



Why You Should Join The PBA

Learn from business experts.

Previous presenters include:

- **The Secret of Incredible Customer Service at Wegmans.** Kevin Kamholtz, Senior Vice President, Wegmans
- **Unshackle Upstate.** Sandy Parker, President, Rochester Business Alliance.
- **The Nuts and Bolts of Selling in 45 Minutes or Less.** Donald Hahn, President, Hahn Sales Training
- **Making Your Marketing and Media Strategies More Effective.** Dan Mulcahy, President, Hired Hand Industries and Jen Favata, Media Specialist, Butler/Till Media Services

Promote your business.

- Reduced rate newspaper advertising
- PBA Quarterly newsletter
- PBA Monthly e-newsletter
- PBA Web site and micro sites

Gain indepth knowledge on state, county and local government initiatives.

Previous presentations include:

- **Meet the Candidates Night**
- **State of the Town Address** presented by the Town Supervisor George Wiedemer
- **Economics of Monroe County** presented by County Executive Maggie Brooks

Participate in community initiatives

including Penfield In Bloom, the Penfield Community Festival, and the Four Corners Holiday Festival.

Penfield, New York A Great Place To Do Business

Consider Joining The PBA!

Download an application for membership
www.penfieldbusiness.org
 or call us 585-234-9706



Penfield Business Association

*Building Business Vitality
Since 1992*

P.O. Box 268 • Penfield, New York 14526
www.penfieldbusiness.org

Penfield Business Association

*Building Business Vitality
Exchanging Ideas
Supporting Community*





About The Penfield Business Association

The Penfield Business Association is the first and longest running business association in the Town of Penfield. Founded in 1992, the PBA was established by a group of local, civic-minded merchants who believed the Penfield community would benefit from an organization dedicated to promoting local business development through marketing support, educational enrichment, business mentoring and networking opportunities.

The organization is governed by a twelve member Board of Directors. Each Director is elected by the membership and serves on the Board for a term of two years. Each year the Board of Directors elects a President, Vice President, Secretary and Treasurer.

The PBA supports several events throughout the year including the Penfield Community Festival, Shepard Home Gala and the Four Corners Holiday Festival.

The PBA also organizes and supports Penfield In Bloom, a series of gardens throughout Penfield that provide residents and visitors a beautiful place to relax and enjoy Penfield.

The Penfield Business Association is a proud member of Unshackle Upstate and Penfield Rotary.

Building Business Vitality in Penfield

Business Focused Benefits

- The membership meets monthly from September to June. Several meetings host presentations on a variety of topics including leadership strategies, organizational skill development, sales and marketing, and the benefits of exceptional customer service.
- Several times a year the membership is invited to network with other members of the business community while enjoying refreshments. A holiday party is hosted for members each year.
- The PBA hosts the Annual State of the Town Address presented by the Penfield Town Supervisor. This event is an opportunity for the business community to better understand the development taking place in Penfield.
- The PBA publishes a monthly e-newsletter and a quarterly printed newsletter. Members have the opportunity to promote their business for FREE by submitting articles and announcements.
- The PBA Web site includes information about business opportunities, community events, PBA meetings, and a member directory listing the business address, phone number and Web site address for all members. Members have the opportunity to promote their business by submitting business tips to the Web site.

- Reduced rate advertising opportunities in the local newspaper are available for members.
- Each month, a member is selected to receive the “Business of the Month” award. The recipient receives a framed certificate and an outdoor sign announcing the award. Press releases are sent to local media.
- Each year, a member business is selected to receive the PBA Penfield Pride Award for outstanding improvements made to their business property.

Community Contributions

- Each fall, the PBA hosts a “Meet the Candidates Night” for all members of the community.
- The PBA sponsors Penfield In Bloom. Over twelve public gardens throughout Penfield are included in the program.
- The PBA is a major sponsor and supporter of community activities including the Four Corners Holiday Festival, the Penfield Community Festival, and Shepherd Home Annual Fundraising Gala.

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