



A HELPING HAND FOR YOUR BUSINESS

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REDEC/RRC

SPRING 2011



NEWS BRIEF

SMALL BUSINESS EXCELLENCE AWARD



Silicon Carbide Products, Inc. located at 361 Daniel Zenker Drive, Horseheads was recognized recently with the Small Business Administration 2011 Small Business Excellence Award. Silicon Carbide Products, Inc. was established in 1994 with the assistance of REDEC and Community Bank, N.A. and REDEC has continued to partner with Community Bank, N. A. to assist Silicon Carbide with their expansion efforts. Silicon Carbide was named "Manufacturing Graduate of the Year" by the National Business Incubation association and in 2010 was recognized by the NYS Business Council as one of the best companies to work for in New York State.

WOMEN IN BUSINESS ROUNDTABLE

REDEC/RRC has brought back a concept called the "Women in Business Roundtable". The roundtable is open at no cost to women who own, manage or work in business of any kind. The roundtable meets on the first Thursday of each month at 8:30 AM in the Three Rivers Development Conference room. Topics which have been covered include: internet selling, social media in the workplace, speed networking, developing a personal brand and the psychology of customer loyalty. The next Women in Business Roundtable is June 2nd and the theme will be "Elevator Pitch", which will allow participants to provide a brief presentation on their business. To reserve a space, contact REDEC at 607.962.3021 or email Diane at dwlantz@stny.rr.com. Again, there is no cost to attend but reservations are required.

BUSINESS OWNERSHIP TRAINING COURSE

REDEC/RRC partnered with the Pathstone Enterprise Center to sponsor an eleven week Business Ownership Training Course which began on March 22, 2011 and runs through May 31, 2011. The class is being taught by SUNY Distinguished Teaching Professor Jim Grillo and covers various topics such as: essentials of entrepreneurship; product, service and market analysis; pricing for profit; major competitors and location selection; insurance and financing; start-up costs and financial statements; promotion and advertising; and personnel and management. The class has 16 participants, and several of the participants are existing REDEC/RRC clients.

FRINGE HAIRDRESSERS opens on Market Street, Corning



Congratulations to Kristina Rhodes on the opening of Fringe Hairdressers! Fringe Hairdressers is a full service salon, located at 79 E Market Street, Corning. A unique feature of Fringe is it is the first "green" hair salon in Corning. It utilizes energy efficient lighting, engages in recycling and saves all hair clippings to be sent to "Matter of Trust", which is a nonprofit organization which utilizes hair clippings to assist in the cleanup of oil spills.

REDEC/RRC IS NOW ON FACEBOOK

Check out our Facebook page at www.facebook.com/redec.rrc. We've included articles, photos and tips for small businesses. Once we reach 100 fans, we will have a drawing for a prize which will include products from local businesses which REDEC/RRC has had the pleasure of "lending a helping hand". Please leave comments/messages letting us know how we can help you and what we can do to improve services.