

2496 West Ridge Road, Suite 201  
Greece, NY 14626  
Telephone: 585-227-7272  
Fax: 585-227-7275  
Email: info@GreeceChamber.org

Volume 2, August 1, 2010

**Save the date**

**Wed. August 18th, 2010**

7:30am-8:30am

Eggs & Issues Networking Breakfast  
w/ US Congressman Chris Lee  
Brook House Restaurant

**Tues., August 24th, 2010**

7:30am-9:00am

Tech Tuesday,  
Search Engine Optimization  
Greece Chamber Conference Room

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**WHAT'S NEW IN BUSINESS?**  
**GREECE  
BUSINESSES  
STAND  
OUT!**

Sharon Quataert opens 2nd  
Keller Williams Realty office.  
The new office is located at 1943  
West Ridge Road . It will be  
home to 22 real estate agents.  
Pictured to the right is: Sharon  
Kunkel (left) Sharon Quataert.  
(right)



The Greece Chamber of Commerce has a membership of nearly 800. Our business members include company reps, managers and directors, sole proprietors, small and medium size business owners and their employees. They all share the vision and common goal of making their business the very best that it can be. Exactly how do these professionals go about making their business shine and stand above their competitors? How do they acquire new clients and customers? How do they turn them into repeat customers that will recommend them to new prospective customers? One way is through building and facility renovations. Another is adding new product lines and services that meet the demands and ever growing needs of the consumer. Today's successful professionals have to be educated in their field of expertise, stay current with the times and always be on the lookout for creative and innovative ways that will help to land their company in a top position. Sharon Quataert, Owner/Broker at Keller Williams Realty and Chuck Hilbert, Broker/Operating Partner/Owner at Keller Williams Realty teamed up to open their office at 2000 Winton Road

South in Brighton, N.Y. "Our plan was to open a second office in Greece, N.Y. within 18 months," remarks Sharon Quataert. "Our Greece location's (1943 West Ridge Road) grand opening was on Thursday, July 29<sup>th</sup>, 2010. We've added three new employees and opened with 22 real estate agents. The goal is to accommodate and provide convenience for both eastside and westside clients. Our new office has created a lot of excitement in Greece, and on the westside, and the neighbors in the plaza are thrilled to have another business join them." "We pride ourselves on being the best pet store in town and so we decided to give people what they wanted," says Russell Herman, owner of Pet Saver Super Store, located at 1596 West Ridge Road. Herman has enlarged his showroom by another 1,500 square feet and expanded his storage space with an extra 3,000 square feet. "Our business has been steadily increasing and space wise we were bursting at the seams. The renovations have created a great response from our customers," remarks Russell.



#### **BOARD of DIRECTORS**

Chairman: Al Meilutis  
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Cheryl Ann Bilski  
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James Hofford  
Michael Masiello  
Jeffrey McCann  
Kirk Morris  
Todd Schirmer  
Brian Ward  
Michael West

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Erie Canal: Cheryl Ann Bilski  
Ambassador: Debi Kirky & Phil Hurwitz  
Public Relations: TBA  
Race on the Ridge: Melanie Fazio  
Dewey Avenue Roundtable: Paul Chatfield  
Youth Hall of Fame: Ralph DeStephano

#### **GREECE CHAMBER CHARITABLE FOUNDATION**

President: Kyle Van Putte  
Vice President: Jodie Perry  
Treasurer: Gilbert Cooper  
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William Selke  
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Al Meilutis

#### **STAFF**

President/CEO: Jodie Perry  
Director of Member Services & Events: Sue Edgett  
Director of Marketing & Communications: Terry Hogan  
Director of Finance & Member Benefits: Christine Sortino  
Executive Assistant: Rae Shults

## **Business Matters**

# **Change**

*By Jodie A. Perry, IOM, President & CEO*



Change. It is a word that may strike fear into your heart. Perhaps you get excited about change, at least in theory. There is an ancient proverb which says “change is the only constant.” How true that seems to be in 2010 for we who are in business.

I have to confess that I am a “change agent”. I tend to push to make changes wherever I am, personally and professionally. One of the reasons I enjoy this job so much is that I can

effect positive change in this organization. However, even for a change agent like me, actually going through those changes can be stressful, painful and just plain not fun. Of course there is also the truth that not all change is positive and it is no surprise that I am not such a fan of that type of change.

Like it or not, you cannot escape change right now. Think back to five years ago when just teenagers were texting and compare that to 2010 when I know some grandmas who are staying hip by texting their friends and family. Just a couple years ago social media would have been a term that 99% of the population was unfamiliar with. Today you cannot even watch TV without a business promoting their Twitter feed or Facebook page. These kind of changes can sneak up on us and before we even know it we have already adjusted to the new reality.

As a business owner, manager or employee, you have some other types of change coming your way very quickly. They will not sneak up on you but rather hit you square in the face if you are not staying on top of what is happening. Reading the news out of Washington DC or Albany these days can be a bit overwhelming. Massive pieces of legislation are getting passed and it can be hard to figure out how each of them will affect you.

I have done quite a bit of reading and research on the health care reform bill (“Patient Protection and Affordable Care Act”) which was signed into law on March 23, 2010. Even though it famously had over 2,000 pages, much of the exact workings of the law are still unclear. There is much to be decided by the Department of Health & Human Services. Slowly, pieces of information are starting to filter down but for the most part much is yet to be decided.

There are some important deadlines that businesses need to be aware of, however, and we are in the beginning stages of putting together a briefing on this legislation this fall to keep you up to date. Meanwhile, with Financial Reform just being passed, we will also keep an eye on that bill and how it might make an impact on your day-to-day business.

With so much change in the world today, it is more important than ever to be a member of the Chamber. We are working hard to bring you important and relevant information to help you run your business successfully. Of course, we have a few changes of our own up our sleeves – but I promise to keep those positive!

# Chamber Events

## FIRST FRIDAY NETWORKING

**September 3, 2010**

7:30am—8:30am

Hosted by:

### Glaze and Glass

1742 Long Pond Road  
Rochester, NY 14606

First Friday is held monthly to give Greece Chamber members and guests the opportunity to network with one another and build new contacts to grow their businesses. The event is hosted by Chamber members, giving you the opportunity to learn more about other businesses in the Greece area. This is a FREE event.

Remember to bring your business cards!

## EGGS & ISSUES BREAKFAST

**August 18th, 2010**

7:30am—8:30am

Sponsored by:



### Guest Speaker: U.S. Congressman Christopher Lee

Brook House Restaurant  
920 Elm Ridge Center Drive  
Greece, NY 14626

Join us to meet our U.S. Congressman Christopher Lee and to learn more about the pressing issues facing our Congress now and in the coming months.

\$15 for Greece Chamber Members  
\$20 for Non-members & Guests

Call the Chamber office at 585-227-7272 to reserve your spot.

## New Members

### ACCOUNTANTS & CPA'S

Abacus & Co. of NY, Inc.

*Pam Bauer, President*

1695 Empire Boulevard, Suite 140  
Webster, NY 14580  
(585) 787-3360 Fax:  
(585) 787-3372  
www.abacusandco.com

### BUSINESS

### CONSULTANTS & COACHES

Monad Assoc.

*Daniel Hedberg, President*

60 Picturesque Drive  
Rochester, NY 14616  
(585) 865-1453

### BUSINESS

### CONSULTANTS & COACHES

Targeted Business Results, Inc.

*Juanita Reid, CEO*  
30 Debby Lane

Rochester, NY 14606

(585) 260-2503 Fax:

(585) 467-8481

www.aSmartBizPlan.com

### BUSINESS

### CONSULTANTS & COACHES

Think twice, Inc.

*Ray Justice*

2220 Ridgeway Avenue  
Rochester, NY 14626  
(585) 225-2850

### FLOORING & CARPET

Christie Carpets

*Pamela Leathersich*

4414 Dewey Avenue  
Greece, NY 14616  
(585) 663-5030 Fax:  
(585) 663-3178

### HEALTHCARE & HOSPITALS

Journey Home

*Tracey Jagla,*

*Director*

994 Long Pond Road  
Rochester, NY 14626  
(585) 225-1240

www.journeyhomegreece.org

### MARKETING

eConcepts

Marketing

*Cynthia R. Barton*

61 Collenton Drive

Greece, NY 14626

(585) 704-2825

www.econceptsmarketing.com

### NEWSPAPERS & MAGAZINES

Rochester Healthy

Living Magazine

*Aileen Fornuto,*

*Senior Account Executive*

P.O. Box 572

Pittsford, NY 14534

(585) 225-4641

### PET CARE SERVICES

Cheryl's Kitty B&B

*Cheryl Corsi, Owner*

84 Albemarle Street

Rochester, NY 14613

(585) 458-7576

## Chamber Chat

### Urgent Care vs Emergency Room

An urgent care center may be a convenient, appropriate and lower-cost option to emergency room care when a patient's doctor is unavailable or your situation isn't life threatening.

Urgent care is not designed to treat sudden serious health problems. It is designed to treat minor illness or injuries such as a sprain or strain, a minor cut or burn or sore throat. The copayments are lower and waiting times will be shorter. In deciding whether or not to go to the emergency room, ask yourself, "Is there an immediate danger to my life or will it permanently affect my health?". If you answer yes, then you need to go to the emergency room.

There are various locations around the area. The newest one in town is Rochester Immediate Care on W. Ridge Road. For other locations, check your health care provider's website for location and hours. -Chris Sortino, Director of Finance & Member Benefits

# Greece Chamber At a Glance



Pictured above are images from Race on the Ridge 2009. Over 230 people participated in the 2009 race with proceeds going to benefit the Greece Chamber Charitable Foundation and the Michael W. Bliss Trust. The 2010 race will benefit the Greece Chamber Charitable Foundation and Unity Health Foundation

## JOIN THE AMBASSADORS COMMITTEE!

The Greece Chamber Ambassadors serve our member businesses by helping to build a better and stronger Chamber through their volunteer leadership. They work to develop goodwill throughout our business community, and to increase the retention of our current members by opening lines of communications between the Chamber and its members.

The Ambassadors also help to strengthen the Chamber by spreading the word about our benefits and services in both current and prospective members, by providing leads for potential new members, and by offering their support to new members during their first year in the Chamber.

As an Ambassador, you will not only become a part of your Chamber, but you will also gain valuable contacts for your own business as well as increase your visibility in the business community. We encourage our Ambassadors to take advantage of the contacts they make to try to grow their own business while recognizing they are representing the Chamber.

*Other Greece Chamber Committees include: Race on the Ridge 5K, Small Business of the Year Award, Youth Hall of Fame, Dewey Avenue Business Roundtable, Civic Awards, and Leadership Greece.*

Contact the Chamber office at 585-227-7272 for details on joining a Chamber committee!

## 2010 Race on the Ridge 5K

On Sunday, November 14th, 2010 we invite you to join us as partners of the 2010 Race on the Ridge 5K. The race is now in its 3rd year. The proceeds from this year's race will be split between the Greece Chamber Charitable Foundation and Unity Health Foundation. Sponsorships are available for this event.

- **Platinum Sponsorship** / \$2500 / Name and large logo on back of registrant T-shirts / Name & Logo on event brochure / 1 item in Goodie Bag / 6' x 2' signs at both starting and finish lines / 4 road signs spaced throughout race course / Corporate name recognition in all publicity.
- **Gold Sponsorship** / \$1000 / Name & small logo on back of registrant T-shirts / Name & logo on event brochure / 1 item in Goodie Bag / 2' x 4' signs at both starting and finish lines / 3 road signs spaced throughout the race course / Corporate name recognition in all publicity
- **Silver Sponsorship** / \$500 / Name on back of registrants T-shirts / Name on event brochure / 1 item in Goodie Bag / Name on Silver Sponsor signs at both starting and finish lines / 2 road signs spaced throughout race course / Corporate name recognition in all publicity.
- **Bronze Sponsorship** / \$250 / Name on back of registrant T-shirt / Name on event brochure / 1 item in Goodie Bag / Name on Bronze Sponsor sign at starting line / 1 road sign on race course / corporate name recognition in all publicity.
- **Goodie Bag / Coupon Sponsorship** / \$50 / 1 item in Goodie Bag / Name on Coupon/Bag Sponsor sign at finish line.

Call the Chamber office at 585-227-7272 for more details or to sponsor this event!

## Non Profit News

Two Doors Community Resource Center is looking for volunteers for their fundraiser at the Friday, August 6th and Saturday, August 28th Red Wings Games. It is an excellent way to spend an evening, help fundraise for Two Doors, get a free hot dog/French fries/drink, and watch the last innings of the games. Anyone interested should contact Paula Kosiorek at 585-329-2950 for details.



Two Doors Community Resource Center

*Two Doors Community Resource Center provides a place where children and families grow and develop in a nurturing and supportive environment that encourages friendship and learning amongst adults and children; where a team of trained and caring volunteers provides an attentive ear and a helping hand to support educational and developmental needs of the neighborhood.*

## New Discount Program at Staples.com for Greece Chamber Members!

Program will save Greece Chamber Members an average of 10% - 15% over standard industry pricing.

**FREE shipping on orders of \$50 or more.**

Visit  
[www.GreeceChamber.org](http://www.GreeceChamber.org)  
for details.

# First Friday Networking!

7:30am—8:30am, the first Friday of each month

- Great opportunities to meet other business people in our community
- Make new contacts to help increase your business
- Learn about the services and products offered by the event hosts

## First Friday Schedule

- August 6th—hosted by American Cancer Society (being held in the Greece Chamber Conference Room), 2496 West Ridge Road, Suite 202
- September 3rd—Glaze and Glass—1742 Long Pond Road
- October 1st—The Villages at Unity and Unity HealthCall, Woodland Village, 1477 Long Pond Road
- November 5th,—Keller Williams Greater Rochester West, 1934 West Ridge Road, Ridgecrest Plaza
- December 3rd—Genesee Regional Bank, 2300 West Ridge Road



Pictured above is Art Wheat, SiteSteward, Inc. CEO (left) and Mike Masiello, Owner of Masiello & Associates at a First Friday Networking breakfast held at Two Doors Community Resource Center.

## Member Testimonial!

"We have found that the advertising opportunities, being able to brand with the Chamber, the ability to reach out through promotional mailers, and attending and sponsoring events has been very beneficial to our business. The benefit of getting to know members and business owners in the community has been phenomenal and there are so many networking opportunities.

Belonging to the Greece Chamber has been very positive for us!" - Michael Tracz & Shane Riley, *New York Life*

## Mini Member Spotlight

**Gates Jazzercise offers fun and easy to follow dance routines all done to popular music that includes top 40, jazz, country, rock, blues, and more. Reap the benefits of:**

- Feeling good
- Increasing cardiovascular endurance
- Improving strength and flexibility
  - Self Esteem
  - Stress Release
  - FUN

In addition to adult and teen classes, The Junior Jazz class teaches kids ages 6—11 coordination, strength and endurance, nutrition, and the importance of physical education. They learn choreographed, age appropriate routines to today's most popular music.

Call Rena Argento at 585-225-1747, email them at [rargento@rochester.rr.com](mailto:rargento@rochester.rr.com) or visit Gates Jazzercise on the Internet at

<http://jcls.jazzercise.com/facility/jazzercise-gates> for more information, to sign up and for class schedules.

Note that 7:00pm classes begin the 2nd week of September and are not available during the summer.

Be sure to tell Jazzercise Gates that you saw their Mini Member Spotlight in the Greece Chamber's SuccessLink Journal.



## Greece Chamber of Commerce Erie Canal Committee Historic Mural Project

The three historic murals, based on the sketches, above, are currently being painted by artist, Stacey Kirby, to be installed on the Elmgrove Road bridge abutment at Henpeck Park on the Erie Canal, Greece, New York. The murals, which portray the history of the building of the canal, homesteads along the canal and junction lock will be installed in August 2010.

To raise funds to complete the murals and have them installed on the bridge, prints of the murals are available for purchase. The prints are being sold in unframed sets of 3 at the following sizes and cost.

**9 X 12 image size, 11 X 14 paper size  
for \$49**

**12 X 18 image size, 14 X 20 paper size  
for \$100**

**14 X 23 image size, 16 X 20 paper size  
for \$125**

*(14x23 only) limited edition of 30 sets signed and numbered by artist*

Print sets can be ordered by contacting the Greece Chamber of Commerce at (585) 227-7272 or by visiting the Chamber's website at [www.GreeceChamber.org](http://www.GreeceChamber.org).

# MEMBER SPOTLIGHTS

## MARY KAY COSMETICS—Cheryl MacCracken



Pictured above: Cheryl MacCracken, Mary Kay Cosmetics

With 38 years in the beauty industry, Cheryl MacCracken, Mary Kay Independent Senior Sales Director and Leader, offers head-to-toe skin care, make-up applications, with a state-of-the-art product line and free door-to-door personal service. She oversees a unit of 60 women. Throughout her career with Mary Kay Cosmetics, Cheryl has earned 10 career cars, two of them being the famous “Pink Cadillac”, and a top director trip to the Costa del Sol, Spain. Prior to her career with Mary Kay, Cheryl was a licensed cosmetologist for 20 years.

In addition to in-home service (your house or hers), Cheryl offers her clients the luxury of receiving her service at her very own Mary Kay Studio, located at 3159 Winton Road South, in the town of Brighton (in the Win-Jeff Plaza). Perfect for bridal parties, proms or just pampering yourself for a day, Cheryl holds both individual and group appointments at her studio. “I carry a complete line of skin care products for women, men and teens,” comments Cheryl. “My clients can expect nothing less than outstanding customer service. I am committed to prompt on-spot delivery, offering the convenience of over-the-phone or online ordering, and discounts and free gifts to my current and prospective customers.”

Cheryl MacCracken is as dedicated to the community as she is to her business. She is now compiling a professional women’s portfolio, for Greece Chamber female members, as part of her Professional & Occupational Women’s Network. The network is geared at women helping women. Each female participant can look forward to having her own personal page in the portfolio which will feature an “after photo”, wearing one of Mary Kay’s fabulous new career looks as well as their business card and occupational bio promoting their business or service. “Women want to know: Who does your hair? Where did you buy that? Who is a good realtor? and so forth,” remarks Cheryl. “My professional network portfolio consists of various businesses and professional categories and is a unique advertising tool. It exemplifies women supporting women.” Cheryl volunteers for the Look Good/Feel Better program for women receiving Chemotherapy, supports the American Cancer Society and is a member of the Greece Chamber of Commerce. (Cont on page 9)

“Mary Kay is a wonderful business opportunity that offers flexibility, extra income, self growth on a spare-time, part time or full time basis. There are no territories and I am able to work with women throughout Monroe County or anywhere I choose! -Cheryl MacCracken,

## Rochester Home Builders’ Association, Inc.

20 Wildbriar Road, Suite D,  
Rochester, New York 14623  
**Telephone:** 585-272-8222

Email: [pam@rochesterhomebuilders.com](mailto:pam@rochesterhomebuilders.com)

Website Address: <http://rochesterhomebuilders.com>



Rochester Home Builders’ Association, located at 20 Wildbriar Road, Suite D.

Now in its 76<sup>th</sup> year, the Rochester Home Builders’ Association, Inc. (RHBA), is a trade organization of professionals working in the residential and light commercial new construction and remodeling industries. The 350+ members of this organization, located in a six county area, include builders, remodelers, professional trades, material suppliers, architects, engineers, lending institutions, and other industry related organizations. With such a diverse membership the organization is able to offer both business and educational opportunities to the membership as well as serve as a resource to consumers. RHBA is host to Homerama, the Home & Garden Show and the Home & Design Show here in Rochester. (cont on page 9)

“Like the Greece Chamber of Commerce, the Rochester Home Builders’ Association is a voluntary membership organization. There is something for everyone that will be many times more valuable than the investment of their annual dues. Helping them find that value is key,” says Pam Bunt.

# Greece Chamber Travel

The Greece Chamber of Commerce  
Presents  
**The Costa del Sol, Spain**  
Nine Days  
including hotel, meals, day trips, and airfare from Rochester, NY  
November 2-10, 2010



From \$1995 p.p  
double  
occupancy  
including air from  
Rochester, NY.

Over forty-eight million vacationers visit Spain each year, making it one of the three most visited countries in the world. To travel to Spain is to experience sun, superb food, hospitality and *joe de vivre*, and yet it is also to discover the country's rich heritage of monuments and sights, the imprint of the different civilizations that once made it their home, or to journey through its singular and breathtaking countryside and delight in the stunning, starkly contrasting scenery, study the customs of its peoples and towns, and share in their local *fiestas* and traditions. To travel to Spain is to opt for diversity, to be the central character in what is sure to be a truly unforgettable trip. This is what makes Spain such a prized destination worldwide, and why the vast majority of those who visit it once, return... in order to share in the enjoyment of a climate, countryside and culture which embody a rather special way of life.



For More Details and Reservations Contact: Chris Sortino  
At The Greece Chamber of Commerce  
E-mail: [chris@greecechamber.org](mailto:chris@greecechamber.org), Telephone: (585) 227-7272



## EXPERIENCE THE CANAL

Cruise the Erie Canal with the  
Greece Chamber and the Chamber  
Erie Canal Committee



**THE ROSE LUMMIS**

FRIDAY, AUGUST 13th, 2010 &  
SUNDAY, AUGUST 15th, 2010

Four 2 1/2 Hour Cruises Each Day!

9:00am Cruise West / continental breakfast

NOON Cruise East / box lunch

3:00pm Cruise West / wine tasting with  
cheese & crackers

6:00pm Cruise East / wine tasting and  
desserts

\$30 per person / per cruise

Greece Chamber Of Commerce Presents...

## Jimmy Sturr

A DAY OF FOOD, MUSIC & FUN!

WEDNESDAY, SEPTEMBER 22ND, 2010

Jimmy Sturr and his Orchestra,  
the #1 Polka band in the country for the last  
ten years and winner of 18 Grammy Awards, will be live  
on stage with a special matinee performance.

\$65 Per Person  
Includes:

- Hot Lunch Buffet at Golden Ponds Restaurant
- Round trip bus transportation to Smith Opera House in Geneva
- Ticket Admission to Show: 2:00pm—4:30pm

Lunch at 11:30am  
Depart : 12:45pm  
Return arrival around 5:30pm

FOR COMPLETE DETAILS OR RESERVATIONS ON ANY OF THE ABOVE TRIPS CALL  
CHRIS SORTINO AT 585-227-7272



**Take the Greece Chamber Travel Survey**  
Let us know where your dream destination is.  
Take our travel survey by visiting [www.GreeceChamber.org](http://www.GreeceChamber.org)  
and click on Greece Chamber 2011 Travel Survey.

“Our checkouts are more customer friendly, making purchases easier and faster and, with the extra showroom space, we have been able to add 1000 new products, with greater visibility, and totally self serve pet washes. Our landlord, Compson Development, was very accommodating in working out lease rates and details which was a big help in making the renovations successful. Our business has definitely increased.”

Gateway Funding Diversified Mortgage Services, LP has brought back the 203k program for their clients. This program makes it easier for home buyers to make immediate improvements to properties that they have just purchased. “Where a streamline mortgage will only allow up to \$35,000 for home improvements,

the 203k allows for much more expensive improvements,” comments Chris Vella, Branch Manager at Gateway Diversified Funding Mortgage Services, LP., located at 3180 Latta Road in Greece. “The 203k is great for people wanting to purchase foreclosures that are in run down condition, 1<sup>st</sup> time homebuyers or a fixer upper. They can take advantage of a lower interest rate and put all of the home improvement money right in their mortgage. It is one more option for our clients that very few lenders actually offer. All of our processing now goes through our central processing center in Albany, N.Y. They do all of the processing, underwriting and closings. This makes things much easier and quicker for the borrower. We are seeing a lot of inquiries and loans in process.”

“It was time for an upgrade. Things were looking a little tired at our hotel,” says Lynn McCall, General Manager at Comfort Inn West, located at 1501 West Ridge Road in Greece. “We changed the soft goods; the comforters and bed linens, wallpaper and added new granite sinks in each of the bathrooms of our guest rooms. We also added a very large flat screen television for all of our guests to enjoy and, by the end of 2010, we plan to replace all of the televisions in the guest rooms with flat screens. All of this helps us to compete with the other hotels along the strip. Our repeat customers have been very impressed with the upgrades and our new customers are thrilled when they stay with us. The response to all of this has been very positive.”

The new Wegman Family Cottages, located on the Unity Park Ridge Health Care Campus focuses on the new concept

of resident centered care. “These are four cottages, each with 20 private rooms,” comments Ed Pero, Director of Sales & Marketing for Unity Senior Housing. “It’s a culture change where all attention and focus is on the residents. In addition to skilled nursing on the premises, residents love having staff with them that perform non-medical services. The staff might have lunch with a resident, go for a walk with them, play cards or board games, or maybe cook a light meal for them. The residents eat when they want to. There is even a large dining table for them where they can have family join them for a meal. The cottages are situated on a beautiful and serene setting with exquisite gardens. We are the first in Monroe County to offer this, building from the ground up. All the existing elders that were with us at the skilled nursing level have all been transferred over to the cottages. The response from residents, as well as their families has been extremely positive.”

As you can see our Greece Chamber Business Members do everything possible to increase and improve their businesses creatively, always evaluating their customer and client needs. And that’s what’s new with business! –Terry Hogan, Director of Marketing & Communications

## Nominations now being accepted for: LEADERSHIP GREECE

*Leadership Greece is designed to:*

- Provide an affordable and valuable opportunity to learn more about our community and strengthen leadership abilities.
- Expand the pool of qualified local leaders to serve in community & non-profit leadership posts.
- Develop leadership skills for use in work, home and volunteering life.
- Acquaint participants with community needs and issues.

### Program

The Leadership Greece program operates from September to June, beginning with a day-long retreat followed by eight monthly workday sessions relating to topics in the community. The year culminates with a Graduation Luncheon in June.

These sessions cover areas such as:

- Business & Industry
- Education
- Government
- Health & Social Services
- Economic Development
- Professional Development

### Leadership Development

A leadership skills development unit is presented at each session. The unit is based upon the book The Leadership Challenge by James Kouzes & Barry Posner. The book identifies five practices of exemplary leadership:

- Inspiring a Shared Vision
- Enabling Others to Act
- Challenging the Process
- Modeling the Way

### Class Schedule

The 2010-11 year commences with a mandatory opening retreat on Friday, September 10th and concludes with a Graduation Luncheon on June 10, 2011. Sessions meet the 2nd Friday of every month and generally run from 8:30am - 4:00pm, although times may vary.

- September 10, 2010
- October 8, 2010
- November 12, 2010
- December 10, 2010
- January 14, 2011
- February 11, 2011
- March 11, 2011
- April 8, 2011
- May 13, 2011
- June 10, 2011

### Tuition

Tuition for the program is \$525 for Chamber Members and \$575 for non-members and is traditionally, though not required to be, paid by the participant’s employer. A partial scholarship program may be available for those demonstrating financial need.

Call the Greece Chamber at 585-227-7272 for details.

*Participants are expected to make a commitment to the Leadership Greece program. Participants are also expected to work on a class project. Participants who miss more than two of the class days may be excused from the program and no refund will be given on tuition.*

## Buried in Paperwork!

Answers to Organizing

585-975-9240

Is your household paperwork out of control?

Has your paperwork got you down?

Buried in paperwork?

Are you buried in paper?



As a professional organizer, I help clients regain control and manage more than just

their belongings at home. Often they are drowning in paperwork too.

Excessive and outdated documents take up valuable space, create clutter, and cause significant undue stress. Considerations such as whether you (a) own or rent your home, (b) have

dependants, or (c) declare home usage as a business expense have an impact on how long you need to retain documents.

Record retention is a way to manage your paperwork whereby you assign the length of time you will keep documents. Here are some tips to get started:

1) *Talk to your tax preparer and financial advisor* for recommendations on how long to keep different types of document for your particular situation (utility bills, medical records, investment statements, etc.)

2) *Create a separate set of files* for each document type for archival storage. Properly label files with both the name and the duration of storage

(in terms of years). Some documents, of course, need to be kept indefinitely.

3) *Store archival files* where they won't take up valuable working space for your current-year processing (bottom drawer or file cabinet elsewhere in the home.)

4) *Once a year*, schedule time with yourself to (a) file away last year's records, (b) cull out files beyond the retention period, and then (c) shred or recycle as appropriate. Immediately after filing your annual tax return is a great time for this project!

So there is no need to buy more cabinets for your files; rather, better management of your files will save money as well as space. —Jen Ulrich, owner, *Answers to Organizing*

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Cont from page 6—Mary Kay Cosmetics—Cheryl MacCracken

Mary Kay Ash founded Mary Kay Cosmetics in 1963, in what she believed to be a company “with heart”. She is a true American business woman success story. Her beliefs were: 1) praise people to success and 2) faith first, family second, career third. Cheryl MacCracken has been with the company for 18 years, is a breast cancer survivor and a role model for women who are looking to have it all!

If you are interested in purchasing Mary Kay products, hosting a party or becoming a Mary Kay Cosmetics Independent Beauty Consultant, call Cheryl at 585-723-3201. Ask Cheryl about her Professional Image Workshop and be sure to tell her that you saw her spotlight in the Greece Chamber publication, *SuccessLink Journal!* —Terry Hogan, Director of Marketing & Communications

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cont from page 6—Rochester Homebuilders' Assoc. Inc.

The Rochester Home Builders' Association is a not for profit association. It supports dozens of community programs and organizations. Each year, Homerama ticket sellers, parking attendants, and concession volunteers are hard at work earning money for their chosen charities, paid from

Homerama proceeds. “This year’s event will include wine tastings, culinary demonstrations as well as local bands that are raising money for their favorite charities; all this, in addition to touring beautiful homes and 60+ exhibits to visit. It’s going to be a great event,” says Pam Bunt, Director of Association Affairs at RHBA. Homerama 2010 will be at WaterSong in Penfield from August 14<sup>th</sup>-August 22<sup>nd</sup>. The Home and Design Show, now in its third year, will be at Eastview Mall, September 17<sup>th</sup> - September 19<sup>th</sup>. There will be more than 60 exhibitors offering products and services for your home or your next home project. The Home and Garden Show at the Rochester Riverside Convention Center is RHBA’s newest undertaking and will be held March 26<sup>th</sup> and 27<sup>th</sup>, 2011. Details about each of these events can be found at <http://rochesterhomebuilders.com>.

“The RHBA office operates with just two employees and a whole lot of help from its dedicated members,” remarks Pam. “We are fortunate to have a core group of members who understand the importance of having an association dedicated to their industry.” Pam’s advice to anyone starting their own business, “Network. nutshell, that’s the single most important thing you can do.

And be sure to listen! Join organizations relevant to your business and then jump in with both feet. No excuses! It’s worth every minute of your time.” Pam has lived in Rochester all of her life, Greece specifically. “I think the diversity of our landscape translates to the local people. Within minutes, you can go from lakes to hilltops to valleys. You experience year round beauty that is unmatched.” comments Pam. “From town to town and business to business, getting to know wonderful people is half the fun!”

If you are in need of services from the Rochester Home Builder’s Association, Inc., call them at 585-272-8222 and be sure to tell them that you saw their spotlight in the Greece Chamber publication, *SuccessLink Journal!* —Terry Hogan, Director of Marketing & Communications

### Member Testimonial

“Being a member of the Greece Chamber is a great opportunity to meet influential business people in the town of Greece and a great way to expand your network!” - Anthony Ricci, Business Banking Relationship Manager, M & T Bank

# Greece Chamber Training

## SMALL BUSINESS

## ChamberMaster Training

**August 24th, 2010**

7:30am—9:00am

Greece Chamber Conference Room  
2496 West Ridge Road, Suite 210  
Greece, NY 14626

### *Search Engine Optimization*

Presented by Art Wheat, CEO  
SiteSteward, Inc

Search Engine Optimization or SEO. What is it? How can you use it to draw potential new customers to your site? Art Wheat, CEO of SiteSteward, will share the techniques and tools you can start using right away to get your web site "found" on the internet.

Greece Chamber Members \$15  
Non-members \$25  
Continental breakfast included

*Art Wheat founded his computer consulting company in 1989 and began building web sites in 1993. In 1996, before the advent of Content Management Systems, Art began development on SiteSteward.com that empowered customers to edit their own content. In 1999 web development became the core aspect and sole focus of his business.*

## Calendar of Events

### August

- 8/6, Friday** First Friday Networking, 7:30am to 8:30am, hosted by American Cancer Society, Greece Chamber Conference Room, 2496 West Ridge Road, Suite 202,
- 8/11, Wednesday** Race on the Ridge 5K Planning Committee meeting 8:00am
- 8/12, Thursday** Small Business of the Year Nominee Breakfast, 8:00am to 9:00am, Brook House Restaurant, 920 Elm Ridge Center Drive
- 8/13, Friday** DEADLINE: Leadership Greece Class of 2010-2011 Nominations due by 4:00pm – Contact the Chamber office for nomination forms
- 8/17, Tuesday** Board of Directors meeting at 7:30am
- 8/18, Wednesday** Eggs & Issues Networking Breakfast, 7:30am to 8:30am, Brook House Restaurant,

**August 27th, 2010**

8:00am—9:00am

Greece Chamber of Commerce  
Conference Room  
2496 West Ridge Road, Suite 201  
Greece, NY 14626

Join us for an overview off ChamberMaster. Learn how to utilize your private ChamberMaster portal! You can update your membership directory listing, view or submit an event, add job postings or hot deals, and more. You won't want to miss this valuable session!

This session is FREE to members.

## Calendar of Events (cont)

- 920 Elm Ridge Center Drive – Guest  
Speaker: US Congressman Christopher Lee ~  
Sponsored by Frontier
- 8/24, Tuesday** Small Business Success Series, *Search Engine Optimization*, 7:30am to 8:30am, in the Greece Chamber Conference Room, 2496 West Ridge Road, Suite 202, Presenter, Art Wheat, CEO of SiteSteward, Inc. – Contact Terry Hogan at the Chamber office for details
- 8/25, Wednesday** Ambassadors meeting at 8:00am
- 8/27, Friday** ChamberMaster: Tools to Promote Your Business Online, 8:00am to 9:00am, in the Greece Chamber Conference Room, Suite 202, ~ Register online or contact Sue Edgett at the Chamber office for more details
- ### September
- 9/3, Friday** First Friday Networking, 7:30am to 8:30am, hosted by Glaze and Glass, 1742 Long Pond Road
- 9/6, Monday** OFFICE CLOSED: Greece Chamber office closed for Labor Day
- 9/7, Tuesday** Canal Committee meeting at 8:00am
- 9/8, Wednesday** Race on the Ridge 5K Planning Committee meeting 8:00am
- 9/9, Thursday** The Monroe County West Side Chambers Mixer, 5:30pm to 7:30pm ~ Plantation Party House, 1875 North Union Street (Route 259), Spencerport ~ \$10 for Chamber members, \$20 for non-members and guests ~ Hosted by the Western Monroe County Chambers of Commerce

**Event Info****Attendee Information****Total**

<input type="checkbox"/>	<b>FIRST FRIDAY NETWORKING</b> Friday, August 6th, 2010 7:30am-8:30am  Hosted by: American Red Cross (held in Greece Chamber Conference Room)	Number of Greece Chamber members _____ Number of Non-Members & Guests _____ Attendee Names: _____ _____ _____ <p style="text-align: center;">FREE EVENT</p>	\$0.00  \$0.00
<input type="checkbox"/>	<b>EGGS &amp; ISSUES NETWORKING BREAKFAST</b> <b>WEDNESDAY, AUGUST 18TH, 2010</b> 7:30AM—8:30AM  Brook House Restaurant 920 Elm Ridge Center Drive	Number of Greece Chamber members _____ @ \$15 Number of Non-Members & Guests _____ @ \$20 Attendee Names: _____ _____ _____	\$ _____ \$ _____
<input type="checkbox"/>	<b>TECH TUESDAY—SEARCH ENGINE OPTIMAIZATION</b> Tuesday, August 24th, 2010  7:30am-9:00am  Greece Chamber Conference Room—2496 West Ridge Road, Suite 202	Number of Greece Chamber members _____ @ \$15 Number of Non-Members & Guests _____ @ \$25 Attendee Names: _____ _____ _____	\$ _____ \$ _____
<input type="checkbox"/>	<b>CHAMBERMASTER TRAINING</b> Friday, August 27th, 2010  8:00am-9:00am  Greece Chamber Conference Room 2496 West Ridge Road, Suite 202	Number of Greece Chamber members _____ Attendee Names: _____ _____ _____ <p style="text-align: center;">ChamberMaster Training is exclusive to Greece Chamber Members FREE Event</p>	\$0.00
<input type="checkbox"/>	<b>FIRST FRIDAY NETWORKING BREAKFAST</b> Friday, September 3rd, 2010 7:3am-8:30am  Hosted by: Glaze and Glass 1742 Long Pond Road	Number of Greece Chamber Members _____ Number of Non-Members & Guests _____ Attendee Names: _____ _____ _____ <p style="text-align: center;">FREE Event</p>	\$0.00

Total Amount Due

\$

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 Return by fax:585-227-7275 or mail to: Greece Chamber, 2496 West Ridge Rd. , Suite 201, Greece, NY 14626

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Check # \_\_\_\_\_

 Please invoice me

Visa    MasterCard    Discover

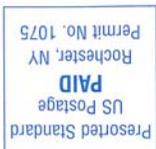
Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Sec. Code: \_\_\_\_\_

Return Service Requested

Greece, NY 14626-3053  
2496 West Ridge Road, Suite 201



# Leadership Greece

## Mission Statement:

To ensure that new, emerging and established leaders gain a thorough understanding of the community and are equipped to serve in a variety of leadership

# Class of 2011 Now Enrolling!

*Developing Leaders, Building Community*

*This program was filled with quality, valuable, thoughtful community information that will serve me well both personally and professionally. I am proud to have been a part of the premier of Leadership Greece.*

*- Sharon Quataert, Associate Broker/Owner, Keller Williams Realty of Greater Rochester  
Class of 2010*

*Leadership Greece was so much more than I ever expected! The leadership development sessions were not only useful but immediately applicable when I returned to work.*

*- Kim Graham, Director, Education Services, Unity Health System  
Class of 2010*

*As a businessperson and resident who did not grow up in Greece or the Rochester area, I thoroughly enjoyed and was impressed with the program and gained invaluable insight into the community in which I live AND work.*

*- Craig Papke, Owner, State Farm Insurance - Craig Papke Agency  
Class of 2010*