

Assessing the Need for Customer Wireless Internet Access for PBA Members

The PBA has been presented with an opportunity to offer discounted Customer Wireless Internet packages to its members. Packages, paid for by local businesses, would include the offering of free or paid wireless Internet services to their customers. An alternate package involves the establishment of a community network in a public space (i.e., a park, a food court, or a common area shared by multiple businesses).

We would like to know whether this service would be of benefit to you. Please send an e-mail to board member **Chris Herlong** (christopher@goeeycat.com) with your thoughts on the program.

PLEASE WELCOME OUR NEWEST PBA MEMBERS!

Rapid Refill
Bill & Ann Coller

Pamela Decker Agency
Pamela Decker

Penfield-Perinton Kiwanis
John Hanratty, Steven Muchard, David Wolfe

The Spa @ LaBella
Jackie Reiber

Spitali's Barber Shop
Sam Spitali

New York Life Insurance Company
Karen Foltz

Theravet Acres Rehabilitation and Fitness
Kristin Browne, DVM

Now is the time to renew your membership with the Penfield Business Association. Please send in your dues as soon as possible and continue to be a part of the longest running business organization in Penfield. Your participation is greatly appreciated!

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



the Business Wire

A newsletter for the members of the Penfield Business Association

Fall 2008

Marketing Your Business Without Breaking the Bank INSTALLMENT FOUR: USING PUBLIC RELATIONS TO BUILD BUSINESS

This is the last of four [The Business Wire](#) articles about marketing your small business economically. In this issue, we'll deal with the publicity aspect of public relations, which can help you draw needed attention to your business.

The series was 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.

Public relations can be defined as a way of raising awareness about your business without purchasing advertising space. It generally involves shining a positive light on your business and doing whatever you can to make sure prospective customers and other important audiences take notice.

You can shine a positive light on your business in many ways. The most obvious is by creating the kind of business that customers want to patronize—providing an outstanding product/service, being completely honest and forthright, and treating customers the way you would expect to be treated.

PBA member Ed Duffy of Duffy's Service at the Four Corners does this as naturally as breathing. His automotive repair shop is always immaculate and organized, even during the midday crush of work. He and his wife Sue, who handles scheduling and customer service, are upbeat, positive people who always make customers feel as if they came to the right place. And most important, they do quality repair work in a completely honest and open way.

Consequently, most of Duffy's Service business comes through word of mouth from satisfied customers who raise their friends' awareness about this great resource. Very little advertising required. No cost. Public relations at its finest!

You can also shine light by performing positive acts—showcasing your expertise for free, demonstrating business growth and success, making charitable donations, and doing other good deeds.

Effective and low-cost (or no-cost) ways of showcasing your expertise include contributing "how-to" articles to newspapers, newsletters, and on-line and broadcast news operations. You can also offer free seminars or radio or TV interviews that allow you to demonstrate your knowledge.

However, if your seminars start looking like sales pitches, you lose. Trust your expertise and your charm to make the sale – remember, you're just trying to raise awareness about what you can do for them. Forcing people to make any sort of financial commitment – or even to provide contact information – introduces doubt.

Demonstrating business growth and success can be as simple as hiring pleasant employees and keeping your storefront pristine, your windows gleaming, and your lawn cut or sidewalk swept. Announcing significant numbers of new employees can also work (we'll get to the "announcing" component in a minute).

Charitable donations of money, products, or time also help create a "feel-good" attitude about your business (think about the "good guys" in the Democrat and Chronicle's Saturday "Thumbs Up-Thumbs Down" editorial feature).

Creating the kind of business that exudes good will and creates WOM (word-of-mouth) is one thing. But getting recognition for it can be gnarly.

Once you've got something worthwhile to say (an exciting new product, a major donation, a significant business expansion), your objective should be to focus as many eyeballs as possible on it – especially the eyeballs of people who are most likely to become customers.

That generally involves getting the news media to focus on your "news." The problem is that, with minimal exceptions, the news media is generally unwilling to be the spokesperson for your business. They "owe" you nothing, even if you're an advertiser. Your "exciting business development" is likely to be their yawn of the hour. Unless you know the secret... and here it is.

News reporters like to dig up their own news, and they often get rewarded by their bosses for doing so. So the secret is to know what reporters care about and find ways of tying your exciting announcement to their particular interest. In other words, the more your news can help them do their job, the greater the likelihood that you'll get positive coverage.

The rewards for shaping your story into something that will serve reporters' and editors' needs can be immense—major coverage in one medium that leads to coverage in others, gaining lots of eyeballs. It can be "free," but it's not particularly easy. Good luck.

Penfield Residents “Meet the Candidates”

On Friday, October 3 the PBA hosted a “Meet the Candidates” event for all residents and businesses in the area. The event gave attendees an insight on how their current and future leaders view the issues — from the recent economic bailout, to controlling run-away taxes on small businesses. Taxes were the prevailing topic for most of the evening.

Held at the Penfield Community Center, the following candidates participated:

Lynne Crawford	Penfield Town Board
Andy Moore	Penfield Town Board
Tom Hasman	Monroe County Clerk
David Bonacchi	NYS Assembly 135th District
David Koon	NYS Assembly 135th District
Jim Alesi	NYS Senate 55th District
David Nachbar	NYS Senate 55th District
Dan Maffei	US 25th Congressional District
Dale Sweetland	US 25th Congressional District

The PBA organizes this type of event to achieve two major goals: Give Penfield residents a chance to have a voice in local, state and national politics and to keep the Town of Penfield top of mind with those making decisions that affect us all.



Curt Regruit, PBA Board Member introduces the “Meet the Candidates” event at the Community Center.

UP-COMING PBA EVENT:

Penfield’s 2008 and Future Business Economic Development Activities and PBA Board Elections

Jim Costello from the Town of Penfield will be speaking about Penfield’s business economic development — both 2008 activities and future plans — on November 6. Members and guests from the community are invited to attend.

Also that evening, the PBA will hold elections for their Board of Directors. Only current, paid members are eligible to vote at the election. Renewal forms will be available at the meeting for anyone who has not renewed.

Thursday, November 6, Legacy at Willow Pond, 40 Willow Pond Way
6:00 pm (networking) • 6:30 pm (presentation and elections)
Appetizers and beverages will be provided. This event is free for members.

For reservations contact: Lynne Crawford lbiz@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!



SAVE THE DATE:
Penfield Business Association Annual Holiday Party
Thursday, December 4th, 6:00 pm
The Clark House at Shadow Pines

The Penfield Bicentennial Celebration Update

By Linda Kohl, Penfield Town Board

The Town of Penfield will be celebrating its first 200 years in 2010. Planning for this significant event is beginning now.

On September 23 a Bicentennial Planning meeting was held at the Dolomite Lodge in Veteran’s Memorial Park. Approximately 30 people attended the meeting from the town government, the Penfield Business Association, the Penfield School District, service organizations as well as interested residents.

Since that meeting, there has been a meeting with volunteers and town employees with regard to promotion and marketing. The Bicentennial Marketing Committee is working on developing a theme for the bicentennial — one that connects our past with our future. The theme may also lead to a logo and tagline for the celebration.

The other two major committees that we need to be filled soon are the Fundraising Committee and the Events Committee. The Events Committee is by far the largest committee and encompasses the different groups and organization spearheading events to celebrate the bicentennial. Many of the Town’s seasonal events that take place each year will be enhanced with a bicentennial theme in 2010. A Town birthday celebration is proposed for



March, 2010 as March 30, 1810 was the date of the Town incorporation. The popular Independence Day parade will have a Bicentennial theme and may be held on a different weekend as was done in 1985 when the Town celebrated its 175th year birthday.

It is anticipated that in 2010, Penfield will celebrate the Bicentennial year round. A calendar of events will be created in 2009 listing dates to remember throughout the year that pertain to events planned by the Town, school, community, business districts and so on.

The Fundraising Committee will be seeking sponsors for the celebration. Funds will be necessary to promote the celebration with ads in a commemorative calendar and/or bicentennial book, banners, signage and so on.

The Bicentennial Celebration in 2010 can be a year that brings our residents together, fostering pride and community spirit. In order to make this an organized, memorable celebration, we need to plan now. I hope you will consider volunteering time to this celebration. If any of these avenues of involvement are of interest to you, please contact me at lkohl58@aol.com.

Penfield Enjoys Community Festival

On Saturday, August 16, the 3rd annual Penfield Community Festival was held at Heritage Park, Penfield Four Corners. Organized through a joint effort with the Penfield Business Association, the Town of Penfield, local business owners, and local community organizations, this year’s theme was an “End of Summer Barbeque”. Funding for the event was provided by local business and community organizations.

An estimated 1000 people gathered for the barbeque, which featured food, music, games and entertainment for of all ages. It was especially fun to see all of the young children enjoying themselves eating, having their faces painted, and anxiously awaiting their turn at any one of the large inflatable rides.

When asked about the success of the event, families in attendance applauded the activity, stating that it was just the right size, enabling their kids to freely move around from booth to booth, eat under a shady tree, or sit and listen to some of the great music presented at the gazebo.



Penfield Four Corners Holiday Celebration Planned

On Saturday, December 6, 2008, from 2:00 pm – 6:00 pm the Town of Penfield will again celebrate the holidays at Penfield Four Corners.

Last year’s event was a success, with over 30 businesses participating. Feedback from the participating businesses was outstanding and visitors expressed excitement about the activities.

We are again seeking interested businesses to participate. Each business is asked to be open during the event hours and to offer an activity and/or promotion to help draw people into your business that day. We also encourage each business to decorate with white lights.

We will again offer a raffle to attendees. We’d like to offer multiple raffle prizes this year and encourage businesses to donate prizes for the event. The grand prize raffle will be a 32” flat screen television. To pay for the cost of the television, we are asking that each participating business contribute \$10. The Penfield Business Association will match these business contributions up to a maximum of \$300. If you are interested in participating or would like more information, please contact PBA board member **Curt Regruit at 381-8440**.

Martial Arts America Remodels Penfield Location

Martial Arts America in Parkside Commons Plaza recently underwent major remodeling over the summer. A viewing room with comfortable chairs, a TV/VCR and wireless internet was added, as well as an 800 square foot second karate training room (to go along with the main 1600 square foot training floor). New Olympic-style mats were added in the new room and the whole space got a brand new paint job. New carpeting is going to be added soon.

Martial Arts America teaches students from over 200 families in the Penfield area with programs for children as young as 4 years old up to adults in our fitness kick boxing and karate programs. Our 21 day Confidence Course has proven to be a big hit with grade school and middle school students.

Please stop in and see our school - if you visit during class times (4 pm and later), you can watch an exciting karate class in action. For more information, contact Kelly Williams at 377-6130 or www.RochesterKarate.com



Kelly Williams, owner

Mary Anne Shew, Owner of Business Vitality, Provides Business Seminars

Thursday, 12/18/2008: "Time Strategies for Business Owners" This seminar provides proven, practical strategies and tips to get things done without having to completely redesign your time management system or tools.

Thursday, 01/08/2009: "Leadership as a Competitive Edge" Leadership is often overlooked as a strategy to attain success in spite of the competition, the economy, and other factors. This seminar helps business owners understand how to develop and use leadership in a practical way to achieve the day-to-day wins so critical to ongoing success.

Thursday, 03/19/2009: "Get Into Your Sales Groove!" Many entrepreneurs start businesses because they have found something they love doing. They soon find out that selling is an integral part of success but have little experience with it. This seminar teaches the 6 simple steps of selling and how to enjoy the process.

Seminars will be from 5:30-7:30 pm at The Bonadio Group, 171 Sully's Trail, Suite 201, Pittsford, NY. For more information, contact Mary Anne at 787-1023

Curtis Regruit Receives A.F. McKenzie Achievement Award

Edward Jones Financial Advisor Curtis Regruit of Penfield recently received the A.F. McKenzie Achievement Award for his outstanding sales and service efforts over the past year. The award is named for Al McKenzie, who developed the firm's training program during his nearly 60 years of service with Edward Jones.

Regruit was one of only 1,516 financial advisors out of more than 10,000 to receive the A.F. McKenzie Achievement Award.

Aspenleiter Earns CFP® Certification

Daniel J. Aspenleiter, Vice President of Oakleaf Services Corporation, has obtained his CERTIFIED FINANCIAL PLANNER™ (CFP®) certification. Oakleaf Services Corporation is a wholly-owned subsidiary of Fairport Savings Bank providing investment and insurance services.

Aspenleiter has over 13 years experience in the financial services business. He has been with Fairport Savings bank for the past six years and was hired to manage Oakleaf Services Corporation. Prior to joining Oakleaf and Fairport Savings Bank, he worked as a Branch Manager and Investment Representative with M&T Bank. A graduate of SUNY Brockport, Aspenleiter resides in Webster, NY.



UPS Store Supports Toys For Tots Literacy Program

Did you know that 33% of America's fourth graders still cannot read at even a basic level? The UPS is working to help correct this problem through their 2008 Toys for Tots Literacy Program Book Drive.

Ed Dickinson, owner of the UPS Store in Bay Towne is currently collecting donated books that will be placed into the hands of local children in need.

Please consider donating. You can drop off your books at the UPS Store in Bay Towne Plaza, 1900 Empire Blvd., in Webster.



JUNE Business of the Month
Thermo Fisher Scientific
 75 Panorama Creek Drive
 Penfield, NY 14525 • 585-899-7030

Local residents may remember this business as Nalge Company that was once part of the Sybron group of Rochester based businesses. A lot has changed over the years, as this manufacturer of Scientific and Consumer plastic products, located behind Panorama Plaza, has continued its steady growth and expansion in Penfield. The business has been at its current Penfield location since 1954 and is today a business unit of Thermo Fisher Scientific, a \$9 billion Company with 30,000 employees in 150 countries that offers over 600,000 products and services to the world of science. Over 5,000 of those products are manufactured in Penfield in a 3 shift, 5 day per week operation.



Steve Silverman, Vice President and General Manager of the business said; "We continue to value our partnership with the residents of Penfield to add to the vitality and quality of life in the town." The business has expanded at its current location several times and now employs over 800 people in Penfield and about 1,000 in the Rochester area.

The employees of the business have also continued to expand their involvement in the community. The longest standing community support event is the now nearly famous Penfield Hot Shot Benefit Golf Tournament, hosted by the business annually for the past 23 years. Proceeds from the event go in alternate years to the Penfield Fire Department and the Penfield Ambulance Corps. The business also is a major sponsor of the Penfield High School Robotics Team. Marty Wheeler, Director of Human Resources adds; "Our involvement with the team supports interest among our future leaders in the areas of science and technology". More recently, employees from the business participate in the annual United Way Day of Caring by volunteering at the new Good Shepherd Comfort Care Hospice Home in Penfield to do spring clean up and landscaping.

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.

JULY Business of the Month
Mileage Master Center of Rochester
 2488 Browncroft Blvd.
 Rochester, NY 14525 • 585-586-1870

Established in 1980, Mileage Master's business has always involved uses for propane. Starting out converting vehicles to run on propane; supplying contractors with heating fuel; renting grills for festivals around Rochester; they now sell quality gas grills, accessories and propane.

Charlie and his daughter Carol run the business, providing friendly, knowledgeable service to their customers. The store is outfitted to sell most everything the "Grill Master" needs to make them happy. They are always looking for new products that fit their customer's needs. Currently they sell Weber Gas & Charcoal Grills, Modern Home Products Gas Grills and the Big Green Egg Charcoal units. Barbecue sauces and dry spice mixes, some from local vendors, add to their selection.

JULY Business of the Month
Duffy's Penfield Automotive
 1821 Penfield Road
 Penfield, NY 14526 • 585-385-9173

Duffy's Penfield Automotive, located at the Four Corners of Penfield, opened in 2003 by owners Ed and Sue Duffy. Both Ed and Sue continue to work in the business each day and are known throughout the community as honest business owners who provide the highest level of customer care.



When asked about how he got started in the auto repair business, Ed replied "it's the only profession I ever had." They currently have two full time and two part time employees.

Duffy's Penfield Automotive has been an active member of the Penfield Business Association for the past five years. They sponsor many school sports and activities and were of great service to the PBA during last year's Four Corners Holiday Celebration event.

Highlights of Recent PBA Programs

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

JUNE: Members and guests enjoyed a tasty lunch at Napa Ginos for our June meeting. Dan Mulcahy, President of Hired Hand Industries—an idea generation firm, shared 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. **Joining Dan was Jen Favata, an interactive media specialist at Butler/Till Media Services.** Butler/Till is a full service media agency with a track record for crafting smart media solutions that help businesses reach, engage and influence customers. Jen delivered insights on effective media exposure and using online and non-traditional marketing efforts.

SEPTEMBER: A networking event was held on the patio at LaSalle's Steak and Crab. Members and guests enjoyed good conversation and some delicious appetizers. The view of the Bay at sunset was spectacular and a warm campfire added to the friendly atmosphere.

OCTOBER: The Penfield Business Association hosted a "Meet the Candidates" event at the Penfield Community Center. See page 2 for more details on this event.

We have several exciting events and programs planned for 2009. Please check our Web site often for dates and times.
www.penfieldbusiness.org



**Hattie Harris Good Spirits
Club International™**

Interested In Holiday Caroling

- Community singers and officials interested in holiday caroling
- Community organizations and businesses interested in participating
- Community locations interested in having community carolers come by
- Community businesses and organizations interested in providing refreshments carolers

For more information contact:
Chris Noun: (585) 383-9088 cpn@hattieharris.org
Mike Cooper (Penfield Recreation):
cooper@penfield.org
Sam Delucia (PBA): sdelucia@rochester.rr.com

Providing Caregivers With The Support They Need

Submitted by: Rola O'Meally, Director St. Ann's Adult Day Service & Dementia Care

St. Ann's Community is delighted to share an exciting new adventure that has been added to the services, for our participants, at St. Ann's Adult Day Program.

"The Caregiver Support" is a service that is designed to offer group support as a free in-house service at each of the three Adult Day Service Locations, including Home & Heart of Penfield on Five Mile Line Road.

The focus of The Caregiver Support group is to provide Caregivers with the necessary tools to assist them as they care for loved ones with dementia.

For further details regarding St. Ann's Home & Heart of Penfield please call Terri Silvestri at 585-697-6087.

Penfield In Bloom Blossoms All Summer!

Sprinkled throughout Penfield are some beautiful gardens supported by many volunteer hands. The Penfield Business Association is thankful for the individuals and businesses that spend countless hours tending these gardens.



- **KAY JOSLYN** garden at Penfield Rd/Brighton line
- **RICHARD FREITAS** garden at Blossom Rd/Ellison Park, City line
- **PENFIELD HILLS GARDEN CLUB** at Baird Rd/Perinton Line
- **The JOHNSON FAMILY** garden at Five Mile Line Rd/Webster line
- **LAURA VINCENT BOYD** garden at Panorama Trail, East Rochester line
- **M & T BANK** garden at Penfield Rd and Panorama Trail. Materials supplied by Home Depot of Penfield
- **SUN & SHADE GARDEN CLUB** garden at Browncroft/ Blossom Rd.
- **LEVI ADAMS & KRISTA McCABE** garden at Don Scott Gas Station, Nine Mile Point Rd/Atlantic Ave.
- **NATURE CRAFT GARDEN CLUB/NANCY HILT & LAURA TARCINALE** garden at Whalen Rd/Five Mile Line Rd.
- **BONNIE HOLTZSCHUCH** garden at the Pump House, Nine Mile Point Rd/Perinton line
- **WENDY FREIDA-DAN & MICHELE SLOMINSKI,** Country Way Suppliers. Garden at Plank Rd and Salt Rd.

A special thank you to Joanne Nulton for coordinating all of the suppliers and gardeners this year.

Helping Mom and Dad Stay Active

Submitted by Clare Newbould, Director of Engage Life at Atria Penfield

Staying physically and mentally active in retirement years and beyond is important and offers several benefits. Research has shown that seniors who exercise on a regular basis are less likely to suffer from chronic diseases such as heart disease, high blood pressure, obesity, osteoporosis, type 2 diabetes, osteoarthritis, as well as anxiety and depression.

Adult children who care for older parents may find themselves struggling to keep Mom and Dad active and engaged while still living at home. And between all the daily activities adult children may have to help with – managing finances, preparing meals, providing transportation – keeping parents active can be difficult.

One solution for adult children to consider is a community living setting that can help senior loved ones maximize their activity levels and lead healthier lifestyles.

Engaging Life in a Community Setting

While many older Americans prefer to age in the comfort of their own home, reduced mobility can prevent them from doing daily activities, such as cooking, cleaning, paying bills and socializing. Not only can this lead to feelings of isolation, but the lack of activity can lead to poor health and reduced mental capacity.

Independent and assisted living communities provide a balance of support and independence. In most cases, these communities offer a robust social calendar that helps keep residents both mentally and physically active. Activities that may be found in community living settings include:

- Exercise classes that contribute to increased mobility flexibility, strength and overall health
- Ongoing social interaction activities
- Continuing education classes
- Outreach programs including volunteer work and fundraising
- Field trips to enjoy arts, entertainment and culture

The Future of Active Aging

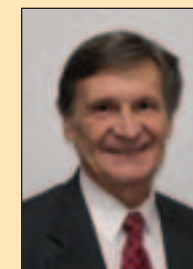
As the baby boomer generation begins to reach retirement, they continue to redefine what it means to age. Focused on leading healthy lives and staying active well into their later years, baby boomers will shape what future senior living communities will offer to ensure that older Americans are remaining active and engaged.

Already the senior living community industry is seeing an increase in demand for technology that helps seniors stay in touch with distant family members and keeps them active. Computer rooms with internet access are becoming more popular while video games, especially the Wii®, have seen an increase in usage among seniors in independent and assisted living communities.

In addition, communities are putting a greater emphasis on overall wellness. As baby boomers become residents in independent and assisted living communities they will look for spas and health classes that go beyond the basic exercise routines.

Senior living communities are at different stages of implementing these services so it's important to visit several communities when making a decision.

Message from the PBA President



Sam DeLucia

I have served as your PBA President for a little over two years. It has been very enjoyable and fun for me. I believe that together, we have accomplished a lot and certainly have become a stronger and more focused organization.

It is now time for me to step aside for awhile to refresh myself and to allow new people to offer their talents toward developing the organization even further. Although I will not remain as a formal board member, my intention is to remain a very active member and help the board from behind the scenes.

As I have stated in the past, you have a very strong and dedicated board of directors managing and directing the organization in your best interest. They are all volunteers from many different walks of life and have a variety of skills that are applicable to running any type of business. I hope you will continue to support them and help them as you have me.

Although the PBA has accomplished a lot – much more can be done. The board of directors can always use your help in implementing programs and projects. I hope that more of you will consider either serving on the board or just getting more involved in a project or program.

In closing, I don't normally give an opinion on economic conditions, however I will break my own rule at this time. This past year, regardless of the type of business you are in, has been very challenging. I suspect that for awhile longer it will continue to be a challenge. The conditions that we are all experiencing are unlike anything I have seen in my many years involved in business. There is plenty of blame to be passed around — Wall Street, corporate greed, individual greed, government and in many cases incompetence across the board. As business people we need to start to stand up and make it known that enough is enough and force change in our society. Get involved and recognize this is not a normal down turn in the business cycle!!!

Best wishes to all of you and your families and good luck in managing your businesses. I hope to see you at an upcoming PBA event