



April 2016 Newsletter

Nu-Life Medical Equipment & Supplies Business of the Month



The Fairport-Perinton Chamber of Commerce has named [Nu-Life Medical Equipment](#) as their March Business of the Month. Nu-Life Medical is located at 7300 Pittsford Palmyra Road. The owners have been in the medical field for several years

and saw a need for accessible medical equipment on the East side of Rochester. Their mission is to help people, by matching equipment to the customer needs, providing a large selection to choose from, allowing for special orders, and making all of these services easy to use. [Read more...](#)

Selling Skills Workshop Sold Out

The Selling Skills workshop on 4/13/16 is sold out. For those of you who wanted to attend, we will repeat this program in the Fall. If you would like to put your name on a waiting list, please email Matt Clement at fpchamberevents@gmail.com

Selling Skills
with Dr. Sid Ragona, Ph. D.

WOULD YOU LIKE TO IMPROVE YOUR SELLING SKILLS SO YOU CAN CLOSE THAT SALE???

If you answered YES to this question, this workshop is for you! It has been designed to help small business owners effectively sell their products and/or services. Today, buyers are more informed. This is "the age of the consumer."

You can learn how to effectively close the sale by recognizing the buyer's personality. The survival and success of your business depends on it.

Highlights of the Workshop:

- Learn the fundamentals of rapidly establishing rapport with current and prospective customers whether in person, via telephone or using current technology...email, social media.
- Understanding and managing the 5 stages of the sales process to maximize your revenue.
- Choose your needs wisely to optimize open rates for your emails.
- Learn the 6 basics of negotiation for successful outcomes.
- Learn to identify the 3 most common price negotiation tactics and countermeasures.

sales

Chamber Coffee Hour 4/21/16 8:00 am



You are invited to a coffee hour at the Hilton Garden Inn, Bushnell's Basin. Drop in to discuss what is going on at your business... and what the Chamber can do for you! The coffee is ready! We need your input!

Free, no registration required.

Fairport Baptist Home Hosts Golf Tournament

On July 20, 2016, [Fairport Baptist Home](#) will host their 6th Annual "Swing for Seniors" Classic golf tournament at Ravenwood Golf Club in Victor and Bristol Harbour Golf Club in Canandaigua. This tournament sells out each year. If you would like to sponsor a team, golf, place an ad or donate a raffle prize, call Jessica at (585)388.2324.



Louis Falvo to Speak at Law Association



Louis Falvo will present April 8th to the Collaborative Law Association Of The Rochester Area. The title is Gray Divorce-The Why And How To Serving Clients Over 50 Navigating Divorce. Cross Roads Divorce Advisors will help individuals and couples address the financial aspects of divorce in a civilized, equitable, and efficient manner by providing expert divorce financial planning and advice. For more information, call (585) 542-2382, or email lfalvo@crossroadsdivorce.com

Saelig Offers New Product



The newest of several recent products at electronics distributor Saelig Company is a High Current, High Power 45MHz Differential/Dual-Channel Signal Amplifier. Saelig Company, located at 71 Perinton Parkway in Fairport, offers electronic parts and electronic test and

measurement instruments for customers ranging from NASA engineers to electronic product developers, educators, inventors, technicians, makers, HAM radio operators and other electronics enthusiasts. [Read more...](#)

Porterhouse Features Jazz Band

The Porterhouse located at 400 Packets Landing...next to the Erie Canal, will be opening for lunch April 12th thru September, 11:30 am - 2:00 pm...Tuesday thru Saturday...Also to kick off the season Anthony Dapice's...53rd Birthday Celebration featuring Jazz Favorite The Mark Cassara Band... Friday April 29th 8pm - 11pm.



Fairport Baptist Home Hosts Free Concert Series



Fairport Baptist Home first concert will be Stringplicity April 18th 7:00 pm. These concerts are free to the public, every third Monday.

Fairport Baptist Home is located 4646 Nine Mile Point Rd. Fairport. 585-388-2328 [Read more..](#)

Fairport HS Intern Helps Clarity Mediations

Gail Ferraioli of [Clarity Mediations](#) hired a Fairport High School intern to help with her business. Gail wrote: "It has been a pleasure to have Christina's enthusiastic assistance at a time when I have been transitioning the focus of my practice toward helping couples who wish to stay together and families in conflict. Christina organized all new operational files during this period and took charge of tracking my expenses.



This May, I am presenting a Couples Workshop with three colleagues, and Christina is designing the slides for the full-day program. Her assistance with this endeavor is invaluable and I am deeply grateful to have her work eagerly and creatively beside me this year!" Please contact Sandy Hoodak at shoodak@fairport.org if your organization would benefit from a student intern.

Kevin Deasey Joins Just Solutions



[Just Solutions](#) is growing again- this time in their Copier/ Printer Division. Kevin Deasey has joined Just Solutions as a Senior Printer/Copier Technician. He has been in the industry for 25 years. Kevin primarily focuses on HP, Lexmark, Okidata, Brother, and XEROX equipment. He is certified for Brother and Okidata Warranty Repair. In his spare time he is part of a committee that formed the UGLY disco a charitable foundation set up to donate to Golisano Children's Hospital. We are excited to have him on our team!

Suzanne Johnston Joins Sounds for Life

Dr. Ramona Stein (on the right) is pleased to announce that Suzanne E. Johnston, MA, CCC/SLP recently relocated her business to the [Sounds for Life](#) office in Bushnell's Basin.

Suzanne is a speech-language pathologist who is a long-time resident of Pittsford. She has practiced in the Rochester area for over 25 years in a variety of professional settings including hospitals, outpatient clinics, nursing homes and community agencies, schools, colleges, and in clients' homes.



Sandra Michaels Speaks at Nazareth

College

Sandra Michaels, MS, NCC, LMHC-P of [Rochester Rehabilitation](#) was the featured speaker at

Nazareth College in a session which focused on addressing trauma in mental health counseling.

Participants were students in the college's new course, Trauma and Survival: A Study in

Historical Memoirs, created by Associate Professor Paul Morris. The course looks at the accounts of ordinary people confronting a variety of violent, traumatic events in our past. [Read more..](#)



Transportation to Church for Perinton Seniors



Fairport Baptist Home announces that Senior Options for Independence (SOFI) Elderbus will provide transportation to Sunday morning church services in the Perinton area, for Perinton residents.

Transportation is provided for 10:30 and 11:00 AM services on the 1st and 3rd Sundays of the month.

Reservations must be made by 2:00 PM Thursday for the following Sunday.

Call 377-8117 to register and make reservations. The bus has limited capacity.

Riders will be accommodated on a first come first served basis. There is a suggested donation of \$5.00 round trip. All donations must be in a sealed envelope labeled with the rider's name and given to the driver. Donations support the cost of the gas, bus maintenance and drivers.

Social Security Workshop 4/20/16 6:00 pm

As more Americans prepare for retirement, questions still remain about whether there will be enough funds in Social Security to provide the benefits promised. This presentation gives a detailed overview of how Social Security works, why it's important and how benefits are taxed. Hosted by Katie Castro, [Silver Leaf Family Financial Group](#). Presented by Brian Paluso, Regional Vice President with Invesco.



Woodcliff Hotel & Spa. RSVP by April 8 to Holly Kreuser @ 315.331.1177 or email

holly.kreuser@ampf.com

Just Solutions Hosts Cyber Security Seminar 5/4/16



[Just Solutions](#) will host a free seminar on **CYBER SECURITY** and **IDENTITY THEFT** at Casa Larga on 5/4/16 from 7:30 am to 9:30 am

[For full details and to register...](#)



Casa Larga April Events

[Canandaigua & Lake Ontario](#) Wine Trail Events

Sat 4/2 & Sun 4/3 12:00 pm to 5:00 pm, at Casa Larga Vineyards

[Girlfriends Night Out \(Paint a pair of wine glasses\)](#)

Thur 4/21 & 4/28 5:30 pm to 8:30 pm, at Casa Larga Vineyards

Welcome New Chamber Members!

[Heathwood Assisted Living At Penfield](#)

[Now That's a Bright Idea](#)

[Rochester Rehabilitation Venture PROS](#)



Small Business Workshops

[Promoting Your Business on a Zero Budget](#)

4/19 5:00 pm to 6:30 pm, Rochester Chamber, 150 State St.

[Smart and Effective Lead Generation Workshop](#)

4/26 8:45 am to 11:45 am, Rochester Chamber, 150 State St.

Follow the Chamber on Social Media



Please email us with any questions or concerns:
fairportperintonchamber@gmail.com or call (585) 586-9840.

Thank you for your attention and response.

Sincerely,



Paul West

Nothnagle Realtors
Chamber President

Contact Us

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