



March 2013

Volume 2, Issue 3

Upcoming Events

March 13

7:15 AM, Towpath Café

Speaker: Bob Freese

Successful Change Management for Leaders

REGISTER NOW

**SAVE THE DATE
DETAILS TO FOLLOW**

March 20, 5-7 PM

**Evening Networking
hosted by Luke Photography**

April 10, 4-7 PM

SCORE, Bob Gerace

Learn to Network

Eagle Vale Golf Club

**\$15 includes class and networking
with light appetizers**

Your Chamber website

VISIT SITE NOW

www.fairportperintonchamber.org/

**You can also reach the
Chamber at 586-9840**

President's Post

Are you looking to maximize benefits and minimize the negative impacts of change on workers? Our next Breakfast speaker is for you!

Organizational change is a structured approach in an organization for ensuring that changes are smoothly and successfully implemented, and that the lasting benefits of change are achieved. In the modern business environment, organizations face rapid change like never before. Globalization and the constant innovation of technology result in a constantly evolving business environment. Recent phenomena such as social media and mobile adaptability have revolutionized business and the effect of this is an ever increasing need for change, and therefore change management. The growth in technology also has a secondary effect of increasing the availability and therefore accountability of knowledge. Easily accessible information has resulted in unprecedented scrutiny from stockholders and the media. Prying eyes and listening ears raise the stakes for failed business endeavors and increase the pressure on struggling executives. With the business environment experiencing

so much change, organizations must then learn to become comfortable with change as well. Therefore, the ability to manage and adapt to organizational change is an essential ability required in the workplace today.

Change management is an approach to shifting/transitioning individuals, teams, and organizations from a current state to a desired future state. It is an organizational process aimed at helping change stakeholders to accept and embrace changes in their business environment or individuals in their personal lives. In some project management contexts, change management refers to a project management process wherein changes to a project are formally introduced and approved.

Change management uses basic structures and tools to control any organizational change effort. The goal is to maximize benefits and minimize the change impacts on workers and avoid distractions.

About Change Management

Any company and leader trying to gain ground or simply keep up, is tasked with managing daily, and often major changes. Effective change management is critical to your success.

The side effects of not attend-

ing to "change management", will impact your plans and are real and severe. These include:

- Reduced overall employee and team effectiveness
- Anger, frustration and discontent
- Rebellion and project sabotage
- Loss of faith in leadership and company

Understanding the natural process a group will follow and how to work with each phase of the process allows for a smoother transition, happier workforce and most of all enables you to call upon the powerful intrinsic motivation of your team.

Want to learn more? Join us on March 13th for our Breakfast speaker, Bob Freese and he will teach you more!

REGISTER NOW

Bob Freese is an accomplished learning architect. He is a master at understanding complexity and generating learning environments that gracefully enable learners to flourish. He is a Myers-Briggs Step II practitioner, certified in multiple training systems and co-author of the Actualized Leader Transformation System with Dr. Will Sparks of Queens University. Previous positions

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Nominate a Business of the Month

Nominations for the recognition are reviewed by the Chamber's Membership Committee. The Chamber bases the nomination selection on the following criteria: must be a member in good standing of the Fairport Perinton Chamber of Commerce, the business must have been established and operated continuously for at least 12 months, nominee must have donated resources (time, talent, money, etc.) to the community via projects, organizations, volunteering, clubs, church, etc. and the business has a reputation for honesty and integrity in their practice. Winners of the Business of the Month will receive recognition at a Chamber breakfast, will receive publicity in the Chamber's newsletter, and will receive a sign/banner to be placed at the business for a whole month. Recognition will also be displayed on the Chamber's website and we will post the business on our digital ads around the community.

If you would like to submit a name for consideration, please email the following information to fairportperintonchamber@gmail.com with the subject line "business of the month":

Business Being Nominated * Business Owners Name * Member Making Nomination

clude Worldwide Learning Manager for Eastman Kodak and Chief Learning Architect at Gillespie Associates. Bob has practiced leadership development since 1997 when he struck out on his own as founder of the The Opportunity Group. He is an active community member, currently serving on the Board at Rochester Rehabilitation, Church Council President and heads the eLearning Special Interest Group at the American Society for Training Development. In his spare time, he works on his trilogy; Journey, the Love Story of the Century.

Is there one aspect of your business that you continually put off exploring /doing? Sure there is. We all have that one thing we know we should do, and don't. Make a pact with yourself to get that one thing done in March and be done with it. You'll be surprised how good you'll feel, and how you've probably made more of the issue than you should have.

Finally, have a great year and use all the membership benefits you can. Network. Call us. Tell us what is working for you. Attend our breakfast meetings to network and learn. Let us thank you for your membership and thank you for being the backbone of our economy.

Look for some exciting changes coming from your Chamber as we continually grow to serve you better!



Member News

***The Chamber Welcomes
New Members***

Liberty Mutual

Brad Heutmaker, Agent

Members Welcome to Attend

SCORE workshop

Business Research

Pittsford Library

March 14, 2013, 2-4 PM

***There is no cost for this
event.***

[Click for Details!](#)

Rochester Business Alliance

Coffee with our CEO

March 21

***Rochester Genesee Regional
Transportation Authority***

[Click for Details!](#)

The Chamber has made a **brochure rack** available to its members outside of the Chamber office in the Box Factory. Members are welcome to provide brochures or rack cards for their business (we suggest 50 or more) to be displayed. There is currently space available for your brochures. Materials should be sent to the Chamber office 6 N. Main Street, Suite #107, Fairport, NY 14450 or bring them to the next Chamber meeting.

Please let us know if you have business related news or accomplishments you'd like to share and we'll do our best to get it in print!