

Company news

IEC Electronics Corp., Newark, has hired Roberts Wells Public Relations as its agency of record.

Zaretsky and Associates Inc. has been recognized as best of show at the Greater Rochester Flower and Garden Show at GardenScape 2004. The Penfield landscape design and installation company also brought home awards in best use of lighting, most creative use of water, best single garden structure and best overall use of structures and accessories.

Agency3 communications has been hired by Ronald McDonald House Charities of Rochester to create collateral and tradeshow materials for its "House Within the Hospital" capital campaign.

Diamond Contract Manufacturing, a division of **Diamond Packaging**, has been certified as a women-owned business through the Women's Business Enterprise National Council in Washington, D.C.

BlueTie Inc., a Rochester-based provider of Web-based messaging and collaboration solutions, has been selected to be the focus of a Columbia University MBA program study. The company was selected by Professor Adam Dell to be the mid-term project for the university's MBA program.

Info Advantage Inc. has been approved by the New York State Office of General Services and the Office of the State Comptroller for the NYS State Contract, information technology services. The Rochester-based company is now authorized to offer IT services to state agencies and other authorized users of state contracts.

McElveney and Palozzi Design Group Inc., University Avenue, has been awarded four awards in the Big Book of New Design ideas competition. The local firm was recognized for its work on brand identity and package design. □

BUSINESS PEOPLE

Genesee Health Facilities Association has hired **Jennifer Kopicki** as district coordinator. She is responsible for initiating and coordinating the activities and professional functions for the 29 member health care facilities in the greater Rochester area and surrounding counties.

Jacobstein Food Service has hired the following new sales representatives: **Dana Henderson**, **Ren Kuilman**, **Tony Mazza**, **Bill Myers**, **Jay Pritchard** and **Joseph Saville**.

Henderson specializes in the sale of commercial kitchen equipment and is a graduate of the State University College at Cobleskill. Kuilman, formerly a chef at the Rochester Yacht Club and a graduate of the Culinary Institute in Hyde Park, will cover part of Rochester. Mazza is a former restaurateur and will cover sales in Wayne and Genesee counties. Myers is a graduate of St. Bonaventure University and is responsible for covering the Syracuse area and portions of central New York. Pritchard was previously a national sales representative for Emerson Electric in New England. He covers Rochester's east side. Saville is a former restaurant manager and previously

sold malt products for an Ithaca brewery. He is assigned to cover portions of the Syracuse market and central New York.

Nazareth College has added **Catherine Williams** as marketing and communications director. **Colleen Brennan-Barry** has been added as Web content coordinator and **Maria Cortes** as grants coordinator.

Best Times Financial Planning has added **Joseph C. Hurlmann** to its company as part of the new affiliation with Sage-mark Consulting. He concentrates on small-business clients, developing extensive written financial plans.



Kopicki
Genesee Health



Henderson
Jacobstein Food



Kuilman
Jacobstein Food



Mazza
Jacobstein Food



Myers
Jacobstein Food



Pritchard
Jacobstein Food



Saville
Jacobstein Food



Williams
Nazareth College



Brennan-Barry
Nazareth College



Cortes
Nazareth College



Hurlmann
Best Times Finan.



Achzet
AM&M Financial

same address.

Chip Arnold Jewelry Gallery, 19 E. Main St., Webster 14580. Charles Arnold, 1607 Bridgeboro Drive, Webster 14580.

Final Details Doll-up Services, 162 Bleacker Road, Rochester 14609. Joseph B. Laudico, same address.

Ghysel Auto, 396 Stottle Road, Scottsville 14546. Corey Ghysel, same address.

Holla Back Entertainment, P.O. Box 252, Henrietta 14467. Marlin Johnson, 400 Wellington Ave., Rochester 14619, and Demetrius Rhodes, 186 Fox Chapel Road, Henrietta 14467.

Imani Theatre Ensemble, 312 Tremont St., Rochester 14608. Michael Atkins Yann, same address.

Indulgence for the mind, the body, the spirit, 471 Hollywood Blvd., Webster 14580. Tonya Rae Colburn, same address.

Istanbul Shish Kebab, 32 Vinedale Ave., Rochester 14622. Sundaz Tozan, 175 Morrill St., Rochester 14621.

JD Consulting, 17 Valley View Drive, Penfield 14526. Jennie DeLucia, same address.

Lantech Systems, 137 Rahway Road, Rochester 14606. Richard Parisi, 62 Rahway Lane, Rochester 14606, and Roger Thaine Jr., 137 Rahway Road, Rochester 14606.

Lenscott Hills Gift & Decor, 134 Cimar-ron Drive, Rochester 14620. Eleanor Margaret Miesch, same address.

Madame Defarge - Elegant Hand Knits, 36 Montreal Place, Rochester 14618. Isobel Neuberger, same address.

McLellan Action Coaching; Treeline Enterprises, 33 Elmhurst St., Rochester 14607. Bruce W. McLellan, same address.

Moonlight Designs, 18 Simone Terrace, Webster 14580. Sarah Elizabeth

Swager, same address.

New Star Grocery & Deli, 1155 S. Plymouth Ave., Rochester 14608. Hani A. Shuaibi, 751 Jefferson Ave., Rochester 14611.

New York Aerial Photography, 35 Turtle Creek Lane, Hilton 14468. Donald H. McKeeby Jr., same address.

Nuevo Imagen, 1193 Lyell Ave., Rochester 14606. Thomas S. Torres, 46 Hawkins St., Rochester 14605, and Samuel Ramos, 69 Manchester St., Rochester 14621.

Parrothead, 6 Brook Hollow Road, Pittsford 14534. David Michael Ambrose, same address.

Passion Flower Gift and Art Emporium, 93 Thomas St., Rochester 14621. Ronnelle Harvey, same address.

Pretty Girl, 74 Rosemary Drive, Rochester 14621. Sheritta Jones, same address. □

New businesses

Partial listing of new businesses registered recently at the Monroe County Clerk's Office:

A Moon Designs, 52 Greenaway Road, Rochester 14610. Margaret Herman, same address, and Shauna Newcomb, 25 Toni Terrace, Rochester 14624.

A Special Delivery For Mom, 244 Mt. Airy Drive, Rochester 14617. Jesse Ann Theresa, 66 Waterford Way, Fairport 14450; Suzanne Blackman Montante, 244 Mt. Airy Drive, Rochester 14617.

Blue Sky Cottage, 50 Roseview Ave., Rochester 14609. Aimee K. Wiles, same address.

Center For Inner Peace, 7 Packetts Glenn, Fairport 14450. Dijana Winter, same address.

Centripital Touch, 1855 East River Road, Rochester 14623. Jennifer Scheg,

ropean artists. His jewelry is priced from \$80 to \$450. Art-work ranges from \$300 to several thousand dollars.

Overall, about 25 percent of his customers are from the Rochester area.

Lisa Franklin, who grew up in Irondequoit, first stumbled upon Ament's gallery several years ago during the Park Avenue Summer Art Festival. She has since bought several pieces of jewelry.

Her most recent visit to the gallery was on Wednesday, when she bought an amber and opal necklace.

"I just love it," said Franklin, who recently moved to Florida but visits the gallery during trips home.

"I don't know how to explain it. I just like buying things that are unique and different." □

JDAVIA@DemocratandChronicle.com

African art

FROM PAGE 10D

Cameroon.

Ament leaned over his laptop, clicking on photos of the recent purchases, including costumes, baskets and a 150-year-old doorpost engraved with crocodile heads. He wants artwork patrons can't buy anyplace else and items that are extremely old, well used and aesthetically beautiful.

This is a philosophy that has helped Ament build up a base of customers here, nationwide and abroad, he said. Customers include private collectors, museums, patrons looking for a unique house decoration or those looking to buy unique jewelry — which includes exclusive deals he has with various Eu-

On the job

Résumé, interview — now credit check?

ANITA BRUZZESE

GANNETT NEWS SERVICE

Since 9/11, employers have been requiring more background checks on prospective workers. After all, if you want to work at a nuclear installation, it makes perfect sense to make sure you don't have a criminal background history that puts the security of the plant at risk.

But say you're applying for a managerial position at a manufacturing plant. Do you expect a criminal background check? What about a check of your personal credit?

Whoa! A criminal check is one thing, you think, but what have your personal finances got

to do with getting a job?

"It's sort of like when you're at the dentist and that nerve is finally hit," says Richard Seldon, president of Sterling Testing Systems. "It's like — 'wait a minute!' There's a real pain threshold."

Seldon knows that while security checks are becoming more commonplace in a nation confronted with terrorist threats every day, checking someone's money situation can be a bit disconcerting.

"Credit checks are often required for certain levels of positions or for certain roles in a company," Seldon says. "For example, the more senior level the

position, the more likely it is that the company will want to look at a person's credit.

"They don't want to issue this press release naming this person to a senior position, and then have it come out that the person is having their house repossessed."

Or, if someone is seeking employment "where they will touch money," Seldon says employers want to make sure they don't put their finances in the hands of "someone who can't control their own money."

Still, the credit check is only part of the background process that many employers use, along with driving records, education

and past employment.

"Just because someone's credit isn't exemplary doesn't mean they won't get the job," Seldon says. "There are other factors that will be considered as well."

But say an employer asks you to sign a consent form to check your background, and you know the credit report will not be favorable. What should you do? Seldon advises being honest.

"You can always say that there may be something on there. You can say you made a bad investment, you loaned a relative money who didn't have health insurance, or you just went through a difficult divorce," he says. □

John C. Baughman as agent of the year for western New York.

Kathleen Quinlan, registered nurse and director of Isaiah House, has been awarded the Pat McCue/New Orleans Chapter End-of-Life Care Nursing Career Development Award by the National Oncology Nursing Society.

Planned Parenthood of the Rochester/Syracuse Region has elected the following officers for 2004: **Bernie Todd Smith**, chairperson; **Davis Frame**, vice chairperson; **Susan Horn**, secretary; **Stephen Waite**, treasurer.

SUBMISSIONS

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