



# THE INFORMER

JANUARY 7, 2009

## GREECE CHAMBER OF COMMERCE

### MISSION STATEMENT

*To Enhance the Business and Economic Vitality of the Greece Community*

2496 West Ridge Road • Suite 201 • Greece, NY 14626-3053  
585.227.7272 • fax 585.227.7275 • [www.GreeceChamber.org](http://www.GreeceChamber.org)

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## 7th Annual Groundhog Day Festival JANUARY 31, 2009

Will Punxsutawney Phil see his shadow this year? Whether he does or not the Greece Chamber Erie Canal Committee in conjunction with the Town of Greece will present the 7th Annual Groundhog Day Festival. This year's festival will be held on Saturday, January 31, 2009, from Noon until 4:00pm, at the Greece Town Hall Campus located at One Vince Tofany Boulevard (off Long Pond Road, just north of Latta Road).

Many new attractions have been added to this year's festival with an all new headliner "Build a Canal Snow Boat Sled" Parade & Competition. Rules and entry forms can be downloaded at [www.GreeceChamber.org](http://www.GreeceChamber.org) and must be submitted no later than Monday, January 26th. Other new fun events this year include: an Ice Carving Demonstration, Olympia Juke Vox, Victors Gymnastics, and Child ID Cards. Boom Blasters, QuickDraw Shoot, and Rain Gutter Regatta are new games that have been added.

The Greece Historical Society will be on hand to share historical Canal information. Canal history and literature will be available and the Greece Public Library will have Canal books on display. Popular events returning to the festival are as follows: Frisbee Golf, Snow Angels, a Fire Truck Display, K-9 Unit Demo, a Bird Demo, Ice Fishing, Wheel of Chance, Bean Bag Toss, Wood Carving Demo, Blood Pressure Checks, a Coloring Contest (downloadable at [www.GreeceChamber.org](http://www.GreeceChamber.org)), an

Arikata Martial Arts Demonstration, and much more. Food, catered from Forest Hill Catering will be available for purchase, and of course the Groundhog Festival would not be a festival without Kettle Korn.

The late Greece Chamber member and Greece Chamber Erie Canal Committee member, Frank Passero, originally came up with the idea and the first festival was held in 2003. The committee

still holds four of its original members: Chairperson, Cheryl Ann Bilski of Functional Interiors, Max Streibel, Retired Deputy Supervisor Town of Greece, Dave Pandina of Woodworks, Inc., and Todd Schirmer of Northwest Savings Bank; also serving on the committee are Stacy Rudgers, Karen Doyle, Raena Formicola, Ed

McKeown, Paula Kosiorek, Keith Kroon, Roger Delthony, Dayle Bird, Jodie Perry, and Chris Sortino.

The Groundhog Day Festival is now the 2nd largest festival in the town of Greece; attracting over 1200 attendees last year. The winter festival has both indoor and outdoor attractions for all to enjoy; from toddlers to senior citizens. It is a great way to put some excitement into the dead of winter.

It's an event that you won't want to miss, we'll see you there!

—Terry Hogan, Greece Chamber of Commerce Office & Communications Coordinator





### 2009: A Year of Change

BY JODIE A. PERRY, President/CEO

#### BOARD of DIRECTORS

Chairman: Kyle Van Putte  
Vice Chair: Al Meilutis  
Treasurer: Del Smith  
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Immediate Past Chair: Anne Loria  
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Deb Case  
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James Hofford  
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Michael Masiello  
Jeffrey McCann  
Kirk Morris  
Vincent Moyer  
Todd Schirmer

#### COMMITTEE CHAIRS

Annual Awards Banquet: Debra Walker  
Erie Canal: Cheryl Ann Bilski  
Ambassador: Chrissy Andrews  
Public Relations: Philip Perotto & Jim Hofford  
Ridge Road Reconstruction: Joe Darweesh  
Youth Hall of Fame: Ralph DeStephano

#### GREECE CHAMBER CHARITABLE FOUNDATION BOARD OF DIRECTORS

President: Dan Richardson  
Vice President: Jodie Perry  
Treasurer: P. Robert Fox  
Secretary: Raymond DiRaddo  
Gilbert Cooper  
Joan Korsch  
Anne Loria  
Keith Rockcastle  
William Selke  
Kyle Van Putte  
Eugene Welch

#### STAFF

President/CEO: Jodie A. Perry  
Membership and Events Director: Sue Edgett  
Finance and Benefits Director: Chris Sortino  
Office and Communications  
Coordinator: Terry Hogan

#### INTERESTED IN BECOMING A GREECE CHAMBER MEMBER?

CONTACT SUE EDGETT at 585.227.7272

By the time you read this, the holidays will just be a merry memory. The hustle and bustle of the season will have calmed down into a more normal pattern for all of us. Now we have time to look ahead at what the new year will bring. I wish I had a crystal ball that could tell me when the stock market will rebound, and the economy will pick up speed again. Even without the crystal ball, it is easy to see that this upcoming year will be one of tremendous change.

A new President is only weeks away from being sworn in. He has promised sweeping changes in major areas such as the economy, health care, environmental issues and transportation. Regardless of your political views, the next 12 months will undoubtedly alter how your business is run in some ways.

On the state level, New York is in for a hard fought budget battle. The declining revenues on Wall Street will force some changes in how and what the State funds. As I write this, the Governor has just released his proposed budget for 09-10 and it is getting mixed reviews. I applaud the Governor for beginning the process of making cuts, but am worried about the effects of the many new taxes and fees proposed in the budget. It's all still to be worked out by the Legislature. One thing is for sure, our elected officials need to hear what will impact

your business so they can represent you.

Additionally, the fate of the majority party of the State Senate is still up in the air as of this writing. The final decision on this item will likely have huge effects on the Rochester region.

Locally, in Greece we have a number of developments that will be looked at in 2009.

The Mall at Greece Ridge will undergo an indoor face-lift of sorts. Developers are ready to work on the old St. John's Church on West Ridge Road. The Northgate Wal-Mart litigation will likely be finished up. And the fate of two large proposed projects on West Ridge Road will be looked at.

All in all, I believe it will be a momentous year. The Chamber will be looking at our own changes and additions as well. Thanks for investing your hard earned dollars with our organization. We're working hard to bring you more benefits and opportunities to help you grow your business in 2009.

Here's to a healthy & prosperous 2009 for all!

—Jodie A. Perry, IOM

Greece Chamber of Commerce President/CEO

#### CALENDAR OF EVENTS

##### JANUARY

**1/13 Tuesday:** Canal Committee meeting, 8am  
**1/13 Tuesday:** Civic Awards Committee meeting, 4pm  
**1/14 Wednesday:** Public Relations Committee meeting, 8am  
**1/20 Tuesday:** Board of Directors meeting, 7:30am  
**1/22 Thursday:** Small Business Success Series "Recordingkeeping for Small Business," presented by Ralph Toscano, Small Business Development Center. 7:30-9am, in the Greece Chamber Conference Room, Suite 202, 2496 West Ridge Road. Presenting Sponsor: Bryant & Stratton College. Track Sponsor: Frontier. Call the Chamber office at 227-7272 to register  
**1/22 Thursday:** Monthly Networking Luncheon, 11:45am-1:15pm, at Ridgemont Country Club, 3717 West Ridge Road. Guest Speaker: Neil Hair, Rochester Institute of Technology. Sponsored by Toshiba Business Solutions

**1/27 Tuesday:** Canal Committee meeting, 8am  
**1/27 Tuesday:** Ambassadors meeting, noon  
**1/31 Saturday:** 7th Annual Groundhog Day Festival, noon-4 pm. Opening Ceremony, noon. Greece Town Hall and Community Center Campus

##### FEBRUARY

**2/6 Friday:** First Friday Networking, 7:30-8:30am, hosted by First Niagara Bank, 4180 West Ridge Road  
**2/10 Tuesday:** Canal Committee meeting, 8am  
**2/10 Tuesday:** Small Business Success Series. "Customer Loyalty," presented by Doug Decker, Directional Development. 11:45am-1:15pm, in the Greece Chamber Conference Room, Suite 202, 2496 West Ridge Road. Presenting Sponsor: Bryant & Stratton College. Call the Chamber office at 227-7272 to register  
**2/10 Tuesday:** Civic Awards Committee meeting, 4pm  
**CONTINUED on page 7...**

Reservations are requested for all Chamber luncheons and events; call 227-7272 to make reservations. All committee meetings and training sessions, unless otherwise noted, will take place in the Greece Chamber's Conference Room at 2496 West Ridge Road, Suite 202. If you are interested in one of our many active committees or you would like to gain more exposure for your business, please call us at the Chamber.

**Owner:** Joe Giancursio  
**Business Category:** Travel  
**Contact:** Joe Giancursio  
**Number of Employees:** Sole Proprietor  
**Years in Business:** 1 Year  
**Address:** 41 Greenbriar Drive Rochester, NY 14624  
**Telephone:** 585-820-9495 or 585-704-9242  
**Email:** joeglaptop@frontiernet.net or silverstar@frontiernet.net  
**Website:** <http://www.sterlingideatravel.com>



Owner of Sterling Idea Travel, Joe Giancursio, pictured above.

## SPOTLIGHT

This is the time of year when everyone is looking to escape the cold and dreariness of the dead of winter and it's easy to imagine yourself basking in the sun on a beach or maybe a Caribbean Cruise. Whatever your travel preference is, Greece Chamber Member, Joe Giancursio, of Sterling Idea Travel can make that dream vacation a reality and at

## POINTER FROM A PRO—

"Outstanding customer service involves treating others with the same respect and concern as you would expect! In essence the golden rule."  
 —Joe Giancursio, Owner of Sterling Idea

very affordable prices. His online travel store offers a full range of travel related services. Sterling Idea Travel is independently owned and operated yet part of the YTB (Your Travel Biz) travel network. Founded in 2000, YTB is a publicly traded company, on the New York Stock Exchange that has become the 25th largest provider of travel in the world with over 100,000 travel agents. Based in the state of Illinois, their state-of-the-art facility has a staff of over 300 to handle bookings and accounting as well as all other travel related issues. "YTB has agents in the United States, Canada, the Bahamas, and the Virgin Islands," says Joe. "They are expanding worldwide and are on target to book one billion dollars in sales this year." YTB was a recipient of Carnival Cruise Line's prestigious "Pinnacle Award".

In addition to booking flights, hotels and car rentals, Sterling Idea Travel can book worldwide cruise packages, golf vacations, hunting & fishing excursions, group travel, popular getaways and MUCH MORE! The travel network has partnered with thousands of world renowned companies allowing them to offer their customers discounts on numerous products and services that includes Honeymoon Bridal Registries, gift baskets, flowers, and event tickets, just to name a few.

If you are interested in becoming a business partner of the rapidly

growing travel industry and owning your own online travel store for a very minimal investment contact Joe. "Travel is the largest business industry in the world at 8 trillion dollars a year," says Joe. "Even in a down economy there is still plenty of opportunity."

Joe's advice to anyone starting a new business is to "Do your homework, be honest, work hard and HAVE FUN!"

"We find doing business in the Greece/Rochester area an opportunity to provide quality service at great rates to all of those that we have come to know and all that we have yet to meet." says Joe.

Joe and Barbara Giancursio were the 2008 recipients of the Greece Chamber "Girlie Goodwin Citizens of the Year Award". The couple is very active and dedicated to the community. They are active members of the Greece Chamber of Commerce; serving on the Chamber's Ambassador Committee, Board Members at Two Doors Community Resource Center, and both are members of the Gates Chili Chamber of Commerce; with Barbara being a board member. We are involved in "Passport to Giving," an exclusive fundraising program for Not-For-Profit organizations," comments Joe. "This unique program can generate significant tax exempt income to help fund community outreach efforts for these groups." In addition to all of the prior the Giancursio's volunteer for Panera Bread's "Operation Doughnation", they usher for many local performing art centers, as well as donating their time to several church ministries at their church, The Father's House. Joe and Barb are always willing to dedicate time to the community and their contributions are too numerous to mention them all.

If travel is on your agenda be sure to contact Sterling Idea Travel at 585-820-9495 or email them at joeglaptop@frontiernet.net. Be sure to tell them that you saw their spotlight in The Informer.

—Terry Hogan, Office & Communications Coordinator

## Chamber Seeks Nominations for 2009 Civic Awards

The Greece Chamber of Commerce is seeking nominations for the 2009 Civic Awards. Award categories include Greece Business Person-of-the-Year, Girlie Goodwin Volunteer-of-the-Year, Senior Citizen-of-the-Year, and the new Spirit of the Chamber award.

Business Person of the Year is given to an exceptional businessperson whose business activities demonstrate significant contributions to the community. The Spirit of the Chamber Award will recognize a business that makes significant contributions to our community.

The Girlie Goodwin award is given to an exceptional person whose

volunteer activities demonstrate significant contributions to the community organizations they serve.

The Senior Citizen award recognizes an outstanding individual whose activities have made significant contributions to the Greece Community.

Award recipients will be honored at the annual Greece Chamber of Commerce Awards Banquet which will be held on Friday, April 24, 2009 at the Greece Marriott Hotel. Please call the Greece Chamber of Commerce office at (585) 227-7272 to request nomination forms.



## SPOTLIGHT

**Owner:** Eileen Coyle  
**Business Category:** Ambulance Service  
**Contact:** Bill Beideck  
**Number of Employees:** Approximately 250  
**Years in Business:** 33 Years  
**Address:** 1669 Lyell Avenue Rochester, NY 14606  
**Telephone: Administration:** 585-232-9000  
**Medical Transportation:** 585-454-6211  
**Emergency:** 585-454-6215  
**Fax:** 585-454-5182  
**Website:** <http://www.monroeambulance.com>



Monroe Ambulance serving the community for 33 years.

Monroe Ambulance has been part of our community for the past 33 years. This successful business employs approximately 250 people

## POINTER FROM A PRO—

“When starting a new business have a solid plan. Ask yourself “Do I want to grow, expand, move?” People tend to dream big and forget about the little things—phone bill, rent, etc. Plan the work and work the Plan!” —Bill Beideck, Director of Marketing & Public Relations

and is the only area EMS (Emergency Medical Service) to offer both ambulance and wheelchair transportation.

In 1992, 1993, 1994, and again in 2002, Monroe Ambulance was recognized by the Rochester Metro Chamber of Commerce (RBA) as one of Rochester’s Top 100 Businesses. In September of 2002 the company was named Business of the Month by the Greece Chamber of Commerce and in 2003 the Rochester Business Journal named them one of Rochester’s Top 25 Woman-owned Businesses. Monroe Ambulance has received many other awards including: EMS Agency of the Year, National Guard 5 Star Support Award, and several EMS Provider Awards. The company became the official EMS provider for the Rochester Red Wings in 1975 and still today continues to be.

“100% of our business is done from our local facility,” comments Bill Beideck, Director of Public Relations and Marketing at Monroe Ambulance. “Being that the company is locally family owned and operated my boss and the people that I work for are extremely compassionate to the community and its people. We provide quality, compassion and integrity for all aspects of our business including patient care, transport and billing.”

Advanced and Basic Life Support, Mobile ICU, Neonatal ICU, Stand by, and Medics on Bikes are all part of a multitude of ambulance services that Monroe Ambulance offers to its customers. Medics on Bikes are used at large outdoor events. The company’s ambulances are custom made and equipped to deal with special circumstances including critically ill premature infants. Monroe Ambulance has teamed up with Strong Memorial Hospital for this service. The company also offers Ambulette Services, Stretcher Van Services and Wheelchair Services.

“Monroe Ambulance has always been a pro-active leader in technological advances in EMS,” remarks Bill Beideck. “Our new facility, located at 1669 Lyell Avenue, has state-of-the-art amenities that allow us to provide the best possible services to our customers.” The new facility also has expandable space for rent.

The company is a huge supporter of the community, participating and supporting: the Greece Rotary, Lifespan, March of Dimes, Unity Hospital, Rochester General Hospital, Lakeside Foundation, Golisano Children’s Center, and the list goes on. Eileen Coyle, Owner/Operator of Monroe Ambulance, Bill Beideck and the entire Monroe Ambulance crew find doing business in the Greece/Rochester area very enjoyable. “The people and many businesses of the area are very passionate and dedicated to the community and take tremendous pride in where they live, work and play,” says Bill.

If you are in need of EMS, Medical Transportation or First Aid, CPR or AED training be sure to call Monroe Ambulance at 585-454-6215, 585-232-9000 for emergencies. Be sure to tell them that you saw their spotlight in The Informer.

—Terry Hogan, Office & Communications Coordinator.

## 5 Questions With...

**Jim Gaudet, Chairman, Greece Rotary Ziti Festa**  
**Ralph Annucci, Greece Rotary Member**

**Q:** Rotary’s 32nd Annual Ziti Festa Dinner is coming up on January 25th, tell us a little bit about how this project got started?

**A:** The project started in January 1978 under Rotary President Ralph Annucci. The first meal was held at Mother of Sorrows, served approximately 1,100 people and netted about \$4,000 for the Club. It was held at Mother of Sorrows for many years before moving to Cardinal Mooney and then eventually The Diplomat Party House.



Over the years, \$500,000 has been raised through this fundraiser to the benefit of many, many local projects and organizations.

**Q:** How much money does the Rotary Club typically raise on this project and what types of groups benefit from the proceeds?

**A:** We raise approximately \$50,000 on average. Funds are used to support a wide variety of projects including Camp Haccamo, polio eradication efforts, the Greece Little League Challenger Division, Northwest YMCA, Anthony Liotta Scholarship as well as other local school scholarships. Funds have also been used to support the Al Sigl Center, Unity Hospital and St. Joseph’s Villa to name just a few. Community projects have also included handicapped playground and Greece Rotary Lodge at Greece Canal Park.

**Q:** If someone has never attended before, tell them what they can

**Owner/Contact:** Patrick Sardella  
**Business Category:** Drivers Education  
**Number of Employees:** 5  
**Years in Business:** 15 Years  
**Address:** 1560 Mt. Hope Ave. Rochester, NY 14620  
**Telephone:** 585-244-1304  
**Fax:** 585-244-2004  
**Email:** [info@allwrightsdrivingschool.com](mailto:info@allwrightsdrivingschool.com)  
**Website:** <http://www.allwrightsdrivingschool.com>



Allwright School of Driving Owner, Patrick Sardella, pictured above.

## SPOTLIGHT

Greece Chamber Member Patrick Sardella, owner of Allwright School of Driving, has been teaching people to drive for 30 years. In addition to driving lessons, 5 hour pre-licensing and 6 hour defensive driving courses are offered through the school.

## POINTER FROM A PRO—

“My advice to anyone starting a new business is to become the best at what you do and be able to motivate yourself and have patience and perseverance!”

—Patrick Sardella, Owner/Operator of Allwright School of Driving

The company also offers insurance, mainly personal line, at reasonable rates: homeowners, car, motorcycles, boats, snowmobiles. Patrick has been a licensed insurance broker since 1996. Gift certificates are also available through the school.

The 2nd largest driving school in Rochester, Allwright School of Driving offers their clients driving packages at a discounted prices; lessons can be purchased individually also. Driving students who reside in the city of Rochester can purchase half packages that include two – three driving lessons and the road test. Those students living in the suburbs can purchase full packages which includes 5 driving lessons and the road test. With these packages, in addition to the driving lessons, the school schedules the road test for the customer and the test is taken on a school car. Packages can also include home pick-up.

“With my thirty years of experience teaching new drivers I have found that the average person needs approximately 7.5 to 8 hours of driving time with a professional driving school before taking a road test,” says Patrick. “DMV (Department of Motor Vehicles) suggests another 15 to 20 hours in addition to the driving school.” DMV requires a signed form from parents of teenagers (16 and 17 year olds) stating that the teenager has had a minimum of 20 hours of

supervised driving, either through a driving school or with family and/or friends or a combination, prior to taking their road test. “Many times a professional driving school is able to communicate driving rules more effectively than a family member or friend is able to.” comments Patrick.

A typical first driving lesson with the school includes an evaluation to determine if a person’s driving skills are average, above average or below average. Drivers will learn proper skills for stopping at stop signs, stopping positions, k-turns, parallel parking, safety, and more. “If a person is below average, which is generally someone that has never driven, they might need a couple of extra lessons,” remarks Patrick.

All of the driving instructors at the school, in addition to Patrick, are certified to teach the 5 Hour Pre-licensing course. Allwright School of Driving will be offering the 5 Hour Pre-licensing course right here in the Greece Chamber Conference Room three Saturdays out of four each month, beginning in January of 2009. The 6 Hour Defensive Driving Course is offered on Mt. Hope Avenue right at the school.

“Good customer service is to respect your customers in all aspects of your business,” says Patrick. “This is something we strive for in our business.” Allwright School of Driving provides services to the deaf and hard of hearing at the Rochester School for the Deaf and Rochester Institute of Technology.

If you or your teenager is learning to drive you might want to consider calling a professional driving school. Patrick Sardella would be very happy to accommodate you. You can reach Allwright School of Driving at 585-244-1304 or email them at [info@allwrightsdrivingschool.com](mailto:info@allwrightsdrivingschool.com).

Be sure to tell Allwright School of Driving that you saw their spotlight in The Informer.

—Terry Hogan, Office & Communications Coordinator.

expect. Do you offer take outs?

**A:** They should expect great food, great entertainment, a great time and a great crowd. The meal includes pasta & meatballs, a salad, bread, ice cream and soft drinks. We also take donations for wine. Additionally we have a bake sale (with store bought goods) to cater to your after dinner sweet tooth. If you cannot stay to eat we do offer take out.

**Q:** How many dinners do you serve on average?

**A:** We have averaged around 2,400 dinners the last few years. It’s a lot of pasta!

**Q:** The Dinner is Sunday, January 25th from 11:30 – 5pm at The Diplomat Party house, if someone wants to attend, how can they get a ticket?

**A:** Go to our website "GreeceRotary.org" or contact any Greece Rotarian (they are listed on the website). Tickets will be sold at the door as well.

## advertising supplement to GREECE POST

A division of GateHouse Media Inc.  
 73 Buffalo Street, Canandaigua, NY 14424  
 585-394-0770 [www.MPNnow.com](http://www.MPNnow.com)

# NEW BUSINESS MEMBERS

As of December 19, 2008



THANK  
YOU  
FOR YOUR  
SUPPORT!

# RENEWING MEMBERS

As of December 19, 2008



Buckmans Car Wash  
Crescent Beach Restaurant  
Edward Jones Investments -  
Devon Nolan  
Excelsus Blue Cross/Blue Shield  
Nail Bar  
Reboot Technologies

## ACCOUNTANTS & CPA'S

**Business Admin Services, Inc.**  
**Susan Camphausen**  
62 Mascot Drive  
Greece, NY 14626  
(585) 230-7468  
Fax: (585) 723-1015

## AUTOMOBILE RENTALS

**Avis Rent A Car**  
**William Marinucci, Agency  
Operator**  
**Sears Auto Center**  
317 Greece Ridge Center Drive  
Greece, NY 14626  
(585) 720-5370  
Fax: (585) 720-5377  
www.avis.com

## AUTOMOBILE REPAIRS & SERVICE

**Meineke Car Care**  
**Peter Cristo**  
2425 Dewey Avenue  
Rochester, NY 14615  
(585) 663-3969  
Fax: (585) 663-3963

## COMPUTERS - IT/SALES/SERVICE/ SOFTWARE

**Evistanet, Inc.**  
**Dwight Overmoyer, Owner**  
3177 Latta Road, Suite 123  
Greece, NY 14612  
(585) 739-3637  
www.Evistanet.com

## DELIVERY SERVICES

**Terry Flynn**  
**Terrance Flynn**  
159 Jamestown Terrace  
Greece, NY 14615  
(585) 865-7356

## EMPLOYMENT SERVICES & STAFFING

**Absolute Staffing LLC**  
**Juanita Reeves, Vice President**  
207 Tremont Street, Door 2,  
Suite 109  
Rochester, NY 14608  
(585) 783-1490  
Fax: (585) 783-1491  
www.absolutestaffingusa.com

## HEALTH & WELLNESS

**It Just Makes Cents**  
**Larry Bernardini, Owner**  
104 McLain Drive  
Spencerport, NY 14459  
(585) 820-7917

## MANUFACTURERS' AGENTS & REPS

**Dave Garretson Company**  
**Dave Garretson, Owner**  
363 Wildwood Drive  
Greece, NY 14616  
(585) 720-9636  
Fax: (585) 720-9637

## MASSAGE THERAPY

**Giannine Lioi**  
**Giannine Lioi, Licensed**

**Massage Therapist**  
1687 English Road  
Rochester, NY 14616  
(585) 292-6428 Ext. 3  
Fax: (585) 227-7858

## MEDICAL

**TPA Physics Consulting  
Services, Inc.**  
**Thelma Papini, President**  
1173 Pittsford-Victor Road  
Bldg 6, Suite 250  
Pittsford, NY 14534  
(585) 249-4801

## MEDICAL SUPPLIES

**FluoroLogic, Inc.**  
**Laura Weller-Brophy, CEO**  
33 Bishops Court  
Pittsford, NY 14534  
(585) 248-2796

## MEDICAL TRANSCRIPTION SERVICES

**Barbara A. Pandina**  
**Barbara Pandina, Owner**  
268 Pepperidge Drive  
Greece, NY 14626  
(585) 227-4899

## PROPERTY MANAGERS & OWNERS

**Agosto Properties Plus**  
**Lou Agosto, Owner**  
298 Hague Street  
Rochester, NY 14611  
(585) 734-6812

## Greece Chamber of Commerce Benefit of the Month



WHAT CAN I find while visiting the  
GREECE CHAMBER website?

- GCC MEMBERSHIP DIRECTORY
- RELOCATION INFORMATION
- MEMBER 2 MEMBER DISCOUNTS
- HOT DEALS & JOB SEARCH
- GREECE CHAMBER CALENDER
- PRESS RELEASES

- MONTHLY NEWSLETTER
- NEW GREECE IS SAFE & OPEN FOR BUSINESS VIDEO

*And Much Much More!*

# U of R Young Entrepreneurs Academy Launches Greece Program

This fall, thirteen students from the Greece School District embarked on a year long journey to start their own business through a new Greece program of the Young Entrepreneurs Academy. Originally launched by the University of Rochester five years ago as an evening program for middle and high school students, the Greece School system is the first to hold the program as part of the school day.

Nine seniors and four juniors from the Greece Schools meet at Athena High School every other day for about an hour and half learning session with their teacher Carol Jean Miceli.

What makes this program unique from other entrepreneurial training programs is that the students are learning about every step of the business start up process by actually going through the development. At the end of the year, the students will have real businesses that they will begin to operate.

"This year has been an awesome learning experience for us," said Ms. Miceli. "It is so exciting each day as the students get closer to launching their business. We are thoroughly taking pleasure in watching the students grow as individuals as they progress in the implementation of launching their business."

After deciding what type of business to run (everything from a salon to a music studio) the students also decided whether they wanted to form a partnership with other students or work as a sole proprietor. They took a field trip to the County Clerk's Office to file for their DBA. This fall they have been meeting with a business mentor along with lawyers, accountants, web designers and graphic artists to get all aspects of the business up and running properly.

"Students have also enjoyed working with their Mentors, Graphic Designers, and Web Developers. Having entrepreneurs come into the class from the community has validated the

authenticity of the program," said Ms. Miceli.

This spring they will be making pitches for their businesses to a panel of real investors who will make a decision which businesses to support at what level. They will then take the money invested to actually launch the business. The year culminates with a Trade



Show in May where they will display their wares and services. A special graduation will be held to mark the end of their year.

Talking to the students, it is evident that they are learning a lot. Anthony Germano said, "I knew it would be exciting; I did not anticipate the challenges."

"The more time put into your work, the better the outcome will be," said Sarah Flanagan.

While Eric Bodine has learned, "successful entrepreneurs meet deadlines!"

Involved in the program are: Eric Bodine, Robert Federico, Sarah Flanagan, Anthony Germano, Bobby Jones, James Lindsay, Maggie Palozzi, Anthony Petruzzo, Michael Provencher, Blakely Schirtz, Paul Simmons, Brittany Simpson, and Zach Sullivan.

Funding for the program came from the Carl D. Perkins Vocational and Applied Technology Education Act (VATEA) of 1990. It is a federal grant to improve Career and Technical Education in the state. For more information on the Greece Young Entrepreneurs Academy please contact Kathleen Schindler at 966-2435.

***Do you need someone to fix that leaky faucet or that broken light switch? Or are you perhaps tired of shoveling already this winter and want to hire someone to plow it for you—and need a soothing massage to ease your sore muscles?***

You can find the answers to all your questions and more on the Greece Chamber of Commerce website at [www.GreeceChamber.org](http://www.GreeceChamber.org). Just click on Business Directory on the Site Menu located on the left hand side of the website to find Greece Chamber members ready to provide you with the service or product you need.

If you are looking for a specific product or service, you can use either Search by Category or the Category Quick-Links to pull up a list of businesses offering that particular product or service. If you want to find contact information for a specific business, just click on the starting letter of the business name using the List Alphabetically option. Or, you can also use the Search by Keyword function by typing in the name of the product or service you are seeking.

For example, typing in the work "electric" brings up a selection of Chamber members offering different types of electric services or products. The listing also includes the business address and phone number, as well as a new map feature that will direct you right to the business' front door. Clicking your mouse on the name of a specific business takes you to more detailed information for that business, and, in many instances, allows you to make contact via email in addition to by phone.

Greece businesses offer a wide variety of answers for all of your "needs" questions. Make your life easier in 2009 and use your keyboard to see how easy it is to shop local.

To learn more about how your business can take advantage of this advertising opportunity, contact me at 227-7272 or [Sue@GreeceChamber.org](mailto:Sue@GreeceChamber.org).

**—Sue Edgett, Membership & Events Director**

**CONTINUED from page 2...**

**2/11 Wednesday:** Public Relations Committee meeting, 8am

**2/17 Tuesday:** Board of Directors meeting, 7:30am

**2/19 Thursday:** Monthly Networking Luncheon, 11:45am-1:15pm, at the Brook House Restaurant, 920 Elm Ridge Center Drive. Guest Speaker: Sandra Parker, Rochester Business Alliance. Sponsored by Five Star Bank

**2/24 Tuesday:** Ambassadors meeting, noon

**2/25 Tuesday:** Civic Awards Committee meeting, 4pm

**ARE YOU INTERESTED IN GETTING INVOLVED IN THE GREECE CHAMBER?**

Call Sue Edgett for more information on our committees.

Call 227.7272 or email her at Sue@GreeceChamber.org

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Thursday

January 22, 2009

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Presenter **Frontier**

Ralph Toscano, SBDC  
Greece Chamber  
Conference Room

Greece Chamber  
Monthly Luncheon

Thursday

January 22, 2009

11:45am-1:15pm

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