental Care

**WE LOOK FORWARD TO SERVING YOU AGAIN IN 2007!**

## PBA 2006 Accomplishments & Future Plans

This past year has been very busy for your Board of Directors. It has been a year of change, improvements and better understanding of our membership needs.

The following are examples of a few of the many accomplishments and improvements we have made for our membership:

**1) Cost of Membership** – We have not increased the cost of membership and program participation while continuing to improve upon our programs and social events. The PBA Board's goal is to provide you with the best value for your membership dollar.

**2) New Logo & Tag Line** – The PBA Board spent many hours this past year discussing the major goals of our organization and what you as members would like for us to concentrate on to better serve the business community.

We believe our primary objective is for us to serve and promote business in Penfield. We felt in order for us to better communicate our focus to the membership and community, a new logo and tag line should be developed that more clearly represents our major objective... "Building Business Vitality". The new logo and tag line was launched in March.

**3) Web Site** – In addition to our new logo, we are also redesigning the PBA Web site. This new site will offer additional features and functionality. The new Web site will be rolling out shortly. We'll let you know as soon as it goes "live".

**4) Penfield in Bloom** – Each year the PBA heads this community/business initiative so that Penfield continues to be a place of beauty for residents and visitors. Several gardens of interest continue to be cared for throughout Penfield this season. The newest signature garden, located at the Episcopal Church of the Incarnation at Five Mile Line and Whalen Roads, was dedicated this summer. Our own, Mary McCarthy, did a great job this year in managing this effort and representing the PBA membership in this endeavor.

Penfield in Bloom is a wonderful example of business and community cooperatively working together. We believe that participating in select community and town projects helps us to reach our major objective of building business growth in Penfield. Our participation

in these projects is your contribution, as a business owner, to our Town.

**5) Communication** – We continually work to improve our communication to our members. This year we provided more newsletter articles and e-mail notices. Just recently we added a "round-table" at the end of each program meeting so that our members have an opportunity to ask questions, discuss issues and offer suggestions.

Our goal is to reach all of our members to better understand what the PBA can do for them.

**In 2007, we plan to focus on the following objectives:**

**1) Build on 2006 accomplishments**

**2) Communication** – The Board will be working closely with the membership to better understand your needs. More frequent newsletter and email notices will be sent to communicate upcoming activities and opportunities and the latest news within the business community.

**3) Programs** – New programs are being developed that we believe will be of interest to our membership. Please let us know if you have a topic that you would like to see us cover in the coming year.

**4) Business Advertising Program** – One of our objectives is to better promote each of our member's businesses. Our focus is not on promoting the PBA but promoting and helping your business become successful. We are currently developing an advertising program with the Democrat & Chronicle and Messenger Post to offer members discounted advertising rates. In addition, we will be offering some exciting new promotional opportunities for you to build awareness for your business.

These are just a few of the activities and projects we are planning for 2007. Certainly if you have other suggestions, please feel free to contact us.

The PBA gains strength through its membership. It is very important that you participate as much as possible and communicate with us if you have suggestions or concerns.

### PBA Penfield Pride Award Nominations Sought!

Each year the PBA awards a local business and a local resident with the Penfield Pride Award. This award is to recognize a significant improvement to a business property or residence. If you are interested in making a nomination, please email Sarah Jane Clifford at gtc@frontiernet.net by October 25!

## PBA Member Spotlight: Botsford School of Dance

The Botsford School of Dance is now over 80 years old and is located in Penfield, NY which is the home of The Botsford Ballroom Team. Young competitors between the ages of 13 and 20 train, perform, and compete with great success on an international level, thanks to the teaching expertise of the school's director Michelle Madore. Ms. Madore is a 2002 World Champion Ballroom Dancer.

The Botsford Team performed Salsa Dancing at the Penfield Community Festival this year. In January 2006, students took 1st in Smooth and Rhythm Dance Categories at the Falls Premier Ball in Niagara Falls. Peter Jensen-Sabol with partner Stephanie Story won the scholarship division of American Smooth. Nathan Sorrentino with partner Katie Rose Owerbach took first place in American Rhythm. Jensen-Sabol and Story went on on to win the United States Southeast Regional Championship in the Rhythm Division in Louisiana in June and then made finals in both the Smooth and Rhythm categories at the National Championships in San Jose, CA in August.

This year the Botsford Ballroom Team has a jam-packed schedule of local shows in the Rochester area. This prestigious and exciting dance team is exceptional in and of itself and eludes excellence in its creative movement. The Gymnastics Training Center is proud to house The Botsford School of Dance in their facility.



## PBA Member-To-Member Discount Program

Reach new clients, increase traffic and build business by including your business in the PBA Member-to-Member discount program.

**Here's how it works:**

1. Decide the type of discount you want to offer other members of the PBA. We'll post it on the PBA Web site to give you added visibility.
2. Each time a member makes a purchase and shows you their PBA membership card, you will reward them with the discount.

To find out more about being included in the Member-To-Member Discount Program, please send an email to secretary@penfieldbusiness.org. To see our current list of program members visit our Web site penfieldbusiness.org.

## WELCOME NEW PBA MEMBERS!

It's been a great year for the PBA with 35 business people joining as new members!

**Welcome aboard:**

Dr. Eileen Adamo & Mary Lummis  
**The Cat Doctors**

**Karolyne N. Armer, Attorney**

Arnold G. Boldt  
**Arnold-Smith Associates**

**Matt Brodsky**  
Kate Bryant, **Kate Salon, Inc.**

Lynne M. Crawford  
**Waterfront Art Festival Productions**

Brett E. Dawson  
**Edward J. Leichtner, PC**

Ed Dickinson  
**UPS Store (Bay Towne Plaza)**

Richard Fly, **RJ Driveway Service**

Richard F. Freitas  
**Freitas Financial Services**

Larry Hamilton  
**Metro Cartridge, LLC**

Jamie Horton, William Bryant, Jennifer Lerch, **Clearway Mortgage, LLC**

Jeremy Jarvis, Matt LaPorta, Sue Wright, **Penfield Country Club**

Dave Lally, **FM Resources**

**Alan Litvinov DDS, Dentist**

Laurylann Romeo  
**It's Raining Chocolate, LLC**

Shefali Shah, James Swan & Mary Lou Wilson, **HSBC**

**Patrick Charles Shirley, Designer**

Pamela Spitera  
**Drama Kids International**

Kevin Steklof, **Steklof & Company**

Pete Stone, **Hawthorne Hill, LLC**

Karen Tuccio, Dick Stroyer & Gretchen Woodworth, **Penfield Players**

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

Gerry Ward, **Brewer & Newell Printing**

Judy Weidman, **Country Curtains**

Eileen Wrona  
**Enchanted Rose Garden**