



**Showcase**  
Rochester businesses share their stories of success.  
**Special Section Inside**



**Profile**  
William Boulter keeps Boulter Industrial Contractors hopping after 125 years.  
**Page 4**



**Special Report**  
Experts see artificial intelligence as the next frontier, with a wide-ranging impact  
**Page 11**



Reconnect Rochester volunteers and others from the community have been building seats for bus stops since 2014.

## A bit of comfort at the bus stop

Volunteers see a need, build cubes for those who wait

By VELVET SPICER

A Henrietta bus stop last year failed to win the nation's "sorriest bus stop" award—a roadside refuge in Silver Spring, Md., earned that honor—but the nomination did shine a light on a longtime transportation dilemma.

When funding is an issue, how do you cost-effectively meet the needs of public transportation customers?

A group of volunteers with Reconnect Rochester—a not-for-profit organization that works to improve transportation choices in the region—for several years have been providing a partial solution to that challenge. And it resembles a popular toy from childhood.

"I did a quick, back-of-the-napkin sketch, literally just a pencil sketch, of the simplest idea I could come up with, which was a cube," said Reconnect Rochester

Continued on page 28

Courtesy of Reconnect Rochester

## Barnhart stands firm on what city needs to change

By GINO FANELLI

As November creeps in, the candidates for mayor of Rochester push their campaigns into overdrive, carefully laying out plans for their candidacies while simultaneously pointing out the pitfalls of their competition. Perhaps no candidate in the race has been as outspoken about her stances as Democratic candidate Rachel Barnhart.

A resident of the east-side Beechwood neighborhood and native Rochesterian, Barnhart left an 18-year career



Barnhart

Continued on page 29

## Rapid rise, stunning decline

Global Crossing became symbol of telecom boom-and-bust

*Editor's note: This is the third of a series of stories, each looking at key news events over the past 30 years in Rochester. The series accompanies the Rochester Business Journal marking its 30th anniversary.*

By AMARIS ELLIOTT-ENGEL

The rise of Global Crossing, including the \$9.9 billion acquisition of Frontier Corp. in 1999, was fast and furious from its founding in 1997 until it filed for bankruptcy in 2002.

The company, which headquartered its North American operations in Rochester, grew its employee base from five to 10,000 in 30 months. Fueled by venture capital and the sale of stock options, the telecommunications firm also built 100,000 miles of undersea cables



and fiber-optic lines at a cost of \$15 billion.

The company's strategy was to first build a worldwide network of oceanic cable and then develop land-based networks. The company continued to build its global network even while its debt climbed and revenues did not materialize.

Global Crossing acquired Frontier

Continued on page 32

## 30 years of fun at work

Dixon Schwabl has made its mark through innovation, and other core values

By KERRY FELTNER

At the core of innovation is the chance to do something differently, to create something novel.

To try something that no one else is doing.

In 1987, a couple of weeks after launching the company, Lauren Dixon put an ad in the Buffalo News for a writer and photographer. Mike Schwabl answered the ad and together the duo—now spouses—set out to take what were then norms of the workplace and question them.

After some good and bad workplace experiences, they sought to create a different atmosphere at their firm, one that would not only create productive employees but a place that would help employees be empowered to thrive.

They created core values to live by—a somewhat novel idea at the time—and more importantly, they stuck to them.

Continued on page 9

## Rochester a hot market for new automobiles

By VELVET SPICER

New-car sales nationally stalled in the first half of 2017, compared with 2016, but Rochester area dealers are bucking that trend.

Edmunds Inc., a leading car information and shopping platform, reported that nationally car sales were down more than 2 percent in the first half of the year to 8.42 million new units. But in Rochester, new-car sales were up for the first half of the year.

Monroe County auto dealers sold 23,901 new cars and trucks in the first six months of 2017, a more than 4 percent increase from 22,938 in the same time frame last year, Rochester Automobile Dealers' Association Inc. reported. In 2015, 23,482 new vehicles

Continued on page 29



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## A place of mysticism here helping people for years

Park Avenue shop offers metaphysical products, services

By ELAINA CONANT

**S**ixteen years ago, Julie Baliva felt it was time to share her lifelong passion of metaphysical arts with others. Located at 115 Park Ave. in Rochester, Mystic Moon offers its customers professional tarot card readings, astrological insight, energy healing, hand-made mystical products and more.

Baliva says she's had a strong connection to the universe ever since she was born. She notes that when she was a child, she could remember past lives and sense other people's energy easily. As Baliva grew older, though her talent frightened her, she attempted to live an "average" life as a young adult. She attended Nazareth College, worked corporate jobs, and eventually owned a restaurant. However, Baliva's normal life took a turn in 1992 when her house burned down, and since then she has embraced her skills to try to better herself and others.

"I took that as the universe saying, 'you need to work for us now,'" Baliva said while discussing the fire.

Baliva has worked the shop on her own since Mystic Moon opened. Apart from managing her store, she men-



Photo by Elaina Conant

Julie Baliva has run Mystic Moon at 115 Park Ave. by herself for the past 16 years.

tors those who also feel that they possess metaphysical talent. She has made strong connections with people from all over the world due to her phone readings, which she says make up about one-

third of her business.

When asked if she thinks she has improved the Park Ave community, Baliva said, "Of course I have, absolutely...I know I've helped a lot of people."

Baliva adores her location on one of Rochester's most-visited strips, and this past Park Ave festival was a success for Mystic Moon.

"When I wasn't working the shop I was standing out front. I had people come up to me to hug me, kiss me, thank me and tell me that I changed their lives," she said.

Baliva manages to keep her store running smoothly despite handling all the business she receives herself. She has had multiple opportunities to expand, but is content with her small business. She is happy with how much she has accomplished in her time at Mystic Moon and plans to continue assisting others for as long as possible.

As for whether Rochester is a welcoming community for the healing arts, Baliva said the city has been "very, very welcoming...Rochester has been very loyal. It's expanded tremendously in the 16 years I've been here."

Baliva is grateful to the city of Rochester and her customers for being there for her as much as she has been there for them. She loves her job and devotes her time to using her business to do good.

"As many years as I've done this, it never ceases to amaze me," Baliva said.

Elaina Conant is a Rochester Business Journal intern.

*Small Business* is a biweekly feature focusing on entrepreneurs. Send suggestions for Small Business stories to Associate Editor Lisa Granite at [lgranite@rbj.net](mailto:lgranite@rbj.net).

## 2017 Business Person of the Year Gala Luncheon



### Celebrating Business Success

The Small Business Council of Rochester will host its annual Gala Luncheon – one of the region's largest business networking events – to recognize exceptional business leaders who have demonstrated significant contributions to their companies in the areas of growth, leadership, achievement and community service.

#### Less Than 50 Employees



Justin Hamilton/  
Chris Stern  
Hamilton Stern Construction



Dave Perotto  
Bartolomeo and Perotto



Traci Adolph  
Samson Fuel



Ellen Brenner/  
David J. Boutilier  
Fleet Feet Sports



Christine Vargas  
Vargas Associates

#### 50 or More Employees



Paul Griswold  
Finger Lakes  
Technology Group



Donna Shultz  
Mirror Show Management



David Scalen  
Regional Distributors



Todd Hoagey  
Auction Direct



Steve Carl  
Operation Brain Freeze

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**12:00 p.m. Luncheon**

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## September 12 - September 14th, 2017

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## Speakers:



**Sujatha Ramanujan**  
Managing Director,  
Luminate



**Bryce Tennant**  
Chief Technology Officer,  
Precision Optical Transceivers



**Alexis Vogt**  
Optics Professor,  
Monroe Community College



**Tom Battley**  
Executive Director,  
New York Photonics



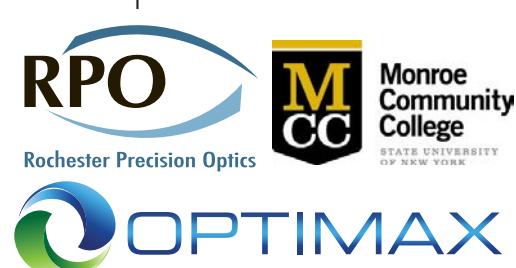
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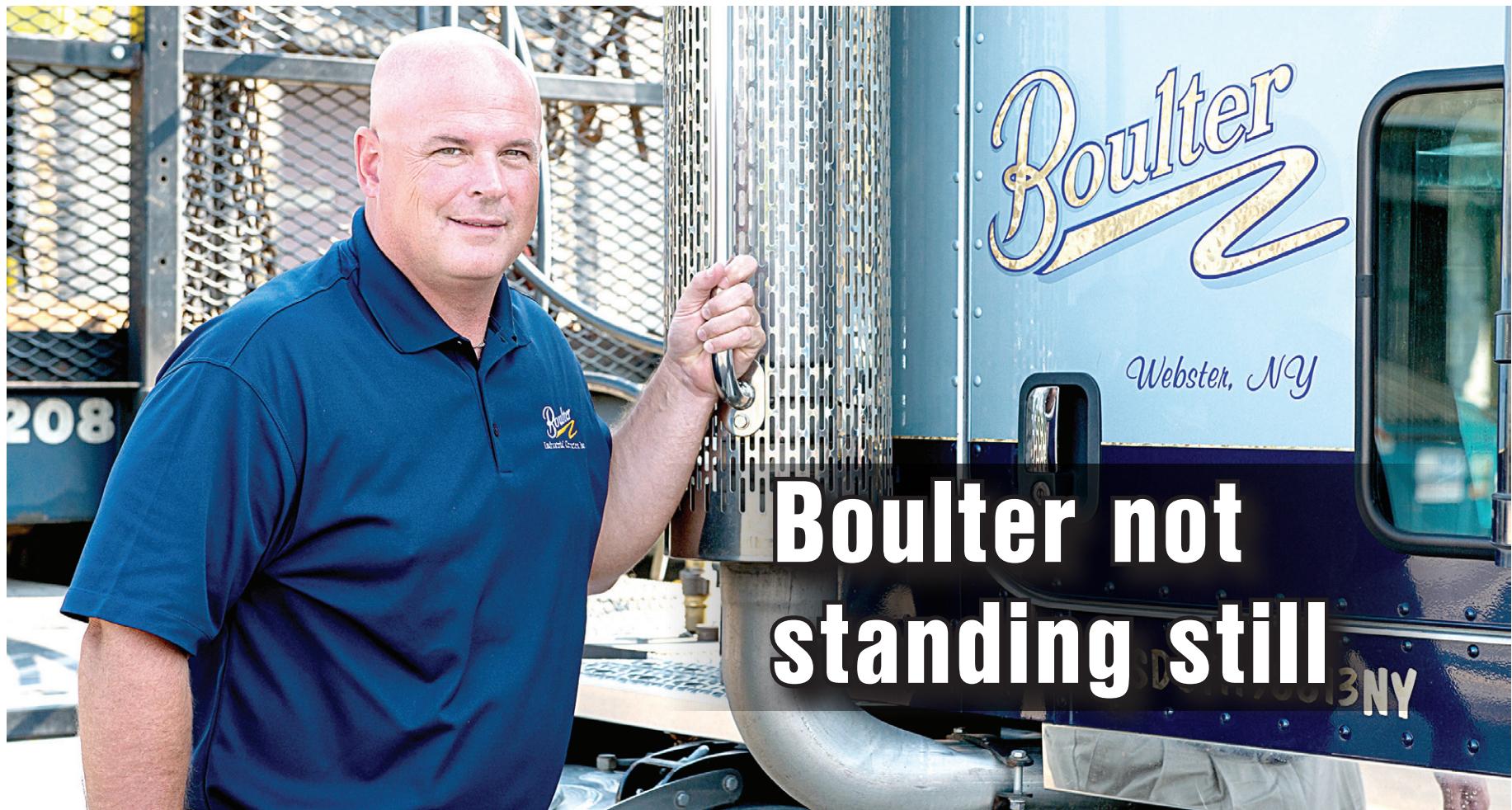
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**Questions? Contact Tom Battley at (585) 329-4029 or email [tbattley@newyorkphotonics.org](mailto:tbattley@newyorkphotonics.org)**



## Boulter not standing still

Photos by Jeff Witherow

### Fifth-generation leader keeps industrial contractor hopping

By VELVET SPICER

Long before Boulter Industrial Contractors Inc. became known for its ability to move anything from office furniture to a 110-ton piece of equipment, the Webster firm was a household name in a different industry: ice and coal delivery.

And while Boulter's fifth-generation leader, William Scott Boulter, never had to deliver ice or coal, he did work in the field for a number of years, learning through hands-on training what it takes to operate a 125-year-old, family-owned business.

"My observations in the field at an early age molded my role today as a leader. The business requires teaching by example and wearing many hats," the company's 49-year-old president and CEO says. "I rose through the ranks learning the importance of leadership, teamwork and always doing what's best for our customers."

The rigging and steel fabrication firm has employed nearly 50 people consistently over the last decade or so. But Boulter, who goes by Willis at work, says business has never been better.

"2016 was the best year financially for Boulter. It was our highest revenue and best profit," he says. "I feel in 2016 we turned a corner."

Without divulging sales, Boulter says the company grows each year, and last year revenue increased between 15 and 20 percent. And while he expects to continue that growth trajectory, Boulter also is keen on maintaining the company values five generations of Boulters worked to instill.

"While no longer a small, family business, we've continued to grow under my leadership and still maintain the same values and vibrant family culture where

we all work toward the same mission every day," Boulter says.

#### 125 years of moving

Boulter was founded in 1892 by Thomas as William Boulter, who used two teams of horses with wagons to start a local moving and carting company. The business was opened on Dakota Street in Rochester but moved to Webster in the 1970s.

The second generation to run the business was William Phillip Boulter and then his son, William Thomas Boulter, ran the company for some time. Most recently, Willis Boulter's father, William George Boulter, led the company until handing the reins to his son upon his retirement in 2005.

The Boulter family business delivered ice and coal in its earliest days and then ventured into household moving. Photographs of the company's early moving vehicles adorn the walls of the Salt Road facility.

The company then ventured into general furniture moving and warehousing. In the late 1970s Boulter started a rigging division. And in the last decade the company has diversified even further, opening a crating and packaging division, a steel fabrication department, and has dipped into office relocations.

And while the company no longer handles household moves, Boulter calls the business a one-stop shop.

"If you're doing a plant relocation, I can take care of this stuff," Boulter says, pointing at his desk and other office furniture, "and your production stuff."

Boulter's leader got his start at the family firm at a young age. He recalls accompanying his dad to work as a kid and helping an employee—who still is with the company—paint the warehouse walls white. He spent a lot of time with his grandfather at work as well.

"My grandfather was my role model. He lived around the corner from us," Boulter says fondly. "I didn't have any days off of school; if we had a snow day or a break, he'd pick me up and we went to work. He always taught me if you

work hard, it'll all work out in the end."

That practical philosophy is one Boulter has brought to his position as leader of the firm.

The president and CEO "is very hands on, very involved with all of our projects," says project manager Jeffrey Smith. "He likes to know what jobs are going on, who's on what job, how the jobs did. And I don't know if you always get that with other companies," he says. "The business has been around a long time and he wants to make sure that he upholds his end of the deal while he's at the helm."

Part of that need to be closely involved in the company's projects comes from Boulter's background. From 1988—when he officially joined the family business—through 1992, Boulter worked in the field, learning daily from more experienced workers how to move a 20-pound chair or a 50,000-pound machine.

"Here it's hands on. To learn the business you had to be out in the field," Boulter says. "And I had great teachers in the field."

In some aspects the business has changed in the three decades Boulter has been with the company, and in other aspects it has not. Thirty years ago the company had a 300,000-square-foot warehouse it used to distribute copiers for Xerox Corp. Xerox at that time accounted for 93 percent of Boulter's business; now it accounts for one-tenth.

"I remember when my father was still running (the company), Xerox, the last week of July and first week of August you would never have taken a vacation. Nobody," Boulter says of the company's busy season when the Xerox business was at its peak. "We used to have over 100 people over there working."

Now the company has five individuals working on Xerox business, one of the reasons the company has diversified its offerings.

"When I started, I thought, we can't have all our eggs in one basket," Boulter recalls. "Diversifying has been huge for me."

Most of Boulter's workers are union-

#### William Boulter

**Title:** President and CEO, Boulter Industrial Contractors Inc.

**Age:** 49

**Education:** A.S., Business Administration, Alfred State University, 1988

**Family:** Partner, Jennifer Johnson; three daughters: Brittany, 24; Taylor, 20; and Paige, 15

**Residence:** Webster

**Hobbies:** Golf, boating, coaching Webster Xtreme Travel Softball, spending time with family

**Quote:** "While no longer a small, family business, we've continued to grow under my leadership and still maintain the same values and vibrant family culture where we all work toward the same mission every day."

ized, which helps the business with its need for skilled staff. Still, that can be a challenge, Boulter says. Working on rigging, moving and crating are not the sexiest jobs, and young adults are less likely to grow up dreaming of getting dirty for a living.

But that is not the biggest of Boulter's worries.

"I guess the biggest thing I worry about is making sure my employees get home to their families at night. Because we do some dangerous work, and I make sure we are very safe here," Boulter says. "Safety is No. 1 for me."

Indeed, in 2015 Boulter earned the Specialized Carriers & Rigging Association Zero Accidents Award. But his biggest accomplishment, Boulter says, was a project last year that required the company to move and install a 220,000 pound machine for Xerox. Boulter employees performed exactly as he expected them to, he says.

It is Boulter's employees that make the company successful, he says.

Continued on next page

Continued from previous page

"I wouldn't be here if it wasn't for my employees. They devote a lot of hours here," Boulter explains. "Working in dangerous situations, moving heavy stuff. And they make it look easy. They make me look good."

### Moving forward

Teamwork keeps the company moving forward, but staffers say Boulter allows his employees to make their own, educated decisions.

"Willis' favorite things to say are 'things happen for a reason,' 'it'll work out, it always does' and 'figure it out,'" says company CFO Michele Rhoda.

Boulter is fortunate to have a staff peppered with independent thinkers, Rhoda says.

"And they know they can go and make a decision and as long as it makes sense he's never going to say, 'I would have done it differently,'" says the 21-year Boulter veteran. "You know that he's behind you 100 percent, and he's going to be sure the client knows that too."

Smith says the company has a lot of talent behind its doors.

"The work we do isn't something anybody off the street can do," Smith says. "The guys know how to do their job and do it well."

Those skills are what set the company apart from competitors, Smith adds.

"We have the trade, and the skill we offer is not something anyone else can do," Smith explains. "We have the latest equipment. All of our guys are up-to-date with training. I don't think all the companies out there do that as they should, but we keep on track with it."

Colleagues and customers tout the quality of Boulter's work.

"When somebody mentions the name Boulter there's no reason to have any fear whatsoever because you already know the quality of the job you're going to get," says William Byrne, senior purchasing manager at University of Rochester, one of Boulter's clients.

Byrne recalls a move Boulter completed for UR of a laser heading to Argonne National Laboratory, a science and engineering research laboratory in Illinois.

"Most people don't think of Boulter when they have to move a lab," Byrne says. "They took care of the crating, the inventory, transportation, re-installing it in Chicago. Whatever has to happen, they make it happen."

Employee longevity helps in that regard, Boulter says. Some of his staffers have been with the company four decades and bring many years of experience to each job.

That longevity also lends itself to a close, family-like atmosphere, staffers say.

"They're very accommodating," Rhoda says, noting that Boulter leadership puts family matters first, such that if an employee needs to be home with a sick child or care for an elderly parent, they need not worry. "There's a lot of common sense that comes into play here."

Boulter says what keeps him coming back for more is that he loves what he does.

"Every day is different. It's not the same job, it's challenging," he says. "If it was easy we wouldn't be around. Everybody could do it for themselves."

And the best part of his job is knowing that nearly 50 people come to work each day and arrive home safely at night, and he and the previous generations of Boulters are responsible for that.

"Forty-six people rely on Boulter for



**Boulter Industrial Contractors began as a coal and ice deliverer and now provides a variety of services including crating and packaging and steel fabrication.**

their families' well-being," he says.

His grandfather—whose image and persona dot the landscape of Boulter's office—had a profound impact on him. He taught him three things, Boulter says.

"No. 1 was ask for help. No one knows all the answers," he explains. "No. 2, honesty is always the best policy. And one of the biggest things my grandfather taught me is family is first. Family is what matters the most to me."

### Family time

Born and raised in the area, Boulter now lives in Webster. He has three daughters, Brittany, Taylor and Paige, and a partner, Jennifer Johnson.

Although Boulter arrives at work each day around 6:30 a.m. to see off his crew, he finds time to enjoy golf, boating, coaching Webster Xtreme Travel Softball and spending time with his girls. He has a number of fond family memories, including annual trips to Disney World

in Florida with his grandfather and his cousins.

Boulter's sister, Theresa Boulter-Versprille, works at the family business. Other family members are not involved in the company, he says, acknowledging that with three daughters the "William Boulter" name will not reach a sixth generation.

"Carrying on the Boulter legacy is not something I take lightly, and I'm proud to continue leading the growth of our company for many more years," he says.

His goal for the 125-year-old company is to continue the success that its founder and each generation thereafter handed down, with or without a William at the helm.

"I don't have a William behind me. I'm the last one," Boulter says. "It's been a goal of my father and me to build the Boulter name, not the Bill name."

*vspicer@bridgetowermedia.com / 585-653-4021*



## It is our pleasure to announce the Elected Members of the Board of Directors of the YMCA of Greater Rochester for 2017



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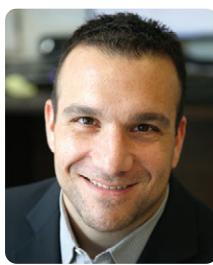
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### Honorary Appointments

# Highest-Paid Public Co. Executives - Part 1

(Ranked by total 2016 compensation\*)

Rank	Name Company Position <sup>1</sup>	Total 2016 Compensation (\$)	Total 2015 Compensation	2016 Cash Compensation <sup>2</sup>	Long-Term Compensation			All Other Compensation (\$)	Price per Share Common Stock (\$) <sup>3</sup>	Number of Company Shares Owned <sup>4</sup> Market Value of Shares (\$)	Percentage of Total Outstanding Shares Owned	2016 Revenue (\$000) 2016 Income (loss) (\$000)
					Value of Stock Awards (\$)	Value of Options Awards (\$)	Long-term Incentive Plan Payouts (\$)					
1.	Robert Sands Constellation Brands Inc. president and CEO	9,315,227	8,567,757	1,278,647	2,566,018	2,216,779	2,431,372	822,411	152.26 (Class A); 159.73 (Class B)	3,792,684 (Class A), 7,280,906 (Class B) 1,740,453,181	2.1 (Class A); 31.2 (Class B)	6,548,400 1,054,900
2.	Richard Sands Constellation Brands Inc. chairman	7,435,538	6,984,363	1,253,707	NA	3,238,506	2,383,951	559,374	152.26 (Class A); 159.73 (Class B)	3,328,914 (Class A), 7,307,242 (Class B) 1,674,046,210	1.9 (Class A); 31.9 (Class B)	6,548,400 1,054,900
3.	Martin Mucci Paychex Inc. president and CEO	5,782,395	5,908,748	900,000	2,598,024	1,069,161	1,203,210	12,000	57.41	1,445,416 82,981,333	NA	2,951,900 756,800
4.	Robert Ryder Constellation Brands Inc. former executive vice president and chief financial officer	4,287,715	2,732,221	274,079	842,694	727,005	0	2,443,937	152.26	0 0	NA	6,548,400 1,054,900
5.	John Wright Constellation Brands Inc. executive vice president and president, wine & spirits division	2,920,871	2,716,966	623,454	837,276	722,534	691,547	46,060	152.26	107,280 16,334,453	NA	6,548,400 1,054,900
6.	William Hackett Constellation Brands Inc. executive vice president and president, beer division	2,785,146	NA	592,268	793,922	686,424	656,956	55,576	152.26	64,534 9,825,947	NA	6,548,400 1,054,900
7.	Brad Kruchten Eastman Kodak Co. president, print systems division and senior vice president	2,271,120	1,393,906	463,380	840,012	840,010	127,718	0	11.30	78,869 891,220	NA	1,543,000 15,000
8.	David Klein Constellation Brands Inc. executive vice president and chief financial officer	2,215,372	NA	474,747	638,275	555,372	498,360	48,618	152.26	33,302 5,070,563	NA	6,548,400 1,054,900
9.	Jeffrey Clarke Eastman Kodak Co. CEO	2,180,428	2,215,034	996,516	0	1,000,001	19,056	164,855	11.30	381,045 4,305,809	NA	1,543,000 15,000
10.	Mark Bottini Paychex Inc. senior vice president of sales	1,810,049	1,803,051	525,000	588,854	242,344	442,440	11,411	57.41	316,606 18,176,350	NA	2,951,900 756,800
11.	Efrain Rivera Paychex Inc. senior vice president, chief financial officer and treasurer	1,769,973	1,748,626	475,000	588,854	242,344	454,670	9,105	57.41	388,876 22,325,371	NA	2,951,900 756,800
12.	Michael Gioja Paychex Inc. senior vice president, information technology, product management and development	1,673,454	1,654,450	425,000	588,854	242,344	406,810	10,446	57.41	343,205 19,703,399	NA	2,951,900 756,800
13.	John Gibson Paychex Inc. senior vice president, service	1,668,907	1,604,556	421,923	588,854	242,344	406,810	8,976	57.41	189,987 10,907,154	NA	2,951,900 756,800
14.	Jeffrey Schlarbaum IEC Electronics Corp. president and CEO	1,138,842	970,128	352,692	433,076	0	351,273	1,801	3.48	9,900 34,452	NA	127,010 4,786
15.	John Van Heel Monro Inc. <sup>5</sup> president and CEO	1,065,230	819,871	550,000	0	0	495,830	19,400	62.39	388,351 24,229,219	1.2	943,651 66,805
16.	Martin Birmingham Financial Institutions Inc. president and CEO	1,042,550	960,892	502,692	233,923	0	296,392	9,543	34.36	98,118 3,371,334	NA	138,450 31,931
17.	Ebrahim Busheri Manning & Napier Inc. director of investments	1,031,612	2,832,905	1,018,015	0	0	0	13,597	NA	0 0	NA	248,937 9,274
18.	Kraig Kayser Seneca Foods Corp. president and CEO	980,629	586,775	591,115	0	0	59,196	330,318	31.63 (Class A); 34.56 (Class B)	226,057 (Class A) 258,329 (Class B) 16,078,033	2.85 (Class A) 13.64 (Class B)	1,245,681 12,613
19.	David Bullwinkle Eastman Kodak Co. chief financial officer and senior vice president	954,019	NA	331,840	300,002	300,001	22,176	0	NA	0 0	NA	1,543,000 15,000
20.	Eric-Yves Mahe Eastman Kodak Co. president, software and solutions division and senior vice president	912,901	954,988	434,844	175,006	175,001	0	128,050	11.30	14,343 162,076	NA	1,543,000 15,000
21.	Lee Rudow Transcalt Inc. president and CEO	895,646	803,055	373,750	390,495	0	72,407	58,994	9.90	100,077 990,762	1.4	122,166 4,124
22.	Craig Hoyle Monro Inc. <sup>5</sup> senior vice president, store operations	865,228	372,655	255,000	0	518,000	76,628	15,600	62.39	99,000 6,176,610	NA	943,651 66,805
23.	Philip Cullimore Eastman Kodak Co. president, enterprise inkjet systems division; president, micro 3D printing and packaging, and senior vice president	813,433	854,412	548,434	100,008	100,000	0	64,991	11.30	20,070 226,791	NA	1,543,000 15,000
24.	William Manning Manning & Napier Inc. CEO and chairman	695,482	1,450,026	641,668	0	0	0	53,814	NA	0 NA	NA	248,937 9,274
25.	Robert Gross Monro Inc. <sup>5</sup> executive chairman	669,008	740,102	420,000	0	0	243,408	5,600	62.39	132,807 8,285,829	NA	943,651 66,805

\*Total compensation includes salary, bonuses, stock awards, option awards, long-term incentive plan payouts and all other compensation for fiscal year 2016.

<sup>2</sup> Includes salary and bonus

<sup>3</sup> Closing price on date cited in company's proxy statement with respect to beneficial ownership data

<sup>4</sup> Includes shares that may be acquired through stock options; may include shares for which disposition is restricted and shares owned by family members

<sup>5</sup> Monro Muffler Brake Inc. changed its name to Monro Inc. on Aug. 15, 2017

<sup>1</sup> In fiscal 2016, unless otherwise noted

NA - Not available

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If you would like your company to be considered for next year's list, or if there are any corrections or additions, please write to: Research, Rochester Business Journal, 16 W. Main St., Suite 341, Rochester, N.Y. 14614; or email research@bj.net.

# Highest-Paid Public Co. Executives - Part 2

(Ranked by total 2016 compensation\*)

Rank	Name Company Position <sup>1</sup>	Total 2016 Compensation (\$)	Total 2015 Compensation	2016 Cash Compensation <sup>2</sup>	Long-Term Compensation			All Other Compensation (\$)	Price per Share Common Stock (\$) <sup>3</sup>	Number of Company Shares Owned <sup>4</sup> Market Value of Shares (\$)	Percentage of Total Outstanding Shares Owned	2016 Revenue (\$000) 2016 Income (loss) (\$000)
					Value of Stock Awards (\$)	Value of Options Awards (\$)	Long-term Incentive Plan Payouts (\$)					
26.	Arthur Wolcott Seneca Foods Corp. chairman	650,423	581,792	591,227	0	0	59,196	0	31.63 (Class A); 34.56 (Class B)	96,936 (Class A); 92,059 (Class B) 6,247,645	1.22 (Class A); 4.86 (Class B)	1,245,681 12,613
27.	James Lines Graham Corp. president and CEO	646,859	1,205,966	371,527	151,502	0	0	123,830	17.90	117,692 2,106,687	NA	90,039 6,131
28.	Jens Hauvn IEC Electronics Corp. vice president	637,285	325,022	225,700	173,249	83,363	151,927	3,046	3.48	15,853 55,168	NA	127,010 4,786
29.	Michael Popielec UltraLife Corp. president and CEO	593,724	1,118,824	500,160	0	75,398	0	18,166	3.81	673,623 2,566,504	1.7	82,460 3,509
30.	Paul Travers Vuzix Corp. president and CEO	577,079	892,612	570,000	0	0	0	7,079	6.15	2,593,886 15,952,399	12.8	2,127 (19,250)
31.	Jeffrey Coons Manning & Napier Inc. president	564,726	646,293	550,000	0	0	0	14,726	5.45	21,275 115,949	NA	248,937 9,274
32.	Kevin Klotzbach Financial Institutions Inc. executive vice president, chief financial officer and treasurer	543,980	493,623	280,000	76,488	0	170,946	16,546	34.36	28,814 990,049	NA	138,450 31,931
33.	Charles Stamey Manning & Napier Inc. managing director of sales and distribution and executive vice president	539,510	654,952	525,000	0	0	0	14,510	5.45	9,284 50,598	NA	248,937 9,274
34.	Michael Williams IEC Electronics Corp. chief financial officer	526,081	238,643	205,000	176,793	0	141,568	2,720	3.48	33,934 118,090	NA	127,010 4,786
35.	Catherine D'Amico Monro Inc. <sup>5</sup> executive vice president, finance and chief financial officer	523,970	827,165	375,000	0	0	131,470	17,500	62.39	232,523 14,507,110	NA	943,651 66,805
36.	Grant Russell Vuzix Corp. chief financial officer and executive vice president	512,171	844,700	495,000	0	0	0	17,171	6.15	990,308 6,090,394	4.9	2,127 (19,250)
37.	John McMullen Eastman Kodak Co. chief financial officer and executive vice president	480,982	1,866,908	375,994	0	0	21,307	83,681	11.30	21,269 240,340	NA	1,543,000 15,000
38.	William Kreienberg Financial Institutions Inc. executive vice president and chief risk officer	452,393	445,788	260,000	71,013	0	111,586	9,794	34.36	23,164 795,915	NA	138,450 31,931
39.	Jeffrey Kenefick Financial Institutions Inc. executive vice president, commercial executive and regional president	413,514	386,097	220,000	60,086	0	130,674	2,754	34.36	14,007 481,281	NA	138,450 31,931
40.	Jeffrey Glajch Graham Corp. vice president, finance and administration and chief financial officer	394,391	487,833	262,254	89,097	0	0	43,040	17.90	66,969 1,198,745	NA	90,039 6,131
41.	Paul Palmy Seneca Foods Corp. chief operating officer	392,232	401,284	351,264	0	0	35,176	5,792	31.63 (Class A); 34.56 (Class B)	17,069 (Class A); 1,001 (Class B) 574,487	NA	1,245,681 12,613
42.	Alan Smith Graham Corp. vice president and general manager - Batavia	386,565	577,190	230,677	76,098	0	0	79,790	17.90	45,680 817,672	NA	90,039 6,131
43.	John Zimmer Transcal Inc. senior vice president of finance and chief financial officer	383,074	369,362	251,962	0	0	73,491	57,621	9.90	100,384 993,802	1.4	122,166 4,124
44.	Robert Flack Transcal Inc. vice president of operations	374,066	382,107	237,938	90,798	0	37,208	8,122	9.90	4,000 39,600	NA	122,166 4,124
45.	Beth Galusha Manning & Napier Inc. principal financial officer	361,643	NA	350,000	0	0	0	11,643	5.45	4,000 21,800	NA	248,937 9,274
46.	Philip Fain UltraLife Corp. chief financial officer	357,049	397,400	309,311	0	37,969	0	9,769	3.81	258,115 983,418	NA	82,460 3,509
47.	Joseph Tomarchio Jr. Monro Inc. <sup>5</sup> executive vice president	350,541	312,358	242,500	0	0	85,017	23,900	57.41	57,250 3,286,723	NA	943,651 66,805
48.	Michael Burneal Financial Institutions Inc. senior vice president, chief risk and enterprise administration officer	350,368	NA	177,192	30,179	0	141,707	1,290	34.36	6606 22,6982	NA	138,450 31,931
49.	Lance Anderson Vuzix Corp. vice president, enterprise sales	267,462	NA	267,462	0	0	0	0	6.15	18,063 111,087	NA	2,127 (19,250)
50.	Dean Erstad Seneca Foods Corp. senior vice president, sales	267,174	239,801	237,932	0	0	23,827	5,415	31.63 (Class A); 34.56 (Class B)	1,996 (Class A); 340 (Class B) 74,884	NA	1,245,681 12,613

\*Total compensation includes salary, bonuses, stock awards, option awards, long-term incentive plan payouts and all other compensation for fiscal year 2016.

<sup>2</sup> Includes salary and bonus

<sup>3</sup> Closing price on date cited in company's proxy statement with respect to beneficial ownership data

<sup>4</sup> Includes shares that may be acquired through stock options; may include shares for which disposition is restricted and shares owned by family members

<sup>5</sup> Monro Muffler Brake Inc. changed its name to Monro Inc. on Aug. 15, 2017

NA - Not available

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<sup>1</sup> In fiscal 2016, unless otherwise noted

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# WOMEN'S LEADERSHIP SUMMIT

**Thursday, Sept. 28, 2017 • 11:30 a.m. - 5:15 p.m.**

**Joseph A. Floreano Rochester Riverside Convention Center**

**11:30 a.m.**  
Registration & VIP Reception

The third annual summit will convene Rochester's most influential women for career development, networking and more. Both seasoned and emerging female leaders will come together for an afternoon of learning and conversation

**Keynote: Go With It: Embrace the Unexpected to Drive Change**

*Karen Hough: Founder & CEO, ImprovEdge*

**Noon - 1:30 p.m.**  
Luncheon & Keynote

**Session 1**

*Attendee picks one.*

**1:45 - 2:45 p.m.**

**Managing Tough Conversations: Positive, Proactive Solutions**

*Karen Hough, Founder & CEO, ImprovEdge*

**Session 2**

*Attendee picks one.*

**3:15 - 4:15 p.m.**

**Negotiation Skills**

*Dolores Kruchten, President, Eastman Business Park*

**1:45 - 2:45 p.m.**  
Workshops & Panel Discussions

Session 1

**How to Level the Playing Field: Succeeding in Male Dominated Fields, A Panel Discussion**

*Naomi Silver, CEO, Rochester Red Wings  
Sandra Doorley, District Attorney, Monroe County  
Additional panelists to be announced!*

**2:45 - 3:15 p.m.**  
Exhibits, Networking & Coffee Break

**The Power of Personality**

*Lauren Dixon, CEO, Dixon Schwabl*

**3:15 - 4:15 p.m.**  
Workshops & Panel Discussions

Session 2

**4:15 - 5:15 p.m.**  
Speed Mentoring, Exhibits, Cocktails, Hors d'Oeuvres & Conversations

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**#ROCWomens  
Leadership**



Photo by Mary Camblin-Dandino

Lauren Dixon and Mike Schwabl started their full-service advertising, public relations and digital media agency in 1987.

## DIXON SCHWABL

Continued from page 1

Those values are respect, integrity, teamwork, community, innovation and fun.

Today Dixon Schwabl celebrates 30 years of operation as a full-service advertising, public relations and digital media agency.

The national conversation on culture happening today was not happening back then, Dixon says.

"Even back then culture was super important to us and our core values—we established those day one," she said. "Nobody was talking about core values. I don't even think we really knew what we were doing, candidly. All we knew was that we wanted to go to work every single day and have fun and respect the people we work with and not have any of the drama in the workplace."

The values are the same but have some outgrowth, Schwabl says.

"The interesting thing about our values is the base values are the same since 30 years ago but our team has really helped evolve our values," he said. "It's really our team, it's not just Lauren and I, everyone at Dixon Schwabl creates this culture because we want it to be a fun place; we all want to contribute."

That innovative approach to business has worked.

Dixon Schwabl has grown at an unrelenting pace over the past three years. In 2014 revenues were \$50 million; by 2015 they grew to \$71.3 million and last year the firm logged \$76 million in revenues.

The firm expects to grow revenues by 12 percent this year. Today the company employs over 120 people. The firm is based at 1595 Moseley Road in Perinton.

The full-service marketing and communications firm ranked fourth on 2016's Rochester Top 100 list.

Ten years into the business the company experienced a large setback. The roof of their building collapsed, a drawback that could have caused the firm to close as the company lost everything.

At the time Dixon Schwabl employed roughly 20 people—all of whom rallied behind the firm to rebuild. The company had just won business from a small phone company: Citizens Communications Co.—what is now is Frontier Communications Corp.

Today the Frontier account is a large part of the firm's business. There are a total of 35 full-time team members working on the account.

"That was a mighty stressful year, but I will tell you 20 years later it was the best thing that ever happened to us," Dixon says. "The team that was in place then are with us today...there is a bond that was created that will never be broken. We have each other's back like you can't even believe and I feel that's true with everybody else, but there's a special connection with those people because that was a very difficult time to live through."

The 10<sup>th</sup> year also brought a change in focus, moving from a boutique-style agency to a fully integrated, full-service firm which meant bringing all offerings in-house including video production, public relations, media buying, digital and social media.

Dixon Schwabl went the integrated way while others were doing the opposite.

"At year 10 we decided that we were going to go for the gusto and build the company and not be as boutique-oriented," Dixon said. "As other agencies were specializing in xyz we decided to create a totally integrated account because many of our clients were saying we don't have time to manage eight relationships."

One of the things that we got really ex-

cited about was we could build everything internally and there would be greater speed to market," she added.

As leaders, Dixon and Schwabl modeled the way for employees.

"I think in the earlier days I think one of the things that we did was we led by example because Lauren and I were doing a lot of the work," Schwabl said. "And nowadays—I mean we're still working hard, don't get me wrong, but we're not doing as much of the work. Our time is more concentrated on leading people and making sure that we take the obstacles out of their way so they can do their business. In the early days we led by example; we worked hard and the team followed."

Much of the company's growth in recent years has been from the team's digital department, reflecting the changes of industry. Today everything is faster and more malleable thanks to digital.

Today nearly 20 people are part of the firm's digital department.

"I think the most exciting thing for us today is how the business has evolved," Dixon said. "It used to be super easy: radio, television, print, magazine, billboard, and direct mail and today it's not that easy. There are so many different ways to really target very specific markets and in ways where there is very little waste. From the client perspective it is truly amazing because every dollar matters."

Today companies can directly speak to the people and audience that actually want to hear what they have to say, Schwabl says.

"This is such an exciting time for us because we've always been storytellers, and that's what we'll always be, but now we have mediums that instead of just telling the story to everybody, now we can direct it at people who really want to hear that story when they're looking for it," he said. "It's been fun to watch the team develop the future of marketing."

Over the three decades of operation, Dixon and Schwabl have learned to get out of the way of great people. The leaders have let employees figure out the best paths forward.

"I really think trust your people, give them the freedom and the responsibility to do their job and let them do it," Schwabl said. "It makes your job as a leader easier. It gives them more satisfaction in what they do; everybody wins and it's fun to come to work."

Adds Dixon: "We allowed people to think big and to come to us with their ideas and take a step back and allow them to implement big ideas; it was so liberating not to have that responsibility as my responsibility or Mike's responsibility. There's no better job satisfaction at the end of the day if you're the creator of the idea and the implementer and then you get to see the end result."

This year the firm has added a department focused on helping other companies create great workplace cultures based on a "Companies Are People Too" program.

The program is named "Companies Are People Too" based on a book with the same title that was written by Sandra Fekete. Dixon Schwabl is the only national facilitator licensed to use the program. Fekete is not involved in the program Dixon Schwabl is offering.

The program helps companies connect the dots between culture, employees, and the company as a whole, Dixon says.

"It's kind of an easy thing to do because people who are interested in creating a great place to work want to know how to do it and we're proof positive that it can work," she said. "They (other companies) can't copy our culture; they've got to figure out internally who they are,

Continued on page 10



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### DIXON SCHWABL

Continued from page 9

what they stand for and develop their own value and then figure out what those behaviors are against those values."

The offering is available to current clients now, with plans to integrate and expand the program before the end of the year as a division of the company.

"Most of the advice I give other leaders is to lead by example," Dixon said. "And create an awesome workplace because that to me is the secret sauce of a successful organization. When you do have a great culture there is no drama or very little drama and you're more productive and then you're more profitable and that's what every business owner—every leader—really wants at the end of the day."

The company has long-standing clients like Roberts Wesleyan College, and a relationship that has been sustained for all 30 years of the business. The college was the firm's second account.

Deana Porterfield, current president of Roberts Wesleyan College, has been in the role for the past three years. Seeing what Dixon Schwabl has done for the college in the past and in the present has been eye-opening, she said.

"I love working with them," Porterfield said. "Every time we have initiated a project or needed assistance in some area related to marketing or media they have always been professional and honestly just the top of the line. I have been in higher education now for amazing to say almost 30 years myself and have worked with many marketing firms and there is something special about Dixon Schwabl."

Dixon Schwabl helped Roberts Wesleyan College rebrand. The college needed a way to marry its past with its future with an image.

"We chose Dixon Schwabl for that and the work was honestly very transformational for us; it really elevated us to a new place," Porterfield said. "I definitely believe part of their success is the excellence of work that they do. They are very thorough; they don't assume or make any assumption about where it is that you want to head. They absolutely care about the client."

Jeff Babinski, executive vice president and general manager at del Lago Resort & Casino, started working with Dixon Schwabl last January to help with the opening of the resort and casino.

"Dixon Schwabl is a true partner driven by innovation, great work and a strong workplace culture," he said. "At del Lago Resort & Casino we also work hard to ensure we have a strong culture that values our people and working with Dixon Schwabl has been the ideal partner that mirrors our values. The team at Dixon Schwabl is also incredibly passionate and dedicated, always going above and beyond to get the job done—they truly are an extension of our team."

Kellie Adami has been an employee of Dixon Schwabl for the past 22 years. Today she serves as managing partner of client relations for the company.

"What's really been apparent is that the strength of our culture just gets stronger as we grow," she said. "Where you may assume that the culture will suffer or become diluted it's become very strong. I think that is absolutely our secret to success is just really paying attention to the culture."

"I feel that the fact that we've been able to stay successful through this growth and reach the 30-year milestone says a lot for our future," she added.

Employees are able to bring their whole selves to work, Adami says. When an employee has a difficult life situation occur-

ring, the company is a support system.

"What has made it so successful for us is that there's transparency and autonomy and lots of support so people can make decisions and if they're right or wrong they're still supported," Adami said. "So it really allows them to do good work and it's gratifying because you feel like you're making a difference. I think that's a key point to me...really it's that sense of autonomy and not being afraid to make decisions. This company rallies behind their employees like a family would."

Despite achieving success, Adami credits an introspective outlook and constant desire to innovate for creating consistent growth.

"It's our willingness to look inward and see how we can improve, whether it's getting feedback from our employees (and) getting feedback from our clients," she said. "We could say we've been successful, we don't need to change anything, but we are constantly looking at how can we improve the culture, how can we improve our service offerings, (and) how can we improve our relationships with our clients."

Being in Rochester has not only been good for business but it has helped the firm keep its community-focused mindset. Giving is what Rochester is all about and has been about for years, Dixon says.

"It just really impresses me every single day that our business leaders just go above and beyond every minute of every day and it just inspires you to want to do more," she said.

Adds Schwabl: "We made it to 30 years in a large part because of our community and the support that they've given us."

The milestone is a way to pause and take in the firm's changes, Dixon says.

"I can't believe how fast it has gone and the changes that have occurred in the last five years have probably been more than in the previous 25 combined," she said. "We have the greatest number of team members today and it's the best team we've ever had in terms of culture fit and the ability to be great brand ambassadors."

"I truly feel very lucky and blessed because this is the time that I take a big deep breath and thank my lucky stars everyday as I'm driving to work. I am more passionate about this place today than I ever have been," she added.

The small things have paid off. And the small things matter, Schwabl says.

"I've learned there's incredible power in ice cream," he said. "The little things that you do for your team members they'll repay them a thousand fold, so again if one message to come out of our 30 years is culture really does matter."

The company is in year 12 of a 15-year succession process. Dixon and Schwabl will eventually step down as leaders but will remain in the business in other roles.

Culture has been the blueprint for each decision at Dixon Schwabl. Viewing business, employees, and potential clients through that filter has helped the firm remain steady in a business that does not sit still.

"We wanted to just deliver unbelievable customer service and really have a very unique culture but a small one," Dixon said.

The employees have made the company succeed, Schwabl says.

"What's really nice and exciting is that our growth isn't just spurred by Lauren and I; it's really spurred by our team," he said. "We've given them a canvas to do what they want. We certainly didn't have any master plan."

"After 30 years I'm very glad that I answered Lauren's ad in the paper," he added.

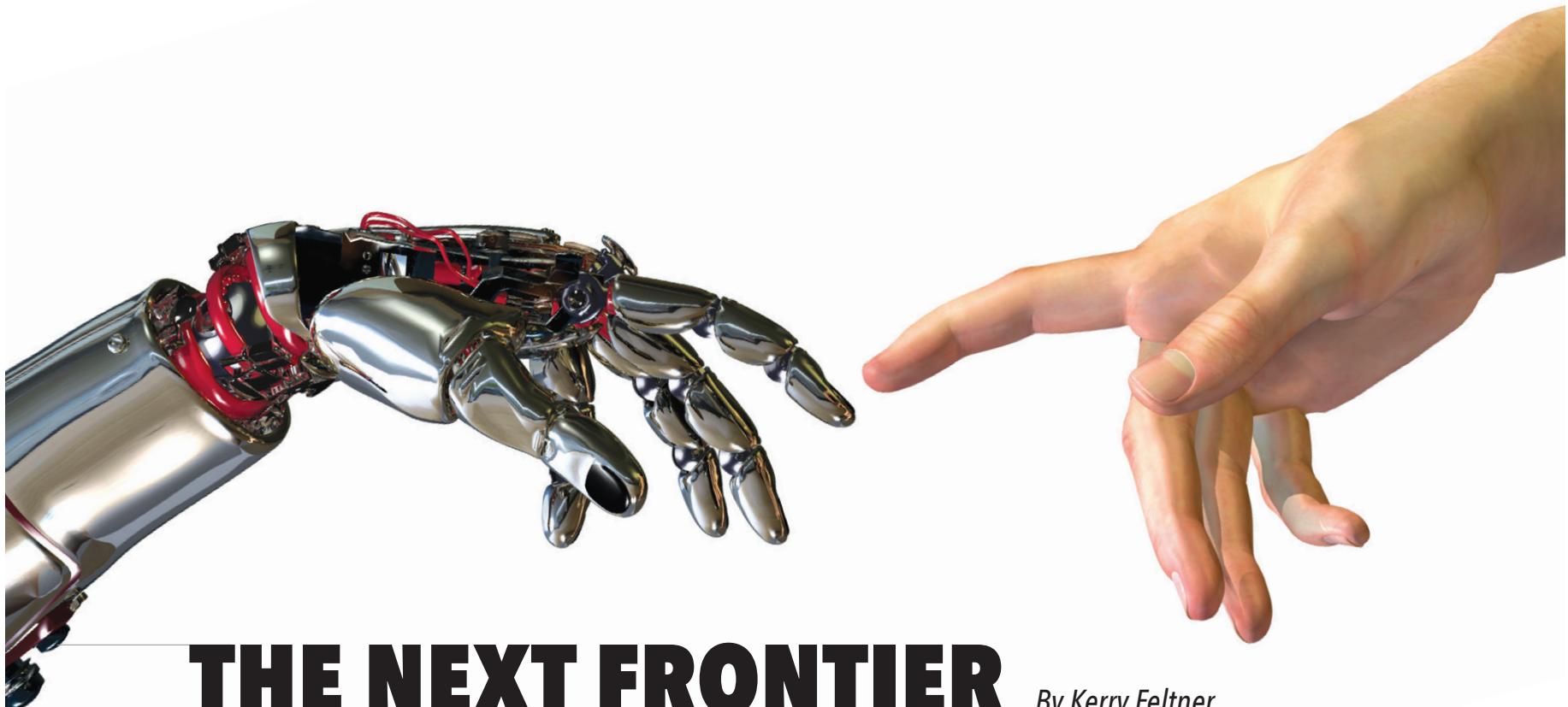
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ROCHESTER BUSINESS JOURNAL

AUGUST 25, 2017

# SPECIAL REPORT

Technology & Telecommunication



## THE NEXT FRONTIER

*By Kerry Feltner*

Artificial intelligence eventually will infiltrate most business industries, experts say.

*Story begins on page 12.*

# Businesses adapting to the uses of artificial intelligence

Questions arise about its dangers vs. benefits to society

By KERRY FELTNER

**C**omputers are becoming more like humans every day.

Local experts believe we have passed the infancy stage of artificial intelligence but have not quite gotten to the adolescent stage yet.

“Artificial intelligence really covers anything you’re trying to get the computer to mimic (in) human behavior,” said Bryan Reinicke, associate professor of information systems at Rochester Institute of Technology’s Saunders College of Business. “These are all the things that we’ve learned since birth, but computers don’t know any of that. A lot of computers are incredibly fast at mathematics, but they’re profoundly stupid.”

The power of computing to remove human error in tasks across industries is particularly compelling.

“It’s basically using machines to carry out tasks in a way that we would consider to be smart or more intelligent than a group of humans would do them,” said Joe Vigorito, director of mobility and security for Annese & Associates. “If you could perfect a task-driven process in the form of a human and say, ‘OK, do it that way every single time’ that is what artificial intelligence brings to the equation.”

The fear surrounding artificial intelligence—known as AI—is technology taking over jobs from humans. That is not unwarranted, Reinicke says.

“The job losses are real,” he said. “Artificial intelligence ranges from autonomous vehicles to the systems that determine your credit level. There’s no way around the fact that artificial intelligence can be used to replace human workers and will in certain areas.”

Adds Vigorito: “We’ve got a lot of manufacturing companies in the Rochester area; that’s a very important sector. A lot of people say, ‘Isn’t that going to eventually replace our jobs?’ If misused that could be a long-term trend, but the goal is not to replace people with machines. It’s to make the people much more effective.”

While AI has been developing for decades, it is currently being put to use in autonomous cars, to support research in a variety of fields, with the Internet of Things applications like Amazon Alexa, and in machine learning.

“If you think about it, we as a society have been talking about AI for decades. You can go back to the original Star Wars movie, which is the late 1970s, and you’ve got walking droids that have their own thoughts, feelings, etc.,” Reinicke said. “We’re now getting to the point where the computing power is there to actually do the stuff that’s been science fiction for forever.”

Computing power continues to surge according to Moore’s Law, which envisions transistors per square inch on integrated circuits doubling annually. This drives AI forward—fast.

“Computing power doubles every two years, and that puts you on an exponential curve. We’re now to the point on that curve where it’s vertical,” Reinicke said. “That’s why you’re starting to see these advancements, because it’s sud-



Photo by Kate Melton

**“A lot of computers are incredibly fast at mathematics, but they’re profoundly stupid,” says Bryan Reinicke, associate professor of information systems at Rochester Institute of Technology’s Saunders College of Business.**

denly possible to do it. For businesses, the question is not will AI play a role, the question is how is it going to play a role.”

At D4 LLC, a firm that focuses on the legal industry, chief operating officer John Rubens says that while AI is changing the profession, the concept of “robot lawyers taking over the legal profession” might not be the end game.

“What we do see a huge impetus in is how we use technology to enhance how they do their job better,” he says. “Lawyers have to review a lot of information. They have to read a lot of documents; they have to look at a lot of data. It’s helping use technology to find the information that is most useful to you so you can take action on that information.”

Once AI helps sift through the data, humans then have to decide what to do with it. Companies will need leaders who can view the data with decision-making in mind.

“Amazon has been great about using the data they collect from transactions to then make decisions about their business, but it’s not the computer who’s making all those decisions—it’s Jeff Bezos,” Rubens said.

All business leaders should be aware of AI as something that could be revolutionary in the coming years.

“I think that businesses can’t approach this from a fear-based perspective. You have to approach it from an opportunity perspective,” RIT’s Reinicke said. “There is no resisting this. AI really could represent the largest revolution since the Industrial Revolution as far as the way we do things.”

With AI coming into play in multiple areas such as smart homes, humans may be wary of the constant monitoring. These computers are just doing what they are told to do, Vigorito says.

“And some people would even call it a bit creepy: ‘Wait a minute, my refrig-

erator knows more about me than maybe my family knows,’” he said. “The machine just looks at behaviors and attributes and it makes predictive decisions. It doesn’t really know you; it just knows what you do.”

In the medical field, AI could help doctors see things their brains cannot process.

“You make an inference that is not actually there,” Vigorito said. “Maybe the human being looked at (the diagnosis) and it was one in 100, but they couldn’t extrapolate to say it’s one in 10,000 because they don’t have the mental bandwidth to look at 10,000.”

IBM Corp. has made AI one of its business divisions. The company has consulting, hardware, software and Watson—a cognitive system. Watson is performing a variety of tasks across industries.

“IBM is leading the charge with their



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# Net neutrality under siege as proponents talk back to FCC

At stake is unfettered online access for any and all websites

By SHEILA LIVADAS

Once met with blank stares, the term “net neutrality” now has politicians, social activists and even a cable talk-show host fired up about how much government oversight internet service providers need. At issue is whether broadband providers should be allowed to block websites or divide the internet into fast and slow lanes based on deals they have inked with media and internet firms.

Proponents of net neutrality regulations put in place during the Obama administration contend that the issue boils down to ensuring an open internet for all. Critics, including the current Federal Communications Commission chairman, argue that the rules represent government overreach and have stymied investment in broadband infrastructure in underserved areas.

“Internet providers that can make deals with large companies, like Netflix, and say, ‘We’re going to provide quicker speeds for your company because you paid us to do that,’ have much to gain from a rollback of the net neutrality rules, says Jeremy Sarachan, chair of the media and communication department at St. John Fisher College. “And companies the size of Netflix or bigger will be probably like, ‘Great!’ because then there won’t be any new competitors.”

He adds: “Hosting a website can be as cheap as a few hundred dollars a year, even with lots of services...and so that’s been very powerful for people to try new things. Once it gets to be where you don’t get to be in the fast lane, it will change things.”

At its core, net neutrality is a principle that prohibits internet service providers from slowing down—known in geek speak as “throttling”—or blocking lawful online content, applications or websites. The FCC’s Open Internet rules adopted in 2015 uphold that principle and also prohibit paid prioritization, meaning that ISPs may not favor some internet traffic in exchange for consideration of any kind.

Still, the FCC took the first formal step toward dismantling the net neutrality regulations in May. Leading the charge to overturn the rules is FCC Chairman Ajit Pai, a Trump appointee and a former lawyer at Verizon Communications Inc.

In a speech in April at the Newseum in Washington, D.C., Pai expounded on his opposition to the Obama-era net neutrality rules by saying, “The FCC, on a party-line vote, decided to impose a set of heavy-handed regulations upon the internet (in 2015). It decided to slap an old regulatory framework called ‘Title II’—originally designed in the 1930s for the Ma Bell telephone monopoly—upon thousands of internet service providers, big and small. It decided to put the federal government at the center of the internet.”

Pulling apart the net neutrality rules would likely have effects far beyond where Americans shop online or which TV shows they stream. As unchecked gatekeepers, internet service providers



Photo by Kate Melton

**Jeremy Sarachan, chair of the media and communication department at St. John Fisher College, says weakening net neutrality is “really giving a lot of power over to the ISPs.”**

could resort to manipulating access to websites with a certain political bent “so that you’re like, ‘Wow, this isn’t loading (quickly). I don’t really want to be here,’” Sarachan says. “So I think it’s really giving a lot of power over to the ISPs.”

The “end-to-end principle,” or the assertion that information inserted into one end of the internet should come out the other without modification, is key to grasping the technical side of having an open internet, says Minseok Kwon, associate professor in the computer science department at Rochester Institute of Technology.

“Network neutrality (means) that we basically treat all the data—all the network traffic—equally in the network,” Kwon says. “But now some businesses, especially some ISPs, are basically arguing, ‘Can we actually differentiate this data so that we can create more revenue?’ So I think that creates all these anxieties and debates.”

He adds: “From the technical point of view, I think net neutrality or the end-to-end principle provides the level playing

field, and it actually contributes significantly to this rapid growth of the internet and innovation.”

Escalating tension over net neutrality comes at a point of transition for broadband access in the Rochester area, says Kent Gardner, chief economist at the Center for Governmental Research Inc.

“Greenlight Networks is making some inroads in some places, but Spectrum is pretty much your only choice,” Gardner says. “Now that’s going to change. In five years, I think we’ll see some wireless technologies that are going to come in.”

He adds: “If we’re in a world where there’s lots of choices, and your ISP is providing preferred access to one of the content providers you’d like to reach and not another, and you don’t like it, you can just find a different broadband provider. But in a world in which ISPs have a near monopoly on a large share of the market—and it tends to be true at this point in time that the cable providers in many, many markets really do have a monopoly position—in that

case, you have no choices.”

Opponents of net neutrality “are coming at (the issue) with a strong free-market ideology that says, ‘Gee, we should have a wide-open market. Regulation is bad. Regulation discourages innovation. Regulation is going to make things more expensive, not less expensive,’” Gardner says. “If you really did have a free and competitive and open marketplace, I mean, I’d basically agree with that. I think regulation where you have a free and open marketplace often does create more problems than it solves, but that’s not the market we have today.”

Pushback over dismantling the net neutrality rules has steadily gained strength in recent months.

As of mid-July, the FCC had received more than 10 million comments about the issue, fueled in part by the Day of Action, an online protest on July 12 that saw individuals and companies such as Amazon, Etsy and Vimeo mobilize against relaxing



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# Smartphones have brought a new dimension to work

Most notably, they allow office work to be done almost anywhere

By MIKE COSTANZA

**S**ince Apple offered the first smartphone, the iPhone, in 2007, the devices have revolutionized mobile communications for individuals and businesses. A number of Rochester-area firms are using them to enhance their operations.

For those who still flip open their clamshell-style phones, smartphones typically incorporate some of the most popular features of desktop and laptop computers. Users can browse the internet, download or upload programs and digital files, connect to other electronic devices, text, and make calls with ease.

A business executive could research a subject, put together a report on it and email the finished document—along with photos that were taken with the smartphone—all while sitting on a beach or in an airliner. Though smartphone sales have recently dropped, about 1.6 billion of the devices made their way to new owners around the world in 2016 alone.

Brighton Securities Chairman George Conboy began to learn how useful a smartphone could be back in 2007 while on a trip to Russia.

"Having traveled to Russia as far back as the early '90s, I could remember when you had to wait to connect to the U.S.," he says. "I get off the plane in St. Petersburg with my shiny new iPhone, and within seconds I'm talking to New York."

That kind of accessibility pays off at Conboy's firm, where the boss and all his financial advisers have purchased their own smartphones.

"A lot of times, clients who are reviewing important financial decisions for themselves are doing that even on the weekends," Conboy says. "If our clients are going to get the kind of service that helps us stand out from our competitors, we want to be generally available to them."

No longer does an adviser need to be at the office to meet a client's needs.

"All the client data and market data—everything that I have on my desktop—I can access anywhere I can get an internet connection," Conboy says.

Smartphones have also made their mark at local law firms.

"One-hundred percent of our lawyers make use of their smartphones, I would say, every day as part of their work life," says Craig Wittlin, managing partner at Harter Secrest & Emery LLP.

The devices allow the firm's clients to have the kind of voice or digital access to their attorneys that was once impossible.

"It's improved the client experience," Wittlin says. "Clients want communication from their lawyers, and want their lawyers to be readily accessible."

Smartphones also allow Harter Secrest's attorneys, who have clients around the country, to access the firm's computer system, and the files and other materials they need on their cases, on the road from anyplace that has internet access. The lawyers purchase their own phones and the firm reimburses them for their costs.



Photo by Kate Melton

**"One-hundred percent of our lawyers make use of their smartphones, I would say, every day as part of their work life," says Craig Wittlin, managing partner at Harter Secrest & Emery LLP.**

"People are using their smartphones for anything they might otherwise do while sitting at a computer," Wittlin explains. "We have people who very effectively do legal research on their smartphone."

They can even use the devices to document their legal cases. At one time, attorneys dictated their legal arguments or other statements into tape recorders, and then gave the tape or cassette to an assistant to be transcribed. Now they can either type their statements into their smartphones via keyboards that are hooked to the devices or dictate them directly into their phones. Once the smartphone's transcription program has translated a statement into print, the attorney can revise it and send the finished copy off to all concerned.

Over at Clark Patterson Lee, those in communications and marketing can use their smartphones to monitor and respond to situations—sometimes in real time.

"The mobility in our mobile phones has allowed us to keep tabs on our cli-

ents, our competition, local political affairs and everything in between," says Vince Press, the architectural firm's communications director.

That can be particularly useful for getting the word out about CPL's projects. Last May, when Rochester Regional Health broke ground on the Sands-Constellation Center for Critical Care, Press was in the front row with his Samsung Galaxy S8-Plus—CPL is the project's architect of record. While the event was being livestreamed, a drone flew overhead, taking photos of the proceedings.

"Our drone operator was able to take some shots that nobody else had and email them to me in real time," Press says. "I was able to post them on our Twitter feed and other social channels. It was a great promotional tool."

CPL also created a virtual model of the Sands-Constellation project that can be viewed on Smartphones.

"We did a fly-through, if you will, to show people what it's going to be like when it's built," Press says.

For greater immersion in such projects, a viewer can put on a set of virtual reality goggles that connect to a smartphone.

"They can stand in a space that doesn't exist yet, and see what our design plans are," Press says. "We have used it in several interviews in several states to help us win work."

Videos formatted for smartphones are also used to market CPL to another group—the young professionals whom the firm hopes to lure to its offices as new employees.

About a year ago, CPL formed the Creative Labs Group in order to help it develop and make use of such technologies.

"The members of the internal group range from our graphic designer to our 3D design specialist to CAD (computer assisted design) specialists to architects and engineers," Press says. "It's a really dynamic group that helps us be a leader in the industry."

*Mike Costanza is a Rochester-area freelance writer.*

**ARTIFICIAL INTELLIGENCE**

Continued from page 12

AI-type technology, which is analyzing historical data around legal decisions," D4's Rubens says. "And by plugging in the information about the types of cases and the verdicts, they are using that information to try and predict the outcome of cases."

IBM's Watson will also be used in the 2020 census, Vigorito said.

"They are going to use Watson to have a smoother, more accurate experience," he says. "They are going to predict when people are home, so it will have cognitive intelligence. It will have advanced analytics, so it will be able to go through unstructured data. It will have 80 percent more accuracy than the prior census did."

The next decade could bring about major changes in how things are done. There will be more information for consumers to use to make decisions than ever before, Vigorito said.

"What if I could tell ahead of time that there was a 98 percent chance that the plane that I was about to get on was going to crash?" he says. "What I really think we're going to see in the future is these systems are actually going to direct human behavior in some way."

"We will live in a world of probabilities and ratios. Imagine you're a startup and you plug a whole group of information about your startup and it tells you what your odds are of making it beyond two years," he adds.

The legal field is one that needs some help distilling data down to practical use. There will always be more information than lawyers can refer to on their own.

"In litigation there could be millions and millions of documents, and it's just overwhelming for people to grasp that because the fact is there are probably a dozen key documents," Rubens says. "You still have to do something with those millions to find the needle in the haystack. I think we are getting into more complex questions that are being asked."

There are downsides to using AI, which are complex and still being explored.

In the case of autonomous cars, for instance, death is a possibility if the computer is hacked or if unforeseen circumstances arise. There are also regu-

**NET NEUTRALITY**

Continued from page 14

the regulations.

A May episode of HBO's *Last Week Tonight* with John Oliver, in which the cable talk-show host blasted the rollback of the rules, also has deepened public awareness of net neutrality. During the episode, Oliver announced that his show had purchased the domain [gofccyourself.com](http://gofccyourself.com) in order to create a shortcut for the public to submit comments about the issue to the FCC's website.

What will happen next in the debate about internet freedom is anyone's guess.

"I do think it's possible that we're going to see variations, at least, in speed for bigger corporations, in terms of the access," Sarachan says. "And whether that is negated by people simply paying for a higher speed remains to be seen, but I think it's going to make it more complicated and, in a way, less affordable for the consumer."

*Sheila Livadas is a Rochester-area freelance writer.*

latory concerns, plus the large expense for research and development in this field and issues of privacy to be worked through.

"I think part of the problem is it extends the chasm between the haves and the have-nots," Vigorito says. "So for the small or mid-sized business that can't necessarily le-

verage all of the benefits of these tools, you may get further left behind in the marketplace. I think that's one dilemma—can everybody afford to keep up with the pace of change?"

Hacking is a major concern, RIT's Reinicke said.

"AI is not a purely beneficial technology. If you take the example of the smart home, there are concerns about hacking," he says. "The simple fact is

you're only as secure as your most vulnerable link.

"It's one thing for me to say to Siri, 'Hey, schedule a meeting for this time'—that's not going to kill me! But when you start talking about autonomous vehicles, you do start to talk about the risk of death and

that's where people get squirmily, understandably."

The issue of regulation is another concern. Since computers simply do what they are told, they could be programmed to operate outside of the legal realm.

"AIs are effectively black boxes; they don't actually think," Reinicke says. "AI can't think. It mimics thought, and it will do exactly what it's told. If you tell it to do something illegal or un-

ethical, the AI is not going to have any qualms about that."

Adds Rubens: "I think there are some valid concerns around letting computers make all the decisions. If I needed a lawyer and I was going to court, I don't think I'd want to put my life in the hands of a computer, but I also want that attorney to have the best information available."

The fact is, AI is the future, area experts say.

"I think for the Rochester business community it's the same lesson for the wider business community: The technology is there and it's advancing every day," Reinicke says. "The question becomes how can I use that in my business. If you're thinking it's not going to impact your industry, you might want to think again. You can't just ignore it."

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PAGE 18

## WEEKEND

## BESTBETS

**1** A Night with Frank, Ella & Beyond comes to the Downstairs Cabaret Theatre on Sunday, Aug. 27.



Percussionist Dave Man-cini returns to the DCT with vocalist Erin Boheme. Produced by Michael Buble, Boheme has performed at major venues, including this year's Presidential Inauguration Ball. [downstairscabaret.org](http://downstairscabaret.org)

**2** Arleen Thaler explores the downsides of plastic in Flower City Arts Center's "Plastics: Our Weakness" exhibit. With poignant photographs of plastic in different forms, Thaler recognizes how plastic pervades society. The exhibit is on display through Sept. 2. [rochesterarts.org](http://rochesterarts.org)

**3** The Food Truck Rodeo returns to the Public Market on Aug. 30 with music from local band Significant Other. With a hoard of food trucks from local vendors, foodies won't want to miss this event. [cityofrochester.gov](http://cityofrochester.gov)

**4** The Rochester Contemporary Art Center's new exhibit, "Under Pressure: Redefining the Multiple," debuts on Sept. 1 and will be on display until Sept. 24. The exhibit will feature works from local artist Nick Ruth, as well as other artists throughout the country. [rochestercontemporary.org](http://rochestercontemporary.org)

**5** Vicki Schmitt guides visitors through "The Push for Equality in 19th Century America" in Mount Hope Cemetery on Aug. 26 at 11 a.m. The tour will feature stories of people who were dedicated to women's rights and ending slavery. [fomh.org](http://fomh.org)



## SUNFLOWER SPECTACULAR

Over 85,000 sunflower seeds were planted at Wickham Farms this spring, and they are now in full bloom. Sunflower Spectacular contributes to sustainable farming practices and helps Wickham Farms keep its soil healthy. As part of the Spread the Sunshine initiative, the farm will donate sunflowers to Golisano's Children's Hospital. Visitors are welcome to come and pick from 15 different types of sunflowers from 11 a.m. to 4 p.m. on Saturday and Sunday Aug. 26 and 27 and Saturday and Sunday Sept. 2 and 3.

## HISTORIC LOCAL TAVERN RESURRECTED

The oldest house in Monroe County will be open to the public one evening next week.

The Stone-Tolan House will be open for the **Tavern Takeover**, hosted by the Landmark Society of Western New York's Young Preservationists and Emerging Rochester Architects.

According to Caitlin Meives, Landmark Society preservation planner, the historic house was built in the late 18th and early 19th centuries as a farmstead. Located in Brighton, Orringh Stone and Elizabeth Stone made it their home and their workplace. It also served as a tavern and a shelter for travelers.

Visitors will be able to see the tavern room, the kitchen, the parlor-bedroom, the kitchen gardens, the privy and more.

Tavern Takeover will be from 6:30 to 9 p.m. on Aug. 30. [landmarksociety.org](http://landmarksociety.org)



## ROLE REVERSALS IN TWELFTH NIGHT

Blackfriars Theatre will have women under the spotlight in an all-female version of Shakespeare's "Twelfth Night."

In the play, Viola is shipwrecked on an unfamiliar shore and worries that her twin brother is dead. To figure out what has happened to him, she poses as a man to get a job with Duke Orsino and ends up tangled in a silly love triangle. Viola weaves through tricky situations involving magic and chaos in this classic Shakespearean rom-com.

Blackfriar's upcoming season will highlight female artists, and, since Shakespeare's era featured all-male casts, "it seems only right to see the women play all the roles now," said Alexa Scott-Flaherty, director of this production of "Twelfth Night."

The show runs from Sept. 1 to 24 at Blackfriars Theatre. [blackfriars.org](http://blackfriars.org)

## ARTS & CULTURE

The George Eastman Museum is featuring Eugene Richards' photography in "The Run-On Time" exhibit.

Richards' reflective exhibition centers on struggles in American



society and the suffering of the poor. The exhibit explores birth, family, mortality, economic inequity and the impact of war on humans.

Richards is a photographer, filmmaker and writer. He joined Volunteers in Service to America in 1968 to fight in the war on poverty, and he often explores this theme in his photography. In addition to his photographs, Richards directed the short film "Cocaine True, Cocaine Blue," the first in a series of seven films.

As for Richards' literary side, he has published 17 books. He documents urban and rural poverty in his book "Below the Line: Living Poor in America." Richards received special recognition for the book, including an Infinity Award from the International Center of Photography.

The Eastman website refers to Richards' photography as "unflinching yet poetic, his photographs deeply rooted in the texture of lived experience." Poverty in America is frequently overlooked, but Richards is able to bring attention to a sensitive topic with his poignant photographs.

Don't miss a prolific look at human life, on display through Oct. 22. [eastman.org](http://eastman.org)

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# Effectiveness of search engine advertising receives too much credit

I am a digital marketer. I have been certified by Google for both their AdWords and their Analytics products. Not only do I do digital marketing, I love it! I don't just drink the Kool-Aid, I make it at home and bring extra just in case.

That's why it pains me to stare directly into the camera, exposing the fourth wall to the entire audience. Let me apologize in advance to my colleagues in the digital marketing industry; this article might make you think about adjusting your sales pitch.

The truth is, search engine advertising receives way too much credit. It's just not as effective as your digital advertising team (or intern) says it is. As business owners and marketing professionals, we want to believe it's working as well as it appears to be. "Finally," we think, "an advertising tactic that's measurable and provides positive ROI!"

Consumers have been trained to use Google as their starting line on the web. Even when they know a company's domain name they prefer to perform a search for the company name (or even search the URL itself) using one of the major search engines. When they get to the site and fill out the online form, call the company's phone number, or make a purchase, that last click from the search engine often gets the credit.

That isn't to say search engine marketing isn't effective. Advertising to



## DIGITAL MARKETING

Karl Heberger

the exact right consumer, at the exact right time, and in the exact right place is certainly a winning formula. Recent changes to the layout of the search engine results page have made paid ads even more effective. In their recent earnings report, Google showed a 52 percent increase in paid clicks in Q2 2017 year over year.

The problem with giving Google or Bing 100 percent of the credit for a lead or sale—what's commonly referred to as "last-click attribution"—is that it doesn't consider the other influencing factors that led to that specific search. A recent survey conducted by Millward Brown Digital found that 74 percent of U.S. consumers will frequently access a second screen device while watching live primetime TV.

The same survey found that 37 percent of respondents search the internet during commercials while 28 percent will shop online while commercials are on. A savvy marketer might run a television commercial that builds aware-

ness and triggers a search, a PPC ad that reinforces the message and provides an incentive to click, and finally a cohesive and compelling landing page that converts the prospect to a customer or lead.

This is just one simplified example of why it's crucial to have an integrated marketing strategy that's able to reach and engage the target audience at each phase of the purchase funnel. Marketers who find success with their search engine marketing efforts are often tempted to shift funds into "what's working"—only to find that these dollars produce a diminishing rate of return.

Overestimating search engine marketing's results is most prominent when the people responsible for various marketing initiatives work in silos. It's easy for digital specialists to show why dollars spent in traditional media and other marketing channels should be shifted in the absence of hard data. While tempting, that strategy completely ignores the importance of the multiple touch points that are often needed for successful marketing initiatives.

While multi-source attribution (assigning credit to each touch point) is still in its infancy, there is a strong push to develop smarter ways to assign value to each marketing tactic that contributes to a desired action. Even a basic Google Analytics setup provides assisted conversion, conversion path and time lag

conversion reports. These can clarify how various marketing efforts are currently contributing to your marketing success.

Another opportunity is to track paid search performance over time and measure results while other marketing initiatives are employed. I recently reviewed results with a client who ran a local spot during the Super Bowl. We found that the paid search campaign achieved a 23 percent increase in click-through rate in February compared to January. This is likely a direct result of people seeing the TV spot and searching for related terms. Even when advertising isn't the motivator to search, people using search engines are more likely to click on a result with a brand and message that is familiar.

The most successful marketing plans use a holistic and integrated approach. When paid search is used in conjunction with other marketing tactics, the paid search results will increase. If you analyze the results in a vacuum, they will be inflated. This is something I find is rarely discussed in the digital circles.

It's important for us digital marketers to understand how digital fits into the larger picture. Especially if it's a picture of Kool-Aid.

*Karl Heberger is chief strategy officer at Mason Digital, a full-service digital marketing firm. He can be reached at karl@masondigital.com.*

# Millennials put a premium on trustworthiness within the office



## GREAT WORKPLACES

Lauren Dixon

might cut them loose at any time and that promised raises, promotions and development opportunities will never materialize.

So while millennials may come across as lazy or demanding, perhaps they really are just *practical* and realistic. Each time they jump jobs, they do so by choice and plan. They gain the cachet of having greater experience and value for their next employer and can command greater pay, benefits and respect. And they call the shots.

With this new perspective on millennials, you may be more interested in recruiting them to your team. Again, the question is: How? Here's the answer.

To attract millennials—and keep them—you need to have a clear, identifiable company culture and image that reflect qualities that resonate with millennials, specifically characteristics like being reliable, honest, pioneering, bold, innovative, philanthropic, community-oriented and trustworthy.

I intentionally put trustworthy last, so you'll remember it first. More than anything, a trusting environment creates the foundation of culture that breeds longevity in the workplace.

### Trust is attractive and sticky

Everyone wants to work in a trusting environment, and millennials even more than average: 85 percent of millennials employed at companies on Great

Place to Work's 2017 Best Workplaces for Millennials list—all companies that earn high scores for trust—plan to stick around at their workplace for the long haul. And that's much higher than the national average.

Here are some tips from the online employment firm Monster for building trust in the workplace:

Treat everyone equally, regardless of their work experience, background or position in the company. Invite ideas and suggestions from everyone.

Follow through and be generous with development opportunities, raises, promotions and tangible recognition of success. Invest in your people.

Be honest, of course, and that includes sharing almost all information, rather than withholding painful truths. But also...

Be respectful and use common sense about what to share. Don't share employee, company, vendor or competitor personal or proprietary information. And don't be honest to the point of creating distrust by hurting people or businesses. At the same time...

Minimize secrets. They spark distrust.

Model and expect integrity by being truthful in your actions as well as your words: Don't fudge numbers on expense reports and taxes, pilfer office supplies or pad time sheets.

Focus on solutions rather than problems and blame.

Lower your guard, remain open and don't be defensive when criticized. Listen, welcome and act on constructive criticism you receive.

### Communication is connection

In addition to seeking out work environments they can trust, millennials crave frequent two-way feedback to validate their work and ideas, as well

as to reassure them that their thinking is included in decisions by leaders.

So look for opportunities to engage and connect personally. Insist that even C-suite executives spend time with all employees. Be curious about what employees have to say and who they are as people, not just as staff members. By taking the time to get to know them individually, you show you appreciate what makes each employee different and how those differences make your company stronger.

At Dixon Schwabl, our CEO and president (full disclosure: That's me and Mike Schwabl) take two or three team members out to breakfast or lunch every week to talk about anything and everything under the sun—and then, specifically, to learn how we can help them shine, fulfill their aspirations, and feel they are making meaningful contributions at work and in the community. We rotate through the agency until we've dined with everyone, and then start over again.

Because ultimately, when you communicate effectively with all team members, you show you value their smarts, individuality, talents and contributions. And that goes a long way toward encouraging them to stay with your company.

According to Great Place to Work, a company's ability to manage change, act nimbly and be innovative is eight times greater when they pay attention to and treat millennials as people and not just cogs in a machine. And part of that means understanding and accepting differences without expecting blind allegiance and conformity.

To help you communicate with millennials, remember that they respond

## LOCAL STOCK PERFORMANCE

	CLOSING PRICE 08-21-17	CLOSING PRICE 08-14-17	NET CHANGE IN PERIOD	PERCENT CHANGE IN PERIOD	P/E RATIO	EARNINGS PER SHARE <sup>1</sup>	ANNUAL DIVIDEND RATE <sup>2</sup>	52-WEEK HIGH	52-WEEK LOW
AT&T Inc. (NY-T)	37.58	38.50	-0.92	-2.39	18.40	2.05	1.94	43.03	35.81
Avangrid Inc. (NY-AGR)	47.37	46.83	0.54	1.15	21.74	2.18	1.73	47.46	35.42
Bank of America Corp. (NY-BAC)	23.38	24.42	-1.04	-4.26	14.64	1.63	0.28	25.80	14.81
Berry Global Group (NY-BERY)	56.86	58.25	-1.39	-2.39	24.63	2.31	NONE	58.95	42.46
Bon-Ton Stores Inc. (NAS-BONT)	0.64	0.64	0.00	0.00	LOSS	-4.15	NONE	1.98	0.31
CVS Caremark Corp. (NY-CVS)	77.64	79.30	-1.66	-2.09	16.21	4.80	1.77	98.44	69.30
The Carlyle Group LP (NAS-CG)	20.65	21.40	-0.75	-3.50	96.98	0.22	1.55	22.13	14.35
Charter Communications Inc. (NAS-CHTR)	396.45	401.08	-4.63	-1.15	26.89	14.72	NONE	408.83	241.50
Citigroup Inc. (NY-C)	65.95	67.89	-1.94	-2.86	13.41	4.96	0.53	69.86	45.16
Citizens Financial Group Inc. (NY-CFG)	32.70	34.22	-1.52	-4.44	15.24	2.17	0.50	39.75	23.37
Conduent Inc. (NY-CNDT) <sup>3</sup>	16.64	17.00	-0.36	-2.12	LOSS	-4.77	NONE	18.15	13.10
Constellation Brands Inc. Class A (NY-STZ)	198.12	197.19	0.93	0.47	24.68	7.97	1.72	199.89	144.00
Constellation Brands Inc. Class B (NY-STZB)	197.27	195.00	2.27	1.16	26.35	7.32	1.72	199.16	147.95
The Cooper Cos. Inc. (NY-COO)	247.70	243.28	4.42	1.82	37.33	6.67	0.06	256.39	158.73
Corning Inc. (NY-GLW)	28.19	29.41	-1.22	-4.15	7.54	3.77	0.58	32.17	22.14
CurAegis Technologies Inc. (OTC-CRGS)	0.69	0.69	0.00	0.00	LOSS	-0.11	NONE	1.91	0.32
Delphi Automotive PLC (NY-DLPH)	92.91	93.49	-0.58	-0.62	21.85	4.29	1.16	94.63	60.50
Document Security Systems Inc. (AMEX-DSS)	0.68	0.65	0.03	5.17	LOSS	-0.04	NONE	1.64	0.42
Dr Pepper Snapple Group Inc. (NY-DPS)	91.40	91.29	0.11	0.12	20.13	4.54	2.22	99.47	81.05
Eastman Kodak Co. (NYS-KODK)	7.35	7.75	-0.40	-5.16	9.66	0.76	NONE	17.30	6.65
EnPro Industries Inc. (NY-NPO)	69.13	72.02	-2.89	-4.01	114.33	0.61	0.85	77.65	52.00
Exelon Corp. (NY-EXC)	37.96	37.60	0.36	0.96	18.11	2.10	1.28	38.78	29.82
Exxon Mobil Corp. (NY-XOM)	76.38	78.23	-1.85	-2.36	32.24	2.40	3.00	93.22	76.05
FSB Bancorp Inc. (NAS-FSBC)	15.25	15.39	-0.14	-0.91	LOSS	-0.08	NONE	15.40	15.00
Financial Institutions Inc. (NAS-FISI)	26.95	27.40	-0.45	-1.64	12.76	2.12	0.82	35.40	25.98
Fortive Corporation (NY-FTV)	65.42	66.25	-0.83	-1.25	25.80	2.55	0.28	67.48	46.81
Frontier Communication Corp. (NAS-FTR) <sup>4</sup>	12.72	15.27	-2.55	-16.70	LOSS	-6.17	6.30	72.00	12.65
Gannett Co. Inc. (NY-GCI)	8.15	8.44	-0.29	-3.44	91.48	0.09	0.64	12.39	7.30
Genesee & Wyoming Inc. (NY-GWR)	65.28	66.90	-1.62	-2.42	28.08	2.36	NONE	80.73	61.44
Graham Corp. (NY-GHM)	19.07	19.58	-0.51	-2.60	37.21	0.52	0.36	25.00	17.19
HSBC Holdings PLC (NY-HSBC)	47.32	48.17	-0.85	-1.76	351.85	0.14	2.55	50.86	35.68
Harris Corp. (NY-HRS)	118.56	119.84	-1.28	-1.07	25.68	4.65	2.09	121.27	88.89
IEC Electronics Corp. (AMEX-IEC)	4.29	4.15	0.14	3.37	139.35	0.03	NONE	5.17	3.21
ITT Corp. (NY-ITT)	39.05	40.57	-1.52	-3.75	18.18	2.17	0.50	44.00	32.46
International Business Machines Corp. (NY-IBM)	140.33	142.32	-1.99	-1.40	11.59	12.16	5.70	182.79	139.13
J.C. Penney Co. Inc. (NY-JCP)	3.57	3.77	-0.20	-5.31	LOSS	-0.36	NONE	10.74	3.45
JPMorgan Chase & Co. (NY-JPM)	90.63	92.49	-1.86	-2.01	14.07	6.50	1.94	95.22	65.11
KeyCorp. (NY-KEY)	17.41	17.91	-0.50	-2.79	20.41	0.86	0.34	19.53	11.89
Kohl's Corp. (NY-KSS)	37.34	38.69	-1.35	-3.49	10.92	3.45	2.05	59.67	35.16
Kraft Heinz Co. (NAS-KHC)	84.55	87.02	-2.47	-2.84	30.20	2.81	2.38	97.77	79.69
Level 3 Communications Inc. (NAS-LVLT)	52.75	56.63	-3.88	-6.85	29.81	1.77	NONE	56.74	51.62
M&T Bank Corp. (NY-MTB)	152.49	159.09	-6.60	-4.15	18.77	8.17	2.85	173.72	112.25
Macy's Inc. (NY-M)	19.53	20.35	-0.82	-4.03	10.84	1.85	1.51	45.41	19.32
Manning & Napier (NY-MN)	3.05	3.75	-0.70	-18.67	5.44	0.59	0.64	8.15	3.00
MetLife Inc. (NY-MET)	46.68	47.58	-0.90	-1.89	LOSS	-0.62	1.60	51.77	36.08
Monro Muffler Brake Inc. (NAS-MNRO)	45.10	46.85	-1.75	-3.74	24.68	1.85	0.68	62.07	39.65
New Media Investment Group Inc. (NY-NEWM)	13.48	13.70	-0.22	-1.61	28.29	0.49	1.38	17.19	11.87
Parker Hannifin Corp. (NY-PH)	155.15	158.26	-3.11	-1.97	22.91	6.86	2.55	167.50	118.77
Paychex Inc. (NAS-PAYX)	55.77	54.92	0.85	1.55	24.95	2.25	1.84	63.03	52.78
SPX Flow Inc. (NY-FLOW)	31.46	33.70	-2.24	-6.65	LOSS	-8.64	NONE	40.66	22.34
Sears Holding Corp. (NAS-SHLD)	8.55	8.61	-0.06	-0.70	LOSS	-14.08	NONE	16.45	5.50
Seneca Foods Corp. Class A (NAS-SENEA)	28.75	29.50	-0.75	-2.54	22.56	1.27	NONE	42.65	27.03
Seneca Foods Corp. Class B (NAS-SENEB)	29.80	29.35	0.45	1.53	23.11	1.27	NONE	46.00	29.30
Shiseido Co. Ltd. (OTC-SSDOY)	41.81	41.15	0.66	1.60	100.00	0.42	9.87	42.21	24.23
Stantec Inc. (NY-STN)	26.55	26.70	-0.15	-0.56	92.53	0.29	NONE	28.05	21.50
Staples Inc. (NAS-SPLS)	10.19	10.21	-0.02	-0.20	LOSS	-3.62	0.48	10.25	7.24
Stewart Information Services Corp. (NY-STC)	36.41	37.80	-1.39	-3.68	14.59	2.49	1.20	48.17	36.25
Synnex Corp. (NY-SNX)	113.80	117.93	-4.13	-3.50	16.52	6.97	0.95	131.35	100.06
Target Corp. (NY-TGT)	56.56	55.79	0.77	1.38	11.60	4.88	2.36	79.33	48.56
Thermo Fisher Scientific Inc. (NY-TMO)	174.01	174.03	-0.02	-0.01	31.99	5.48	0.60	182.87	139.07
Thomson Reuters Corp. (NY-TRI)	45.81	46.20	-0.39	-0.84	10.83	4.23	NONE	48.57	39.23
Tompkins Financial Corp. (AMEX-TMP)	74.08	77.48	-3.40	-4.39	18.75	4.00	1.78	96.70	70.96
Transcat Inc. (NAS-TRNS)	12.75	13.05	-0.30	-2.30	19.92	0.64	NONE	14.05	10.00
Ultralife Corp. (NAS-ULBI)	6.50	6.75	-0.25	-3.70	20.60	0.32	NONE	7.65	3.76
United Technologies Corp. (NY-UTX)	115.28	117.15	-1.87	-1.60	17.96	6.42	2.64	124.79	97.62
Valeant Pharmaceuticals International Inc. (NY-VRX)	14.14	13.77	0.37	2.69	LOSS	-4.05	NONE	32.74	8.31
Verizon Communications Inc. (NY-VZ)	48.14	48.78	-0.64	-1.31	16.04	2.99	2.30	54.83	42.80
Vuzix (NAS-VUZI)	5.95	6.00	-0.05	-0.83	LOSS	-1.20	NONE	9.80	5.00
Wal-Mart Stores Inc. (NY-WMT)	79.71	80.70	-0.99	-1.23	18.17	4.40	2.01	81.99	65.28
Windstream Holdings Inc. (NAS-WIN)	1.91	2.14	-0.23	-10.75	LOSS	-2.59	0.60	10.46	1.87
Xerox Corp. (NY-XRX)	31.23	32.13	-0.90	-2.80	LOSS	-2.04	1.18	32.99	22.90

<sup>1</sup>Earnings per share are for the company's most recent four quarters.

<sup>2</sup>Annual dividend rates are annual disbursements based on the last monthly, quarterly, semiannual or annual declaration.

<sup>3</sup>Shares of Conduent began trading on Jan. 3, 2017, following its spinoff from Xerox Corp.

<sup>4</sup>Frontier Communications completed a 1 for 15 reverse stock split on July 10.

## PORTFOLIO

A weekly report compiled from the proxy statement and annual report of a publicly held company with local headquarters or a major division in the area



## Knowledge-based industries' hiring outpaces all others

By GARY KEITH

The July jobs report was another sobering reminder of the challenges facing the Rochester economy.

Relative to year-ago levels, private sector employment declined by 1,400 or 0.3 percent—reversing the 1,300 gain recorded in June. On a year-over-year basis, the region's private sector job count has fallen in six of the seven months of 2017.

While caution should always be used

The first, broadly arranged under the so-called "Tech-Knowledge" umbrella, consists of the health care, education, professional, scientific and technical services, information and high-tech manufacturing industries—rapidly evolving sectors that rely on a significant percentage of employees with specialized skills and training.

The second group is the aggregate of all other private sector industries.

This rough sectorial sorting reveals a deeply bifurcated labor market—one with solid hiring gains in knowledge-based industries offset by relative stagnation in all other sectors.

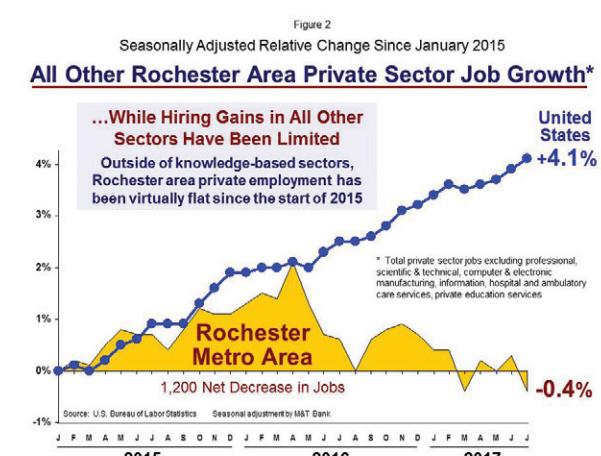
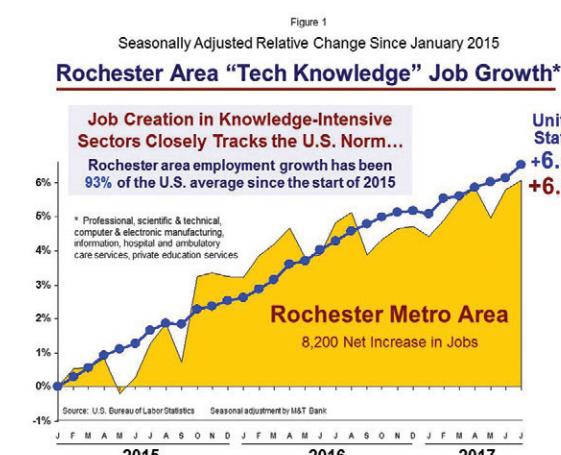
For example, adjusted for seasonal variation, employment in Rochester area "Tech-Knowledge" industries has increased by 8,200 or 6.1 percent since the start of 2015—a pace approximating the 6.5 percent national average gain over this period (Figure 1).

Conversely, employment in sectors outside the "Tech-Knowledge" grouping has been relatively flat and actually declined by 1,200 jobs in July—in sharp contrast to the 4.1 percent national average gain (Figure 2).

The key take away from this calculus is that local labor market growth is increasingly driven by hiring at "Tech-Knowledge" organizations. These sectors—which represent about one of every three Rochester area jobs—present significant opportunity for future expansion and hiring activity.

However, the challenge of stimulating hiring growth in other sectors remains daunting for economic policymakers.

*Gary Keith is vice president and regional economist at M&T Bank Corp.*



in tracking "real time" employment ups and downs, the 2017 directional pattern is disappointing.

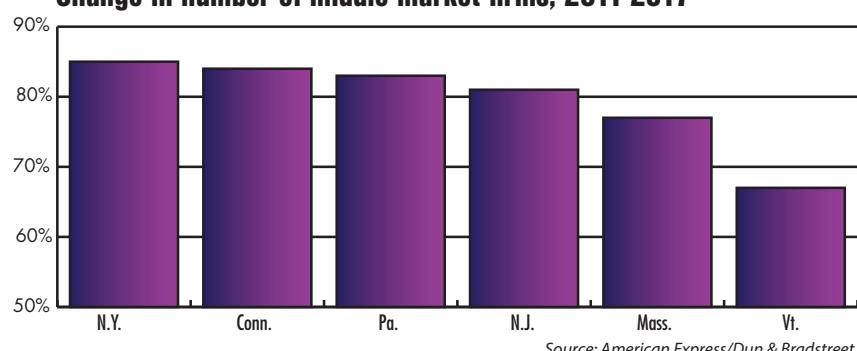
Greater insight into the current labor market outlook can be obtained by categorizing employment into two specific clusters.

### SPOTLIGHT

#### New York prominent for middle-market companies

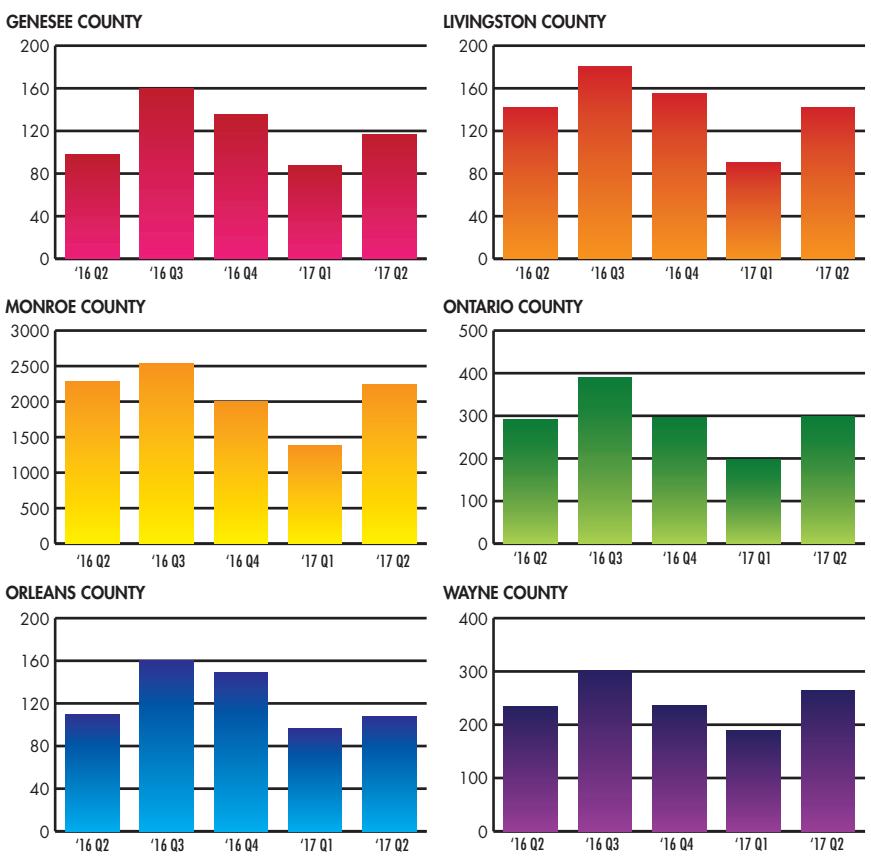
The number of New York middle-market companies—those with \$10 million to \$1 billion in annual revenue—increased by more than 85 percent over the past six years, according to the annual Middle Market Power Index released jointly by American Express and Dun & Bradstreet on Aug. 10. The increase surpassed the national figure of 83.9 percent, and was 15th-highest among U.S. states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands. Although they comprise less than one percent of all commercially active U.S. businesses, middle market companies accounted for more than half of all U.S. jobs created since 2011 and currently account for more than a quarter of the nation's total business revenue, according to the report.

#### Change in number of middle market firms, 2011-2017



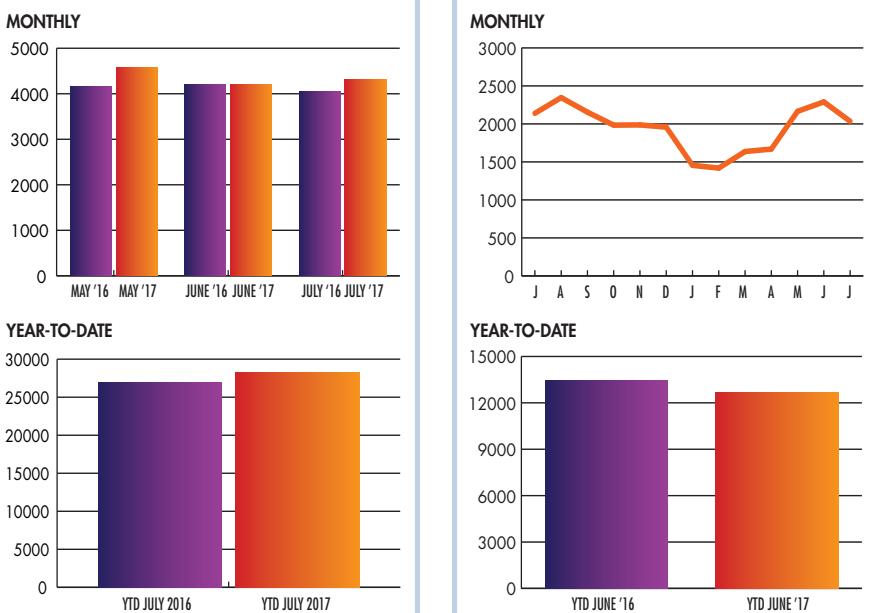
### HOME SALES

(single family home closings)



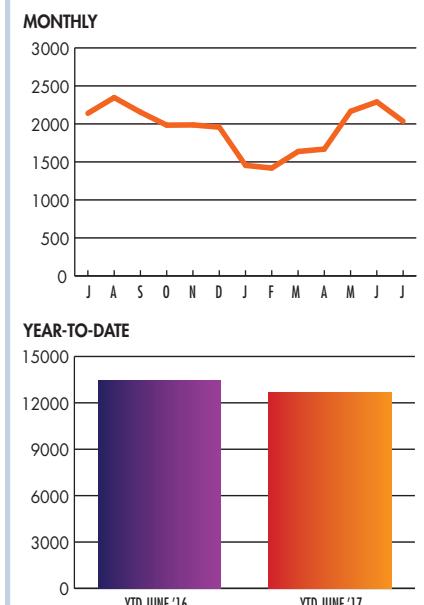
### AUTOMOTIVE SALES

(new vehicles registered in Monroe County)



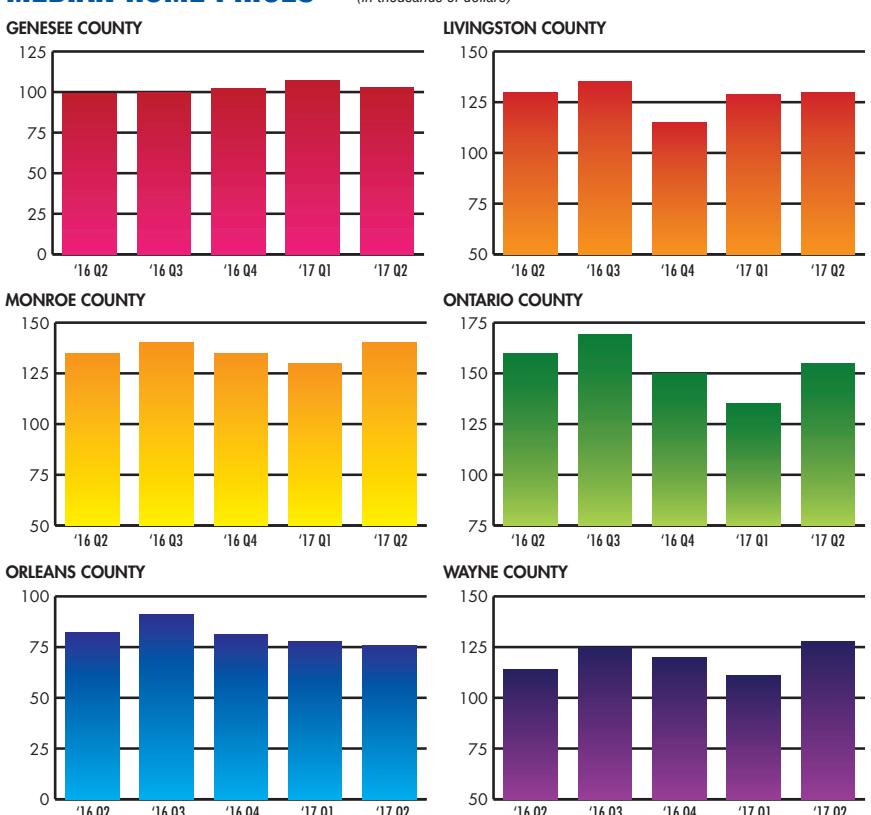
### MORTGAGE FILINGS

(no. of filings, Monroe County)



### MEDIAN HOME PRICES

(in thousands of dollars)



# seen

## Rochester Young Professionals

**July 18:** The Rochester Young Professionals held a social at Midtown Athletic Club with more than 100 people attending. The National Center for Missing and Exploited Children was highlighted at the event.



Brittany Weeks and Alicia Crowder



From left, Maryellen Dance, Saul Antonio Maneiro, and Steve Glickman



From left, KiKi Gelke, Maggie Gelke, Caitlin Olfano and Kim Olfano

Photos by Ben Ferro



From left, J.D. Ayer, Duncan Ayer, Anthony Delvecchio and J. Daniel Ayer



From left, Tony Adams, Wende Knapp, Carey Ann Denefrio and Ron Axelrod

## Catholic Charities Community Services

**July 24:** Catholic Charities Community Services' Annual Celebrity Golf Tournament was held at the Country Club of Rochester with 132 golfers participating. The \$56,000 raised will go toward unfunded programs for those with significant health challenges.



From left, Dave Kelly, Ray Isaac, Roosevelt Bouie, Tim Mason and Andrew Carpentier

Interested in submitting photos featuring people at your nonprofit events?

Please email Bill Alden at [balden@bridgetowermedia.com](mailto:balden@bridgetowermedia.com) or call (585) 653-4016 for guidelines on submitting event photos and details.



The Rochester Business Journal accepts high-resolution color, digital photos with press releases three to four weeks before publication date. Send digital submissions to [nsheldon@bridgetowermedia.com](mailto:nsheldon@bridgetowermedia.com).



Shields



Murphy



Elgohary



Checho

**Hunt Engineers, Architects, Land Surveyors and Landscape Architect DPC** announces the following hires to the engineering department: **John Shields**; **Ali Mohamed Dhvanikumar Shah** and **Andrew Murphy**. The following people have been hired for the architecture and interior departments: **Alan Guidera**, **Mohamed Elgohary**, **Christine Checho** and **Emily Vollo**.



Vollo

**Wright Beverage Distributing** announces that **Bill Lutomski** has been promoted to Diageo on-premise specialist for Monroe, GLOW and Buffalo territories.



Lutomski

**Greater Rochester Orthopaedics P.C.** announces the hiring of **Michael Yip** as an orthopedic surgeon with a fellowship in shoulder and elbow diseases and disorders.



Yip

**Finger Lakes Visitors Connection** announces that **Christen Smith** has joined the company as director of marketing and communications.



Smith

**Royal Oak Reality Trust** announces that **R. Stan Holland** has been hired as managing director of business development and portfolio management.



Holland

**QCI Asset Management Inc.** announces that **Mary Smith** has been hired as a client services administrator.



Smith

**Tompkins Bank of Castile** announces the hiring of **Jessica McAlister** as the Churchville branch's assistant manager.



McAlister

**LeChase Construction Services LLC** announces that **Jill Visca** has been hired as an operations support specialist.



Visca

**Canandaigua National Bank & Trust** announces the following promotions: **Barb Karley** to vice president; **Michele Hill** to community office manager for the Mendon office; **Iva Doser** to assistant vice president and community office manager for the Brighton office; **Salvia Hanna** to community office manager of the Alexander Park office; **Cristi Alvarado**

to community office manager for the Greece Latta office and **Amy Flaitz** to community office manager for the Manchester-Shortsville branch.



Gurpersaud



Odell



Glen



Josselyn



Masri

## CALENDAR

The Rochester Business Journal welcomes press releases. Notices of business calendar events should be submitted **three weeks** before the event to ensure timely publication. Send digital submissions to [nsheldon@bridgetowermedia.com](mailto:nsheldon@bridgetowermedia.com).

### FRIDAY, AUG. 25

**The Referral Team Chapter of Business Network International Meeting**—Free—7:15 a.m.—Hicks & McCarthy, 23 S. Main St., Pittsford—Also offered Sept. 1—Call Terry Kelley at 760-8870 for additional information.

### MONDAY, AUG. 28

**The August Group Orientation Session**—Free—9—9:30 a.m.—Empire State College, 680 Westfall Road—Also offered Sept. 11—Call Tracey Aiello at 259-0610 for additional information.

**RochesterWorks Job Networking Meeting**—Free—9—11 a.m. and 1—3 p.m.—255 N. Goodman St.—Also offered Aug. 30, Sept. 4 and 6—Call 258-3500 for additional information.

**Finger Lakes Works-Ontario Career Club**—Free—9—11 a.m.—3010 County Complex Drive, Canandaigua—Also offered Sept. 4—Call Cathy Levickas at 396-4020 for additional information.

**The August Group General Session**—Free—9:30—11 a.m.—Empire State College, 680 Westfall Road—Visitors are welcome—Also offered Aug. 31, Sept. 4 and 7—Call Tracey Aiello at 259-0610 for additional information.

**Professionally Speaking Toastmasters Meeting**—Free—5:45 p.m.—St. Ann's Community, 1500 Portland Ave.—Also offered Sept. 11—Call 204-7763 for additional information.

### TUESDAY, AUG. 29

**Mid Day Masters Chapter of Business Network International Meeting**—Free—11:30

a.m.—1 p.m.—Radisson Hotel Rochester Airport, 175 Jefferson Road, Henrietta—Also offered Sept. 5—Call Michelle Martorell at 319-2839 for additional information.

**Networking Referral Group of Rochester Meeting**—Free—7:15—8:30 a.m.—255 Woodcliff Drive, Perinton—Also offered Sept. 5—Call 248-6718 for additional information.

**Early Edition Business Professionals Networking Group Meeting**—Free—7:30 a.m.—3300 Monroe Ave., Atrium—Also offered Sept. 5—Call 943-1146 for additional information.

**Success Unlimited Chapter of Business Network International Meeting**—Free—Noon—1:30 p.m.—The Back Nine Grill, 3500 East Ave., Pittsford—Also offered Sept. 5—Call Mike Kerwin at 764-0059 for additional information.

### WEDNESDAY, AUG. 30

**Rochester Regional Veterans Business Council Meeting**—\$10—11:30 a.m.—1:15 p.m.—Shults Center, Nazareth College of Rochester, 4245 East Ave.—Also offered Sept. 27—Call 295-7854 for additional information.

**Canaltown Connections Networking Referral Group Meeting**—Free—7:30—8:30 a.m.—Browncroft Family Restaurant, 2501 Browncroft Blvd., #5—Also offered Sept. 6—Call Erin Garrett at 663-2265 for additional information.

### THURSDAY, AUG. 31

**Notable Networkers Chapter of Business Network International Meeting**—Free—7—8:30 a.m.—Knights of Columbus, 70 Barrett Drive, Webster—Visitors are welcome—Also offered Sept. 7—Call Jeff Maroney at 626-8016 for additional information.

**Greece A Team Chapter of Business Network International Meeting**—Free—7—8:30 a.m.—The Village at Unity, 1477 Long Pond Road, Greece—Visitors are welcome—Also offered Sept. 7—Call Brian Rotoli at 225-0203 for additional information.

### WEDNESDAY, SEPT. 6

**Postprandial Toastmaster Meeting**—Free—6:30—9:30 p.m.—Lilian's Restaurant & Party House, 2200 Penfield Road, Penfield—Also offered Sept. 20—Call Penne Vincent at 303-2325 for additional information.

**Canandaigua Community Toastmasters Club Meeting**—Free—4:15—5:15 p.m.—Canandaigua VA Medical Center, 400 Fort Hill Ave., Canandaigua—Also offered Sept. 20—Call Brenda Pulver at 393-7216 for additional information.

**TNT Toastmasters International Meeting**—Free—6:30—8:45 p.m.—Legacy at Willow Pond, 40 Willow Pond Way, Penfield—Visitors are welcome—Also offered Sept. 20—Call 346-0227 for additional information.

**The Business & Social Sciences Division of the Central Library of Rochester & Monroe County and the College at Brockport Small Business Development Center**—“Small Business Startup—Doing It Right!”—Free—10 a.m.—12:30 p.m.—Bausch & Lomb Public Library, 115 South Ave., Rochester—Call the library at 428-8130 to register.

**RocGrowth Candids Interview with Michael Totterman**—Free—5:30—7:30 p.m.—Downstairs Cabaret Theatre, 20 Windsor St., Rochester—Visit [rocgrowth.com](http://rocgrowth.com) for more information.

### THURSDAY, SEPT. 7

**Toastmasters in General Meeting**—Free—5:30—7:30 p.m.—Rochester General Hospital, 1425 Portland Ave., Weiner Conference Room—Also offered Sept. 21—Call Greg Taylor at 785-8600 for additional information.

**Brighton Chamber of Commerce Expert Edge Seminar**—“Seminar Supply Options”—Free for members, \$15 for non-members—8—9 a.m.—The Legacy at Clover Blossom, 100 McAuley Drive, Brighton—Register at [brightonchamber.org/event-2514012](http://brightonchamber.org/event-2514012).

### TUESDAY, SEPT. 5

**Speechcrafters Toastmasters Club Meeting**—Free—6 p.m.—Cerame's Italian Villa, 3450 Winton Place, Visitors are welcome—Also offered Sept. 19—Call Kevin Yost at 334-7179 for additional information.

## APPLICATION FOR AUTHORITY

### GENESEE COUNTY

**Mockingbird Farm Inc.**  
5978 Upper Holley Road, Byron, N.Y. 14422  
Filer: Nixon Peabody LLP

### LIVINGSTON COUNTY

**Ageiss Inc.**  
c/o Business Filings Inc., 187 Wolf Road, Suite 101, Albany, N.Y. 12205  
Filer: Accounting Office

### MONROE COUNTY

**Alternative Source Inc.**  
67 Marion St., Rochester, N.Y. 14610  
Filer: Frederick Holliday

**Church of God, A Worldwide Association, Inc.**  
133 Chestnut Hill Drive, Rochester, N.Y. 14617  
Filer: Britton Taylor

**Global Humanitarian Surround Care Mobile Wellness Initiative Inc.**  
126 Sander St., Rochester, N.Y. 14605  
Filer: Sister Marsha Allen

**Neal's World LLC**  
645 Norton St., Rochester, N.Y. 14621  
Filer: Premier Corporate Services

**Northwest International Student Exchange LLC**  
91 Snowberry Crescent, Rochester, N.Y. 14606  
Filer: Colleen Mesecher

### ONTARIO COUNTY

**Triad Retail LLC**  
c/o C T Corp. System, 111 Eighth Ave., New York, N.Y. 10011  
Filer: Justin Micke

## AWARDS AND ACHIEVEMENTS



Brosnan



Blair

**Magellan Inc.** announces that **Justin Brosnan** was named "Listing Agent of the Month" for June and **Cindy Blair** was named "Salesperson of the Month" for July.

Haley and Associates announces that the **Military Religious Freedom Foundation** has honored local attorney **Donald Rehkopf Jr.** with the John Adams Award for the Preservation of Religious Freedom.

## DEEDS

This information is obtained from the Monroe County Clerk's Office.

**Rosewood Realty Rochester LLC**  
Amount: \$5,500,000  
Seller: International Hospitality Inc.  
Location: 4635 West Henrietta Road, Henrietta, N.Y. 14467  
Date filed: July 27

**Rochester Economic Development Corp.**  
Amount: \$1,000,000  
Seller: 855 W. Main St. Holdings LLC  
Location: 835-855 W. Main St., Rochester, N.Y. 14611  
Date filed: July 28

## DISSOLUTIONS

### GENESEE COUNTY

**Santy's Tire & Service Inc.**  
Filer: Robert Edwards Jr.

### Visual Technic Inc.

Filer: Martin Stucko

### LIVINGSTON COUNTY

**Jennifer J. Dotterweich O.D. PLLC**  
Filer: Jennifer Dotterweich

### MONROE COUNTY

**Abstract Skate Shop Inc.**  
Filer: Joanne Best

**Bedford Homes Inc.**  
Filer: Robert Tomeo

**Dipane Electric Inc.**  
Filer: Frank Dipane

**Ealey/Cannan Environmental Corp.**  
Filer: Frank Mazzarella III

**Greater Rochester Physical Therapy P.C.**  
Filer: Scott Pugliese

**Industrial Automations Inc.**  
Filer: Todd Gibson

**L2C Enterprises Inc.**  
Filer: Mark Greisberger

**L.M. Hawk Inc.**  
Filer: Lawrence Hawk

**Louis Guillory DDS P.C.**  
Filer: Louis Guillory

**Progressive Oral Surgery PLLC**  
Filer: Ramesh Singla

**Rejuve U Corp.**  
Filer: Brenda Merritt

**RPV Enterprises of N.Y. LLC**  
Filer: Reinaldo Vazquez

**Safe Sweets Bake Shop LLC**  
Filer: Cheyenne Moseley

**Shift Your Debt Associates Inc.**  
Filer: Cynthia Silver

**The Safety & Access Company Inc.**  
Filer: James Tavino

**Tribe Wellness Inc.**  
Filer: Cynthia Friga

**Village Metals Inc.**  
Filer: Rodney Schlesing

### ONTARIO COUNTY

**Seneca Futures Management LLC**  
Filer: Scott Elkovich

**Synectics Division Inc.**  
Filer: Todd Brooks

### ORLEANS COUNTY

**Tootie's Country Store Inc.**  
Filer: Timothy Payne

### WAYNE COUNTY

**Eneralt LLC**  
Filer: William Doran

**Sunsafe Sprays LLC**  
Filer: Lisa Duffy

## FEDERAL TAX LIENS

This information is obtained from the Monroe County Clerk's Office. Federal tax liens are filed by the U.S. Treasury Department.

**Famous Daves and FDWNY**  
Amount: \$21,923.77  
Date filed: July 24

**Freedom Village USA and Gates Community Chapel of Rochester Inc.**  
Amount: \$968.61  
Date filed: July 25

**Logistic Group of Rochester Inc.**  
Amount: \$176,997.83  
Date filed: July 25

**Mason's Landscape Contractors Inc.**  
Amount: \$28,703.48  
Date filed: July 25

This information is obtained from the Monroe County Clerk's Office. Federal tax liens are filed by the U.S. Treasury Department.

## FEDERAL TAX LIENS RELEASED

**Glassman Inc.**  
Date released: July 24

## MECHANICS LIEN RELEASES

Mechanics liens are filed against the property owner. Suppliers listed provided materials.

**America Real Estate Investment Group LLC**  
14 Morgan St., Rochester, N.Y. 14611, 257-259 Berlin St., Rochester, N.Y. 14621 and 434 Alphonse St., Rochester, N.Y. 14621  
Lienor: Mark Fortman and Fortman Enterprise  
Amount: \$3,200  
Date filed: July 24

**Jax Box Group LLC**  
76-78 Jewel St., Rochester, N.Y. 14621  
Lienor: Mark Fortman and Fortman Enterprise  
Amount: \$3,200  
Date filed: July 25

**County of Monroe Industrial Development Agency**  
2200 N. Goodman St., Rochester, N.Y. 14609  
Lienor: Reliance Construction Co. LLC  
Amount: \$191,769.73  
Date filed: July 25

**1050 Lake Ave. LLC**  
1050 Lake Ave., Rochester, N.Y. 14613  
Lienor: United Heating and Air LLC  
Amount: \$8,200  
Date filed: July 25

**W2005 Wells Fargo Hotels Realty LP**  
2200 N. Goodman St., Rochester, N.Y. 14609  
Lienor: Phillip Ford and Jobpro Services LLC  
Amount: \$52,512  
Date filed: July 28

## MORTGAGES

This information is obtained from the Monroe County Clerk's Office.

**28 Prince St. LLC**  
Amount: \$275,000  
Mortgagee: Five Star Bank  
Location: 28 Prince St., Rochester, N.Y. 14607  
Date filed: July 24

**Quality Home Furnishing LLC**  
Amount: \$724,000  
Mortgagee: Lyons National Bank  
Location: 122 Ohio St., Rochester, N.Y. 14609; 1616 Norton St., Rochester, N.Y. 14609; 2184 E. Main St., Rochester, N.Y. 14609; 530 Merchants Road, Rochester, N.Y. 14609; 773 E. Main St., Rochester, N.Y. 14605  
Date filed: July 24

**Fusion Group LLC**  
Amount: \$275,000  
Mortgagee: Fairport Savings Bank  
Location: 11 Strathallan Park, Rochester, N.Y. 14607, 492 Caroline St., Rochester, N.Y. 14620 and 644 Linden St., Rochester, N.Y. 14620  
Date filed: July 25

**Hidden Creek MHC LLC**  
Amount: \$1,071,402  
Mortgagee: M&T Realty Capital Corp.  
Location: 101 Drake Road, Hamlin, N.Y. 14464  
Date filed: July 26

**Rosewood Realty Rochester LLC**  
Amount: \$6,920,000  
Mortgagee: S&T Bank  
Location: 4635 West Henrietta Road, Henrietta, N.Y. 14467  
Date filed: July 27

**Beck Student Housing LLC**  
Amount: \$300,000  
Mortgagee: S&T Bank  
Location: 120-122 Brooks Ave., Rochester, N.Y. 14619 and 30-32 Congress Ave., Rochester, N.Y. 14611  
Date filed: July 28

**County of Monroe Industrial Development Agency, GMR Brockport LLC and Imagine Monroe Powered by Comida**  
Amount: \$9,090,000  
Mortgagee: BMO Harris Bank NA  
Location: 6668 Fourth Section Road, Sweden, N.Y. 14420  
Date filed: July 28

## NAME CHANGES

### LIVINGSTON COUNTY

New name: **Sunset Roofing LLC**  
Old name: Sunset Maintenance LLC  
Filer: Jake Whiting

### MONROE COUNTY

New name: **873 Panorama Trail South LLC**  
Old name: 201 East Linden Avenue LLC  
Filer: Daniel Collins

New name: **Lossie Mae Foundation Inc.**  
Old name: Lossie Mae Academy of Excellence Inc.  
Filer: Ronald Wright Jr.

New name: **Luxury Foreclosures USA LLC**  
Old name: First Response Vent Services LLC  
Filer: Colby Attorneys Service Co. Inc.

New name: **Malatai Capital LLC**  
Old name: Kingsland Advisors LLC  
Filer: Delaney Corporate Services Ltd.

New name: **Tradestar Mechanical Inc.**  
Old name: Precision Plumbing Enterprises Inc.  
Filer: Dibble & Miller P.C.

## NAME RESERVATIONS

### MONROE COUNTY

**Cayuga View Living LLC**  
Filer: Brenda Laloggia  
Filer's address: 2 State St., Rochester, N.Y. 14614  
Date filed: June 20

**Primary Rotation Foundation**  
Filer: Randy Fiege  
Filer's address: 95 Mandarin Drive, Rochester, N.Y. 14626  
Date filed: June 20

**United Management Entertainment LLC**  
Filer: United Management Entertainment LLC  
Filer's address: 1300 Clinton Square, Rochester, N.Y. 14604  
Date Filed: June 21

## NEW CORPORATIONS

### GENESEE COUNTY

**Xing Wang Chinese Restaurant Inc.**  
110 W. Main St., LeRoy, N.Y. 14482  
Filer: Gui Bi Pan

### LIVINGSTON COUNTY

**Yencer Services Inc.**  
8131 Main St., Mount Morris, N.Y. 14510  
Filer: Nyscorporation.com

### MONROE COUNTY

**457 Verona Inc.**  
c/o Dibble & Miller P.C., 55 Canterbury Road, Rochester, N.Y. 14607  
Filer: Dibble & Miller P.C.

**Alexander Douglas Holdings Inc.**  
14 Franklin St., Suite 813, Rochester, N.Y. 14604  
Filer: Alexander Douglas

**Alston & King Properties Inc.**  
c/o Journeel Consulting, 30 W. Broad St., Suite 404, Rochester, N.Y. 14614  
Filer: Elroy Glasgow

**Big Bounce Jr. Inc.**  
c/o Journeel Consulting, 30 W. Broad St., Suite 404, Rochester, N.Y. 14614  
Filer: Elroy Glasgow

**Burrows Marine Inc.**  
656 Basket Road, Webster, N.Y. 14580  
Filer: Allstate Corporate Services Corp.

**C & N N.Y. Inc.**  
15 Nature View, Pittsford, N.Y. 14534  
Filer: Chiaochen Yuan

**Christanis Exteriors Inc.**  
2 Omega Drive, Rochester, N.Y. 14610  
Filer: Darlene Creswell

**JJ Farley Inc.**  
4 Grandhill Way, Pittsford, N.Y. 14534  
Filer: Neeraj Shah

**MEI Forensics Inc.**  
1000 Turk Hill Road, Fairport, N.Y. 14450  
Filer: Harter Secret & Emery LLP

**Mojo's Chicken Inc.**  
c/o Corporate Filings of New York, 90 State St., Suite 700, Albany, N.Y. 12207

Filer: Saleh Ahmed Almashdali

**Monroe Convenience Inc.**  
c/o Yazan Services Inc., 136 Lyell Ave., Rochester, N.Y. 14608  
Filer: Thiyazan Alsaayadi

**Muto Enterprises Inc.**  
9 Halstead Rise, Fairport, N.Y. 14450  
Filer: The Schuppenhauer Law Firm

**NDT Construction Inc.**  
3660 Monroe Ave., Suite 55, Pittsford, N.Y. 14534  
Filer: Afshan Sohail

**Nest Wood Realty Inc.**  
c/o United States Corp. Agents Inc., 7014 13th Ave., Suite 202, Brooklyn, N.Y. 11228  
Filer: Cheyenne Moseley

**Providence Durance Senior Apartments Inc.**  
c/o Providence Housing Development Corp., 1150 Buffalo Road, Rochester, N.Y. 14624  
Filer: Maria Soeffing

**Providence WNY Housing Development Fund Company Inc.**  
1150 Buffalo Road, Rochester, N.Y. 14624  
Filer: Underberg & Kessler LLP

**Red Rocket Supply Corp.**  
86-09 Marengo St., Holliswood, N.Y. 11423  
Filer: Judith Cohen

**RG RE Inc.**  
3900 Buffalo Road, Rochester, N.Y. 14624  
Filer: Richard Gilmore

**Roch RE Inc.**  
3900 Buffalo Road, Rochester, N.Y. 14624  
Filer: Richard Gilmore

**Rochester Property Investors Inc.**  
68 Seafarers Lane, Rochester, N.Y. 14612  
Filer: Hubco Incorp. Services

**RW Pizza Corp.**  
P.O. Box 67107, Rochester, N.Y. 14617  
Filer: Colby Amidon

**Rylt RE Inc.**  
3900 Buffalo Road, Rochester, N.Y. 14626  
Filer: Richard Gilmore

**Serenity Home Solutions Inc.**  
4231 Buffalo Road, North Chili, N.Y. 14514  
Filer: Inc. Corporate Services

**Stefak Express Inc.**  
c/o Legalinc Corporate Services Inc., 1967 Wehrle Drive, Suite 1, Buffalo, N.Y. 14221  
Filer: Marsha Sihia

**STRD RE Inc.**  
3900 Buffalo Road, Rochester, N.Y. 14624

Filer: Richard Gilmore

**Taltos Corp.**  
2155 East Ave., Rochester, N.Y. 14610  
Filer: Dibble & Miller P.C.

**The Music Recreational Center Inc.**  
225 Rosecroft Drive, Greece, N.Y. 14616  
Filer: Luke Wilson

**Therapevo Medical Supply Corp.**  
25 Westwood Drive, East Rochester, N.Y. 14445  
Filer: Heidi Laduca

**Veterans Tech Sales Inc.**  
4 Floralton Drive, Rochester, N.Y. 14624  
Filer: Dawson Law Firm P.C.

## ONTARIO COUNTY

**Klug Crane Inc.**  
c/o United States Corp. Agents Inc., 7014 13th Ave., Suite 202, Brooklyn, N.Y. 11228  
Filer: Cheyenne Moseley

## ORLEANS COUNTY

**Medina Pizzeria Inc.**  
11360 Maple Ridge Road, Medina, N.Y. 14103  
Filer: Darlene Creswell

## WAYNE COUNTY

**Wadsworth Contracting Inc.**  
8918 Old State Rte. 31, Lyons, N.Y. 14489  
Filer: John Tyo

## STATE/COUNTY COURT JUDGMENTS

This information is obtained from the Monroe County Clerk's Office.

### Board of Assessment Review Town of Webster N.Y. and Board of Assessors Town of Webster N.Y.

1000 Ridge Road, Webster, N.Y. 14580  
Amount: \$4,993  
Creditor: IMO Appl. For Tax Assessment Review and Laura Quatela  
Date filed: June 26

**Linda Demarie, Jillian Heflich and Stanley's Hospitality Group LLC**  
8527 Greig St., Sodus Point, N.Y. 14555  
Amount: \$5,172.74  
Creditor: Southern Wine & Spirits of Upstate New York Inc.  
Date filed: June 30

## STATE/COUNTY COURT JUDGMENTS SATISFIED

This information is obtained from the Monroe County Clerk's Office.

### KM Excavating, Kenneth Morrison, Patricia Morrison and CKP Enterprises

Creditor: Hometown Energy  
Date satisfied: July 11

**Michael Tandoi, Frankie Gianfrancesco, Tandoi Asphalt & Sealcoating LLC**  
Creditor: Geico General Insurance Co.  
Date satisfied: July 11

**A&W Roofing Inc.**  
Creditor: New York State Department of Tax & Finance  
Date satisfied: July 12

**Adam Stevens, D.B.A. Adam Stevens Home Improvement**  
Creditor: Stoll  
Date satisfied: July 12

**Moon Star Construction Inc.**  
Creditor: Preferred Contractors Insurance Co. Risk Retention Group LLC  
Date satisfied: July 13

**Shenika Williams, D.B.A. Shenika's Learn and Play Childcare**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Daniel Shumway, D.B.A. Shumway Custom Concrete**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Benrus LLC**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Sami Ali, D.B.A. Real City**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**New York State Disaster Cleanup & Forensic Services Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Ronald L. Daymon, D.D.S. M.S. P.C.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Cory Schaefer, D.B.A. Schaefer Remodeling**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**L&A Nails Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Salah Alhakm, D.B.A. In & Out Grocery Store**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Freetime Magazine Inc.**  
Creditor: Commissioner of Labor

Date satisfied: July 13

**Morgan Parkway LLC**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Grace Community Village Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Dangelo's Hardwoods Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Five Linx LLC**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Pelbro Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Jamaican Soul Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Ortho-Clinical Diagnostics Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Wilson Commencement Park**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Louis Group Daycare Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Jeff's Remodeling Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Gary Lee Enterprises Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Jobtracks Inc.**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Wintonaire Grill LLC**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Leighton Williams, D.B.A. This is it Jamaican American Restaurant**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Lawrence Kinsella, D.B.A. Recycling Makes Cents**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

**Rochester Children's Nursery**  
Creditor: Commissioner of Labor  
Date satisfied: July 13

## MARKETPLACE

### LEGAL NOTICES

#### REQUEST FOR PROPOSALS DESIGN AND CONSTRUCTION ADMINISTRATION SERVICES FOR RTS ELECTRIC BUS PROJECT

The Rochester Genesee Regional Transportation Authority (RGRTA) is seeking proposals for the provision of Design and Construction Administration Services for the RTS Electric Bus Project at its RTS Main Street Campus in Rochester, New York.

Proposals will be received by mail or hand delivery at the RGRTA Administration Building Reception Desk, 1372 East Main Street, Rochester, New York 14609 until Friday, October 6, 2017 at 3 p.m. Proposals received after the time and date specified will not be considered. Firms or individuals submitting proposals are fully responsible for their delivery. Re-

lance upon mail or mail carriers is at the offeror's risk. Fax requests are not accepted. Proposals must be submitted in a sealed package and must be clearly addressed as follows:

#### DESIGN AND CONSTRUCTION ADMINISTRATION SERVICES

#### FOR RTS ELECTRIC BUS PROJECT (RGRTA 081-017)

Attn: David Cook

Rochester Genesee Regional Transportation Authority

1372 East Main Street  
Rochester, New York  
14609

The Request for Proposals is available by email at: [Procurement@myrts.com](mailto:Procurement@myrts.com) or telephone at (585) 654-0655. Proposals shall be submitted in accordance with the terms and conditions of these specifications. Any firm appearing on the Comptroller General's List of Ineligible Contractors is not eligible to participate.

RGRTA reserves the right to reject any and all proposals, to re-advertise for proposals, to waive any informality therein, and to accept any proposal deemed to be most favorable to RGRTA. RGRTA is a tax-exempt Public Authority. 11392156 8/25/17

#### REQUEST FOR PROPOSALS: GRAPHIC DESIGN & MASS MAILING SERVICES (RGRTA 079-017)

The Rochester Genesee Regional Transit Authority (RGRTA) is seeking a qualified, experienced firm to provide graphic design, copywriting, and mass mailing preparation for RGRTA. Specifically, RGRTA needs the firm to help develop the Authority's Annual Comprehensive Plan and prepare the Authority's Annual Open Enrollment mass mailings to employees for the Authority's People Department.

Proposals will be received by mail or hand delivery at the RGRTA Administration Building Reception Area, 1372 East Main Street, Rochester, New York 14609 until October 6, 2017 at 12:00 p.m. Proposals received after the time and date specified will not be considered.

The RFP document can be requested by email at: [jfeasel@myrts.com](mailto:jfeasel@myrts.com). Proposals must be submitted in accordance with the terms and conditions of the procurement document. Any firm appearing on the Comptroller General's List of Ineligible Contractors is not eligible to participate. Fax requests are not accepted.

Pursuant to New York State Article 15-A, RGRTA has placed a 30% MWBE Goal on this procurement. Any proposal submitted must be compliant with Article 15-A and include participation by a firm

certified by New York State as an MBE and/or WBE firm at a minimum level of 30%. Proposals not achieving the 30% MWBE goal must include a Request for Waiver Form along with the detail of Good Faith Efforts made to achieve 30% participation.

The award of a contract is not subject to Section 103 of the General Municipal Law. 11394308 8/25/17

#### INVITATION FOR BIDS MAINTENANCE OF BUS STOP PASSENGER SHELTERS (RGRTA 080-017)

The Rochester Genesee Regional Transit Authority (RGRTA) is seeking a qualified, experienced firm to provide maintenance services for its bus stop passenger shelters. The maintenance services to be provided include, but are not limited to, installation/ replacement of glass and associated repairs as well as the installation, re-

moval, or relocation of shelters.

Sealed bids will be received by mail or hand delivery at the RGRTA Administration Building Reception Area, 1372 East Main Street, Rochester, New York 14609 until October 5, 2017 at 11:00 a.m. at which time a public bid opening will be held. Bids received after the time and date specified will not be considered.

Bid documents and detailed specifications are available from RGRTA by email at: [jfeasel@myrts.com](mailto:jfeasel@myrts.com). Bids must be submitted in accordance with the terms and conditions of the procurement document. Any firm appearing on the Comptroller General's List of Ineligible Contractors is not eligible to participate. Fax requests are not accepted.

The award of a contract is

## LEGAL NOTICES

not subject to Section 103 of the General Municipal Law.  
11394312 8/25/17

### INVITATION FOR BIDS CLEANING OF BUS STOP PASSENGER SHELTERS (RGRTA 034-017)

The Rochester Genesee Regional Transit Authority (RGRTA) is seeking a qualified, experienced firm to provide cleaning services for its bus stop passenger shelters.

Sealed bids will be received by mail or hand delivery at the RGRTA Administration Building Reception Area, 1372 East Main Street, Rochester, New York 14609 until October 5, 2017 at 11:30 a.m. at which time a public bid opening will be held. Bids received after the time and date specified will not be considered.

Bid documents and detailed specifications are available from RGRTA by email at: [jfeasel@myrts.com](mailto:jfeasel@myrts.com). Bids must be submitted in accordance with the terms and conditions of the procurement document. Any firm appearing on the Comptroller General's *List of Ineligible Contractors* is not eligible to participate. Fax requests are not accepted.

Pursuant to New York State Article 15-A, RGRTA has placed a 30% MWBE Goal on this procurement. Any bid submitted must be compliant with Article 15-A and include participation by a firm certified by New York State as an MBE and/or WBE firm at a minimum level of 30%. Proposals not achieving the 30% MWBE goal must include a Request for Waiver Form along with the detail of Good Faith Efforts made to achieve 30% participation.

The award of a contract is not subject to Section 103 of the General Municipal Law.  
11394303 8/25/17

### NOTICE TO PROPOSERS

Monroe County is issuing requests for proposals for the following services. Request for proposal documents are available at [www.monroecounty.gov/bid/rfps](http://www.monroecounty.gov/bid/rfps). There will be no formal opening of proposals. Proposals must be received at the date, time and location identified in the request for proposal.

SAP Staffing Services, Monroe County Department of Information Services Responses are due by Friday, September 22, 2017 at 3:00 p.m.

Records Management System (RMS) and Automated Field Reporting (AFR) for Law Enforcement Proposals are due by Friday, October 6, 2017 at 3:00 p.m.

Dawn C. Staub  
Purchasing Manager  
11394168 8/25/17

### LEGAL NOTICE

Notice is hereby given that a license, number 3159421 for beer & wine has been applied for by the undersigned to sell beer & wine

at retail in a Restaurant under the Alcoholic Beverage Control Law at 100 Market Place Dr., Henrietta, NY 14623 for on premises consumption. Applicant: Taisho Izakaya Inc. DBA Taisho Bistro 11386299 8/18/17

### LEGAL NOTICE

BCDL Properties, LLC Art. of Org. filed Sec. of State of NY 06/28/17. Off. Loc.: Monroe Co. SSNY designated as agent upon whom process against it may be served. SSNY to mail copy of process to The LLC, 61 Crawford St, Rochester, NY 14620. Purpose: Any lawful act.  
11389033 8/18/17

### LEGAL NOTICE

Notice of Formation of 20 Thruway Park LLC. Arts. of Org. filed with Secy. of State of NY (SSNY) on 06/20/2017. Office location: Monroe County. SSNY designated as agent of LLC upon whom process against it may be served. SS will mail a copy of any process to 166 Atlantic Ave, Rochester, NY 14607. LLC's purpose: any lawful activity.  
11377397 8/11/17

### LEGAL NOTICE

Bittner Labs LLC (LLC) filed Arts of Org. with NY Secy. of State (SS) on June 7, 2017. LLC's office is in Monroe Co. SS is designated as agent of LLC upon whom process against it may be served. SS will mail a copy of any process to 166 Atlantic Ave, Rochester, NY 14607. LLC's purpose: any lawful activity.  
11378133 7/28/17

### LEGAL NOTICE

Notice of Formation of Black Squirrel Farm, llc. Articles of Organization filed with the New York Department of State on 6/16/2017. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a copy of process to: 1279 Pittsford Mendon Rd, Mendon, NY 14506. The purpose of the Company is any lawful activity.  
11373423 7/21/17

### NOTICE OF FORMATION OF LIMITED LIABILITY COMPANY

Name of the Limited Liability Company is Brows Around, LLC. Articles of Organization were filed by Department of State of New York on 8/7/17. County of office: Monroe. The Company does not have a specific date of Dissolution. The Secretary of State has been designated as agent upon whom process against the Company may be served. The address to which process shall be mailed: 21 Papermill St., Honeoye Falls, NY 14472 Attn: Member. Purpose: Any lawful activity.  
11384260 8/11/17

### NOTICE OF FORMATION OF LIMITED LIABILITY COMPANY

Name of the Limited Liability Company is Apex of America, LLC. Articles of Organization filed with the New York Department of State on 06/23/2017. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a 78-3 LAKE VISTA COURT ROCHESTER NY 14612 copy of process to: . The purpose of the Company is any lawful activity.  
11390824 8/18/17

### LEGAL NOTICE

Notice of Formation of Apex of America, LLC. Articles of Organization filed with the New York Department of State on 06/23/2017. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a 78-3 LAKE VISTA COURT ROCHESTER NY 14612 copy of process to: . The purpose of the Company is any lawful activity.  
11375454 7/21/17

### LEGAL NOTICE

Ashford Dance Company LLC. Art. of Org. filed with the SSNY on 07/10/17. Office: Monroe County. SSNY designated as agent of the LLC upon whom process against it may be served. SSNY shall mail copy of process to the LLC, Attn: Caitlyn Culotta, 376 Goodman Street N, Rochester NY, 14607. Purpose: Any lawful purpose.  
113774485 7/21/17

### LEGAL NOTICE

Notice of Qualification of Baxter Planning Systems Opc, LLC. Authority filed with NY Secy of State (SSNY) on 7/19/17. Office location: Monroe Co. LLC formed in Delaware (DE) on 7/7/17. SSNY is designated as agent of LLC upon whom process against it may be served.

### LEGAL NOTICE

Notice of Qualification of Limited Liability Company. Name: CDS Monarch Senior Living-Hard Road 2 LLC ("LLC"). Articles of Organization filed with the Secretary of State of the State of New York ("SSNY") on July 7, 2017. NY office location: Monroe County. The SSNY has been designated as agent of the LLC upon whom process against it may be served.

SSNY shall mail process to: 111 8th Ave, NY, NY 10011. DE address of LLC: 1209 Orange St, Wilmington, DE 19801. Cert. of Formation filed with DE Secy of State, 401 Federal St. Ste 4, Dover, DE 19901. The name and address of the Reg. Agent is CT Corporation System, 111 8th Ave, NY, NY 10011. Purpose: any lawful act or activity.  
11373287 7/21/17

### LEGAL NOTICE

Notice of formation of Limited Liability Company (LLC). Name: CDS MSL MM 2 LLC ("LLC"). Articles of Organization filed with the Secretary of State of the State of New York ("SSNY") on July 7, 2017. NY office location: Monroe County. The SSNY has been designated as agent of the Company upon whom process against it may be served. SS will mail a copy of any process to 166 Atlantic Ave, Rochester, NY 14607. LLC's purpose: any lawful activity.  
11373423 7/21/17

### LEGAL NOTICE

Notice of formation of Chicory Farm, LLC. The articles of organization were filed by the Department of State on 7/7/2017. The organization is located at 6746 State Route 5 and 20, Bloomfield in the county of Ontario in the state of New York. United States Corporation Agents, Inc. is designated as agent upon whom process may be served, services of process shall be mailed to United States Corporation Agents, Inc., 7014 13th Avenue, Suite 202, Brooklyn, NY 11228. Purpose is any lawful purpose.  
11381279 8/4/17

### NOTICE OF FORMATION

Cypress Optics, LLC filed Articles of Organization with the New York Department of State on 07/19/2017. Its office is located in Monroe County. The Secretary of State has been designated as agent of the Company upon whom process against it may be served and a copy of any process shall be mailed to 556 Allens Creek Road, Rochester, NY 14628. The purpose of the Company is any lawful activity.  
11372773 7/21/17

of the Company upon whom process against it may be served. The SSNY shall mail a copy of any process to CDS Monarch Senior Living-Hard Road 2 LLC, 860 Hard Road, Webster, New York 14580. Purpose/character of LLC is to engage in any lawful act or activity.  
11386294 8/11/17

### NOTICE OF FORMATION

Empire Financial Firm LLC filed Articles of Organization with the New York Department of State on 07/26/2017. Its office is located in Maricopa County. The Secretary of State has been designated as agent of the Company upon whom process against it may be served. SSNY shall mail a copy of process to: C/O GOLDEN EGG PROPERTY INVESTMENTS, LLC, 34 Meyerhill Cir W Rochester, NY 14617. Purpose: Any Lawful Purpose. Latest date upon which LLC is to dissolve: No specific date.  
11386296 8/11/17

11386465 8/11/17

### LEGAL NOTICE

Notice of Formation of a Limited Liability Company (LLC): Name: GOLDEN EGG PROPERTY INVESTMENTS, LLC, Articles of Organization filed with the Secretary of State of New York (SSNY) on 06/28/2017. Office Location: Monroe County. SSNY has been designated as agent of the LLC upon whom process against it may be served. SSNY shall mail a copy of process to: C/O GOLDEN EGG PROPERTY INVESTMENTS, LLC, 34 Meyerhill Cir W Rochester, NY 14617. Purpose: Any Lawful Purpose. Latest date upon which LLC is to dissolve: No specific date.  
11386296 8/11/17

### LEGAL NOTICE

Gravity Walls LLC. Art. of Org. filed with the SSNY on 8/7/17. Office: Ontario County. SSNY designated as agent of the LLC upon whom process against it may be served. SSNY shall mail a copy of process to the LLC, 277 Benson Rd, Victor, NY 14564. Purpose: any lawful purpose.  
11386469 8/11/17

### LEGAL NOTICE

Notice of Formation of Happy Auto LLC. Articles of Organization filed with the New York Department of State on 7/13/2017. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a copy of any such process to: FLX Aerial Imaging, LLC, 4308 Lake Hill Drive, Canandaiuga, NY 14424. The Company is to be managed by one or more managers. No members of the Company shall be liable in their capacity as members of the Company for debts, obligations or liabilities of the Company. No member of the Company, solely by reason of being a member, is an agent of the Company for the purpose of its business, and no member shall have the authority to act for the Company solely by virtue of being a member. Purpose/character of the Company: any and all lawful activities.  
11374476 7/28/17

### LEGAL NOTICE

Notice of Qualification of INDEX HEALTH & SCIENCE LLC. Authority filed with NY Secy of State (SSNY) on 8/16/17. Office location: Monroe County. LLC formed in Delaware (DE) on 6/24/02. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: 111 8th Ave, NY, NY 10011. DE address of LLC: 1209 Orange St, Wilmington, DE 19801. Cert. of Formation filed with DE Secy of State, 401 Federal St. Ste 4, Dover, DE 19901. The name and address of the Reg. Agent is CT Corporation System, 111 8th Ave, NY, NY 10011. Purpose: any lawful activity.  
11394172 8/25/17

### NOTICE OF FORMATION

Notice of Formation of FREEDOM 95, LLC. Articles of Organization filed with the New York Department of State on 6/5/17. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a copy of process to: 207 Rand St. Rochester, NY 14615. The purpose of the Company is any lawful activity.  
11386310 8/18/17

### LEGAL NOTICE

Notice of Formation of Data Distillery LLC Notice of formation of Limited Liability Company (LLC) Articles of Organization filed with the New York Department of State on 8/11/2017 Office location: Monroe County, New York. SSNY designated as agent of LLC upon whom process against it may be served. Post office address SSNY shall mail copy of process to: The LLC 73 Holley Ridge Cir Rochester, NY 14625. Purpose: Any lawful purpose permitted under LLC Law.  
11392193 8/25/17

### NOTICE OF FORMATION

Notice of Qualification of Jackson JT LLC filed Articles of Organization with the New York Department of State on 07/19/2017. Its office is located in Monroe County. The Secretary of State has been designated as agent of the Company upon whom process against it may be served and a copy of any process shall be mailed to 255 Fairhaven Road, Rochester, NY 14610. The purpose of the Company is Project Management Services.  
11381419 8/4/2017

### NOTICE OF FORMATION

PAGE 26  
AUGUST 25, 2017  
ROCHESTER BUSINESS JOURNAL

## LEGAL NOTICES

### LEGAL NOTICE

NOTICE OF FORMATION OF KEUKA LAKE VACATION RENTAL HOMES LLC. Articles of Organization filed with NY Department of State on 5/24/2017. Its principal office is in Monroe County, New York. The principal business location is 16 Shady Creek Road Rochester NY 14623. The Secretary of State has been designated as its agent and the post office address to which the Secretary of State shall mail a copy of any process against it is c/o William Goulburn, 16 Shady Creek Road, Rochester, NY 14623. Purpose: Any lawful purpose. 11389049 8/25/17

### LEGAL NOTICE

Notice of Formation of Knaub Home Solutions LLC. Articles of Organization filed with the New York Department of State on 4/28/17. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a copy of process to: 1 Park Ave. Brockport NY 14420. The purpose of the Company is any lawful activity. 11389194 8/18/17

### LEGAL NOTICE

Notice of Formation of kpatrick salon LLC. Articles of Organization filed with New York Department of State on 6/27/2017. Its Office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a copy of process to: 1991 Empire Blvd, Ste. 3 Webster, NY 14580. The purpose of the Company is any lawful activity. 11375552 7/28/17

### LEGAL NOTICE

Notice of formation of KPN Consulting, LLC. Articles of Organization filed with the NY Department of State on 6/12/17. Office Location: Monroe County. SSNY designated as agent of LLC upon whom process may be served. SSNY shall mail a copy of process to C/O United States Corporation Agents, Inc. 7014 13th Ave. Suite 202 Brooklyn, NY 11228. Purpose: any lawful activities. 11389040 8/18/17

### LEGAL NOTICE

NOTICE OF FORMATION of KVF Enterprises LLC. Articles of Organization filed with NYDOS on 7/10/2017. Office is in Monroe County. SSNY is designated agent of LLC, upon whom process may be served. SSNY shall mail copy of any process to 7 West Blvd Pkwy, Rochester, NY 14612. Purpose: Any lawful activity. 11380557 8/11/17

### NOTICE OF FORMATION OF LIMITED LIABILITY COMPANY (LLC)

Name: Lyons Holdings, LLC. Articles of Org. filed with Secy of State of NY (SSNY) on 7/18/2017. Office in Monroe Co. SSNY designated as agent of LLC upon whom process may

be served. SSNY shall mail a copy of process to: 35 South Landing Rd, Rochester, NY 14610. Purpose: Any lawful purpose. 11386298 8/11/17

### LEGAL NOTICE

Notice of formation of MICHAEL LOEB, M.D., PLLC. Articles of Organization filed with Secretary of State of New York (SSNY) on 08/07/2017. County: Monroe. SSNY designated as agent of PLLC upon whom process against it may be served. SSNY shall mail copy of process to 15 Viennawood Drive, Rochester, NY 14618-4415. Purpose: to engage in any and all business for which PLLCs may be formed under the New York PLLC Law. 11389234 8/18/17

### NOTICE OF FORMATION

of ONE L SALON LLC. Arts. of Org. were filed with Secretary of State of NY ("SSNY") on 6/19/2017. Office in Monroe County. SSNY designated agent of LLC upon whom process may be served. SSNY shall mail copy of process to the LLC at 72 1/2 Park Ave, Rochester, NY 14607. Purpose: any lawful activity. 11382809 8/4/17

### LEGAL NOTICE

Notice of formation of O'SHANG, LLC Art. of Org. filed with the Sec of State of NY (SSNY) on 12/30/2016. Office location, County of Monroe. SSNY has been designated as agent of the LLC upon whom process against it may be served. SSNY shall mail process served to: Rongde Wu 1680 Mount Hope Ave. Rochester, New York, 14620. Purpose: any lawful act. 11373531 7/21/17

### LEGAL NOTICE

Notice of Qualification of Paychex PEO IX, LLC. Authority filed with NY Secy of State (SSNY) on 7/25/17. Office location: Monroe County. LLC formed in Florida (FL) on 5/5/17. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: 111 8th Ave, NY, NY 10011. FL address of LLC: 1200 S Pine Isl Rd, Plantation, FL 33324. Cert. of Formation filed with FL Division of Corporations, 2661 Executive Center Cir., Tallahassee, FL 32301. The name and address of the Reg. Agent is CT Corporation System, 111 8th Ave, NY, NY 10011. Purpose: any lawful activity. 11377416 7/28/17

vision of Corporations, 2661 Executive Center Cir., Tallahassee, FL 32301. The name and address of the Reg. Agent is CT Corporation System, 111 8th Ave, NY, NY 10011. Purpose: any lawful activity. 11386340 8/11/17

### LEGAL NOTICE

Notice of Qualification of Paychex PEO X, LLC. Authority filed with NY Secy of State (SSNY) on 7/25/17. Office location: Monroe County. LLC formed in Florida (FL) on 5/5/17. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail copy of process to 15 Viennawood Drive, Rochester, NY 14618-4415. Purpose: to engage in any and all business for which PLLCs may be formed under the New York PLLC Law. 11375549 7/28/17

### LEGAL NOTICE

Notice of Qualification of Paychex PEO X, LLC. Authority filed with NY Secy of State (SSNY) on 7/25/17. Office location: Monroe County. LLC formed in Florida (FL) on 5/5/17. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail copy of process to 15 Viennawood Drive, Rochester, NY 14618-4415. Purpose: to engage in any and all business for which PLLCs may be formed under the New York PLLC Law. 11386332 8/11/17

### NOTICE OF FORMATION

Notice of Formation of Prestige Roofing LLC. Articles of Organization filed with the New York Department of State on 7/27/17. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a copy of process to: 663 Beahan Rd, Rochester Ny, 14624. The purpose of the Company is any lawful activity. Contact info PrestigeRoofing.org, 5 8 5 - 5 2 0 - 1 3 8 3 / 585-313-8479 Prestigeroofing1990@gmail.com 11382815 8/11/17

### NOTICE OF FORMATION

RGSA LLC has filed Articles of Organization with the Secretary of State on July 19, 2017. Its office is located in Ontario County. The Secretary of State has been designated as agent upon whom process against it may be served and a copy of any process will be mailed to The LLC, 7614 Arbor Glenn Drive, Victor, NY 14564. The purpose of the LLC is any lawful activity. 11377416 7/28/17

### NOTICE OF FORMATION OF LIMITED LIABILITY COMPANY

Name of the Limited Liability Company is Roc Dance, LLC. Articles of Organization were filed by Department of State of New York on July 26, 2017. County of office: Monroe. The Company does not have a specific date of Dissolution. The Secretary of State has been designated as agent upon whom process against the Company may be served. The address to which process shall be mailed: 41 Apian Drive, Rochester NY, 14606. The purpose of the Company is to create and design logos, websites and other design related materials compliant within New York State. 11390694 8/18/17

### LEGAL NOTICE

Notice of Qualification of Paychex PEO VIII, LLC. Authority filed with NY Secy of State (SSNY) on 7/25/17. Office location: Monroe County. LLC formed in Florida (FL) on 5/5/17. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: 111 8th Ave, NY, NY 10011. FL address of LLC: 1200 S Pine Isl Rd, Plantation, FL 33324. Cert. of Formation filed with FL Division of Corporations, 2661 Executive Center Cir., Tallahassee, FL 32301. The name and address of the Reg. Agent is CT Corporation System, 111 8th Ave, NY, NY 10011. Purpose: any lawful activity. 11381317 8/4/2017

### NOTICE OF FORMATION OF ROYAL CONSTRUCTION OF NY LLC

Arts. Of Org. filed with Secy. of State of NY (SSNY) on July 13, 2017. Office location: Ontario Co., NY. Princ. Office of LLC: 6945 Gillis Road, Victor, NY. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: Princ. Office of LLC. Purpose: Any lawful activity. 11386328 8/11/17

### NOTICE OF FORMATION

of Sorber Enterprise, LLC. Articles of Organization filed with the New York Department of State on June 30, 2017. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a copy of process to: 162 Chelsea Meadows Drive, West Henrietta, NY 14586. The purpose of the Company is any lawful activity. 11373692 7/21/17

### LEGAL NOTICE

Notice of formation of Sourced Market & Eatery LLC Articles of Org. filed with NY Secretary of State (NS) on 1/04/2017 office location: Orleans County, NS is designated as agent upon whom process may be served, principal business location 12195 Maple Ridge Rd Medina, NY 14103, Orleans County, purpose is any lawful purpose. 11377414 7/28/17

### LEGAL NOTICE

Notice of Formation of Special T Transportation LLC. Articles of Organization filed with the New York Department of State on 5/15/17. Its office is located in Monroe County. The Secretary of State has been designated as agent upon whom process against the Company may be served. SSNY shall mail a copy of process to: 2160 Highland Avenue Rochester, NY 14610. The purpose of the Company is any lawful activity. Contact info PrestigeRoofing.org, 5 8 5 - 5 2 0 - 1 3 8 3 / 585-313-8479 Prestigeroofing1990@gmail.com 11382815 8/11/17

### NOTICE OF FORMATION

Tenth Dimension Design LLC. filed Articles of Organization with the New York Department of State on 07/14/2017. Its office is located in Monroe County. The Secretary of State has been designated as agent of the Company upon whom process against it may be served and a copy of any process will be mailed to: 2160 Highland Avenue Rochester, NY 14610. The purpose of the Company is any lawful activity. 11375445 7/28/17

### NOTICE OF FORMATION

Notice of Qualification of TRIAD RETAIL, L.L.C. Authority filed with NY Secy of State (SSNY) on 6/20/17. Office location: Ontario County. LLC formed in Missouri (MO) on 3/18/05. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: 111 8th Ave, NY, NY 10011. FL address of LLC: 1200 S Pine Isl Rd, Plantation, FL 33324. Cert. of Formation filed with FL Division of Corporations, 2661 Executive Center Cir., Tallahassee, FL 32301. The name and address of the Reg. Agent is CT Corporation System, 111 8th Ave, NY, NY 10011. Purpose: any lawful activity. 11386328 8/11/17

### LEGAL NOTICE

Notice of Qualification of H E I R S - A T - L A W , NEXT-OF-KIN, DISTRIBUTEES, EXECUTORS, ADMINISTRATORS, TRUSTEES, DEVISEES, LEGATEES, ASSIGNEES, LIENORS, CREDITORS, AND SUCCESSORS IN INTEREST, AND GENERALLY ALL PERSONS HAVING OR CLAIMING, UNDER, BY OR

THROUGH THE DECEDENT NECATI KURSAV, BY PURCHASE, INHERITANCE, LIEN OR OTHERWISE, ANY RIGHT TITLE OR INTEREST IN AND TO THE PREMISES DESCRIBED IN THE COMPLAINT HEREIN; ZEYNEL KURSAV; ORHAN KURSAV; ESL FEDERAL CREDIT UNION; LEGAL SERVICING LLC; EMPIRE PORTFOLIOS INC.; AYSE KURSAV; NEW YORK STATE DEPARTMENT OF TAXATION AND FINANCE; UNITED STATES OF AMERICA; Defendants. TO THE ABOVE NAMED DEFENDANTS:

YOU ARE HEREBY SUMMONED to answer the Complaint in this action and to serve a copy of your Answer or, if the Complaint is not served with this Summons, to serve a Notice of Appearance upon the Plaintiff's attorney within twenty (20) days after the service of this Summons, exclusive of the date of service or within thirty (30) days after the service is complete if this Summons is not personally delivered to you within the State of New York. If you fail to so appear or answer, judgment will be taken against you by default for the relief demanded in the Complaint.

DATED: Elmsford, New York  
July 21, 2017  
NOTICE  
YOU ARE IN DANGER OF LOSING YOUR HOME

If you do not respond to this summons and complaint by serving a copy of the answer on the attorney for the mortgage company who filed this foreclosure proceeding against you and filing the answer with the court, a default judgment may be entered and you can lose your home. Speak to an attorney or go to the court where your case is pending for further information on how to answer the summons and protect your property. Sending a payment to your mortgage company will not stop this foreclosure action.

YOU MUST RESPOND BY SERVING A COPY OF THE ANSWER ON THE ATTORNEY FOR THE PLAINTIFF WILMINGTON SAVINGS FUND SOCIETY, FSB, DOING BUSINESS AS CHRISTIANA TRUST, NOT IN ITS INDIVIDUAL CAPACITY BUT SOLELY AS LEGAL TITLE TRUSTEE FOR BRONZE CREEK TITLE TRUST 2013-NPL1 AND FILING THE ANSWER WITH THE COURT.

Rachel L. Johnston, Esq.  
Knuckles, Komosinski & Manfro, LLP  
Attorneys for Plaintiff  
565 Taxter Road  
Suite 590  
Elmsford, NY 10523  
Phone: (914) 345-3020

THIS IS AN ATTEMPT TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE.

NOTICE TO OCCUPANTS: WILMINGTON SAVINGS FUND SOCIETY, FSB, DOING BUSINESS AS CHRISTIANA TRUST, NOT IN ITS INDIVIDUAL CAPACITY BUT SOLELY AS LEGAL TITLE TRUSTEE FOR BRONZE CREEK TITLE TRUST 2013-NPL1 IS FORECLOSING AGAINST THE OWNER OF THIS PREMISES. IF YOU LIVE

## LEGAL NOTICES

HERE, THIS LAWSUIT MAY RESULT IN YOUR EVICTION. YOU MAY WISH TO CONTACT A LAWYER TO DISCUSS ANY RIGHTS AND POSSIBLE DEFENSES YOU MAY HAVE.

Help for Homeowners in Foreclosure  
New York State Law requires that we send you this notice about the foreclosure process. Please read it carefully.

Summons and Complaint  
You are in danger of losing your home. If you fail to respond to the summons and complaint in this foreclosure action, you may lose your home. Please read the summons and complaint carefully. You should immediately contact an attorney or your local legal aid office to obtain advice on how to protect yourself.

Sources of Information and Assistance  
The State encourages you to become informed about your options in foreclosure. In addition to seeking assistance from an attorney or legal aid office, there are government agencies and non-profit organizations that you may contact for information about possible options, in-

cluding trying to work with your lender during this process.

To locate an entity near you, you may call the toll-free helpline maintained by the New York State Department of Financial Services at (800) 342-3736 or visit the Department's website at <http://www.dfs.ny.gov>.

Rights and Obligations  
YOU ARE NOT REQUIRED TO LEAVE YOUR HOME AT THIS TIME. You have the right to stay in your home during the foreclosure process. You are not required to leave your home unless and until your property is sold at auction pursuant to a judgment of foreclosure and sale.

Regardless of whether you choose to remain in your home, YOU ARE REQUIRED TO TAKE CARE OF YOUR PROPERTY and pay property taxes in accordance with state and local law.

Foreclosure Rescue Scams  
Be careful of people who approach you with offers to "save" your home. There are individuals who watch for notices of foreclosure actions in order to unfairly profit from a homeowner's

distress. You should be extremely careful about any such promises and any suggestions that you pay them a fee or sign over your deed. State law requires anyone offering such services for profit to enter into a contract which fully describes the services they will perform and fees they will charge, and which prohibits them from taking any money from you until they have completed all such promised services.

### NOTICE OF OBJECT OF ACTION AND RELIEF SOUGHT

THE OBJECT of the above-entitled action is to foreclose a mortgage to secure \$111,050.00 plus interest, recorded in the Office of the County Clerk/City Register of the County of Monroe on July 15, 2002 in Liber 16403 at Page 175 covering the premises described as follows:

90 Bouckhart Avenue, Rochester, New York 14622

The relief sought in the within action is final judgment directing the sale of the premises described above to satisfy the debt secured by the mortgage described above.

The Plaintiff makes no personal claim against any Defendants in this action except Orhan Kursav.

The foregoing summons is served upon you by publication pursuant to an order of the Honorable Daniel J. Doyle dated June 21, 2017 and entered July 3, 2017.

11381305 8/4/2017

### NOTICE OF SALE

IN FORECLOSURE STATE OF NEW YORK SUPREME COURT: COUNTY OF MONROE WELLS FARGO BANK, N.A. Plaintiff, vs. SAJITA PATEL, et al., Defendants

PLEASE TAKE NOTICE THAT In pursuance of a Judgment of Foreclosure and Sale entered in the office of the County Clerk of Monroe County on July 7, 2017, I, Paul Guerrieri, Esq., the Referee named in said Judgment, will sell in one parcel at public auction on September 13, 2017 at the Foreclosure Auction Area, Hall of Justice, Lower Level Atrium, 99 Exchange Boulevard, Rochester, County of Monroe, State of New York, at 10:00 A.M., the premises described as follows: 39 Schilling Lane Rochester, NY 14618 SBL

No.: 136.19-3-56.1 ALL THAT TRACT OF PARCEL OF LAND situate in the Town of Brighton, County of Monroe, State of New York. The premises are sold subject to the provisions of the filed judgment, Index No. 2016-12785 in the amount of \$67,232.25 plus interest and costs. Richard S. Mullen, Esq. Woods Oviatt Gilman LLP Plaintiff's Attorney 700 Crossroads Building, 2 State St. Rochester, New York 14614 Tel.: 855-227-5072 47673 11384254 8/11/17

### NOTICE OF SALE

IN FORECLOSURE STATE OF NEW YORK SUPREME COURT: COUNTY OF MONROE U.S. BANK NATIONAL ASSOCIATION, AS TRUSTEE FOR MASTR ASSET BACKED SECURITIES TRUST

2006-WMC2, M O R T G A G E P A S S - T H R O U G H CERTIFICATES, SERIES 2006-WMC2, Plaintiff, v. CHARLOTTE SNELL A/K/A CHARLOTTE S. SNELL A/K/A C H A R L O T T E SNELL-GONZALEZ A/K/A CHARLOTTE SNELL GONZALEZ, CHARLOTTE GONZALEZ, et al., Defendants

PLEASE TAKE NOTICE THAT In pursuance of a Judgment of Foreclosure and Sale entered in the office of the County Clerk of Monroe County on June 28, 2017, I, Vincent John Visconti, Jr., Esq., the Referee named in said Judgment, will sell in one parcel at public auction on September 8, 2017 at the Foreclosure Auction Area, Hall of Justice, Lower Level Atrium, 99 Exchange Boulevard, Rochester, County of Monroe, State of New York, at 9:00 A.M., the premises described as follows: 286 Ford Ave Rochester, NY 14606 SBL No.: 104.09-1-66 ALL THAT TRACT OF PARCEL OF LAND situate in the Town of Gates, County of Monroe and State of New York. The premises are sold subject to the provisions of the filed judgment, Index No. 16-12185 in the amount of \$15,349.36 plus interest and costs. Richard S. Mullen, Esq. Woods Oviatt Gilman LLP Plaintiff's Attorney 700 Crossroads Building, 2 State St. Rochester, New York 14614 Tel.: 855-227-5072 47672 11384249 8/11/17

## BUS STOPS

Continued from page 1

President Mike Governale. "And sort of drew out how a simple, wood frame structure could work."

Since 2014, Reconnect Rochester volunteers and others from the community—including volunteers with Flower City Habitat for Humanity—have been building seats for Rochester's sorriest bus stops, and those seats resemble large building blocks.

"One weekend a bunch of us from Reconnect got together with off-the-shelf materials from Home Depot and we just built these things in my driveway, painted them and then put them out one weekend," Governale recalled.

The result was a resounding success, Governale said. The group has built about 30 colorful cubes and, with the community's help, will build more this weekend when it hosts Bus Stop Cube Build Day at the Hungerford Building in the city.

"Reconnect Rochester is a great partner to the community, RTS and our customers, and their bus stop cube program is a perfect example of that," said Regional Transit Service spokesman Tom Brede. "It is helpful to have partners in the community like Reconnect Rochester that support public transit and share our commitment to making it easier for customers to enjoy the ride."

Brede said the transportation company welcomes any opportunity to improve the customer's experience.

"We've had many conversations with RTS and the city of Rochester about providing better infrastructure at transit hubs and bus stops, but the conversation always comes back around to not having enough money to invest in capital infrastructure," Governale said. "RTS, to their credit, they always make an effort to use every bit of budget they can get from Albany and the U.S. (Department of Transportation) and put that into making the system better, but there's a lot more that can be done."

RTS provides 18 million rides for cus-



Reconnect Rochester is holding a Bus Cube Build Day on Saturday in the parking lot of the Hungerford Complex, 1115 E. Main St.

### If you go

**What:** Bus Cube Build Day

**When:** 9 a.m. to 6 p.m. Saturday.

**Where:** Parking lot of the Hungerford Complex, 1115 E. Main St.

**Sign up:** [www.signupgenius.com/go/508094cabad2fabff2-buscube](http://www.signupgenius.com/go/508094cabad2fabff2-buscube)

tomers each year and has more than 900 employees. RTS buses serve eight counties in the Rochester region.

"There's something like 2,400 bus stops in the RTS network now and only a fraction of those have shelters or benches," Governale said. "And if you're waiting for a bus for any length of time, even 10 minutes, it would just be nice to give people a place to sit of relax."

Reconnect Rochester saw the lack of benches as a barrier to ridership.

"If they see people waiting in inhospitable areas of the city with the sun beating down on them ... who wants to do that," Governale explained. "But we can give people a dignified place to wait

for their bus that just makes it easier for people to use the transit system and it also paints transit in a better light for people who haven't used it before."

The bus cubes are made from wood and are painted fun, bright colors. Each cube features a bus icon so RTS customers know they are theirs to use. The cost to build each cube is roughly \$100, Governale said, and the cubes have to be stored in the winter to avoid being destroyed by weather or sidewalk plows.

"We always knew this design was more of a temporary solution. But we've been trying to balance the overwhelming demand from the community," he said. "Every time we put a cube out there we need to find a place to store it and volunteers to build them and put them out there, and do that every year."

As a result, Reconnect Rochester has been working with a fiberglass manufacturer in Medina, Orleans County, to draw up a design made entirely of fiberglass. The mold will cost about \$2,500, Governale noted, and each cube will cost between \$400 and \$500.

Governale looked into standard metal benches. They cost \$1,000 or more.

"If we can find the money to pay for the fiberglass molds and do the manufacturing of the fiberglass cubes, I think we can roll these out across Monroe County," Governale said.

A lofty goal, perhaps, but one worth trying.

"The goal was really twofold," Governale said of the group's cubes. "It was to show that average citizens with an idea can make an impact on a seemingly huge problem, but also it was to draw attention to the need. An effort like this opens eyes and brings more people into the movement."

And that Hyland Drive bus stop? It has a bench now, something RTS had in the pipeline since before the contest.

*vspicer@bridgetowermedia.com / 585-653-4021*

## CORRECTIONS AND AMPLIFICATIONS

Lauren Zwetsch's name was misspelled on page 22 of the Aug. 18 edition. She is a 2017 March of Dimes Nurse of the Year finalist.

**CAR SALES**

Continued from page 1

were sold in Monroe County in the first half of the year.

"We're running a little bit ahead of the market," RADA President Bradley McAreavy said. "Economically, our situation here is pretty good, pretty stable."

One driver of that are vehicle incentives, McAreavy said. Some manufacturer incentives are quarterly, so it is not uncommon to see a spike in sales in March, June and September. In addition, financing in Rochester is good right now.

"There are plenty of lenders out there that are supporting the market," McAreavy said. "The leasing business has been very strong—we've had tremendous leasing activity over the last few years."

Last year, area dealers posted one of the highest percentages of retail sales from leases in Rochester's history, McAreavy said, outpacing the national average of around 20 percent. He acknowledged that that has since slowed.

"Now what we are seeing is the leasing activity is starting to taper off," he said. "It's cyclical."

Wantalease.com, an online car lease marketplace, reports a stable leasing environment nationwide, with prices on most of the industry's popular leases holding steady in June.

While RADA does not report used-car sales, McAreavy said that used-car values drive high residual values in leasing.

"Those numbers are starting to taper off and used-car values are starting to soften because we have a very high number of off-lease vehicles coming back in the market now," McAreavy said. "So it's starting to soften, now used-car prices are going down, which results in residual values going down and now the leasing structure is not as attractive as it has been the last few years."

For Garber Automotive—which offers four new-vehicle makes including Acura, Honda, Porsche and Audi—a slow start likely will improve through the remainder of the summer and into the fall months, said managing partner Kevin Parker.

"The summer months, the warmer months, have been absolutely fantastic for the Garber organization," Parker said.

**BARNHART**

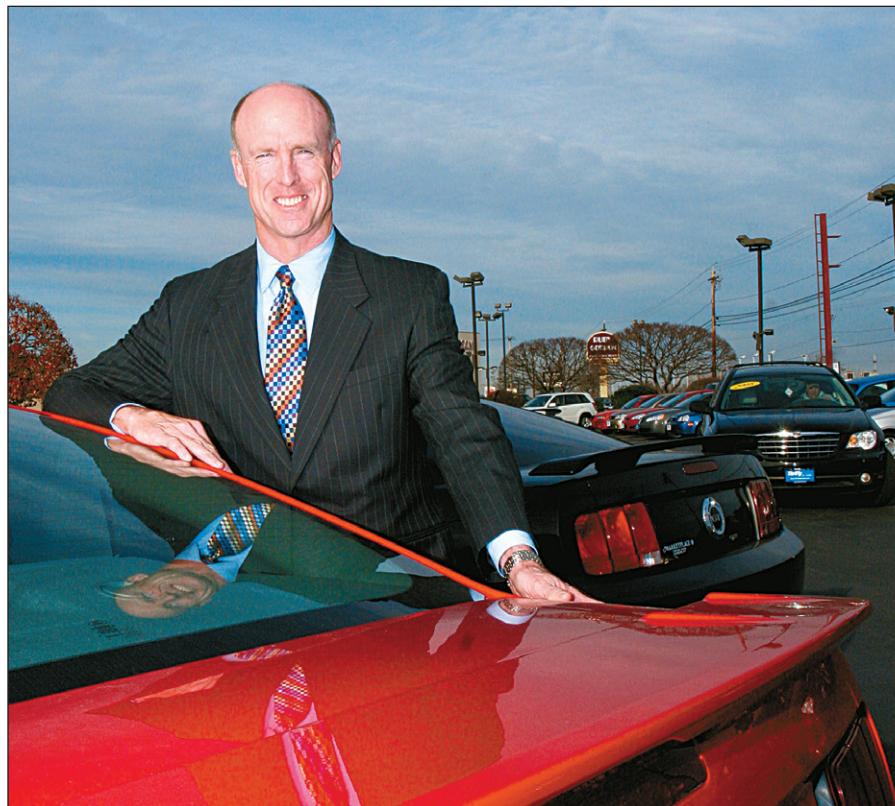
Continued from page 1

as an investigative and public interest journalist last year to pursue public office. She cites her mission as a need to repair a broken system, one riddled with corruption and lack of transparency. Barnhart has no qualms about pushing those accusations onto Mayor Lovely Warren, calling her career at best corrupt and at worst felonious. She refers to fellow Democratic mayoral candidate and former police chief James Sheppard as just more of the same, garnering support "not because people like him, but because they hate Lovely."

"I'm just totally fed up with the state of the leadership," Barnhart said. "I'm fed up with Rochester not getting its fair share from Albany."

Citing a history of actions from Warren she sees as dubious, Barnhart pushes for comprehensive reform in government, highlighting changes that will force accountability and promote transparency.

"I have a package of ethics reform I plan to put in place," Barnhart said. "Code that spells out conflict of interest,



File Photo

"We're running a little bit ahead of the market," RADA President Bradley McAreavy said.

er said. He expects both Honda and Porsche sales to beat 2016 numbers. Audi and Acura sales likely will be flat this year.

Garber is on track to sell roughly 4,200 new and used vehicles this year, and year-to-date the dealership is the No. 1 volume Honda retailer in Western New York. The company sold 4,142 vehicles in 2016, according to the most recent Rochester Business Journal list of auto dealers, and posted \$134 million in retail sales.

Parker said Garber's pre-owned sales are up from a year ago, as are the company's service-related divisions.

"A lot of customers are repairing their vehicles that they currently have, so our service departments, therefore our parts departments who support our service departments, they're having an uptick as well," he noted. "And our collision shop has had a slight uptick as well. People are still unfortunately getting in accidents and needing to get them repaired."

June was Garber's best month since purchasing the former Holtz House of Vehicles franchises in 2011, Parker said.

est, campaign finance reform and forbids people from leaving government employment and lobbying."

While noting the organic growth Rochester has seen in recent years, Barnhart argues the type of growth the city promotes is in defiance with how Rochester is actually growing.

"The kind of growth the city has been promoting gives tax breaks to people on the high end of the business spectrum," Barnhart said. "We need to reduce property taxes and start banking on growth."

In hopes of bringing a startup boom to the city, Barnhart advocates for a city-wide fiber optic internet network available to every residence and business in the city, offering speeds of up to one gigabyte per second. She cites a similar fiber network introduced in Chattanooga, Tennessee, as a model for Rochester's internet future. As much of the fiber optic network already exists, a plan from the Rochester City School District puts the wiring cost to consumers at \$70 million. Barnhart calls this number a light lift, considering the drastic impact a fully integrated optics network would have on the city.

"It's a social equity issue," Barnhart

"The campus overall is tracking to have a very solid year, even though we came out of the gates a little tough," he added.

One national trend that Rochester-area car dealers also are experiencing is a shift toward trucks and SUVs. The American International Automobile Dealers Association reported that six of June's top-selling vehicles fell into the truck or SUV/crossover categories, led by the Ford F-Series and Chevrolet Silverado and Ram pickups.

While car sales outpaced truck and SUV sales, for the most part the top 10 cars experienced a decline in overall sales in June, AIADA reported.

In Monroe County, auto dealers sold 12,820 trucks in the first half of the year, and 11,081 cars, McAreavy said. In both 2015 and 2016 the car market in Rochester outsold the truck and SUV market, he noted.

"Our market is consistent with the national market in that regard. Truck and SUV sales are up, car sales are down, which is unusual. We're actually a car market here," McAreavy said.

## Meet the candidates

This is the first in a series of profiles on Democratic candidates in the Rochester mayoral race leading up to the Democratic primary on Tuesday, Sept. 12.

**Today:** Rachel Barnhart

**Sept. 1:** James Sheppard

**Sept. 8:** Mayor Lovely Warren

said. "This kind of infrastructure could build jobs, help education and bring businesses here."

Barnhart noted it is not the only equity issue in Rochester. Rather, she sees the city as a community divided, segregated along lines of income.

"When we build affordable housing, we have to put them in mixed neighborhoods, not just low-income areas," Barnhart said. "90 percent of students in our schools are low-income; people with means have abandoned our district."

Alongside efforts to integrate neighborhoods across economic lines, Barnhart campaigns on promises of creating an encompassing jobs office at City

and that is a function of cheap gas, McAreavy said.

"When gas is not a budget issue for people, they buy the vehicle they want, the one that they really want," he explained. "And it ends up being a full-sized truck or SUV. When gas is an issue they buy something that fits into their budget and they know is going to work for them."

While SUVs continue to power the market, their inventory has begun to pile up and manufacturers have started to roll out incentives to keep sales high and supply in check, Edmunds analysts say of the national trend.

J.D. Power officials say total incentive spending in the marketplace has risen to a record \$25.2 billion through June, up nearly 12 percent from last year. Incentive spending on trucks and SUVs reached \$3,645 per vehicle, J.D. Power reported.

The shift from cars to trucks and SUVs has some manufacturers scaling back production of smaller vehicles. General Motors Corp. has reduced the number of shifts at some of its U.S. operations and Fiat Chrysler has laid off workers at compact car production facilities.

In 2016, auto dealers sold a record 17.55 million vehicles. Some pundits are expecting that to drop this year. LMC Automotive, a provider of automotive production, sales and powertrain forecasts, expects 2017 light-vehicle sales of 17.1 million, a 2.6 percent decline from 2016. Edmunds is forecasting a drop to 17.2 million units.

Still, the decline in sales nationally is nothing to be alarmed about, experts say. Edmunds officials note that a drop to 17.2 million units would be the fourth best sales year ever. And at a local level, dealers are reaping the rewards of a market that continues to perform well, McAreavy said.

"Even though we're slightly ahead of where we were a year ago, my prediction is we'll probably be down just a little bit," McAreavy forecasted. "But the overall industry as a whole has kind of reached its peak. It's one of those things where you can't keep setting a record every year."

*vspicer@bridgetowermedia.com / 585-653-4021*

Hall, along with working to keep employers in the city.

"We have to advocate for the city and stop letting jobs go to Henrietta," Barnhart said. "We need to make Rochester a place where people want to live and do business."

While promoting lower property and commercial tax rates in the city, Barnhart sees making Rochester a better place as promoting transparency and accountability in public office, as well as in the police department.

"We need an independent investigator when it comes to police, not the chief as the final arbitrator," Barnhart said. "We need a police accountability board to hold police accountable as it should be."

She refers to Sheppard's handling of these issues during his time as chief as "horrible."

Ultimately, it is Barnhart's stance that Rochester is a city of promise, but one that needs to break through antiquated thinking, and needs leadership that speaks for the people.

"We can't keep doing the same things over and over," Barnhart said. "We need policy, not programs and we need a fighter for the city's interest."

# A mom remembers a son who helped inspire a miracle

**A**manda Sparrin vividly remembers how excited her son, Bryson, was when she signed him up to play Challenger Little League Baseball in Webster in the spring of 2010. The charismatic five-year-old, known to everyone he met simply as "B," couldn't wait to put on a uniform, but he had one stipulation for the program's commissioner, Ron Kampff. And this requirement would be non-negotiable.

"B loved the color red," Sparrin recalled, chuckling. "So he told Ron that he would only play on teams with red caps and jerseys."

Not a problem, a smiling Kampff told them. And, so, during the several seasons that Bryson played in the league for children with physical and mental challenges he wore his favorite color with pride and boundless joy. "He really loved game days," Sparrin said. "It was one of those times when he got to feel like every other kid."

Bryson endured much during his short, influential life that ended on April 4, 2013, just four months shy of his eighth birthday. His cerebral palsy and epilepsy resulted in roughly 30 surgeries and more than a year of hospitalization. But his challenges didn't prevent him from living life with gusto. He and his determined mom saw to that.

Along the way, Bryson experienced the thrill of riding a horse, zipping down a zip line and smacking base hits. His journey was a reminder that it's not the number of years in your life, but the amount of life in your years.

"Like my sister told us in her wonderful eulogy: 'Who is to say you need to



**ON SPORTS**  
Scott Pitoniak

live 70 or 80 years to leave an impact on this world?'" Sparrin said. "My son needed only seven years. And, I know I'm biased being his mom, but what an impact he made. It's still being felt."

That it is. By her and numerous others. And Saturday morning, at the Ridge Park Athletic Complex in Webster, Bryson's impact will be felt again when a ribbon cutting ceremony is held to officially open the Challenger Miracle Field of Greater Rochester. The multi-use facility is designed for people with physical and/or cognitive challenges, and features a cushioned rubberized surface to prevent injuries, wheelchair accessible dugouts and flat surfaces.

The project was the brainchild of Kampff and Don Barone, who were inspired by Bryson and scores of other ballplayers like him. There were times when Kampff and Barone wondered what they had gotten themselves into, but thanks to their Herculean efforts and the generosity of hundreds of donors, they managed to raise the \$1.2 million needed to build the field.

"This really is a dream come true," said Sparrin, who continues to coach Bryson's old Challenger team. "I can't wait to see the kids out there playing

ball on a field that was built especially for them. B definitely will be there in spirit, cheering on his friends."

Sparrin's devotion as a volunteer coach and the manager of two group homes clearly is inspired by her son. "The way I look at it, I'm continuing his journey," she said. "Just because he died doesn't mean I stopped being his mom. And part of being his mom is being an advocate for those that need a voice. By coaching his teammates and the new kids coming into the program, and by working with adults in my group homes, I'm staying connected to B. It gives me a great sense of joy."

Bryson's continuing influence also is evident in Sparrin's fiancé, Blake Dufault. Five months ago, he opened Hue Salons in Henrietta with the goal of making it accessible to everyone's needs. He also is donating a dollar from every hair product sold to Miracle Field.

The plan is to build a fully adaptive playground next to the multiple-sports field that will be used by nearly 2,000 people throughout the Rochester area. Sparrin views it as another sign that barriers against people with disabilities—or "different abilities," as she calls them—are being toppled. "To be able to have our own field and be accepted into the community is a beautiful thing," she said. "We've come a long, long way to include people with different abilities, celebrating them and giving them opportunities like everyone else. We still have a long ways to go, but this is a huge step, and it speaks to Rochester's commitment to inclusion."

It also speaks to the decency and kind-

ness of people. That's something easy to forget during these fractured, occasionally hateful times. Kids like Bryson remind us of what's truly important. They teach us so much. They live in the moment. They feel joy deeply. They express love unconditionally. They are grateful for simple things, like putting a bat to a ball or being a part of a team.

"I learned so much from my son and his teammates," Sparrin said. "And I'm still learning from them. I'm flattened that people remember my son, but I want to emphasize that there are thousands of stories like his out there. There are so many kids and families dealing with things. Hopefully, fields like this one will provide them with some happy times."

Saturday will be a bittersweet day for her. But the joy will outweigh the sadness. She will remember all the good times she shared with Bryson on ballfields. She'll think about the extraordinary kindness Kampff and so many others have shown her. She'll cheer on her players—her extended family, if you will.

"B would have been so excited, so amped up to be out on that field with them," Sparrin said, wiping away tears. "He'd be laughing that contagious laugh of his, having a grand, old time, playing ball with his friends."

On a Miracle Field he helped inspire, a place that truly is a field of dreams come true.

*Best-selling author and nationally honored journalist Scott Pitoniak is the Rochester Business Journal sports columnist.*

## New York's family leave act differs in key respects from federal law



**LAW**  
Jeremy J. Wolk

**B**eginning Jan. 1 of next year, the New York Paid Family Leave Benefits Law will require New York employers to provide their employees with paid and job-protected time off for certain qualifying family leave events. The New York Workers' Compensation Board recently published final regulations implementing the NYPFL, so now is the time for employers to get ready for this imminent change.

In many ways the new law is similar to the existing federal Family and Medical Leave Act, but there are some distinct differences. Like the FMLA, the NYPFL provides up to 12 weeks of job-protected leave annually to care for family members with serious health conditions; to bond with a child following birth, adoption or foster placement; and to address certain qualifying exigencies arising from military service.

But the NYPFL applies to even the smallest private sector employers (FMLA only applies to those with 50 or more employees), and provides employees with significant wage replacement benefits while taking time off for a qualifying reason (FMLA is unpaid). The NYPFL's scope of covered family members is broader than the FMLA, in some cases allowing employees to care for in-laws, domestic partners and grandparents/grandchildren.

The eligibility criteria of the NYPFL is less stringent, with employees becoming eligible after only 26 weeks of employment (versus 12 months under the FMLA), and does not require a minimum number of hours worked in the last year. While employers can require em-

ployees to exhaust sick or vacation time before taking unpaid FMLA leave, employers cannot require the same of employees before taking NYPFL. Although the FMLA requires continuous leave to bond with a new child, the NYPFL permits such time to be taken intermittently.

The NYPFL will be phased in over time, with employees being able to take up to eight weeks of paid leave in 2018 with a gradual increase to 12 weeks by 2021. The benefit amount will also be phased in, initially with employees receiving 50 percent of their average weekly wage (capped at 50 percent of the New York average) for leave taken in 2018 with annual increases until employees receive 67 percent of their average weekly wage (capped at 67 percent of the New York average) in 2021. Translated to dollars, the maximum weekly benefit for 2018 will be \$652.96 per week (less for employees earning less than \$1,305.92 per week), and is expected to increase to over \$875 by 2021.

Although NYPFL insurance will be paid for by employees, employers are responsible for arranging coverage through either a private insurance carrier or the state insurance fund, or by

applying for permission to self-insure. Employers currently purchasing statutory disability insurance for their employees will automatically receive NYPFL coverage through a rider to their disability policy.

Although most of the leave administration will be carried out by insurers or third-party administrators, employers must remain mindful of their important obligations under the law. In addition to holding an employee's job (or equivalent position) open during leave, employers must update employee handbooks or write employee handbook policies addressing NYPFL, post required notices, send employees notice of their rights when a leave event occurs, and complete a portion of the NYPFL claim form within three business days of an employee's leave request. Employers will also need to continue subsidized group health plan benefits during leave, similar to the FMLA.

Employers will also need to arrange for after-tax employee payroll deductions. While not required to do so, an employer is permitted under the regulations to begin deductions as early as July 1, 2017. The employee contribution is equal to 0.126 percent of an employee's weekly wage or the statewide average weekly wage, whichever amount is lower. Based on the New York average weekly wage in 2016, the maximum weekly contribution for the first year would be \$1.65 per week.

Employers need to work with their payroll providers to ensure that deductions are being handled properly. Employers who begin taking deductions be-

fore an insurance policy is in place may have an obligation to hold such monies in a trust account. Since many carriers appear inclined to bill in arrears starting at the end of the first quarter 2018, it seems that there is no reason for most employers to start deductions now.

Although time off can be deducted from both the employee's NYPFL and FMLA leave banks at the same time, it can only be done if 1. the leave qualifies for protection under both laws, and 2. the employer gives proper notice of the concurrent leave designation. Because the eligibility rules under the NYPFL and FMLA are not identical, it creates opportunities for employees to receive twice as much leave in some cases.

For example, because the NYPFL does not apply to an employee's own serious health condition, if an employee uses 12 weeks of FMLA leave due to pregnancy complications, childbirth and recovery, the employee will still be entitled to 12 weeks of NYPFL to bond with a new baby after recovering from the delivery. Likewise, if an employee uses 12 weeks of NYPFL to care for a grandparent, grandchild, domestic partner or other seriously ill family member who is not covered by the FMLA, the employee will still be entitled to 12 weeks of FMLA leave in the event of their own serious health condition, to bond with a new child, for a military exigency, or to care for a family member covered by federal law.

Employers should also prepare for the possibility that employees who

Continued on next page

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already took maternity/paternity leave under FMLA for a child born in 2017 will take additional paid time off under NYPFL in 2018, since the right to take paid bonding leave lasts until the child's first birthday.

The Workers' Compensation Board has indicated that it will issue further guidance regarding certain aspects of the NYPFL that are especially confusing. Among other topics, the board intends to issue additional guidance regarding employees who work both inside and outside of New York, the interplay between the NYPFL and statutory disability benefits, and how employees with irregular work schedules can become eligible for NYPFL benefits.

Now that the regulations are final, employers should revise their leave policies and payroll deduction practices to implement the NYPFL. Employers should also determine whether they want to apply to self-insure, or to purchase coverage through the state fund or a private insurer. As leave could continue beyond 12 weeks due to the differences in the NYPFL and FMLA, employers need to make sure policies are in place to continue health insurance benefits during the extended leave period.

Employers must also be prepared to answer questions from their employees regarding the various benefits and requirements for using paid family leave benefits, particularly since some employees may be eligible to immediately use these benefits on Jan. 1, 2018. Finally, to the extent an employer begins early payroll deductions in connection with paid family leave benefits, employers must be prepared to answer questions from employees regarding the nature of and reasons for such new deductions.

*Jeremy J. Wolk is a partner in Nixon Peabody LLP's Business & Finance department. He developed this article with Kate Ulrich Saracene, a partner and head of the firm's Health and Welfare Employee Benefits team.*

## DIXON

Continued from page 19

better to specific styles of communication, so try to deliver information visually with videos and digital presentations, for example. And consider reaching out with a text or IM first, then email, before a phone call or in-person meeting.

### Our differences make us great

As part of the value they place on equality, millennials appreciate and expect diversity of thought and style as much as religion and nationality. To keep them engaged, don't require conformity, especially with strict dress codes or inflexible hours of operation. Stay flexible and understanding about individual preferences as long as they don't impact productivity. This shows your "diversity" talk is more than just talk, and it reinforces a culture of trust.

If your culture truly is built on trust, you will attract employees, including millennials, who share your values. When values are aligned, people are more likely to feel comfortable, satisfied and rewarded at work. And that means they'll be more likely to stay long and work hard.

Can't ask for more than that!

*Lauren Dixon is CEO of Dixon Schwabl Inc., a marketing communications firm, which has been honored as a best place to work.*

# Community Events calendar

*A Weekly Listing of Upcoming Nonprofit and Community Events*

## THURSDAY, SEPT. 7

Don't miss **2017 Innovative Solutions Tech Conference**, one of Rochester's largest technology conferences, where you will learn from the brightest tech minds about the latest tech trends, cybersecurity, Microsoft updates, and more. Special keynote presenter is Heath Slawner, an official IGNITER with Simon Sinek's team. Special guest speakers include: Austin McChord, CEO of Datto Inc.; Robert Duffy, Greater Rochester Chamber of Commerce president; and Justin Copie, Innovative Solutions CEO and owner. Also, hear different perspectives from local CEOs of CloudSmartz, Envative, Entre, LMT and Mindex. Live demos, prizes and giveaways. Leave feeling inspired to move your business forward! RBJ subscribers receive \$100 off using promo code: innovative. Seating is limited. All proceeds will be raffled to a not-for-profit organization in attendance at the conference. 7:30 a.m. to 5 p.m. Hyatt Regency Rochester. For more information visit [www.InnovativeSol.com/ISTC](http://www.InnovativeSol.com/ISTC) or contact Zina Nelson at (585) 292-5070 ext. 273

## SATURDAY, SEPT. 9

**Steeped in history, this quaint lakeside hamlet** will share the "Beauty & Bounty" of the area when the Williamson-Pultneyville Historical Society (W-PHS) presents a tour of seven prominent homes and four landmarks from 10 a.m. to 4 p.m. Tour tickets include a talk by our town historian, performances by Gatesingers in historic Gates Hall, organ and carillon concerts in our lovely churches, and museum exhibits at W-PHS museum. Come and experience the New England-like charm of picturesque Pultneyville in Wayne County, just 25 minutes east of Rochester! Tickets, \$25, and more information at [w-phs.org](http://w-phs.org).

## SATURDAY, SEPT. 9

**Pluta Cancer Center Foundation's largest annual fundraiser**, the Emerald Ball, is an evening of hope, healing, and celebration. It is an opportunity for the Pluta community to come together to recognize the incredible Pluta team, enjoy an evening under the tent at Oak Hill Country Club, and raise funds to give back to Pluta Cancer Center and its patients. 6 p.m. If you are interested in attending, or would like to learn more, please call the Development Office at (585) 486-0591.

## SATURDAY, SEPT. 9

The Bay View YMCA Wine & Beer Tasting Event, **Reds, Whites, & Brews on the Bay**, is 5 to 8 p.m. at 500 Smith Road, Webster. Enjoy an evening of sampling wine and beer with live music, hors d'oeuvres, boat tours and more! All proceeds benefit the YMCA Annual Campaign. Tickets available for purchase at the Bay View Family YMCA or online at [rochesterymca.org/bayviewannouncements/reds-whites-brews-on-the-bay](http://rochesterymca.org/bayviewannouncements/reds-whites-brews-on-the-bay). Presale tickets pricing available until 9/1: \$35 per person/\$60 per couple; \$10 limited VIP parking space available. After 9/1: \$40 per person/\$70 per couple. Contact TerriThon at (585) 341-3061 or [terri@rochesterymca.org](mailto:terri@rochesterymca.org).

## FRIDAY-SATURDAY, SEPT. 15-16

**Fourth annual cocktails & carburetors:** The Landmark Society of Western New York presents another great weekend for car lovers. Join us Friday night from 6:30 to 9 p.m. at Horsepower Motorworks in Victor for cars, cocktails, music, food and a silent auction. At the party you will receive your ticket and directions for self-guided tours of private garages and car collections on Saturday from 10 a.m. to 4 p.m. Tickets are \$75 and proceeds benefit the Landmark Society. Tickets are limited and available at [www.landmarksociety.org](http://www.landmarksociety.org).

## MONDAY, SEPT. 18

**Villa of Hope will be hosting the Tournament of Hope** at Deerfield Country Club. Foursomes and sponsorships are still available and can be purchased at [www.villaofhope.org](http://www.villaofhope.org) or by calling Catherine Amico-Orlandini at

(585) 329-3281. A Sanctuary Certified Agency, Villa of Hope serves over 3,500 youth and families annually. Through 75 years of caring for increasing numbers of young people whose lives were impacted by abuse, poverty and family histories of mental illness or drug problems, the Villa evolved into a leader in behavioral health, mental health, adolescent substance use treatment and trauma-informed care.

## MONDAY, SEPT. 18

Celebrate the region's agricultural bounty and culinary talent at **Foodlink's annual fundraiser, the Festival of Food** from 6 to 9 p.m. at the City of Rochester Public Market. Enjoy tastings from more than 100 local restaurants, wineries, breweries and more. All proceeds benefit Foodlink, the regional food bank that has served the Genesee Valley and Finger Lakes regions for nearly 40 years. Tickets online at [www.foodlinkny.org](http://www.foodlinkny.org), or at your local Wegmans.

## TUESDAY, SEPT. 19

**Rochester Area Community Foundation's 2017 Philanthropy Awards and Annual Report to the Community Luncheon.** Join the Community Foundation as it honors outstanding philanthropists Anne Morris Farnham, Sherman Farnham Jr., Mimi Hwang, Chuck Lundeen and John Williams, along with Joe U. Posner Founders Award recipient Mike Buckley. A reception for the honorees begins at 11:15 a.m. in the Empire Room of the Joseph E. Floreano Rochester Riverside Convention Center. Lunch will begin promptly at noon. Tickets are \$60 per person or \$550 for a table of 10. Register online at [www.racf.org/Luncheon](http://www.racf.org/Luncheon) or contact Joseph Barcia at (585) 341-4364 or [jbarcia@racf.org](mailto:jbarcia@racf.org).

## SUNDAY, SEPT. 24

**Join Mary Cariola Children's Center** as we go Walking on Sunshine at Veterans Memorial Park, 3100 Atlantic Ave., Penfield. Money raised at Mary Cariola's largest fundraiser will support 450 children and young adults with multiple disabilities who attend our school or live in our residential homes. Choose a Family Fun Walk or longer Wellness Walk. Enjoy family-friendly activities, team mascots, breakfast, celebration lunch, music, raffle, silent auction and more. Sunshine guaranteed! Registration begins at 9:30 a.m., Walk at 10:30 a.m. To register or donate, visit [www.crowdrise.com/walkingonsunshine2017](http://www.crowdrise.com/walkingonsunshine2017). For more information, contact Rebecca Menendez at (585) 271-2897, ext. 1299.

## SUNDAY, SEPT. 24

**RISE Brunch**, from noon to 3 p.m. at the Rochester Yacht Club, 5555 St Paul Blvd. Rochester Initiative for Scholarship and Education, or RISE, is a program of the Alliance designed to invest in the future of the LGBTQ community. Funds support leadership programs and scholarships for LGBTQ youth in the Rochester area. RISE helps to shape the future of the LGBTQ movement by preparing youth to become the leaders of tomorrow. This year we will provide four scholarships to members of the LGBTQ community. You can be a part of this important event by purchasing tickets, becoming a sponsor, or advertising in the Brunch Journal. For more information go to [www.gayalliance.org/rise](http://www.gayalliance.org/rise) or call (585) 244-8640 ext. 29.

## FRIDAY, SEPT. 29

**East House's 2017 Hope & Recovery Luncheon** will feature Andie MacDowell, model, actress and advocate, as keynote speaker at 11:30 a.m. at the Joseph A. Floreano Rochester Riverside Convention Center. As East House's premier fundraiser, this luncheon highlights the efforts of those affected by mental health and substance use disorders to live satisfying and productive lives. Reservations are \$75 per person. VIP reservations, which lend an opportunity to meet Ms. MacDowell, are \$175 per person. A table of 10 is \$1,000. Please visit [east-house.org](http://east-house.org) or call (585) 238-4800 for reservations.

*Sponsored by:*



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If you are interested in listing your nonprofit fundraiser in the weekly Community Events Calendar and Clearinghouse, call (585) 232-6947, or email at [jsims@rbj.net](mailto:jsims@rbj.net).

# Light and Sound Conference set for next month

By KERRY FELTNER

The inaugural Light and Sound Interactive Conference will be held from Sept. 12 to 14 at the Joseph A. Floreano Riverside Convention Center and Hyatt Regency.

"LSI is inspired by the success of South by Southwest Interactive in Austin, Texas, an offshoot of the world-renowned SXSW Music and Film festivals," said Paul Ballantine, executive director of CEIS and producer of LSI, in a statement. "With a strong, long-term vision and a can-do spirit, LSI can do the same for Rochester as SXSW Interactive did for Austin."

## GLOBAL CROSSING

Continued from page 1

after Frontier itself had acquired Global-Center, a Web-hosting and data-center firm, and Frontier invested in a national network under former CEO Ronald Bittner. Global Crossing won a bidding war with Qwest Communications to acquire Frontier.

Global Crossing also began logging revenues as "cash revenues," taking large up-front payments for long-term deals. That cash then was pumped back into building a bigger network. But that approach demanded a constant flow of new accounts, and there were not enough paying customers to support the infrastructure.

The company went from being the subject of speculation about being acquired amid the consolidation at the turn of the 21st century in the telecom industry to acquiring an unsustainable debt of over

LSI is co-hosted by the University of Rochester and the Rochester Institute of Technology.

"This conference has outstanding potential to nationally showcase the region's and the University of Rochester's innovation and research in optics, photonics, imaging, and audio engineering, all of which are improving lives around the world and advancing the frontiers of human knowledge and technology," said Joel Seligman, president and CEO of the University of Rochester, in a statement. "The University of Rochester and RIT are tailor-made to co-host this conference and I look forward to joining with our area sponsors, industries, and institutions this September."

\$12.4 billion.

In March 2000, CEO Robert Annunziata resigned, followed by three other chief executives over a three-year period.

William Hughes, then-CEO of HPA Telecom Group Inc., told the RBJ in 2002 that Annunziata's departure was a sign of trouble. "The nuts-and-bolts telecom guys moved out and the growth guys moved in," Hughes said at the time.

In 2001, Global Crossing sold Frontier's local telephone operations and the Frontier name to Citizens Communications. Hughes said a year later that it was a mistake to sell off Frontier's data arm and local-telephone business because it could have meant constant revenues for Global Crossing.

In January 2002, Global Crossing filed the then-largest Chapter 11 bankruptcy for a telecommunications firm and the then-fourth largest bankruptcy in U.S. history.

The conference will offer attendees information on innovations in augmented and virtual reality, interactive media and games, film, audio and music, imaging, displays, health care, optics and photonics, according to officials.

"RIT is excited to be a partner in this event, which also speaks to our core strengths of working at the intersection of technology, the arts, and design," said David Munson, president of RIT and a keynote speaker of the event, in a statement. "LSI will feature RIT researchers who are pushing the boundaries in light and sound technologies. This is an ideal opportunity to showcase that greater Rochester is a world-class leader in these interdis-

ciplinary fields that will continue to shape creativity and innovation for years to come."

LSI will also highlight New York State's \$10 million accelerator challenge, Luminate. Deadline for applications is Sept. 15. To apply visit [www.lightandsound.org/](http://www.lightandsound.org/).

Registration for LSI is free for the first 100 registrants and \$150 for all registrants after, officials said. Students at all levels, from high school to graduate studies, may register for free.

LSI is being held in concurrence with the New York Photonics annual meeting, which is Sept. 12 at the Hyatt Regency Rochester. Register at [newyorkphotonics.org/](http://newyorkphotonics.org/).

ing bonus of \$3.5 million and severance package of \$3 million.

"What was particularly egregious with Global Crossing was the unbelievable, obscene amounts of money being paid to certain executives," says local attorney Michael R. Wolford of The Wolford Law Firm, a law firm that practices in the area of securities law and one of Global Crossing's creditors in its Chapter 11 bankruptcy. "Unfortunately, they walked away from it and they're not the ones that were being penalized. The employees and creditors and others who depend upon that company end up getting severely injured."

In 2004, a \$325 million settlement was reached in a securities class-action lawsuit to compensate investors and former workers who lost money and their pensions in the 2002 collapse. Global Crossing emerged from Chapter 11 bankruptcy at the end of 2003.

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# Bagel buy

After lengthy proceedings, a local bankruptcy judge approved Bruegger's Bagels' parent company, Bruegger's Enterprises Inc., to buy 28 previously franchised Bruegger's Bagels locations on Tuesday.

Bruegger's Enterprises will purchase Bruegger's Bagels bakeries in Rochester, Albany and Syracuse, which will preserve the presence of the brand that has remained a staple in Upstate New York for decades.

The first Bruegger's Bagels shop opened its doors in 1983 in Albany. More than 30 years later, the brand has expanded to over 260 stores around the country. Even though the company has experienced widespread

expansion, the bagels are still made with the original method and recipe.

"Our first three bakeries opened in Albany more than 30 years ago, and they're still operating today, so this deal allows us to retain a cherished part of our heritage," said Bruegger's Bagels President Paul Carolan. "It took a while to reach this positive outcome in court, and we deeply appreciate our local bakery team members who have not missed a beat in providing great food and service to our guests—not to mention our loyal guests themselves, who are the reason for our success in Upstate."

—Nicole Sheldon 8.17.17

## RIT named a cyber defense center

Rochester Institute of Technology has been named a National Center of Academic Excellence in Cyber Defense Research through 2022.

Those with the designation seek to advance cyber defense technologies, policies and practices to help protect the country from a cyber-attack.

Today there are 142 institutions with the designation of Cyber Defense Education and 72 hold a Cyber Defense Research designation, but RIT is one of 39 schools that has both designations.

The National Security Agency and the Department of Homeland Security both



sponsor the National Centers for Academic Excellence. RIT is already certified as a National Center of Academic Excellence in Cyber Defense Education through 2021, officials said.

"We are very proud to join this group of research elites working to contribute to the protection of our national information infrastructure," said Bo Yuan, professor and chair of RIT's Department of Computing Security, in a statement. "Since first designated as a CAE-CD in 2006, the CAE-R designation has been one of our high achieving goals to strive for."

—Kerry Feltner 8.18.17

## Monro Muffler changes name

Monro Muffler Brake Inc. is ushering in a new era of leadership as well as a new name to reflect the 60-year-old company's new direction.

At its annual meeting last week, Monro shareholders approved a proposal to change the automotive undercar repair and tire sales company to Monro Inc. The name change represents a milestone in the company's history as it crossed the \$1 billion sales mark for the first time, officials said.

The name change will apply to Monro's corporate entity only and will not affect any of the company's store brand names.

In July, Monro reported record first-quarter sales.

—Velvet Spicer 8.21.17

## Paychex acquires North Carolina outsourcing firm

Paychex Inc. has acquired North Carolina-based HR Outsourcing Holdings Inc., the company announced Monday. Financial details of the transaction were not disclosed.

HROI is a human resource firm that supports clients in 35 states. All 140 employees of HROI will have the opportunity to be Paychex employees.

"We are excited about becoming part of Paychex because it presents many

advantages," said Anthony Danon, president and chief operating officer of HROI, in a statement.

Today Paychex serves over 1 million employees with its HR offerings. The deal expands that offering suite, officials said.

"This acquisition represents Paychex's continued focus on growth, both in revenue and in PEO solutions for our clients," said Martin Mucci, Paychex

president and CEO in a statement. "The combination of Paychex's experience, knowledge, and resources with the experience and fast-paced growth of HROI positions us to have an even stronger presence in the industry. We are excited about the HROI team joining the Paychex family."

Paychex employs some 4,400 people in Rochester and nearly 14,000 in total.

—Kerry Feltner 8.21.17

## FROM THE ONLINE ARCHIVE

### Seventeen years ago

Corning Inc. tapped a longtime company executive to head Monroe Park Plant, its new facility in Henrietta.

Michael Angolia, a 26-year Corning employee, was chosen to serve as plant manager. Throughout the previous decade, Angolia had headed two plants of similar size: the Optical Corp. of America in Massachusetts, which Corning acquired, and the High Purity Fused Silica plant, a company division in Connecticut.

The company expected to have 440 new employees at the facility it planned to establish in the former ABB Instrumentation Inc.

### Nine years ago

Xceed Financial Credit Union planned to open its Pittsford office in the next month and add four more offices over the next two years.

Xceed, which changed its name from Xerox Federal Credit Union in March, also planned to move its regional headquarters from Webster to Monroe Avenue.

On June 30, 2008, Xceed, the area's second largest credit union, merged with Rochester Federal Credit Union, adding two branches to its total of eight in Monroe County. Xceed's local operations center was consolidated at Monroe Avenue in July.

## RBJ MORNING ROUNDUP

### Settlement to help former students

New York Attorney General Eric Schneiderman says there has been a settlement that will help some of the students impacted by the sudden closure of programs operated by Corinthian Colleges.

—WXXI News

### State and Seneca Nation still at odds

The Cuomo administration, frustrated at the Seneca Nation's decision to stop making casino revenue-sharing payments, is threatening to permit a new, non-Native American gambling hall near the tribe's casino in downtown Niagara Falls.

—The Buffalo News

### Court worker stole \$160,000 in fines

A court office assistant stole more than \$160,000 in fines paid by businesses and people who had been ticketed in Manhattan for minor offenses like drinking alcohol in public and violating the fire code, a prosecutor said in court on Tuesday.

—The New York Times

Each weekday morning, RBJ editors comb the Internet to deliver a tip sheet on the latest news, analysis and opinion online. For a free subscription to the RBJ Morning Roundup or the afternoon RBJ Daily Report, go to [rbi.net/](http://rbi.net/) e-newsletters



## Keep, improve NAFTA

One of Donald Trump's many campaign promises was that he would renegotiate the North American Free Trade Agreement to get a better deal for the United States.

The U.S., Canada and Mexico began formal negotiations last week. Canadian and Mexican negotiators agree that the deal needs to be updated but, unlike Trump, they see the agreement as a success story.

Speaking at a rally in Arizona this week, Trump indicated that he thinks the U.S. will end the agreement rather than updating it. "Personally, I don't think we can make a deal because we have been so badly taken advantage of," he said.

A new analysis by Business Roundtable shows just how big an impact NAFTA has had on New York's economy.

The analysis shows that 836,600 New York jobs were supported by U.S. trade with Canada and Mexico in 2014. In 2015, New York exported \$22 billion in goods and services to those two countries.

Some industries have been particularly reliant on trade with Canada and Mexico. In 2015, our two neighbors received 93 percent (\$210 million) of all motor vehicle body and trailer exports; 91 percent (\$665 million) of all aluminum exports; and 84 percent (\$186 million) of all preserves and specialty foods exports.

"The numbers make it clear that New York workers and businesses have benefited from NAFTA," said Tom Linebarger, chairman and chief executive officer of Cummins Inc. and chair of the Business Roundtable International Engagement Committee. "Successful negotiations should expand on, and not diminish, the many benefits NAFTA already provides."

In May, Business Roundtable, an association of chief executive officers of leading U.S. companies that employ nearly 15 million people, sent a letter to the Trump administration detailing provisions they would like to see included to strengthen NAFTA.

Hopefully, in seeking a "win" on NAFTA, Trump doesn't ignore the advice of smart business leaders or the importance the agreement has for many businesses in New York and elsewhere in the country.

Tim Campbell  
DUST BY WASHINGTON POST KOMIS ©2017



## A century after suffrage, women's equality work continues on

By PAM HELMING

**O**n Saturday, Aug. 26, Americans around the country will celebrate Women's Equality Day, but here in the 54th New York State Senate District, we have been commemorating women's equality and women's rights for a little longer than that, in a way.

Held since 1971, Women's Equality Day marks the date in 1920 when the 19th Amendment to the U.S. Constitution was passed, granting women the right to vote. This occasion happened as a result of the women's rights movement that began right here in the Finger Lakes region with the first women's rights convention in Seneca Falls.

Women's Equality Day observes that victory for women's rights and the advances that women have made since then, but also raises awareness of the continuing efforts for women's equality. And just like the suffragists before them — women such as Susan B. Anthony, Elizabeth Cady Stanton, and Lucretia Mott — we have many trailblazers and leaders in our community who keep working for women's equality today.

In fact, those trailblazers and leaders were celebrating women's rights in the Finger Lakes region more than a month before Women's Equality Day. This year marks the 100th anniversary of women getting the right to vote in New York State, and the National Susan B. Anthony Museum & House in Rochester organized the VoteTilla to commemorate this centennial.

The VoteTilla — a play on the world flotilla, as in a group of canal boats — traveled the Erie Canal from Seneca Falls to Rochester with re-enactors portraying suffragists and other historical figures during the week-long journey. The journey started Sunday, July 16, following the end of Convention Days, an annual festival in Seneca Falls that coincides with the anniversary of that first women's rights convention nearly 170 years ago.

During the trip, the VoteTilla stopped in small towns along the canal to hold events related to the celebration of women's suffrage in New York State. I was fortunate to be able to attend and speak at two of those events on the same day Tuesday, July 18 — in Lyons in the



GUEST  
OPINION

afternoon and in Newark in the evening. As the first female representative of the 54th District, I was proud to represent the legacy of Susan B. Anthony and so many women who came before me.

The Finger Lakes region is rich with history, particularly with the women's rights movement but not only in Seneca Falls. I was impressed to learn that Susan B. Anthony visited Lyons for two days in 1867 to promote women's right to vote. Lyons then formed its own women's suffrage group in 1900 and later joined Wayne County's organization.

In July 1917, Newark hosted the Wayne County Suffragists convention at the Grange Hall to call attention to the fact that women were entering a variety of professions, so it was an opportune time for them to gain the right to vote in New York. Later that year, though, Wayne County as a whole opposed women's suffrage in a statewide vote, and Savannah was the only town in the county to approve as women's right to vote was passed statewide.

The right to vote is a freedom that none of us — woman or man — should ever take for granted, and it is a precious freedom that as both a woman and a state legislator I will work to uphold and protect. And as a member of the Senate Republican Women's Caucus, I am committed to working with my colleagues on a number of women's issues, such as making New York more affordable for women and their families, creating career paths and job opportunities for young women and promoting entrepreneurship and business ownership for women, among many other items.

So, let's celebrate Women's Equality Day by honoring those women who came before us in the fight for the right to vote and other freedoms, but let's also use this occasion to look at how far we have come for women as a society and how far we still need to go.

*State Senator Pam Helming represents the 54th Senate District, which consists of Seneca and Wayne counties, parts of Cayuga and Ontario counties, and the towns of Lansing and Webster. For more information, please visit Helming's website, or follow @SenatorHelming on Facebook or Twitter.*



"It's one thing for me to say to Siri, 'Hey, schedule a meeting for this time' ... But when you start talking about autonomous vehicles, you do start to talk about the risk of death and that's where people get squirmily, understandably."

—Bryan Reinicke, associate professor of information systems at RIT, speaking about artificial intelligence



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# Majority blames pharmaceuticals, in part, for opioid epidemic

20% say the companies are the biggest cause of the problem

Few, if any, places have been spared from the opioid epidemic that has ravaged the United States this decade. From 2000 to 2015, the rate of overdose deaths involving opioids in the United States more than tripled.

States and municipalities have used a wide variety of methods to combat the epidemic, with varying levels of success.

This year, a new strategy in the fight has emerged: attacking the pharmaceutical companies that market the drugs. According to the Centers for Disease Control and Prevention, nearly half of all opioid overdose deaths in 2016 involved prescriptions.

State attorneys general and county district attorneys across the country have filed or signed onto lawsuits that claim the companies downplayed the drugs' addictive nature and can be held legally

responsible. In New York, at least eight counties—Broome, Dutchess, Erie, Niagara, Orange, Seneca, Suffolk and Sullivan—have filed lawsuits. Last week, Wyoming County approved a resolution to allow research into filing a lawsuit, and Genesee County has indicated it is considering one as well.

The lawsuits are similar to the legal action taken against the tobacco industry in the 1990s, which led to the largest civil-litigation settlement agreement in U.S. history.

This week's RBJ Snap Poll asks readers whether pharmaceutical companies should be held responsible for the country's opioid epidemic. A majority—53 percent—says pharmaceutical companies have contributed to the opioid epidemic but are not the biggest cause.

More than 350 participated in this week's poll conducted Aug. 22 and 23.

## COMMENTS:

The pharmaceutical companies and the medical community share prominent roles in this situation many families find themselves in. I believe most of us know someone that has lost a loved one to these pain "killers." As parents and grandparents, we should all do everything in our power to never allow our children or grandchildren to be prescribed these opioid-based drugs by a doctor or dentist. As our company we are doing all we can to protect our employees and their families from this disaster. The time for action is now.

— **Victor E. Salerno, CEO, O'Connell Electric Company, Inc.**

95% or more of the problem is due to unethical members of the medical profession who write prescriptions either for patients they don't know or for quantities considerably in excess of what's needed. I've never been given a prescription for a controlled substance for more than the minimum.

— **Hal Gaffin, Fairport**

When will people start taking personal responsibility for their own actions??? Because of people's personal abuse, legitimate medical needs of patients who need this medication is being limited. Shall we sue the liquor companies and beer companies because some customers abuse their products? McDonald's because some of their food can make you fat after you chose to eat too much of it? The lawyers and government entities will waste any money you give them. You saw how the tobacco money just disappeared into the politicians' favorite cause or "alternative use" of the moment back then.

— **Brian Urban**

Let's really examine this. The general public needs medications to manage pain, whether from injury, surgery or whatever. The pharmaceutical industry, very heavily regulated by the FDA, responds to this demand and spends bil-

lions of dollars developing and testing them. The pharmaceutical industry must go through rigorous testing to ultimately gain approval. Side effects are generously listed (pages on pages of them in the PDR) and the medications must be prescribed by a doctor and dispensed by a pharmacist. Both the doctors and pharmacists are heavily regulated. And now there is an epidemic. Before we assess blame, we should determine what's causing the epidemic! Who prescribes these medications? Who dispenses them? Who counterfeit-manufactures them because maybe it's cheaper than smuggling cocaine and other drugs? Why do we have and why do we (society) tolerate the epidemic of all drug (legal and illegal) use? To ascribe blame to the manufacturer for the crisis would be the equivalent of saying the car manufacturer is to blame for the accident caused by speeding!! Do we want to bring an end to drug development? This would be a good way to start. How about we blame the FDA? How about we blame the doctors who (over) prescribe it? To blame the drug companies seems to just be another big money grab by governments so they can fund their boondoggles! We did this to cigarette manufacturers and have collected untold billions but to what end?

— **Keith B. Robinson, Diamond Packaging**

You can't blame auto accidents on car makers. There is a need for different prescriptions to treat ailments, but overprescribing is a problem. Doctors and pharmacists must be more diligent. They get to see who is getting the pills and who may be abusing them. Giving opioids to patients with minor or no true ailment is how the pills get on the street. If a drug that cured cancer was found to be abused by some people, would that drug be banned?

— **Tom Walpole**

I agree pharmaceutical companies are partly responsible. In addition we have physicians and dentists who over-prescribed opioids and/or inappropriately prescribed them, rather than taking the

How do you feel about pharmaceutical companies' culpability for the opioid epidemic?

**They are the biggest cause**

**20%**

**They are a cause but not the biggest**

**53%**

**They are not to blame**

**27%**

patient if they don't follow the doctor's instructions. Holding the pharmaceutical companies liable for the patient's actions is similar to the tobacco industry liable for smoking related illnesses. The cigarette packaging has said for many years before the 1990s that using tobacco products can cause cancer. The smokers knew they were taking a risk.

— **Dave Fister**

Pharma companies are in business to make money by selling drugs. They produce research to put their drugs in the best light, maximizing the pluses while minimizing the negatives. There has been a generation of opioid use with little check on the main negative associated with them...their addictive properties. Such properties coupled with the pervasive notion that addiction only happens to the weak has led to the problem we face today. The other issue today is that opioids are being made illegally, further fueling the problem. I am not sure lawsuits are the answer, but correcting the problem by dialing back their use is necessary.

— **Sue O'Brien, PT PhD**

It is multifaceted. Pharmacies participate, doctors participate, dealers participate and mental health help is cut by government and we the public stay silent.

— **Suzanne Mayer**

Opioids are a valuable tool for doctors to help relieve chronic pain in many patients. I don't see how misuse is the pharmaceutical industry's problem. This is just the type of populist legislation pushed by politicians trying to look as though something is being done.

— **Mark Wilson**

As far as I can tell, the pharmaceutical companies are not somehow pushing the painkillers any more than they are "pushing" any other drug they make. The doctors prescribe the painkillers so I suppose you could hold them to some level of blame if they don't properly instruct a patient on the risks of painkiller use. The final responsibility lies with the

We live in culture of self-medication, any pain/discomfort needs be relieved ASAP and so many take little responsibility for their action. Blaming the companies that provide these drugs is letting the doctors and users off the hook too easily.

— **Daniel Herpst, Rochester**

I think the pharmaceutical companies are contributors but only a part of the problem. In some cases I'm sure people had no idea they could become addicted. More often, I fear people use opioids for escape initially, and then become addicted. We have big problems with underemployment, poverty and despair in many parts of our country. We need to focus on the issues underlying their losses and problems along with enlisting the understanding and cooperation of the pharmaceutical companies. There are no simple answers.

— **Emily Neece**



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