



### Well Done.

Exceptional achievements call for well-deserved recognition. Chase proudly congratulates Casey Fitzgerald and all of the honorees of the RBJ Forty Under 40 Award.

CHASE 🗘

© 2016 JPMorgan Chase & Co. All rights reserved. 271586



# THE COLLEGE AT BROCKPORT CELEBRATES OUR ALUMNA



Alyssa Belasco '04

Alyssa represents the more than 35,000 College at Brockport alumni that are working to build a bright future in the Greater Rochester area.

Well Done!



Pursue Something Greater www.brockport.edu

### **2016** Forty Under 40



This publication recognizes the honorees of the 22nd annual Rochester Business Journal Forty Under 40 awards, a group of young leaders that has made an impressive impact on the Rochester community. The Rochester Business Journal, presenting sponsors KeyBank and University of Rochester's Simon Business School, and supporting sponsors the Bonadio Group and Jay Birnbaum Co. applaud the honorees for their accomplishments.

- 4 Staying motivated by Travis Anderson Helping others is a major factor.
- **Rochester living** by Travis Anderson This region has it all, locals say.
- **9 Childhood dreams** by Travis Anderson Some turn these skills into careers.
- 12 Profiling the honorees

### Judges



Virgil Joseph
Vice president, commercial lending
Canandaigua National Bank
and Trust Company
2015 Forty Under 40 honoree



Saul Maneiro
Program officer
Rochester Area Community
Foundation
2014 Forty Under 40 honoree



Katherine McClung Sher
Associate attorney
Bond Schoeneck & King PLLC
2014 Forty Under 40 honoree



Doris Rankins
Tax principal
Insero & Company CPAs P.C.
2014 Forty Under 40 honoree

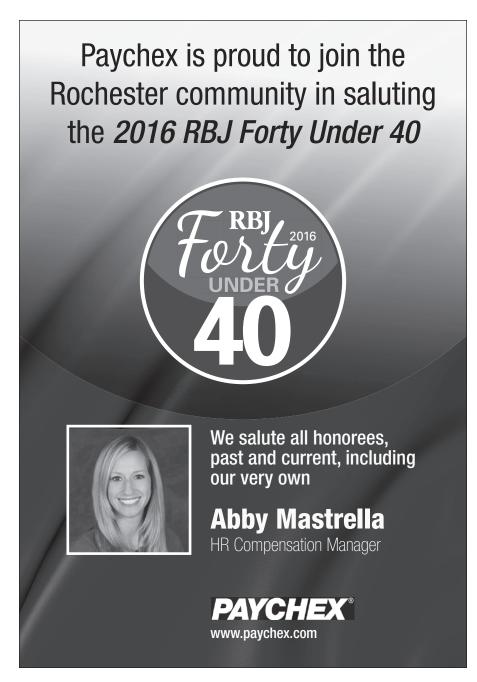


Erin Tolefree
Executive vice president
Baldwin Richardson Foods
2015 Forty Under 40 honoree

Interim publisher: Suzanne Fischer-Huettner; Editor and vice president: Paul Ericson; Managing editor: Mike Dickinson; Associate editor: Lisa Granite; Copy editors: Bill Alden, Karen Beadling; Special projects editor: Sally Parker; Online editor: Molly Cappotelli; Photographer: Kimberly Simpson; Research director: Andrew Green; Reporters: Will Astor, Andrea Deckert, Kerry Feltner, Lori Gable, Anne Saunders; Reporter/editorial assistant: Velvet Spicer; Director of advertising: Jo Ann Geiger; Sales administrator: Jessica Sims; Senior account manager: Linda Covington; Account managers: Jean Moorhouse, Frank Stamski; Classified account manager: Jessica Sims; Special publications/contract advertising: Michelle Sanfilippo; Director of audience development: Chad Taggart; Audience development coordinator: Amanda Michael; Art/production director: Edward C. Fowler; Graphic designers: Linda Race Buckbee, Melanie A. Watson; Interim controller: Lisa Bice; Events and special projects manager: Stephanie Sulfaro; Administrative assistant: Karen Keefer; Executive assistant to the publisher: Ruth German

Cover design by Melanie A. Watson.

©2016 by Rochester Business Journal. All rights reserved.



# Our strength is in our people.



**KeyBank believes in where we live.** That's why we help local families. Support programs that help children reach their full potential. Promote diversity. Help foster economic inclusion. And celebrate teamwork, cooperation, and respect for others. Because at KeyBank, we believe that making a difference is what a local business should do.

KeyBank congratulates the 2016 Forty Under 40 Honorees.

Visit key.com/community.



Key.com is a federally registered service mark of KeyCorp. ©2016 KeyCorp. KeyBank is Member FDIC. 160817-118739

# Staying motivated through helping others

Making a difference in client and coworker lives a driving factor for many

### By TRAVIS ANDERSON

ne defining characteristic is evident in each person named to a Forty Under 40 class: They demonstrate the gumption to dig in and get the job done, whether it's at work or in the community. What drives them is more personal, but many Forty Under 40 honorees derive a significant amount of personal and professional motivation from helping people.

Matt Vahue is reminded of his motivation every time he thinks of the financial rise and fall of some of his closest family friends.

"There have been people in my personal life who have been impacted by people in our profession, and not necessarily in a positive way," says Vahue, the regional director for Alliance Advisory Group in Bushnell's Basin. "Had they been impacted in a meaningful way by people in our business, their lives would have turned out differently. That gives me personal motivation to come to work every day."

In particular, Vahue recalls the cautionary tale of a family friend.

"This gentleman made a terrific living and had tremendous cash flow throughout his career, but he was only directed by financial professionals to invest in the



Photo by Kimberly Simpson

Matt Vahue, the regional director for Alliance Advisory Group, is motivated by a desire to create a better environment for his clients and team members.

stock market," he says. "That wasn't good advice and exposed him to tremendous risk. Unfortunately, he lost a consider-

able amount of money, close to seven figures, in the market. He died in his mid-60s without ever really being coached on how to protect himself and his money."

With that in mind, Vahue is motivated by a desire to create a better environment for his clients and team members.

"I've become focused on helping the firm create a vision that demonstrates the significant impact we can make on people in the Rochester community," says Vahue, 33. "We want them to know how to properly protect today, become world-class savers and understand the importance of becoming financially well-balanced and paying off short-term debt."

Vahue also derives motivation from a growing desire for clients to see him and his colleagues as behavior managers.

"Investment management is a piece of our business, but the impact we can make is much greater when we can help influence people's behavior and show how that can impact their financial future," the 2013 Forty Under 40 honoree explains.

"For example, if we can convince peo-

ple to save a proper percentage of their earnings, that's a big win. The rate at which people can save their own money has a far greater impact on an individual's wealth-building potential than their rate of return.

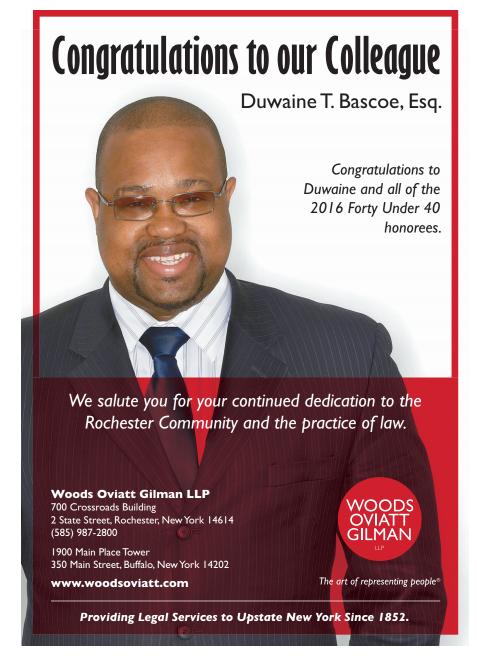
"Convincing them that it's important to save—that's the challenge," he adds.

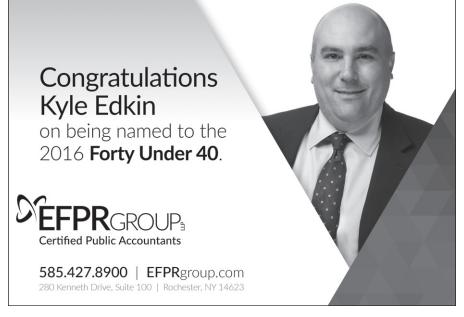
Much like Vahue, Paychex's Jeremy Durham is motivated by tackling what he describes as "impossible challenges" and creating opportunity for others.

"I thrive while taking on new challenges, especially when someone else says that it can't be done," says Durham, who oversees 200 employees as a key member of the company's product development and technology senior management team. "One of the things that has kept me at Paychex for more than 18 years has been the variety of challenges I have been given."

Durham recalls one particularly staggering challenge, when he was asked to lead a major overhaul of a company product line that had not been updated

Continued on page 6





### **CONGRATULATIONS TO ALL**

# **NOMINEES**



Kimberly Jones Part-Time MBA Class of 2012 Butler/Till and Brand Cool



Heather Ayers Part-Time MBA Class of 2015 Senior Vice President, Food and Beverage Division First American Equipment Finance



Lauren Gallina **Executive MBA Candidate** Class of 2017 Marketing Director Gallina Development Corp.



**Daniel Strom Executive MBA Candidate** Class of 2017 **Regional Director** Five Star Bank

Simon Business School students and alumni are leveraging our MBA programs to positively impact the Rochester business community.

We are honored to be a part of their success.



SIMON.ROCHESTER.EDU



Jeanette Batiste-Harrison finds motivation in the opportunity to work alongside her father, retired U.S. Maj. General John Batiste.

### **MOTIVATION**

Continued from page 4

for quite some time. He was given 18 months to accomplish this goal—meeting company objectives by pursuing one of two options—but he encountered an unexpected twist.

Durham's initial proposal to meet the company's request required doubling the number of staff members, but the parameters of the project soon changed.

"I ended up being asked to find a way to stay at the same staffing level but accomplish both options in the same timeframe," he says, noting that he was able to produce a happy outcome for all involved.

As a result of his success in tackling this and similar challenges at the Paychex location in Webster, the 2014 Forty Under 40 honoree's responsibilities continue to grow.

'What I love about this is that I am now able to create those challenges for others, which in turn gives them the chance to grow professionally," he says. "Nothing is more satisfying than seeing the growth and success of those you lead."

Durham, 41, also cites his interpersonal relationships with family and friends as constant daily motivation. Many of his friendships are based on his long association with Paychex, where he met his wife, Kelly, 17 years ago.

"I've come to realize that enjoying what you do is a big part of staying mo-tivated," he says. "When you want to spend more time with the people you work with, it says a great deal about how much you enjoy what you do."

As a partner in a small business, Jeanette Batiste-Harrison is motivated by an instinctive desire to help her clients improve through professional development. When she entered the field, though, she had no idea that she would be motivated to share much of what she teaches to adults with her young children.

Batiste-Harrison is a partner at Batiste Leadership LLC, which she founded with her father, retired U.S. Maj. General John Batiste. As a local leader in the professional development field, she works with organizations to advance team-building skills, knowledge of leadership development and an ability to plan strategically.

"Nothing is more satisfying than seeing the growth and success of those you lead." -Jeremy Durham

"They are looking for someone they trust, someone they view as an extension of their team," she says. "In this field, I am constantly learning so that I can share the best information with our clients."

The 36-year-old is the mother of three children, the eldest being 5. She is fascinated by how what she works on with adults at the office can have such an impact on her trio at home.

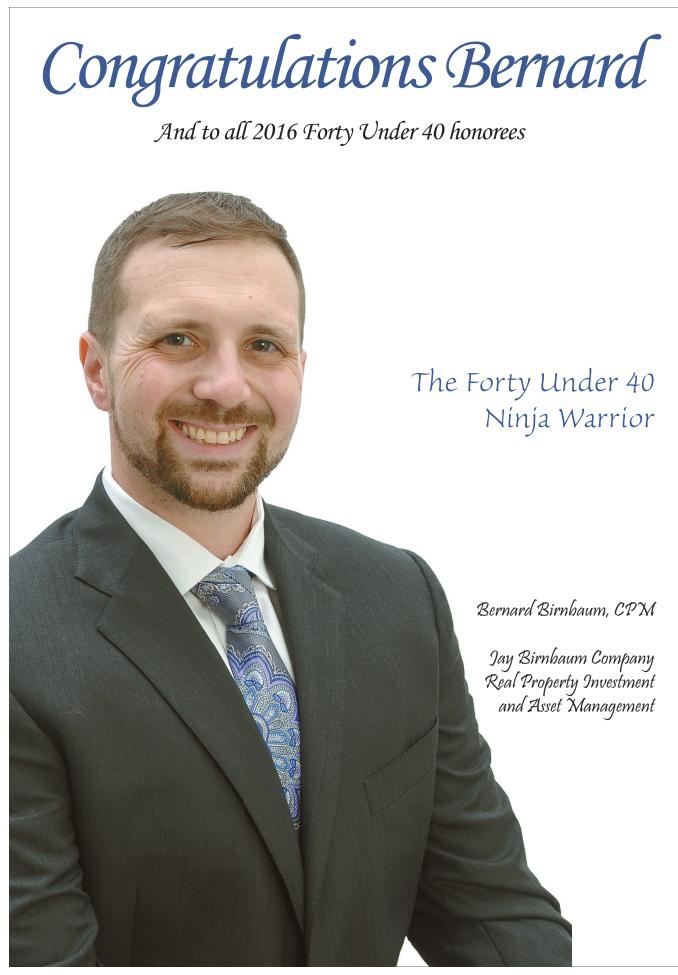
"Many of the same techniques we use to teach adults are applicable to kids," says Batiste-Harrison, who is a member of the Forty Under 40 class of 2014. "For example, think about emotional intelligence. We can help children have a great start in life by teaching, in a way they can understand, about self-awareness and self-regulation. We can help them develop an understanding of what motivates them and why and how they respond in the way they do.

"Research shows over and over again we should help kids tune into that," she adds. "I'm always wanting the best for my clients and kids."

Batiste-Harrison is also motivated each day by the opportunity to work alongside her father, an internationally known military man. She openly acknowledges it took many years for her to fully understand and respect his abilities and knowledge, and now she looks at him in a much different way than she did when she was younger.

"In many ways, he is my mentor," she says. "To be a partner with him and work with him in this capacity, to know him in a different way, I'm very grateful for that."

Travis Anderson is a Rochester-based freelance writer.



# **Rochester living satisfies variety of palates**

Our spirit of giving and abundant recreation top list of city's charms

### By TRAVIS ANDERSON

hether speaking about the friendly nature of the citizenry, the incredible recreational opportunities that abound, or the often overlooked convenience of getting to and from home, local young professionals have high praise for Rochester.

### 'There is a giving spirit'

Even after living in the Rochester region for more than 14 years, Shaquana Divers easily recalls what she noticed first when she moved to her adopted hometown: the generosity of the people.

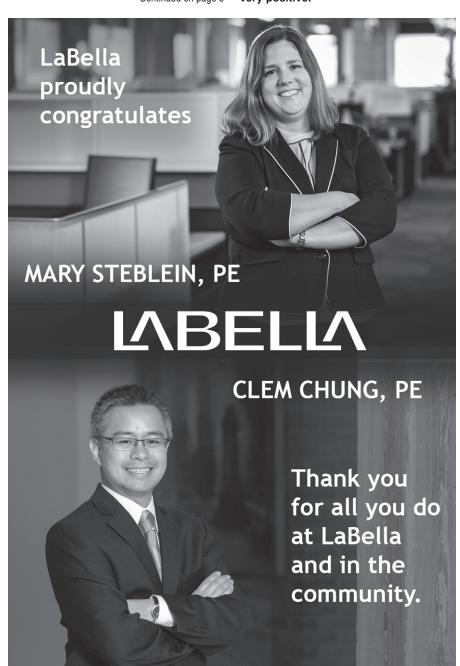
"What I love most about living in Rochester is the kindheartedness of the people," says Divers, a program manager at the University of Rochester Medical Center's Center for Community Health. "There is a giving spirit among the people, even in those who may not have much to give in a material sense."

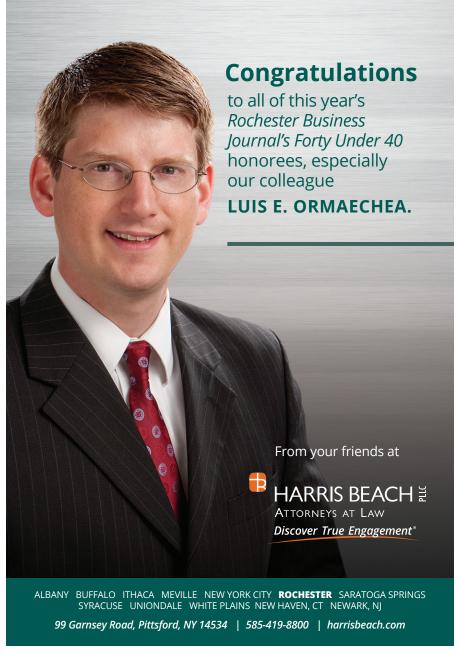
The philanthropic spirit that is evident in individuals also can be seen among organizations throughout the region.

"You can see it in the many different agencies and not-for-profit groups and coalitions in and around Rochester," says Divers, 40. "People here genuinely want to give back and are always looking for Continued on page 8



"People here genuinely want to give back and are always looking for ways to make the community stronger," says Shaquana Divers, a program manager at the University of Rochester Medical Center's Center for Community Health. "The energy here is really





#### **ROCHESTER**

Continued from page 7

ways to make the community stronger. The energy here is really very positive."

Divers also appreciates the region's tremendous recreational opportunities, which she believes are crucial as people begin to place a bigger emphasis on bettering their own lives.

"I'm very passionate about self care," she says, citing her work to develop programs designed to improve wellness throughout the city of Rochester.

"I think taking care of ourselves is fundamental to our health," says Divers, who is a 2015 Forty Under 40 honoree. "These are really trying times for our world, nation and community. More than ever, we have to take good care of ourselves and we need to be unapologetic about it. The new, cool thing is tending to your well being, having hobbies and removing negativity from your life."

Fortunately, the Rochester region offers plenty of options to aid in that endeavor.

"We have great city and county parks where you can go out and get in touch with nature," Divers says. "There's science behind that. We also have many libraries and recreation centers that aren't necessarily fee-based. People need their peace, and Rochester provides many ways to find sanctuary."

#### 'So much to offer'

While vacationing this fall with friends in Las Vegas, Melissa Dempsey Daminski spent some leisure time thinking about what she really enjoys about the Rochester region, her home for more than a decade. After living in city neighborhoods such as East and Park avenues, the suburbs of Brighton, and the more rural Mendon, the 2012 Forty Under 40 alum has seen the area from many different perspectives.

"My friends and I talked about it for quite awhile," says Daminski, who grew up in much smaller Potsdam, N.Y., but who also has lived in England and traveled extensively on the international scene.

"We concluded that Rochester is a really good city for doing so many different things. Even in the course of a weekend, you can be at a lake, go to the trails in Perinton, attend a Rochester Philharmonic Orchestra concert, and have a five-star meal all in one day. I think that's really what has kept me here for so long."

As a high school student, Daminski considered moving to the area to attend Eastman School of Music, but instead enrolled at Rochester Institute of Technology. Now 29 and with a toddler in tow, she appreciates Rochester's convenience more now than before she became a mother.

"Our region really has so much to offer in terms of true recreation, leisure and hobbies, all accessible within a short drive," says Daminski, an electrical engineer at Harris Corp. who works on products produced for the U.S. Department of Defense. "We have world-class art, culture and education, and then we have pretty good everything else. It's a great combination."

Daminski isn't the only member of her family who has taken a shine to the region.

"My mom grew up in Chicago, so she's a big-city girl," Daminski says. "She moved here from Potsdam when I had my son. She's more immersed in Rochester than I am now. She loves it."

### 'It's great to call Rochester home'

David Tang was born and raised in the Rochester area and to this day feels a special connection to his hometown.

He was born in 1977 to parents who were employed as professors at the University of Rochester. When he was 13, Tang's mother and father accepted positions working for the federal government and the family moved to Maryland, where he finished high school.

It wasn't long, though, before New York brought Tang back into the fold.

"I came back in 1995 for college at Cornell University in Ithaca, where I met my wife, Olena," says Tang, 39. "I worked in New York City for three years and returned to Upstate New York to attend law school at Syracuse University."

In 2005, Tang returned to the Rochester

### David Tang says the city has 'an awesome history of and reputation for innovation.'

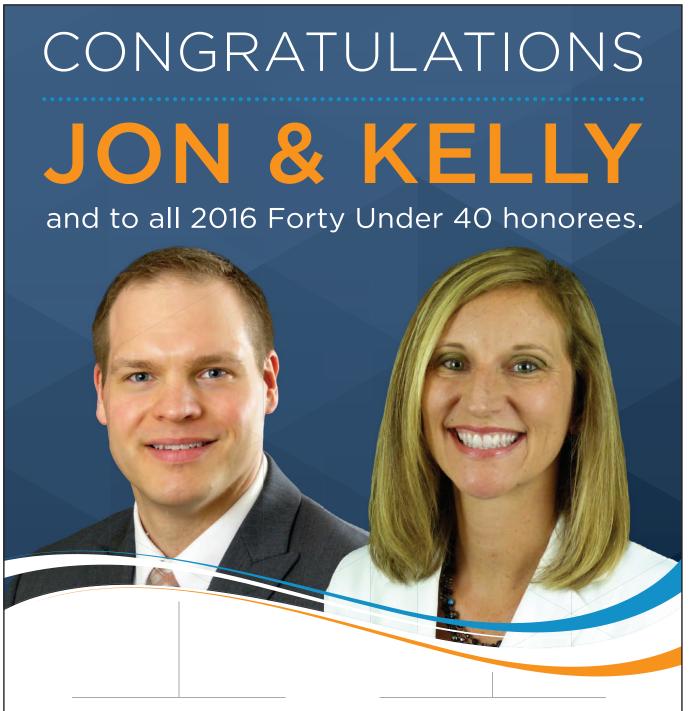
area, settling in Perinton. Having passed the bar exam, he began practicing law with Underberg and Kessler. Home in Rochester, "I have found there is a terrific, collegial environment within the local legal community, which for me is very satisfying on a professional level," he says. "After living or working in other cities, such as New York City and Washington, D.C., I also realize how great my commute is. I love the traffic situation, or lack thereof, and free parking."

Like Divers, Tang finds Rochesterians to be friendly and generous. "It was not a surprise to me to learn that our city ranks near the top statistically in volunteerism in the country," says the 2013 Forty Under 40 honoree.

"There are so many service organizations and health care and financial institutions in town that help make this area a great place in which to live. Our city has an awesome history of and reputation for innovation, which, as a native Rochesterian, is something I'm proud of."

And, like Daminski, Tang has taken note of the "many great things to do, see or visit here—the lakes, the parks, the cultural and arts institutions and so many wonderful neighborhoods," he says. "My wife and I love our school district and exploring the area with our kids. It's great to call Rochester home."

Travis Anderson is a Rochester-area freelance writer.



Jonathan Miller, CPA—Principal

Kelly Thompson, CPA-Principal

Big firm capability. Small firm personality.

# THE BONADIO GROUP

CPAs, Consultants & More

### **CONNECT WITH US**

877.917.3077 bonadio.com



Albany | Batavia | Buffalo | East Aurora | Geneva | New York City | Rochester | Rutland | Syracuse | Utica

# Childhood dreams turned into solid careers

For some, inspiration for their current occupation arrived early in their life

### By TRAVIS ANDERSON

"What do you want to be when you grow up?'

hile many children have an idea-often an unrealistic one—about what they want to do, those plans don't often make for a successful career. However, three past Forty Under 40 honorees say their childhood experiences and talents now serve them well as adults.

While attending North Street Elementary School in Geneva, Krista Gleason began writing poems for her teacher, Cindy Lynch, and her husband.

"I remember being encouraged by them," Gleason says. "Every time I presented something that I wrote to them, they loved it. That positive feedback made me want to do it more. As I think back on that time and the encouragement I received, it had a profound influence on me.'

As a young student at that same school, Gleason won a Flag Day essay contest. Although the details of her entry have become hazy with time, she vividly recalls standing on stage in front of her peers and sharing her words.

"I don't remember being nervous," she says. "I just felt so empowered by Continued on page 10



"I was very creative as a child, as I am today," says Corina Folts, a certified personal designer with SWBR Architects. "I believed then, and still do, that I could do anything I put my mind and time to."

### We congratulate Vijay Bansal, MD

Honoree for the 40 Under 40 Award

His outstanding clinical acumen, his leadership and his devotion to our patients make Dr. Vijay Bansal a valued member of our team. We are pleased to celebrate with him as he receives recognition for his exceptional contributions to our community.



Dr. Vijay Bansal

Canandaigua | 585.396.6000 ThompsonHealth.com



# $R \cdot I \cdot T$

Rochester Institute of Technology congratulates all of the 2016 "Forty Under 40" award honorees. Thank you for your leadership and contributions to the Greater Rochester community.

We are particularly pleased to congratulate the following honorees who are part of the RIT family.



**Stacey Casella** MS '08 Color Science College of Science

**Lindsay Gozzi-Theobald** BS '00 Criminal Justice College of Liberal Arts





BS '03 Business Administration Saunders College of Business







**Ebony Miller-Wesley** Interim Director Center for Urban Entrepreneurship Rochester Institute of Technology



www.rit.edu

### **CAREER**

Continued from page 9

the feedback I got."

Her future as a writer was further nurtured by a high school English teacher, Kathy Henderson.

"She was another teacher who really took an interest in my abilities," says Gleason, who is a member of the Forty Under 40 class of 2012. "She gave me constructive feedback to do better. She really gave me the confidence to keep going and develop that skill."

Gleason's career path took her to Albany, where she served as the communications chief for state Sen. Mike Nozzolio. Then, she returned closer to home, where she was deputy director of communications for Monroe County and manager of corporate communications and public affairs for Eastman Kodak Co.

Now a stay-at-home mother of two young children, she still puts her writing skills to good use. Gleason, 40, provides her services on a freelance basis under the name Gleason Writes.

"I have been able to do the mom thing, which is a great job, and at the same time been able to grow my freelance business," she says. "It's been great for me. All of these experiences have made me want to continue to write and to be a better writer."

The creative streak that Corina Folts flashed so often as a child is on display each day in the work she does for Rochester-based SWBR Architects and its clients

As a certified interior designer, Folts is one of six designers responsible for

the finish and furniture material selections for the company's clients. She is intimately involved in each phase of design, conducting product research, creating estimates and presenting her expert recommendations for interior design.

"I was very creative as a child, as I am today," says Folts, a 2013 Forty Under 40 alum. "I believed then, and still do, that I could do anything I put my mind and time to."

Folts realized early on that she operates best when she is able to research, investigate and process ideas to make an informed decision. That kind of methodical thinking is evident as she recalls thinking through a number of career choices.

At one time, Folts wanted to be a prosecutor, even doing a report about the potential career for a school project. After some consideration, she concluded the profession would not offer the kinds of problem-solving challenges she wanted. Later, Folts considered being a technology education teacher, even going to college with that pursuit in mind. Although she enjoyed teaching, she realized that she missed solving problems.

Still full of energy and ideas, Folts wasn't done considering new options. At one point, "I wanted to be a ballerina, and I danced and was a cheerleader until I was 30 years old," she says. "I could not make this into a full-time career, even though I tried."

Now 35, the Art Institute of Pittsburgh graduate found her place in the working world. For the past 12 years, her work as an interior designer has allowed her to be a problem-solver, putting her childhood creativity to good use for her

clients

"I am a design detective," she explains, "getting to the truth about what a client needs, asking lots of questions and understanding how they work to design the best possible solution for them."

As a 14-year-old growing up in one of Rochester's inner-city neighborhoods, Lomax Campbell stumbled across a lifetime of inspiration while watching late-night TV with his mother.

When he was 14, Lomax Campbell stumbled across a lifetime of inspiration while watching "newly minted MBAs" on a latenight television show.

"It was late, like one or two in the morning," he says. "I was watching a show and the characters were driving Mercedes and BMWs. They were described as 'newly minted MBAs.' I didn't know exactly what that was, but I knew what kind of cars they were driving. I said, 'Mom, I want to grow up and get my MBA.' She said, 'That's good, son, that would be nice.'"

The conversation stuck with Campbell for a long time. He is an assistant to the vice president in the division of Economic Development and Innovative Workforce Services at Monroe Community College. In addition to receiving a master's degree in business administration from Rochester Institute of Technology, Campbell is pursuing

a doctor of management degree at University of Maryland University College. He hopes to fulfill those requirements by May 2019.

That late-night TV session nearly two decades ago has paid off for Campbell, 33, who continues to feed his entrepreneurial spirit. For example, he once owned and operated a commercial photography company that counted local elected officials and clothing stores among its diverse clientele.

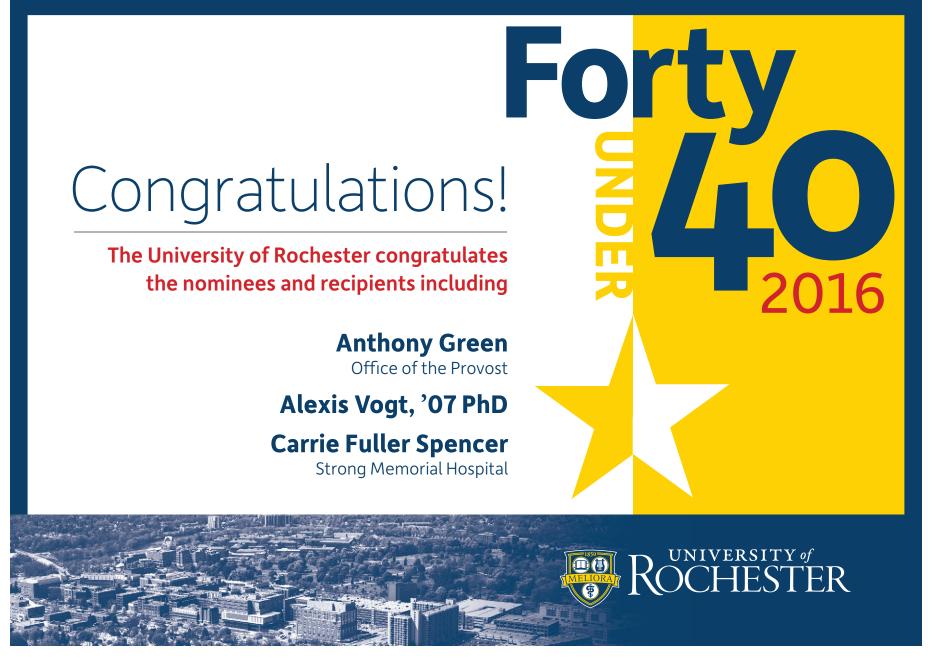
He has since closed that operation, but only to focus on other endeavors, such as the Rochester-based dance studio, Ballet Afrikana: Dance Prep Academy, which he runs with his wife, Ashley. While she teaches several forms of dance, Campbell, a 2013 Forty Under 40 honoree, offers courses featuring meditation, kemetic yoga, and a form of martial arts called capoeira.

Eager to help entrepreneurs succeed, Campbell, along with two others, has started an organization known as Black-Owned Business Rochester. Its website, at www.bobrochester.com, provides an online database that highlights businesses, nonprofits, groups and resources provided by African-Americans.

Looking back at the people who have made an impression on his life, Campbell recalls the advice of a college professor who encouraged him to keep an open mind about the way that doors open.

"We never know what opportunities will present themselves," he says. "We just need to be prepared for them when they do."

Travis Anderson is a Rochester-based freelance writer.





# Congratulations **Brett Farrow**



on being named one of RBJ's Forty Under 40!

From your friends and colleagues at

# Law Offices of Pullano E Farrow **PLLC**

Our Mission Statement Is Simple:



A DIFFERENT CLIENT EXPERIENCE.

585.730.4773 • 69 Cascade Drive • Rochester • New York www.lawpf.com



### Eric Allen

Vice president, relationship manager Bank of America Merrill Lynch

**Age:** 36

**Education:** B.A., economics, SUNY

College at Geneseo

Family: Wife, Nicole; son, 5; daughter, 3

**Residence:** Fairport

Professional responsibilities: I manage a portfolio of commercial clients in the Rochester region. I lead a team of experienced bankers and product partners committed to delivering local service with global capabilities to the businesses we serve.

**Professional and community leadership:** Vice

chairman, Development Committee, Seneca Park Zoo; chairman, Relay for Life Charity Golf Committee, American Cancer Society

Bringing about change in Rochester: Professionally, I will continue to work with bank leadership to direct support to our local charities. On a personal level, I hope to remain active in the community and show my children how important it is to give back.

Surprising fact: I was the assistant coach for the SUNY Geneseo men's soccer team that made it all the way to the Final Four in 2014. Also, I am not the first Allen to receive this honor: My brother Mark was inducted into the 2012 RBJ Forty Under 40 class.

### 2016 Forty Under 40 Honoree

### Heather Ayers

Senior vice president, Food and Beverage Division First American Equipment Finance

**Age:** 34

**Education:** B.A., psychology, and B.S., business administration and marketing, University at Buffalo; MBA, finance and accounting, Simon Business School, University of Rochester

Family: Spouse, Jake

Residence: Avon

Professional responsibilities: I oversee and lead the food and beverage business unit, where I mentor, motivate and coach a group of sales professionals. I also develop sales team capabilities, vision and growth strategies and drive revenue production while managing client service expectations.

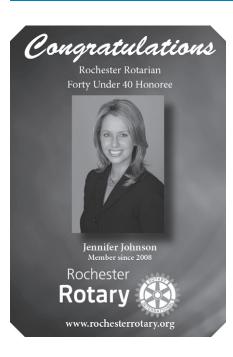
**Professional and community leadership:** Member, Fundraiser Committee and senior board director, Avon

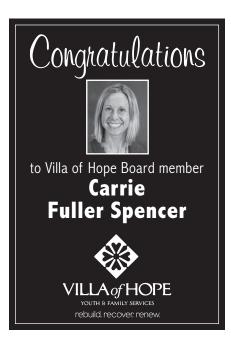
Rotary Club; member, Women Build Program Steering Committee and co-chairwoman, Fundraising Subcommittee, Flower City Habitat for Humanity; mentor, First American Equipment Finance Mentors Program

**Bringing about change in Rochester:** My lifelong desire of wanting to make a difference in people's lives has made and will continue to make the biggest impact. I have directed this energy toward the causes I am most passionate about to be an agent of change for my community, and I look to instill that same energy in those I interact with.

**Surprising fact:** The initial impression people get of me is that I am a somewhat reserved professional with a feminine touch. So, they are generally very surprised to find out that I very much enjoy the outdoors and hunt, fish and camp.







### Vijay Bansal M.D.

Medical director and chief, Department of Emergency Medicine

F.F. Thompson Hospital Inc., UR Medicine/ Thompson Health

**Age:** 36

Education: B.A., biomedical sciences with minor in biology, and Doctor of Medicine, SUNY College at Buffalo

Family: Single **Residence:** Greece

Professional responsibilities: I wear many hats at the hospital. I am a physician who cares for patients in the emergency department. As medical director, I oversee hiring, budgeting, scheduling and much more for the department. As vice president of the medical staff, I ensure the highest quality care throughout the entire hospital.

Professional and community leadership: Fellow, American College of Emergency Physicians; adjunct clinical instructor, Rochester Institute of Technology; medical director, Finger Lakes Ambulance; medical director, Ontario County 9-1-1 Center; medical director, Canandaigua Fire Department

Bringing about change in Rochester: I plan to change Rochester by raising the bar for emergency medicine care throughout the region. I take care of people when they need me the most, but I also educate them on prevention and living a healthier lifestyle. Ultimately, this leads to people being happier and avoiding chronic illnesses.

Surprising fact: I am a first-generation Indian American. My parents came to America with \$40 in their pockets. My father passed away when I was 16 years old, and my mother passed away when I was 34. In their short lives, they taught me the value of hard work and giving.

### 2016 Forty Under 40 Honoree

### Mary Barker Steblein

Project manager/civil engineer LaBella Associates DPC

**Age:** 39

Education: B.S., civil engineering, Lafayette College, Easton, Pa. Family: Husband, Michael

**Residence:** Charlotte

Professional responsibilities: I'm a professional engineer and project manager. I work on municipal and utility projects for a variety of clients. I complete engineering reviews of projects for local municipalities, assist with MS4

programs and provide construction phase administrative services. I'm also a subject matter expert in stormwater regulations and permitting. Professional and community leadership: Member, Advisory

Committee and Grants Committee, NextGen Rochester; variety of positions, Society of Women Engineers; former president, Rochester Engineering Society; panelist, Cool Women/ Hot Jobs, Young Women's College Prep; member, Women Build Team, Flower City Habitat for Humanity

Bringing about change in Rochester: Being a member of NextGen Rochester allows contributions to the community both financially and as a volunteer, with opportunities in education, poverty, downtown revitalization and community engagement. I believe in leading by example; NextGen will provide this opportunity for all young philanthropists to make an impact on our community.

Surprising fact: I'm a devoted fan of professional bull riding. I was thrilled when the PBR BlueDef tour stopped in Rochester in September—it was my first live event! My husband and I plan to attend the Built Ford Tough World Finals in Las Vegas in the future.

### 2016 Forty Under 40 Honoree

### Duwaine Bascoe

Associate Woods Oviatt Gilman LLP

**Age:** 36

Education: B.A., Morehouse College, Atlanta; J.D., University at Buffalo School of Law

Family: Wife, Sonnette; sons, 11, 2 and 2; daughter, 7

Residence: Penfield

Professional responsibilities: I'm an associate in the Litigation Department,

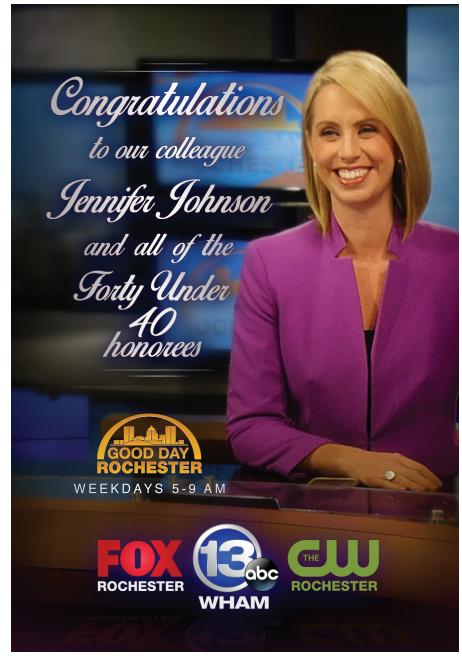
where I concentrate my practice in the areas of business litigation, debt collection and asset recovery, workers compensation, personal injury, and labor and employment litigation.

Professional and community leadership: Presidentelect, Rochester Black Bar Association; chairman, Diversity Clerkship Program, Monroe County Bar Association; board member, Action for a Better Community Inc.; board member, Alumni Committee, Say Yes To Education Inc.; member,

Diversity and Inclusion Committee, Woods Oviatt Gilman

Bringing about change in Rochester: I love being a mentor to the children of our community. I want to encourage, guide and assist children—whether it be as a coach in the Boy Scout's Mock Trial Explorer program, coaching Pop Warner football, or speaking with the children in Rochester city schools, because it's important to lift as we climb.

Surprising fact: I was born on a farm in Ocho Rios, Jamaica, and spent the first few years of my life in a home that my grandfather built from the ground up. The home is still in our family, and I hope to bring my kids there next summer.



### Alyssa Belasco

Development and program manager Women's Foundation of Genesee Valley

**Age:** 34

**Education:** B.S., communications and media arts/English minor, SUNY College at Brockport

Family: Husband, William Kalish Residence: North Winton Village

Professional responsibilities: I help build relationships with donors, other local nonprofits and community groups in support of our mission, which is to empower and inspire women and girls in our community to be economically self-sufficient. I facilitate our special events, develop and implement our annual giving campaign and coordinate our Girls' Initiative Program.

Professional and community leadership: Columnist, Rochester Magazine; member, Leadership Rochester Class of 2017; associate board member, Gilda's Club Rochester; board member, Farley's Friends; co-chairwoman, Communications Committee, Women's Council, a Greater Rochester Chamber of Commerce

Bringing about change in Rochester: I have a passion for helping women and girls in our community and want to give a voice to those who are living here in poverty. I want to help the women of today and those of tomorrow to see and reach their full potential.

Surprising fact: I'm someone who likes to keep busy, taking advantage of much that our city has to offer on a given day. That doesn't leave much time for watching television, and I'm OK with that, but nothing comes between me and watching "Last Week Tonight" with John Oliver. He's the man!

### 2016 Forty Under 40 Honoree

### **Bernard** Birnbaum

President Jay Birnbaum Co.

**Age:** 32

Education: American University,

Washington, D.C.

Family: Wife, Lisa; son, 5; daughter, 4

**Residence:** Pittsford

Professional responsibilities: I run the daily operation of a commercial real estate company. This includes leasing, property management, negotiations and development. Recently,

we have been focused on redevelopment of existing buildings and new acquisitions.

Professional and community leadership: Trustee and head of the Play Makers Leadership Council, the Strong museum; member, board of directors, Jewish Community Center of Greater Rochester; member, board of directors, Jewish Federation of Greater Rochester; observer, Splyce Inc.

Bringing about change in Rochester: There are so many great new things happening in the world. You have to make the effort to bring these things to Rochester. When I hear about something that would be an addition to Rochester, I try to help spearhead it: new events for adults at the museum, opening up a gym, looking for new opportunities to invest within Rochester startups. All of these help to make Rochester into a better city that will lead to growth.

Surprising fact: I am an active gamer, both digital and tabletop. Typically I am ranked above average in games and in the top 2 percent for a game called Hearthstone. Besides gaming, I am extremely active and exercise daily. I am in the process of opening an American Ninja Warrior gym and compete in local competitions—hoping to get selected for the show next season.

### Inspiration personified.

Alexis Vogt, Ph.D. Endowed Chair and Associate Professor MCC Engineering Technologies



**Ebony Miller** Interim Director, Center for



MCC congratulates our Forty under 40 honorees— Alexis Vogt and Ebony Miller. Your achievements are an inspiration to us all.



Inspiring every day.



Congratulations to these members of the Fisher family who are among Rochester's 2016 "Forty Under 40"

Jennifer Lake '02 Robert Lamb '03

From Dr. Gerard J. Rooney and the St. John Fisher College Community



### 2016 Forty Under 40 Honoree

### Joseph Carello

Labor and employment counsel Wegmans Food Markets Inc.

**Age:** 34

**Education:** B.S., industrial and labor relations, Cornell University; J.D., Cornell Law School

Family: Wife, Juliet; daughter, 2

**Residence:** Rochester

Professional responsibilities: I provide legal advice and counsel to the business on labor, employment and other personnel issues. I was previously a labor & employment associate at Nixon Peabody LLP.

Professional and community leadership: Member, board of directors and Executive Committee, chairman, Advocacy and Parish and Social Ministry Committee, co-chairman, Mental Health Subcommittee, Catholic Family Center; volunteer, Blessed Sacrament Supper Program; former member, board of directors and Executive Committee, Friendship Children's Center Inc.; Leadership Rochester 2016

Bringing about change in Rochester: At a community level, I want to continue to work with and for organizations that promote compassion and equality in the Rochester area. At a family level, I want to be the best father and husband I can be.

**Surprising fact:** Not a surprise, but I would not be here without the support of my wife and family.



### Stacey Casella

Program manager Harris Corp.

**Age:** 32

Education: B.A., mathematics, Ithaca College; M.S., color science, Rochester Institute of Technology

Family: Husband, Michael; daughters, 4

and 2

Residence: Canandaigua

Professional responsibilities: I am responsible for the execution of an enterprise-

wide contract providing modeling, simulation and analysis support to the U.S. government for predictive performance of sensor capabilities. I lead a group of diverse engineers, facilitate customer engagement, manage financial and resource obligations and lead pursuit and proposal activities in support of contract growth.

Professional and community leadership: Team lead,

Stroll for Strong; member, Development Program for Next Generation Leaders, Harris Corp.; member and volunteer, Sandy's Friends; volunteer, Canandaigua Area Soccer League

Bringing about change in Rochester: I want to challenge the norm, bring motivation and drive toward making improvements and actively advocate for positive change and acceptance.

Surprising fact: I learned how to drive on an (International Harvester) B414 tractor, I'm an in-home electrician and have two incredible daughters who together had a combined birthweight of 3.5 pounds.

2016 Forty Under 40 Honoree

### **Christopher** Cebula

Partner and CFO Armbruster Capital Management Inc.

Education: B.S., accounting, SUNY

College at Geneseo

Family: Spouse, DeAnna; daughter, 2; son,

7 months

Residence: Rochester

Professional responsibilities: I manage

our firm, which includes overseeing operations, finances, HR and IT. I also serve on the firm's investment

committee and provide client service.

Professional and community leadership: Treasurer and board member, Epilepsy-Pralid Inc.; board member, Causewave Community Partners; treasurer and board

member, BOA Editions Ltd.

Bringing about change in Rochester: Rochester is in need of economic development, and that is where I plan to focus my efforts. Starting and growing businesses creates jobs and opportunities that our community badly needs.

Surprising fact: My life's secret ambition is to drive an 18-wheeler across the country.

2016 Forty Under 40 Honoree

### Clement Chung

Project manager LaBella Associates DPC

**Age:** 39

**Education:** Master of Engineering, civil and environmental engineering, Imperial College of Science, Technology & Medicine, University of London, London; Associateship of the City and Guilds of London Institute, civil and environmental engineering

Family: Wife, Katina Zoe Antoniades; son, 5 **Residence:** Brighton

Professional responsibilities: I am a licensed professional engineer who provides civil engineering and management services for water and wastewater projects in multiple states. Projects I work on include evaluation, design and construction of treatment facilities, distribution and collection systems and evaluation of public health issues including lead contamination of drinking water

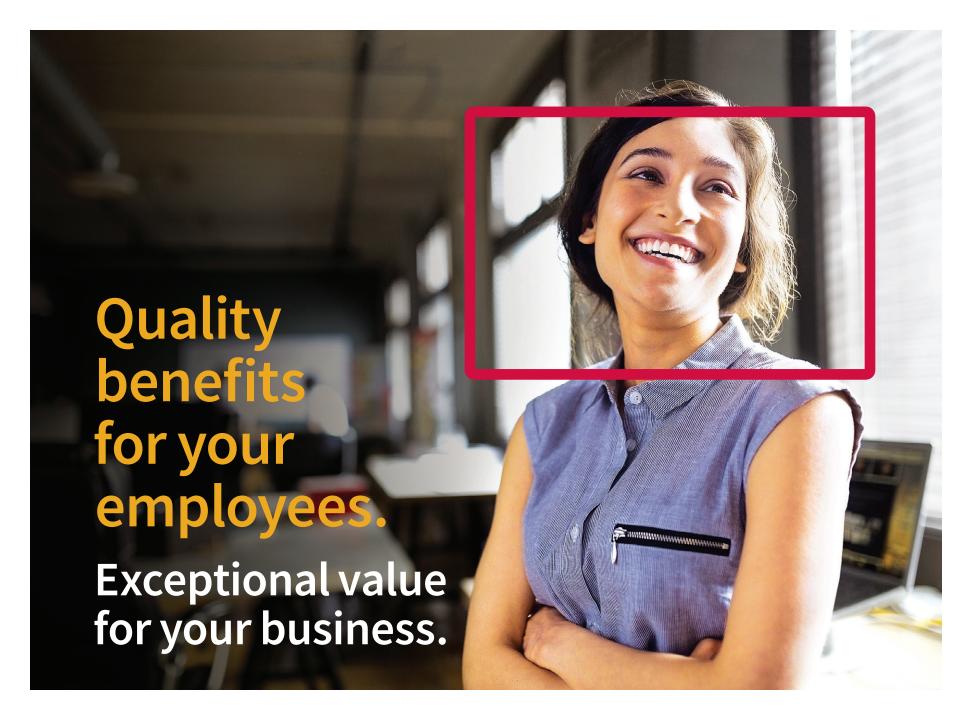
Professional and community leadership: President, Rochester Section, American Society of Civil Engineers; member, Steering Committee, Finger Lakes Hub, Empire State STEM Learning Network; member, Policy Board, Brighton Teacher Center, Brighton Central School District; former member, board of directors, Greater Rochester Chamber of Commerce; former chairman, Advisory Committee, RocCity Coalition

Bringing about change in Rochester: I hope to continue to work to attract, retain and empower young professionals in Rochester that I started with RocCity Coalition's Vision 2025 project. I will also continue to employ my background in engineering to support equitable access to quality STEM education opportunities across the region.

Surprising fact: I was an avid rugby player in high school. I've played every single position on the field, which is interesting given how small I am! My specialty is tackling, because without my glasses, I can't tell how big the guy coming towards me is and I have no fear!



www.gallinadev.com



- Affordable health plans for any size business
- **\$0 health care services** such as annual physical, immunizations, routine screening, and more
- Access to top doctors, hospitals, and providers
- **Wide variety** of plan options, wellness programs, and other customizable benefits
- Personalized support for you and your employees

### See how MVP can give you choice, quality, and cost control.



Contact your Broker



Call 1-800-TALK-MVP (825-5687)



Or visit **DiscoverMVP.com** 



Health benefit plans are issued or administered by MVP Health Plan, Inc.; MVP Health Insurance Company; MVP Health Insurance Company of New Hampshire, Inc.; MVP Select Care, Inc.; and MVP Health Services Corp., operating subsidiaries of MVP Health Care, Inc. Not all plans available in all states and counties.

### Kyle Edkin

Director **EFPR Group LLP** 

**Age:** 36

Education: B.A., accounting, SUNY

College at Geneseo

Family: Wife, Agathie; daughter, 4

**Residence:** Farmington

Professional responsibilities: I am a director in the Attest Department at EFPR Group. I provide audit, accounting and consulting service to numerous clients with a specialization in health care and nonprofit organizations.

Professional and community leadership: Chairman, Audit Committee, and secretary for Mercy Flight Central; former member of the finance committee for Episcopal Senior Life Communities

Bringing about change in Rochester: One thing apparent to me is that our community is lacking the participation of younger professionals on nonprofit boards. I am constantly encouraging my peers to get involved and be the next generation whose input and expertise can continue to elevate and contribute to these organizations that support our community.

Surprising fact: Most people don't know that I have experienced three natural disasters in my life. I was born in California, where I lived through an earthquake. Subsequent to that, I lived in Florida and survived Hurricane Andrew. Finally, I was visiting family in Buffalo when a large tornado touched ground.

2016 Forty Under 40 Honoree

### **Brett Farrow**

Law Offices of Pullano & Farrow PLLC

**Age:** 38

Education: B.S., biology/ psychology, and MBA, health care administration, Union College, Schenectady, N.Y.; J.D., Albany Law School of Union University

Family: Wife, Kelly

Residence: Irondequoit **Professional responsibilities:** My legal

practice is in corporate law with a specific industry knowledge in healthcare. As a founding member/ owner of the firm, I focus on the strategic growth of our business and training new attorneys as well as daily business operations within the office.

Professional and community leadership: Member, board of directors, Mercy Flight Central; member, board of directors, Healthy Baby Network; 12-year presenter, SCORE Association

Bringing about change in Rochester: From George Eastman to Susan B. Anthony to Frederick Douglass—there is historic inspiration throughout Rochester demonstrating how "agents of change" have created movements here that made our entire country better and stronger. While I don't have a claim to fame as big as these individuals, they do remind me that we all start somewhere and we can all be an agent of change on some level. It is my personal goal to be an agent of change by using my business and service to the Rochester community as a means to foster entrepreneurship and economic opportunities on a local and regional level. Surprising fact: Before I decided to pursue a career in the legal field, I studied pre-med at Union College. It was a term abroad in 1999 studying health care systems of the United States, England and the Netherlands, and an internship in the New York State Police Violent Crimes Unit that piqued my interest in pursuing my current path.



### Casey Fitzgerald

Commercial banker JP Morgan Chase Bank N.A.

**Age:** 31

**Education:** B.S., business

administration, finance and marketing, University at Buffalo; MBA, finance, Saunders College of Business, Rochester Institute of Technology

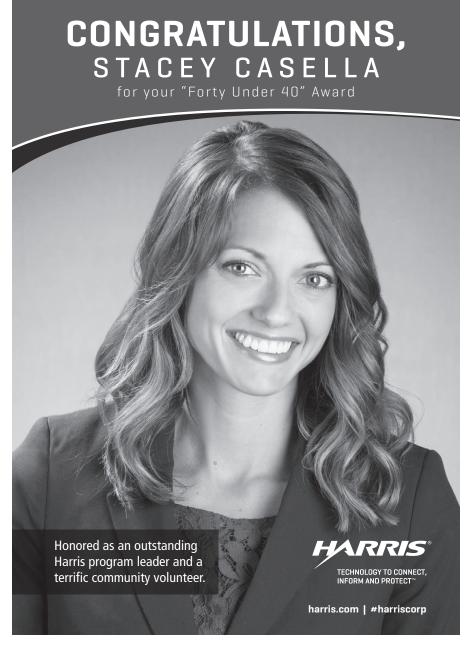
Family: Wife, Lindsay; sons, 2 and 8 months

Residence: Rochester

Professional responsibilities: I help middle market companies by providing financing and treasury solutions. I am responsible for a portfolio of relationships with companies based here in Western New York and provide advice regarding complex business

Professional and community leadership: Board member, Big Brothers Big Sisters of Greater Rochester; member, Executive Committee, Saunders College of Business Alumni Advisory Board, Rochester Institute of Technology; committee member, Casting for Caring, American Red Cross, Greater Rochester Chapter Bringing about change in Rochester: In a way, I'm naturally helping Rochester through my work at Chase: When I help Rochester businesses grow, that translates into new jobs and a stronger local economy. I also volunteer with Big Brothers Big Sisters and RIT, who are both doing amazing work in the Rochester community.

Surprising fact: A proponent of fitness and work-life balance, I stay active in the local athletic community. I recently completed the Marine Corps Marathon, the Tour De Cure, the Finger Lakes Triathlon and a few other events. I also continue to participate in numerous sports, including hockey, soccer, softball and crossfit.



### Carrie Fuller Spencer

Director of financial services Strong Memorial Hospital

Education: B.S., accounting with double major in Spanish, SUNY College at Oswego

Family: Husband, Michael; daughters, 7 and 5

Residence: Webster

Professional responsibilities: I am responsible for the overall management and supervision of financial operations of the hospital. I serve as policy adviser to the CFO on all matters related to the financial management of Strong Memorial Hospital, Highland Hospital and related affiliates, including financial reporting and analysis, budgeting, capital financing, internal controls and patient accounting.

Professional and community leadership: Member, board of directors, Healthcare Financial Management Association,

Rochester Regional Chapter; member, Audit Committee, Finance Committee, and board of directors, Villa of Hope; member, Audit Committee, Finance Committee, and board of directors, Starbridge; member, Finance Committee, Rochester Regional Health Information Organization

Bringing about change in Rochester: I want to continue to be an example for my children by teaching them that hard work, community involvement and making time for family contribute to the betterment of our community. I will also teach them that volunteering, participating in community events and helping those in need can effect positive change in the community. Surprising fact: I was extremely shy as a child and even received the "Most Shy" award at kindergarten graduation.



### Lauren Gallina

Marketing director Gallina Development Corp.

**Age:** 33

**Education:** B.A., communications, Loyola University Maryland, Baltimore; MBA, Simon Business School,

University of Rochester

Family: Single

**Residence:** Rochester

Professional responsibilities: I oversee marketing and PR for the entire Gallina Development portfolio, Total Sports Experience and most recently the Metropolitan (the former Chase Tower). My responsibilities include tracking available properties, managing media and involvement in the

design process.

Professional and community leadership: Treasurer, associate board, Gilda's Club Rochester; advisory board, the Center for Teen Empowerment Inc.; member, Fund Development Committee, Center for Youth; member, Al Sigl Council, Al Sigl Community of Agencies; volunteer, Leadership Rochester, Rochester Downtown Development Corp.

Bringing about change in Rochester: I'm in a unique position to have the opportunity to help change the face of Rochester. As a family and as developers, we are deeply committed to adding value and bringing positive change to downtown Rochester so it can be a place where we all love to live and work.

Surprising fact: I've been doing ceramics since high school and really enjoy the creative outlet it brings, although it's harder to find the time to throw since I started back at school.



# Congratulations Truman!

**AND ALL 2016 FORTY UNDER 40 HONOREES!** 



**Truman Tolefree Director of Acquisitions, Morgan Management LLC** 

### 2016 Forty Under 40 Honoree

### Melissa Gardner

Vice president, Health Care Network **Operations** Excellus BlueCross BlueShield

**Age:** 35

Education: B.S., health administration, Ithaca College; master's in public health, University of North Carolina, Chapel Hill, N.C.

Family: Husband, Brett; daughter, 8; sons,

4 and 4

**Residence:** Penfield

Professional responsibilities: I manage a provider network of more than 60,000 providers and \$4 billion in provider payments. This includes provider credentialing, enrollment, reimbursement modeling and configuration. I am also accountable for health care analytics for the health plan's 1.5 million members supporting

population health strategy development. Professional and community leadership: Board member,

Finger Lakes Health Systems Agency; member, Community Investments Cabinet, United Way of Greater Rochester; fundraiser and event participant, American Heart Association

Bringing about change in Rochester: I am fortunate to be a leader of a community organization with the mission to improve our community's health. I am excited to pair the responsibility to engage in efforts around regional health planning and community health investments with my ability to identify feasible and sustainable solutions.

**Surprising fact:** I grew up as a "carnie." My family owned concession stands that sold everything from fried dough to fruit salads. There I learned to make a full meal with a deep fryer and the power of duct tape, as well as a work ethic rooted in people, resourcefulness and delivery.



### Lindsay Ğozzi-Ťheobald

Vice president, Operational Excellence Catholic Family Center

**Age:** 39

Education: B.S., criminal justice, Rochester Institute of Technology; M.S., economic crime management, Utica

Family: Husband, Ronald Theobald Jr.; son, 6

Residence: Chili

Professional responsibilities: My team and

I are responsible for operational improvement and measurement, compliance with regulatory expectations relative to funding and human services practices, privacy and information security.

Professional and community leadership: Board member, Coordinated Care Services Inc., member, Advisory Council, Association of Certified Fraud Examiners; pro bono professional support/volunteer compliance consultant, Catholic Charities of the Diocese of Rochester

Bringing about change in Rochester: Compliance and quality are critical components of any human services agency. With the sweeping changes underway in health and human services, my pursuit of excellence coupled with a passion to collaborate and share knowledge with other organizations can lay a foundation for superior service and positive outcomes in our community.

**Surprising fact:** In high school, I won a national competition in art. These days, I color with my son and enjoy creating a safe, warm, colorful environment with my family.

2016 Forty Under 40 Honoree

### Anthony Green

Deputy to the provost University of Rochester

**Age:** 35

**Education:** B.S., management information systems, Rochester Institute of Technology; MBA, operations management, Syracuse University

Family: Wife, Elizabeth; son, 5; daughter, 4

Residence: North Greece

Professional responsibilities: I lead projects related to strategic planning and execution of broad university initiatives. I also undertake research to prepare analytical assessments, evaluative reports, policy statements, publications, talks and official correspondence. I act as a liaison with internal committees across the university and to external organizations on behalf of the university as well.

Professional and community leadership: Board member, the Fathers House church; treasurer, Rochester Education Foundation; co-chairman, Young Leaders @ University of Rochester Bringing about change in Rochester: By serving! I act as a change agent by serving my family, my community, my church and my colleagues at the Rochester Education Foundation, the Father's House and the University of Rochester. These individuals and organizations are working to provide encouragement, housing, faith, education and healthcare to members of our Rochester community.

Surprising fact: My wife and I have traveled around Europe—with our toddler son and infant daughter strapped to our backs, while leading a dozen high school students, voluntarily—not once, but twice. We loved it!

2016 Forty Under 40 Honoree

### Jessie Gregorio

Associate Underberg & Kessler LLP

**Age:** 35

**Education:** B.A., psychology, Canisius College; J.D., University at Buffalo Law School

Family: Husband, Michael Stout

Residence: Victor

Professional responsibilities: As a

member of the litigation and health care practice groups, I counsel clients in general litigation matters and health care matters such as medical malpractice, medical negligence, professional medical discipline, audit reviews and credentialing.

Professional and community leadership: Board member, Executive Committee, Finance Committee, Veterans Outreach Center; board member, Audit Committee, Stepping Stones Learning Center; member, Health Committee, Judicial Evaluation Committee, Greater Rochester Association for Women Attorneys; member, Events Committee, CDS Monarch Inc.

Bringing about change in Rochester: I want to bring about change by encouraging those around me to be more actively involved with social issues facing Rochester. Community involvement is an integral part of my life and through my passion to learn from and connect with my community, I hope to inspire others to do the same.

Surprising fact: I am an avid adventure traveler. My passion to learn about different cultures has taken me to South America, Europe and the Middle East. I once slept in a Bedouin tent in the Jordanian desert, and I climbed Mount Sinai in Egypt to watch the sunrise.

# Proud to Announce the Promotion of JACKIE LEE To Partner of the Firm iftennan.



Thank you for your continued contributions to MMB and to our community. Congratulations on your induction into the Forty Under 40 Class of 2016!



MENGEL METZGER BARR & CO. LLP

Certified Public Accountants



# Breaking business news, exclusive offers and event updates.

Find it all at RBJdaily.com

### **Get social with RBJ**







### Jennifer Johnson

News anchor and reporter 13WHAM ABC Rochester

**Age:** 38

**Education:** B.A., broadcast journalism, S.I. Newhouse School of Public Communications at Syracuse

Family: Husband, Vinnie Esposito; daughters, 6, 2 and Grace (2011-2013)

Residence: Irondequoit

Professional responsibilities: I am part of a team that anchors and reports a four-hour morning newscast. I research, write and deliver news stories from the anchor desk and out in the field on a variety of topics. I also conduct live interviews and have a recent focus on fundraising telethons.

Professional and community leadership: Member, board of directors, Golisano Children's Hospital; member, Rochester Rotary; former board member, the Dream Factory of Rochester Inc.; former board member, the Center for Disability Rights; former board member, the Verona Street Animal Society

**Bringing about change in Rochester:** As a journalist, I believe that information can lead to understanding, tolerance and sometimes compassion for one another. I enjoy getting to know others, their passions and their concerns and then using my trusted voice to help explain them to the greater community.

**Surprising fact:** My first job out of college was in Hastings, Nebraska. I did a story there about volunteer firefighters. Soon afterwards, I joined the department. I loved it! Every time I pass a fire truck responding to a scene, I vow to join a department when my kids get older.

2016 Forty Under 40 Honoree

### Kimberly Jones

President
Butler/Till and Brand Cool

**Age:** 39

Education: B.S., advertising, University of Texas, Austin, Texas; MBA, Simon Business School, University of Rochester

Family: Husband, Matt; daughters, 10 and

Residence: Brighton

**Professional responsibilities:** As president of Butler/Till and Brand Cool, I oversee our account management and media departments, business development and agency growth.

**Professional and community leadership:** Cochairwoman, Marketing Committee, and board member, Bivona Child Advocacy; member, Young Presidents Organization

Bringing about change in Rochester: As a leader of a company that's 100 percent employee owned, a women business enterprise and a certified benefit corporation, I believe businesses have an obligation greater than simply shareholder gain. I want to create and support businesses that share that sense of obligation to its employees, business partners and suppliers, the environment and the community at large.

**Surprising fact:** After living in 10 different cities, I love calling Rochester home. But I still love to travel, especially to places off the beaten path. In my down time I enjoy running (I ran the New York City marathon plus dozens of half-marathons), reading and cooking with my family.

2016 Forty Under 40 Honoree

### Nicole Kingsley Brunner

Director, marketing strategy Manning & Napier

**Age:** 36

**Education:** B.A., public relations and marketing communication/management minor, Simmons College, Boston

Family: Husband, Adam; daughters, 7 and 4

Residence: Pittsford

Professional responsibilities: I develop the firm's marketing strategy and oversee a team responsible for integrated marketing tactics such as public relations, design, advertising, events, digital marketing, lead generation, and the development of engaging content to identify new business opportunities and service existing relationships.

Professional and community leadership: Member, New Leadership Council and Gala Committee, and wish granter, Make-A-Wish Foundation of Metro New York and Western New York; member, Marketing Committee, Women's Foundation of Genesee Valley; member, Sponsorship Committee, Greater Rochester Chamber of Commerce Women's Council ATHENA Awards; co-founder, Community Engagement Group, Manning & Napier

**Bringing about change in Rochester:** To be an agent of change, I believe you need to be courageous and passionate. My goal is to lead by example and encourage others to pursue their professional and charitable passions in order to make a difference in our community.

**Surprising fact:** As a child, my family owned a hog farm, and I spent many hours at the barn doing chores, chasing pigs, and learning the importance of hard work and a good shower!

# COBBLESTONE CAPITAL ADVISORS



Vince Lecce

for being recognized as a 2016 Forty Under 40 Honoree

COBBLESTONE CAPITAL ADVISORS

cobblestonecap.com

Investment in securities may result in loss of income and/or principal.

### Jennifer Lake

Vice president of people resources ABVI and Goodwill of the Finger Lakes

**Age:** 36

**Education:** B.A., political science, M.S., organizational learning and human resource development, St. John Fisher College

Family: Husband, Matt; daughter, 7

**Residence:** Pittsford

Professional responsibilities: I am a human resources leader for a 700-plus employee nonprofit organization with manufacturing, contact center, retail, food service and human service operations. I oversee talent management functions, organizational development and change management initiatives, leading a team of seven. I also serve on the Senior Leadership Team and am liaison to the board of directors for strategic planning, succession planning and executive compensation.

Professional and community leadership: President-elect and mentor, Rochester Mentoring Program, National Human Resources Association; member, HR Advisory Committee, Bivona Child Advocacy Center; elder, First Presbyterian Church of Pittsford; member, Women's Leadership Council, United Way of Greater Rochester Inc.

Bringing about change in Rochester: As a lifelong learner, I believe in the power of education to inform, inspire and challenge thinking. I strive to be an authentic leader who cares, celebrates mistakes and leads by example. Many people let others define them, and my personal mission is to coach individuals to see their strengths and achieve their dreams.

Surprising fact: I started my career as a makeup artist and was promoted to an account coordinator for Clinique, where I worked with Hollywood A-listers to clear DVD features at Warner Bros. before getting my big break in HR.



### Robert Lamb III

Attorney, Trusts and Estates Bond Schoeneck and King PLLC

**Age:** 39

**Education:** B.S., business management and marketing, St. John Fisher College; J.D., Appalachian School

Family: Wife, Meredith; son, 7

**Residence:** Pittsford

Professional responsibilities: I am a member of Bond's Trusts and Estates and Long-Term Care practice groups. I serve clients in

the areas of estate planning, estate administration and litigation, elder law and long-term care planning. Professional and community leadership: Secretary and board member, Eagle Star Housing; board member, Pittsford

Little League; member, Trusts and Estates Law Section, Elder Law Section, and Special Needs Committee of Elder Law Section, New York State Bar Association; member, Estate Planning Council of Rochester

Bringing about change in Rochester: I can be an agent of change in Rochester by serving to protect the rights of our elderly, disabled and other members of the community who cannot advocate on their own behalf—by making sure that they all have a voice, that their best interests are always taken into account and that no one is forgotten as Rochester continues to

Surprising fact: I love growing vegetables in my backyard and then cooking different meals for my family with homegrown produce.



# FEARLESS IS **BEING A LEADER**

Excellus BlueCross BlueShield congratulates Melissa Gardner for being recognized as a 2016 Forty Under 40 honoree.



### 2016 Forty Under 40 Honoree

### Vince Lecce

Senior relationship manager Cobblestone Capital Advisors LLC

**Age:** 39

Education: B.A., biology, Cornell

University

Family: Wife, Sheila; son, 8; daughter, 6

Residence: Pittsford

successful strategy.

**Professional responsibilities:** My biggest responsibility is to listen carefully to my clients. I help them create a personalized financial plan that enables them to preserve and grow their wealth and efficiently pass it on to future generations and favorite charities. Only by understanding everything about them can I develop a

Professional and community leadership: Chairman,

Annual Campaign, member, Capital Campaign Committee, and board member, Southeast Family YMCA; coordinator, Commemorative Brick Program, the KEEP Foundation; NFLPA registered player financial adviser, NFL Players Association; goodwill ambassador, Stand Up For Financial Literacy Campaign

Bringing about change in Rochester: In addition to my personal charitable involvement, I enjoy helping others to give. Through my work with some of the leading community-minded families in Rochester, I can be an agent of change by helping them design philanthropic gifting strategies that benefit our local community.

Surprising fact: I am addicted to crossword puzzles. The more difficult, the better. My favorites are those in the New York Times, and I always have a book of them nearby. I find them to be a great way for me to settle my mind at the end of a busy day.



### Jackie Lee

Mengel, Metzger, Barr & Co. LLP

**Age:** 36

Education: B.S., accounting, SUNY

College at Geneseo Family: Husband, Chris Residence: Bushnell's Basin

Professional responsibilities: I supervise multiple teams in performance of audits, tax returns and other engagements for clients in various industries. I support the development of staff through regular leadership skills trainings. I also lead the firm's Assurance Technology Committee, which monitors the efficiency of our engagements and evaluates the need for improved procedures.

Professional and community leadership: Secretary, board member, member of Executive Committee, and chairwoman of Audit Committee, Volunteers of America Upstate New York; chairwoman, Catalyst Circle; and member, Development Committee, Rochester Museum & Science Center

Bringing about change in Rochester: I enjoy encouraging others to get involved in causes they find meaningful, to stretch themselves through professional growth opportunities and to join forces with individuals having similar interests. Devoting time and energy to Rochester's important issues is critical to seeing positive change.

**Surprising fact:** I got hooked on curling and have been an active member of the Rochester Curling Club for the past seven years.

2016 Forty Under 40 Honoree

### Abby Mastrella

HR compensation manager Paychex Inc.

**Age:** 35

**Education:** B.A., communication and human development, SUNY College at Geneseo; MBA, Saunders College of Business, Rochester Institute of Technology

Family: Husband, Anthony; son, 3 Residence: West Henrietta

Professional responsibilities: I lead the compensation staff in planning analysis, implementation, communication and administration of the company's compensation policies and programs. I also counsel Paychex leaders on pay decisions, policy and guideline interpretation and job evaluations while ensuring that compensation-related decisions are in line with internal

equity and the external market. **Professional and community leadership:** Executive president, Sigma Kappa Alumnae Chapter of Rochester; founding member, Lollypop Farm Professionals; and advocate, Lollypop Farm Humane Society of Greater Rochester

Bringing about change in Rochester: I regularly encourage and influence others to go above and beyond their expected duties by getting involved in the community. The passion and commitment that one shows outside their day-today experience is what builds and shows true character.

Surprising fact: I am a big fan of the Ultimate Fighting Championship! My husband and I have attended eight live fights and have collected over 500 signatures and photos.

2016 Forty Under 40 Honoree

### Ebony Miller-Wesley

Interim director Rochester Institute of Technology, Center for Urban Entrepreneurship

Age: 39

Education: B.A., communication, and M.A., informatics, University at Buffalo Family: Spouse, Alan; daughter, 12

Residence: Greece

**Professional responsibilities:** I solicit various funders for support of incubator activities.

Assisting promising ventures to grow effectively by providing capacity building services is also part of my role. Additionally, I am responsible for the youth program development to promote self-efficacy, financial literacy and knowledge of entrepreneurship as a viable career.

Professional and community leadership: Member,

Loan Committee, PathStone Enterprise Center; board of management, Monroe Family YMCA; regional network leader, University at Buffalo; member, Entrepreneurship and Development Workgroup, Finger Lakes Regional Economic Development Council

Bringing about change in Rochester: Helping to create a more collaborative entrepreneurial ecosystem is how I would like to be considered a change agent in Rochester.

Surprising fact: If I were to win the Mega Millions, I would return to school to pursue a degree in law. I have always aspired to be an attorney; however, life happened and I put things on hold.

# GENESEO

At SUNY Geneseo, advancing knowledge and inspiring students to be socially responsible and globally aware citizens is more than a mission statement.





### It's a way of life.

And it's reflected in the impact and achievements of its extraordinary alumni, seven of whom are among this year's Forty Under 40.





Christopher Cebula '06 Armbruster Capital



Mengel Metzger Barr & Co. LLP



Abby Mastrella '03 Paychex Inc.



Jonathan Miller '02 The Bonadio Group



Kelly Thompson '00 The Bonadio Group

W W W.GENESEO.EDU

### Jonathan Miller

Principal The Bonadio Group

**Age:** 37

Education: AAS, accounting, Alfred State College; B.S., accounting, SUNY College at Geneseo

Family: Wife, Erin; daughters, 7, 4 and 4 months

Residence: Webster Professional responsibilities: I am a principal in our firm's healthcare/tax-exempt department, responsible for overseeing audits and consulting engagements for health care and human service organizations and institutions of higher education.

Professional and community leadership: Board member, member, Finance Committee, and member, Audit Committee, Flower City Habitat for Humanity; officer, secretary and member, Education Committee, Rochester Regional Chapter of Healthcare Financial Managers Association

Bringing about change in Rochester: The future is going to require collaboration to effectively manage the disruption facing nonprofit organizations in our community. Through my positive attitude, I plan to be a major participant in making those relationships work to ensure these vital services continue to support our community.

Surprising fact: My high school class superlative was class optimist; 19 years later I still take the most favorable view of each situation posed to me. 2016 Forty Under 40 Honoree

### Luis Ormaechea

Attorney Harris Beach PLLC

**Age:** 39

Education: B.S., biological sciences, Cornell University; M.A., science education, New York University; J.D., Syracuse University College of Law

Family: Spouse, Darcy; daughter, 10; son, 6 **Residence:** Penfield

Professional responsibilities: My legal practice is mainly focused on intellectual property matters, including patent and trademark prosecution, litigation, licensing and related matters where I can use my background in science and technology. I also have experience in corporate law and have recently grown my practice in other areas, including diversity compliance.

Professional and community leadership: Secretary, board of directors, Rochester Intellectual Property Law Association; member, board of directors, Rochester Hispanic Business Association; member, board of directors, Foundation of the Monroe County Bar; vice chairman, Advisory Council, SUNY Brockport SummerLEAP

**Enrichment Program** Bringing about change in Rochester: I would be an agent of change by helping my clients address legal issues in order to achieve their business and personal goals. I would also continue to volunteer my time and talents to help community organizations develop and accomplish objectives that

bring positive change to the Rochester area. **Surprising fact:** Prior to becoming an attorney, I taught science in public schools. Before that (while I was still an undergraduate student), I worked in educational settings, including a museum and an early childhood center, and was once awarded a grant to develop and teach science programs.



### Helping Those Who Help Others

As an attorney, Jessie is an advocate for health care professionals. But her service to the community doesn't stop there. She is also on the Board of the Veterans Outreach Center and Stepping Stones Learning Center, and a champion for Special Olympics. Jessie is making a difference, every day, and we are proud to have her on our team.

Congratulations, Jessie!



underberg & kessler LLP our most important partner is you™

ROCHESTER BUFFALO CANANDAIGUA NEWARK GENESEO underbergkessler.com

### 2016 Forty Under 40 Honoree

### Christopher Piedici

Senior manager Freed Maxick CPAs P.C.

**Age:** 32

Education: B.S., accounting and accounting information systems, Canisius

Family: Wife, Katherine; son, 3

**Residence:** Honeoye Falls

Professional responsibilities: I oversee client relationships and all phases of client

engagements while providing a wide range of accounting, assurance and consulting services to a broad range of private companies, nonprofit agencies and schools (public/private/charter) that range from startups to \$1 billion in assets. Additionally, I am a performance adviser for staff in the firm's Rochester office, providing career

guidance and training.

Professional and community leadership: Treasurer,

AMA|Rochester; director and former finance chairman, Flower City Down Syndrome Network; member, NextGen Rochester (giving circle of Rochester Area Community Foundation); member and former Advisory Committee member, RocCity Coalition; committee member, Career Opportunities in the Accounting Profession and NextGen, New York State Society of Certified **Public Accountants** 

**Bringing about change in Rochester:** I am intrigued by the entrepreneur who is willing to start something from nothing. I have and plan to continue supporting new startup businesses in Rochester by providing my expertise to help them succeed. Rochester is a community with fallow potential of passionate people and concepts looking for an opportunity to thrive. **Surprising fact:** I'm an avid outdoorsman and fairly handy. While these days I haven't spent much time outdoors with a growing family, I plan to teach my kids these skills as they grow older. Also, I spent the summer between high school and college rebuilding a 1967 Mercury ParkLane 410 V8 with my uncle.



### Jamal Redding

Director-governance, risk and compliance JC Jones & Associates LLC

**Age:** 31

Education: BBA, finance, Kent State University, Kent, Ohio; M.S., accounting, University of Notre Dame, South Bend, Ind.

Family: Single Residence: Pittsford

**Professional responsibilities:** My current professional responsibilities include planning, directing and executing financial compliance related projects and engagements for publicly traded and privately held companies. For each client served, the primary focus is to bring clarity, creativity and results to each engagement and the related tasks.

Professional and community leadership: Member, board of governors and co-chairman, webinar series, Institute of Internal Auditors (Rochester Chapter); treasurer, Black Young Professionals of the Urban League of Rochester; treasurer, Young Adult Outreach Ministry, First Genesis Baptist Church; outreach ministry, Straight from the Heart; tenor, First Genesis Baptist Church Ensemble

Bringing about change in Rochester: Lasting change within our community begins with our youth. I will continue to educate, encourage and provide resources (educational, financial, etc.) to our Rochester youth. Additionally, organizing forums, training sessions and other means to provide an outlet for increased training and awareness, to address the pertinent issues and struggles currently limiting our city's potential. Surprising fact: I have a deep passion for music, most specifically singing. Singing in choirs, talent shows and concerts has been an integral part of my life for approximately 20 years. Outside of work, this is my absolute favorite

2016 Forty Under 40 Honoree

### Abby Reinhard

Owner/president **GP Flooring Solutions** 

**Age:** 38

Education: B.A., University of Michigan, School of Literature, Science and the Arts, Ann Arbor, Mich., M.Ed., Harvard University; Harvard **Graduate School of Education** 

Family: Husband, Josh; daughters, 5 and 8

months, son, 3 **Residence:** Pittsford

Professional responsibilities: I develop and implement business strategy and process improvement, manage and train staff, pursue strategic opportunities, address challenges, oversee fiscal management and human resources and drive marketing and sales.

Professional and community leadership: Board member, Hochstein School of Music and Dance; board member, Blackfriars Theatre; member, Board of Management, Camp Cory, YMCA of Greater Rochester

Bringing about change in Rochester: I want to bring about change by leading and growing a company that's a great place to work and by helping community organizations develop strategy and raise funds to better achieve their mission to either improve the lives of children or enrich arts and culture in Rochester.

Surprising fact: Following my interest in the mind-body connection, I did one year of a Ph.D. program in clinical health psychology before revising my career goals.

2016 Forty Under 40 Honoree

### Sarah Stage

Marketing specialist Insero & Co. CPAs LLP

**Age:** 30

hobby.

Education: B.M., vocal performance, **Baldwin Wallace University** Conservatory of Music, Berea, Ohio

Family: Husband, Ryan **Residence:** Penfield

Professional responsibilities: I plan and execute Insero & Co.'s marketing and business development initiatives as well as manage the budget. I work collaboratively with partners and management to implement strategic marketing efforts for the firm.

Professional and community leadership: Member, board of directors and co-chairwoman, Development Committee, Rochester Oratorio Society; chairwoman, Women Build Steering Committee, Flower City Habitat for Humanity; member, Website Committee, Association for Accounting Marketing; member, Marketing Advisory Board, **RSM US Alliance** 

Bringing about change in Rochester: I believe that change can be achieved through thoughtful listening and strategic action. I apply this philosophy to helping improve the lives of others in the Rochester community, whether working to provide affordable, quality housing or world-class artistic experiences and outreach.

Surprising fact: I am a classically trained musician specializing in vocal performance. I teach voice to local high school and college students and have performed with the Rochester Oratorio Society and Rochester Philharmonic Orchestra.



## **X** Five Star Bank

**Congratulations to Dan Strom** on being named an honoree in the **Rochester Area's Annual Forty Under 40 Awards** 



Over 50 branches serving 16 counties • More than 60 ATM locations





five-starbank.com





### **Daniel Strom**

Senior business banking relationship manager-vice president Five Star Bank

**Age:** 38

Education: B.S., organizational management, Roberts Wesleyan College; MBA pending, Simon Business School, University of Rochester

Family: Wife, Betsy; daughters, 10 and 7

Residence: Livonia

Professional responsibilities: I provide commercial lending and deposit services to area small businesses.

Professional and community leadership: Treasurer and board member, Child Care Council of Rochester Bringing about change in Rochester: I would like to help

all small businesses gain access to the necessary funding to grow. I would do this by being a business partner as well as an adviser to help connect them to available services within the community.

Surprising fact: I love to cook.



### **Kelly Thompson**

Principal The Bonadio Group

**Age:** 38

Education: B.S., accounting from SUNY College at Geneseo

Family: Husband, Jeremy; daughter,

10: son. 8

Residence: Greece

Professional responsibilities: |

provide technical guidance to the firm's professionals in the complex world of notfor-profit accounting, including health care, higher education and service organizations. I am also responsible for the firm's continuing professional education function, which includes compliance monitoring and developing and delivering training sessions to employees and outside audiences.

Professional and community leadership: Board member and treasurer, Bivona Child Advocacy Center; past council member and treasurer, Transfiguration Lutheran Church; member, Women's Leadership Council, United Way of Greater Rochester Inc.

Bringing about change in Rochester: I believe I am an agent of change by volunteering my time and resources where I think they can be most effective and can bring about great results. A big part of it is that the people I work with are all focused on the same goal and put in extraordinary effort. Surprising fact: People may be surprised to know that I love old-school rap. I pretty much know all of the lyrics to any hip-hop song that came out between 1990 and 2004, and I love making up alternative lyrics to sing with my kids!



Congratulations to Christopher Piedici, Senior Manager at Freed Maxick and one of this year's 40 Under Forty winners. Your dedication to making an impact in Rochester and its surrounding communities is inspiring.

Trust earned.

Assurance, tax and consulting

Buffalo | Batavia | Rochester | Syracuse 585.271.2300 FREEDMAXICK.COM

### 2016 Forty Under 40 Honoree

### Erica Tickle

Senior marketing manager Wegmans Food Markets Inc.

**Age:** 37

Education: B.S., policy analysis and management, Cornell University; MBA, University of Massachusetts at Amherst Family: Husband, Scott; son, 6

**Residence:** Irondequoit

Professional responsibilities: I lead

the team responsible for developing and executing marketing plans, including message and media development, for Wegmans grand openings and recruitment, digital strategies, value, and the beer, wine, health and beauty care and general merchandise businesses.

Professional and community leadership: Chairwoman, Strategic Planning Steering Committee, Willow Domestic Violence Center; former president, vice chairwoman and nominations chairwoman, board of directors, Alternatives for Battered Women

Bringing about change in Rochester: Rochester is a vibrant and interconnected community, and I'm happy to be a part of two organizations focused on having true impact on youth and healthy families.

Surprising fact: I'm known for my love of different foods, but I can't stand Jell-O!



### **2016** Forty Under 40

2016 Forty Under 40 Honoree

### Truman Tolefree

Director of acquisitions Morgan Management LLC

**Age:** 37

Education: B.A., finance, Morehouse College, Atlanta; MBA, corporate finance, Johnson Graduate School of Management, Cornell University; graduate minor, real estate finance, School of Hotel Administration, Cornell University

Family: Wife, Erin; sons, 4 and 2

**Residence:** Victor

Professional responsibilities: I source,

underwrite, develop business strategy, coordinate diligence and procure financing for new acquisitions. I also work closely with firm principals to negotiate and structure business terms of purchases and operating agreements with our joint venture partners. Postacquisition, I work with our asset management team to maximize asset values via the effective implementation of our business plans.

Professional and community leadership: Director, board of directors, Venture Jobs Foundation; member, Finance Committee, Action for a Better Community Inc.

Bringing about change in Rochester: I would be an agent of change by using my knowledge and donating my resources (both economic and time) to support organizations like Venture Jobs Foundation and Action for a Better Community—organizations that foster economic development and self-sufficiency and seek to eradicate poverty within our community. Surprising fact: I was vegan for eight years. It started off as a test of discipline; I just wanted to see how long I could maintain the diet. I only started back eating meat while honeymooning in Spain. Now, I've traded



### Congratulations Sarah Stage Rochester's Emerging Leader Forty Under 40 Honoree

From all of us at Insero & Co. CPAs

2 State Street, Suite 300 ■ Rochester, NY 14614 *ph:* 454-6996 ■ www.**inserocpa**.com



# tofu for BBQ pork ribs smoked on my Primo Oval XL!

### 2016 Forty Under 40 Honoree

### Alexis Vogt

Endowed chair and associate professor of optics

Monroe Community College

**Age:** 38

Education: B.S., optics with a minor in mechanical engineering; Ph.D., optics, Institute of Optics, University of Rochester

Family: Husband, Darren; daughter, 4, son, 2 **Residence:** Brighton

Professional responsibilities: In addition to full-time teaching responsibilities, I was appointed to strengthen and grow the MCC optics and photonics program—the nation's only two-year degree program training technicians for work in the optics industry. I cultivate community, business and industry partnerships to anticipate workforce needs and promote regional, and national, economic vitality.

Professional and community leadership: Member, AIM Photonics Academy; member, Education Committee Board, Rochester Regional Photonics Cluster; member, Optics, Photonics & Imaging Workgroup of the Finger Lakes Regional Economic Development Council; STEM board member, Monroe 2-Orleans Boards of Cooperative Educational Services; optics community outreach presentations in the Rochester area and internationally

Bringing about change in Rochester: Education is fundamental to fighting poverty and unemployment. Rochester has a shortage of optics technicians, yet an abundance of people who need jobs. My goal is to educate and empower. I am committed to developing pre-collegiate partnerships and programs that create access and readiness to underrepresented populations in Rochester for STEM optics pathways.

**Surprising fact:** I defined two words—"light" and "polarization"—for the World Book Encyclopedia.





# **™** The best things in business are FREE!

Sign up today and receive both the award-winning RBJ Daily Report and the RBJ Morning Roundup e-newsletters free each day.

