



# During Tough Times, Know Where To Get Help

By Miguel Centeno

Consider the 45-year old man struggling to run his own business; or a 35-year old woman struggling to decide whether to stay in her marriage; or a 58-year old man struggling through his first lonely holidays after the death of his wife.

Many of us can identify with these situations, and some of us are living them. They are very different problems; but help, support and maybe even a few solutions can come from the same resource – an employee assistance program, or EAP. These programs are often included as part of a health plan benefit package, and they offer resources to employees and their families to address the demands of work, life and personal issues. When times are tough, these programs can

offer anyone a real leg up on the problem.

For a small business owner, having employees perform at their very best is integral to the overall success of the business. An EAP can provide solutions for problems or issues employees face outside the office, helping them to focus more on their actual jobs when they are working.

Check your benefit plan offering – does it include an EAP? If not, talk to your broker about the advantages of enhancing your benefit plan, often at no cost, with some of the following options:

- Family/life support, which can help with relationship issues or problems like coping with holiday stress
- Consultation to provide resources for issues such as depression, anxiety or an eating disorder
- Work-related resources to help employees

prepare for a change in their jobs or to develop professionally

• Unlimited phone consultations for employers or managers with workplace-trained clinicians who can help employers deal with any complex employee issues that may come up

While EAPs are primarily designed to help members on an individual basis, the positive impact from these programs can be seen by small business owners in a variety of ways.

First, by giving employees the resources to handle certain personal dilemmas, small business owners can help their employees manage work and personal issues before they become unmanageable problems. As a result, these small business owners can see improved productivity, as well as increased employee satisfaction and retention.

In addition, by giving employees access to a

variety of resources that can help improve their health and well-being, employers will likely be able to manage their health care costs.

At Aetna, we understand that employees are an incredibly important resource, and for many small businesses, they are the most important resource. A well-planned, diverse EAP can help solve a myriad of problems employees may be facing at work or at home, helping both small business owners and their employers to bounce back from life's challenges and achieve an optimal level of performance.

For more information, please contact Rose Carbonell at (212) 457-0307.

*Miguel Centeno is the Vice President of Strategic Market Development at AETNA.*

## GM Printing Opens In Long Island City

New York City Economic Development Corporation (NYCEDC) President Seth W. Pinsky and Small Business Services Commissioner Robert W. Walsh joined K.Y. Chow, President of Grand Meridian Printing (GM Printing) to celebrate the grand opening of its new headquarters at 31-16 Hunters Point Avenue in Long Island City.

GM Printing is a commercial printer specializing in offset printing, and offering businesses and individual customers printing services for books, magazines, catalogs, brochures, newsletters and newspapers. GM Printing's new, 15,000-square-foot workspace will provide the company with the room to expand its operations in New York City, retaining and creating approximately 34 jobs.

"I am extremely pleased that the New York City Industrial Development Agency is able to provide the critical resources necessary to support the expansion of a high quality, mid-sized business like GM Printing," said NYCEDC President Pinsky. "GM Printing's expansion is especially important given the 15 percent decline in commercial printing establishments in the City over the past eight years. We are actively working to reverse this decline and, more generally, to diversify the City's economy in a variety of industries, including the industrial and manufacturing sector. GM Printing's success should serve as evidence of the City's commitment to a well-balanced economy."

The New York City Industrial Development Agency (NYCIDA) awarded \$1.7 million in incentives through its Industrial Incentive Program for GM Printing to acquire, renovate and equip the 10,000-square-foot building, purchase an 8-color Heidelberg perfecting press and construct a 5,000-square-foot second-floor expansion at its new headquarters in Long Island City, at a total project cost of \$3.3 million.

"We are proud and delighted with our relocation to Long Island City, Queens. NYCEDC and the Department of Small Business Services have been instrumental in supporting us to achieve our goal of expansion and creating more jobs here in New York City," said K.Y. Chow, president of GM Printing. "We look forward to continuing our rewarding relationship with the



Photo Courtesy of GM Printing

**Legislators, city officials and community leaders helped cut the ribbon at the grand opening of GM Printing in Long Island City.**

community." GM Printing, a registered Minority-Owned Business Enterprise since 2004, was founded in 1993 by K.Y. Chow, an immigrant to New York City from Hong Kong. GM Printing started as an 850-square-foot printing shop in Chinatown that specialized in printing take-out menus for local restaurants. After conducting extensive market research, Chow turned his five-person operation into a high-end, boutique operation to support design studios and publicity firms and he expanded his company's operations to a 9,400-square-foot facility on Broome Street. By 2007, GM Printing needed additional space to accommodate growth. Chow contacted NYCIDA, which facilitated financial assistance to support GM Printing's relocation, expansion, and equipment purchase.

Through the assistance of SBS, GM Printing is receiving a 12-year energy benefit through the Energy Cost Savings Program (ECSP), which will save the company about \$90,000. GM also received a \$70,000 moving grant for relocation costs. With NYC Business Solutions Training Funds, GM printing is retraining 10 of its employees to use a Heidelberg 8-color printer. Full utilization of this new printer will help GM Printing cut costs and bid on larger projects.

In fiscal year 2009, NYCIDA has completed nine financing deals, spurring \$392 million in private investment, retaining 3,600 full-time jobs in the City, and creating 4,900 new jobs.

**For more information on GM Printing, please visit [www.gmprintingny.com](http://www.gmprintingny.com).**