



July 2020 Newsletter

Infinet Is Expanding!

Infinet Technology Solutions is expanding the team! Welcome Kim Moore and Noah LaCourse!

Kim Moore joined Infinet Technology Solutions as a Business Consultant in March of 2020. Her current focus is on compliance, advanced IT services, and Cisco technology for Upstate New York clients. With over 20 years in the IT industry this was the obvious step for both Kim & Infinet to begin their partnership. She will spend her time working closely with clients educating and understanding some of the new challenges companies are facing in 2020. Previous positions have been overseeing technical sales teams, SAP conference teams, and building infrastructure teams. In her spare time she spends an enormous amount of time with her two German Shepard dogs and reading.

Noah LaCourse joined the Infinet team as an intern in May of 2020. He has been working directly for Kim Moore and prospecting new clients in the Syracuse area. Noah is attending Liberty University and majoring in Business Administration: Sales Management. He will be returning in the fall as a junior. Noah will spend his time at Infinet with a focus on marketing and business development. Noah enjoys spending time outside playing golf and basketball with his friends.



[Learn More](#)

Do you want to stand out from your competition?

Our Real Estate market is opening up and realtors, loan officers, attorneys, home inspectors etc, need to reconnect and build on that relationship!

Golden Hello has some unique ways to do just that! They would love to share their ideas with you on how you can stand out.

[Learn More](#)



Pairing Popcorn with Wine!

DocPopcorn would like to announce that they have been chosen as a 'pairing' choice with Scout and Cellar Clean Crafted Wine! This special wine, which has NO added sugar, pesticides or chemicals, is marketed through networking, special events and wine tastings.



Participants will be personally introduced to the many DocPopcorn flavors paired with the various wine selections, including whites, reds, rose, bubbly and spritzers too Reach out to our Chamber member Laurie Klatt at Laurie.Klatt@DocPopCorn.com for more information. Keep DocPopcorn and these pairings in mind for weddings, graduations, thank yous, and corporate customers, with prepackaged gifts or personal selections of flavors of wine and popcorn!

[Learn More](#)

Voter Thanks from Edge Advertising Group

Edge Advertising Group would like to say 'thank you' for your votes of support in multiple 2020 Rochester Business Journal & Daily Record Reading Rankings Award categories! The RBJ and The Daily Record received nearly 40,000 votes this year for the Reader Rankings Awards from the business and legal communities. Edge Advertising Group placed in the top three in the following



five categories: Best Advertising Agency, Best Digital Marketing Firm, Best Media Buying, Best PR Agency, Best Web Design Firm. The first place winners will be announced in the coming weeks, one at a time.

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Thank You for Years of Service Burgundy Basin

With sadness, the Chamber received the news of the closing of the Burgundy Basin. They have served our Chamber for many years, along with member events, both professionally and personally. Well done Mike Clarcq! You and the venue will be missed. Consider adding a note of your memories of the Burgundy Basin @

<https://www.facebook.com/burgundybasin/>



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\$300 Tax Deduction for Charitable Giving

Even if you take the standard deduction from the 2017 Tax Act changes on your 2020 tax return, you can deduct an additional \$300 for



charitable giving! This new deduction is part of the CARES Act passed by Congress to address economic needs during the pandemic. Plus, the tax cap for big donors has been removed. McConville Considine Cooman & Morin Partner Kevin Cooman calculated, "If even half of Monroe County's 741,770 citizens gave \$300 in 2020, the influx of donations to charities would be an astounding \$111 Million!" Read more:

<https://www.mccmlaw.com/articles/2020/06/24/2020-the-year-for-charitable-giving>

[Learn More](#)

Christopher's Challenge Donates Meals!

During the pandemic, Christopher's Challenge has been providing meals to the patients, staff, doctors and nurses in the Bone Marrow Unit at Wilmot Cancer Center. Before the pandemic, Christopher's Challenge was providing dinner once a month to the patients, but since the restrictions became tighter with patients not being allowed visitors, Christopher's Challenge began providing meals every other week to include everyone while also supporting local restaurants. Christopher's Challenge also provided ipads to all the rooms in the Bone Marrow Unit so patients could communicate with friends and family.



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Current Fairport/Perinton Real Estate Market

Mr. Perinton/Bob Ruhland reported, "Wow! What a Spring! My hair is long, my beard is long, and my wife and I realized we live in the same house..... (Meaning we are usually so busy we hardly see each other) Laugh OUT Loud!" As a Real Estate Market update for Fairport/Perinton and Monroe County, as of 6/30/2020, there are 42 active homes for sale in Fairport/Perinton, from \$839,900 to \$105,000. Inventory has crept up very slowly, almost 10 homes from two weeks ago when we hovered around 32 homes for sale over the last two months....Inventory is slowly rising; however, DEMAND is greatest between the \$175k to \$250k in home price. There are many multi offers after delayed negotiations. The market thru the past two months was strong, even though homes could only be shown virtually with video, photos or using Matterport (3D imaging like video games)... NOT ONLY did the rules change in the client/agent/support services interaction, but the contact process, the technology and use of online tools like Zoom meetings and video, but just like the entire country, the entire Real Estate Industry, as in many other industries, went thru a tremendous re-engineering!



The ratio of buyers to sellers right now on property that is HGTV looking, meaning ALL is DONE on the inside and outside of the home, is about 8:1 under the \$300,000 price point. Although locally in June, on a \$400,000 home, a bid was over asking and came in second; the Realtor

had 11 offers and the home per the Realtor went well over asking price. This is happening all over Monroe County as people try to move out of the Big Apple/Big City; Rochester is a great place to be and the country seems to be finding that out!

On a FUN Note: The Bob Ruhland aka Mr. Perinton Team hosted a food truck in their neighborhood with social distancing/sanitizing on June 26th and collected food for the Fairport/Perinton Food Shelf.

[Learn More](#)

Fit|Strength Performance Introduction

COVID-19 and being quarantined has been detrimental to businesses, business owners, families, schools, and communities worldwide.

Being a physical preparation coach for athletes and adults, focusing on activities and methodologies that enhance overall health,

Mark Bruce believes that his facility is an environment to help people through their

toughest times athletically, physically, and emotionally. Having access to a safe place during this time can potentially improve individuals overall well being during COVID-19. Unfortunately, like many other businesses, Fit Strength Performance had to shut its doors; however, it has reopened and is back to helping clients while following the CDC Guidelines.



The Fit|Strength Performance focus is to help athletes and adults be physically prepared for the demands of their sport and life. In addition, they have a mission to ensure that all athletes learn the fundamentals of movements which help them excel in their sport and prevent injuries, and help adults move optimally so they burn fat, build muscles, lose weight, and feel amazing.

At the facility, there are four sectioned-off stations that are 10' by 20' to ensure social distancing. Each station is supplied with all the equipment and cleaning materials clients need during their session. They have also capped the number of people in the facility to 6 (4 clients, 2 coaches). All sessions have a 15-minute gap in between so coaches can clean up the facility to ensure everything has been wiped down and ready to be used during the next session. All sessions are appointment based; no walk-ins are allowed. The waiting room and drinking fountain have been eliminated so clients are safe when they enter and leave.

<https://fit-strength.com/response-to-covid-19/>

While it may be intimidating to go back to a training facility with everything going on, Fit|Strength Performance continues to run Zoom classes virtually to cater to clients who are still apprehensive about coming back. These classes are hosted Monday through Saturday at 7 am, and minimal equipment is required.

There is no argument that we are facing tough times and it could potentially last longer than we would like; however, maintaining a healthy routine that involves exercise and being nutritionally conscious will ensure your ability to manage stress levels and prevent developing a weakened immune system.

Questions of Fit|Strength Performance can be directed to Mark@Fit-Strength.com

[Learn More](#)

Follow the Chamber on Social Media



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Twitter.com see @PerintonChamber

LinkedIn.com see Fairport-Perinton Chamber of Commerce

Click, Comment, and Share to earn additional visibility for yourself and the Chamber!

The content submitted to Newsletter@FPChamber.org will also be communicated through the Chamber website, Facebook, Twitter, and LinkedIn pages.

Thank you for your attention and response.

Sincerely,



Jim Bilotta

Fairport Savings Bank

Assistant Vice President, Commercial Relationship Manager

Chamber President

Contact Us

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