

POWER

1000



Presenting the Power 100

When we decided to launch our Power List series, we knew it would be a difficult task to select just 100 power players in the Rochester community for our inaugural Power 100 list.

It definitely was. But we are pleased with the makeup of this list of leaders.

Health care is heavily represented, as it should be. The health care industry is vitally important to the Rochester economy even in normal times, and the COVID-19 pandemic has only increased our reliance on our local health care organizations.

Rochester's nonprofits also have played a crucial role in helping our community survive this crisis, and they are well-represented here.

Banking and finance, education, law, manufacturing, and real estate and construction also have a significant presence here and in our local economy.

Over the rest of the year, we will delve deeper into several of these industries — banking and finance, health care, higher education, law, and real estate and construction — with Power 30 lists that will allow us to highlight

more people who are working to make an impact in Rochester.

Rather than tell you about all of these power players' accomplishments and accolades, we decided to give them a chance to tell you more about themselves through their answers to a few different questions. For anyone who was unable to complete our questionnaire, we put together a small profile.

The Power 100 is presented in alphabetical order; selecting 100 power players was hard enough without trying to rank them. We are optimistic that the people and orga-

nizations listed here will play a large role in helping Rochester recover from the pandemic. We also look forward to seeing who steps up even more over the next year to earn a spot on the 2022 Power 100.

We know that any endeavor such as this is sure to generate lots of opinions, and not everyone will agree with our choices. I welcome any feedback you have at bjacobs@bridgetowermedia.com.

— Ben Jacobs,
Associate Publisher and Editor

ROCHESTER BUSINESS JOURNAL

Suzanne Fischer-Huettner
Group Publisher
443-524-8103

Ben Jacobs
Associate Publisher & Editor
585-232-6922

Tracy Bumba
Audience Development Manager
443-524-8120

SPECIAL PRODUCTS

Dick Moss
Special Products Editor
585-363-7269

ADVERTISING

Jean Moorhouse
Advertising Account Manager
585-363-7273

Alys Derby
Public Notice and
Advertising Coordinator
585-653-4018



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only one way – the right way**

LeChase employees are driven by the belief that when you do the right thing, you get the right results for everyone. Each day, in our offices and on our job sites, you'll find committed professionals who challenge themselves and the status quo to build enduring partnerships. The right thing isn't just something we say, it's everything we do – and that commitment starts at the top.

We congratulate our CEO and Managing Partner Bill Goodrich and the other leaders included in this year's Power 100.

205 Indigo Creek Drive | Rochester, NY 14626 | www.lechase.com



POWER 100 IN ROCHESTER | 15

DENISE A. BATTLES

PRESIDENT
SUNY GENESEO



Years in current role: 6

What's the most important lesson you've learned in your career?

The key lesson I have gleaned over the years is the importance of having an effective team. Everyone has their strengths and weaknesses; having areas for improvement is not a disqualifier for leadership. What's important is to surround oneself with talented people with complementary skill sets such that the team is maximally effective.

What's been your biggest success?

I don't think in terms of a particular "big success." The achievements that have brought me the most satisfaction are those in which I have worked within a team to achieve a desired end and we have done so.

What are your hopes for the Rochester community this year?

Given the impact of the COVID-19 pandemic on our community, my hopes are centered around a rapid return to normalcy with regard to public health and economic recovery.

What do you do to unplug in your free time?

As a geologist by education, I love spending time outdoors. My husband and I have enjoyed discovering great places to walk our dog — whether natural or urban — in the greater Rochester area.

ADAM BELLO

COUNTY EXECUTIVE
MONROE COUNTY



Years in current role: 1

What's the most important lesson you've learned in your career?

You can't be afraid to take risks and step outside your comfort zone. Sometimes you have to fail forward. And if you're doing the right thing for the right reasons, you have an obligation to try. You have to try, whether or not you're going to get criticized for it. It's always better to be criticized for trying to do too much rather than for doing too little.

What are your hopes for the Rochester community this year?

There's been a lot of conflict in our community this year, across the board, in politics, health, equity, all aspects of life. And these conflicts all seem to center on something that we all agree is a problem, but we have this conflict about how we are or are not addressing the problem. My hope is that in the coming year, we can set our differences aside and work together to accomplish what we need to in order to solve our problems.

What do you do to unplug in your free time?

I hang out with my family. When I'm not working, I'm almost always doing something with my wife, Meghan, or our two kids. We watch movies and we love game nights, and especially like to play Clue, Yahtzee and Scrabble. We play a lot of Scrabble. I take the kids to swim practice.

ERIC BIEBER

PRESIDENT AND CEO
ROCHESTER REGIONAL HEALTH



Years in current role: 6

What's the most important lesson you've learned in your career?

Everyone is capable of doing extraordinary things. Most recently demonstrated by our remarkable Rochester Regional Health team members' effort to rally in support of our community's health in the midst of the greatest crisis any of us had ever seen.

Who have been the biggest mentors in your career?

My parents and my patients.

What do you do to unplug in your free

time?

Play/write music.

MARTIN K. BIRMINGHAM

PRESIDENT & CEO
FINANCIAL INSTITUTIONS, INC. AND FIVE STAR BANK



Years in current role: 8

What's the most important lesson you've learned in your career?

You should appreciate the variety of experiences that prepare you for future success. Career progression is grounded in hunger for pursuing opportunities, humility in success and tenacity with setbacks. Recognize that mistakes are a natural part of the leadership and management process. Finally, you cannot do it by yourself — effective leaders and grounded by vibrant corporate cultures with high-performing teams that enable strong execution of strategy and tactics.

What's been your biggest success?

As CEO, I've realized a long-term goal to lead an organization actively contributing to positive outcomes for the Rochester/Finger Lakes Region. Together with my teammates, we have transformed and grown Five Star Bank and affiliates into an employer of choice that takes wonderful care of our customers while supporting the communities we serve.

What are your hopes for the Rochester community this year?

Our community does have serious challenges, however, my confidence and positive outlook for our region is grounded in a long-term track record of resiliency and a "can do" spirit of cooperation and collaboration.

MARY WALSH BOATFIELD

PRESIDENT AND CEO, ABILITY PARTNERS, INC. — CP ROCHESTER, HAPPINESS HOUSE AND ROCHESTER REHABILITATION



Years in current role: 19

What's the most important lesson you've learned in your career?

I have learned to be open-minded, willing to take risks, and welcome new opportunities that enhance the lives of individuals with disabilities and their families. If you want to be treated with kindness and respect you have to treat others the same way, and I try to carry this example forward in all my interactions.

What's been your biggest success?

CP Rochester, Happiness House and Rochester Rehabilitation have been

forerunners in working collaboratively to develop services designed to meet the needs of the local community, including non-certified transitional housing for individuals with disabilities, affordable housing for low-income and special needs individuals, the creation of Autism Services of the Finger Lakes, and the development of the Golisano Autism Center in the city of Rochester, which offers an array of services under one roof to individuals with autism and their families.

What are your hopes for the Rochester community this year?

Following the examples of successful community initiatives such as Project Uplift and RMAPI, I hope that we remain community-minded, focusing our attention on helping our most vulnerable individuals.

CHRISTOPHER BOOTH

CEO, THE LIFETIME HEALTHCARE COMPANIES (WHICH INCLUDES EXCELLUS BLUECROSS BLUESHIELD)



Years in current role: 8

What's the most important lesson you've learned in your career?

The most important lesson I learned is a simple one: spend a lot more time listening than talking. Then really think about what you hear. You can't really understand what is going on in a large organization without being accessible and listening intently to what people want to share.

What's been your biggest success?

Improvement in the culture of our organization. Upon becoming CEO, I believed that creating a more engaged and

motivated workforce that cared about the company and its mission was key to continued success in a rapidly changing health care environment. We made culture change a top priority and our improved culture has led to improved business results.

What do you do to unplug in your free time?

The pandemic has obviously limited some free time activities. However, I exercise every day and love to read, mostly history and thrillers. I look forward to resuming travel and attending music concerts after life returns to normal.



A vision for tomorrow. A leader for today.

Five Star Bank proudly recognizes our CEO Marty Birmingham and his vision for a more prosperous Western New York. We salute your well-earned inclusion as a Rochester Business Journal Power 100 List honoree.



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Empowering others to become champions of change.



President & CEO of CP Rochester, Happiness House, and Rochester Rehabilitation

Congratulations Mary Walsh Boatfield

for being recognized on the RBJ Power 100 List



The recognition is well deserved.

She not only has the ability, but the forward thinking and innovation that has led her to enrich the lives of thousands of individuals with disabilities and disadvantages.



JAMES S. BRANCIFORTE

PRESIDENT AND CEO
LIFETIME ASSISTANCE, INC.



Years in current role: 32

What's the most important lesson you've learned in your career?

An early life lesson from my mom—“always take the high road”—has endured throughout my career, and is especially compelling today.

Who have been the biggest mentors in your career?

Impossible to name only one or a few. I am very fortunate to work alongside many outstanding people who have demonstrated remarkable vision, strength, confidence, and courage. Of special

note are the many wonderful people with developmental disabilities who invariably face tremendous life challenges and inauspicious odds, and who teach me invaluable lessons about determination, persistence and tenacity, and true life graces of authenticity, dignity and joy. Some indispensable, homespun family guidance: “Chin Up, Hold your Head High.” And its fanciful cousin: “Illegitimi non carborundum.”

What do you do to unplug in your free time?

Spend time with my high school sweetheart, wife of 42 years, and best friend, Theresa. We are presently restoring a 19th-century farm and home. Our family and grandchildren are a constant joy in our lives, with laughter, picnics, special foods/drinks, campfires, overnights.

REV. MYRA BROWN

PASTOR
SPIRITUS CHRISTI



Years in current role: 8

What's the most important lesson you've learned in your career?

All the meaningful things we're able to do in the world require a dedicated team. So every good leader needs a team of people who can see the vision and own it in partnership to make the world better.

Who have been the biggest mentors in your career?

Rev. Mary Ramerman, Fr. Jim Callan, and Melissa Parish.

What are your hopes for the Rochester community this year?

Given the state of crisis that police community relations is in and its connection to an 1819 policing blueprint patterned after slave patrols, I would like to see a new policing blueprint for Rochester adopted this year to heal those relationships and change our collective experience of public safety.

What do you do to unplug in your free time?

I hang out with my grandson and watch movies or go the gym and workout.

We salute our direct support professionals, our frontline heroes!

These essential women and men give of themselves around the clock, demonstrating extraordinary strength and perseverance in providing comfort and assuring safe, healthy lives for the people in our services. They have weathered unprecedented and unimagined challenges with dignity, grace and strength. Please join us in honoring our community's best of the best!



James S. Branciforte
Rochester Business Journal Inaugural Power 100

 **Lifetime Assistance Inc.**
Independence. Together.

lifetimeassistance.org

DANIEL J. BURNS

SVP AND REGIONAL PRESIDENT
ROCHESTER, M&T BANK



Years in current role: 15-plus years

What's the most important lesson you've learned in your career?

Whether we realize it or not, all of us have an ego. And egos have a lot to do with our happiness. They can get in the way of our growth by preventing us from hearing critical but necessary feedback from others. They create unrealistic expectations and entitlement. I learned that personal and professional happiness is found when being vulnerable with people, always being inquisitive and direct, and being genuine in helping others to be successful.

What's been your biggest success?

Selfishly, I would say I am most proud of how engrained M&T is in the fabric of Rochester. In 1990, I moved from my hometown of Batavia to Brighton to help M&T, a Buffalo-based community bank, enter the Rochester market. Today, thanks to hundreds of dedicated employees, M&T is the number one bank in the region in terms of deposits, and each year we support more small businesses with SBA loans than any other area lender. Great companies have an enduring sense of purpose. Ours is to make a difference in people's lives. We're driven to help, and it's gratifying to work for a company so committed to driving economic progress and moving Rochester forward, improving the lives of all who live here.

JULIE CAMARDO

CEO
ZWEIGLE'S INC.



Years in current role: 12

What's been your biggest success?

My biggest success is knowing that I am carrying on Zweigle's Inc. as a fifth-generation family member. I am proud of the legacy brand that has remained in Rochester for over 140 years. We are proud to be a unique part of what makes Rochester special. We continue to invest in our people, plant and processes so we can ensure our success and growth for the future. Zweigle's success is to be shared by all, and we will continue to create family memories for generations to come.

What are your hopes for the Rochester community this year?

As we look to the future it is impossible not to reflect upon the extreme challenges faced in 2020. Through that reflection comes a profound desire that in 2021 we will begin to heal the wounds of social inequality, strengthen our sense of pride in our community and foster a spirit of collaboration. For it is only through a united front that we will be able to restore hope, rebuild confidence, instill pride and grow stronger as a community.

What do you do to unplug in your free time?

I enjoy spending time with my three kids; we play games, watch movies and have been able to spend extra time together during the pandemic. I also enjoy watching them participate in their after-school activities.

JACKIE CAMPBELL

ALLIANCE DIRECTOR
ROC THE FUTURE



Years in current role: 5.5

What's the most important lesson you've learned in your career?

The same lesson that I've learned and try to live in my life, which is that relationships matter! We must be able to develop relationships in any space and with all people! It is the cornerstone of humanity, and without them, you cannot be fully human.

What's been your biggest success?

Without a doubt our daughters — all four of them, the two that I birthed and the two I've shared with other mothers!

Who have been the biggest mentors in your career?

My mother, Mary Evadney Thompson; my mother-in-law, M. Frances Campbell; and City Council President Loretta C. Scott.

What are your hopes for the Rochester community this year?

That we take critical steps to eliminate systemic and structural racism, instead of just talking about it. We need to do more to undo unjust laws, policies and practices, and seriously address how resources are allocated.

What do you do to unplug in your free time?

What's free time? But seriously: reading, puzzles and playing Sudoku and Mahong!

BILL CARPENTER

CEO
REGIONAL TRANSIT SERVICE



Years in current role: 9

What's the most important lesson you've learned in your career?

The goal of every relationship, every transaction, should be for all involved to benefit. Winning at the expense of others is short-sighted. Identifying opportunities for mutual gain prospers everyone and lays the foundation to long-term success.

Who have been the biggest mentors in your career?

John Doyle (Doyle Security) and Norm Leenhouts. John taught me how to be a successful manager and leader during

my career there. Taking care of employees and customers is a well-worn path toward success. Norm's achievements in business and philanthropy modeled for me how much impact a servant leader can have wherever you invest your time, talent and treasure.

What are your hopes for the Rochester community this year?

The pandemic crisis gave our community a common "enemy" and the response we all witnessed to support those in need resulted from so many usually siloed organizations working in a united, collaborative manner. My hope is that we can work toward our bright future in a similar collaborative, equitable way so that all members of the community benefit.

ALEX CASTRO

PRESIDENT AND CEO
PATHSTONE CORPORATION



Years in current role: 1

What's the most important lesson you've learned in your career?

Always start with the end goal in mind. Create a strong team to surround you. Provide accountability, infrastructure, incentive and resources. And do it all with a heavy dosage of patience and humor.

What's been your biggest success?

Being in a job that I love with like-minded professionals focused on our mission.

Who have been the biggest mentors in your career?

I've been very fortunate to have been surrounded by a strong circle of friends that have always encouraged each other to be our best as well as to hold each other accountable. They have always stressed the importance of balancing professional and family time.

What are your hopes for the Rochester community this year?

I look forward for our community to become more united and the continued importance of looking for ways to incorporate opportunities for all.

What do you do to unplug in your free time?

I travel and try to spend as much time with family and friends as possible.

GEORGE T. CONBOY

CHAIRMAN
BRIGHTON SECURITIES



Years in current role: 10

What's the most important lesson you've learned in your career?

Be patient and listen before you act.

What's been your biggest success?

Growth from a small office to an organization with dozens of employees and several offices.

Who have been the biggest mentors in your career?

My father, Robert Conboy, and Les Brun, founder of Hamilton Lane.

What are your hopes for the Rochester community this year?

For everyone to get back to work — ASAP.

What do you do to unplug in your free time?

I am the World's Worst Antique Automobile Diagnostician.

JAMES V. CONTINENZA

EXECUTIVE CHAIRMAN AND CEO
EASTMAN KODAK CO.



Continenza, who has served on Kodak's board of directors since 2013, was appointed executive chairman in February 2019 and became CEO in July 2020.

Throughout his career, Continenza has helped lead a number of technology companies through transformations. He has served as chairman and CEO of Vivial Inc., a privately held marketing and communications company, since 2012. He has held leadership roles at STi Prepaid LLC, Anchor Glass Container Corp., Teligent Inc. and Lucent Technologies Product Finance.

Continenza also serves on the boards of Cenvéo Corporation and Datasite LLC.

YVETTE NICOLE CONYERS

ASSISTANT PROFESSOR OF NURSING, ST. JOHN FISHER COLLEGE
PRESIDENT, ROCHESTER BLACK NURSES ASSOCIATION



Years in current role: 1.5

What's the most important lesson you've learned in your career?

That it doesn't matter how much knowledge I have, if I am not giving back to others and offering up myself, no one wins.

What's been your biggest success?

Raising my 21-year-old Black son.

Who have been the biggest mentors in your career?

I have many mentors and coaches who support me depending on where I am in my life. These include Dr. Ann-Marie John,

Dr. Sheldon Fields, Dr. Marilyn Dollinger, and Dr. Sarah Miner, to name a few.

What are your hopes for the Rochester community this year?

My hopes for the Rochester community in 2021 and beyond include a sense of belonging for all who live in this area. Unity in every way imaginable is so vital right now. I want the Rochester community to be able to heal and help other communities similar to us.

What do you do to unplug in your free time?

Unplugging is so important. Things I like to do include spending time with family (when I can), getting a massage, reading a book, listening to music or journaling, writing down goals and how I will achieve them.

MARIA CRISTALLI

PRESIDENT AND CEO
HILLSIDE



Years in current role: 2.5

What's the most important lesson you've learned in your career?

Your credibility as a leader matters. If an organization's leaders live the values of that organization each day, employees, customers and the community are more likely to be inspired and engaged in the work. Employees expect you to lead by example.

What's been your biggest success?

I am proud to lead Hillside. Our organization has a wonderful legacy in the Greater Rochester region. We celebrate

184 years of service in February 2021. Our team has been given the incredible opportunity to impact so many lives. We work together with other organizations in our community to help children and families move forward on a path to success and help break the damaging cycles of poverty, trauma and neglect.

What are your hopes for the Rochester community this year?

COVID-19 has highlighted our society's failures at the intersections of public health, health care and social justice. My hope for the Rochester community is that we work together to dismantle racism and the immediate and long-term effects on poverty, mental health and well-being.

ANDREA DEMEO

PRESIDENT & CEO
TRILLIUM HEALTH



Years in current role: 6

What's the most important lesson you've learned in your career?

The value of being a good listener and inviting others with diverse perspectives and experience to the table to enrich decision-making. I have learned how powerful shared decision making is to unite people for a common purpose and find a path forward together.

What's been your biggest success?

The trust placed in me as Trillium Health's president and CEO. I am proud to see how we work together and in

partnership to increase access to health care for those most vulnerable in our community. Achieving designation as an FQHC has broadened our reach and we have grown over 400% in the number we serve.

What are your hopes for the Rochester community this year?

That we continue our fight against racism, and take action to foster diversity and inclusion to ensure everyone can live without fear and have access to health care, safety, food, and housing. I hope we turn the corner in controlling the pandemic and continue the collective spirit that has been fostered over this past year, people are reemployed, we see a revitalization of the arts, and that all of us can safely spend time with those we love and celebrate the important milestones that were missed.

JOHN L. DIMARCO II

PRESIDENT AND COO
DIMARCO GROUP



DiMarco, part of the fourth generation to be involved in the family business, has been president and COO since 1998. In addition to overseeing the overall operations for DiMarco Group and DiMarco Constructors, he is involved with business development and operations of ADMAR Construction Equipment & Supplies and Baldwin Real Estate Corporation.

DiMarco has led the company's successful completion of a number of projects, including Andrews Terrace, Monroe Community College Student Housing Project, Ebenezer Watts Building,

Rochester Institute of Technology's Center for Excellence in Mathematics & Science Technology, Quail Summit Senior Living Facility and Woods Edge Apartments.

DiMarco also serves on the board of the Monroe Community College Foundation and is an honorary board member of Golisano Children's Hospital. He is a graduate of Union College.

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WIDE OPEN.**

I SEE MYSELF AT FISHER.



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LAUREN DIXON

CHAIRMAN OF THE BOARD
DIXON SCHWABL



Years in current role: 4 months
(previously CEO for 33 years)

What's the most important lesson you've learned in your career?

The most important lesson I've learned is that big ideas can come from anyone in the company. The key is to be open to hearing other perspectives and the ability to collaborate to co-create together. That's how the biggest and best ideas are born.

What's been your biggest success?

Building a great company culture has been something I've been incredibly passionate about for the last 33 years.

I'm proud that Dixon Schwabl has been ranked as a great place to work by the Great Place To Work Institute in San Francisco. A good culture is created by establishing core values and hiring team members who share those values.

What are your hopes for the Rochester community this year?

My hope for Rochester is for everyone to come together, collaborate and drive real change in the areas of diversity and inclusion. We have a moment in history where we can create real change if we commit to doing this together. In addition, my hope is that we take pride in our amazing community and be grateful for all of the tremendous assets we have.

SANDRA DOORLEY

DISTRICT ATTORNEY
MONROE COUNTY



Years in current role: 9

What's the most important lesson you've learned in your career?

One of the most important lessons I have learned in my career is to treat every case and every challenge as unique. There are rarely identical circumstances in the challenges that face us. Whether it is in my profession looking at criminal cases or as a supervisor handling personnel matters, I learn from experiences but recognize that every situation is different and to treat matters with the detail they deserve. A one-size-fits-all approach rarely works for complex matters in any given career.

What's been your biggest success?

My biggest success was finding justice for fallen Rochester Police Officer Daryl Pierson in the prosecution of Thomas Johnson III.

Who have been the biggest mentors in your career?

When I was hired as an assistant district attorney in 1992, I looked up to the then DA, Howard Relin. Perhaps the most important mentor to me was Mary Randall. Mary, who led the Special Victims Trial Division after an already-fulfilling career, knew what it took as a female in a male-dominated field to not only be successful, but to be the most ethical and always search for justice. Mary was a role model and friend to everyone.

ROBERT DUFFY

PRESIDENT/CEO
GREATER ROCHESTER CHAMBER OF COMMERCE



Years in current role: 6

What's the most important lesson you've learned in your career?

To work hard. To be honest, trustworthy, and respectful to everyone. To surround yourself with people who are smarter/more talented than I am — and give them the credit for the successes. When things don't go well, take responsibility personally and never blame others. Success is a team sport, not an individual one. In the end, our success depends upon the relationships that we have built and nurtured over the years.

What are your hopes for the Rochester community this year?

We need leaders who are not afraid to lead and take on the many challenges that Rochester has — and who are willing to roll up their sleeves and pitch in. Our business, political and community leaders need to be aligned and focused on reducing poverty, creating jobs and opportunities, and taking full advantage of the educational opportunities and talent that we have here. We have a cadre of talented young leaders coming up who are not afraid to lead. Time to make room for them.

What do you do to unplug in your free time?

I unwind by being home and with my family. My children still live here and we love family dinners and gatherings.

JILL EISENSTEIN

CEO & PRESIDENT
ROCHESTER RHIO



Years in current role: 6

What's the most important lesson you've learned in your career?

I've learned the importance of people working together in teams. We need to work together with fun and passion. I've always believed that when people collaborate they become more energized, and this past year proved it even more to me. Partnering forms an important bond, which is key to business relationships and a positive work environment.

Who have been the biggest mentors in your career?

Women in leadership roles have been my biggest mentors. I have a group of friends who are leaders in their own sectors and their own careers. We're good friends, but we support each other professionally as well by discussing our successes and failures with candor and unique perspective. I also regularly meet with a group of nonprofit CEOs: women who have similar business acumen and experience.

What are your hopes for the Rochester community this year?

I hope we find success in our community's COVID-19 vaccination distribution campaign. This effort is important to more than just the immediate immunity gains, because it brings all of our residents together as part of a bigger quest for health and prosperity.

ANDREW GALLINA

PRESIDENT
GALLINA DEVELOPMENT CORP.



Years in current role: 40

What's the most important lesson you've learned in your career?

Be respectful and fair to those you deal with, so you can expect the same. It is important to do what you say you will do, from planning to execution.

What's been your biggest success?

Integrating my three children into our company and seeing them grow and prosper in their roles.

Who have been the biggest mentors in your career?

My parents and uncle, in demonstrating to me strong values, as well as teaching me the skills to succeed.

What are your hopes for the Rochester community this year?

Be able to move forward from last year's social unrest and learn lessons in being productive as we proceed. Continue to foster responsible re-development in our center city.

What do you do to unplug in your free time?

Travel, reading, exercising.

BRET GARWOOD

CEO
HOME LEASING



Years in current role: 2

What's the most important lesson you've learned in your career?

The most fortunate gift you can receive for your career is a boss who cares about you and your future.

What's been your biggest success?

Becoming a part of a wonderful industry of people and organizations who work together to provide for affordable housing across New York State.

Who have been the biggest mentors in your career?

Anne Peterson, former executive director of The Housing Council; Carlos Carballada, former commissioner of Neighborhood and Business Development at the city of Rochester; Marian Zucker, former executive vice president of NYS Housing Finance Agency; Nelson Leenhouts, chairman of Home Leasing.

What do you do to unplug in your free time?

Spend time with my family and friends, listen to music, and focus on my artwork.

MARISA GEITNER

PRESIDENT & CEO
HERITAGE CHRISTIAN SERVICES



Years in current role: 8

What's the most important lesson you've learned in your career?

Always seek the second story — including a willingness to study how work really gets done vs. how we imagine it gets done. Look to identify underlying systems of influence that limit success.

Who have been the biggest mentors in your career?

Our organization is midway through its third decade of service to the community. Having served with Heritage Christian for nearly 28 years, I have had the honor

of knowing members of each founding family and the joy of serving their family members, around whom our mission was shaped. It is their vision and drive for innovation that we are here to actualize in the second generation of leadership.

What are your hopes for the Rochester community this year?

That we continue to leverage our hurt and discomfort to innovate, improve and seek healing. We should lead the nation as a united community, capable of overcoming this COVID-19 pandemic and dismantling racist systems and other systems of oppression that drive a poor outcome in public health and wellbeing.

HERITAGE CHRISTIAN SERVICES

"OUR MISSION, ALWAYS ESSENTIAL..."

"The power of each individual continues to be the very foundation of our mission. We build allies to help bridge understanding about our differences. Our work is about creating an experience that identifies and dismantles barriers that limit the opportunity for all to thrive. It is work that is always essential."

-Marisa Geitner
President & C.E.O.

Heritage Christian Services, established in 1984, strives to advance an inclusive and equitable community. Our more than 3,000 employees look beyond the traditional to provide services that ensure meaningful and diverse experiences.

HeritageChristianServices.org

f i y t in

PIETRO (PETE) GIOVENCO

PRESIDENT/CEO
BERGMANN



Years in current role: 4

What's the most important lesson you've learned in your career?

Success in whatever you do is never about one person, therefore invest in others and you will be successful. Leaders create more leaders, not followers.

What's been your biggest success?

First my family, then being selected by your colleagues, peers and friends to lead our company.

Who have been the biggest mentors in your career?

I have been incredibly fortunate to have many people influence me in my life. I believe I can learn something from anyone, regardless of their stature.

What are your hopes for the Rochester community this year?

That we collectively work together to improve the lives of everyone in our community, especially those that have been left behind and need a helping hand.

What do you do to unplug in your free time?

I enjoy nature and love to cook.

KENNETH GLAZER

CHAIRMAN
BUCKINGHAM PROPERTIES



Years in current role: 6

What's the most important lesson you've learned in your career?

Patience. Cannot stress enough the importance that great achievements take time and better decisions often just require a good night's sleep. Also, understanding that great leaders don't necessarily make all the decisions.

What's been your biggest success?

Keeping the Buckingham family intact during some very challenging times. My team's loyalty and commitment during those years provided me the opportunity

to make some mistakes while growing into my current leadership role.

Who have been the biggest mentors in your career?

Architecturally speaking, Robert AM Stern was a huge influence on my design career. Extensive research and understanding past precedents are key pieces on how he approaches any project and that really stuck with me. My father will always be the most influential person in my life and I am so grateful for the relationship we had.

What are your hopes for the Rochester community this year?

I hope the momentum we were experiencing prior to the pandemic continues to bring people downtown and that will help provide some togetherness amongst the Rochester community.



CONGRATULATIONS
on being named to the
Power 100!

*On behalf of the entire
Bergmann team, thank you
for your leadership and vision.*

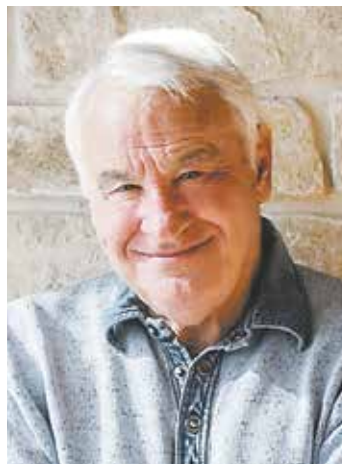
Pietro (Pete) Giovenco, PE
President and CEO

BERGMANNPC.COM



B. THOMAS GOLISANO

FOUNDER AND CHAIRMAN
PAYCHEX, INC.



What's the most important lesson you've learned in your career?

Be brave, be fair, act with integrity, and above all, always strive to create a good deal for everyone.

What's been your biggest success?

First of all, my family. Then Paychex, other small businesses I've helped to launch, and I hope the positive impact made on people's lives through my philanthropy.

Who have been the biggest mentors in your career?

I've learned a lot more from people who have made mistakes (including myself) than from those who have done it right.

What do you do to unplug in your free time?

I'm playing more golf and will, on occasion, smoke a cigar on warm nights in Florida.

WILLIAM H. GOODRICH

CEO & MANAGING PARTNER
LECHASE CONSTRUCTION SERVICES, LLC



Years in current role: 14

What's the most important lesson you've learned in your career?

I live by a few lessons in my work as well as my personal life. First, keep your priorities straight. That means family comes first, and you always strive to do the right thing. Next, be present. We live in a hurried world with an abundance of distractions, so when you engage in dialogue or make a personal connection, focus solely on that interaction. I also have a saying: "Understand the facts before you react." There's often more than one side to a story. You must listen and fully

comprehend the who, what and why before you react.

What are your hopes for the Rochester community this year?

Rochester is a remarkable place full of talented, giving people. With COVID, the economy and other factors impacting us, it's time to unite as a community. I hope Rochesterians will engage with economic development initiatives like ROC2025 and community-focused groups like the Chamber, GRE and RDDC. Also, it's a critical time to help those in need and the agencies that support them. I'm chairing this year's United Way campaign and I deeply believe in their ability to act as the community convener — connecting those in need with available resources. A united community is a strong community.

FRANK H. HAMLIN III

PRESIDENT AND CEO
CANANDAIGUA NATIONAL BANK & TRUST CO.



Years in current role: 10

What's the most important lesson you've learned in your career?

Ask questions and listen to understand, as opposed to simply listening to reply.

What are your hopes for the Rochester community this year?

That our community continues to support small businesses and individuals throughout COVID and the subsequent recovery. That the community can unite in the social justice changes required to realize this region as one of the finest to work, live and play.

What do you do to unplug in your free time?

Enjoying outdoor activities with the family, downhill skiing, and retreating to Canandaigua Lake.



Frank H. Hamlin, III
President and CEO

Well-deserved recognition for all that you have achieved.

Canandaigua National Bank & Trust congratulates all 2021 RBJ Power List honorees. Your commitment to the Rochester community is represented in your ability to positively impact lives, inspire success, and spark innovation. We share these values and believe that when businesses and community work together, beautiful things can happen.

Congratulations to our own President and CEO, Frank H. Hamlin, III for being recognized as an honoree. As you continue the family legacy and steadfast leadership of our organization, you maintain our focus on the communities we serve. You lead by example and demonstrate our core values, among which are responsibility, innovation, commitment, and teamwork.

Your CNB family applauds the success you've attained and looks forward to your vision and direction for the future.

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JANICE HARBIN

PRESIDENT AND CEO
JORDAN HEALTH



Harbin became interim CEO of the Anthony L. Jordan Health Center in November 2012 and served in that role for a year before receiving a permanent appointment to the position. She joined Jordan Health earlier in 2012 and served as the Federally Qualified Health Center's dental director.

Harbin graduate from Detroit public schools at 16 and earned her doctorate of dental surgery from Howard University. She has been a clinical dentist in both public health dentistry and private practice associations. She served as Dental Director for Detroit Health Care for the

Homeless from 2003-09, then became Director of Adult Dental for the City of Detroit Department of Health and Wellness Promotion.

Under Harbin's leadership, Jordan Health has expanded services and hired health practitioners who were not previously part of the team. Jordan Health currently provides behavioral health, urgent care, refugee health, obstetrics and gynecology, pediatrics, and healthy home and care coordination.

JOSEPH HART

EXECUTIVE DIRECTOR
ROCHESTER SITE OPERATIONS, BAUSCH + LOMB



Years in current role: 20

What's the most important lesson you've learned in your career?

The importance of building and sustaining relationships. As a fully integrated eye health company, Bausch + Lomb's business is heavily regulated and requires the contribution of a number of highly technical minds on a daily basis. I have had the privilege of working alongside some of Bausch + Lomb's most talented subject matter experts and I believe the success we've seen is directly attributable to that collaboration.

What's been your biggest success?

Being able to provide employees the ability to have a positive long-term career at Bausch + Lomb. The current workforce at our Rochester manufacturing facility is a testament to this point; we have some of the longest-serving employees in the company. I am also very proud of the Rochester manufacturing site expansion, which will add significant capacity to our facility and provide more than 100 new jobs.

What do you do to unplug in your free time?

I love to spend time cruising on my boat on Lake Ontario. I am also a member of the Bausch + Lomb golf league. Last but not least, I adore spending time with my wife, our four children and seven grandchildren.

SEANELLE HAWKINS

PRESIDENT AND CEO
URBAN LEAGUE OF ROCHESTER



Years in current role: 1.7

What's the most important lesson you've learned in your career?

I've learned that the most important part of being a successful leader is taking good care of yourself. Self-care is critical to leading the charge, so that I can show up at my best for my team and community.

What's been your biggest success?

My biggest success has not been the turnarounds performed in agencies that I have I have led; it's not the successful fundraising campaigns; not even the work to interrupt racism, but the development

of my team. I am so proud to help create a culture that is inclusive. An organizational culture that welcomes everyone's ideas and thoughts. A culture that ensures my team knows that their ideas and visions are welcomed and included in the development of a plan to sustain the organization until the mission is fulfilled. That is my biggest success!

What are your hopes for the Rochester community this year?

My desire is that as a community of leaders, we all stay energized to create a more equitable Rochester, eliminating silos, inspired to do this work together, one community seeking positive change.

What do you do to unplug in your free time?

I've been enjoying my Peloton with Bravo TV playing in the background.

MYRA HENRY

PRESIDENT/CEO
YWCA ROCHESTER & MONROE COUNTY



Years in current role: 2 months

What's the most important lesson you've learned in your career?

The most important conversation is the one we have with ourselves first. I have learned that it is most important to make time for critical self-reflection, courage in exploring new ideas that challenge my worldview and a commitment to cultural humility and grace in working with others. My personal philosophy of change requires that I stand in my own truth while walking toward my purpose as a leader.

What's been your biggest success?

From an organizational development equity, diversity and inclusion perspective, my greatest success has been in developing and leading action-oriented diversity and inclusion committees and counsels that have impacted real change. I feel that my proven success provides a strong foundation for my new role as president and CEO of YWCA of Rochester & Monroe County, an organization with the mission of eliminating racism and empowering women. I am looking forward to applying my skill set as a partner to other local organizations committed to affecting real change in the fight for equity for all.

What do you do to unplug in your free time?

I enjoy time with family, reading, long walks and Netflix.

EDWARD P. HOURIHAN JR.

MANAGING MEMBER, ROCHESTER OFFICE
BOND, SCHOENECK & KING, PLLC



Years in current role: 10

What's the most important lesson you've learned in your career?

To listen.

What's been your biggest success?

Developing a great legal practice with great clients and being a part of building a 40-attorney office from scratch.

Who have been the biggest mentors in your career?

Attorney Larry Andolina and Judge Michael Telesca.

What are your hopes for the Rochester community this year?

Better educational opportunities, good health and civility.

What do you do to unplug in your free time?

Reading, exercise, mediation.

MATT HURLBUTT

PRESIDENT & CEO
GREATER ROCHESTER ENTERPRISE



Years in current role: 3

What's the most important lesson you've learned in your career?

Listen to others as you focus on results while keeping your word, and do the right thing. Collaboration can be difficult but much more impactful and rewarding than going it alone.

What's been your biggest success?

Building a great team at GRE. I'm truly blessed to work with outstanding people who are dedicated to supporting the GRE mission. This includes GRE staff, the GRE board of directors, GRE investors and the

many business and community leaders who are always willing to help us support business growth throughout the region.

Who have been the biggest mentors in your career?

My father and mother — Douglas and Carolyn Hurlbutt — faith-filled, serving leaders focused on doing right thing at work and in the community.

What are your hopes for the Rochester community this year?

We have many innovative businesses growing in the region. We should build on success and strive to improve systems to ensure that more people can build wealth and find success whether they open their own business or secure the skills needed to join one of the outstanding businesses operating here.

MARC IACONA

CEO, SIMCONA ELECTRONICS; EXECUTIVE DIRECTOR
CGI ROCHESTER INTERNATIONAL JAZZ FESTIVAL



Years in current role: 10 years at Simcona, 19 at CRIJF

What's the most important lesson you've learned in your career?

Learn to listen and appreciate others' opinions. Always focus on moving forward in a positive direction. Never forget to recognize individuals who have contributed to your success!

What's been your biggest success?

Being part of two organizations that have made a positive difference in our community.

Who have been the biggest mentors in

your career?

My parents and the small group of very respected business owners and musicians that I have interacted with for the past 25 years.

What do you do to unplug in your free time?

Spending time with family and friends. Being invited to sit in and play my horn with my good friend and talented business partner John Nugent and other musicians who are much more talented than I am!

RAYMOND ISAAC

PRESIDENT AND CEO
ISAAC HEATING AND AIR CONDITIONING, INC.



Years in current role: 20

What's the most important lesson you've learned in your career?

The difference between Management and Leadership. Business is two things. First it's policies, procedures, standards, practices, etc. These things you manage. Business is also people, and these you lead. I've often said: "As soon as you see the need to have to manage someone, you've lost." I've also learned that managers focus on doing things right, and leaders focus on doing the right things. Finally, managers help people make a living, leaders help them to make a life.

What's been your biggest success?

My greatest success that has led to other results is developing a sense of self-awareness, which has allowed me to realize that "I am the biggest screw-up in the building." I've been able to reduce the anxiety around me and help people to realize that what we do, and how we do it, while important, pale in comparison to why we do things.

What are your hopes for the Rochester community this year?

Growth, in population, employment, graduations, income levels, tourism, etc. I learned long ago that growth leads to a lot of great things, and Rochester needs that injection to get the momentum back.

CHRISTOPHER D. JAGEL

PARTNER AND CEO
HARRIS BEACH PLLC



Years in current role: 20 years as partner, 4 years as CEO

What's the most important lesson you've learned in your career?

The importance of a positive culture and an atmosphere of “we’re all in this together” is critical to success, and often underestimated at the individual level. The challenge for individuals is recognizing there is honor in playing their roles and giving their best selves to the larger good while appreciating the value and importance of the contributions of others.

What's been your biggest success?

The year 2020, for what it showed about the ability of our people to come together under adverse circumstances. We said we would experience our challenges and opportunities collectively. I’m grateful that our management team was able to set the right tone, as the response was amazing. Our people demonstrated unbelievable levels of resilience, collaboration and engagement and responded in ways that exceeded my hopes. It goes to our values of integrity, respect, teamwork and inclusion.

What are your hopes for the Rochester community this year?

I hope the positive elements of Rochester, our long-standing culture of community, decency and civic-mindedness, become even more visible and at work in our community in the year to come.

KIMBERLY JONES

PRESIDENT/CEO
BUTLER/TILL



Years in current role: 1 as President/CEO, 5 prior as President, 11 total at Butler/Till

What's the most important lesson you've learned in your career?

That trust is the most critical asset in business and there are no shortcuts to achieving it. It requires a combination of personal authenticity, having empathy for others, providing logical and persuasive points of view, and continually investing time in building relationships. As someone who is goal-oriented and enjoys the feeling of accomplishment when checking


something off a to-do list, I've come to realize that the ill-defined task of “building trust” is actually one of the biggest accomplishments of all.

Who have been the biggest mentors in your career?

My great grandmother earned a Ph.D. when most women didn't attend college. In 1964, she delivered a speech that started: “A victory has been won by those of us who are aware of, care about, and dare to do what we can to improve the status of women. Have you done your part?” Fast forward 50 years, my life becomes intertwined with two other female trailblazers, Sue Butler and Tracy Till, who were definitely doing their part! Under their leadership we became one of the only certified women-owned, employee-owned, B corporations. I'm so grateful for the trust they have in me to continue their legacy.

Congratulations

Chris Jagel
for making the
Power 100

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RUFUS JUDSON

CEO
PIKE COS. LTD.



Judson became the fifth generation to lead Pike Cos. when he took over as president in 2011 and CEO in 2015. He started working for the family business in the early 1990s and went to work there full time after graduating from Union College in 1999.

The Pike Cos. — which operates two constructions companies, the Pike Co. Inc. and LeCesse Construction Services LLC — employs about 600 in the Rochester and had more than \$600 million in revenue in 2019.

Judson is active in the community with a variety of organizations, including serving on the board for United Way of Greater Rochester. He earned his MBA from University of Rochester's Simon Business School in 2006.

JENNIFER LEONARD

PRESIDENT & CEO
ROCHESTER AREA COMMUNITY FOUNDATION



Years in current role: 28

What's the most important lesson you've learned in your career?

To lead, develop the talents of others. For effectiveness, strengthen their knowledge and skills. To be heard, empower their voices. As your reward, enjoy their success.

What's been your biggest success?

Working with smart, caring people to build individual and family philanthropy into a tool for community betterment.

Who have been the biggest mentors in your career?

My first community foundation boss, Jack Shakely of the California Community Foundation, who taught me the ropes and let me climb them; my husband, David Cay Johnston, who supports and challenges me; and the remarkable board members, donors and staff of Rochester Area Community Foundation, who share their hopes and dreams for our region and work together to realize them.

What are your hopes for the Rochester community this year?

An inclusive recovery that benefits all residents and positions us more competitively in the state and nation.

What do you do to unplug in your free time?

Play tennis, read and enjoy family.

STEFANI LIDESTRI

CO-CEO
LIDESTRI FOOD & DRINK



Years in current role: 1

What's the most important lesson you've learned in your career?

The silver bullet is massive hard work.

What are your hopes for the Rochester community this year?

My biggest hope is for the children of the Rochester community to be able to get back to school full time and for all extracurricular activities to resume with no further disruption to learning and development. As well, I've always been a lover of small businesses and the stamp they put on each region. I hope restrictions

are fully lifted so that our community can support our small businesses the way they need to be supported in order to thrive.

What do you do to unplug in your free time?

I prioritize self-care as well as deep connections with close family and old friends. That looks like lots of hot yoga with my daughter and chess with my son. Swimming every day it's even remotely warm enough and skiing whenever the sun shines. I'm looking forward to getting back into tennis this summer and hosting dinner parties post-pandemic.

JARED LUSK

ROCHESTER/BUFFALO OFFICE MANAGING PARTNER
NIXON PEABODY LLP



Years in current role: 4

What's the most important lesson you've learned in your career?

In order to be happy and achieve meaningful balance in life, you should 1) surround yourself with people that you like and respect; and 2) give back to the community around you.

What's been your biggest success?

Partnering with my wife Lori to raise two fantastic children.

Who have been the biggest mentors in your career?

Laurence Hickey, Esq. and Thomas

Greiner, Esq.

What are your hopes for the Rochester community this year?

To somehow overcome the horrible impact of the pandemic and the Daniel Prude crisis and emerge as stronger, more unified community.

What do you do to unplug in your free time?

Volunteer with the Pittsford Volunteer Fire Association.

HEIDI MACPHERSON

PRESIDENT
SUNY BROCKPORT



Years in current role: 6

What's the most important lesson you've learned in your career?

Just because something is a good idea doesn't mean it's going to happen. In order to be successful leading a project or initiative, you need to build your base, look at an issue from multiple perspectives, and bring people with you. You need to figure out what the emotions behind the concerns are, and whether if you look at the issue from another perspective, you might get a better answer.

What's been your biggest success?

It's easy to say the biggest success was solving the college's fiscal crisis in 2015, or having a successful semester despite the worldwide pandemic in 2020, but success looks different from that. Big successes are made up of little successes. I'm proud of the work we do mentoring students to become their best selves, and I love the difference that small daily acts make to a student's trajectory. Success is the student who walks across the stage at commencement when they weren't sure they could do it and who truly makes a difference to the lives of others as a result.

What are your hopes for the Rochester community this year?

That we will take the opportunity to learn from and with each other in order to better serve the collective good.

SARAH C. MANGELSDORF

PRESIDENT
UNIVERSITY OF ROCHESTER



Years in current role: 1.5

What's the most important lesson you've learned in your career?

My entire career has taught me the irreplaceable value of collaboration and consensus. Unilateral decisions may be effective — and necessary — in the immediate term, but the best and most enduring decisions are those where stakeholders have had input into the process.

What's been your biggest success?

My biggest success has been the success of the students and colleagues

that I have mentored. The pride I feel when a student I have taught and advised with receives tenure, or a colleague that I have worked with is appointed to a leadership position is indescribable.

What are your hopes for the Rochester community this year?

As the pandemic subsides, I hope that the University of Rochester can extend and enhance our already-strong commitment to community engagement and to economic and social justice within the City of Rochester and the region more broadly. I also hope the entire community can once again experience all of the wonderful cultural opportunities this city has to offer — from music to theater to the arts.

FAHEEM MASOOD

PRESIDENT AND CEO
ESL FEDERAL CREDIT UNION



Years in current role: 5

What's the most important lesson you've learned in your career?

The most important thing is understanding people and nurturing relationships. People are constantly changing and we all live and work in the context of human beings. Understanding where people are coming from is vital. You should never stop investing in relationships. It's a perpetual need in our lives no one can ever master.

What are your hopes for the Rochester community this year?

Good physical health for everyone, of course, as we continue to navigate our way through the pandemic. From this, I also hope for equitable economic health for everyone. We need to understand that some in our community need more help than others, and we should be committed, collectively, to working together to support one another through these challenging times.

What do you do to unplug in your free time?

The quality of life here in Greater Rochester and the Finger Lakes is outstanding. I enjoy the abundance of outdoor activities we have available to us whether it is biking, hiking or the many other outdoor activities at our disposal. We're fortunate to live in such a resource-rich community.

Belong to something bigger

You're more than your money.
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lives, hopes and grows together.
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COLLEEN MATTESON

ROCHESTER MARKET PRESIDENT
BANK OF AMERICA



Years in current role: 10

What's the most important lesson you've learned in your career?

Having mentors throughout your life is critical to success both personally and professionally. Life mentors can positively influence us and even change our long-term future. Mentors will support you after a setback, believe in you more than you do and can provide you with honest feedback. More rewarding is being a mentor to another individual and giving back. I serve as a mentor for teammates across Bank of America as a member of the Women's Exchange network dedicated

to promoting professional women's development. I take great pride in extending my hand to help pull other women forward.

What's been your biggest success?

Being the first female promoted to Market President in Rochester for Bank of America. In addition to connecting businesses, families and individuals to the banking and investment teams across the firm, I also lead the bank's strategy across the market to address social and economic concerns and build stronger communities. I am extremely proud of how Bank of America continues to respond to the health crisis and racial injustice. We recognize that we all must do more to address the very real consequences of systemic racism that exists in our society today.

MARC MAYER

CHAIRMAN AND CEO
MANNING & NAPIER



Years in current role: 2

What's the most important lesson you've learned in your career?

My father taught me: The higher up you go, the more your job is to say "yes" to good ideas. This helped me understand that a manager must be surrounded by the very best people, and he/she must empower them fully and do everything to draw out their courage and creativity.

Who have been the biggest mentors in your career?

I will mention three key ones I never met. Socrates. His tireless quest for ultimate truths is endlessly inspiring. Of course, he upset people so much that he was put to death, so I keep that in mind. Charlie Parker, the great jazz saxophonist. He pushed the boundaries of music with such astonishing brilliance. He also destroyed himself by the age of 35, so I keep that in mind. George Smiley, John LeCarre's fictional spy. He navigated labyrinths within labyrinths with dogged persistence and penetrating insight.

What are your hopes for the Rochester community this year?

We have so much to do to address the vast gaps in our society. It is stark in the Rochester area, and COVID has exacerbated the injustices. We all need to help in the ways that we can to support those most vulnerable and take steps to rectify inequalities and injustices.

THERESA MAZZULLO

CEO
EXCELL TECHNOLOGY VENTURES



Years in current role: 15

What's the most important lesson you've learned in your career?

Your reputation is one of the most treasured and powerful assets to have. It is the foundation for leadership, management, building a culture and networking.

What's been your biggest success?

Taking over and turning around two startup companies in financial distress to profitability and sustainability.

Who have been the biggest mentors in your career?

Peter Robinson.

What are your hopes for the Rochester community this year?

To believe in and live up to its magnificent potential.

What do you do to unplug in your free time?

Read, work out and entertain.

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CONGRATULATIONS

MARC MAYER

Chief Executive Officer at MANNING & NAPIER

On being selected one of
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REV. JONATHAN MCREYNOLDS

SENIOR PASTOR
AENON MISSIONARY BAPTIST CHURCH



Years in current role: 4.5

What's the most important lesson you've learned in your career?

Leadership is a privilege.

What's been your biggest success?

Overcoming the odds that were against me.

Who have been the biggest mentors in your career?

My grandfather the late Rev. Dr. W.G. Harvey Sr., Rev. Wendell Gray, Rev. Dr. C.B. Akins and my wife.

What are your hopes for the Rochester community this year?

I hope that people of different perspectives will give each other a chance and work together toward community healing, forgiveness and advancement.

What do you do to unplug in your free time?

I watch movies, exercise, read and spend time with my family.

DANA MEHNERT

PRESIDENT, COMMUNICATION SYSTEMS
L3HARRIS TECHNOLOGIES, INC.



Years in current role: 2.5 years

What's the most important lesson you've learned in your career?

I've learned the importance of tenacity, to never give up and to not be afraid to take risks. I've learned how important it is to build strong customer relationships and truly listen to understand what really matters to our customers. I've learned to be a student of my industry, and the importance of surrounding myself with a high-performing team with diverse perspectives.

What's been your biggest success?

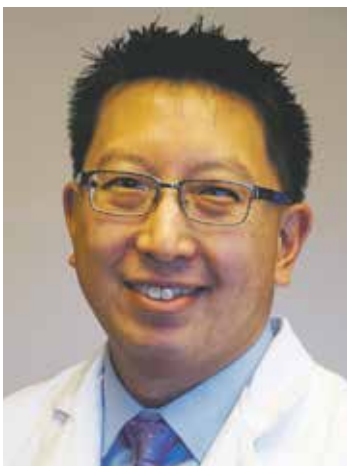
I have been honored to play a leading part in growing the L3Harris Technologies Communication Systems segment, which is headquartered in Rochester. Over the past 60 years, we have grown from humble beginnings with three engineers and a lawyer in the basement of a home on Park Avenue, to become the leading global provider of tactical communications in 2005, and continued to grow to now be a \$4.7B+ organization with more than 8,500 global employees.

What are your hopes for the Rochester community this year?

My hope for the Rochester community this year is economic stability and a return to growth for our businesses and people impacted by COVID-19.

MICHAEL MENDOZA

COMMISSIONER OF PUBLIC HEALTH
MONROE COUNTY



Years in current role: 4

What's the most important lesson you've learned in your career?

I'm learning the value of planning without over-planning. It's important to look ahead for trends that, along with experience, can help one prepare. But in a fast-changing world, it's also important to pay attention to the present and adapt plans based on changing realities. The pandemic is a great example — throughout the past year we have had to consistently modify plans based on new information. In my career, it's equally important for me to pay attention to my

own professional development in the moment, while I look ahead to whatever might be next in my career.

Who have been the biggest mentors in your career?

Lately, I've leaned heavily on my informal mentors and colleagues outside of health care and public health — leaders in our community who can offer an "outsider" perspective that helps me to understand how what we do within health care and public health will impact the greater community. Earlier in my career, I think back to academic mentors who taught me about the importance of communication and the research methods.

STEVE METZGER

CEO
LABELLA ASSOCIATES, DPC



Years in current role: 1

What's the most important lesson you've learned in your career?

The development of my work ethic began as a teenager working with my father in the family business, which taught me 1) show up at 7:45 for an 8 a.m. start to the workday, 2) never sit down on the job, and 3) when you run out of things to do, sweep the floor. Later in my professional career, I discovered that finding the proper balance of courage, wisdom and humility when tackling the tough decisions is a fine art that requires continual practice, but is really important.

Who have been the biggest mentors in your career?

Sergio Esteban, from whom I'm still learning the lessons of courage, wisdom and humility; Mike Schaffron, who always challenged me to the best scientist/engineer I could be; and Gary Squires, who taught me to support those that follow us as they pursue their career ambitions.

What are your hopes for the Rochester community this year?

That we truly strive to find common ground and work as a community to tackle the many difficult and complex challenges we face, AND that we see an infrastructure bill which will create economic opportunities while improving the basic facilities so necessary for a healthy society.

SISTER GRACE MILLER

FOUNDER, EXECUTIVE DIRECTOR
HOUSE OF MERCY



Years in current role: 35

What's the most important lesson you've learned in your career?

Long ago, I realized the importance of unconditional love, compassion, acceptance and justice. Simple acts, such as providing a meal, a warm coat, or listening to a story can show poor and oppressed people that they are loved and cared for. There are many in our city who desperately need to feel love, and realizing this love can be life changing.

What's been your biggest success?

Less than five years ago, House of Mercy was a small 1,800-square-foot house on Hudson Avenue. The homeless were flocking to us — as many as 80 a night sleeping on couches, chairs, floors, hallways and even in the kitchen. When our location on Ormond Street opened, it was life changing for our people. Now we have 82 beds and a kitchen and dining area that can accommodate more than 465 people a day for food.

What are your hopes for the Rochester community this year?

My enduring hope is an end to homelessness. In this spirit, we will continue to advocate for dignified housing that is affordable to the poor in our city. This year, I will press on with my appeal to the county to make vacant hotel space available for our homeless.

JOE MORELLE

CONGRESSMAN, HOUSE OF REPRESENTATIVES
25TH CONGRESSIONAL DISTRICT



Years in current role: 3

What's the most important lesson you've learned in your career?

The importance of compromise and working together with those you may not agree with. Too often, we see an all-or-nothing approach to legislating that pits people and ideas against each other and stands in the way of real, meaningful progress. The best ideas are born from collaboration; it is only through respectful dialogue that we can change opinions, build coalitions, and achieve success that truly moves our community forward.

Who have been the biggest mentors in your career?

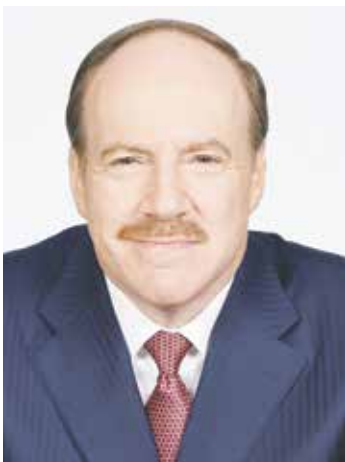
I have always drawn inspiration from my father, Gil Morelle. A Korean War veteran and life-long member of the Plumbers and Pipefitters Union, my father showed us every day what hard work and perseverance can accomplish. I live by the values he instilled in me and I continue to reflect on his guidance and wisdom to this day.

What are your hopes for the Rochester community this year?

I'm hopeful that this year brings an opportunity to take bold new action to address Rochester's challenges and unite our community around our common goal of revitalization: revitalization of our local economy, of our neighborhoods, of our families.

MARTIN MUCCI

PRESIDENT AND CEO
PAYCHEX, INC.



Years in current role: 10

What's the most important lesson you've learned in your career?

To listen. I learned that from my mother and grandmother. Both were great listeners who taught me to respect others and to listen more than I spoke. To succeed in business long term, you have to be a lifelong learner, build and count on a team, and be able to assess any situation you face accurately. You can't do this without listening to those around you and then learning from their input.

What's been your biggest success?

The ability to take a team and re-accelerate the growth of the top and bottom line at Paychex. We've now doubled the revenue from \$2B to \$4B in 10 years and increased our market value from \$10B to over \$30B. We did this by being relentless about achieving our goals and expanding the product set of the company; the sales, marketing, and service to our clients; and transforming Paychex to be known as much for our technology and innovation and human resource support as our personalized service and financial performance.

What are your hopes for the Rochester community this year?

That as a business community, we continue to work together to improve the opportunity that Rochester has to flourish in the future.



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KEVIN MULVEHILL

PARTNER, ROCHESTER OFFICE LEADER
PHILLIPS LYTLE LLP



Years in current role: Partner, 6 years; Rochester Office Leader, 8 months

What's the most important lesson you've learned in your career?

Many people discuss their plans. Few people take action. Be a person who takes action. Prioritize spending time with people who inspire you, provide you with honest feedback, and celebrate your success. When significant opportunities come along, be sure to make the most of them. Do not be afraid to fail. Focus on the long game. Persistence pays off.

Who have been the biggest mentors in your career?

My partners and colleagues at Phillips Lytle taught me the value of responsiveness and understanding each client's strategic vision and business operations in order to best provide tailored and cost-effective solutions to the client's needs. My parents taught me to work hard, to care about the right things, and live below my means. My brothers inspire me, challenge me and support me each day.

What do you do to unplug in your free time?
I spend my free time with family and friends, including my wife Emily and three sons: Kevin Jr., Luke and Anthony. I also enjoy playing tennis, practicing martial arts, distance running and real estate investing.

DAVID MUNSON

PRESIDENT
ROCHESTER INSTITUTE OF TECHNOLOGY



Years in current role: 4

What's the most important lesson you've learned in your career?

Follow the students. They have talents, interests, and aspirations that extend far beyond the classroom.

Who have been the biggest mentors in your career?

My Ph.D. adviser, Professor Bede Liu from Princeton University. He is a model of genius, hard work, grace, and humility.

What are your hopes for the Rochester community this year?

Defeat the pandemic and get back to economic development and social justice.

What do you do to unplug in your free time?

Reading, Netflix, singing, listening to live music, hiking with Nancy, photography, and videoconferencing with our children and grandchildren.

Our power is our people.

Phillips Lytle proudly salutes Kevin J. Mulvehill on being named to the *Rochester Business Journal's* "Power 100" list. As our Rochester Office Leader, Kevin is a strong advocate for his clients and a dynamic role model for his colleagues. Whether he's taking the lead in the courtroom or setting the standard in the workplace, Kevin continues to raise the bar for everyone who knows him. We are honored to celebrate Kevin and all the recipients of this prestigious award.



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PHIL MUSCATO

MARKET PRESIDENT & CORPORATE SALES LEADER
KEYBANK, N.A.



Years in current role: 2

What's been your biggest success?

Changing careers from a PGA Professional to banking. At the time I entered this industry the only thing I could basically do was balance my checkbook. Along the way I was lucky to have been surrounded by colleagues who took a vested interest in me. I really fell in love with the job when I took a business banking role. To be in a position to assist small businesses and help them grow gave me a sense of accomplishing more than just receiving a paycheck. From there it gave me the drive/desire to keep

pushing myself to the next role.

Who have been the biggest mentors in your career?

For starters without question it was my father. The work ethic he instilled in our house growing up — whether it was school related, sports or an after-school, part-time job — we followed his lead. And even though he passed years ago it has shifted to my family and in my day-to-day responsibilities. Never take anything for granted. On the business side, David Flaum was such an inspiration and someone who took the time to have deep/meaningful conversations about the world of business. His acumen and knowledge he shared with me is something I always treasure.

LESLI C. MYERS-SMALL

SUPERINTENDENT OF SCHOOLS
ROCHESTER CITY SCHOOL DISTRICT



Years in current role: 1

What's been your biggest success?

In March 2007, I testified to the United States Congress on behalf of funding Elementary and Secondary School Counseling Programs. It was my testimony, in part, that resulted in a spending bill for Fiscal Year 2008 that included the largest increase ever to the Elementary and Secondary School Counseling Program. This increase of 77.5% from 2007 was, in fact, the largest percentage increase to any education program found in the House LHHS-Ed FY 2008 Appropriations bill.

What are your hopes for the Rochester community this year?

RCSD is one of the highest-needs school districts in New York State. Specifically, more than 22% of our student population includes students with disabilities and more than 50% of children in the city of Rochester live in poverty. Educational inequities in RCSD have existed far too long. It is my hope that each RCSD scholar receives a high-quality public education.

What do you do to unplug in your free time?

I am a huge fan of the Food Network! I enjoy watching varied episodes to hone my skills. I love to get into my “cooking laboratory” at home to create both sweet and savory dishes.

SHARON NAPIER

CHAIR AND FOUNDER
PARTNERS + NAPIER



Years in current role: 17

What's the most important lesson you've learned in your career?

Relationships mean everything — and when you take the time to build authentic connections, it pays off in so many ways. You get to work with colleagues and clients you care about as people. You get to share your experience and learn from people you respect. And you get to lean on a strong network in the best and worst of times.

What's been your biggest success?

(Besides my two girls...) Partners +

Napier. My partners and I risked everything to start this agency because we believed in our people, our work, and our vision — to build a nationally respected creative company for our work and our way, in Rochester. We're driven by a singular purpose to leave a mark on people, business and culture, and I could not be more proud of the impact our team makes.

What are your hopes for the Rochester community this year?

My hope is that we keep the momentum going in what I see as true revitalization of Rochester in the last few years — getting nationally recognized for our amazing arts and culture, thriving restaurant and bar scene, access to all upstate has to offer, and down-to-earth, family appeal — and we don't let the pandemic put that on pause.

SHAUN C. NELMS

DIRECTOR, CENTER FOR URBAN EDUCATION SUCCESS &
SUPERINTENDENT OF EAST, UNIVERSITY OF ROCHESTER



Years in current role: 6

What's been your biggest success?

Personally, raising three incredible children. Nia (23), Alexia (17), and Shaun Jr. (13) give me hope in what the world can be. Professionally, working with the University of Rochester to address inequities in education. Together, we have worked with administrators, children, the community, parents, teachers, and staff to improve graduation rates at East from 29% to 78% in five years. All children in our community deserve the right to quality education, regardless of ZIP code.

What are your hopes for the Rochester community this year?

My hope for Rochester is to strengthen the intersection between and among the city, suburban, and rural areas. Until we engage as one county, systemic disparities will continue to exist economically and racially in education, health care, housing, and the workplace. We seem to find joy when we come together for events but seem equally comfortable retreating to ignorance about those we just met. A progressive and viable Rochester is a united Monroe County. Until we see ourselves as neighbors, we jeopardize our ability to create a better tomorrow for our youth and ourselves.

AARON CHARLES NEWMAN

FOUNDER/CHAIRMAN
CLOUDCHECKR



Years in current role: 10

What's the most important lesson you've learned in your career?

Fortitudine Vincimus (Latin for "By Endurance We Conquer") was the family motto of Ernest Shackleton. The key to success at most tasks and life is perseverance, grit and hard work. And taking lots of risks.

What's been your biggest success?

Building CloudCheckr, creating hundreds of jobs for the region, and making the people around me successful there, was my biggest success.

Who have been the biggest mentors in your career?

I have aspired to be like Ernest Shackleton. In my career, I have had many mentors. My business partner Aaron Klein and an investor friend Code Cubbit are two examples.

What are your hopes for the Rochester community this year?

We need a strong year here. Through a nonprofit I started, ScaleFLX, we are hoping to bring high tech and software jobs to Rochester. We need to focus on transforming our local economy for the next generation.

What do you do to unplug in your free time?

I unplug in the mountains. I am working on the climbing the Seven Summits, the tallest peak on each of the continents.

WADE NORWOOD

CEO
COMMON GROUND HEALTH



Years in current role: 3

What's the most important lesson you've learned in your career?

Through adversity, and through community service, I have learned the lesson that people and relationships matter and that love, truly, is the key. Parents who have lost a child — or are raising a child with special needs—know this lesson. My wife and I learned it through burying two of our children: The highest value should always be placed on life, love, family and friendship. People matter and I am grateful that people—and bringing focus to the health of people—

centers Common Ground's work.

What do you do to unplug in your free time?

I am fully occupied with genealogical research. This grew out of my childhood in a household rich in oral history and informed by the belief that all children need roots (family history) and wings (educational opportunities). Through research, I have a clear vision of my family history, from arrival to this country, from enslavement through emancipation, to today. I have also learned that one of my forbearers was elected to serve in Georgia's statehouse during Reconstruction. It's both exciting and humbling to know that I was not the first in my family to serve in elected office.

MITCHELL S. NUSBAUM

MANAGING PARTNER
WOODS OVIATT GILMAN LLP



Years in current role: 2

What's the most important lesson you've learned in your career?

I have learned so many important lessons in my more than 30 years practicing law, but perhaps above all, it is that in this profession you never stop learning. For me, one of the most exciting aspects of the practice of law is that you never truly master it. Every day is a new day with new surprises, and each new experience helps build the foundation for the next one. Everyone I work with, whether clients, associates or opposing counsel, can teach me something new.

I think this is a good lesson for all lawyers, regardless of their age or experience.

What are your hopes for the Rochester community this year?

First and foremost, I hope we can keep our population healthy, especially our seniors and others who are most vulnerable to COVID-19. When we emerge from this awful pandemic later this year, which I know we will, I hope all of our local small businesses, which are such an essential part of the fabric of our community, are able to reopen their doors and flourish again. When it is safe to do so, I encourage everyone to support and patronize our local businesses to the best of their abilities.

TODD OLDHAM

VICE PRESIDENT, ECONOMIC DEVELOPMENT, WORKFORCE & CAREER TECHNICAL EDUCATION, MONROE COMMUNITY COLLEGE



Years in current role: 10

What's the most important lesson you've learned in your career?

Believe in yourself and your ideas but always be open to other perspectives.

What's been your biggest success?

Being able to be part of successfully launching the workforce development division at MCC.

Who have been the biggest mentors in your career?

My parents, who taught me the value of hard work and responsibility through my involvement in the family business.

What are your hopes for the Rochester community this year?

That as a community, we would collaborate much more effectively on the big issues affecting us all and worry a lot less on who gets the credit. That we would be bold in our thinking about our community.

What do you do to unplug in your free time?

Spending time with my family and trying to get outdoors as much as possible to recharge.

BETH PAULPRESIDENT
NAZARETH COLLEGE**Years in current role:** 8 months**What's the most important lesson you've learned in your career?**

I've learned that mission is the soul of what we're doing — it is the power of purpose collectively and individually. When that purposeful drive is combined with vision, it pulls people together and into action on purpose-driven work.

What's been your biggest success?

I have had the great privilege to lead learning communities like Nazareth College that encourage and inspire everyone to keep learning, growing,

moving forward. I believe in everyone's ability to be a continual learner and in supporting the growth and development of each person. I believe that by seeing the strengths in each other, we can pull each other up and encourage each other to make a difference in the world with inclusivity.

What are your hopes for the Rochester community this year?

My word for 2021 is emergence. Each person brings something important into the world and it is our diversity that makes us powerful. 2020 brought to light, with sharp focus, inequities that have restricted the fullness of our society's potential for centuries. We have been given an extraordinary opportunity to question and redefine how we will live together in community.

ANGELICA PEREZ-DELGADOPRESIDENT & CEO
IBERO-AMERICAN ACTION LEAGUE**Years in current role:** 2**What's the most important lesson you've learned in your career?**

How important it is for leaders to have courage when they are leading organizations through transformation, while also keeping your staff engaged and motivated.

What's been your biggest success?

When I came to the Villa of Hope I had to reinvent the service model and helped grow the organization from \$19 million to \$40 million in annual budget.

Who have been the biggest mentors in**your career?**

Christina Gullo, President/CEO of Villa of Hope.

What are your hopes for the Rochester community this year?

My hope is that together we take equity and inclusion seriously. Organizations need to transform how they serve communities of colors. I hope they are evaluating to see how much they need to change to help serve the community in a better way.

What do you do to unplug in your free time?

I enjoy riding my Indian Scout motorcycle around the area's lakes and back roads. We are blessed to have such beauty right in our backyard.

POWER 100

Congratulations to our colleague and Managing Partner Mitchell Nusbaum.



We salute you for your ongoing commitment to the Rochester community, your vision, and your extraordinary ability and leadership to guide us at all times.

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RICK PLYMPTON

CEO
OPTIMAX SYSTEMS, INC.



Plympton has been CEO of Optimax for 25 years, and has helped the Ontario, Wayne County-based company grow from a small start-up to America's largest precision optics manufacturer.

In addition to his work at Optimax, Plympton is heavily involved in workforce development efforts in the region and supports the optics industry with his board work. Plympton is a board member for Canandaigua National Bank and OSA Foundation, chair of Finger Lakes Workforce Investment Board and FAME Student Scholarship Committee, treasurer for the Optics and Electro-Optics

Standards Committee, and a coach for University of Rochester New Ventures Graduate Studies.

Plympton, who was inducted into the Rochester Business Hall of Fame in 2018, participated in the Aspen Institute Fellowship for Job Quality in 2018-19 and served on the Finger Lakes Community College Foundation Board from 2013-19. He received the SBA New York State Small Business Person of the Year Award in 2012.

AQUA PORTER

EXECUTIVE DIRECTOR
ROCHESTER MONROE ANTI-POVERTY INITIATIVE



Years in current role: 7 months as interim executive director and 2 months as executive director

What's the most important lesson you've learned in your career?

Don't be afraid. Take big chances. If you've never failed, your chances haven't been big enough. Nothing is permanent.

What are your hopes for the Rochester community this year?

I hope that we get more than 80% of our community vaccinated for COVID-19 so that we can open up our community and live the lives that were do disrupted

in March 2020. I also hope that we recognize that the pandemic has provided us a truth serum that laid bare the harsh reality that we are a tale of two very different communities which are deeply divided based on race. And finally, I hope that we take action on those truths and commit to resolve the issues of that are manifested by these huge disparities in our community.

What do you do to unplug in your free time?

I like a good power nap, yummy yoga and a great series to binge watch.

DEANA L. PORTERFIELD

PRESIDENT
ROBERTS WESLEYAN COLLEGE AND NORTHEASTERN SEMINARY



Years in current role: 6 1/2

What's the most important lesson you've learned in your career?

The most important lesson I've learned in my career is that knowing who you are is one of the most important gifts you can bring to yourself, others and your organization. Also, it is equally important that we need to give back to others what we have been given. For me that is the opportunity to create opportunities and access for the next leaders.

What's been your biggest success?

As a first-generation college student, my greatest success was completing my doctoral degree. My educational journey transformed my life and the future generations of our family. It also created a path to Roberts Wesleyan College and Northeastern Seminary, where I have the opportunity to support the education of so many others.

What are your hopes for the Rochester community this year?

I hope that we can lead the way in creating a community that is vibrant, innovative and collaborative. Our rich history challenges us to stand for injustice while building community. If we can stand together to make change, we can be a light for others who are trying to find a way forward.

What do you do to unplug in your free time?

I enjoy reading, walking, biking and connecting with my grandchildren.

DAVID RIEDMAN

PRESIDENT AND CEO
RIEDMAN COMPANIES



Years in current role: 27

What's the most important lesson you've learned in your career?

"As you ramble through life, Brother, whatever be your goal, keep your eye upon the doughnut, and not upon the hole."

What's been your biggest success?

My greatest satisfaction comes from our company. 2020 has exemplified the dedication and commitment of all of our team members. From the speed with which everyone reacted to the pandemic last March, to the hard work that

continued throughout the year to ensure continuity in our business, our team members demonstrated an incredible will to not only survive, but to thrive. That culture of dedication is also what allows me to contribute the time that I do in service to our community. For that, I am eternally grateful.

What are your hopes for the Rochester community this year?

Many factors contribute to Rochester's quality of life, including an affordable housing stock, accessible health care, some of the nation's best secondary schools, competitive and sought-after higher education, world class cultural attractions and a wide array of natural resources. We've seen technology enable the accelerated shift in how and where people work. We need to leverage our assets to capitalize on the changing landscape.

GEORGE ROMELL

PRESIDENT & CEO
YMCA OF GREATER ROCHESTER



Years in current role: 22

What's the most important lesson you've learned in your career?

The most important lesson I have learned in my career is that you must have the ability to inspire a shared vision. Involving all levels of the organization is crucial to success.

What's been your biggest success?

As I look back on my 32 years in Rochester, I think my biggest success is being able to transform the Y into a mission-driven organization that has the desire to evolve and serve an even larger

constituency. I'm extremely proud of the Y's ability to earn the trust of philanthropic supporters within the community and garner significant sources of public and private funding to advance our mission.

What are your hopes for the Rochester community this year?

Being physically separated during this time and witnessing America become quite polarized has caused a lot of walls to be put up in our everyday lives. We must work together to find solutions as one community and be more tolerant and respectful of all. My fervent hope is that we emerge from this pandemic with a newfound purpose of collaboration and community, and an understanding of what brings us together is stronger than what divides us.

GERARD J. ROONEY

PRESIDENT
ST. JOHN FISHER COLLEGE



Years in current role: 6

What's the most important lesson you've learned in your career?

Treat people with respect and to listen to their individual perspectives.

What's been your biggest success?

Personally, I am most proud of my family. They will always be my biggest accomplishment in life. Professionally, and most recently, I am very proud of the success of the Fisher community — our students (and their families) and employees — for our collective handling of the COVID-19 pandemic. Together,

we effectively adapted our campus living and learning environments to meet our current needs and accomplished several strategic priorities that continue to advance the college.

Who have been the biggest mentors in your career?

I have benefitted from the mentorship of many people throughout my career, but without question, the two people I consider my most impactful mentors in preparing me for my current role are the two immediate prior presidents of Fisher — Dr. Katherine Keough and President Emeritus Dr. Donald Bain. I had the opportunity to observe their individual leadership styles, understand their perspectives on strategic issues, and benefit from their good counsel, practical advice, and career guidance.

VICTOR E. SALERNO

CEO
O'CONNELL ELECTRIC COMPANY, INC.



Years in current role: 15

What's the most important lesson you've learned in your career?

To build long-term relationships and help those in their hour of need. It will pay huge future dividends.

What's been your biggest success?

Helping to grow our company from \$2 million in sales and 35 employees in 1971 to over \$350 million in sales and over 800 employees; we are now the 29th-largest US electrical contractor. It is a wonderful feeling that you are helping to provide the livelihood for over 800 families. Becoming

CEO in 2006 was obviously a great accomplishment and honor.

Who have been the biggest mentors in your career?

Walter Parkes, our Chairman. I could not have succeeded without his knowledge and dedication. Dr. Donald Bain, Emeritus President of St. John Fisher College.

What are your hopes for the Rochester community this year?

My hopes are that through the efforts of Greater Rochester Enterprise (GRE), our higher education institutions and great local businesses that we will see substantial growth and success. I truly believe that our area with its wonderful workforce will help drive much success. OUR TIME IS NOW.

ROB SANDS

EXECUTIVE CHAIR
CONSTELLATION BRANDS INC.



Sands followed his father, Marvin, and older brother, Richard, at the helm of Constellation Brands after serving in a variety of roles since joining the company in 1986. He was named president and CEO in 2007 and the company reported nearly \$4 billion in sales the following year. By 2018, Constellation's revenue had more than doubled to more than \$8 billion.

Sands, who was inducted into the Rochester Business Hall of Fame in 2017, stepped down as CEO and became executive chair in March 2019.

Sands is board chair for the Greater Rochester Chamber of Commerce and New York Kitchen. He also serves on the board for Pace University, where he received his J.D.

JAIME SAUNDERS

PRESIDENT & CEO
UNITED WAY OF GREATER ROCHESTER



Years in current role: 3

What's the most important lesson you've learned in your career?

It's about relationships. You can have a vision, hire great people, set up processes and procedures, but without people who believe in the work and feel supported, you go nowhere. The adage "change happens at the speed of trust" is a core belief and that fragile and essential ingredient is only built over time.

What's been your biggest success?

Aligning incredible people to a common vision — the million little "successes" that

turn into something extraordinary. Being able to witness the hard work and contributions of many to bring an idea to fruition — from a big event to a historical milestone to the culmination of tens of thousands of individuals contributing to help others. Personal standouts for me include opening the Skill Family Building for Willow Center, launching the 100th Anniversary of United Way, and being a part of the tremendous force for good working to help our community in myriad ways to overcome COVID-19.

What are your hopes for the Rochester community this year?

My hope is we continue to do what we do best — taking care of each other. That we hold onto the lessons of working together in new ways, the importance of our roles, and the significance of human connection.

E. PHILIP SAUNDERS

CHAIRMAN
GENESEE REGIONAL BANK



Years in current role: 25

What's the most important lesson you've learned in your career?

As an entrepreneur, you must be hard working, driven, organized, have a desire to win, and know how to regroup in the wake of failure. The first four are almost a given. But that last point is the most important — and the toughest. Stay in an industry that you understand and like. Invest in a broad range of businesses but understand one of them is bound to not work out. Realize not everything will go your way 100 percent of the time. You will experience setbacks; it is the nature of

business. Being able to move on from those setbacks is crucial.

What's been your biggest success?

Although not terribly original, my biggest success is being able to give back to this community and help it move forward for the next generation. I believe the key to the long-term success of the Rochester region is having an educated workforce. Our educational institutions are among the most important resources we have. Establishing the Saunders College of Business at Rochester Institute of Technology will have a long-standing impact on our community. At the University of Rochester, the Saunders Family Distinguished Professor in Neuromuscular Research helps recruit leading researchers.

LORETTA C. SCOTT

PRESIDENT
CITY COUNCIL, CITY OF ROCHESTER



Years in current role: 7 as president, 11 as councilmember

What's the most important lesson you've learned in your career?

Fairness and empathy are prized in even the most challenging situations.

What's been your biggest success?

The establishment of a Police Accountability Board with disciplinary authority.

Who have been the biggest mentors in your career?

James McCuller, David Gantt and Thomas Argust.

What are your hopes for the Rochester community this year?

My hope is that we reshape the culture and practices of our public safety system and police department to provide fair, equitable and respectful treatment to people of color. I also hope that we are able to usher in a housing court to swiftly and effectively deal with the multitude of issues that are currently causing pervasive distress among tenants and landlords alike.

What do you do to unplug in your free time?

Reading, baking, fishing.

JAMES SENALL

PRESIDENT
NEXTCORPS, INC.



Years in current role: 11

What's the most important lesson you've learned in your career?

Certainly near the top of the list is to always do the right thing. Sounds simple! People usually know what the right thing is, but actually doing it can be hard. Put egos and agendas aside, and just do the right things! Another "lesson learned" is "Give First." TechStars has this as a mantra, and it essentially means to help others without any expectation of getting something in return. This is how strong communities are built, and trust me, you will certainly gain a lot from that

community in the long run.

What's been your biggest success?

I'm proud to have been on the team that got NextCorps' startup hub facility in downtown Rochester built. It was a four-year journey to raise enough capital and get community buy-in to make it happen, but it was well worth it. We now have a central home base for entrepreneurial support and community development, just like other top startup cities. And demand has exceeded expectations. Our goal was to serve 100 entrepreneurs in the first five years of opening. This February we celebrate our 3-year anniversary, and we've already supported 107 startups! We look forward to supporting many more!




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with individualized needs
throughout upstate
New York for
over 40 years.

CDS Life Transitions and its affiliate mission based companies
congratulate **President and CEO Sankar Sewnauth** on being
named to the Rochester Business Journal's Power List!

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 Prime Care
Coordination

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SANKAR SEWNAUTH

PRESIDENT/CEO
CDS LIFE TRANSITIONS



Years in current role: 23

What's the most important lesson you've learned in your career?

Think strategically. Be very organized and clear on expectations. People will respond positively to you based on your knowledge, expertise, and your ability to influence them. Authority and respect comes from what you know, not just your title. Pay attention to finance. Constantly, expand your circle of influence. Stay focused on mission. Show gratitude every day. Don't let the failures keep you down. Someone said: "A life of safety is barren,

but a life with risks has hope." So don't be afraid to take risks. Don't make the same mistake twice.

What's been your biggest success?

My biggest success as CEO has been to build a very diversified company which is constantly innovating and growing. CDS Life Transitions is the "passive" parent and affiliate of several mission-based organizations: CDS Monarch, serving people with intellectual and developmental disabilities; Unistel Industries, operating a spice processing and packaging operation supporting the military; iCircle, a Managed Long Term Care Plan in 30 counties; CDS Housing, providing affordable housing; Warrior Salute Veterans Services; CDS Wolf Foundation; Prime Care Coordination; and CDSRx, a pharmacy.

NAOMI SILVER

PRESIDENT, CEO, COO
ROCHESTER COMMUNITY BASEBALL, INC.



Years in current role: 20-plus years

What's the most important lesson you've learned in your career?

Nothing means more than integrity.

What's been your biggest success?

Keeping baseball in Rochester for the sake of the community.

Who have been the biggest mentors in your career?

My mom, Gary Larder and Elliot Curwin.

What are your hopes for the Rochester community this year?

I feel the most important issue of our time is racial equality. I hope that our community can be a leader in this area. A large part is dependent on coming out of the economic crisis the pandemic has caused, and coming back strong, creating opportunities for success. We are such a great community, and so generous of spirit, I see a very positive, bright future.

What do you do to unplug in your free time?

I haven't figured that out yet.

GREGORY W. SMITH

PRESIDENT & CEO
JAY MARKETING & COMMUNICATIONS



Years in current role: 3

What's the most important lesson you've learned in your career?

There are no guarantees!

What's been your biggest success?

Building with my brothers and JAY associates over four decades a nationally recognized marketing, promotion, music, and production firm.

Who have been the biggest mentors in your career?

My father, Ferdinand Smith Jr., who instilled passion for creativity. Bob Wegman, who showed me the critical

importance of always supporting community through business endeavors. Albert Goldberg, former chairman of Blair BBDO, who insisted on delivering only the highest-quality work in anything you do.

What are your hopes for the Rochester community this year?

That the lessons learned from this world cultural correction surrounding the pandemic instills a fresh outlook and focus to instigate a new generation of leadership and ideas that appreciates the rich legacy of business and cultural excellence surrounding the Rochester-area region.

What do you do to unplug in your free time?

Reading non-fiction, exercise, music and golf.

ELAINE SPAULL

EXECUTIVE DIRECTOR
THE CENTER FOR YOUTH



Years in current role: 20

What's the most important lesson you've learned in your career?

I have learned the greatest lessons from those around me including the staff and the youth we serve at The Center. I have learned that practicing humility and gratitude, compassion and courage is most important and that personal success or achievements matter less than an aggregated goodness for others.

What's been your biggest success?

My biggest success is not personal as much as it is a reflection of a community of dreamers who continue to believe that the human spirit, despite sorrow and challenges, is resilient. But I am pleased that I have helped create an environment that encourages a generosity of spirit in my personal and professional life and that I have gathered around me good people and an energy that inspires me to greater public service.

What are your hopes for the Rochester community this year?

I have great hopes that as we strive to build a bridge to peace and justice that we begin to restore trust and graciousness where there is now a deeper divide; that we come together to uplift each other; that our attention is paid most closely to the needs of our children, for if we respond to the challenges facing them, we will find solutions for us all.

MARK TAUBMAN

CEO, UNIVERSITY OF ROCHESTER MEDICAL CENTER; DEAN,
SCHOOL OF MEDICINE & DENTISTRY



Taubman served as acting CEO of the health system in 2009 while CEO Bradford Berk recovered from a spinal injury sustained in a bicycle accident. He then took the CEO position permanently in 2015 when Berk stepped down and also became dean of the School of Medicine and Dentistry, the first UR leader to hold both positions.

Under Taubman's leadership, the health system in recent years has sought unique ways to expand its services, including an agreement to offer services at local YMCA sites; a first-of-its-kind initiative to innovate connections between health and

the arts; and a planned orthopedic center at The Marketplace Mall.

Taubman is a member of the American Heart Association, the American Society of Hypertension, the Association of University Cardiologists, and the Association of American Medical Colleges.

JULIA TEDESCO

PRESIDENT & CEO
FOODLINK



Years in current role: 6

What's the most important lesson you've learned in your career?

That the old adage about running toward what scares you is true. I have learned the most from the situations and conversations that I dreaded and hoped to avoid. As someone who was thrown the opportunity for leadership at young age, this has been my ticket to growth, humility and often being able to sleep at night.

Who have been the biggest mentors in your career?

Tom Ferraro (Foodlink's founder) hired me and was my greatest mentor. He was an authentic and accessible leader, who had a way of making decisions with a perfect balance of gut, head and heart. I've been fortunate to have brilliant and generous board members who have mentored or coached me over the past decade. And my mother, whose greatest advice is to either take a walk or take a nap.

What are your hopes for the Rochester community this year?

My hope is that we do not forget or attempt to bury what was exposed this past year. 2020 laid bare the reality of chronic poverty and systemic racism right here at home. It also revealed how interdependent we are. I hope this year finds us asking how we can use both realities to fuel our collective work in building a Beloved Community.

MATT TIPPLE

HEAD OF UPSTATE NEW YORK, J.P. MORGAN PRIVATE BANK,
JPMORGAN CHASE & CO.



Years in current role: 2

What's the most important lesson you've learned in your career?

It is important to stay nimble, keep learning and growing, and to work hard. Those who have a genuine passion for their work, an open mind for improvement and a strong work ethic seem to always do well. Also, it is more fun when you don't take things too seriously.

What's been your biggest success?

My family. There are plenty of proud moments from a work perspective, and I am grateful for all of the opportunities that

I have had, but when I think about my biggest success, it's my family and the relationships that I have with those I am close to.

What are your hopes for the Rochester community this year?

I'm sure that I am not alone when I say I'm hoping for a return to some sense of normalcy for school and business. There is so much opportunity in Rochester. I'd like to see the community collaborate and unite to find long-term sustainable solutions to our challenges. I think there is an opportunity to create a more inclusive local economy that works for everyone, and to foster growth in industries like technology for years to come.



Julia Tedesco
President & CEO

Thank you for leadership and
dedication to Foodlink's mission.



FoodlinkNY.org

ERIN TOLEFREE

PRESIDENT
BALDWIN RICHARDSON FOODS COMPANY



Years in current role: 3 months

What's the most important lesson you've learned in your career?

Three things have always guided me. 1. Being comfortable with being uncomfortable is a good thing. Taking on risks and trying new things that take you out of your comfort zone most often lead to amazing growth and development, personally and professionally. 2. Living and leading through values with consistency, every day, will always help steer you in the right direction, regardless of the situation. 3. "The Golden Rule": treat others as you want to be treated.

What's been your biggest success?

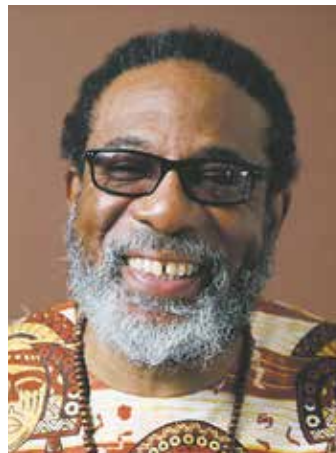
What we do well allows us to do good, meaning, when we meet and exceed expectations with excellence, that allows us to give back to our employees, our partners and our community. Every time we can create these moments, it's a big success.

What are your hopes for the Rochester community this year?

My hope is for progressive community collaboration in action. In order to accelerate the recovery from this pandemic successfully, we must be united in uplifting the communities that were disproportionately affected by the virus and focus on racial and gender equality throughout our region.

JEROME H. UNDERWOOD

PRESIDENT & CEO
ACTION FOR A BETTER COMMUNITY



Years in current role: 3

What's the most important lesson you've learned in your career?

Never compromise my integrity.

What's been your biggest success?

My biggest success is raising a family alongside my wife of 30-plus years, Lorna; being a source of strength and stability for our extended families; and being a positive resource to my communities in Rochester and in Antigua and Barbuda.

Who have been the biggest mentors in your career?

Jane E. Toussaint (my Grandmother); Bill Rose (Chairman of Datrose, Inc.); Dr. David "Sankofa" Anderson; Clay Osborne; Joan H. Underwood (my sister).

What are your hopes for the Rochester community this year?

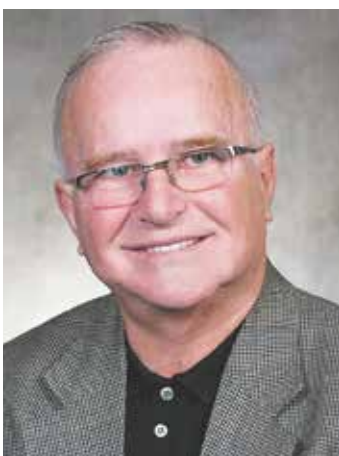
My hope is that Rochester moves closer to being an anti-racist community where justice and equity for all is everyone's priority.

What do you do to unplug in your free time?

I read about African history and spirituality and I also watch a lot of international soccer.

ADAM URBANSKI

PRESIDENT
ROCHESTER TEACHERS ASSOCIATION



Years in current role: 39

What's the most important lesson you've learned in your career?

Teachers are everyday heroes.

What's been your biggest success?

Collaborating to make public schools more effective for all our students.

Who have been the biggest mentors in your career?

Albert Shanker, Deborah Meier, Linda Darling-Hammond.

What are your hopes for the Rochester community this year?

Increase the partnership between parents and teachers.

What do you do to unplug in your free time?

Time with grandchildren, reading, writing, chess.

LORI VAN DUSEN

CEO, FOUNDER
LWV ADVISORS



Years in current role: 10 years

What's been your biggest success?

My biggest success has been being a present mom who has taught my children to enjoy the challenge of making the world better and making a difference. Balancing the most important aspects of parenting while running a challenging business has been my greatest accomplishment.

What are your hopes for the Rochester community this year?

I love the Rochester community and sit on several organization boards in the area. Most important to me is to continue to support and advocate for access to education to reduce educational inequalities in our area. I also hope to continue seeing growth in entrepreneurship and new businesses entering the city. Additionally, as a huge fan of music and the arts, I hope we can reinvigorate the music and arts scene post-COVID that Rochester is so well-known for.

What do you do to unplug in your free time?

I am a long-distance runner and have completed several marathons. I find that running is when I do my best processing and problem-solving. Since running does take a toll on the body, I've also become a practitioner of (Bikram) Yoga, a highly regimented yoga system done in 105°F and very high humidity. It is extraordinarily healing for the mind and body.

LOVELY A. WARREN

MAYOR
CITY OF ROCHESTER



Years in current role: 7

Who have been the biggest mentors in your career?

My greatest mentor was the late Honorable Assemblyman David F. Gantt — the first Black state elected official from Monroe County. My “Boss Man,” as I often called him, was like a father to me. His mentorship helped shape and mold me into the leader I am today.

What are your hopes for the Rochester community this year?

My hopes for the Rochester community are highlighted in my 2020-21 Equity

& Recovery Agenda — a bold strategy for post-pandemic economic recovery with initiatives that identify and reverse the effects of historical racism and institutional inequality, propelling all citizens toward access to equal opportunities. By addressing these disparities, I hope that the Rochester emerging from the pandemic will be a city of equity.

What do you do to unplug in your free time?

My daughter Taylor and I cuddle up with a great book and read together, or we snuggle on the floor near the fireplace and binge-watch our favorite shows. I love attending parking lot church with my husband, Tim, and Taylor. I listen to Gospel music while cleaning my home, singing and thanking God for all of the love and grace bestowed upon me.

COLLEEN WEGMAN

PRESIDENT AND CEO
WEGMANS FOOD MARKETS INC.



Wegman, who became president in 2005 and CEO in 2017, is the fourth generation to lead the 105-year-old company. She joined Wegmans in 1991, working on the Food You Feel Good About line. Wegman opened the company’s Nature’s Marketplace department in 1994.

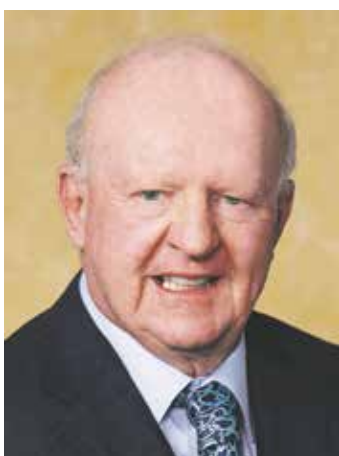
She moved on to a variety of customer service positions before becoming a store manager in 1998. In 2000, she led the team responsible for Wegmans’ digital and e-commerce strategy, and subsequently directed the perishable and merchandising teams.

Wegman was the United Way of Greater Rochester’s 2010 annual campaign chair, and served as board chairperson from 2013 to 2017. She is also a member of the Food Marketing Institute’s board of directors.

She holds a degree in sociology from the University of Colorado and an M.B.A. from William E. Simon Graduate School of Business Administration at the University of Rochester. She lives in Rochester with her husband and two sons.

THOMAS WILMOT

PRESIDENT AND CEO
WILMORITE MANAGEMENT GROUP



Years in current role: 40

What’s the most important lesson you’ve learned in your career?

Change is inevitable in every aspect of your business. The key is to try and stay ahead of it.

What’s been your biggest success?

My biggest success was the sale of a portion of the mall portfolio in 2005 for \$2.3 billion.

Who have been the biggest mentors in your career?

My father.

What are your hopes for the Rochester

community this year?

That as a community we can overcome the pandemic and unite in a major effort to bring growth and prosperity to our community which can be measured by population growth, employment, personal wealth and GNP.

What do you do to unplug in your free time?

I enjoy bird hunting, golf and walking.

CRAIG WITTLIN

MANAGING PARTNER
HARTER SECRET & EMERY LLP



Years in current role: 6 years as managing partner; 23 years as a partner

What’s the most important lesson you’ve learned in your career?

The most important lesson is that everything we do is centered on building and nurturing relationships, with clients, with my partners and colleagues, and others. Staying in touch with people, and building trust and confidence by working hard and keeping your promises, forms the foundation of strong relationships.

What’s been your biggest success?

Professionally, having the opportunity to lead a firm that I care deeply about, in a way that preserves and respects our values and our unique culture. But really my biggest successes are personal — my marriage and my daughters Jessica and Rebecca, both of whom are thriving and happy in their lives.

What do you do to unplug in your free time?

My wife Siobhan and I spend nearly all of our free time at our home on 4th Lake in Inlet, New York. Otherwise, I spend time with friends and family, and rooting for the Buffalo Bills as a nearly 30-year season ticket holder.

LOUISE WOERNER

CEO
HCR HOME CARE



Years in current role: 42

What's the most important lesson you've learned in your career?

It's not over until the fat lady sings. Stay patient and constant to purpose.

What's been your biggest success?

Being able to overcome barriers, while keeping a positive outlook and moving on. Learning from failures: failing forward.

Who have been the biggest mentors in your career?

My employees have given me the best advice. The people doing the work know the most about the work.

What are your hopes for the Rochester community this year?

That our RCSD can open schools and all stakeholders (all of us) can work together to support the educational needs of our children, especially for those most at risk. That we can come together to support local businesses and organizations whose survival has been challenged by COVID.

What do you do to unplug in your free time?

Mindless reading: when I have a short break. Adventure travel: when there's an opportunity. Counting my blessings: always.

BRUCE ZICARI

CEO & MANAGING PARTNER
THE BONADIO GROUP



Years in current role: 1.5

What's the most important lesson you've learned in your career?

Always lead with a sense of purpose, meaning to always take the time to understand and explain "the why" behind decisions and changes. I've also learned to listen to others with empathy and to consistently communicate with transparency.

What's been your biggest success?

My transition into the CEO role at The Bonadio Group. Tom Bonadio held the founder and CEO role for over 40 years

and led this firm to incredible success. It was extremely tough shoes to fill, but thankfully I was given unwavering guidance and support. I did not foresee dealing with a pandemic while getting comfortable in this new role. I've learned that you truly grow during times of change and adversity, and I'm proud of the way the firm handled these challenges.

What are your hopes for the Rochester community this year?

We have a responsibility to promote and encourage compassion, respect, and unity throughout our community. We need to work together to ensure that needed change takes place as it pertains to diversity and inclusion. I aim to continue supporting our community by leading efforts at Bonadio that give time and resources to the people who need it most.

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1600 Bausch & Lomb Place, Rochester, NY 14604
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HEIDI ZIMMER-MEYER

PRESIDENT
ROCHESTER DOWNTOWN DEVELOPMENT CORPORATION



Years in current role: 18

What's the most important lesson you've learned in your career?

The communities that bring opportunities to everyone and many voices to the table will do better economically.

What's been your biggest success?

Bringing RDDC to the community table in terms of economic development and creating inclusive on ramps to real participation in our growing prosperity as a region.

Who have been the biggest mentors in your career?

Karen Noble Hanson, Bruce Russell and Bob Lee.

What are your hopes for the Rochester community this year?

That we lean into activating a real and true inclusive recovery strategy.

What do you do to unplug in your free time?

Family, cooking, murder mysteries and movies.