Initial Impacts of Obamacare

I’m writing this column at the end of October, almost a month into the initial Open Enrollment period for the new “Obamacare” reforms. I thought I would give a first-hand view of how I see things going so far. These are just my observations, and of course, it is still early so lots can change before the end of the year.

First, I would have to say that despite the initial crush of interest, the New York State of Health exchange website has fared a lot better than the federal government. Though you see the stories in the paper each day about the absolute failure of the national website (which is servicing something like 32 states), it seems that the New York website is performing adequately at this point. To some degree, I think this might be a lucky coincidence because I do not really think the State did much pre-launch testing of the site. Either way, I’m glad our system is running a little better.

That being said, I do think New York could have unrolled the exchange a bit more thoughtfully. The Chamber has two licensed brokers on staff (Chris Sortino and myself). We sat through countless conference calls and in person meetings right up until October 1st where we would see screen shots of what the website would look like, but the State would not give anyone access to the site until October 1st. We all saw the stories about the absolute failure of the site those first few days. I think the State could have saved itself a little bit by at least allowing brokers and navigators to go on in the weeks leading up and take it for a little test drive.

The State also pushed out the October 1st date very publicly and told everyone they could go online (which didn’t work), or call a broker or navigator to get more information. The problem was we couldn’t go online either. They did not distribute plans or pricing any earlier. The Chamber has two licensed brokers on staff (Chris Sortino and myself). We sat through countless conference calls and in person meetings right up until October 1st where we would see screen shots of what the website would look like, but the State would not give anyone access to the site until October 1st. We all saw the stories about the absolute failure of the site those first few days. I think the State could have saved itself a little bit by at least allowing brokers and navigators to go on in the weeks leading up and take it for a little test drive.

The crux of interest, the New York State of Health exchange website has fared a lot better than the federal government. Though you see the stories in the paper each day about the absolute failure of the national website (which is servicing something like 32 states), it seems that the New York website is performing adequately at this point. To some degree, I think this might be a lucky coincidence because I do not really think the State did much pre-launch testing of the site. Either way, I’m glad our system is running a little better.

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The State also pushed out the October 1st date very publicly and told everyone they could go online (which didn’t work), or call a broker or navigator to get more information. The problem was we couldn’t go online either. They did not distribute plans or pricing any earlier and we could not start to get a view on the networks and coverage until days later. Again, with a three year lead time, we do not know who will pay for the subsidies in the long term beyond the first two years. New York State is cont on page 3
MEET OUR MEMBERS

Pamper your pets at Park Ave. Pets, located at 993 Monroe Avenue. The business opened 17 years ago and continues to be a favorite of area pet owners and those looking to purchase fish, birds and small animals. This locally owned shop, in the upper Monroe Avenue neighborhood, offers a full line of pet products as well as dog grooming services.

Everything from dog and cat treats, flea and tick products to toys, dog houses, and outdoor kennels can be found at Park Ave. Pets. They carry premium and holistic pet foods and a wide variety of pet supplies. Live crickets for lizards, frozen fish and reptile food can also be found here. Gerbils, guinea pigs, rabbits, hamsters, and ferrets are available to purchase. It’s also a one-stop shop for fish lovers.

Of course, pampering your dog would not be complete without excellent grooming services. Professional grooming is available and includes the Blueberry Vanilla Facial. What is this you ask? It is a facial scrub that is very calming and lightens or removes tear stains. “The dog just becomes so calm when they get the Blueberry Vanilla Facial,” says Park Ave. Pets owner Lisa Jacques. “Maybe it is the great scent. The dogs just love it!” Teeth brushing, nail trims, flea, and tick baths are also available. Dog owners that prefer to bathe their own dogs can use Park Ave. Pets’ Self-Service dog grooming — no appointment needed!

“The theory that pet stores are recession-proof may be more than a theory,” comments Lisa. “Park Ave. Pets’ sales have increased every year of the 17 years we’ve been in business. This year we added a second groomer, and we’re seeing the greatest percent increase in sales since moving to our 3,000 square ft. Monroe Avenue location nine years ago.” Park Ave. Pets was voted “Best Pet-Friendly Business” in City Newspaper’s “Best of Rochester’s” awards in 2010.

Park Ave. Pets is open 7 days a week, or visit them on the web at ParkAvePetsROC.com. Be sure to tell them that you saw their spotlight article in the Greece Chamber’s SuccessLink Journal. –Terry Hogan, Director of Marketing & Communications

MEMBER EVENTS:

**Book Signing at Danc’letics of Rochester**


**Family Fun Bowling**

Sunday, November 17, 2013 ~ Kiwanis Club of Greece Fundraiser ~ AMF Dewey Gardens (4470 Dewey Avenue) ~ 1:00pm – 3:00pm ~ Pre-sale tickets: $15 Event day: $20 Discounts for teams of 4 or more ~ For tickets or sponsorships call: Chris Sortino at 585-615-0634 or email at angel1959@frontiernet.net

**Small Business of the Year Finalists**

American Custom Exteriors & Interiors
Bartolomeo & Perotto Funeral Home, Inc.
Deborah L. Fox, DDS, P.C.

**Microenterprise of the Year Finalists**

Christie Carpets
Danc’letics of Rochester
North Greece Physical Therapy

WINNERS TO BE ANNOUNCED: Friday, November 15th, 2013 Rochester Airport Marriott Hotel visit www.GreeceChamber.org for details

CONNECT WITH THE GREECE CHAMBER!
Tech Tuesday:
Cloud Computing: How Can It Improve Your Business?

Tuesday
November 19, 2013
7:30am—9:00am
Greece Chamber Board Room

Get prepared for the next major shift in technology!
You may never buy another PC, server or phone system after learning about Cloud Computing. David Wolf, GM for Just Solutions, Inc. will present this 90-minute seminar. You will learn what Cloud Computing is, how it can save you money, the options and services available, and more in this exciting session.

Sponsored by:

YEA! LAUNCHES NEW PROGRAM

The Young Entrepreneurs Academy kicked off their 2013-14 year on October 22nd. This year, we are proud to have Bryant & Stratton as a key partner and host of all of our classes. Right now we have 12 students who have signed on to learn about launching their own businesses. Diane Hennekey (Edward Jones Investments) and Jodie Perry (Chamber) will serve as co-instructors for the year. Diane has served as a volunteer instructor for each of the 4 years that the Chamber has run the program and has given generously of her time, talent and resources to help our students achieve success. We are currently looking for business mentors to work with our students through the business plan phase. If you are interested in volunteering for this, please contact Jodie at the Chamber office ASAP.

Cathi Hight, from Hight Performance Group, Inc. led a strategic planning session for the Greece Chamber of Commerce Board of Directors and staff at the Rochester Airport Marriott hotel on Wednesday, October 23rd, 2013. Goals and strategies for the next three years were discussed to ensure a continued strong community and membership!

Harvard Business Review 10 Must-Reads Boxed Set

Harvard Business Review offers a boxed set of 10 Must-Reads that is perfect for leaders, business professionals and owners. Each volume in the set contains what the organization considers to be their 10 must-read articles on the following topics: Leadership, Managing yourself, Strategy, Change, Managing people, and The Essentials. This best selling collection addresses the transformation from a good manager into an extraordinary leader, building a solid foundation using your greatest strengths and values, learning what motivates people, and much more. Find out why 70% of all change initiatives fail and why change needs to be approached as a multi-stage process and not an event. Purchase the entire set at a discounted price at www.hbr.org. - Terry Hogan, Director of Marketing & Communications

Do you have questions about Health Insurance or need to make changes? Health Insurance Open Enrollment is happening now!
Call Chris Sortino to set up your appointment at 585-227-7272
Cemetery
Holy Sepulchre Cemetery / Ascension Garden
Lynn Sullivan, Chief Financial Officer
2461 Lake Avenue
Rochester, NY 14612
(585) 458-4110 Fax: (585) 458-3059
www.holysepulchre.org

Churches
Morning Star Christian Fellowship Church
Gary Pfeiffer, Pastor
John Knox Presbyterian Church
36 Heritage Woods Court
Rochester, NY 14615
(585) 529-8000 Fax: (585) 529-8050

Employee Benefits
Benefit Link, LLC
Robin Flaherty, CPA, President
1662 Manitou Road
Rochester, NY 14626
(585) 349-8000 Fax: (585) 349-8050

Fire Protection
Keystone Security Systems
John Romero, President
803 West Avenue, Suite 360
Rochester, NY 14611
(585) 730-8324

Health & Wellness
Dynamic Thermal Imaging
Carol Knapp, Office Manager
550 Latona Road, Bldg. D
Rochester, NY 14626
(585) 734-6083
www.nydti.com

Health & Wellness
Nature Spirit Healing
Kelly Sabetta, Certified Wellness Coaching Specialist, Founder
PO Box 26406
Rochester, NY 14626
(585) 576-5297

Health & Wellness
Team Fit
Marcus Blackwood, Owner
101 Creighton Lane
Rochester, NY 14612
(585) 402-1025

Painting
A Touch of Color
Jason Nauerth
Edward Paquette
147 Wood Road
Rochester, NY 14626
(888) 313-9916

Signs
Empire Digital Signs
Chris Snelling, VP Sales
200 West Ridge Road, Suite 212
Rochester, NY 14615
(585) 749-5350
www.empiredigitalsigns.com

* As of October 21st, 2013

SAVE THE DATE
Thursday, December 19th, 2013
Small Biz Success Series Seminar
“Successful Public Speaking: The Floor is Yours—Just Don’t Look at It!”

CONNECT with the Greece Chamber!

LOFT at The Mall at Greece Ridge

Shoppers get ready! Loft celebrated their grand opening in The Mall at Greece Ridge on Thursday, October 24th, 2013. LOFT crew, NYS Senator Joe Robach and Greece Chamber President/CEO Jodie Perry were on hand for the ribbon cutting!
November
11/5, Tuesday – Outdoors Committee meeting ~ 8:00am to 9:00am ~ Northwest Savings Bank, 860 Long Pond Road
11/8, Friday – Leadership Greece Class Day
11/13, Wednesday – Community Awards Planning Committee meeting ~ 3:30pm-5:00pm ~ Greece Chamber Board Room
11/14, Thursday – Dewey Avenue Business Roundtable Meeting ~ 7:30am-8:30am ~ Aldersgate United Methodist Church, 4115 Dewey Avenue
11/14, Thursday – Race on the Ridge 5K Wrap-Up Committee meeting ~ 12:00pm to 1:00pm ~ Bryant & Stratton College, 854 Long Pond Road
11/14, Thursday – Health & Wellness Fair Planning Committee meeting ~ 1:00pm to 2:00pm ~ Greece Chamber Board Room
11/14, Thursday – Normandy “Memorials of War” Tour Info Session ~ 6:00pm to 7:00pm ~ Greece Chamber Board Room
11/15, Friday – Small Business of the Year Award Luncheon ~ 11:45am to 1:15pm ~ Rochester Marriott Airport Hotel, 1890 West Ridge Road ~ Presenting Sponsor: Genesee Regional Bank ~ Media Sponsor: Democrat & Chronicle
11/19, Tuesday – Board of Directors meeting at 7:30am
11/19, Tuesday – Small Business Success Series – Tech Tuesday ~ “Cloud Computing: How Can It Improve Your Business?” presented by David Wolf, GM for Just Solutions, Inc. ~ 7:30am to 9:00am ~ Greece Chamber Board Room, 2402 West Ridge Road ~ Sponsored by Bryant & Stratton

December
12/3, Tuesday – Outdoors Committee meeting ~ 8:00am to 9:00am ~ Northwest Savings Bank, 860 Long Pond Road
12/5, Thursday – Ambassadors meeting at 8:00am
12/6, Friday – First Friday Networking ~ 7:30am to 8:30am ~ Edward Jones Investments, 1600 West Ridge Road, Street of Shoppes
12/12, Thursday – Health & Wellness Fair Planning Committee meeting ~ 1:00pm to 2:00pm ~ Greece Chamber Board Room
12/13, Friday – Leadership Greece Class Day
12/17, Tuesday – Board of Directors meeting at 7:30am
12/19, Thursday – Small Business Success Series – Professional Development Track ~ “The Floor is Yours – Just Don’t Look at It,” presented by Greg Kamp, Holy Sepulchre Cemetery & Ascension Garden ~ 7:30am to 9:00am ~ Greece Chamber Board Room, 2402 West Ridge Road ~ Sponsored by Bryant & Stratton
12/19, Thursday – Annual Greece Chamber Holiday Party ~ 5:30pm to 7:30pm, Rochester Marriott Airport Hotel in Images Lounge, 1890 West Ridge Road ~ Sponsored by the Marriotts of Greece ~ Call Chamber office for details

The October Class Day for this year’s Leadership Greece participants featured our annual Town Tour. Thanks to our many hosts and guides for the day, the class members learned more about their community and have developed an appreciation for some of the “hidden treasures” in our community. Many thanks go out to Bill Sauer and Lee Straus (Greece Historical Society & Museum), Daena Ford (Braddock Bay Raptors Research), Dick Metzger (Monroe County Water Authority), Seryl Feigenbaum (Two Doors Community Resource Center), Keith Kroon (Greece Canal Committee), Fred Amato (Charlotte-Genesee Lighthouse Historical Society) and Unity Health System for providing the day’s transportation.
Proceeds Benefit:
Greece Chamber Charitable Foundation
Greece Residents Assisting Stray Pets (GRASP)
Genesee Valley Concerns of Police Survivors
TRAVEL INFORMATIONAL SESSIONS

Sign up for our Travel Information Email list to stay up to date on the latest trips. Contact Chris Sortino for more info: 585-227-7272 or chris@greecechamber.org

www.GreeceChamber.org/travel

Flavors of Thailand
Featuring Bangkok, Chiang Mai & Chiang Rai
February 21 - March 6, 2014

Memorials of War
A trip to Normandy, France in honor of the 70th Anniversary of D-Day.
May 15 - 24, 2014

INFO SESSION:
Tuesday, November 14th, 2013 at 6:00pm
at the Greece Chamber Offices

INFO WEBINAR:
Thursday, October 10, 2013 at 7:00pm
From the comfort of your home

Book the Normandy trip before November 15th, 2013 and $AVE!

Coming Soon... England/Scotland/Wales, National Parks and much more!

REGISTER NOW!