




## What can I do now?

### Everyone:

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**Attend Eyes on the Future at St. John Fisher College 10-10-08.** Learn how we can improve our business climate and prosper through collaborative effort and positive engagement.
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**Get involved.** Lend a hand. Champion a cause. Visit [www.liveunitedrochester.org](http://www.liveunitedrochester.org) to learn how.
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**Help create a positive atmosphere** by keeping your outlook upbeat and making positive comments about Rochester. Focus on what we have rather than what might be lacking.
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**Become active in the political process.** Voice your opinion. Contact your elected representatives. Request updates on actions they are taking to improve the business climate in our state and region.
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**Become a champion for Rochester.** Spread the word that you are proud to live, work and play in the Rochester Region. Include your friends and family. They will enjoy learning more about what a great home you have here.

### If you are a business owner or executive:

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**Hire one more person this year.** If every company represented at Eyes On The Future did this, we would create more than 1,000 new jobs for this region.
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**Review your vendor list** and replace at least one out-of-town vendor with a local one.
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**Establish at least one internship** for a high school level employee and one for a college-level employee. Tell us about your success at [www.eyesonthefuture.biz](http://www.eyesonthefuture.biz).

### If you are a student:

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**Find a co-op or work-study opportunity.** Use this to gain real-world experience while building skills for the future.
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**Talk to your professors and administrators** about building partnerships with local businesses.
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**Connect with Alumni in your area.** Invite out-of-town friends to visit you here. There are a lot of great things to do throughout our region.

### If you are an employee:

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**Commit to a cause.** If your company has an organized charitable effort—join it. If not, organize one! Use the link on the Eyes on the Future website to connect to the United Way and sign up to help a United Way agency.
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**Look for opportunities to do business with local suppliers.** We sink or swim together.
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**Join business and social networks, i.e. LinkedIn, Facebook, and others.** Remember to use these forums to promote Rochester at every available opportunity.
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**Participate in your industry's trade association or professional society.** Contribute to the growth of your industry and advocate for the Rochester Region.