For Immediate Release
Wednesday, April 26, 2017

DINOLFO ANNOUNCES MONROE COUNTY SMALL BUSINESS WEEK

Today, Monroe County Executive Cheryl Dinolfo joined Monroe County’s Chief Economic Development Officer Jeff Adair to announce Monroe County’s 2017 Small Business Week. Running from May 1 to May 5, Monroe County Small Business Week coincides with National Small Business Week to recognize the critical contributions of entrepreneurs and small business owners across the county.

“For decades, our region has been a beacon of innovation where entrepreneurs and small business owners have risked everything to pursue their dream of growing a business from the ground up to provide for their families and employees,” said Dinolfo. “Small businesses are the backbone of the economy here in Monroe County and this is a week where we come alongside our business owners to recognize and highlight the impact that each of these ventures have in our community.”

Small Business Week in Monroe County will be celebrated with a full week of events and workshops organized by the Monroe County Department of Planning and Development. The events range from celebrating successful small businesses in the community, informational roundtables for business, and a “Recruiting on the Road” job fair at Eastman Business Park. The job fair features companies including Rochester Regional Health, Monroe 2 – Orleans BOCES, Trillium Health, and AVI Food Systems, along with other employers located directly at Eastman Business Park with the goal of hiring local residents.

“As Monroe County Executive, my top priority is ensuring that county residents have access to quality, good-paying jobs,” said Dinolfo. “With the creation of the ‘Recruiting on the Road’ program, we are bringing great job opportunities directly to residents in their own community. We are committed to ensuring that residents and job seekers are connected with businesses seeking employees to help keep our local families working and succeeding.”

Small Business Week in Monroe County will be capped off with the announcement of a new agricultural initiative from the Monroe County Department of Planning and Development at the Genesee Brew House. For more information, see the list of events below.
2017 Small Business Week Events:

Monday, May 1:
RIT Sustainability Roundtable
8am-10am
Location: RIT – Louise Slaughter Building, 111 Lomb Memorial Drive, Building 78, Room 2220
Description: An informational panel discussion to educate area businesses on the benefits that sustainability can have for their bottom line and to inform government officials of sustainability initiatives practiced by local businesses.
Registration: bit.ly/p2ismallbusiness

Monroe County PTAC Awards
2pm-3pm
Location: Watts Conference Room
Description: Presentation of the 2017 Small Business Week proclamation by County Executive Dinolfo followed by the presentation of the PTAC Business Champion Awards for PTAC businesses who have earned over $1 million in federal government contracts since September 2016.

Tuesday, May 2:
The Entrepreneur’s Network Equity Finance Workshop
7:30am-9:30am
Location: Underberg & Kessler Conference Room – 300 Bausch and Lomb Place
Description: Businesses can learn the real process to negotiate a percentage of their company’s ownership for a specific dollar valuation. The workshop provides the rules of the road for start-ups that are seeking to fund a scalable venture with investors. “Negotiating a Term Sheet” presentation led by Steve Gerz with “color commentary” by both sides of the deal – entrepreneur Joel Benzel and investor Geoff Rosenberger.
Registration: www.eventbrite.com/e/equity-financing-for-small-business-successfully-negotiating-a-term-sheet-tickets-33596965428

Town of Brighton Business Tour
Description: County Executive Cheryl Dinolfo and Chief Economic Development Officer Jeff Adair will be joined by Brighton Town Supervisor William Moehle and a tour of small businesses in the Town of Brighton.
Wednesday, May 3:
*Recruiting on the Road Job Fair*
10:00am-1:00pm
Location: Eastman Business Park
Description: A job fair dedicated to connecting local talent with local businesses. Come explore new opportunities and meet with hiring managers at companies such as Rochester Regional Health, Monroe 2 – Orleans BOCES, Trillium Health, and Avi Food Systems, along with many employers located directly at Eastman Business Park. Come prepared to interview, bring plenty of resumes and remember to dress for success!
Registration: [www.eventbrite.com/e/recruiting-on-the-road-tickets-33523636098](http://www.eventbrite.com/e/recruiting-on-the-road-tickets-33523636098)

*PTAC Pre-Matchmaker Workshop*
12:30pm-3:00pm
Location: Greater Rochester International Airport – International Arrivals Hall
Description: For businesses planning to attend a government to business matchmaker or other agency events in 2017, this session will guide you through the steps necessary to prepare and maximize your ROI; Featuring a “Lessons Learned” panel discussion with buyers.
Registration: [www.monroecountyfingerlakesptac.org/node/206](http://www.monroecountyfingerlakesptac.org/node/206)

Thursday, May 4:
*MCC Corporate College: Training and Development Open House*
8:00am-12pm
Location: MCC Economics & Workforce Development Center, 1057 E. Henrietta Rd., Suite 300, Rochester, NY 14623
Description: Presented by MCC Corporate College. Three sample training sessions will be offered to local businesses and employees to explain how MCC Corporate College can support small businesses in our community. The three sample training sessions being offered are: Managing Different Personality Styles, Microsoft Excel Tips and Tricks, and Learn to Fly – sUAS (drones).
Registration: [www.mccediws.com/smallbiz/](http://www.mccediws.com/smallbiz/)

*A Community Together for Education: How Your Business Can Partner with Local Schools*
4:00pm-6:30pm
Location: Village Gate Atrium, 274 N. Goodman Street, Rochester, NY 14607
Description: A Community Together for Education delivers positive messaging about our local school districts, encourages community support of public education and promotes positive partnerships within the community. Come learn how to promote your business’ brand in the community, network with leaders of local school districts, and see student displays in the fields of robotics and technology.

Friday, May 5:
*Veteran Business Workshop and Roundtable*
8:30am-11:30am
Location: Greater Rochester International Airport – International Arrivals Hall
Description: Many veterans have gained essential skills and experience that they can leverage to create a business, but most are unaware of valuable, local resources available to improve their odds of success. The Entrepreneurs Network is partnering with Monroe County and others to provide guidance for “vetrepreneurs,” startups and small businesses owners.
Brew Monroe
Time: 11:30am
Location: Genesee Brew House, 25 Cataract Street, Rochester, NY 14605
Description: Announcement of a new economic development incentive from Monroe County to support area brewers.

For questions regarding event information and registration, contact Robin Finnerty at 753-2037.

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**Media Inquiries, contact:**
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