



Small Business Council  
of The Rochester Business Alliance

# BIG NEWS

For Small Businesses

April 2005

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**Save the Date!**  
Small Business Person  
of the Year Luncheon  
October 18, 2005

## Become the CEO of Your Life at Spring Event

Each year, the Small Business Council brings a nationally or internationally known speaker to its Rochester Headliner Event to address topics of interests for its membership. This year's speaker, Boaz Rauchwerger, will present a powerfully interactive, goal setting and high performance seminar entitled "How to Become the CEO of Your Life".

Boaz is an internationally known motivational speaker, who works with CEOs and top management on motivating employees and keeping them focused. Born in Israel, he immigrated to the US with his family when he was nine years old. At the time he was unable to speak English.

Boaz became a newscaster during high school and later became an advertising executive and network television producer. Along the way he studied the patterns of the most successful people on earth and began teaching those patterns to executives of such companies as American Airlines and Xerox.



*Boaz Rauchwerger*

*(Continued on page 3)*

## Legislative Update ... Lessons From Albany by Jim Bourdeau

On Tuesday, March 22, small business owners traveled to Albany for Small Business Lobby Day. Armed with talking points, we split into three teams, and descended on the offices of our local state delegation. Our message was much the same as it has been for years: the costs of insurance and health care are driving businesses out of the state. Yet, the mood in Albany was different.

Upon arriving, we found that everybody in Albany was locked-down and focused on passing an on-time budget. Why this sudden desire to do what has not been done for 20 consecutive years? The answer is quite simple. What started out twelve months ago as a disgruntled group of citizens making a stir, snow-balled into a groundswell of public criticism touting the harms of late budgets on school districts and publicly funded not-for-profit organizations and a general cry to "throw the bums out!"

Therein lies the lesson of this year's trip to Albany. **As business owners, we cannot merely rely on approaching our legislators in a polite manner to educate them on the harms of 400% increases in liability insurance premiums, or unemployment insurance practices that unfairly tax employers to bolster a bankrupt fund.** We must start the snowball rolling.

We need to educate and rile the general public. We need to make people aware that antiquated sections of the New York Labor Law are forcing contractors in this state to entirely forgo development projects that would otherwise create jobs. We need to educate everybody we encounter that New York's workers compensation insurance premiums are some of the highest in the land, while the benefits paid-out are some of the poorest. We need to place a bug in every ear in this state that small business employers cannot endure additional increases in unemployment taxes. The small business

engine of the New York economy is maxed-out, taxed-out and is on the verge of stalling.

It all starts here in our backyard. Down-state businesses are not going to attack the grip of labor and the trial attorneys lobby until we show some initiative upstate where the grip is not so tight. Let it start as a whisper that builds to a mumble. Let it start as a letter to your legislator that builds to a letter to the editor of the *Democrat and Chronicle*. Let it start as a grassroots campaign that leads to the defeat of an anti-business member of the Assembly from our very own delegation. But, let it start! Like the groundswell that led to the first on-time budget in more than 20 years, serious reforms in policies affecting business will only be changed in Albany after the roar is so loud that the politicians can hear nothing else.

For information, please visit our website at [www.rochestersbc.com](http://www.rochestersbc.com) ♦

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Rochester Business Alliance

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## Message From The President

I wanted to take this opportunity to thank you for being a part of the Rochester Business Alliance and the Small Business Council (SBC), now in its 23<sup>rd</sup> year.

This year at SBC is all about connection and this newsletter is just the beginning. I want to enhance each member's connection to the Small Business Council, raise awareness about our organization and make a difference in the Greater Rochester community as well as reach out to other local business leaders who would appreciate the value of SBC membership. Our goal is to increase membership by at least 20%.

### **Connecting with Our Members**

We will continue to provide incredible programs for real world skills development throughout the year. Our March **Boot Camp** was attended by over 45 people who learned the top 10 best practices for sales success from Kathleen Cattrall of Quotonnis LLC and a former senior-level executive from Bausch & Lomb. We have three more Boot Camps scheduled and each one will provide serious tools in areas such as coaching key employees, marketing and management.

Our headliner event this year features Boaz Rauchwerger and deals with something we all struggle with — how to gain control of our personal and business lives in an environment characterized by too much to do and too little time.

To learn more about our members, share challenges and opportunities of doing business here and better focus our advocacy efforts, we are also announcing a new series of **CEO Roundtables**. These breakfast meetings, which are free and open only to SBC members, will involve a panel consisting of me and eight other SBC executives in an open discussion on whatever topic you want to raise. This is an unprecedented opportunity for you to raise issues and tell us what we can do to improve the business climate in the Greater Rochester area.

### **Connecting with Our Community**

Last month, SBC began a **partnership with Junior Achievement** in an effort to expose school age children from elementary, middle and high schools throughout Monroe County to strong business leaders and real world experience.

Any SBC member interested in the program will receive materials and training free of charge courtesy of our new scholarship program. Volunteers will make 5-8 visits to a classroom to teach a JA program, and share their experiences about business. If we can get these kids excited about business and about doing business in Rochester, then we all win.

In conjunction with our local **Red Cross Chapter**, we are also pleased to announce that all SBC members can now attend CPR training or purchase portable defibrillators for home or office at special discounted pricing. We are also looking to add more partnerships in the coming months.

It's going to be a great year and I am proud to serve as the 2005-2006 president. I welcome your questions, input and insight into the Small Business Council matters affecting Rochester and what we, as a council, can be doing better to serve your needs. ♦

Thomas C. Ioele



### **Our Mission**

*To provide services, support and business-to-business opportunities to growth-oriented small business owners throughout the Greater Rochester Metropolitan Area.*

## Spotlight On ...



### Technology Innovations, LLC

*We turn ideas into annuities.*

Over the last few years, it's been exciting to see Rochester develop a growing sector of technology companies. These start-ups continue to thrive here because of the kind of support structure provided by organizations like Technology Innovations.

Founded in 1999 by Mike Weiner and Jim Wemett, Technology Innovations is a holding company that is managed by a team of entrepreneurs, investment bankers and patent attorneys who invest in businesses with a strong foundation of intellectual property. The company has grown to hold over two hundred patents (issued and pending) from companies ranging from electronic publishing to medical products and even computer displays.

The Technology Innovations portfolio of companies includes Biophan, a publicly-traded company seeking to reduce interference from biomedical devices during Magnetic Resonance Imaging (MRI), Oncovista, a supplier of anti-cancer technologies, and Natural Nano, a company developing state-of-the-art, proprietary processes and applications for

naturally-occurring nanoscale materials. Both Oncovista and Natural Nano are on track to go public this year.

Another Technology Innovations company generating a great deal of interest is Myotech, LLC, a privately-held medical technology company headquartered in Rochester. Myotech's family of medical products include a next-generation heart assist device, called the Ventricular Assist Device (VAD), for treating patients with different types of heart failure. Technology Innovations believes this device could be even more successful than the pacemaker.

"Our company is dedicated to building jobs and keeping technology in this area," says Jim Wemett, Director of Technology Innovations. "We want to leverage the tremendous talent in our area by opening up opportunities, providing insight and making important connections for other early-stage companies. The Small Business Council offers us tremendous opportunity to network with successful business leaders, potential investors and young entrepreneurs." ♦

## Become the CEO of Your Life at Spring Event

*(Continued from Page 1)*

Boaz eventually created the "Tiberias Success Formula", a unique 8-minute-per-day formula that has been hailed the simplest and most productive in the world.

The ability to bring Boaz to Rochester has been made possible by the generosity of our sponsors: Real Lease, Inc., The Media Center Production Company, Cochran, Cochran & Yale, LLC, Rochester Business Journal, Bob Hastings Buick GMC, Key Bank and Ryan Homes.

Don't miss the opportunity to hear this inspiring author, lecturer and humorist approach high performance training and coaching from a unique perspective that releases and builds on personal power.

The event is on **Thursday, April 28, 2005 from 8:00 am to 10:00 am at Nazareth College Art Center, Callahan Theatre.** The doors open at 7:00 am for networking and continental breakfast. Ticket prices are \$15.00 for SBC Members and \$30.00 for the general public.

**For more information contact Bridget Pulver at the Small Business Council at 585-263-3678 or [Bridget.Pulver@RBAAlliance.com](mailto:Bridget.Pulver@RBAAlliance.com)**

## Redesigned Website Expands Online Member Services

Visit [www.rochestersbc.com](http://www.rochestersbc.com) and check out all the new features we've added to our web site to better serve our members.

A new online calendar lists SBC events and allows online registration with secure credit card payment. In our "members only" section, you can use our online directory to look up other members and network with contacts you make at our various events.

The site allows you to check and update the data in your membership profile, change your password or request a new password, upgrade to a corporate membership, renew your dues online or even sign up for the SBC if you are not a member.



The legislative section outlines issues critical to small businesses in NYS, along with recommendations for what bills to support and what legislators are doing to

help Upstate NY. Our programs section provides a complete listing of the yearly programs that SBC sponsors, as well as a history of past events.

The SBC board worked closely with VanDamme Associates to bring you a site that closely integrates with the membership database,

providing every member with the convenience of online access. We encourage you to explore the new site. Be sure to sign in as a member so you get the most value out of your SBC membership. ♦

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## Upcoming Events

<p>APRIL 28</p>	<p><b>Headliner Event: How to Become the CEO of Your Life</b>  <i>7:00 am Networking and Continental Breakfast; 8:00 am — 10:00 am Program</i>            Nazareth College Arts Center, Callahan Theatre, Rochester, NY            Join the SBC to hear Boaz Rauchwerger, inspiring author, lecturer and humorist, as he approaches high performance training and coaching from a unique perspective that releases and builds on personal power.</p>
<p>MAY 17</p>	<p><b>Small Business Boot Camp: Leadership</b>  <i>Coaching, Mentoring and Key Employees</i>  <i>7:30 am Networking Breakfast; 8:00 am — 9:00 am Program</i>            Oak Hill Country Club, Pittsford, NY            Presenter John Engels, President, Leadership Coaching, LLC., will provide background on the ancient science of mentoring and practical strategies for high-value coaching. "Mentoring" refers to a suite of skills leaders can employ to build the confidence, competence and maturity of key employees.</p>
<p>SEPTEMBER 14</p>	<p><b>Golf Outing</b>  <i>11:00 am — 12:30 pm Registration and Lunch; 12:30 pm Shot Gun Start</i>            Ravenwood Golf Club, Victor, NY            Full golf package includes 18 holes, dinner, cart, range and prizes. Sponsorship opportunities available.</p>
<p>SEPTEMBER 20</p>	<p><b>Small Business Boot Camp: Public Relations and Marketing</b>  <i>Cost-Effective Methods to Garner Media Attention and How to Reach the Right Audience with Effective PR</i>  <i>7:30 am Networking Breakfast; 8:00 am — 9:00 am Program</i>            Oak Hill Country Club, Pittsford, NY            Panel Discussion with Martin D. Nott, Director of Public Relations Services at Buck and Pulleyn, Barbara Pierce, VP - Director of Public Relations at Dixon Schwabl Advertising, Inc. and Guy Smith, Senior Account Supervisor at Jay Advertising.</p>

For more information or to register for any of these events, visit our web site at [www.rochestersbc.com](http://www.rochestersbc.com) or contact Bridget Pulver at 585-263-3678 or [Bridget.Pulver@RBAAlliance.com](mailto:Bridget.Pulver@RBAAlliance.com)