

SMALL BUSINESS NEWS

Entrepreneurs academy set for June 19 at UR

The University of Rochester will host a Young Entrepreneurs Academy informational meeting at 7 p.m. June 19 in the Gowen Room, Wilson Commons, 1000 Wilson Blvd.

Students and their families will learn about a yearlong program that encourages and guides middle and high school students in starting and running their own businesses. For more information, call (585) 275-2344.

Livingston chamber to host annual luncheon

The Livingston County Chamber of Commerce will be hosting its 29th annual Business and Industry Day luncheon on June 20.

Once Again Nut Butter will be the recipient of the 2007 Business of the Year Award. The luncheon will be from noon to 1:45 p.m. at Genesee River Restaurant, 134 N. Main St., Mount Morris.

Tickets are \$20 and can be purchased at www.livingstoncountychamber.com or by calling (585) 243-2222.

Lecture focuses on working with partners

Digital Rochester is having another lecture in its Rising Stars series. CEOs from D.O. Tech and the president and vice president of The Rochester Group will talk about how to run a business with multiple partners.

The lecture is from 7:30 to 9:30 a.m. June 20 at the Rochester Museum & Science Center, 657 East Ave. It is free, but registration is required. Go to www.digitalrochester.com/rstars for more details on the series and to register.

Talk looks at how banks deal with bad loans

Upstate New York Turnaround Management Association will have a panel discussion on recent trends and changes in how banks deal with troubled loans.

The event will be held at 7 p.m. June 20 at Oak Hill Country Club, 346 Kilbourn Road, Pittsford. \$55; \$40 for members. For more information, call (716) 440-6615.

Combine networking, Wegmans LPGA event

Rochester Business Alliance is holding another "Business After Hours" networking event in conjunction with the Wegmans LPGA Tournament.

The event is from 5 to 7 p.m. June 21 at Locust Hill Country Club, 2000 Jefferson Road, Henrietta. Admission is \$70; \$30 for RBA members.

A ticket to the tournament with clubhouse privileges is included. Registration is required. To register, go to www.RochesterBusinessAlliance.com or call (585) 256-4641.

Frontier offers telecom services open house

Frontier's Business Service is hosting an open house for small- to medium-sized companies that are interested in telecommunications services. Technology experts will be available to answer questions and perform hands-on demonstrations.

The open house will be from 4 to 6 p.m. Thursday at Frontier's main offices, 180 S. Clinton Ave. To register, call (585) 777-1701.

Seneca chamber seeks nominees for award

The Seneca County Chamber of Commerce is seeking nominations for the first Small Business of the Year award.

Businesses with fewer than 15 employees will be considered if they meet the following criteria: located in Seneca County, a chamber member in good standing, have at least two years in business, have made economic contributions to the community and are civic-minded.

Applications must be submitted by July 1 and can be downloaded at www.senecachamber.org.

Send us news about your small business

Send your small-business news to Ana Fermin. E-mail her at AFERMIN@DemocratandChronicle.com or fax to (585) 258-2204. □

FOREIGN EXCHANGE

Foreign currency	U.S. dollar in currency	Currency in U.S. dollar
Brazilian real	1.9610	0.5099
British pound	0.5084	1.9671
Canadian dollar	1.0610	0.9425
Euro	0.7484	1.3361
Japanese yen	121.68	0.008218
Chinese yuan	7.6560	0.1306
Mexican peso	10.9133	0.091631

BEHIND THE TOP 100



AdviStor Inc. was founded in 2002 by, from left, Andrew Ernst of Pittsford, Nancy Middleton of Honeoye Falls and Bob King of Fairport. The data storage and backup company debuted in this year's Rochester Top 100 ranking.

JEN RYNDA staff photographer

Backing up success at AdviStor

AdviStor Inc., a Pittsford-based computer company, made its debut in the Rochester Top 100 as one of the youngest companies featured this year.

AdviStor, founded in 2002 by Andrew Ernst of Pittsford and business partners Nancy Middleton of Honeoye Falls and Bob King of Fairport, filled a niche.

The three saw a void in the market for a regional company that offered tailored technical and data support to area businesses.

Their complementary strengths ultimately helped propel the company into the Top 100 after only five years of operation.

The Top 100 is a program of the Rochester Business Alliance and KPMG.

Ernst said the company hopes to continue to expand locally and nationally.

Here, he talks about AdviStor's business:

RENITA BURNS
STAFF WRITER

What does your company specialize in?

AdviStor offers a wide range of solutions to meet our clients' current and future data storage and backup challenges. Any company that has critical data resources that need to be managed, backed up, replicated or consolidated is a potential client for us.

Can you provide a brief history of AdviStor?

Nancy, Bob and I started AdviStor in 2002. We saw a need for a regional company that put a high value on offering solutions and services that were tailored to solve the specific business and technical challenges of each of our clients.

We took that idea, added our combined 40-plus years of experience in the data storage industry and AdviStor was born. We all focus on building and strengthening our client relationships.

What is the biggest challenge in your industry?

I would say staying on top of ever-changing technology and having the ability to articulate that knowledge to our customers.

What competitive advantage do you have over similar businesses?

Our team is quite technical, and that gives us the ability to explain how our technology solutions can help solve a business problem. Our customers really appreciate that we perform the research that offers them choice and value. We build long-term relationships with our clients based on trust, knowledge and value.

In addition, we have excellent vendor rela-

Online Extra

DEMOCRATANDCHRONICLE.COM
Click on the Top 100 special section for a searchable database and past stories about this year's companies.

Where do you see your company in seven years?

Our regional client base already includes hundreds of companies and organizations in scientific computing, research, high technology, imaging, Fortune 500 and education. I see no reason why that client base won't continue to expand locally and nationally.

How has the industry changed since you first began?

We see a shorter product life cycle and more national competition due to the Internet.

How does it feel being the youngest company to enter the Top 100?

We were surprised and proud. We didn't know until the list came out that we had that distinction. It's a tribute to our employees and their efforts over the last few years.

What do you do for fun when you're not working?

We all enjoy spending time with our families, especially in the Finger Lakes region.

What class do you think all college students should be required to take?

Effective time management. □
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ON THE MOVE



Heissenberger
Butler/Till



Nearpass
Nixon Peabody



Giruzzi
Hilton Central



Norlund
Ted Collins



Trillaud
Ted Collins



Nisson
Jay Advertising



Monahan
Jay Advertising



Withers
Jay Advertising



Plaisted
Bonadio Group



Sarazyn
Bonadio Group



Finley
Bonadio Group



Banks
Bonadio Group

Butler/Till has hired **George Heissenberger** as a media specialist. He is responsible for agent individual marketing, developing customized individual marketing programs and media for the State Farm account. Heissenberger lives in Bloomfield, Ontario County.

Nixon Peabody has hired **Gregory R. Nearpass** as an associate. He focuses on representing private-sector clients before municipal boards. He previously worked for Harter Secrest & Emery. Nearpass lives in Brighton.

Hilton Central Schools has appointed **Michael P. Giruzzi** as director of athletics. He previously served as director of athletics for the Greece Central School District. Giruzzi lives in Greece.

Ted Collins Tree and Landscape has hired **Marjorie Norlund** in the customer service department. She is responsible for processing information for prospective clients, assisting tree and landscape consultants

and processing requests for replacement work. Norlund has 12 years of experience in the industry and lives in Rochester. **Debora Kipke Trillaud** has joined as a receptionist in the accounts receivable department. She is responsible for serving as a liaison between the company and prospective and active customers through distribution of collateral materials and invoice management. Trillaud lives in Canandaigua.

Jay Advertising has hired **Robert V. Nisson** as creative director. He previously served as creative director for Saatchi & Saatchi and Ketchum Advertising in San Francisco. Nisson lives in Fairport. **Kelly Monahan** was hired as the media assistant. She is responsible for working within the media planning and buying department. Monahan holds a degree in marketing and a minor in management from Rochester Institute of Technology. **Christine Withers** has joined as ac-

count director. She is responsible for helping lead the agency's nonautomotive account team. She previously served as managing director for Saatchi & Saatchi. Withers lives in Webster.

The Bonadio Group has hired **Kayla M. Plaisted**, **Joshua T. Sarazyn**, **Richard Finley** and **Philip M. Banks** as assistant accountants. Plaisted holds a degree in accounting from the State University College at Genesee and lives in Fairport. Sarazyn holds a degree in accounting and information management from Roberts Wesleyan College and lives in Chili. Finley holds a degree in accounting from the State University College at Brockport and lives in Rochester. Banks holds a degree in ac-

counting from State University College at Genesee and lives in Spencerport.

The law firm **Chamberlain d'Amanda** has hired **Steven A. Lucia**. He practices in the areas of commercial and business litigation and personal injury. He previously worked for Fix Spindelman Brovitz & Goldman and as a sole practitioner.

Family First Federal Credit Union has elected the following to its board of directors: **Gary Lazenby** of Brighton, an educational consultant with the Children's Institute, chairman; **Donna Dedee** of Penfield, president of Bishop Kearney High School, vice chairman; and **Thomas McHugh** of Rochester, retired director of the Rochester Housing Authority, secretary-treasurer. □

Company owners need a vacation — really

JOYCE M. ROSENBERG
THE ASSOCIATED PRESS

NEW YORK — One of the hardest things for a small business owner to do, especially in a company's first few years, is to take a vacation, even just for a few days.

Many owners struggle with taking time off, and when they do finally decide to take a break, they tussle with themselves over how much work to do while they're away and how much contact to have with employees and customers. Some are able to put down some boundaries, while some find it just about impossible to let go.

"Your business is your baby — you really don't believe someone else would come in there and handle it with care," said Renee Wood, who's contemplating her first vacation since starting her retail business, The Comfort Co., in Geneva, Ill., five years ago.

Wood's company sells sympathy gifts, or items people can give to the newly bereaved. "I didn't trust that someone else would handle them (clients) with the same loving care that I did," she said.

She didn't want to close the store and lose revenue.

But five years into the business, she's finding her life is out of balance and that, by not taking a vacation, she has missed spending special time with her four children. She can take a vacation now because she finally took on an employee whom she does trust to take care of the business.

Still, like most small business owners, she'll stay in touch during her five-day trip with a hand-held computer.

Technology is making it easier for many people, not just small business owners, to work or stay in touch with the office while they're away. In an AP-Ipsos poll released last week, about one in five respondents said they did some work while on vacation, using technology such as cell phones and laptops. The poll surveyed 1,000 randomly chosen adults.

It took Suzie Boland three years after she started her public relations agency in 1999 before she took a real vacation, but now she's taking trips and keeping in touch with her company only minimally. Boland, president of RFB Communications Group in Tampa, Fla., prepares her company for her absence more than a month ahead.

Boland lets clients know well ahead of time that she'll be on vacation, so they can plan to get their projects to her long before she leaves. And she has confidence that her two-person staff can handle client needs while she's gone.

Boland has followed the mantra of "delegate, delegate, delegate," something business experts say is critical for a company to be well-run, and not just when the boss is away.

Jennifer Witter is taking her first vacation since starting her New York-based PR firm, The Boreland Group Inc., four years ago. She realized she needed a break after a client said, "You have got to chill, you have got to go away."

"I realized he's right, I would not be benefiting anyone if I was totally exhausted," she said.

Witter also has taken on help to enable herself to get away. But she's also chosen the week of July 4 for her trip to London, knowing many of her clients will also be away and won't need her services. □

Business People

Send your items to Business People, c/o Information News Desk, 55 Exchange Blvd., Rochester 14614 or e-mail at Roc-Info@DemocratandChronicle.com (subject: biz people). For more information, contact the Information News desk at (585) 258-9770.