

BACKGROUND

How the Small Business Strategic Alliance Began

Jim Pfeiffer and Rosanne Greenwood met in the fall of 2004. Because of the Payroll/HR relationship, they immediately formed an informal strategic alliance to better serve their individual and future clients.

Realizing the impact that this alliance had for the clients and their own future growth, they sought out to include other exceptional business consultants that shared the same sphere of influence with both Jim and Rosanne.

As the team was being pulled together, they all met and had numerous discussions centering on the concept, individual values, client needs, by laws, organizational structure, vision, but never losing the idea of the potential of an aspiring organization of professional consultants.

In the meantime, Karen LaVine had been formulating a plan calling for a "Business First Class" approach, offering high quality business services. For many months the three supported each others vision, worked through many options and ideas, and together presented this organizational concept to the remaining team.

With the help of the original core members (advisory board), SBSA was no longer a concept with a vision but a viable organization organized as a strategic alliance to better serve all businesses both large and small.

Founding Partners: Jim Pfeiffer; Rosanne Greenwood; Karen LaVine



Founding Partner – James M. Pfeiffer - Board Chair

Pfeiffer & Associates, LLC
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James M. Pfeiffer, President, has been doing payroll in the Capital Region for eight years. He brings to his business, experience in sales & marketing, management & customer service from profit and non-profit organizations. Due to his background, he is aware of the pitfalls that companies run into if payroll and the corresponding tax are not handled correctly. *His vision for Pfeiffer & Associates is to have clients become confident in outsourcing one of the most time consuming aspects.*

James holds a Bachelor's Degree in Business Administration. He is also an active member of the Southern Saratoga Chamber of Commerce, as a member of the Small Business Development Committee, Annual Golf Committee and is a co-chair of the Ambassador Committee. He is a member of the National Association of Tax Practitioners (NATP) and the American Payroll Association (APA) on a national and local level.



Founding Partner – Rosanne J. Greenwood – Chair Elect

RJG Consulting, LLC
5 Patroon Place
Ballston Lake, NY 12019
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Website: www.rjgconsultingllc.com

Rosanne J. Greenwood, President has over 25 years of human resource leadership experience covering all areas of human resource management. Ms. Greenwood prides herself on the development and

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implementation of policies and programs designed to increase the effectiveness and utilization of human resource departments. As a recognized leader in her profession, she has a special sensitivity and skill in responding to the unique needs of individuals. Prior to starting RJG Consulting, LLC, she spent 18 years serving as Vice President, Human Resources for the **Healthcare Association of New York State (HANYs)**. Prior to **HANYs** she was employed as the top Human Resource executive for Coradian Corporation, Latham, N.Y.

Ms. Greenwood holds a Master of Arts degree in Labor and Policy Studies and a Bachelor of Science degree in Business Management/Economics both from the State University of New York at Empire State College. She also holds a New York State license for Life, Accident and Health. Ms. Greenwood is a past president of the Capital Region Human Resource Association and past board member of the New York State Employee Benefits Conference. She is also a member of the Society for Human Resource Management (SHRM), the National Association for Human Resource Professionals, the American Management Association, Southern Saratoga Chamber of Commerce where she serves on the Membership Committee, Small Business Development Council and the Chamber's Annual Golf Committee. She is also a member of the Executive Women's Golf Association (EWGA) and serves as the Co-chair of the Saratoga County Golf Crusade to benefit the American Cancer Society. Ms. Greenwood has also done numerous speaking engagements on various topics of human resources, communications, and negotiations.

RJG Consulting, LLC offers a full menu of human resource consulting services with particular emphasis on creating a strong human resource foundation that will open doors to many successful innovative ideas, trends and systems. Some key services include the development of full employee benefits programs, wage and salary programs, policies and procedures manuals, employee handbooks, , recruitment, selection and orientations, and government compliance audits. RJG Consulting, LLC serves as an outsourcing service to companies or can assist as an interim human resource executive.

Right now companies are struggling with the many new ideas, trends, systems, innovations, and above all money saving ideas that are being brought before them. Being progressive in today's world is certainly the key to success for any organization. As a human resource professional for many years, Ms. Greenwood has been successful with many of these innovative ideas mainly due to the strong foundation and basics that have always been in place. RJG Consulting, LLC can help companies realize their business goals through the creation of a strong human resource function.



Founding Partner – Karen M. LaVine – Membership Chair

ICOM "Home of CliftonPark.org"
HITman Services

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www.icomtechservices.com
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As co-owner of three local businesses, Karen is the "see that it all gets done" person. She oversees the daily operations of all aspects of ICOM, a computer company specializing in network administration, website design, database development and graphic design. **ICOM** is the home of **Cliftonpark.org**, the popular website for the Town of Clifton Park. In July of 2006, ICOM launched it's latest IT division providing Home Information Technology Services, **HITmanservices.com**. Karen's responsibilities include: prioritizing, coordinating & implementing the scheduling of in-house and outside projects and overseeing and ensuring customer satisfaction. Additionally, Karen is the company's financial officer.

Affiliations:

- Southern Saratoga County Chamber of Commerce - Member in Good Standing
- Shenendehowa Rotary - Member in Good Standing
- Shenendehowa Rotary 2003-2004 - President 2003-2004
- Southern Saratoga County Campus Life - Steering Committee Chair

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Acknowledgments:

- Business & Professional Women/CP
- Business Woman of the Year 2003/2004
- Shenendehowa Rotary
- Paul Harris Fellow Award 2003
- Rotarian of the Year 2004

Humanitarian Projects: Karen recently returned from a humanitarian mission trip to Zimbabwe, Africa where she helped to provide assistance to approximately 300 schoolchildren, many of whom are orphaned and afflicted with AIDS.