

Welcome

Uh February, time of Punxsutawney Phil, love, presidents and this year, the Winter Olympics. This month we celebrate President's Day, American Heart Month and Black History month. And of course, lots of cold and snow for the skiers and snowboarders amongst us.

It's also a good time to look with fresh eyes at your business. The hectic holidays are over, and January gave us time to plan for the year and for tax season. Now, onto the hard work of implementing the plan.

If you are like me, a small cog in a big corporate entity, most of the goals have been set for you. You just have to come up with a plan on how to meet those goals. Not always easy, but usually you have guidance from above.

If, however, you run your own business, what is your plan? Do you have a plan? Or are you the type to just wing it and hope for the best? How long is your plan for? How flexible is it? What makes up your plan? How detailed do you get? Lots of questions that you should have answers too. But what if you do not?

The cog in me is sometimes grateful these questions rest on someone else's shoulders. The banker in me wishes more business owners looked harder at these questions. I thought that maybe now would be a good time to share some ideas to get you started if you do not have a plan:

- **Put the Plan in Writing** – A written document can be referred back to it when necessary to help keep your business on track. You can make it as flexible as your business needs. It is a work in progress, and should be updated regularly.
- **Back to Basics** – Define your business. Identify your goals. What do you have? What do you need? What is the most efficient and cost-effective way to get where you want to be?
- **Plan your Work** – This must be comprehensive and thoughtful, you must plan the who, whats, where's and hows. What is the best way? Well, you tell me. What will work best for you? If you are not a "big project" business, maybe a simple spreadsheet or chalkboard will do the job. If you are a "big project" business, maybe you need a complicated spreadsheet with multiple graphs and charts. The trick is to make it doable for YOU. If you are not Ms. Organization, then go simple. If you are Ms. Organization, how organized do you really need to be?

A great resource for further information on this topic is the Small Business Administration. Their link is: <http://www.sba.gov/smallbusinessplanner/index.html>
Please let me know what you think of this topic and if you would like to see additional ideas for managing your business.

Michelle de Pinales
Communications Chair
AVP, Key Bank

News from the President

Well, we are firmly into 2010 now and so far it seems like a mixed bag. It's great to see all the new business openings in Henrietta. We attended the ribbon cutting for the AT&T store on Jefferson next to the new DiBellas a few weeks ago. What a great looking retail outlet and the AT&T folks there couldn't be more excited about the move. On the other hand, we have been hearing from some other members that they remain challenged by this economy. I hope your business is not only weathering this financial climate but even finding some successes.

I've been hearing much lately about how the new wired generation mostly uses their hand held devices to look up information and find goods and services eschewing the old fashioned methods of searching. I myself actually got a Droid a few weeks ago and now I wonder how I ever lived without it. As for the Henrietta Chamber, we are committed to be where our members are. To that end we have a Facebook page now (become a Fan!) and a Twitter account.

We're also pretty excited about reaching out to the "connected" folks in our town and want to help all businesses to see the value of having a presence in the Social Media forum. To that end I

invite you all to join us for **Social Media for Business—3 Part Series** beginning on February 24, 2010. I can't wait. We are featuring three of the most knowledgeable folks in the area regarding social media in Dr. Neil Hair, Susan Beebee, and Emily Carpenter. Why not visit <http://www.henriettachamberofcommerce.org> and make it a priority to attend. I hope to see you all there.

Upcoming Chamber Programs

Social Media for Businesses – a 3-part series – Feb 24th; Mar. 24th; and Apr. 28th

Increasingly, organizations are experimenting with social media platforms and channels like Twitter, Facebook and LinkedIn without grasping either the opportunity or the challenges of this new world of collaboration. This series on Social Media is aimed at all levels of experience, led by three of the area's leading Social Media evangelists; Dr. Neil Hair from RIT; Emily Carpenter owner of WhizBang!; and Susan Beebe, Enterprise Social Media Strategy Advisor. Register for this exciting series at Eventbrite.com or by calling Melanie at 747-4459.

HCC @ the Amerks – Friday, March 12th

Please note – the regular monthly HCC @ the Tree program is being moved to Friday, March 12th. The HCC will be sponsoring Amerks Night and the Blue Cross Arena. Cost is \$10, networking starts at 6:30PM, game time is 7:05PM. The Albany River Rats will be in town. It's also Irish Night so wear your green. More information to follow....

Committee News

Communications

The communications committee would like you to communicate with us! What would you like to see going forward in the newsletter? How do you prefer to get communicated to? Please let us know of any upcoming events you are having, any awards you have recently received, any news you would like to share, and any member-to-member discounts you have to offer our other members.

Community of Excellence Awards

The Henrietta Chamber of Commerce (HCC) is seeking nominations for its 24th Annual Community of Excellence Awards, which will be presented at a dinner at the Locust Hill Country Club on May 12, 2010. These awards recognize individuals and businesses that have made significant and lasting contributions to business and the quality of life in Henrietta. The categories are: Business Excellence, Outstanding Facility Design and Construction, Culture and Arts, Outstanding Education Initiative, Business Person of the Year and Young Entrepreneur Award. The specific criteria for each award category and a nomination form can be found on-line at: www.henriettachamberofcommerce.org or by calling the HCC office at 747-4459. The nomination deadline is March 8, 2010.

Membership

New Member orientation was held on Tuesday January 26th. We welcomed four new businesses into the HCC:

[By the Basketful](#) – Melanie Plummer
[True North Realtors of NY](#) – John Waugh
[Friendly Services](#) – Lisa Brown
[Digsby](#) – Steve Shapiro

Programs

In the dark about how Social Media can work for your business? And how it can fit into your business plan? Join us on Feb. 24th, Mar. 24th and April 28th for our new 3-part series – “Social Media for Businesses”. As a nod to social media we are using Eventbrite.com for registration.

The program is looking at possible sites for its June and August Networking in the Parks programs. Please e-mail Dick Swanson at richard.swanson@morganstanley.com if you have any ideas for locations.

New Member Bios

Bank of America Home Loans can tailor your Home Loan package to fit your needs and determine which loan program is best for you. Sharlene Nally is a Mortgage Loan Consultant who will keep track of your loan status throughout the entire loan process. She can be reached at 585-733-0831, via e-mail sharlene.nally@bankofamerica.com, or via her website www.snallymortgageoptions.com for more information about the home buying process as well as credit repair.

Quick-Dry Carpet Care Specializes in Low Moisture carpet cleaning and upholstery cleaning.

Serving the Greater Rochester Area for over 10 years!

Our average dry time is 3-5 hours. We use a five step cleaning processes that gets results without saturating the carpet or pad. We clean all types of carpets and upholstery both commercial and residential. We are also certified for water damage restoration. For more information or to schedule an appointment or free estimate give us a call at 585-482-3896 or go to our website at www.quickdrycarpetcare.com

Member News

HAMMER WINS INTERNATIONAL PRINT AWARDS

Hammer Packaging was a winner of the 35th International Gallery of Superb Printing competition, conducted by the IAPHC.

Hammer received awards across several label categories: **Cut and Stack** – Fruitopia and All Natural Snapple Tea; **In-Mold** – Artic Power; **Pressure Sensitive** – Nika Water; **Shrink Sleeve** – Chadwick Bay Grape Juice, JoJo Energy, Cell-nique and XO Energy.

Hammer's continued investment is leading- edge printing technology – from web offset to large format sheet-fed and flexographic – has enabled Hammer to *“lead, not follow”* our industry, as evidenced by these awards.

From pre-press through finishing we process over 22 billion labels a year on twelve presses across three locations. Call us for your next printing project.

New Business Checking Account Promotion

Starting Feb. 27th, 2010 through April 30th, 2010 **Key Bank** is offering \$100 to \$275 for new business accounts. Please contact Michelle de Pinales at 272-5591 or mdepinales@kisinvestments.com for more information, requirements, restrictions and complete disclosures.

Member to Member Discounts



is proud to be a member of the Henrietta Chamber of Commerce. We offer our “Friends and Family” rate to all Chamber members.

Just identify yourself when you come in as a Henrietta Chamber of Commerce member to receive our discount.

Calendar of Events

Benefit Fish Fry Dinner for RHAFT (Rush Henrietta Area Food Terminal),
March 5, Friday starting at 4:00PM at River's Run, 50 Fairwood Dr, Rochester NY 14623, Call
Kelly Joyal at 292-5440 for additional information

Rochester's Largest Bridal Show

March 7th, 2010, 12:00 PM – 3:30PM

Sponsored by Rochester's Largest Bridal Shows

DoubleTree Hotel, 1111 Jefferson Rd, Rochester NY 14623

For more information or to register go to: www.rochesterslargestbridalshows.com

2010 Fish Fry Benefit at Rivers Run

Friday, March 19, 2010

Advance tickets are \$10.00, must be purchased by March 15th

Rivers Run is hosting "Fish Fry Fridays" to benefit and support important organizations in our community and we are grateful that they have offered the opportunity to the Henrietta Foundation and Executive South. Call or stop in to Executive South (334-1300 - Monday through Friday 8AM to noon) for more information.

Community Career Fair

Friday, May 21st from 11:00AM – 2:30PM

Bryant & Stratton College is hosting a Community Career Fair on its Henrietta Campus. The event will be promoted to the public and is free for employers. We expect a very strong turnout. Please send Meggan Fitch an e-mail to reserve a spot in advance: mbfitch@bryantstratton.edu.

15th Annual Past Dinner - Rush Henrietta Rotary

March 7th, Sunday from 12:00PM –6:00PM

Location: Rush Henrietta High School Cafeteria, 1799 LeHigh Station Rd, Call 739-0188 for additional information

Henrietta Foundation monthly meeting

March 9th, Tuesday, 7:00PM

Executive South Family Golf and Recreation Center, 3850 East Henrietta Rd. Board members will be elected at this meeting

Henrietta Youth Hall of Fame Dinner

March 25, Friday, 6:00PM

DoubleTree Hotel, for more information contact the Town Recreation Department at 359-2540

Monroe County Fair and Expo Center

February and March Events

H1N1 Flu Clinic

February 23, 2010

Dome Arena-South Entrance

Tuesday: 2pm-7pm

Admission: Free

Home Fair Expo

February 26-28, 2010

Dome Arena & Minett Hall-South Entrance

Friday: 3pm-8pm

Saturday: 10am-8pm

Sunday: 10am-5pm

Admission: \$6.00

Seniors (60+): \$5.00

Children 12 & Under: Free

Please visit www.the-bcb.net for more info.

Sportsmen Show

March 5-7, 2010

Dome Arena & Minett Hall-South Entrance

Friday: 3pm-9pm

Saturday: 9am-7pm
Sunday: 10am-5pm
Admission: \$9.00
Ages 6-12: \$4.00
Ages 5 & Under: Free

Gardenscape

March 10-14, 2010

Dome Arena & Minett Hall-South Entrance

Wednesday: 7pm-11pm (private preview)

Thursday-Saturday: 9am-9pm

Sunday: 9am-5pm

Admission: \$12.00

Ages 15 & Under: Free

Thursday is Senior day. Admission for Seniors (60+) \$10.00 Thursday Only.

Please visit www.rochesterflowershow.com for more info

Alpaca Show

March 20, 2010

Minett Hall-South Entrance

Saturday: 9am-4pm

Admission: Free

Boat Show

March 19-21, 2010

Dome Arena-South Entrance

Friday: 5pm-9pm

Saturday: 10am-9pm

Sunday: 10am-5pm

Admission: Free

Please visit www.brycemarine.com for more info

Gun Show

March 27-28, 2010

Dome Arena & Minett Hall-South Entrance

Saturday: 9am-4pm

Sunday: 9am-3pm

Admission: \$8.00

Ages 10 & Under NOT admitted.

Town Meetings:

All meetings are held in the Main Meeting Room at the Henrietta Town Hall.

Feb. 23	Planning Board
Feb. 24	Zoning Board
Mar. 2	Conservation Board
Mar. 3	Town Board
Mar. 9	Planning Board
Mar. 17	Town Board
Mar. 23	Planning Board
Mar. 24	Zoning Board