



Profile
Tom Matthews developed SUNY Geneseo students into leaders.
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Focus on Aging
Recent retirees find ways to keep their skills active without being too immersed in work. **Page 11**



Special Report
Check out some of the best places to visit in the Finger Lakes.
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Soaring beauty

New railroad bridge at Letchworth a marvel

By VELVET SPICER

Fifty miles south of Rochester, the mighty Genesee River now flows freely, unobscured by iron footings that for more than a century held Letchworth State Park's Portageville Bridge high above the gorge and its surrounding parkland.

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Photo by Velvet Spicer

Optics company expanding

RPO changing to capitalize on market growth

By GINO FANELLI

Over the past couple weeks, Rochester Precision Optics has seen some major changes. In fact, major might be an understatement.

Since May 14, RPO has appointed a new vice president of engineering, Blair Unger; a new marketing coordinator, Elizabeth Bubacz; a new director of production engineering, Jeff Snopkowski; a new director of operations and program management, Mark Heeks; a new director of technology, John Deegan; and a new director of engineering, Anthony Cocola. By the time you read this article, that list may have grown. RPO has added 51 new jobs in the past six months, with an additional 32 waiting to be filled.

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Customers wait as staffing firm executes measured growth

By VELVET SPICER

Lindsay McCutchen likes to do things a little differently.

McCutchen, president of Career Start Workforce Management Group, has created a customer waiting list, unheard of in the staffing industry.

"Every customer laughs and says you're the only company with a waiting list," McCutchen said. "Well yeah, we have to because if we don't create that waiting list then we're going to take on customers that we can't handle."

Forward-thinking and intentional,
Continued on page 39



McCutchen



Team members for Manning & Napier, the event's title sponsor, at last year's Tour de Cure.
Photo courtesy Manning & Napier

Tour de Cure slated for June 9

Funds raised help support diabetes research, Camp Aspire

By VELVET SPICER

When Michael Pavone jumps on his bike next weekend as part of the Manning & Napier Tour de Cure it will be

for a very personal reason: three family members and three partners at his firm have suffered from diabetes, his father dying early as a result of complications from the disease.

"Our family is severely affected by this disease; it was a no-brainer for us to get involved," said the CEO of YPC

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Bill proposing single-payer health care hits state Senate

By GINO FANELLI

A collection of Democrats in the state Legislature have a big vision for New York: publicly funded health care for all. At least that's the goal of Senate Bill S4840, currently before the Senate Health Committee, and to say it's an overhaul of New York State's health system would be an understatement.

The ultimate product of the bill is New York Health, a completely publicly funded health network that would essentially replace all standing private and public insurance plans. There would be no economic barriers to care, no co-pays, and its entire funding would come from state taxes. Additionally, all New Yorkers would have the ability to choose their own

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Meal plan business takes off with support of gym-goers

Meals by DeLeo geared to healthy, stress-free dining

By NICOLE SHELDON

Meals by DeLeo started by accident. Owner and executive chef Jason DeLeo was meal prepping for himself when a friend, Nick Benedetto, approached him at a body building competition and asked him about his regimen. DeLeo told him about the food he prepared for himself, and he ended up selling the 18 meals in his fridge to Benedetto.

The next day, Benedetto called DeLeo to tell him that his two roommates each wanted to purchase 18 meals from him. Benedetto, a gym rat who frequented multiple local gyms, would eat DeLeo's prepared meals and spread the word to other exercise junkies. Thus, Benedetto inadvertently ended up as the first salesman for Meals by DeLeo.

When Meals by DeLeo began, DeLeo, 42, was already a business owner. He had started a catering business, Food by DeLeo, in 2002, and he now runs both businesses simultaneously.

A graduate of the Culinary Institute of America, Jason DeLeo is a foodie. When he developed back issues, he started putting on weight, and before he knew it he weighed 280 pounds. He was taking medication for type 2 diabetes, high blood pressure and cholesterol and used a sleep apnea machine at night. DeLeo realized he was treading down a dark path.

"About four years ago I decided to make some changes, and I started eating differently," he says. "I made some recipes and started meal prepping for myself. I was looking up stuff in magazines and saw that meal prepping was the way to do it because that way your meals are prepared for you and you don't have to think about it" when you're hungry.

DeLeo began experimenting with different recipes and tailoring them to his palate. He began eating four meals a day consisting solely of meat and vegetables. Although he didn't realize it, the plan he was following is now known as the keto, or ketogenic, diet. Within about four and a half months, DeLeo had dropped 60 pounds.

"My goal wasn't even to lose a lot of weight," he says. "But I was taking the max of the medicine, and my numbers were still (high) so they wanted to put me on insulin. I just wanted to get off that and I knew carbs weren't good, so that was how I started. I dropped weight really fast."

DeLeo says that for most of his life he was on the heavy side, but he wanted six-pack abs. So when he began looking and feeling better, he hit the gym.

Meals by DeLeo began in 2015. He initially spread the word by going to various gyms and health care facilities and doing tastings.

COMPANY PROFILE

Meals by DeLeo



Jason DeLeo of Webster expanded his existing catering operation to include meal delivery. Meals by DeLeo has been in operation for about three years.

Photo by Kate Melton

"I got into this so I could help people like me," says DeLeo. "I don't want to get into it too much, but I had a lot of depression. You know, you want to change and lose weight and you have a couple of good starts and terrible finishes. So I like to help people and talk to people in that type of situation because I know what it's like; I've been there."

Meals by DeLeo offers a variety of meal options. Customers can choose from 12, 18 or 24 meals per week, breakfast, lunch and/or dinner. Different plans are geared for weight loss, a focus on fitness or the family option that provides a tray of food to feed four. Each meal is labeled with ingredients, number of calories and the amount of macronutrients (carbohydrates, protein and fat).

With a five-week rotating menu of food that is all gluten-free and never frozen, DeLeo guarantees only the freshest meals for his customers.

"It's really just how your mom used to cook," he says. "It's good, clean, healthy food. There are no preservatives. Everything we make—even our dressing—is from scratch, 100 percent. Even our stocks are made from scratch. The philosophy is that it's healthy food, but it's not just lettuce."

Meals by DeLeo aims to help people reach their goals, whether it's to lose weight, gain weight or just make life more convenient. All of the cooking is done by certified chefs at a commissary kitchen that DeLeo uses for both of his businesses. Meals by DeLeo delivers from Spencerport to Victor.

The operation is a family-oriented business, DeLeo says, and his wife, two of his four sons and his parents work alongside him. Beyond helping customers achieve their goals, DeLeo is driven to assist the poor as well.

"The best part of owning a food business is that we get to feed a lot



Photo by Kate Melton

A meal: braised balsamic chicken with quinoa and green beans.

of people who can't afford to eat," he says. "We go all over the place to feed the homeless. I learned a long time ago in the restaurant business that if we package what we're throwing away at night then nobody would be hungry in the country."

DeLeo strives to help as many people as he can, but he also has another goal in sight.

"I haven't done it yet, but I'd like to get out in front of people who have

diabetes and some of the issues I had like depression and talk to them, because I have a story to tell," he says. "Even if they don't buy my meals, if they give me a call I will talk to them."

Small Business is a biweekly feature focusing on entrepreneurs. Send suggestions for Small Business stories to Reporter/Editorial Assistant Nicole Sheldon at nsheldon@bridgetowermedia.com.

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Villa of Hope
Woods Oviatt Gilman

400-599 Employees

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Hammer Packaging
Lawley
The Pike Companies LTD

600-999 Employees

The Bonadio Group
ESL
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Debbie Reed, University of Rochester
Aneli Rivera-Nothnagle,
The Rochester City School District
Deena Rodriguez, ESL

Rookie of the Year

The DiMarco Group of Companies
Hammer Packaging
The Rochester City School District
Villa of Hope





Photo by Keith Walters



Provided photo

SUNY Geneseo's Tom Matthews develops knack for turning students into leaders

By DIANA LOUISE CARTER

Thirty-eight thousand. That's a conservative estimate of how many workshops in leadership that SUNY Geneseo students have taken under Tom Matthews' direction.

The founder of the Geneseo Opportunities for Leadership Development program, or GOLD, Matthews knows that number because he has read every journal a student has filed at the end of a workshop in order to gain credit toward various leadership certificates. There were more workshops taken by students — probably thousands more — but they didn't write a journal because they weren't working toward a certificate. One of GOLD's features is that any enrolled student can partake.

"It's been a joy reading all those reflections of students, and the meaning they've taken," Matthews said recently in his office in the MacVittie Student Union at the center of campus.

Matthews retires this week, capping a 53-year career in the SUNY system. Nearly all of those years have been with Geneseo.

It's a career that kept Matthews hopping, and one that provided immense satisfaction. He can call on a successful Hollywood producer, a U.S. intelligence officer, a major banking executive and many more former students who grew at Geneseo while working with him. Only his last 18 years have been formally involved in leadership education.

Matthews' career with SUNY underwent several transformations on campus while he also took on national-level roles in student affairs and state roles in public employee contract negotiations.

All of that involved leadership, which he traces back to his years as a student in a one-room schoolhouse in tiny Louisville, a community in New York's North Country, a stone's throw from the St. Lawrence River, just east of Massena. With one teacher for five grades, the teacher frequently relied upon older students to handle tasks such as build-

ing a fire in the school's stove, fetching water and helping younger students with their lessons.

The habits Matthews picked up in elementary school naturally carried over to high school, where he was class president and editor of the student newspaper. In college at SUNY Plattsburgh, Matthews was planning on becoming a teacher, but a mentor suggested he look in a slightly different direction, noting the SUNY system building explosion of the mid-1960s to make room for baby boomers. Colleges — and a master's degree program aimed at working for a college — were waiting for him and other young staff.

While working on his master's degree, Matthews did an internship at SUNY Fredonia. There he met his future wife, who was a senior. They married in 1966 and the couple lived on campus at SUNY Brockport for their first two years while Matthews worked at the college and Betsy Matthews taught in the Spencerport schools. Aiming to start a family two years later, Tom decided to take a job in student affairs at Geneseo.

He landed in the middle of the anti-war movement years, during which every college campus saw student protests over the Vietnam War. Part of his job was to approve plans for student marches. Another part was to seek a liquor license for the campus pub — a common college amenity in an age when the drinking age was 18.

The first major event at the student center was a fundraiser to help local Republicans, with Gov. Nelson Rockefeller as the featured guest. But two weeks before the event, four students at Kent State University were killed by National Guardsmen at a student protest. The Geneseo college president at that time, Robert MacVittie, wanted to cancel the fundraiser but the Rockefeller administration would have none of it, Matthews recalled. Geneseo staff feared angry students would storm the fundraiser.

"I got the students leaders together and asked 'How can you help us avoid a disaster?'" Matthews recalled. Rockefeller was no shrinking violet who intended to sneak in through a back door. "He had to pull up and walk through the protesters," Matthews said. The student leaders working with Matthews linked arms to create a wall keeping the protesters from the guests.

Despite the tension of that day, Matthews said Geneseo survived the protest era peacefully. Student occupations of administrative offices were allowed to go on overnight when the staff left the building. There was no graffiti, broken windows or vandalism, he said.

"I attribute that to the way Bob McVittie steered us through that," he said.

Another part of the student affairs job was coordinating visiting artists. The list of performers during Matthews' 25 years in that job looks like a "Who's Who" of the entertainment industry. Comedian Red Skelton, mime Marcel Marceau, dancer Martha Graham, and rockers Kool and the Gang are just a few of the headliners who came to campus.

Early on, Matthews became involved in an organization for student affairs based in the Southeast and that led to his eventually becoming chairman of the National Association for Campus Activities. He took a leave for a year to do that and gained a doctorate from the University of South Carolina at the same time.

Not long after Matthews came to Geneseo, public employees at SUNY won the right to bargain collectively, and Matthews became involved in the union — United University Professors, which represented faculty and staff.

"Somebody had to do some of these jobs," Matthews said, sounding like his grade-school teacher might have when showing a student the bucket and the well outside the schoolhouse. Matthews, however, took on a lion's share. He was a delegate to state meetings, union treasurer and vice president for professionals. For four years he worked full time (traveling frequently to Albany) representing Geneseo staff, followed by four years splitting his time between the union and Geneseo.

The last union contract negotiation was particularly contentious. As the sides were preparing to negotiate, Mario Cuomo was unseated as governor by George Pataki. The new administration had a very different take on the college union.

"They were threatening to take away tenure," Matthews said. The administration also wanted to consolidate financial aid for all SUNY schools into a single office in Albany. "It was a two-year battle to negotiate," Matthews recalled. "I led people in parades around build-

Tom Matthews

Title: Associate Dean of Leadership and Service, SUNY Geneseo

Age: 75

Family: Wife, Betsy Matthews; two sons, Jeff and David; one grandson, two granddaughters.

Education: B.S. in education, SUNY Plattsburgh; M.S. in student personnel, SUNY Albany; Ed.D. in student personnel and higher education, University of South Carolina.

Leisure activities: Gardening.

Quote: "Our definition of leadership is: the ethical process of people working together for change."

ings on our campus in caps and gowns. I didn't ask for it, but I ended up in the middle of it."

He views as a major accomplishment that he was able to win health care insurance for part-time employees who taught two courses or more. He viewed that as a safeguard against moving toward a predominantly part-time staff, which is happening on many other campuses these days.

It was at the end of that time that Robert A. Bonfiglio, vice president for Student and Campus Life, began working at Geneseo and got to know Matthews. When Matthews grew tired of traveling to Albany, he talked with Bonfiglio, his supervisor, about what he might do next at the college, as his old job as head of student activities had been filled. Grants available from the Kellogg Foundation promoting leadership provided the impetus to work on a leadership program at Geneseo.

Bonfiglio said Matthews had a fully formed idea from the onset.

"I remember that first conversation like it was yesterday. I could tell a), he had a winning idea and b) he had the passion and commitment to see it through."

Matthews, meanwhile, says he was blessed to be given permission to start a brand-new program so late in his career.

"I feel privileged. Not that many people get the opportunity to create a new program. I kind of jumped in with both

Continued on next page

Continued from previous page

feet.”

While Matthews teaches some workshops — all about an hour long and offered in the afternoons when students are typically free to tackle something — he has recruited alumni, community members, fellow staff, professors and students to teach, too. Any month of the school year there are dozens of offerings from which to choose.

The program’s success is due to three factors, Bonfiglio said: Matthews’ insistence that every student be allowed to participate and not just a chosen few, his work ethic, and his deep connections helping him enlist a broad range of instructors.

“We joke here that Tom never takes no for an answer. That was evident from day one,” Bonfiglio said.

Workshops can be tallied to count toward a general leadership certificates or more specialized ones. The generalized certificates are named after metals, while those that specialize in subject areas such as social justice, sustainability, cultural competency and volunteerism, are named for precious stones. Each certificate has four required workshops and four elective workshops. And to obtain a platinum certificate, students must complete the nine other certificates.

Workshops are designed to be interactive rather than lecture based. Some topics include “Dinner Etiquette for Business & Social Settings,” which includes a meal. Others are “First Year on the Job,” “Cross-Cultural Problem Solving” and “Listening Skills.”

Why so much attention to leadership? Many people ascribe positive attributes to the term, Matthews said. “We think it’s all good. But there’s a hell of

a lot of bad leadership.” Nonprofits get in trouble. Company presidents sometimes don’t know how to run an effective meeting, he said.

These skills are not only needed once students get out of school, but more and more are part of what they’re doing in school, Matthews said.

“Our definition of leadership is: the ethical process of people working together for change. ... Leadership is going on all around them. Seventy percent of courses involve team leadership. If we want our students to understand, they can’t avoid leadership.”

Bonfiglio added, “I think there is some concern in our country now as there was then, as to what it means to attend a liberal arts college in terms of employability and preparedness for careers.” Leadership workshops “filled in the blanks providing both hard and soft skills that are needed in career and public leadership as well. I think it struck a chord with both students and parents.” Indeed, when he talked with parents about the program, he said, they lit up. “Students certainly voted with their feet and attended these workshops by the thousands.”

Alumnus Dan Ward, a banking and investment executive in North Carolina, got to know Matthews in the 1980s when he was on the student activities board. Matthews recruited him more than a decade later as a sounding board when he organized the GOLD program and later as an instructor.

“The GOLD program is a world-class program,” said Ward, who’s from the Rochester area. “It’s really all self-motivated, and student led. ... He’s really designed a kind of an ecosystem to create leadership experiences and offer students practical applications for life

experiences.”

A side effect is that so many alumni have been called back to teach workshops that they’ve reconnected with their alma mater, Ward said. His participation in GOLD led him to serve on the executive team of the Geneseo Foundation, a nonprofit organization supporting the college. Half the board members of the foundation are GOLD instructors, Ward said.

A few years after GOLD got off the ground, Bonfiglio approached Matthews about adding a service component. It was during the planning stages for that when Hurricane Katrina hit in August 2005.

Matthews says everyone in the community wanted to respond, not just the college. But the college became the place where they all came together: the chamber of commerce, superintendent of schools, mayor of Geneseo, county administrator and town supervisor among the participants.

In less than 40 minutes, it was decided to create a partnership with the community, giving the group the name of Livingston Cares to reflect its countywide inclusion of people and organizations beyond the college, village and town. The organization chose Biloxi, Miss., and surrounding Harrison County as its focus, starting with the first trip in 2006. There have been 41 trips there ever since. And nearly as many to other places.

“It’s not what you call relief work. It’s more in the recovery phase. When that starts to kick in, that’s when we can help,” said Matthews, who has gone on at least one service trip a year since the program started. As other calamities struck, such as Hurricane Sandy, the group widened its focus to include oth-

er needy areas, including most recently Puerto Rico. In all, about 1,200 people have participated in the service trips.

Volunteers generally pay their own way for these trips, but the Geneseo Student Association and a fundraiser contribute several thousand dollars a year for scholarships. Livingston Cares’ most recent annual report noted that the organization has turned its attention to local needs as well, becoming a sponsoring organization for a food pantry and respite care program.

Matthews says that after next week he plans to enjoy days that aren’t fully programmed with the work that is necessary to run these programs, but he hopes to stay connected with Livingston Cares. One need is for volunteers who know carpentry and other home repair skills, and he feels that he can connect with other retirees who have these skills.


There are also three acres of gardens at home that need more tending, and the possibility of traveling more with Betsy, who retired 17 years ago but plunged into coordinating the Geneseo/Groveland Food Pantry. Then there are three grandchildren — all in Geneseo schools — who are involved in sports and Odyssey of the Mind competitions.

Matthews plans to stay in the area and find something more to do that’s useful.

“I’ll do something in the community, I’m sure,” he said.


“He’s a connector by nature. He’s a bridge builder by nature,” said Bonfiglio. “I don’t think any of us expect that to go away. It’s in his DNA to bring people together. He brought people from Biloxi, Mississippi, and Livingston County, New York, together. I’m sure he’ll continue to do that.”

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Craft Brewers and Distillers

(Ranked by number of barrels of beer or gallons of spirits brewed in 2017)

Rank	Company Address Telephone Website	Barrels of Beer or Gallons of Spirits Produced in 2017	Styles Brewed or Distilled	Flagship Products	Tours/Tastings	Brewmaster or Head Distiller	Owner(s)	Year Founded
Craft brewers								
1.	Rohrbach Brewing Co. 97 Railroad St. Rochester, N.Y. 14609 (585) 546-8020 www.rohrbachs.com	8,371	NA	Scotch Ale, Highland Lager, Railroad St. IPA, Space Kitty Double IPA, Blueberry Ale, Vanilla Porter	Flights available; brewery tours on Saturdays, by appointment	Jim McDermott	John Urlaub	1991
2.	Three Heads Brewing 186 Atlantic Ave. Rochester, N.Y. 14607 (585) 244-1224 www.threeheadsbrewing.com/	6,045	IPAs, lagers, stouts, porters	The Kind India Pale Ale	Monday - Wednesday 3 - 9 p.m., Thursday 3 - 11 p.m., Friday - Saturday noon - midnight, Sunday noon - 9 p.m.	Bruce Lish, Casey Kindlon, Derek Armstrong	Todd Dirrigl, Geoff Dale, Daniel Nothnagle	2010
3.	CB Craft Brewers 300 Village Square Blvd. Honeoye Falls, N.Y. 14472 (585) 624-4386 www.cbcraftbrewers.com	5,333	IPAs, porters, stouts, ambers, pale ales, fruit beers, scotch ales	CB Caged Alpha Monkey	Tastings and pints daily, Saturday tours, pub hours Thursday - Sunday	Zach Allard	Mike Alcorn	1997
4.	Naked Dove Brewing Co. 4048 Route 5 & 20 Canandaigua, N.Y. 14424 (585) 396-2537 www.nakeddovebrewing.com	3,000	Specialty ales and lagers	Windblown Amber, Starkers IPA, 45 Fathoms Porter, Berry Naked	Tasting room Monday - Thursday 12 - 6 p.m., Friday 12 - 7 p.m., Saturday 10 a.m. -6 p.m., Sunday 12 - 5 p.m.; tours available by request	David Schlosser	Don Cotter, Dave Schlosser	2010
5.	Swiftwater Brewing Co. 378 Mount Hope Ave. Rochester, N.Y. 14620 (585) 530-3471 www.swiftwaterbrewing.com	760	IPAs, lagers, sours	IPA, DIPA Brah, Alpaca Kisses, Mount Hop Ave, Humulus Cumulus, Is This Beer?, Kaffee Cafe Koffie	Flights of 4 oz. pours available	Andrew Cook	Andrew Cook	2015
6.	Roc Brewing Co. 56 S. Union St. Rochester, N.Y. 14607 (585) 794-9798 www.rocbrewingco.com	647	Lagers, ales	Whoopass Double IPA, Lagerithm Vienna Lager	Flights of four or six available during regular business hours; tours by appointment	Nicolas Mesrobian	Patty Spinelli	2010
7.	Fairport Brewing Co. 99 S. Main St. Fairport, N.Y. 14450 (585) 678-6728 www.fairportbrewing.com	600	IPAs, 2xIPAs, New England IPAs, Kombucha pale ale, amber, red, Belgian, porter, stouts, barrel-aged stouts	Fluffy, 2x Fluffy, Raider's Red, Crown Jewel BuchaBeer, Apollo 8	Tour dates on website; samples, flights, pints available at taproom	John Schouten	Tim Garman	2010
8.	Bottomless Brewing 3543 East Lake Road Geneva, N.Y. 14456 (315) 325-4380 www.bottomlessbrewing.com	400	East and west coast IPA, browns, porters, stouts wheat, pilsner, blonde, Belgian Wit, Wee Heavy hard apple cider	Raspberry Wheat, Bohemian Pilsner, Mango Session IPA	Available at taproom	Carrie Fischer, Jen Meyers	Tom Thompson, Carrie Fischer	2016
9.	Knucklehead Craft Brewing LLC 426 Ridge Road Webster, N.Y. 14580 (585) 347-6236 www.knuckleheadcraftbrewing.com	340	Kreme, amber, IPAs, stouts, seasonals	Kathy's Kreme Ale	Four or six-flight tastings	NA	Amy Cline, Kathy Dummer, Jake Dummer, Josh Dummer	2014
10.	GAEL Brewing Co. 4180 Route 14 Geneva, N.Y. 14456 (315) 220-0190 www.gaelbrewing.com	300	Craft beers with an Irish-American influence	Rye Bread Ale, Ah Me Joy Porter	Tours at 1 p.m. on Saturday; tastings of four 3-oz. samples, pints and half pints sold on premises, growlers and crowlers filled	George Adams	George Adams	2015
	The Lost Borough Brewing Co. 543 Atlantic Ave. Rochester, N.Y. 14609 (585) 471-8122 www.lostboroughbrewing.com	300	IPA, double IPA, cream ale, stouts, porters, winter ales, sours, New England IPA, wheat, rye, pale ales, Hefeweizen, brown ale, Scotch ale	Space Nugget DIPA, Chance of Clouds NEIPA, Trail Essential Cream Ale, Undercover 007 IPA, Chocolate Cherry Coffee Stout, Park Avenue Pale Ale	Flights available, Wednesday - Thursday 5 -10 p.m., Friday 4 - 11 p.m., Saturday 12 - 11 p.m., Sunday 12 - 5 p.m.	Dan Western	Dave Finger, Carl Langsenkamp, Dan Western, Trevor DeMott	2013
12.	VB Brewery 160 School St. Victor, N.Y. 14564 (585) 902-8166 www.thevbbrewery.com	262	East Coast, West Coast, and New England IPAs; stouts, ales, wheat, porters, Belgians, jalapeno IPA, sweet potato and jalapeno porter	Always Smile, Toothless Grin, Hot Flash Porter, Angry Cow Stout, Belgian Tripel	Flights of 4 or 6 available, 32 oz. crowlers available, party cart(s) available for off site parties; live music every Saturday night	Keith Sillman	Chris Thomas, Chase Lowrey	2013
13.	Three Huskies Brewing 401 Lakeshore Drive Canandaigua, N.Y. 14425 (585) 396-0001 www.threehuskiesbrewing.com	249	Lagers, IPA's, double IPA's, porters, wheat beers	Cold As Helles Lager, Iditared Red IPA, PackDog Porter, Hazy Husky NEIPA	Open seven days a week	Justin Henderson	Mary Henderson, Todd Henderson	2014
14.	Noble Shepherd Craft Brewery 7853 Route 20A Bloomfield, N.Y. 14469 (585) 229-7661 www.nobleshepherdbrewery.com	200	Varies, typically includes IPAs	NA	Tastings, pints, fills, live music, food by Pad Thai Catering, Wednesday - Thursday 3 - 8 p.m. and Friday - Saturday noon - 8 p.m.; Sunday noon - 5 p.m.; tours welcome, reservation recommended for large groups	Tony Moringello	Tony Moringello, Jessica Moringello	2015
	Stumblin' Monkey Brewing Co. 61 School St., Suite G Victor, N.Y. 14564 (585) 398-8189 www.stumblinmonkeybeer.com	200	New England IPAs, West Coast IPAs, ales, stouts, porters	Crazy for Hazy, Clouded Judgement, Peanut Butter Porter	Flights served; tours welcome	Rob Shafer, Eric Miller	Rob Shafer, Eric Miller	2016
16.	Lake Drum Brewing 16 E. Castle St. Geneva, N.Y. 14456 (315) 789-1200 www.lakedrumbrewing.com	118	NA	NA	NA	Rick Morse	Victor Pultinas	2014
17.	Dublin Corners Farm Brewery 1906 Main St. Linwood, N.Y. 14486 (585) 538-4796 www.dublincornersfarm.com	90	IPA, double IPA, amber, pale ale, bourbon barrel aged, brown ale, porter, saison, stout	Better Red than Dead (amber), York Pale Ale, Devil's 1/2 Acre (IPA), Tree Tapper (maple porter)	Free tastings; open Friday 5 - 9 p.m., Saturday 2- 8 p.m., Sunday 1 - 6 p.m.	Justin Grant	Justin and Heather Grant	2016
18.	Fifth Frame Brewing Co. 155 St. Paul St. Rochester, N.Y. 14604 (585) 735-7155 www.fifthframe.co	50	NA	NA	NA	NA	NA	2017
Craft distillers								
1.	Iron Smoke Distillery 111 Parce Ave., Suite 5B Fairport, N.Y. 14450 (585) 388-7584 www.ironsmokedistillery.com	14,500 ¹	Straight bourbon whiskey, flavored whiskey	Iron Smoke Straight Bourbon Whiskey, Rattlesnake Rosie's Apple Pie Whiskey	Iron Smoke Distillery's Spirit Factory, Watering Room, and Sideshow tasting room and event space open Thursday and Friday 4 -10 p.m., Saturday 12 - 10 p.m., Sunday 12 - 6 p.m.	Drew Wescott	Tommy Brunett, Stephen Brown, Tom Riggio	2012
2.	Black Button Distilling 85 Railroad St. Rochester, N.Y. 14609 (585) 730-4512 www.blackbuttondistilling.com	13,500	New York State Farm Distilled straight bourbon whiskey, gin, vodka	Four Grain Straight Bourbon Whiskey, Citrus Forward Gin, Bespoke Bourbon Cream Liqueur	Tastings available all hours of operation; tours offered every hour on the hour Fridays 5 - 8 p.m., Saturdays 11 a.m. to 10 p.m., Sundays 12 - 3 p.m.	Jeff Fairbrother	Jason Barrett	2012
3.	Honeoye Falls Distillery LLC 168 W. Main St. Honeoye Falls, N.Y. 14472 (585) 624-1700 www.hfdistillery.com	6,000	NA	NA	Tours by reservations; tastings available during restaurant/bar hours	Teal Schlegel	Teal Schlegel, Scott Stanton	2015
4.	Apple Country Spirits 3274 Eddy Road Williamson, N.Y. 14589 (315) 589-8733 www.applecountryspirits.com	2,500	NA	NA	Tasting room open Fridays 3 - 9 p.m., dinner available; Saturdays and Sundays 12 - 6 p.m.	Collin McConville	David DeFisher	2012
Notes: Information was provided by craft breweries or craft distilleries in Monroe, Genesee, Livingston, Ontario, and Orleans counties that responded to an email survey invitation. ¹ Gallons produced in 2016; 2017 figure unavailable NA - Not available or not applicable					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@rbj.net .			
Researched by Andrew Green © 2018 Rochester Business Journal								

PORTAGEVILLE BRIDGE

Continued from page 1

The Portageville Bridge has been removed, and in its place stands the newly dubbed Genesee Arch Bridge. Called an engineering marvel, the new rail bridge towers 235 feet above the Genesee River Gorge and Letchworth's Upper Falls. Its 483-foot-long steel arch features three 80-foot-long girder span approaches on each end. Some nine million pounds of American-made steel were used to construct the \$75 million bridge.

"It's a bridge to usher New York's Southern Tier into the modern age of freight rail transportation," said James Squires, chairman, president and CEO of Norfolk Southern Corp., at a dedication ceremony last week. "Today we're here to celebrate a partnership between Norfolk Southern and New York State that has turned a dream and a lot of plans into reality."

The Genesee Arch Bridge is a 963-foot-long single track bridge located 75 feet south of the Portageville Bridge site. The new bridge was erected before the Portageville Bridge was dismantled so as not to disrupt freight service.

Funding for the bridge included \$15.5 million in grants, including a \$2 million grant from the Finger Lakes Regional Economic Development Council and \$13.5 million in state and federal funds distributed through the state Department of Transportation. Norfolk Southern contributed the remaining \$59.5 million for the bridge's construction.

"Through this public/private partnership we've made an investment that strengthens New York's freight transportation system and supports continued growth and prosperity here in the Southern Tier of the Finger Lakes region," Squires said, noting that the Class I railroad company began planning for the new bridge in 1998. "For our company, the new Genesee Arch Bridge supports all four pillars of our strategic plan: it enhances the safety of rail operations; it improves our ability to serve our rail customers; it makes us better stewards of our resources; and it positions us to support long-term economic growth."

The original wooden bridge was built in 1851 and opened in 1852, some 235 feet above the Upper Falls. In its heyday, the bridge carried people over the Genesee River in Letchworth, and often engineers stopped their trains so passengers could stand on the bridge and view the river and gorge below.

In May 1875, a fire destroyed the Portageville Bridge, and it was recon-

structed of iron two months later. By 2015, the bridge had reached the end of its useable life, deemed structurally deficient and functionally obsolete, and trains that crossed the trestle were limited to 10 mph. The new bridge allows trains to travel at 30 mph and has increased the weight limit to the industry standard of 286,000 pounds.

"I've ridden many trains across that (Portageville) bridge, and as a bridge engineer I have to admit to you that the first time I looked at it from the underside, from that vantage point I remember making a mental note to myself that there is nowhere near enough material in that bridge for what we are expecting it to do today," said Carl Belke, president of Western New York and Pennsylvania Railroad LLC.

In the 1990s, when engineers and rail officials first began discussing replacing the bridge, the number being tossed around was \$35 million.

"Isn't it amazing what 25 years and the difference of \$40 million makes," Belke said. "It's a marvel, and if I were a hat wearer my hat would be off" to the partnership that designed and built the span.

Construction of the Genesee Arch Bridge began in October 2015 and was completed ahead of schedule in December 2017. Ten short-line railroads that service and connect local industries to Norfolk Southern's network will benefit from the increased weight and speeds the new bridge enables.

Through a partnership with several state agencies, Norfolk Southern improved trails and public access to Letchworth and preserved portions of the old bridge for use in historical exhibits. During construction, a pair of federally protected bald eagles hatched and raised four eaglets, two each year of the construction period.

"The old bridge, which was recently taken down, was a historic and prominent feature in the park for more than a century. Like the park itself, the pre-



Dignitaries pause for a photo near the new Genesee Arch Bridge.

Photo by Velvet Spicer

vious bridge was an important piece of the state's heritage," said Paul Karas, acting state DOT commissioner, at last week's event. "But this is a new day, a 21st century freight bridge, and it's one impressive piece of infrastructure."

A number of local dignitaries and rail officials said the public/private partnership involved in the Genesee Arch Bridge project was second to none, and several noted the state's role in preserving its parks and natural habitats.

"You had a lot of different groups come out, but the way the state and the public worked together, you are seeing something phenomenal here," Assemblyman David DiPietro, R-East Aurora, said at the dedication ceremony. "This was a great public/private partnership."

Mainland U.S. has more than 570 railroads, and not one of them is disconnected, Belke noted.

"So it's one big, beautiful contiguous network, and an improvement to any one of those railroads is an improvement to all of them," he said. "It is a critical linchpin to the national railway system."

Added Squires: "The bridge we're dedicating today is much more than a well-engineered structure to run trains over. The new Genesee Arch Bridge is literally a bridge to the future. It represents our shared commitment to support jobs and economic growth that will benefit businesses and communities across New York for generations to come."

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CYBERSECURITY

Hospitals must remain vigilant with cybersecurity

UR Medicine official urges use of multiple tools, staff education

By GINA GALLUCCI-WHITE

When it comes to patient health records, employee information and data from medical technology devices, hospitals have a treasure trove of sensitive, private information to keep confidential.

"The whole idea of having electronic records positions hospitals to provide better care and services to the patients they are working with but at the same time, obviously, (there is a) risk associated with this information being shared in electronic format," said Harry Holt, Vice President of Operations of the Baltimore-based BITHGROUP Technologies.

Hospitals continue to be heavily targeted by very sophisticated adversaries including internationally based criminal organizations and nation states such as Russia, China, Iran and North Korea. Sometimes nation states work in collusion with criminal organizations to target health care and hospitals.

John Riggi, senior adviser for cybersecurity and risk for the American Hospital Association, notes cyber adversaries will seek to exploit personal and confidential medical information for criminal purposes such as fraudulent billing and general monetization of the information gathered.

"Nation states could seek to target that health information for intelligence purposes such as the health information of individuals working for the government with security clearances—military personnel, politicians, folks in the intelligence community as well," he noted.

Complicating the matter further is the fact many hospitals incorporate a number of machines in patient care such as laptops and iPads.

"Often just understanding and conducting an inventory of how many de-

vices they have within the hospital that are connected to their networks can be a tremendous challenge," Riggi said. "So not only are the devices connected to their networks but many of these devices are connected to external networks, connected to the Internet so having good end point security on these devices ... including antivirus software, having encrypted communication between the device and network is essential."

UR Medicine Chief Information Officer Thomas L. Barnett said the health system's approach to cybersecurity reflects the fact that no single technology or strategy is foolproof.

"Any health system's approach will be layered with several industry standard tools, use of multi-factor authentication, and an emphasis on general education and awareness for staff," Barnett said. "No matter what you do, there's always the risk that someone will find a way to breach the security, so constantly evolving and updating the strategies, technologies, and approaches is the only approach we can take to mitigate the risk of a very difficult issue."

In June 2017, the Healthcare Industry Cybersecurity Task Force released a report detailing improvements that need to be made. While information technology security falls under IT management, the report emphasizes the need to also include additional people, processes and policies that generate, use and manage the data and information required for care.

"The employees and the staff of a hospital can either be their best defense against cyber threats or the weakest



Riggi



Downing



Stock photo

Complicating matters is the use of multiple devices such as iPads and laptops.

link," Riggi said. "The most common method adversaries use to deploy malware is by targeting employees through phishing emails or some other type of social engineering tactic. ... So everyone being extremely conscious and understanding that they have a fundamental role and responsibility to protect the organization from cyber attack, I think, is critical (and) essential to keeping organizations safe from cyber threats."

In response to the report, the American Health Information Management Association put together a list of 17 best practices regarding a hospital cybersecurity plan. One of the most critical is immediately updating systems when patches are released by the manufacturer.

"A lot of the attacks, unfortunately, could be prevented if people were keeping their systems up to date with the patches," said Kathy Downing, AHIMA's Vice President of information governance and informatics who wrote the report.

Patching can be problematic because hospital systems can be vast and some may be legacy systems or a vendor doesn't support a type of software anymore.

"It creates this real complicated situation in getting patches out and it has created a lot of risk in health care," she said. "Hackers are out on networks looking for people who have not taken that

Continued on page 10

Local governments a growing target for cyberattacks

Experts say 911 centers particularly vulnerable to interference from bad actors

By MEG TULLY

A major cyberattack on the City of Atlanta in March shut down city computers for five days, exposing critical vulnerabilities in the government system.

Just days later, Baltimore was hit with a separate ransomware attack that required 911 dispatchers to manually dispatch calls. In May, the Idaho legislature website was taken over by hackers who posted a manifesto on its website.

Odenton, Maryland-based SecuLore Solutions, a cybersecurity firm that serves the public safety industry, has been tracking attacks on local governments across the country. The amount of attacks on the rolling 24-month tracker keeps rising by about 10 percent a month, said SecuLore President & CEO Tim Lorello.

“When the ransomware damages go from \$1 billion to \$2 billion in one year then you know that the criminals have a business and they’re operating at full force and we need to do something to respond to it nationally,” Lorello said. “On the other hand, you’ve got thousands of jurisdictions and even the federal government doesn’t have the resources to support and protect them.”

As small and big cities and counties alike grapple with attacks in a changing digital landscape, going it alone may not be enough. In Aurora, Colorado, city of-



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The number of municipal cyberattacks on a rolling 24-month tracker keeps rising by about 10 percent a month.

officials are helping spread the word that data security isn’t something local governments can ignore.

Chief Information Security Officer Tim McCain and Internal Audit Manager Wayne Sommer wrote in a 2016 blog post for the International City/County Management Association (ICMA) that cybersecurity is an iceberg looming be-

fore cities. Two years later, McCain reports that attacks are on the rise.

“They’re increasing in sophistication, they’re increasing in magnitude, they’re increasing in complexity,” he said. “Government as well as other favorable sectors for these people—nation states and hackers—is a big focus for them right now.”

A threat that can’t be ignored

Aurora, located next to Denver, is moving toward more smart features and data-driven innovations. To address security concerns, Sommer and McCain anticipate creating a joint risk register that will identify specific risk areas and

Continued on page 10



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LOCAL GOVERNMENTS

Continued from page 9

rate those risks.

“The number one thing to do is to realize it can still come home to roost in your community,” Sommer said. “You can’t ignore it; you have to think about it.”

In a cybersecurity survey published by ICMA in partnership with the University of Maryland, Baltimore County, city and county governments reported that a lack of funds (52.3 percent), inability to pay competitive salaries for cybersecurity personnel (58.3 percent) and insufficient number of cybersecurity staff (53 percent) were severe or somewhat severe barriers to achieving the highest possible level of cybersecurity.

And the survey revealed that most local governments believe they are being attacked at least daily and 24 percent said hourly or more—numbers that

UMBC researchers believe are actually much higher.

Partnerships needed

Harry Holt, vice president of operations at BITHGROUP Technologies in Baltimore, said he was not surprised to hear local governments worry that they don’t pay enough to attract top cybersecurity personnel. There simply aren’t enough cybersecurity engineers to meet the demand in the field, he said. But he believes partnerships with local universities could attract young talent to government. In the end, cybersecurity looks pretty similar for private and public entities. It comes down to the employees doing all they can to keep it secure, he said.

“Once they get in, there’s some pretty sophisticated technology folks out there that can do bad things,” Holt said. “The training has to be constant. And you have to do different types of tests

and awareness on an ongoing basis.”

In Colorado, working together has proved a potential model. Leaders noticed the Department of Homeland Security and other federal agencies are not able to provide enough real-time actionable intelligence on current threats. Aurora was one of the founding members of the Colorado Threat Intelligence System, where local governments band together to notify each other of incoming attacks.

Public safety not immune

The security of the 911 systems across the country are particularly critical, as Baltimore found out. Lorello hopes they will get more attention, pointing out emergency call centers are often the only 24/7 system in a government.

On Thanksgiving weekend 2016, a small county in Maryland was attacked. The IT director was on the phone at 8 p.m. asking for help, but a staffer said

his job description didn’t require him to come in on weekends.

Lorello estimates 80 percent of 911 centers are only four employees or less, but being embedded in a larger system also has its own risks.

“That’s the problem that we’re seeing is because they’re embedded in these city and county government infrastructures they are susceptible to the horrible attacks that are going on to those cities and counties today,” Lorello said.

He believes local governments need to move forward with NextGen 911 technology, a new digital architecture for 911 that will give them access to data beyond the traditional location, call back number and voice communication. Instead, they would be able to accept texts, photos, videos and smart city data that could be critical to first responders in an emergency.

Additionally, jurisdictions and the private sector are working together to adopt the infrastructure, so it would move the call centers out of individual jurisdiction systems and to a more secure, resilient architecture, he said. About 20 percent of the country has moved to NextGen, but none are taking photos and videos yet.

Another solution could be including public safety governments in EINSTEIN, a cybersecurity program that protects federal agencies. In 2016, then Federal Communications Commission Chairman Tom Wheeler asked a congressional committee to do so. For now, McCain said local governments need to remember this is about protecting data.

“Always take time to go back to the basics,” he said. “When you walk into an organization say what are the basics: how are you doing access control, patching, locking down your networks.”

Meg Tully is a staff writer for BridgeTower Media.

HOSPITALS

Continued from page 8

patch and that is how they will get you.”

Another critical measure hospitals must take, according to AHIMA, is encrypting high-risk work stations, laptops, smartphones, tablets, portable media and backup tapes if still in use.

Downing notes that if a laptop is stolen from an employee, data could be compromised and alerts would have to be sent out to thousands of patients. Yet if the laptop was encrypted, thieves would not be able to take the data as well.

“Encryption, to me, seems like one of those low-hanging fruit things where if you’ve got devices on the move, whether it is a mobile device or a laptop or an iPad with patient information on it, it’s time to encrypt it,” she said.

One of the hardest best practices to implement is evaluating business associates. While hospitals may have privacy and security protocols in place in addition to rigorous training of staff, entities that work with health care facilities might not be as vigilant. AHIMA encourages hospitals to obtain reasonable assurances of compliance with HIPAA Security Rule from current business associates.

Riggi believes cybersecurity should first and foremost be viewed through the lens of patient safety and care.

“Cybersecurity is not just an IT issue. It really is an enterprise wide risk issue and should be incorporated into an enterprise wide risk management issue.”

Gina Gallucci-White is a staff writer for BridgeTower Media. Includes reporting by RBJ staff writer Gino Fanelli.

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FOCUS ON AGING

JUNE 1, 2018
ROCHESTER BUSINESS JOURNAL

A change of pace

By Mike Costanza

Recent retirees find ways to keep their skills active without being too immersed in work

Story begins on page 12

Transitioning to retirement often means keeping a hand in

Rochester area leaders
switch gears to part-time
consulting or volunteer work

By **MIKE COSTANZA**

After years spent running a business or nonprofit, how can a high-powered executive unplug? These three seniors have managed to turn in their keys, open other doors and enjoy life outside the office.

“I say to people, ‘I should be in jail, I’m having such a good time,’” says Dan Meyers, former president of the Al Sigi Community of Agencies.

Fran Weisberg has spent decades helping to shape the Rochester region’s healthcare system. She’s been the president and CEO of Lifespan of Greater Rochester Inc., once headed the nonprofit now known as Common Ground Health, and formed her own one-person firm, Weisberg Consulting. Then, in 2015, United Way of Greater Rochester Inc. hired Weisberg to be its president and CEO. The position was a bit stressful.

“I’d come home at eight o’clock, and I’d still be twirling in my head about the day, and what I had to do the next day,” the 64-year-old explains.

At the end of 2017, Weisberg handed her agency’s reins to Jaime Saunders, its new president and CEO, and returned to consulting.

“I didn’t retire,” Weisberg explains. “I didn’t want to run an organization, certainly an organization as big and



Stock photo

Despite the many options of retirement, former executives often find the transition jarring.

complex as the United Way of Greater Rochester.”

For a few months, Weisberg made herself available to assist Saunders when needed. Nowadays, she takes on only two or three projects at a time as a consultant—and only for nonprofits.

“I get great satisfaction from providing advice and counsel, and helping move things forward, but in a small and different way,” Weisberg says.

Instead of working as much as 70

hours a week, she puts in a maximum of 35. The reduction has allowed Weisberg to volunteer her time for local nonprofits—she sits on the board of directors of The Children’s Agenda, and works with the Center for Community Engagement. The married step-grandmother also has more room in her life for personal matters.

“It’s given me much more time to... move and to transition to a new home, which we love, and to do more of the things that I enjoy,” she says.

Joseph Lodato used a part-time job to transition from high-level executive to retiree.

“It gave me the opportunity to work, but yet still have somewhat the flexibility of retirement,” the 70-year-old explains.

In the summer of 2014, after 14 years as the CFO of the Victor firm Flightline Systems, Lodato was ready for a change.

“It was time to move to the next stage of my life, which is the retirement stage, where I can spend more time traveling and being with my family,” he says.

Flightline is part of the Ultra Electronics Group, which is based in Britain. As Lodato approached his last days with the local firm, Ultra offered him a temporary position as the financial director of four of its other divisions. Though those divisions were as far away as London, he could work from home, using the Internet and telephone to stay in contact with them. Lodato took the job.

“For about a year, I was able to still work, but from home,” Lodato says. “That kind of eased the transition somewhat into retirement—rather than cold turkey.”

His workweeks rarely reached 40 hours, and Lodato could even do his job while in Florida, to which he travels on-and-off during the cold months. Still, the loss of time in the office—and with like-minded coworkers—was quite a shock.

“The biggest adjustment to retirement in the early years was the fact that I didn’t seem to have that same purpose to get up every morning to be part of a management team that made decisions



Dan Meyers



Fran Weisberg

on a daily basis,” Lodato says.

To help fill his free time, Lodato turned to volunteering. He continued to give his time, energy and expertise to nonprofits after leaving Ultra in 2015.

Nowadays, Lodato spends about 32 hours a month volunteering for Lifespan, where he helps seniors with their financial issues. When the cold drives

Continued on page 15

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Retirement brings new financial considerations

Whether planning your estate or just everyday budgeting, experts should be consulted

By **AMARIS ELLIOT-ENGEL**

Before people pull the trigger on retirement and “convert their portfolios into replacement checks,” certified financial planner Victoria Ferren suggests that they spend a year tracking their expenses and start living as if they were already retired.

Ferren, the director of financial planning at Sage Ruttly and Company Inc. in Rochester, says that many soon-to-be retirees claim that they are going to change their spending habits to accommodate the need to live off their investments.

For example, someone who is going out to dinner four nights a week needs to test if they can really start cooking at home on a regular basis, Ferren says.

“As we age we only become more exaggerated versions of ourselves,” Ferren says. “People still have the same spending patterns in retirement as they had all the years they were working.”

Tracking how one spends money and modifying spending habits is just one thing that should be examined in terms of financial and estate planning with retirement.

Retirement is a big change in one’s life, says Dana Vosburgh, director of family wealth management for Manning & Napier in Fairport, and it is important to revisit one’s entire estate plan at this time to make sure it is lined up in the right way.

“It’s a big psychological change for people who need to rely more on a fixed budget, even for people who are wealthier,” Vosburgh says. “It’s that suddenly that safety net of salary or income is gone.”

The key difference between financial planning before retirement and after retirement is that one’s assets are probably no longer being accumulated. It’s about protecting one’s assets to determine the best approach to utilize those assets to meet one’s financial needs in retirement, Vosburgh says.

He notes that his firm uses a forecasting model pushing out a client’s life expectancy to his or her mid-90s.

Guy Guarrera, a financial planner with Estate & Financial Planning Associates in Rochester, says that complete financial and estate planning when entering retirement requires consulting with a financial planner or investment counselor regarding investments and the state of one’s finances, consulting with a certified public accountant in terms of the tax consequences of retirement, consulting with an attorney in terms of estate planning and legal documents and consulting with a professional well-versed in medical insurance.

Financial and estate planning also ensures that one’s beneficiaries are not left with issues that have not yet been sorted out, Vosburgh says.

Guarrera agrees with Ferren that the first change that needs to be made in terms of financial planning upon retirement is setting a budget.

“The biggest question is will I run out of money or do I have enough money to sustain my lifestyle?” Guarrera says.

The budget needs to compare the expenses of one’s lifestyle, including



Provided photo

Dana Vosburgh of Manning & Napier urges retirees to have an emergency fund.

travel, against the assets upon which one has to live, Guarrera says.

“Before retirement, it’s all about accumulating wealth,” Guarrera says. “After retirement, it’s maintaining a lifestyle. Sometimes it requires a change in lifestyle.”

Since Medicare is not available until the age of 65, the budget needs to address whether medical premiums must be paid for people who retire earlier, he adds.

“One of the main reasons people decide to continue working is because of healthcare costs,” Vosburgh says.

Part of financial planning is ensuring that one is enrolling in the right Medicare plan and considering a long-term care insurance product, Vosburgh also says.

An estate plan needs to be put into place for married couples for the eventuality of one spouse getting sick or dying and protecting one’s home from Medicaid liens should long-term care be necessary, Guarrera says.

There is a five-year loopback period for Medicaid so the transfer of a house to children or setting up a trust to protect assets should be done sooner than later, Guarrera says.

“Odds are you are going to need long-term care insurance inside or outside of the home,” Ferren says. “It can literally bankrupt the person who doesn’t need care without planning.”

Evaluating and purchasing the appropriate life insurance policies are also necessary to ensure that a surviving spouse has the appropriate assets in place to replace, if necessary, the Social Security or pension income lost from a deceased spouse, Guarrera says.

Legacy planning also should be reexamined as part of retirement, Guarrera says. If one’s retirement savings will not all need to go to provide income or pay for long-term care, he notes that a decision should be made if the beneficiaries will be children, other relatives or charities.

Ferren says that legacy planning requires answering tough questions. For

example, she asks if one’s children are in a bad marriage and if it makes more sense to leave money to them in a trust rather than outright. She also asks if one has a child or grandchild with special needs or a child or grandchild with a substance abuse disorder. Those situations may require specialized es-

tate planning so that any governmental benefits they are receiving are not jeopardized.

“If the next generation has no experience managing wealth, you can see your legacy disappearing in a few years,” Ferren says. “By now you know which of your children is your spendthrift and which of them still has their first communion money and has never opened their wallet.”

Vosburgh recommends that retirees have annual meetings with their financial planners to check in on how their savings are doing, especially with changing market conditions.

“So much of it is just discipline and sticking to a plan,” Vosburgh says.

Vosburgh also recommends that retirees have an emergency fund set aside to cover at least six months of living expenses.

Ferren also recommends that retirees not make any major changes in their life in the first year after they retire because retiring can be an intense emotional experience.

Guarrera and Vosburgh also say that retirees should reevaluate the risk profile of their assets. Younger retirees still need a higher return on at least a portion of their investments in order for their assets to keep up with longer life expectancies, they say.

“If you are younger and you have to live off money then you can’t be too conservative,” Vosburgh says. “You need it to grow a little bit.”

Amaris Elliot-Engel is a Rochester-area freelance writer.




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Residents of retirement communities are able to participate in classes on topics as varied as the hula hoop and pinata creation.

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The right setting can help you avoid slowing down

Certain facilities encourage community participation, offer educational programs

By **PATRICK HARNEY**

Reaching retirement age often means arriving at a point in your life where you don't have as much keeping you busy. While this can be a welcome change of pace for many, some people find themselves trying desperately to fill the hours each day. For those looking to keep their minds and bod-

ies active through retirement, many independent living communities offer a full slate of programs and learning opportunities to keep residents stimulated.

"If we were still at (our former home on) Highland Avenue, we'd be doing a lot more sitting than the activities that are offered for us here," says Charles Krusenstjerna, a resident at St. John's Home.

Krusenstjerna, who currently lives in the retirement community's Brickstone neighborhood, speaks highly of the independent lifestyle he and his

wife are able to maintain, noting how, "most of the time, people are self-sufficient."

Aside from the independence, the former Eastman School of Music official finds retirement different from what he imagined.

"I think it's definitely an opportunity," says Krusenstjerna. "I've found it more of a revelation."

As Eastman's former director of admissions and alumni affairs, Krusenstjerna's schedule was rather intensive, frequently traveling across the world for different auditions. Following his retirement from the school in 2000, Krusenstjerna was relieved, noting how, with the complications in airline travel, he's "glad I'm not doing it anymore!"

However, his schedule has not slowed down, with a number of activities in and out of Brickstone keeping him active. Whether serving as a conductor for the Brickstone Chorale or continuing his volunteer work with the Brighton Rotary Club, Krusenstjerna finds the atmosphere of his living community ideal for keeping himself busy, where residents are, "very interested in doing things together."

According to Jennifer Lesinski, vice president of marketing, St. John's aims to cater to "everyone, no matter what their interests are."

Lesinski says many of the misperceptions one has of moving into a retirement community are inaccurate, with plenty of flexibility and freedom.

"I think that's some of the misperception, when they move in. They think they have to give up their passions. They don't," says Lesinski.

One popular offering among retirees in independent living communities is returning to the classroom to learn, although with a less conventional curriculum.

Watermark Retirement Communities, which owns the Legacy of Rochester by Watermark, features a number of classes for retirees, which "comes organically from the passions that are shared by the residents," says C. Jill Hofer, Watermark's director of communications and public relations.

In addition to her position with the company, Hofer has also taught several classes through the organization's educational arm, Watermark Univer-

sity. These include lessons like an overview of the Mexican "Day of the Dead" tradition, a hula hoop fitness class and, her favorite, the art of poi spinning, a dance style originating from New Zealand that typically uses torches.

This array of unusual courses, from classes on sushi making to piñata creation, is typically offered to both residents of the organization's 52 communities and outsiders, says Hofer. Residents living in separate retirement communities are also welcome to attend a number of the courses.

As a result of these offerings, Hofer finds many of the residents living busy, active lives.

"We can't keep up with them because they've got 10 activities a day," says Hofer.

The schedules of highly active retirees are no different at Jewish Senior Life's facilities, according to Susan Bussey, senior vice president of housing for the organization.

At the organization's independent living facility, known as the Summit at Brighton, a number of groups centered on resident interests have sprung up. One popular activity is fitness, which Bussey says has "exploded" among the residents.

"It's great to have people active and interested in staying well," says Bussey.

Another prominent feature at the Summit is its resident councils, which represent the interests of residents.

"We have a high level of professionalism with our residents," says Bussey.

As former president of the College at Brockport, John Van de Wetering was used to a demanding lifestyle, overseeing a major university for 16 years. After retiring in 1997, he stayed active, joining the Institute of Fellows at RIT, which is largely composed of "retired professionals from the community who have had particularly distinguished careers," according to the college's website. The former college president and history teacher was also on the board of trustees for the Strong National Museum of Play.

Today, as a resident at St. John's,

Continued on next page

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Continued from previous page

Van de Wetering continues to embrace his leadership abilities by serving on a Brickstone resident council. The effect of serving on boards both within and outside St. John's is significant, he says, because "it gives me an understanding and opportunity to participate in leadership in the communities that I live in."

While many retirees continue to build on a lifestyle carried over from their working life, others are able to embrace different interests. One retiree who came to embrace his love of classical music is Jack Ertle, a former business teacher for John Marshall High School.

For Ertle, music was part of his life from an early age, beginning with piano lessons when he was 10 years old. After leaving the school in 1989, he maintained an interest in teaching but wanted to shift his focus to music, so

he began holding classes at the Rochester Oasis on Monroe Avenue.

Some of his courses became so popular that they had to start turning people away.

"There was a waiting list," he says, adding how he has a few other ideas for additional courses.

Ertle brought his interest in teaching music back to his home in Chapel Oaks, part of St. Ann's Community. While Ertle has no desire to slow down, he admits it is inevitable. He finds the atmosphere at St. Ann's to be very accommodating, saying, "I don't think anyone needs to sit around here and complain there's nothing to do."

Given the freedom and flexibility allowed to him, the former teacher doesn't think anyone contemplating a move to a retirement community has any excuse for becoming inactive.

Patrick Harney is a Rochester-area freelance writer.

RETIREMENT

Continued from page 12

him and his wife of 45 years south, he performs the same sorts of services as a volunteer for the AARP.

Though Lodato still misses the day-to-day activities and decision-making that being a CFO involved, the grandfather of two admits that he's getting used to retirement.

"The beneficial part is the flexibility of being able to go where I want when I want," he says.

Dan Meyers remembers how he felt on the morning of June 1, 2016. After more than 29 years as head of the Al Sigl Community of Agencies, the mantle of leadership no longer sat on his shoulders.

"I didn't love it any less, but I was no longer responsible," the 69-year-old says. "It was someone else's responsibility now, and I could move freer."

Meyers went on to become the nonprofit's president emeritus—Al Sigl's board of trustees offered the position to him before he left his full-time job. He now spends up to 20 hours a week helping Tom O'Connor, the nonprofit's new president, with projects.

Meyers' main focus right now is upon helping to make the Golisano Autism Center, a project of Al Sigl, AutismUp and CP Rochester, a reality. The three agencies plan to join with several others at the facility to offer a comprehensive list of programs for those in the Greater Rochester area who have been diagnosed with autism or placed on the

autism spectrum.

"There's about 10,000 children, young adults and adults with autism in our community," Meyers says.

If all goes as expected, groundbreaking for the more than \$6 million, 30,000 square-foot facility should take place on Rochester's South Avenue this fall.

While leading Al Sigl, Meyers volunteered for other local nonprofits, serving on the boards of Rochester Regional Health and the George Eastman Museum, to name just two. Since becoming a part-timer worker, he's taken on more responsibilities as a volunteer for those nonprofits—he's now secretary of the museum's board, for example.

In addition, Meyers has taken a seat on the board of InterVol, a Rochester nonprofit that gathers surplus medical equipment and supplies and distributes them in needy parts of the globe. In March, he was one of 25 volunteers who went on a 10-day medical mission to Belize, on the eastern coast of Central America.

"We took doctors and nurses to small rural communities, and basically set up a clinic for a day," Meyers explains. "I don't think I could have done it if I had been so fully engaged in my own work and my own career."

When not working or volunteering, Meyers likes to travel—he's in New York City three to four times a month visiting friends, taking in shows or enjoying the opera.

Mike Costanza is a Rochester-area freelance writer.



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New York passes work-arounds to limits on SALT deductions

To use Gov. Andrew Cuomo's words, the federal government launched an "economic missile" at New York State in passing tax reform last year. Now, New York has fought back with its equivalent of a missile defense system: work-arounds to allow New Yorkers to continue to deduct their state and local taxes.

In the budget passed last month, the New York legislature enacted two separate regimes designed to achieve this result: a charitable contribution program and an optional payroll tax.

In this article, I will review each and discuss whether taxpayers are likely to use them as well as whether they would withstand legal challenge.

By way of background, the Tax Cuts and Jobs Act, hastily passed by Congress at the end of December, will limit deductions for state and local income and property taxes to \$10,000 through 2025. While the law also increased the standard deduction, the limitation on the state and local tax or "SALT" deduction, will have an adverse effect on many New Yorkers.

Cuomo attacked the SALT limitation as "economic civil war," "devilish" and a "rape and pillage" on New York. He proposed—and the legislature enacted—the payroll and charitable contribution regime to allow New Yorkers to effectively continue to enjoy the benefits of the SALT deduction. Proposals are also being considered to provide similar benefits to partners in partnerships.

Of the proposals that passed, the op-



TAXING MATTERS

Josh Gewolb

tional payroll tax is on the firmer legal ground.

In essence, employers are now permitted to opt into a tax regime under which they would pay a new New York tax on compensation paid to their employees. The employees would then receive a credit against their New York personal income tax based on the payroll tax paid by their employer.

Employers would presumably decrease the compensation paid to the employees to offset the cost of the payroll tax. This would reduce their federal taxable income and effectively preserve the SALT deduction.

While the payroll tax may seem appealing at first, the economics are very complex. It is difficult to adjust wages in a way that fully captures the economic benefit of the payroll tax, and the computation may differ by employee.

In addition, the optics may be unfavorable: a cut in take-home pay may be unwelcome, even if it means greater after-tax income. In addition, the savings may not be material. Indeed, for taxpayers who did not itemize before tax reform, the SALT limitation actually

would not have had any effect.

Will employers opt in to the system? It is too early to really tell. One group of employees that I think will be inclined to consider it are professional corporations, such as doctors' offices. These businesses have a lot of highly compensated employees who could benefit from the tax savings. Due to their smaller size, the administration and explanation may be easier.

In addition to the optional payroll tax, New York also enacted a charitable contribution regime.

This new regime allows individuals to contribute to state or local charitable funds and receive a credit against their state income or real property taxes. The idea is that taxpayers would then claim charitable contribution deductions, which effectively are unlimited for most taxpayers, instead of the state and local income tax deduction, which is limited to \$10,000.

The state has authorized two funds to which taxpayers can contribute: the Healthcare Charitable Account and the Elementary and Secondary Educational Charitable Account. Individuals may receive credits against their taxes equal to 85 percent of the donations that they make to these accounts.

In addition, the law authorizes municipalities to set up their own charitable funds. The credit for contributions to those funds is equal to 95 percent of the donation and such contributions would be offset against income tax.

The \$10,000 question is whether this

scheme will be respected by the IRS. While there is long-established law allowing deductions for voluntary contributions to the government, the fact that any contribution may reduce a person's income tax liability draws into question whether they are truly voluntary.

Tax attorneys and academics are debating whether New York's proposed charitable contribution technique—as well as the proposals being floated in other states—actually work based on these principles.

Taxpayers should be cautious in considering whether to make such contributions as ultimately the federal government could disallow them and impose not only the tax but also interest and penalties. The fact that the State of New York has approved this technique does not mean that it will be respected by the federal government.

Cuomo declared that federal tax reform constituted "economic civil war." New York has now launched its counter-attack with the payroll tax and charitable contribution enactments. It remains to be seen how Congress and/or the IRS will respond. Further, it is unclear how many corporations and individuals will actually take advantage of the new options that have been made available by New York State given the complexity and uncertainty involved.

There is real money at play here, however, so these options are worthy of careful consideration.

Josh Gewolb is a tax partner at Harter Secrest & Emery LLP.

'Twelve Angry Men' and mastering the art of ethical decision making

In the classic 1957 drama, "Twelve Angry Men," an 18-year-old Latino man is accused of first degree murder in the stabbing death of his father. In his jury instructions, the trial judge drives home the significance of the decision the jurors must make:

"One man is dead. The life of another is at stake. I urge you to deliberate honestly and thoughtfully ... In the event you find the accused guilty, the bench will not entertain a recommendation for mercy. The death sentence is mandatory in this case. I don't envy your job. You are faced with a grave responsibility."

After hearing these instructions, the jury retires to a sweltering room to begin their deliberations. Before discussing the case, they agree to get a show of hands to see where everyone stands on the accused's guilt or innocence. All but Juror No. 8 (Mr. Davis), played by Henry Fonda, view the matter as an open-and-shut case and vote to convict.

The reaction is not one of open curiosity that the judge may have hoped for. Instead, the other jurors respond with disgust and hostility toward the single hold out. Juror No. 7, played by Jack Warden, asks "Well, what do we do now?" Davis responds by saying, "I guess we talk." To which No. 7, apparently reflecting the sentiments of the others, responds by saying "What's there to talk about? Eleven of us think he's guilty. No one had to think about it twice except you."

Davis defends his vote by calmly explaining that he just wants to make sure fair consideration is given to all the evidence presented in the case. Testing the patience of his fellow jurors, he respect-



BUSINESS ETHICS

Jim Nortz

fully persuades them to carefully review what they saw and heard at trial. One by one the other jurors begin to share Mr. Davis' position concluding that there is reasonable doubt about whether the accused committed the crime. Over time, the minority position becomes the majority and is held by all but one juror who, in the film's dramatic climax, ultimately relents to join in a unanimous verdict to acquit.

As a business professional, if it has not happened to you already, it's just a matter of time before you find yourself with the opportunity to play the role of Mr. Davis. You will be part of a team called upon to make a difficult decision. During the deliberations, you will be given the choice of going along with the majority view or taking a stand on principle and attempt to persuade others to see the world as you do. Given the virtual inevitability of finding yourself in this circumstance, it is heartening to know that the science of organizational psychology has verified that Mr. Davis' success in the "Twelve Angry Men" is much more than mere Hollywood fantasy.

In his book, "The Lucifer Effect, Understanding How Good People Turn Evil," Philip Zimbardo reports that stud-

ies regarding the minority influence in jury deliberations have shown that it is possible for vocal minorities to turn the tide. He observes that such minorities are most influential when the minority possesses the following four qualities that were modeled by Mr. Davis:

- They persist in affirming a consistent position;
- They appear confident;
- They avoid seeming rigid and dogmatic; and
- They are skilled in social influence.

Although working in a corporation is not the same as being sequestered in a jury room, there are occasions when groups gather like a jury to make important decisions in which many of the same group dynamics may come into play. In such circumstances, if you find yourself at odds with the majority, you can optimize your chances of turning the tide by exhibiting the four qualities of a persuasive minority set forth above.

In addition, even if your views do not ultimately prevail, by speaking up you may at least assist the group in making a better decision. Zimbardo explains that "Majority decisions tend to be made without engaging the systematic thought and critical thinking skills of the individuals in the group. Given the force of the group's normative power to shape the opinions of the followers who conform without thinking things through, they are often taken at face value. The persistent minority forces the others to process the relevant information more mindfully. Research shows that the decisions of a group as a whole are more thoughtful and creative when there is minority dissent than when it is absent."

Notwithstanding Zimbardo's observation it's important to recognize that it takes guts to be the "persistent minority." Many thoughtful individuals on your team who disagree with a decision may choose to remain silent for fear of retribution from the majority. Others just don't want the hassle. This means that it is important for you as a leader to actively invite dissent.

Instead of counting on others to spontaneously speak their minds, reduce the risks associated with expressing a minority view by saying: "Now that we've apparently reached a consensus about our course of action, I'd like each of you to tell me why this might not be the best thing to do." In the event this invitation successfully solicits criticism of the initial decision, be sure to applaud those who speak up. In so doing, you may succeed in creating an atmosphere in which everyone has the freedom to speak up to avoid a catastrophe when things are going wrong.

Regardless of whether you are a leader, when you feel like you are a lone voice in the wilderness, don't lose heart. Prepare yourself well. Stick to your guns like Juror #8. You may eventually find yourself and your ideas in the majority.

Jim Nortz is Chief Compliance Officer for Carestream Health. He also is a former Board member of the Rochester Area Business Ethics Foundation (RABEF) and the Ethics and Compliance Officer Association (ECO). The opinions expressed in this article are his alone and may not reflect those of the RABEF, the ECOA or Carestream Health. Nortz can be reached at jim-nortz@gmail.com.

Busy manager not sure how to find time for summer intern

“As a manager in a relatively small business, I’ve been lucky to have had good experiences with interns. I had an intern here last summer and it worked out well. She did a good job and I felt like we helped her pick up some new skills. But this summer is a different story. We just learned about a new project that will take up a ton of time this summer. Unfortunately, we didn’t learn about it until after I agreed to bring another intern on. How can I manage the intern with no time? Any suggestions?”

How many managers have been in this predicament? You want to do the right thing and hire an intern but at the same time, you can’t figure out how to manage it all.

As you know, hiring an intern can be a win-win for you and the student. They not only can ease the burden on the full-time staff, but also bring high-quality talent to your organization. Within a short time, you can see how well they contribute to projects and fit into your company culture. Studies show that many Fortune 500 companies convert their interns into full-time entry-level hires.

But as time-pressed as you are, you will want to set up the situation so that it’s mutually beneficial to minimize the impact on you as a manager and reduce the stress.

“It just might change your mindset from ‘I can’t possibly take on an intern this summer’ to ‘I’m so glad I have an intern this summer; I couldn’t have done all this without her,’” says Mark S. Babbitt, chief executive officer of YouTern, a website designed to help students connect to high quality, productive internships.

It will be worth your while to spend



MANAGERS AT WORK

Kathleen Driscoll

“just a little time” getting to know your intern’s strengths, Babbitt says.

“What do they do well? What kind of work energizes them? Just as important, what type of work might require more hands-on support—and precious time—from you?”

Try to align them with work that aligns with their strengths, Babbitt says. Perhaps there are a few existing tasks where they can take “extreme ownership,” such as customer support duties or certain social media activities.

“Every minute the intern invests in accomplishing these repeatable tasks allows you to focus on your core work—and enables further investment in the intern as well,” he says.

Robin Reshwan, president of CS Advising and Collegial Services in Danville, Calif. who writes about managing interns for U.S. News, suggests starting with two or three tasks or projects that could be appropriate for an intern. Review the list in a group meeting and see if you can add additional ideas. “It’s helpful to rank tasks by those that require very little training and can be completed quickly and those that are more complicated and take longer,” she says. “Ideally, have an intern start with the quick tasks to build confidence and get oriented to your environ-

ment and team.”

Once you have a comprehensive list of responsibilities (before the intern starts), be sure to block time in your schedule to check in and answer questions.

“This can be 10-15 minutes a day or several times a week, but having a pre-defined schedule minimizes unexpected interruptions, forces you to stay organized and keeps your intern on track,” Reshwan says.

“Creating a comprehensive list of responsibilities along with scheduling regular time to give feedback and direction are effective ways to work with your intern—especially when you are short on time.”

Experts say that it’s important to create a learning environment to maximize the benefits for you and the intern.

“Saving yourself time doesn’t mean shirking your responsibilities as a preceptor,” says Christopher Lee, a career consultant and founder of PurposeRedeemed.com, a consulting firm focused on meaningful careers.

You can go with very structured assignments or unstructured assignments, like research, which would work for someone who works well with ambiguity.

“Either way, it could be a good learning opportunity for the intern,” Lee says.

But having dedicated meetings with the intern, even if they are very brief, may be preferable to maintaining a “general supervisory presence” all the time.

“I dedicate focused periods of time (about once a week) to meet with the intern. These are good opportunities for coaching and ensuring that they are learning and growing,” Lee says.

Since there’s a new project coming in, you can invite the intern to participate in

accomplishing the goals being set for it, Babbitt says.

“Inspire them to contribute to the team’s success by providing much-needed support while, at the same time, expanding your bandwidth. The more tasks that interns take on and make their own, the more they feel like they are learning and growing both professionally and personally.”

While some powerful learning opportunities might be available, resist the temptation to call yourself a “mentor” this summer.

“As much as you might want to be your mentee’s inspirational guide through the corporate jungle, you can’t make ‘mentor’ happen,” wrote Jack McNeilly, former director of business intelligence at ConveyIQ, a talent management platform. “Those types of relationships grow over time and can’t be dictated by a spreadsheet or an assignment from HR.”

Mentors typically don’t make hiring decisions and if you see the internship as an extended job interview, that label could cause confusion, he wrote.

Some additional tips for managing the intern in a high pressure environment:

“Because time is limited, be tolerant of mistakes or other ways in which tasks may be accomplished,” says Joe Michaels, principal of Solomon Bruce Consulting LLC, an organizational consulting firm in Fort Worth, Texas. “You might be amazed at the results.”

Managers at Work is a monthly column exploring the issues and challenges facing managers. Contact Kathleen Driscoll with questions or comments by phone at (585)249-9295 or by e-mail at kadriscoll@aol.com.



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Fitness expert Betty Perkins-Carpenter knew how to move people

I had been forewarned that this day-in-the-life assignment would be exhausting, but I paid no heed. After all, I was 24 years her junior and she was coming off hip replacement surgery. I was quite certain I'd be able to keep pace with this smiley, peripatetic 63-year-old.

Foolish me. After trailing fitness guru Betty Perkins-Carpenter for several hours one day during the summer of 1994, I was spent.

We began early in the morning at her swim club, where she dived into the pool and splashed about with a bunch of toddlers for more than an hour. After teaching them several strokes, we headed to a home for senior citizens where she guided a group of ambitious octogenarians through a series of stretches and dances for more than an hour. Following that class, the former Air Force sergeant was off to a cross-town meeting with a group of fellow Korean War veterans to talk about how they could better meet the needs of men and women who had served in what was known as "the forgotten war." Between munches of lunch, Perkins-Carpenter answered a bunch of my questions with insight and humor. And then it was off to a local school where she was giving a talk.

As we parted ways (hey, by that time I needed a nap), I told her I marveled at her boundless energy.

"I guess I just love what I do," she said, flashing that infectious smile of hers. "I really believe it all has to do with using what you have physically and mentally. And I really believe in



ON SPORTS
Scott Pitoniak

the saying that life is a journey, not a destination."

Sadly, her remarkable journey came to an end Sunday, when she died at age 87 after a courageous fight against cancer. But what a journey it had been. In retrospect, it's as if she crammed several lifetimes into one. Perkins-Carpenter's travels took her all over the world. She lectured on fitness for the young, the old and the in-between in places as diverse as Northern Africa, Japan, Ireland and Siberia.

Perkins-Carpenter coached a men's and women's diving team at the 1976 Summer Olympics in Montreal, mentored Greg Louganis and Rochester's Wendy Wyland in the formative years of diving careers that resulted in Olympic medals, and started the Fit by Five nursery schools that were franchised nationally. She also served on the President's Council on Physical Fitness and Sports, wrote two best-selling books about geriatric exercise and safety, and produced a video about teaching infants how to swim. On top of all that, she earned Small Business Person of the Year honors from the Rochester Chamber of Commerce, the Major Donald Hollender

Award from the Rochester Press-Radio Club and a citation from the American Red Cross for saving a life. Perkins-Carpenter was frequently quoted in national stories about how senior citizens could improve their balance and avoid falls. She returned to college in her late 60s to earn a Ph.D., and was inducted into the New York State Veterans Hall of Fame last year.

Thousands of Rochesterians learned to swim at the place many referred to as "Betty's pool." That much of her life's work would be conducted near a pool made sense because her mother, Bertha "Bert" Loeser, was a four-time U.S. and Canadian swimming and diving champion. Her uncles also distinguished themselves in swimming.

"My playpen was either by the Seneca Park pool or on a beach near Lake Ontario because my mother was a lifeguard at both places," Perkins-Carpenter told me. "I guess you could say I was born into it."

Her grandfather taught her how to swim at age 2. By age 6, she had won her first medal. Her success continued at Franklin High School, where she won city and county diving championships, and in the Air Force, where she captured an international Armed Services title.

Though not quite good enough to compete in the Olympics, she was more than good enough to help others realize their dreams. Her first classes were held in 1959 in the pool she and her first husband built in the backyard of their Penfield home. Perkins-Carpenter laughed when she recounted the story

of securing the loan and signing up a contractor, only to discover that zoning laws prevented her from digging an indoor pool in a residential area. The town was willing to grant her a waiver if she received approval from her neighbors, which she did.

"It was easy," she joked. "I told them they could come over and swim any time they liked. I bribed them."

Despite some additional hiccups, they got the pool built and by the end of the first year, Perkins had a waiting list of more than 200 swimmers.

"Looking back, I had to be crazy to do what I did," she said. "I didn't have a clue."

What she lacked in experience she made up tenfold in passion. Everything Perkins-Carpenter put her mind to went well. And that included numerous programs near and dear to her military roots.

She believed in a cradle-to-grave approach to fitness. I can still remember words of wisdom she imparted to those eightysomethings at the end of that stretching and dance class nearly a quarter of a century ago: "Keep in mind that it is harder for the devil to hit a moving target, so keep moving."

The devil stood no chance against Betty, whose body, mind and soul were in perpetual motion. Her energy and warmth knew no bounds. She kept moving herself and others to the very end.

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

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ROCHESTER BUSINESS JOURNAL

JUNE 1, 2018

SPECIAL REPORT

Finger Lakes Tourism

A RISING TIDE

Finger Lakes tourism is a boon to Rochester too

PLUS:

A look at some of the region's top destinations



SECTION BEGINS ON PAGE 20

Welcoming visitors to Rochester and the Finger Lakes benefits us all

\$2.9 billion. That is the total economic impact of the tourism and hospitality industry in the Finger Lakes vacation region, as reported by Tourism Economics, an Oxford Economics company. That economic impact in Monroe County alone exceeds \$1 billion, accounting for 35 percent of total visitor spending in the Finger Lakes region.

Tourism is a significant economic driver in Rochester, accounting for more than 20,000 jobs and making vast contributions to the wonderful quality of life those who call Rochester home are able to enjoy.

Visit Rochester is the official tourism promotion agency for Monroe County. We sell and market Greater Rochester as a preferred destination in order to grow and maximize visitor spending to enhance the economy. To this end, Visit Rochester also advocates for appropriate destination development, investment and increased community awareness, and appreciation and support for the visitor industry. We are a membership organization with over 425 members representing lodging, retail, restaurants, services, and community organizations.

In our work to promote and sell Rochester as a destination, we have professional staff specializing in visitor services, marketing, public rela-



tions, tourism sales, and in meeting, convention and sporting event sales. The Visit Rochester convention sales team and Rochester NY Sports Commission work to attract hundreds of conventions, conferences and competitions to Rochester each year. The visitors that come into our community for these events contribute significant dollars to the overall economic impact of tourism in Monroe County.

Additionally, signature events like the Rochester Lilac Festival, Xerox Rochester International Jazz Festival, KeyBank Rochester Fringe Festival – and hundreds of other special events and festivals – attract hundreds of thousands of visitors to Rochester each year.

Rochester’s proximity to the Finger Lakes is a clear advantage for our organization when it comes to marketing Rochester. The Finger Lakes is one of the most agriculturally rich regions in

the country, and Rochester’s inclusion in the region is a strength and an asset for our overall tourism product. Likewise, including Rochester – the third largest city in New York and the cultural capital of New York State – into the Finger Lakes region is a benefit, thanks to our community’s rich arts and cultural resources, metropolitan infrastructure, events and festivals and so much more.

We are proud to collaborate with our tourism partners across the region to promote the Finger Lakes to audiences on a regional, national and international level. Visitors are important to Rochester and the Finger Lakes for many reasons. They create and help to sustain jobs – more than 20,000 in Monroe County alone – contribute to economic viability and help support the cultural richness of our community.

One of Visit Rochester’s strategies for maximizing visitor spending is to encourage meeting and convention attendees to extend their stay in our area beyond their scheduled meeting time. The features of the broader Finger Lakes region provide a strong reason for convention attendees to extend their visit, contributing to higher levels of visitor spending and economic impact. Rochester’s role as the “front door” to the Finger Lakes can be a selling point for organizations looking to

bring their conferences and conventions to Rochester. As our convention sales team likes to point out, where else but Rochester can you spend the day attending a meeting at the Rochester Riverside Convention Center and within 50 minutes find yourself lakeside enjoying the local flavors and features of the Finger Lakes region.

Promoting tourism to our community is a team effort. From the frontline employees who provide a critical first impression to visitors, to the friendly residents who answer the questions of out-of-town guests, to the locals who recommend Rochester as the site of their professional organizations’ meetings and conventions – we can all play a role in attracting visitors to Rochester.

When you couple our community’s signature events and experiences with the natural appeal and features of the Finger Lakes region, there is no limit to what a visitor can see or do when they visit Rochester and the Finger Lakes. And with a busy summer festival and event season at our doorstep, now is a wonderful time to remind you to invite your friends, family and colleagues to visit Rochester this summer. In doing so you will be helping to rise the tide that will lift all boats across Rochester and the Finger Lakes region.

Don Jeffries is the president & CEO of Visit Rochester.

Finger Lakes Tourism Spotlight

Rochester is the western gateway to the world renowned, picturesque Finger Lakes region. Best known for its craft beverage industry, particularly its wineries, the area also has an abundance of chef-inspired restaurants, niche shopping spots, antiques and crafts shops, and countless natural wonders. State parks dot the region, with plenty of places to fish, ski, hike, bike, row and camp.

While today it is a haven for all things craft beverage and agribusiness, when most people think of the Finger Lakes they think of wine country. One of the best ways to navigate the hundreds of wineries that call this region home is to check out its three wine trails.

Cayuga Lake Wine Trail - America’s first organized and longest-running wine trail includes 16 dog-friendly member wineries as well as cideries, a meadery, four distilleries and a tap room. Maps and more information can be found at cayugawinetrail.com.

Seneca Lake Wine Trail - The largest and most active wine trail in New York State, comprised of 35 wineries, a distillery, two cideries, two breweries and a meadery. Maps and more information can be found at senecalakewine.com.

Keuka Lake Wine Trail - Eight member wineries make up this trail in the Keuka Lake region, which has deep roots in America’s winemaking history. It was here the nation’s first bonded winery, Pleasant Valley Wine Company, was established in 1860.

Craft beer operations, too, have exploded throughout the region, leading to the advent of the **Finger Lakes Beer Trail**, which includes more than 120 breweries, brew pubs and tap houses spanning the area between Binghamton, Syracuse, Rochester and Hornell. Maps and more information can be found at fingerlakes-beertrail.com.

Other resources for touring the area include:
Finger Lakes Tourism Alliance - fingerlakes.org
Finger Lakes Visitors Connection - visitfingerlakes.com
Finger Lakes Regional Tourism Council - fingerlakestravelny.com
Be sure to also check out local chambers of commerce and tourism offices for the most up-to-date information on the places you visit.
Here is a roundup of some of our favorite Finger Lakes destinations and what they have to offer.

ITHACA

Located in Tompkins County on the southern shores of Cayuga Lake, Ithaca offers a vast array of educational, sports and entertainment options to celebrate summertime.

For bird watchers, there is the Cornell Lab of Ornithology at Sapsucker Woods, a world-renowned center for the study and conservation of birds. A non-profit, membership organization and facility, the center has 4.2 miles of trails winding through the Sapsucker Woods bird sanctuary, which is open 365 days a year.



Cornell University in Ithaca

Walking tours of Cornell University are conducted year-round, except from mid-December through mid-January. The Ithaca Commons is a pedestrian’s delight with abundant boutiques, eateries, drinkeries and entertainment spots, like the historic State Theatre.

Perhaps everyone’s favorite feature in this small but bustling city are the magnificent gorges and waterfalls that surround it. On the southern end of town, Buttermilk Falls State Park offers an upper park complete with a small lake and a lower park with a natural pool and campgrounds linked by the foaming cascade of Buttermilk Creek. Nearby Robert H. Treman State Park features several scenic trails including one right through the heart of the gorge carved out by Enfield Creek. A bit north of town along the lake you’ll find Taughannock Falls which, with a vertical drop of 215 feet, is one of the highest waterfalls in the eastern United States.

Top Attractions Ithaca Commons 171 East M.L.K. Jr. St. Ithaca, NY 14850 visitithaca.com/attractions/downtown-ithaca-commons Buttermilk Falls State Park 112 E Buttermilk Falls Rd., Ithaca, NY 14850 (607) 273-5761 parks.ny.gov	Robert H. Treman State Park 105 Enfield Falls Rd. Ithaca, NY 14850 parks.ny.gov (607) 273-3440 State Theatre of Ithaca 107 W State St Ithaca, NY 14850 (607) 277-8283 Stateofithaca.org	Summer Events Finger Lakes International Dragon Boat Festival July 14 Taughannock Falls State Park Fingerlakesdragonboat.weebly.com Finger Lakes GrassRoots Festival July 19-22 Trumansburg grassrootsfest.org
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Clocktower in downtown Corning

depositphotos

CORNING

About 20 miles southwest of Watkins Glen you'll find a place that has been called "The Most Fun Small town in America." The city of Corning is perhaps most well-known as the home of the Corning Museum of Glass. But in addition to its most famous attraction, the small city boasts a vibrant downtown known as "The Gaffer District," drawing its name from the myriad glass makers, or "gaffers," who have kept shop there for centuries.

Market Street offers a variety of charming shops and other businesses housed in restored brick buildings. Among the offerings in this historic district are the Rockwell Museum, upstate New York's only Smithsonian Affiliate museum known for its exceptional collection of Western and Native American Art; the Heritage Village of the Southern Finger Lakes, a living history museum located right in the heart of town; artisans at work in their glass and jewelry shops; craft breweries

and dozens of eateries that offer everything from ice cream to sushi.

The area boasts a number of bed and breakfasts, as well as the usual variety of commercial hotel/motel accommodations.

Top Attractions	Corning, NY 14830 rockwellmuseum.org (607) 937-5386	(607) 937-5281
Corning Museum of Glass 1 Museum Way Corning, NY 14830 cmog.org (607) 937-5371	Heritage Village of the Southern Finger Lakes 73 W Pulteney St. Corning, NY 14830 Heritagevillagesfl.org	Summer Events 37th annual Wineglass Marathon September 28-30 Corning Museum of Glass wineglassmarathon.com
Rockwell Museum 111 Cedar St.		

GENEVA

At the top of the majestic Seneca Lake, Geneva offers a full host of amenities that draw tourists all summer long. Visit downtown and you'll find some 32 restaurants within a four-block area offering everything from gourmet brunch to late-night bites. FLX Table, a modern, intimate setting offering just one large table for 12, was named USA Today's best new restaurant in the country.

Many parts of downtown offer views over Seneca Lake, none better than Seneca Lake State Park, which spans the entire northern shoreline. Pulteney Park, located in the center of the city, displays bright botanicals in a historic public square.

The Smith Opera House is an architectural treasure and brings in top-notch performances of music, dance, theater, film, as well as other community events. The Kashong Conservation Area, located about 11 miles south of downtown on Kashong Road, offers 83 acres of nature trails and scenic picnic areas.

Geneva On The Lake, a AAA Four Diamond resort modeled after an Italian villa, offers gourmet dining, manicured gardens and boat access. Belhurst Castle, a historic Seneca Lake landmark, is a popular destination for weddings and other summer gatherings.

Top Attractions	Geneva NY 14456 flxtable.com (315) 730-3083	Summer Events Rosé Soirée June 2 Linden Street Fingerlakesrose.com
Seneca Lake State Park 1 Lake Front Dr. Geneva, NY 14456 (315) 789-2331	Smith Opera House 82 Seneca St Geneva, NY 14456 thesmith.org (315) 781-5483	
FLX Table 22 Linden St.		

Savor

DEL LAGO

SATURDAY, JUNE 30
4PM-8PM

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Your del Lago Rewards Club card is your ALL-ACCESS PASS to shopping in the Finger Lakes region. Earn and redeem points both at the casino AND at a number of local retailers including Montezuma Winery, Magee's Country Diner, Ciccino's Pizzeria & Restaurant and more!

SKANEATELES

This beautiful lakeside village of Skaneateles serves as the northeastern gateway to the Finger Lakes. Sitting along Route 20 on the northern tip of the 16-mile-long Skaneateles Lake—hailed as one of the cleanest, most pristine lakes in the word—the village is an inviting stop for antiquers and history buffs.

The always-popular Sherwood Inn, originally built as a stagecoach stop in 1807, overlooks the lake and has been a popular spot for travelers for more than two centuries. The Museum at the Creamery, formerly the home of the Skaneateles Creamery Company, today houses a collection of famous wooden boats built in the community. Each summer, wooden boaters from across the U.S. and Canada gather for the annual antique wooden boat show.

Skaneateles has no shortage of boutique shops and delightful places to pop in for a bite or drink. Famous restaurants like The Krebs 1899, which has been a popular landmark for more than 100 years, also capitalize on the community’s historic charm. The village is also home to the award-winning Mirbeau Inn & Spa.

Top Attractions	The Museum at the Creamery	and Fennell streets Skaneateles.com
Mirbeau Inn & Spa 851 W Genesee Street Rd. Skaneateles, NY 13152 mirbeau.com (877) 647-2328	28 Hannum St., Skaneateles, NY 13152 Skaneateleshistoricalso- ciety.org (315) 685-1360	Antique and Classic Boat Show July 27-29 Waterfront and through- out town skaneateles.com/visit/ boatshow
The Sherwood Inn 26 W Genesee St., Skaneateles, NY 13152 sherwoodinns.com (315) 685-3405	Summer Events Curbstone Festival July 17-19 Along Genesee, Jordan	

SENECA FALLS

This village at the top of Cayuga Lake is largely visited for its historic attractions, but it also offers a lot of opportunities for leisure, rest and relaxation. Seneca Falls was the home of the women’s rights movement, beginning with the famous Women’s Rights Convention held there in 1848. Today, the Women’s Rights National Historical Park commemorates that historic convention and the movement that surrounded it. Up the street, the National Women’s Hall of Fame honors the



Downtown Seneca Falls

lives of great women leaders with an array of artifacts, special exhibits and a research center. New inductees are added every fall. The Elizabeth Cady Stanton House is also here and preserved by the National Park Service.

Fans of the classic Christmas film “It’s a Wonderful Life” will want to visit the museum of the same name, as the film’s community of Bedford Falls is said to have been inspired by Seneca Falls.

Nature lovers won’t want to miss a trip to the nearby Montezuma Wildlife Refuge, a major resting area for waterfowl, birds of prey and other migratory birds journeying to and from nesting areas deep in Canada.

For those looking for a bit more excitement, del Lago Resort & Casino is located 10 miles north and features thousands of slots, more than a dozen poker tables and a full slate of entertainment all year round.

Top Attractions	del Lago Resort & Casino	Summer Events
Women’s Rights National Historical Park 136 Fall St, Seneca Falls, NY 13148 www.nps.gov/places/womensrights.htm (315) 568-0024	1133 NY-414 Waterloo, NY 13165 dellagoresort.com (315) 946-1777	Canal Fest July 6-8 Seneca Falls Canal Harbor senecafalls.com/canal-fest
National Women’s Hall of Fame 76 Fall St., Seneca Falls, NY 13148 Womenofthehall.org (315) 568-8060	Montezuma Wildlife Refuge 3395 U.S. Route 20, Seneca Falls, NY 13148 friendsofmontezuma.org (315) 568-5987 fws.gov/refuge/montezuma/	Convention Days: A Celebration of Women’s Rights July 20-22 Throughout the village Conventiondays.com



Letchworth State Park

MOUNT MORRIS-LETCHWORTH STATE PARK

Letchworth State Park and the nearby village of Mount Morris are popular destinations for those looking to see the great outdoors.

Before the north-flowing Genesee River reaches Rochester, it cuts a 17-mile swath through Letchworth, nicknamed the “Grand Canyon of the East.” Sixty-six miles of trails, both paved and natural, wind along the scenic gorge and take hikers near three major waterfalls, offering absolutely breathtaking views. Be sure to visit the overlook for the Mount Morris Dam; since 1952, this major structure has prevented flood disasters that once plagued Rochester downstream. Besides hiking, Letchworth offers, whitewater rafting, snowmobiling, cross-country skiing, biking, kayaking and hot-air ballooning. A new nature center and two smaller museums tell the park’s story. Cabins, campsites and a lodge also are available. The Glen Iris Inn has dining and overnight accommodations.

After exploring the park, visit any number of delightful eateries and shops within Mount Morris. Another popular attraction in the village is the Mills Mansion, built by the famous War of 1812 general William Augustus Mills.

Running through Mount Morris and alongside Letchworth is the Genesee Valley Greenway, a former railway bed that today serves as a 90-mile open space corridor following the route of the former Genesee Valley Canal.

Top Attractions	Mills Mansion	Summer Events
Letchworth State Park 2640 Park Rd Mt Morris, NY 14510 (585) 493-3600 Letchworthpark.com,	14 Main St. Mount Morris, NY 14510 (585) 658-3292 paththroughhistory.il- oveny.com/	Genesee Valley Fare & Ware Festival June 16-17 Highbanks Recreation Area, Mount Morris gvtartscouncil.org/gvfw/

WATKINS GLEN

At the base of Seneca Lake you’ll find a small community with a big reputation, and an even bigger list of things to do and see. Watkins Glen is known the world over for the famous Watkins Glen International Speedway, voted Best NASCAR Track by USA Today readers and home to myriad high-profile events in NASCAR, IMSA, Ferrari, and US Vintage Grand Prix racing. Located just four miles from downtown, the site is also home to several big non-racing events, including the Finger Lakes Wine Festival and the Finger Lakes Beer Festival. Most days throughout the spring and summer, visitors may even drive their own vehicles around the challenging road course.



depositphotos

The Gorge Trail in Watkins Glen State Park

Also a big draw is the magnificent gorge in Watkins Glen State Park, with access right in the heart of the village. The park’s Gorge Trail will carry hikers past 19 waterfalls, and the dog-friendly Rim Trail skirts the top edge of the gorge offering unique vantage points into its vastness. While the state park is the biggest outdoor attraction in the region, hikers also flock to the area to catch a leg of the Finger Lakes Trail or to explore the nearby Finger Lakes National Forest, the only national forest in the state.

Watkins Glen’s waterfront is also ripe with activity, with a full slate of summer events and countless opportunities for boating, paddling, swimming and fishing.

Top Attractions	Finger Lakes National Forest	Finger Lakes Wine Festival
Watkins Glen International Speedway 2790 County Route 16, Watkins Glen, NY 14891 (866) 461-RACE theglen.com/	5218 State Route 414 Hector, NY 14841 (ranger station) (607) 546-4470 fs.usda.gov/main/gmfl/home	July 13-15 Watkins Glen International Speedway flwinefest.com
Watkins Glen State Park 1009 N Franklin St., Watkins Glen, NY 14891 (607) 535-4511 parks.ny.gov/parks/142/	Summer Events	Vintage Grand Prix Festival September 7 Downtown Watkins Glen grandprixfestival.com
	Waterfront Festival & Cardboard Boat Regatta June 15-16 Seneca Harbor Park thewaterfrontfestival.com	

NAPLES

The small village of Naples, nestled in the southwest corner of Ontario County below Canandaigua Lake, is another hot spot for nature lovers and an even bigger draw for folks who love all things grape.

On the edges of town you’ll find Grimes Glen Park, which boasts scenic cascades and is the site where the oldest fossilized tree in New York was found; and the High Tor Wildlife Management Area, which provides abundant hunting, fishing and hiking opportunities.

The village hosts the annual Naples Grape Festival during the last week of September, drawing tens of thousands of visitors each year. The community pays homage to its favorite fruit by painting all of the fire hydrants in town purple to mark the occasion. In addition to every grape-flavored food or drink you can imagine, the festival features a wide variety of activities and contests, including a juried art show and the “World’s Greatest Grape Pie” competition.

While in town, check out the Naples Hotel, a historic downtown landmark that’s rumored to be haunted. The Bristol Valley Theater, formerly a church, draws performers from New York City to the region, and the ever-eclectic Roots Café is a good spot to catch local musicians.

Top Attractions	Bristol Valley Theater	Naples, NY 14512 (585) 374-5630 napleshotelny.com
Grimes Glen Park 4703 Vine St. Naples, NY 14512 (585) 396-4000 nyfalls.com/waterfalls/grimes-glen/	151 S. Main St. Naples, NY 14512 (585) 374-6318 bvtnaples.org/	Summer Events
	Naples Hotel 111 S Main St.	Naples Grape Festival September 29-30 Naplesgrapefest.org

HAMMONDSPORT

The village of Hammondsport sits at the base of Keuka Lake, a Y-shaped Finger Lake that’s considered by many to be the most picturesque in the region.

Hammondsport offers visitors all sorts of ways to enjoy the scenic lake by water, land and even air. Finger Lakes Seaplanes, located about eight miles north of the village along the western shore of the lake, provides visually stunning aerial tours of the entire region. If you prefer to do your exploring out on the water, Keuka Water Taxi serves locations all around the lake. There is also no shortage of places to rent boats, jet skis, kayaks and canoes.

Throughout the summer you’ll find all sorts of events here, such as the annual Festival of Crafts in August and the Wine Country Classic Boats Show & Regatta in July. The annual Tour de Keuka, a massive bicycle race around the lake, also begins and ends in Hammondsport.

In town, you can find all sorts of gifts and souvenirs while strolling around the Village Square. Just south of town is the Glenn H. Curtiss Museum, which boasts an impressive array of vintage motorcycles, cars and planes.

Top Attractions	Rd., Hammondsport NY 14840 (607) 569-2222 Flbm.org	Festival of Crafts August 18-19 hammondsport.org/festivalofcrafts
Glenn H. Curtiss Museum 8419 State Route 54, Hammondsport NY 14840 (607) 569-2160 Glennhcurtissmuseum.org	Finger Lakes Seaplanes 13760 W Lake Rd. Hammondsport NY 14840 (607) 868-4848 fingerlakesseaplanes.com	Tour de Keuka July 21 hammondsport.org/tour-dekeuka/
Finger Lakes Boating Museum 8231 Pleasant Valley	Summer Events	Wine Country Classic Boats Show & Regatta July 21-22

CANANDAIGUA

The nearest gateway into the region from Rochester, Canandaigua is the quintessential Finger Lakes community, steeped in a rich heritage that remains prevalent today.

Atop the scenic Canandaigua Lake, this community is a prime destination for day-trippers and extended-stayers throughout the Northeast seeking to explore wine country. Whether you’re looking to stay in a charming, historic bed and breakfast



depositphotos

Downtown Canandaigua

in the heart of town or a world-class lakeside resort, all can be found here.

Options for food and drink are abundant, but perhaps the most interesting spot to check out these days is the New York Kitchen, formerly the New York Wine and Culinary Center, a nonprofit center that puts the best of New York craft beer, wine, spirits and locally sourced food under one roof in a unique atmosphere. It also offers a variety of cooking, serving and pairing classes.

Lovers of history will enjoy the beautiful Sonnenberg Gardens & Mansion State Park, one of the country’s longest-surviving Victorian-era estates. Fans of live concerts flock to the Constellation Brands – Marvin Sands Performing Arts Center, known as CMAC, for entertainment all summer long.

The Roseland Waterpark at the southeast corner of the city offers water-themed fun for the whole family throughout the summer. Those looking to get out on the lake might consider a relaxing cruise on The Canandaigua Lady.

Top Attractions	roselandwaterpark.com (585) 396-2000	(585) 394-7070 nykitchen.com
Sonnenberg Gardens & Mansion State Historic Park 151 Charlotte St, Canandaigua, NY 14424 sonnenberg.org (585) 394-4922	Bristol Harbour Lodge & Golf Club 5410 Seneca Point Rd Canandaigua, NY 14424 (585) 396-2200 bristolharbour.com	Constellation Brands – Marvin Sands Performing Arts Center (CMAC) 3355 Marvin Sands Dr. Canandaigua, NY 14424 (585) 758-5300 cmacevents.com/events
Roseland Waterpark 250 Eastern Blvd, Canandaigua, NY 14424	New York Kitchen 800 S Main St. Canandaigua, NY 14424	

seen

Daystar for Medically Fragile Children Inc.

May 5: Daystar held its 12th Anniversary Daystar Derby event at Monroe Golf Club with 150 people attending. The event raised \$215,000, sufficient to allow up to twenty additional children with special health care needs to be able to take part in Daystar's life-changing pediatric day-respite programs.



Coleen and Doug Emblidge



Courtney Winslow and Kate Smith



Lauren Dixon and Mike Schwabl

Interested in submitting photos featuring people at your nonprofit events?

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



Community Events calendar

A Weekly Listing of Upcoming Nonprofit and Community Events

SUNDAY, JUNE 3

5K Run & Kids Race for Trinity Montessori School. Register now for a fun race, on a beautiful course with cash and prizes for the winners in all age groups! Enjoy a Sunday morning run or walk at Nazareth College to help raise scholarship funds for students at Trinity Montessori School, educating children ages 2 to 12! Help us celebrate our Golden Anniversary by joining in this annual event. Called Mondo Moto, meaning World in Motion, this race is open to the public of all ages and includes a race T-shirt. This scenic course takes you through the gently rolling campus of Nazareth College located adjacent to Trinity Montessori School. Bring your family! Winners will be recognized at the Award Ceremony during the After Party. Kids Race at 10 a.m. Just like Mom and Dad's 5K, the Kids Race is designed to promote a love of fitness and a taste of competition-based running. The race is not timed. The kids can run halfway or all the way around on the college's running track to provide a very exclusive sport experience. The entry fee includes a medal from Klein Steel for every child (ages 2+) and a race T-shirt! Winners will be announced through IRaceTiming so you can see and hear your name as you come across the finish line! Registration: 7:30 a.m. 5K Race start: 9 a.m. \$35. Kids Race start: 10 a.m. \$15. Sign up online: runsignup.com (enter trinity montessori).

SATURDAY, JUNE 9

The 2018 Manning & Napier Tour de Cure is a one-day cycling, running, and walking event that raises money to stop diabetes! The Start/Finish line of the 2018 Tour returns to the Xerox Campus in Webster. This is an exceptional home for us, highlighted by country landscapes and views of Lake Ontario. At the end of your ride, walk, or run, enjoy our afternoon festival offering food and fun to share with family and friends. Register today at diabetes.org/rochestertour.

SUNDAY, JUNE 10

11th Annual GWC & GFS Memorial Golf Tournament: Supports Pulmonary Fibrosis Research at the UR Pulmonary Critical Care lab of Dr. Patricia Sime and research grants distributed by the Pulmonary Fibrosis Foundation. Webster Golf Course, 440 Salt Road, Webster. \$90 per golfer: includes lunch, dinner, 18 holes of golf, cart, swag bag, putting and driving range access; \$40 per dinner only participant. Registration begins at noon. Sponsorship and advertising opportunities are available. Monetary, merchandise or services donations are welcomed. To register or donate contact: Cindy Chandler at greg.guy.golf@gmail.com or call (585) 217-7356.

SATURDAY, JUNE 16

Trillium Health's 6th Annual White Party will be held from 7 to 11 p.m. at Anthology. Over 450 guests dressed in summer white chic will enjoy a full bar by LiDestri Spirits and tasting dinner by Avvino before dancing the night away. Proceeds support Trillium Health's mission to promote health equity by providing affordable and extraordinary primary and specialty care, including LGBTQ health care. Your support also brings us closer to our goal of Ending the HIV Epidemic by 2020. General admission tickets are \$175. Visit www.trilliumhealthwhiteparty.org to purchase tickets.

Sponsored by:



The builders.



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.

Photos by Natalie Sinisgalli

WEEKEND

BEST BETS

1 Naples Valley Visitors Association is hosting the **3rd Annual Busk and Balter**. There will be busking, or entertaining on the street, as well as baltering, which means to dance effortlessly.



Visitors can partake in shopping, tasting local wines, brews and spirits and enjoy free music and entertainment. Saturday from 1:30 to 3 p.m. naplesvalleyyny.com

2 Geva Theatre Center will host their **18th Annual Summer Curtain Call** next week. The gala raises money for the organization's education and outreach programs. Guests will be offered food and drinks, the opportunity to participate in live and silent auctions, and artistic director Mark Cuddy will present a one-night-only performance of an original show he wrote and directed. 6 p.m. on June 8. gevatheatre.org

3 Hochstein School of Music has two exciting events this weekend. On Saturday at 3 p.m. Hochstein Singers and Youth Singers will present their **Spring Concert of Young Voices** in Hochstein Performance Hall. On Sunday at 3 p.m. the Finger Lakes Concert Bank will perform their spring concert titled **Spiritoso!** at Canandaigua Academy. hochstein.org

4 The George Eastman Museum is exhibiting **War, Myth, Desire** featuring the works of artist David Levinthal. Levinthal is known for observing pop culture and the impact of photographic images on society's understanding of history and current events. Opens today with a gallery talk with Levinthal and curator Lisa Hostetler at noon. eastman.org

5 The Multi-Use Community Cultural Center is hosting **Dances at MuCCC**, a festival of contemporary dances from local and visiting artists. Coordinated by Laurie MacFarlane and Ruben Ornelas, there will be 10 performances as well as classes and workshops. June 13 to 23. muccc.org



SACRED & SERENE

Join the Rochester Museum & Science Center this Sunday for **Yoga in the Pines**. Set beneath the pines in the Cumming Nature Center, yoga and meditation enthusiasts can practice in a sacred and serene environment. Lynne Boucher of Yoga Revolution guides the 90-minute session involving open-level vinyasa flow yoga as well as seated and walking meditation. Also offered July 1 and Aug. 5. rmsc.org

AT GANONDAGAN: WOMEN'S ROLE AND NATIVE PLANTS

Ganondagan is presenting a weekend of **Around the Table Conversation** and **Realizing Peace Through the Natural World**.

Saturday is Around the Table: Conversations About Hodinohso:ni Women from Creation to Today. Mohawk Clanmother Louise McDonald joins author and historian Sally Roesch Wagner for a discussion on women's spiritual, economic, social and political roles in both Hodinohso:ni and Euro-American culture.

McDonald and Wagner will delve into the unspoken history of the impact that Hodinohso:ni women had on women's rights movement leaders like Matilda Joselyn Gage, Elizabeth Cady Stanton and Susan B. Anthony.

On Sunday, botanist, teacher, mother and author Robin Wall Kimmerer will present The Gifts of Plants in part of Realizing Peace Through the Natural World. Kimmerer's interactive presentation will explore how native plants offer food, materials, medicine and beauty. Kimmerer will share her understanding of the history of plants and explain how humans can act in reciprocity by giving their gifts to care for plants.

Later, Finger Lakes Forest Therapy will lead a walk on Ganondagan's trails for a deeper connection with the earth.

Saturday's activities take place from 1 to 3 p.m. and Sunday's events run from 10 a.m. to 4 p.m. ganondagan.org



ARTS & CULTURE

Axom Gallery is hosting a closing party, **50CIAL- AXOM** (Social Axom), for its latest exhibit, **BLACK5 WHIT35 COLOR3D65** (Blacks, Whites, Colors).

Organized by Kurt Ketchum, Social Axom is a culmination of everything that Blacks, Whites, Colors was intended to be and all that evolved during the exhibit's run. The title is apt: The artist is aiming to create a place for creativity, a place where people and objects come together to create something important because "everyone and everything matters."



Guests will find new works, new objects, treats and live music. Closing party begins at 6 p.m. tonight at Axom Gallery & Exhibition Space for Contemporary Visual Arts. axomgallery.com

This weekend marks the **42nd Annual Fairport Canal Days Arts Festival**. Below is a list of this year's offerings:

- Roughly 200 artists, 40 food vendors and 100 local merchants will line the streets for visitors to engage with.

- Kickoff is Friday night at 4:30 p.m. when the Eastman Youth Jazz Orchestra will open for Allegro.

- The Corning Museum of Glass is returning to demonstrate the glassmaking process from beginning to end on Saturday and Sunday.

- Over the course of two days and two nights, 40 bands will perform at the festival's four stages. Teagan and the Tweeds and Miller and the Other Sinners headline the Saturday evening concert.

- The YMCA Kidzone will have a charity dunk tank, bounce houses, yard games and more.

The festival runs Friday, Saturday and Sunday. fairportcanaldays.com



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LOCAL STOCK PERFORMANCE

	CLOSING PRICE 05-25-18	CLOSING PRICE 05-21-18	NET CHANGE IN PERIOD	PERCENT CHANGE IN PERIOD	P/E RATIO	EARNINGS PER SHARE ¹	ANNUAL DIVIDEND RATE ²	52 - WEEK HIGH LOW	
ADT Inc. (NY-ADT)	7.47	7.75	-0.28	-3.61	14.08	0.53	0.14	13.02	6.93
AT&T Inc. (NY-T)	32.51	32.59	-0.08	-0.25	6.76	4.77	2.00	39.80	31.17
Avangrid Inc. (NY-AGR)	53.42	51.75	1.67	3.23	43.17	1.23	1.73	54.55	43.13
Bank of America Corp. (NY-BAC)	30.16	30.55	-0.39	-1.28	16.68	1.72	0.48	33.05	22.07
Berry Global Group (NY-BERY)	50.10	48.35	1.75	3.62	14.41	3.35	NONE	61.71	47.30
CVS Health Corp. (NY-CVS)	66.03	65.50	0.53	0.81	10.05	6.44	2.00	84.00	60.14
The Carlyle Group LP (NAS-CG)	21.80	22.15	-0.35	-1.58	9.03	2.38	1.41	25.90	17.15
Charter Communications Inc. (NAS-CHTR)	270.20	266.55	3.65	1.37	7.79	34.09	NONE	408.83	250.10
Citigroup Inc. (NY-C)	68.44	70.43	-1.99	-2.83	LOSS	-2.83	1.28	80.70	59.87
Citizens Financial Group Inc. (NY-CFG)	41.51	41.89	-0.38	-0.91	11.44	3.43	0.88	48.23	31.51
Conduent Inc. (NY-CNDDT)	19.28	19.33	-0.05	-0.26	22.94	0.83	NONE	20.32	14.95
Constellation Brands Inc. Class A (NY-STZ)	216.81	219.34	-2.53	-1.15	18.98	11.55	2.96	236.62	176.21
Constellation Brands Inc. Class B (NY-STZB)	215.52	219.02	-3.50	-1.60	NA	NA	2.88	232.50	180.00
The Cooper Cos. Inc. (NY-COO)	227.75	236.49	-8.74	-3.70	63.24	3.54	0.06	260.26	215.24
Corning Inc. (NY-GLW)	27.06	27.76	-0.70	-2.52	LOSS	-0.67	0.72	35.10	26.11
CurAegis Technologies Inc. (OTC-CRGS)	0.27	0.29	-0.02	-6.90	LOSS	-0.12	NONE	1.20	0.20
Delphi Technologies PLC (NY-DLPH)3	51.18	52.58	-1.40	-2.66	15.50	3.21	0.68	104.09	38.00
Document Security Systems Inc. (AMEX-DSS)	1.48	1.43	0.05	3.50	LOSS	-0.04	NONE	3.16	0.56
Dr Pepper Snapple Group Inc. (NY-DPS)	120.36	119.73	0.63	0.53	20.32	5.89	2.32	126.65	81.70
Eastman Kodak Co. (NYS-KODK)	5.40	5.90	-0.50	-8.47	2.92	1.76	NONE	13.28	2.95
EnPro Industries Inc. (NY-NPO)	75.43	75.22	0.21	0.28	3.03	24.76	0.96	94.79	65.12
Exelon Corp. (NY-EXC)	40.67	39.64	1.03	2.60	10.22	3.97	1.38	42.67	35.37
Exxon Mobil Corp. (NY-XOM)	78.71	82.28	-3.57	-4.34	16.87	4.63	3.28	89.30	72.16
FSB Bancorp Inc. (NAS-FSBC)	17.65	17.60	0.05	0.28	115.10	0.15	NONE	18.23	14.60
Financial Institutions Inc. (NAS-FISI)	32.20	32.70	-0.50	-1.53	14.79	2.13	0.96	34.10	25.65
Fortive Corporation (NY-FTV)	75.51	77.61	-2.10	-2.71	24.87	2.96	0.28	80.31	61.80
Frontier Communication Corp. (NAS-FTR)4	7.69	9.60	-1.91	-19.90	LOSS	-24.76	NONE	21.00	6.08
Gannett Co. Inc. (NY-GCI)	10.94	11.49	-0.55	-4.79	180.83	0.06	0.64	12.38	7.46
Genesee & Wyoming Inc. (NY-GWR)	77.72	77.88	-0.16	-0.21	8.83	8.79	NONE	84.40	63.70
Graham Corp. (NY-GHM)	25.20	25.41	-0.21	-0.83	LOSS	-0.91	0.36	25.59	21.00
HSBC Holdings PLC (NY-HSBC)	49.14	49.97	-0.83	-1.66	20.01	2.40	2.55	55.89	43.24
Harris Corp. (NY-HRS)	152.90	154.47	-1.57	-1.02	35.76	4.21	2.28	170.54	107.78
IEC Electronics Corp. (AMEX-IEC)	5.26	5.33	-0.07	-1.31	21.06	0.26	NONE	5.49	3.42
ITT Corp. (NY-ITT)	52.80	55.20	-2.40	-4.35	27.25	1.90	0.54	57.62	36.93
International Business Machines Corp. (NY-IBM)	143.64	145.49	-1.85	-1.27	22.93	6.14	6.28	171.13	139.13
J.C. Penney Co. Inc. (NY-JCP)	2.30	2.50	-0.20	-8.00	LOSS	-0.37	NONE	5.63	2.25
JPMorgan Chase & Co. (NY-JPM)	110.66	112.15	-1.49	-1.33	16.67	6.31	2.24	119.33	81.64
KeyCorp. (NY-KEY)	20.04	20.41	-0.37	-1.81	16.93	1.13	0.42	22.40	16.28
Kohl's Corp. (NY-KSS)	65.28	65.47	-0.19	-0.29	12.92	5.12	2.44	69.48	35.16
Kraft Heinz Co. (NAS-KHC)	57.77	56.45	1.32	2.34	6.38	8.95	2.50	93.88	54.11
M&T Bank Corp. (NY-MTB)	179.08	182.05	-2.97	-1.63	19.66	8.70	3.00	197.37	141.12
Macy's Inc. (NY-M)	34.13	34.61	-0.48	-1.39	6.86	5.04	1.51	35.11	17.41
Manning & Napier (NY-MN)	3.15	3.20	-0.05	-1.56	15.98	0.20	0.32	4.95	2.95
MetLife Inc. (NY-MET)	47.67	48.09	-0.42	-0.87	12.46	3.62	1.60	55.91	43.38
Monro Muffler Brake Inc. (NAS-MNRO)	55.85	56.95	-1.10	-1.93	32.88	1.69	0.72	64.15	39.65
New Media Investment Group Inc. (NY-NEWM)	16.91	17.19	-0.28	-1.63	LOSS	-0.02	1.48	17.95	12.46
Parker Hannifin Corp. (NY-PH)	177.13	182.43	-5.30	-2.91	26.68	6.43	3.04	212.80	152.01
Paychex Inc. (NAS-PAYX)	65.90	65.12	0.78	1.20	28.09	2.32	2.00	73.10	54.20
SPX Flow Inc. (NY-FLOW)	44.43	46.13	-1.70	-3.69	39.95	1.10	NONE	54.92	31.10
Sears Holding Corp. (NAS-SHLD)	3.49	3.63	-0.14	-3.86	LOSS	-3.57	NONE	10.76	1.99
Seneca Foods Corp. Class A (NAS-SENEA)	29.30	29.25	0.05	0.17	68.94	0.42	NONE	36.60	27.00
Seneca Foods Corp. Class B (NAS-SENEB)	29.90	27.45	2.45	8.93	71.82	0.42	NONE	36.25	27.45
Shiseido Co. Ltd. (OTC-SSDOY)	76.39	72.97	3.42	4.69	143.20	0.53	0.26	77.06	33.30
Stantec Inc. (NY-STN)	25.25	25.15	0.10	0.40	37.50	0.66	0.42	29.25	22.80
Stewart Information Services Corp. (NY-STC)	43.21	43.28	-0.07	-0.16	20.81	2.06	1.20	47.37	34.48
Synnex Corp. (NY-SNX)	108.10	109.90	-1.80	-1.64	16.40	6.56	1.40	141.94	93.87
Target Corp. (NY-TGT)	71.21	76.87	-5.66	-7.36	13.33	5.33	2.48	78.70	48.56
Thermo Fisher Scientific Inc. (NY-TMO)	213.65	216.73	-3.08	-1.42	36.89	5.62	0.68	219.41	204.86
Thomson Reuters Corp. (NY-TRI)	38.66	38.74	-0.08	-0.21	19.63	1.94	1.38	48.61	36.52
Tompkins Financial Corp. (AMEX-TMP)	85.52	86.30	-0.78	-0.90	24.52	3.43	1.92	90.50	71.27
Transcat Inc. (NAS-TRNS)	18.00	16.90	1.10	6.51	26.09	0.69	NONE	18.65	11.80
Ultralife Corp. (NAS-ULBI)	9.45	9.60	-0.15	-1.56	19.69	0.48	NONE	10.95	5.80
United Technologies Corp. (NY-UTX)	127.03	128.05	-1.02	-0.80	21.88	5.70	2.80	139.24	109.10
Valeant Pharmaceuticals International Inc. (NY-VRX)	22.24	22.07	0.17	0.77	3.18	6.83	NONE	24.43	10.94
Verizon Communications Inc. (NY-VZ)	48.52	48.43	0.09	0.19	6.28	7.63	2.36	54.77	42.80
Vuzix (NAS-VUZI)	5.90	5.40	0.50	9.26	LOSS	-1.02	NONE	11.40	4.10
Wal-Mart Stores Inc. (NY-WMT)	82.46	84.51	-2.05	-2.43	25.00	3.28	2.08	109.98	73.13
Windstream Holdings Inc. (NAS:WIN)	6.15	1.48	4.67	315.54	LOSS	-12.53	0.60	7.15	1.22
Xerox Corp. (NY-XRX)	27.91	27.98	-0.07	-0.25	38.95	0.71	1.00	32.31	27.11

¹Earnings per share are for the company's most recent four quarters.
²Forward annual rates based on most recent company filing
³Adjusted price reflects the Dec. 5 split of Delphi Automotive PLC into two separate companies; Delphi Technologies PLC includes the former automotive engine powertrain segment; Aptiv PLC (NYSE: APTV) develops technology for self-driving cars
⁴Frontier 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 company with a major division in the area



Financial
Institutions, Inc.

NASDAQ—FISI

Financial Institutions Inc. is a bank holding company based in Warsaw. It has three wholly owned subsidiaries: Five Star Bank, which provides banking services to consumer, commercial and municipal customers through a network of some 53 branches — including 23 in the Rochester area — in western and central New York; Scott Danahy Naylor Co. Inc., a full-service insurance firm acquired by the company in 2015; and Courier Capital Corp., an investment advisory and wealth management firm acquired in January 2016. These subsidiaries represent 99.1 percent, 0.5 percent and 0.3 percent, respectively, of the company's consolidated assets. An additional business, Five Star REIT Inc., is a real estate investment trust operating as a wholly owned subsidiary of Five Star Bank. Financial Institutions Inc. had 656 employees as of Dec. 31, 2017.

The company reported net interest income of \$112.6 million in 2017, up 9.7 percent from \$102.7 million in 2016; noninterest income declined some 3 percent to \$34.7 million over the year. Net income for 2017 increased 5 percent to \$33.5 million, or \$2.13 per share, from \$31.9 million or \$2.10 per share in 2016. Net cash provided by operating activities was \$46.3 million; net cash used in investing activities was \$372.6 million; and net cash provided by financing activities was \$354.3 million.

The company's fiscal year ended on Dec. 31, 2017.

Common shares outstanding as of April 30	15,905,415
Price per share of common stock on May 23	\$32.20
Total market value on May 23.....	\$512,154,363
Controlled by all directors and officers as a group	690,240 (4.3 percent)

Performance Record

(Dollars in thousands except per-share data)					
	2017	2016	2015	2014	2013
Net interest income	\$112,615	\$102,690	\$95,313	\$93,774	\$91,594
Noninterest income	34,730	35,760	30,337	25,350	24,833
Net income	33,526	31,931	28,337	29,355	25,530
Net income per share	2.13	2.10	1.90	2.00	1.75
Dividends per share	0.85	0.81	0.80	0.77	0.74
Loans	2,700,345	2,309,227	2,056,677	1,884,365	1,806,883
Total assets	4,105,210	3,710,340	3,381,024	3,089,521	2,928,636
Borrowings	485,331	370,561	332,090	334,804	337,042
Shareholders' equity	381,177	320,054	293,844	279,532	254,839
Operating cash flow (loss)	46,279	46,694	43,089	35,229	37,198
Investing cash flow (loss)	(372,614)	(326,677)	(305,874)	(153,490)	(242,192)
Financing cash flow (loss)	354,253	291,139	264,755	116,720	204,250

Directors

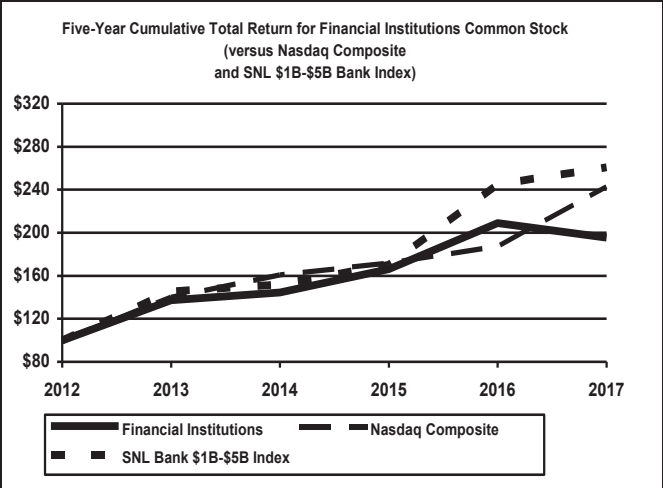
	Number of common shares ¹
James Wyckoff, 66, professor, University of Virginia.....	338,391
Martin Birmingham, 51, president and CEO	87,544
Erland Kailbourne, 76.....	45,746
Susan Holliday, 62, CEO, Dumbwaiter Design LLC	24,186
Samuel Gullo, 69, owner and operator, Family Furniture.	22,587
Robert Latella, 75, chief operating officer, Integrated Nano-Technologies LLC	21,102
Andrew Dorn Jr., 67, co-managing director, Energy Solutions Consortium LLC	16,999
Karl Anderson Jr., 71, of counsel, Snavelly, Plaskov & Mullen PLLC	16,358
Robert Glaser, 71, president, Glaser Consulting LLC	14,144
Kim VanGelder, 53, chief information officer and senior vice president, Eastman Kodak Co.	4,488
Donald Boswell, 66, president and CEO, Western New York Public Broadcasting Corp,	2,020
Dawn Burlew, 53, director of business development, Corning Enterprises Division, Corning Inc.	773

Executive Compensation

Officer	2017 compensation ²
Martin Birmingham, president and CEO.....	\$1,192,166
Kevin Klotzbach, executive vice president, chief financial officer and treasurer	663,395
William Kreienberg, executive vice president, chief corporate development officer and general counsel.....	613,663
Michael Burneal, senior vice president, chief risk and enterprise administration officer	469,641
Joseph Dugan, senior vice president, retail growth and profitability executive	391,452
Above executive officers as a group	\$3,330,317

Footnotes:
¹Includes shares held by family members, shares held in trust and shares acquirable through the exercise of stock options
²Includes salaries, bonuses, value of stock and option awards, non-equity incentive plan compensation, change in pension value and all other compensation

Stock Performance



‘Consumer Reports’ recommends ‘buy’ for Tesla Model 3

By TOM KRISHER

DETROIT — A wireless update of antilock braking software improved the stopping distance of Tesla’s electric Model 3, prompting *Consumer Reports* to reverse course and give the car its “Recommended Buy” rating.

The magazine said Wednesday that the update cut 19 feet off the car’s stopping distance from 60 miles per hour. A previous test — the results of which were released a little more than a week ago — found that it took 152 feet for the Model S compact car to stop from 60, the longest braking distance of any modern car the magazine has tested.

The improved braking raised the car’s score high enough for it to receive the coveted recommendation. But *Consumer Reports* still has concerns over wind noise, a stiff ride, and the touch-screen controls that could distract a driver.

After the first round of testing was made public, Tesla CEO Elon Musk promised to fix the problem within days. *Consumer Reports* says it was told by Tesla that the software helps the brakes adapt to variations in how they are used and how they respond in different environmental conditions.

On Twitter Wednesday, Musk wrote that he appreciates the “high-quality critical feedback” from *Consumer Reports* and said that noise and ride comfort already had been addressed. Another software update will address the controls, he wrote, without elaborating.

Musk told the magazine last week that Tesla had already made

production changes to address wind noise, the harsh ride and an uncomfortable rear seat, *Consumer Reports* said in a statement. The magazine said it will rent another Model 3 from Tesla to check on the changes and will report back on the results. The magazine bought a Model 3 for the first test and said it doesn’t normally rent test vehicles.

The Model 3 is Tesla’s first attempt to appeal to mass-market buyers. The car that starts at \$35,000 but can run as high as \$78,000 has been plagued by production delays.

Tesla’s software update was done either via the car’s cellular connection or a wireless internet link, depending on how the owner configures the car, according to Tesla.

Jake Fisher, *Consumer Reports’* director of auto testing, said that in 19 years of work for the magazine he has not seen a car’s track performance improve with a wireless update.

Musk pledged in a tweet last week that the braking improvements would make the Model 3 best in its class. But *Consumer Reports* said the stopping distance was not class leading and the further updates may be necessary.

The magazine also said nearly all of the Model 3’s controls are on a center touch screen with no gauges on the dashboard and few buttons inside the car. This forces drivers to take several steps to do simple tasks and can cause driver distraction, the magazine said.

Consumer Reports also said it got a record 350 miles of range per charge with a long-range version of the Model 3 when it’s set on a high mode to recharge batteries with energy from braking.

Walmart offers employees cheap access to college

NEW YORK — Walmart is offering its employees a new perk: affordable access to a college degree.

America’s largest private employer, which in the past has helped its workers get their high school or equivalency degrees, hopes the new benefit will help it recruit and retain higher quality entry-level employees in a tight U.S. labor market.

The company is working with Denver-based startup Guild Education to give employees the chance to obtain a bachelor’s degree in business or supply-chain management. It will cost a dollar a day at one of three nonprofit universities with online programs that have had success working with adult learners: the University of Florida, Brandman University and Bellevue University. It plans to eventually expand to more types of degrees.

It will also offer college-prep classes for workers who need extra help. Walmart is subsidizing the cost of tuition, books and fees.

Both full-time and part-time workers

who have been with the company at least 90 days will be eligible, Walmart said. About 68,000 of Walmart’s 1.4 million U.S. employees are expected to enroll in the first five years, based on interest from its workers, said Julie Murphy, executive vice president of people at Bentonville, Arkansas-based Walmart. Walmart declined to disclose the cost of the program.

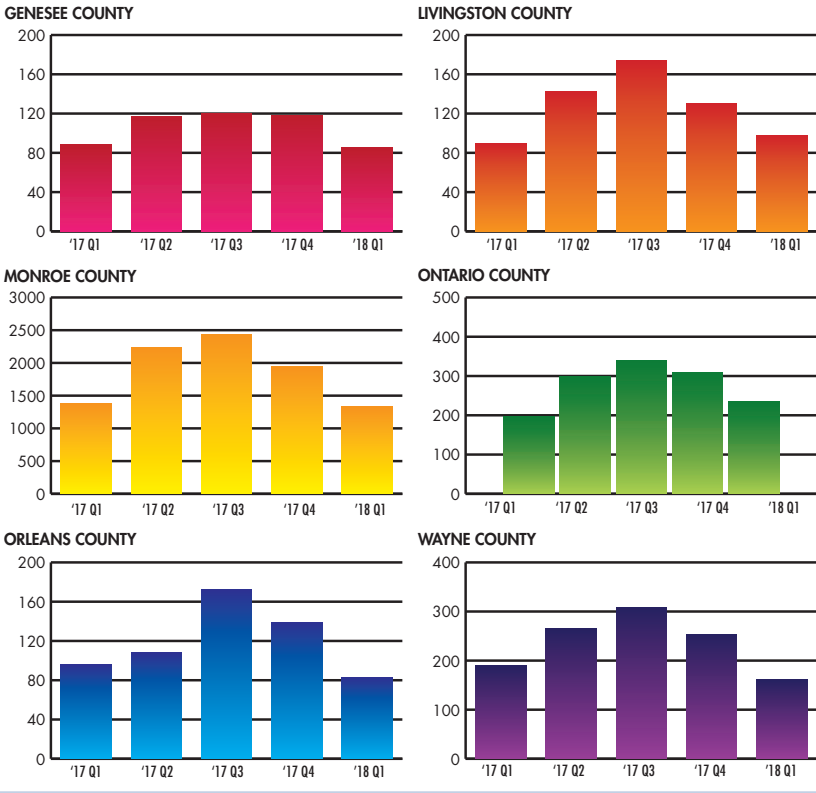
Guild Education, founded in 2015, works with other national chains like Chipotle Mexican Grill, Taco Bell and Lowe’s, on their employee education programs. But Rachel Carlson, CEO and co-founder of Guild Education, says its partnership with Walmart is unique in several ways, including its low upfront costs.

Walmart’s move puts it more in league with Starbucks, which three years ago began offering four years of tuition for an online college degree from Arizona State University.

—The Associated Press

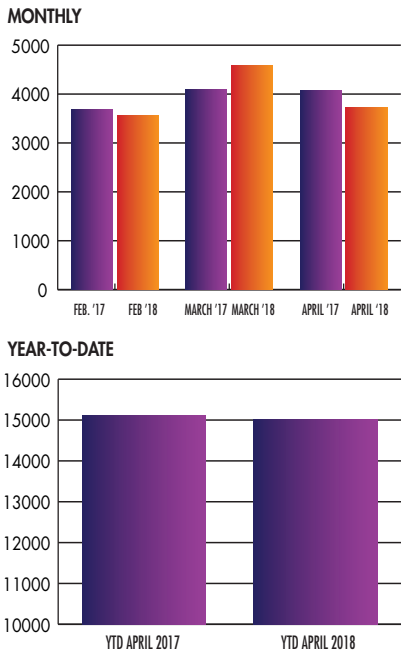
HOME SALES

(single family home closings)



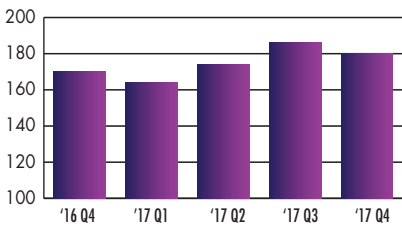
AUTOMOTIVE SALES

(new vehicles registered in Monroe County)



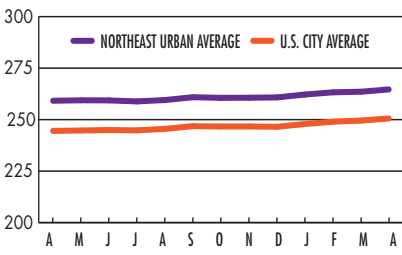
LOCAL AREA SALES TAX DISTRIBUTIONS

(in millions of dollars)



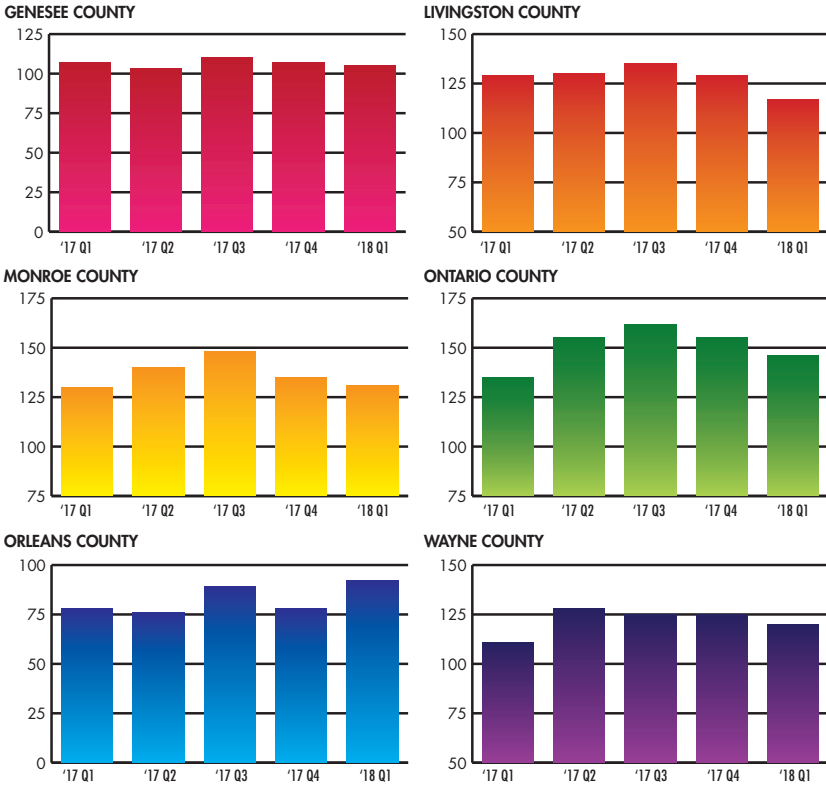
CONSUMER PRICE INDEX

(unadjusted index values)



MEDIAN HOME PRICES

(in thousands of dollars)



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.



Leathersich



Stelick



Greene



Burris



Currie



Martin

Mirror Show Management announces the following new hires: **Scott Leathersich** as exhibit detailer; **Katie Stelick** as associate account executive; **Molly Greene** as senior accountant; **Kyle Burris** as warehouse coordinator; **Liz Currie** as associate account executive; **Jason Martin** as project manager; and **Kelli Southern** as associate account executive.



Southern

Rochester Institute of Technology announces the following appointments to the board of trustees: **Mark Hamister**, chairman and CEO of the Hamister Group LLC; **Steve Hoover**, senior vice president and chief technology officer at Xerox Corp.; **Rick Kittles**, professor

and founding director of Health Equity, City of Hope Cancer Center; **Sharon Napier**, CEO of Partners + Napier; and **Kevin Sheldon**, COO of CareJourney. **Joseph Lobo**, founder and former CEO of JML Optical Industries, has been named trustee emeritus.



Gatti



Langton

RE/MAX Realty Group announces that licensed real estate salespersons **Tracy Gatti** and **James Langton** have joined the Pittsford office.

MWI Inc. announces the promotion of **Michael Veltri** to vice president of operations.



Veltri

Better Power Inc. announces the addition of **Neffee Pinnock** as pricelist administrator.



Pinnock

The Landmark Society of Western New York announces that **Mitch Rowe** has been appointed preservation services coordinator.



Rowe

Quality Systems Inc. announces that **Betty Rabinowitz** has been named chief medical officer.

Raymond James & Associates Inc. announces that **John Banks** has been hired as managing director of the Rochester branch.



Banks

Magellan Inc. announces the hiring of **Stephanie King** as a licensed realtor.



King

St. John's announces that **Dean Moore** has been hired as human resources operations manager.



Moore

Rochester Colonial Manufacturing Corp. announces that **Marissa Gionta** has been appointed director of marketing.



Gionta

Wright Beverage Distributing announces the promotion of **Kathy Groskopf** to CFO.



Groskopf

Grupo Cultural Latinos en Rochester Inc. announces the following individuals have been appointed officers on the board of directors: **Indira Danner** as president; **Henry Ignacio Padron-Morales** as vice

president; **Jazmin Ruiz** as events and programs director; **Judy Gomez** as head of the fundraising committee; and **Larissa Rosario and Melissa Bailey** as leaders of the programs committee.

Friendly Home announces that **Geraldine Biddle Moore** has been elected chairperson of the board of directors.



Moore

Tompkins Financial Advisors announces the hiring of **Travis White** as wealth management associate.



White

Insero & Co. CPAs LLP announces the hiring of **Adam Reeder** as a staff accountant in the audit department.



Reeder

The Strong National Museum of Play announces that **Sara Poe** has joined the company as vice president of marketing and communications.



Poe

iCircle announces the hiring of **Joel Haas M.D.** as chief medical officer.



Haas

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.

FRIDAY, JUNE 1

The Referral Team Chapter of Business Network International Meeting—Free—7:15 a.m.—Hicks & McCarthy, 23 S. Main St., Pittsford—Also offered June 8—Call Terry Kelley at 760-8870 for additional information.

Greater Rochester Chamber of Commerce Friday HR Briefing—Recent Changes at NLRB Promising for Employers—Free, members only—8—9 a.m.—Five Star Bank at CityGate, 395 Westfall Road, Rochester—Visit greaterrochesterchamber.com to register.

Greater Rochester Chamber of Commerce Leadership for Managers Program—\$485 for members, \$585 for non-members—8:30 a.m.—12:30 p.m.—Greater Rochester Chamber of Commerce, 150 State St., Rochester—Additional courses June 8, 15, 22 and 29—Register at greaterrochesterchamber.com.

SATURDAY, JUNE 2

Life Learners Toastmasters Club—Free—5—6:30 p.m.—Legacy at Clover Blossom, 100 McAuley Drive, Brighton—Also offered June 16—Visit 4323.toastmastersclubs.org for more information.

MONDAY, JUNE 4

The August Group General Session—Free—9:30—11 a.m.—Empire State College, 680 Westfall Road—Visitors are welcome—Also offered June 7, 11 and 14—Email Greg Taylor at GTaylor@augustgroup.org for additional information.

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

RochesterWorks Job Networking Meeting—Free—9—11 a.m. and 1—3 p.m.—255 N. Goodman St.—Also offered June 6, 11 and 13—Call 258-3500 for additional information.

East Rochester All Stars Networking Referral Group Meeting—Free—8:30—9:30

a.m.—Lemoncello Italian Restaurant and Bar, 137 W. Commercial St., East Rochester—Also offered June 7, 11 and 14—Call Jenalee Herb at 704-7839 for additional information.

TUESDAY, JUNE 5

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 June 12—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 June 12—Call 248-6718 for additional information.

Early Edition Business Professionals Networking Group Meeting—Free—7:30 a.m.—3300 Monroe Ave., Atrium—Also offered June 12—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 June 12—Call Mike Kerwin at 764-0059 for additional information.

Speechcrafters Toastmasters Club Meeting—Free—6 p.m.—Cerame's Italian Villa, 3450 Winton Place, Visitors are welcome—Also offered June 12—Call Kevin Yost at 334-7179 for additional information.

Roc POWER Group meeting—Women's self-defense and personal safety—\$25—11:30 a.m.—1:30 p.m.—Diplomat Banquet Center, 1956 Lyell Ave., Rochester—Visit rocpowergroup.com to register.

WEDNESDAY, JUNE 6

Canaltown Connections Networking Referral Group Meeting—Free—7:30—8:30 a.m.—Browncroft Family Restaurant, 2501 Browncroft Blvd., #5—Also offered June 13—Call Erin Garrett at 663-2265 for additional information.

The August Group Early Morning Networking Session—Free—7:30—9 a.m.—Bruegger's Bagels, 548 Monroe Ave.—Also offered June 13—Email Maureen Nielsen at MNielsen@augustgroup.com for more information.

Postprandial Toastmaster Meeting—Free—6:30 – 9:30 p.m.—Lilian’s Restaurant & Party House, 2200 Penfield Road, Penfield—Also offered June 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 June 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 June 20—Call 346-0227 for additional information.

August Group Meeting—Free—9:30 – 11 a.m.—RochesterWorks, 255 N. Goodman St.—Also offered July 11—Call 258-3500 for additional information.

THURSDAY, JUNE 7

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 June 14—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 June 14—Call Brian Rotoli at 225-0203 for additional information.

Business Builders Chapter of Business Network International Meeting—Free—7 – 8:30 a.m.—Bayfront Restaurant, 1075 Empire Blvd., Penfield—Visitors are welcome—Also offered June 14—Call David Cook at 872-2050 for additional information.

Rochester Business Connections Lead Group Meeting—Free—8:30 a.m.—Panorama Restaurant, 730 Elmgrove Road—Visitors are welcome—Also offered June 14—Call Bill Sweetland at 349-0336 for additional information.

ditional information.

Canaltown Connections Networking Group Meeting—Free—7 – 8:30 a.m.—Slayton Place Restaurant, 26 Slayton Ave., Spencerport—Visitors are welcome—Also offered June 14—Call 880-8156 for additional information.

Canalside Trailblazers Networking Group—Free—7 – 8:30 a.m.—Midvale Country Club, 2387 Baird Road, Penfield—Also offered June 14—Call John French at 746-7810 for additional information.

The August Group Thursday Night Networking—Free—7 – 9 p.m.—St. Cecilia’s, 2732 Culver Road, Irondequoit—Visitors are welcome—Also offered June 14—Call Cliff Milligan at 654-6694 for more information.

BNI East End Networkers—Free—7 a.m.—Perkins Mansion, 494 East Ave., Rochester—Also offered June 14—Call Natasha Polito at 329-5566 for more information.

The August Group Power Networking Groups—Free—8:30 – 10:30 a.m.—Denny’s, Rt. 96, Victor—Also offered June 14—Email John Bayley at JBayley@augustgroup.com for more information.

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

Daybreakers Toastmasters Club Meeting—Free—7:30 – 9 a.m.—Louise Slaughter Conference Room, Strong Memorial Hospital, 421 Elmwood Ave., Rochester—Also offered June 21—Email Hannah at vpm-3685@toastmastersclub.org for additional information.

Worldleaders Advanced B2B Consultative Selling Training Class—\$995—8:15 a.m. – 5 p.m.—120 East Ave., Rochester—Graduates of this course can repeat up to 11 times/months for free—Call Kate Lochner at 471-6058 for more information.

Pachamama Alliance Drawdown Solution: Getting into Action Workshop—Free—6:30 – 9 p.m.—Church of the Assumption, 20 East Ave., Fairport—Also offered June 14, 21 and July 19—For more information call Sue Staropolo at 734-2816.

Finger Lakes Health Spring Dine & Discuss Lecture Series—Occupational Health Services program—\$10—8 a.m.—Club 86, Ave. E, Geneva—Call 315-787-4636 to reserve a spot.

Small Business Association HUBZone Program Workshop—Free—9 – 11 a.m.—Monroe County Ebenezer Watts Conference Center, 47 S. Fitzhugh St., Rochester—Call Anna Vulaj Fitzsimmons at 753-2017 for more information.

FRIDAY, JUNE 8

Rochester Professional Consultants Network Workshop—“Blogging for Your Business”—Free—8 – 9:30 a.m.—Pittsford Community Library, 24 State St., Pittsford—Visit rochesterconsultants.org to register.

Digital Rochester Event—“How to: Develop Influencer Marketing Relationships”—\$25 for members, \$30 for non-members—7:30 – 9 a.m.—The Rochester Brainery, 176 Anderson Ave., Rochester—Call 330-9797 for more information.

MONDAY, JUNE 11

The August Group Orientation Session—Free—9 – 9:30 a.m.—Empire State College, 680 Westfall Road—Also June 14—Call Tracey Aiello at 259-0610 for additional information.

Speaking as Leaders Toastmasters Meeting—Free—5:45 p.m.—St. Ann’s Community, 1500 Portland Ave.—Also offered June 25—Call 204-7763 for additional information.

Advanced Toastmasters Club of Rochester—Free—6:30 – 9 p.m.—Legacy, 40 Willow Ponds Way, Penfield—Visitors are welcome—Also offered July 9—Call Marlene Markham at 899-4481 for additional information.

come—Also offered July 9—Call Marlene Markham at 899-4481 for additional information.

TUESDAY, JUNE 12

FuzeHub Webinar—Building Your Startup in New York—Free—11 a.m. – Noon—Register at fuzehub.com/nystartups-webinar.

The Rochester Chapter of the American Association of Individual Investors Spring Meeting—“Is the Future of Food Big or Small”—\$20 for members, \$24 for non-members—6:30 p.m.—Casa Larga Vineyards, 2287 Turk Hill Road, Fairport—Call Tony Ginnello at 225-9131 for more details.

WEDNESDAY, JUNE 13

Canandaigua Chamber of Commerce June Mixer—\$5—5 – 7 p.m.—Ryan’s Wine & Spirits, 73 Eastern Blvd., Canandaigua—Register at canandaiguachamber.com.

Genesee Media Event—“Reaching Rochester’s Spanish Market”—Free—7:30 – 9 a.m.—The Powers Building, 16 W. Main St., Rochester—Register at geneseedmedia.net/reaching-rochesters-spanish-market.

THURSDAY, JUNE 14

Frederick Douglass Toastmasters Club Meeting—Free—7 p.m.—Baden Street Administration Building, 152 Baden St.—Visitors are welcome—Also offered June 28—Call 325-4910, ext. 127, for additional information.

Lilac City Toastmasters Meeting—Free—7 – 9 p.m.—Immanuel Lutheran Church, 131 W. Main St., Webster—Visitors are welcome—Also offered June 28—Call Beth Amodio at 259-1925 for additional information.

The August Group Jump Start Training—\$25 for two hour sessions—11 a.m. – 1 p.m.—Empire State College, 680 Westfall Road, Rochester—Also offered June 28—Email John Bayley at JBayley@augustgroup.com for more information.

THERECORD

AWARDS AND ACHIEVEMENTS

WXXI announces that television program director **Irene Fink** was named Charles Impaglia Programmer of the Year by **TRAC Media Services** and the **Public Television Programmers’ Association**.



Fink

Calnon & Cilano D.D.S. P.C. announces that the company has been awarded the June 2018 Business in the Spotlight Award from the **Gates Chili Chamber of Commerce**.

The Greater Rochester Quality Council announces the following companies have been awarded the Team Excellence awards at the GRQC Performance Excellence Awards: **Gorbel** and **Highland Hospital** won the Gold Award; **Butler/Till** and **Saint Kateri Parish** won the Silver Award; **Hillside Family of Agencies Varick Campus**, **URMC Strong Memorial Hospital Emergency Department** for the Sepsis Project, **Monroe County Medical Society** and **Monroe Veterinary Associates’ Forever Friends Pet Crematorium** have won the Bronze Award. **Hillside Family of Agencies Outpatient Center for Child and Family Therapy** and **Trillium Health** both won the Pathfinder Award. The following companies won in the Operations Excellence category: **Rochester Regional Health**, **URMC Strong Memorial Hospital for the Unit Based Performance Program** and **Xerox Document Analysis Area** all won Silver Awards, and **Monroe Veterinary Associates Continuous Improvement Journey** won the Bronze Award. In the Customer Excellence category, **Rochester Regional Health Newark Wayne Community Hospital** won the Bronze Award.

Randy Henderson of Henderson Ford was honored as one of 63 nominees by **Ford Motor Co.** at the Salute to Dealers Awards.

Monroe County Executive Cheryl Dinolfo announces that the **Greater Rochester International Airport** has received an Honorable Mention at the 52nd **Northeast Chapter of the American Association of Airport Executives** International Aviation Snow Symposium.

APPLICATION FOR AUTHORITY
MONROE COUNTY

Ashley Member LLC
16 W. Main St., Rochester, N.Y. 14614
Filer: Harris Beach PLLC

Gian Corp.
P.O. Box 732, Pittsford, N.Y. 14534
Filer: Merzbach & Solomon P.C.

NLF TS Gates I LLC
C/O National Registered Agents Inc., 111 Eighth Ave., New York, N.Y. 10011
Filer: Sherry MacDonald

OX Group USA LLC
1700 Boulter Industrial Parkway, Webster, N.Y. 14580
Filer: Woods Oviatt Gilman LLP

WAYNE COUNTY

Marathon Resource Management Group LLC
10469 Atlee Station Road, Ashland, Va. 23005
Filer: Bryan Garnett

BANKRUPTCIES

Name: Dwayne M. Madyun, dba The Ansar Group Inc.; Helen P. Mayyun
Address: 2288 Main St., Buffalo, 14214
Assets: \$55,300

Liabilities: \$75,922.83
Attorney: Matthew Allen Lazroe
Chapter: 7
Date: May 23
Index Number: 1-18-11030

Name: Onalee J. Clark, dba Onalee’s Taxes
Address: 6993 County Road 15
Assets: \$47,513.84
Liabilities: \$161,136.90
Attorney: Mark A. Weiermiller
Chapter: 13
Date: May 21
Index Number: 2-18-20531

Name: Douglas Richard Walker, aka Douglas R. Walker, aka Douglas Walker, dba Regal Veneer LLC
Address: 152 Torrey Pine Drive, Rochester, 14612
Assets: \$218,420
Liabilities: \$383,093.09
Attorney: John D. Wieser
Chapter: 13
Date: May 22
Index Number: 2-18-20539

Name: Adam J. Henby, dba Catalytics Health Inc. (S Corp not DBA), fdbs Henby Chiropractic
Address: 69 East St., Pittsford, 14534
Assets: \$150,780
Liabilities: \$411,588.18
Attorney: Christopher K. Werner
Chapter: 7
Date: May 22
Index Number: 2-18-20540

Name: Michael A. Falligan, dba FALMICO LLC, aka Michael Antonio Falligan
Address: 53 Anthony St., Rochester 14619
Assets: \$50,000 to \$100,000
Liabilities: \$100,000 to \$500,000
Attorney: Peter D. Grubea
Chapter: 13
Date: May 23

Index Number: 2-18-20543

DEEDS

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

Sunoco LLC
Amount: \$9,116,133
Seller: Superior Plus Energy Services Inc.
Location: 225,275 and 335 McKee Road, Rochester, N.Y. 14611
Date filed: May 7

Victorious Living Christian Life Center Inc.
Amount: \$2,500,000
Seller: E2 Charter Properties LLC
Location: 180 Raines Park, Rochester, N.Y. 14613
Date filed: May 7

HS Hifi LLC
Amount: \$1,500,000
Seller: 550BSA III LLC
Location: 4-8 Marway Circle, Gates, N.Y. 14624
Date filed: May 8

Charlotte Square III Associates LLC and Charlotte Square III Housing Development Fund Corp.
Amount: \$255,000
Seller: City of Rochester
Location: 129 Charlotte St., Rochester, N.Y. 14607
Date filed: May 9

Brooks Landing GRK LLC
Amount: \$383,000
Seller: HSNY Holdings LLC
Location: 943-945 Genesee St., Rochester, N.Y. 14611
Date filed: May 9

Atlantic Funding & Real Estate LLC
Amount: \$1,500,000 and \$2,700,000

Seller: 2016 Gateway H2 LLC
Location: 400 Bellwood Drive, Greece, N.Y. 14606
Date filed: May 9

DISSOLUTIONS

GENESEE COUNTY

Canalside Recovery Services LLC
Filer: Rodney Giove

Jai Cheharma LLC
Filer: Thomas Williams

MONROE COUNTY

All Access LLC
Filer: Ronald Vonperlstein

Anchor Renovation Concepts LLC
Filer: Cheyenne Moseley

Bass Grey LLC
Filer: Andrew Saum

Bell-Mar LLC
Filer: Dawson Law Firm P.C.

Bellanca Realty LLC
Filer: Robert Gitlin

Chamberlain Holdings LLC
Filer: Nixon Peabody

Compass Lode LLC
Filer: Andrew Saum

First Lichen LLC
Filer: Andrew Saum

Global Lib Consulting LLC
Filer: Peter Genovese

Golini Management LLC
Filer: Donald Golini

Hellaby Hill Farm Inc.
Filer: Jeanne Swartele-Wood

High Site LLC
Filer: Andrew Saum

Radars Automotive LLC
Filer: Peter Ritchie

Shabelle Markets LLC
Filer: Best Batchateu

Softlocke LLC
Filer: Kyle Murry

Twelfth Spire LLC
Filer: Andrew Saum

Two Wrights LLC
Filer: Andrew Saum

Wessex Management LLC
Filer: Woods Oviatt Gilman LLP

ONTARIO COUNTY

Defense Tactics LLC
Filer: Randall Ryon

Main Street Arts Associates Inc.
Filer: Harter Secrest & Emery LLP

Renewable Energy Districts LLC
Filer: Louis Siciliano

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.

H&W Delivery Inc.
Amount: \$19,691.43
Date filed: May 7

MECHANICS LIENS

Rosewood Realty Rochester LLC
4635 West Henrietta Road, Henrietta, N.Y. 14467
Lienor: Larry Masci Electric Inc.
Amount: \$24,800
Date filed: May 7

Elm Street Ventures LLC
88 Elm St., Rochester, N.Y. 14604
Lienor: Rochester Structural LLC
Amount: \$47,354.98
Date filed: May 7

Elm Street Ventures LLC
88 Elm St., Rochester, N.Y. 14604
Lienor: BR Johnson Inc.
Amount: \$8,847.75
Date filed: May 7

MORTGAGES

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

Denver West Properties LLC
Amount: \$479,826.44
Mortgagee: Lyons National Bank
Location: 4500 Roosevelt Highway, Hamlin, N.Y. 14476
Date filed: April 30

Alleson of Rochester Inc.
Amount: \$4,590,000
Mortgagee: Antares Capital LP and Ares Capital Corp.
Location: 2921 Brighton Henrietta Town Line Road, Henrietta, N.Y. 14623
Date filed: May 1

Pride Mark Homes Inc.
Amount: \$534,400
Mortgagee: Five Star Bank
Location: State Road, Webster, N.Y. 14580
Date filed: May 2

Krista Marie LLC
Amount: \$276,000
Mortgagee: Canandaigua National Bank and Trust Co.
Location: 1880 and 1892-1894 Dewey Ave., Rochester, N.Y. 14615
Date filed: May 2

Store Master Funding XIV LLC
Amount: \$4,810,000
Mortgagee: Citibank N.A.
Location: 1645-1685 Emerson St., Rochester, N.Y. 14606
Date filed: May 2

RM Equity Holdings LLC
Amount: \$743,059.23
Mortgagee: Bank of Castile
Location: 351 Coldwater Road, Gates, N.Y. 14624
Date filed: May 2

Rochester-Dewey FDS 715464 LLC
Amount: \$2,400,000
Mortgagee: Berkshire Bank
Location: 706, 710-712, 714 and 722 Dewey Ave., Rochester, N.Y. 14613
Date filed: May 3

Amblan LLC
Amount: \$440,000
Mortgagee: Anthrose LLC
Location: 25 E. Liftbridge Lane, Perinton, N.Y. 14450
Date filed: May 3

2008 Hudson LLC
Amount: \$260,000
Mortgagee: M&T Bank
Location: 2008 Hudson Ave., Irondequoit, N.Y. 14617
Date filed: May 4

NAME CHANGES

MONROE COUNTY

New name: EV Recycling Co. LLC
Old name: EV Recycling LLC
Filer: Annmarie Balson

New name: Field E Fex LLC
Old name: Orange & Black LLC
Filer: Nixon Peabody LLP

New name: Hesed Properties Inc.
Old name: Cook Iron Store Co.
Filer: Mary Ognibene

New name: Step by Step Pediatric Outpatient, PT, OT, Speech Language Pathology, Psychology and LMSW Services PLLC
Old name: Pediatric Physical Therapy Services PLLC
Filer: Scolaro Fetter Grizanti

New name: The Beer Hall LLC
Old name: Stoneyard Beer Hall & Gril ILLC
Filer: Anthony Caraglio

ONTARIO COUNTY

New name: Braaap Farms LLC
Old name: Braaap LLC
Filer: Woods Oviatt Gilman LLP

NAME RESERVATIONS

MONROE COUNTY

Full Armore Ministries Inc.
Filer: Michael Meixsell
Filer's address: 50 Dorset Drive, Canandaigua, N.Y. 14424
Date filed: May 1

Competitive Edge Sales Solutions LLC
Filer: David Labudde
Filer's address: 290 Sandringham Road, Rochester, N.Y. 14610
Date filed: May 2

New York Center for Research, Economic Advancement, Technology, Engineering and Science Corp.
Filer: Harris Beach PLLC
Filer's address: 99 Garnsey Road, Pittsford, N.Y. 14534
Date filed: May 1

UR Medicine Home Care Certified Services Inc.
Filer: Nixon Peabody LLP
Filer's address: 1100 Clinton Square, Rochester, N.Y. 14604
Date filed: May 2

UR Medicine Home Care Foundation Inc.
Filer: Laura Roethel
Filer's address: 1100 Clinton Square, Rochester, N.Y. 14604
Date filed: May 1

UR Medicine Home Care Inc.
Filer: Laura Roethel
Filer's address: 1100 Clinton Square, Rochester, N.Y. 14604
Date filed: May 2

UR Medicine Home Care Licensed Services Inc.
Filer: Nixon Peabody LLP
Filer's address: 1100 Clinton Square, Rochester, N.Y. 14604
Date filed: May 2

NEW CORPORATIONS

LIVINGSTON COUNTY

Gordie Truax Drywall & Painting Inc.
2509 Boyd Lane, Wadsworth, N.Y. 14533
Filer: Gordon Truax

MONROE COUNTY

Beards Creek Inc.
63 Dakin St., Mumford, N.Y. 14511
Filer: Lisa Wasson

Cobra G Assets Management Inc.
C/O Exceptional Tax & Accounting Services LLC, 1825 Coney Island Ave., Brooklyn, N.Y. 11230
Filer: Exceptional Tax & Accounting Services LLC

Crowley Design and Renovations Inc.
23 Browns Ave., Scottsville, N.Y. 14546
Filer: Hurwitz Law P.C.

Fiorie Corp.
683 Pittsford Victor Road, Suite 300, Pittsford, N.Y. 14534
Filer: Dibble & Miller P.C.

Forged Warriors Law Enforcement Motorcycle Club Inc.
2005 Rainbow Lane, Lima, N.Y. 14485
Filer: Underberg & Kessler LLP

Jacksons Cleaning Inc.
229 Michigan St., Rochester, N.Y. 14606
Filer: Laurence Jackson

JBK Driven Inc.
1512 Emma Lane, Farmington, N.Y. 14425
Filer: Allstate Corporate Services Corp.

Krunch N Munch Inc.
1218 Jay St., Rochester, N.Y. 14611
Filer: Alexander Almonte

Midnight Inc.
3465 E. Ave., Rochester, N.Y. 14618
Filer: Stephen Warner

Queen Stop Market Inc.
469 Bay St., Rochester, N.Y. 14609
Filer: Employer Solutions Inc.

Restoration Educational Employment Empowerment and Community Healing

(RE3ACH) Inc.
219 Stenson St., Rochester, N.Y. 14606
Filer: Ashley Greenman

Rochester Kings Billiards Inc.
400 Jefferson Road, Rochester, N.Y. 14623
Filer: James Tang

Sheneika A Benjamin Inc.
196 Portage St., Rochester, N.Y. 14621
Filer: Sheneika Benjamin

Team Lisa Inc.
63 Dakin St., Mumford, N.Y. 14511
Filer: Lisa Wasson

The HUB585 Inc.
44 Exchange Blvd., Rochester, N.Y. 14616
Filer: Ashley Cross

Titus Shoe and Custom Apparel Inc.
651 Titus Ave., Rochester, N.Y. 14617
Filer: Atilla Dilek

TR Medical Inc.
41 E. Squire Drive, Rochester, N.Y. 14623
Filer: Trisha Cassidy

Tyler Monagan Inc.
6 Golden Pond Trail, Spencerport, N.Y. 14559
Filer: Hubco Inc. Services

Valiant Capital Management Inc.
199 Betterridge Road, Churchville, N.Y. 14428
Filer: Hubco Inc. Services

ONTARIO COUNTY

Child Advocacy Center of the Finger Lakes Inc.
482 N. Main St., Canandaigua, N.Y. 14424
Filer: Robert West, Legal Assistance of Western New York Inc.

STATE/COUNTY COURT JUDGMENTS

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

Fitzgerald Coaching Inc.
1 Fishers Road, Pittsford, N.Y. 14534
Amount: \$5,176.22
Creditor: Richelle Deane and Gerrie Sobities
Date filed: April 2

Aladdins of Park Point LLC, D.B.A. Aladdins Natural Eatery and Raymond Dunn
200 Park Point Drive, Rochester, N.Y. 14623
Amount: \$8,313.02
Creditor: Flower City Produce Inc.
Date filed: April 4

Jason Nelson, Gregory Scace and Weldrite Closures Inc.
11 Sutton Point, Pittsford, N.Y. 14534 and 2292 Innovation Way, Rochester, N.Y. 14624
Amount: \$399,925
Creditor: Tech Park Owner LLC
Date filed: April 5

Zoom Tan Inc.
5811 Pelican Bay Blvd., Naples, Fla. 34108
Amount: \$9,595.15
Creditor: Erie Canal Commons LLC
Date filed: April 6

STATE/COUNTY COURT JUDGMENTS SATISFIED

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

Michael Bracci Jr., Autoworkz Body & Paint Shop
Creditor: Commissioner of Labor
Date satisfied: April 16

Master Chimney Masonry LLC
Creditor: Commissioner of Labor
Date satisfied: April 16

Christopher Pilgrim, D.B.A. Premier Fence
Creditor: Commissioner of Labor
Date satisfied: April 16

Solar Sentry Corp.
Creditor: Commissioner of Labor
Date satisfied: April 16

Sal Barbieri, D.B.A. Northside Roofing
Creditor: Paul Cary
Date satisfied: April 16

LEGAL NOTICES

REQUEST FOR PROPOSALS

Design and Construction Administration Services for
RTS Gasoline Tank Replacement Project

The Rochester Genesee Regional Transportation Authority (RGRTA) is seeking proposals for the provision of Design and Construction Administration Services for the RTS Gasoline Tank Replacement Project to be located at 1372 East Main Street, Rochester New York, 14609.

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, July 13, 2018 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. Reliance 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 Gasoline Tank Replacement Project (RGRTA 001-018)
Attn: David Cook
Rochester Genesee Regional Transportation Authority
1372 East Main Street
Rochester, New York 14609

A copy of the Request for Proposals may be requested by email at dcook@myrts.com or telephone at (585) 654-0222. 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.

An optional Pre-Proposal Meeting will be conducted at RGRTA's administrative offices, 1372 East Main Street, Rochester, New York 14609 on Tuesday, June 12, 2018 at 3:00 PM. Prospective offerors are encouraged to attend.

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. 11560622 6/1/18

NOTICE TO BIDDERS

Monroe County is seeking bids for the following items and/or services. Specifications are available at www.monroecounty.gov. Sealed bids will be publicly opened at the time and date stated below. Bids must be received prior to the time shown at the Office of the Purchasing Manager: Room 200, County Office Bldg., 39 W. Main St., Rochester, NY 14614; 585-753-1100. BP#0510-18

CARHARTT WORKWEAR June 25, 2018 11:00 am BP#0514-18
PAVEMENT MARKINGS SERVICES: FURNISH, INSTALL & REMOVE June 22, 2018 11:00 am BP#0601-18
MONROE COUNTY PUBLIC SAFETY EMERGENCY COMMUNICATIONS FACILITIES-SELF SUPPORTING TOWERS

Pre-Bid: June 14, 2018 at 11:00 am at CHA's Office, 16 W. Main St., Room #830, Rochester, NY 14614 Spec Charge: \$50.00
June 27, 2018 11:00 am BP#0602-18
MONROE COUNTY PUBLIC SAFETY EMERGENCY COMMUNICATIONS FACILITIES-PRE-CAST SHELTERS
Pre-Bid: June 14, 2018 at 11:00 am at CHA's Office, 16 W. Main St., Room #830, Rochester, NY 14614 Spec Charge: \$50.00
June 27, 2018 2:00 pm BP#0605-18
BAR & DINER KITCHEN EQUIPMENT AT THE ROC June 15, 2018 11:00 am Dawn C. Staub Purchasing Manager 11563141 06/01/18

34 MAY, LLC

Name of the Limited Liability Company is 34 MAY, LLC. Articles of Organization were filed by Department of State of New York on May 17, 2018. County of office: Monroe. 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: 51 Stablegate Dr. Webster, NY 14580. Purpose: Any lawful activity. 11559836 5/25/18

4645 WESTLAKE, LLC

Notice of formation of the above limited liability company ("LLC"). Articles of Organization filed with Secretary of State of New York ("SSNY") on May 2, 2018. Principal business location is in Ontario County, NY. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail copy of process to 3713 County Rd 16, Canandaigua, NY 14424 Attn: Member. Purpose: any and all lawful activities. 11549363 5/11/18

ALIGNED INVESTOR, LLC

Aligned Investor, LLC was organized on November 8, 2016 in the State of Wyoming, and has received a Certificate of Authority from the New York Department of State on January 9, 2018. 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: Kenneth Marienau, 129 Kentucky Xing, Rochester, NY 14612. The purpose of the Company is to provide financial planning and investment services. 11562194 6/1/18

CHEVHILL LLC

Chevhill LLC filed Articles of Organization with the New York Department of State on 4/23/18. Its office is located in Monroe Coun-

ty. 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 1 Chevhill Circle, Penfield NY 14526. The purpose of the Company is all lawful activities. 11547831 5/11/18

DAYFARE LLC

DayFare LLC filed Articles of Organization with the New York Department of State on 03/14/2018. 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 138 Marble DR. Rochester NY 14615. The purpose of the Company is for promoting goods. 11538539 4/27/18

NOTICE OF FORMATION OF DIVINE AUTOS LLC

Notice of Formation of Divine Autos LLC. Articles of Organization filed with the New York Department of State on 4/23/18. 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: 340 Lake Avenue Suite 2-05 Rochester, NY 14608. The purpose of the Company is any lawful activity. 11557578 5/25/18

GROW 2 B U, LLC

Grow 2 B U, LLC filed Articles of Organization with the New York Department of State on March 21, 2018. 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 7014 13th Avenue, Suite 202 Brooklyn, NY 11228. The purpose of the Company is any lawful purpose. 11541533 4/27/18

HALCO MEP, LLC

Notice of formation of HALCO MEP, LLC. Art. Of Org. filed with the Sect'y of State of NY (SSNY) on 05/23/18. Office in Ontario County. SSNY has been designated as agent of the LLC upon whom process against it may be served. SSNY shall mail process to the LLC, PO Box 215 Palmyra, NY, 14522. Purpose: Any lawful purpose 11562196 6/1/18

JACKSON PILLARS LEASING LLC

Notice of Formation of Jackson Pillars Leasing LLC. Articles of Organization filed with the New York Department of State on 4/4/2018. 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: The address of my LLC is 4 Cardinal Forest Ln, Spencerport, NY 14559. The purpose of the Company is any lawful activity, leasing

rental property. 11543369 4/27/18

NOTICE OF FORMATION OF LAKEWINDS PROPERTIES, LLC

Notice of formation of Lakewinds Properties, LLC, a domestic LLC. Arts of Org filed with SSNY on 4/26/2018. Office Loc: Monroe. SSNY is designated as agt upon whom process agst the LLC may be served. Mail process to: The LLC, 183 Webster Rd, Webster, NY 14580. Purpose: Any lawful. 11547494 5/11/18

LEAPING FROGS LLC

LEAPING FROGS LLC filed Articles of Organization with the New York Department of State on 3/28/2018. 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 5 CERAMAR DRIVE PENFIELD NY 14526. The purpose of the Company is REAL ESTATE INVESTMENTS. 11538534 5/4/18

NOTICE OF FORMATION OF A DOMESTIC LIMITED LIABILITY COMPANY

Name of LLC: LE'S ENTERPRISES NAIL STUDIO SPA, LLC
Articles of Organization filed with the NY Dept of State: May 18, 2018
Office of LLC: Monroe County
The NY Secretary of State has been designated as the agent upon whom process may be served. NYSS may mail a copy of any process to the LLC at: 786 Duck Hollow, Victor, New York 14564
Purpose of LLC: Any lawful activity. 11558572 5/25/18

NOTICE OF FORMATION OF MAID TO PERFECTION CLEANING SERVICE LLC

Notice of Formation of Maid To Perfection Cleaning Service LLC. Filled with the NYS department of state on 03/05/2018. Office location: Monroe. SSNY designated of LLC process against it may be served. SSNY shall mail process to 107 Shady Way, Rochester, NY 14616, Purpose: any lawful activity. 11556929 5/25/18

MARVEL HILL LLC

MARVEL HILL LLC. Arts. of Org. filed with SSNY on 04/20/18. Off. Loc.: Monroe Co. SSNY desig. as agt. upon whom process may be served. SSNY shall mail process to: The LLC, 1045 Whalen Rd. Penfield, NY 14526. General Purposes. 11549008 5/18/18

NOTICE OF FORMATION

Merits of Care, LLC filed Articles of Organization with the New York Department of State on 04/30/18. 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 160 Archer Road,

Churchville, NY 14428. Purpose: Any lawful purpose. 11547827 5/11/18

MISSION CRITICAL SOLUTIONS LLC

NOTICE OF FORMATION OF Mission Critical Solutions LLC. Articles of Organization filed with the Secretary of State of NY (SSNY) on 11/2/2017. Office Location: Monroe County. SSNY has been designated as agent upon whom process against it may be served. The Post Office address to which the SSNY shall mail a copy of any process against the LLC served upon him/her is: 406 Peck Road, Spencer Port, NY 14559. The principal business address of the LLC is: 406 Peck Road, Spencer Port, NY 14559. Purpose: any lawful. 11547938 5/4/18

MONROE REALTY ASSOCIATES, LLC

Notice of Formation of Monroe Realty Associates, LLC. Arts of Org. filed with New York Secy of State (SSNY) on 3/27/18. Office location: Ontario County. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: 6206 Pheasants Xing, Farmington, NY, 14425. Purpose: any lawful activity. 11537831 5/11/18

NEW YORK SUGARS LLC

Notice of Formation of New York Sugars LLC. Arts of Org. filed with NY Secy of State (SSNY) on 4/19/18. Office location: Monroe County. 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. The name and address of the Reg. Agent is CT Corporation System, 111 8th Ave, NY, NY 10011. Purpose: any lawful activity. 11551527 5/11/18

NINE MAIDENS BREWING COMPANY, LLC

Nine Maidens Brewing Company, LLC filed Articles of Organization with the New York Department of State on March 23, 2018. 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 315 Brett Rd. Rochester, NY 14609. Purpose: Any lawful purpose. 11562975 6/1/2018

NLF TS GATES I LLC

Notice of Qualification of NLF TS Gates I LLC. Authority filed with NY Secy of State (SSNY) on 5/1/18. Office location: Monroe

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LEGAL NOTICES

County. LLC formed in Delaware (DE) on 4/17/18. 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: 160 Greentree Dr., Ste 101, Dover, DE 19904. 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 National Registered Agents, Inc., 111 8th Ave, NY, NY 10011. Purpose: any lawful activity. 11551522 5/11/18

PUB-N-GRUB, LLC

Pub-n-Grub, LLC. Art of Org. filed with the SSNY on 4/17/18. 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, 52 Hoyt Place, Rochester, NY 14610. Purpose: Any lawful purpose. 11539886 4/27/18

RASHAKIM ABIMILECHH, LLC

Rashakim Abimilechh, LLC Art. of Org. filed Sec. of

State of NY 05/08/18 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, P.O. Box 64186, Rochester, NY 14624 Purpose: Any lawful act. 11555415 5/18/18

RESILIENT RESULTS, LLC

Notice of Formation of Resilient Results, LLC Art. of Org. filed Sec'y of State (SSNY) 05/29/2018. Office location: Monroe County. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail copy of process to 21 Putting Green Lane Rochester, NY 14526. Purpose: any lawful activities. 11563171 06/01/18

NOTICE OF FORMATION

RJ Williams Group, CPAs, PLLC filed Articles of Organization with the New York Department of State on 02/06/2018. 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 1270 Creek St Ste 3, Webster, NY 14580. The purpose of the Company is Public Accountancy. 11547370 5/4/18

NOTICE OF FORMATION OF SALSBERY ENTERPRISES, LLC

Notice of Formation of Salsberry Enterprises, LLC. Articles of Organization filed with the New York Department of State on May 7, 2018. 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: 2299 Brighton Henrietta Townline Road Bldg 3 #96, Rochester NY 14623. The purpose of the Company is any lawful activity. 11557577 6/1/18

SCOTTSVILLE PROPERTIES LLC

Notice of Formation of Scottsville Properties LLC, Art. of Org. filed Secy of State (SSNY) 3/22/18. Office location: Monroe

County, SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail copy of process to 3807 Scottsville Rd, Scottsville, NY 14546. Purpose: any lawful activities 11532915 4/27/18

SHUT THE FRONT DOOR, LLC

Shut The Front Door, LLC filed Articles of Organization with the New York Secretary of State on April 9, 2018. (1) Its principal office is in Orleans County, New York. (2) The principal business location is 37 South Main Street, Holley, New York 14470 (3) 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 The LLC, 37 South Main Street, Holley, New York 14470. (4) Purpose: Any lawful purpose. 11537830 4/27/18

LEGAL NOTICE OF FORMATION

Sinewise LLC Filed Articles of Organization with the

NYS DOS on April 9, 2018. The DOS is designated as agent of the LLC upon whom process against it may be served. The office of the LLC and address to which the Secretary of State shall mail a copy of any process shall be 40 Penfield Crescent, Rochester, NY, 14625, Monroe County. The purpose of the LLC is to engage in any business permitted under law. 11559835 6/1/18

SKS HOSPITALITY MANAGEMENT LLC

Notice of Formation of SKS HOSPITALITY MANAGEMENT LLC. Arts of Org. filed with NY Secy of State (SSNY) on 5/11/18. Office location: Monroe County. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: 1635 W. Ridge Rd, Rochester, NY, 14615. Purpose: any lawful activity. 11563189 06/01/18

NOTICE OF FORMATION

The Dukester and Sir Hemmingway Property group, LLC filed Articles of Organization with the New York Department of State on February 26th, 2018. 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 8175 Logan Road, Dansville, NY 14437. The purpose of the company is the management and leasing of rental properties. 11552548 5/18/18

THEHUGHMIDOR, LLC

Notice of Formation of TheHughmidor,LLC Articles of Organization filed with the New York Department of State on March 7th, 2018. 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: 365 N Washington St, Rochester, NY 14625. The purpose of the Company is any lawful activity. 11551534 5/18/18

NOTICE OF FORMATION

The Kinetic Pen LLC filed Articles of Organization with the New York Department of State on March 6, 2018. 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 175 Rosedale St., Rochester, NY 14620. The purpose of the Company is to engage in any business permitted under law. 11544482 5/4/18

TRI-R MEDICAL TRANSPORTATION, LLC

TRI-R MEDICAL TRANSPORTATION, LLC Art. of Org. filed Sec. of State of NY 05/08/18 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, 215 Tremont Street, Ste 120, Rochester, NY 14608 Purpose: Any lawful act. 11555413 5/18/18

TS WEBSTER I LLC

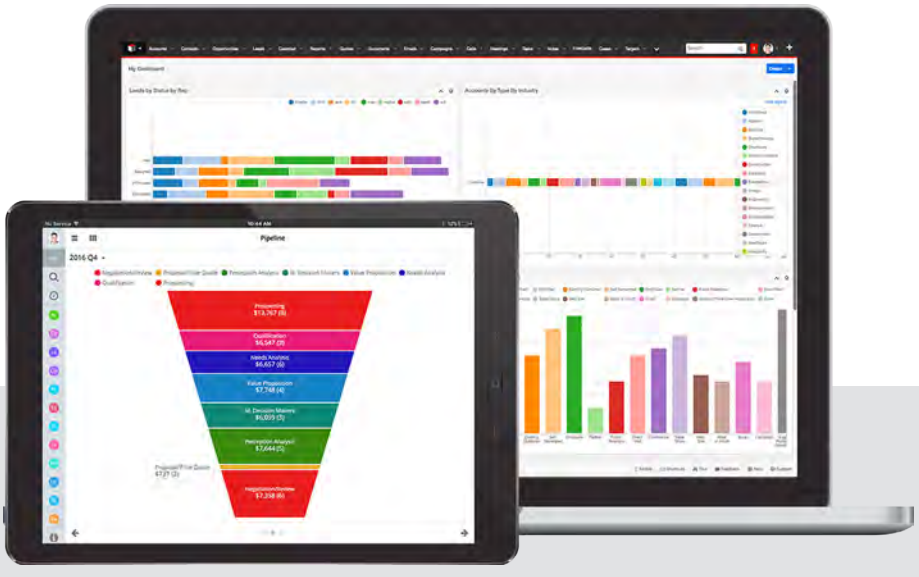
Notice of Qualification of TS Webster I LLC. Authority filed with NY Secy of State (SSNY) on 4/11/18. Office location: Monroe County. LLC formed in Delaware (DE) on 4/2/18. SSNY is designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to: 111 8th Ave, NY, NY 10011. DE address of LLC: 160 Greentree Dr., Ste 101, Dover, DE 19904. 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 National Registered Agents, Inc., 111 8th Ave, NY, NY 10011. Purpose: any lawful activity. 11538536 5/11/18

NOTICE OF SALE

NOTICE OF SALE IN FORECLOSURE STATE OF NEW YORK SUPREME COURT: COUNTY OF MONROE WELLS FARGO BANK, N.A. Plaintiff, vs. JAMES WILLIAMS A/K/A JAMES J. WILLIAMS, IF LIVING, AND IF HE BE DEAD, ANY AND ALL PERSONS UNKNOWN TO PLAINTIFF WHO ARE SPOUSES, WIDOWS, G R A N T E E S , MORTGAGEES, LIENORS, HEIRS, DEVISEES, DISTRIBUTUTES, EXECUTORS, ADMINISTRATORS OR SUCCESSORS IN INTEREST OF SUCH OF THEM AS MAY BE DEAD, AND THEIR SPOUSES, HEIRS, D E V I S E E S , DISTRIBUTUTES AND SUCCESSORS IN INTEREST, ALL OF WHOM AND WHOSE NAMES AND PLACES OF RESIDENCE ARE UNKNOWN TO PLAINTIFF, 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 April 3, 2018, I, Francis Gorman, Esq., the Referee named in said Judgment, will sell in one parcel at public auction on June 20, 2018 at Foreclosure Auction Area, Hall of Justice - Lower Level Atrium, 99 Exchange Boulevard, Rochester, County of Monroe, State of New York, at 1:00 P.M., the premises described as follows: 380 Post Ave Rochester, NY 14621 SBL No.: 120.80-1-36 ALL THAT TRACT OF PARCEL OF LAND situate in the City of Rochester, County of Monroe and State of New York The premises are sold subject to the provisions of the filed judgment, Index No. 2017-1918 in the amount of \$31,625.32 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 53714 11553781 5/18/18


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2018 Financial Executive of the Year Awards

Nearly 500 people attended the 2018 Financial Executive of the Year Awards event on May 24 at the Joseph A. Floreano Rochester Riverside Convention Center. Fifteen financial executives from the business and nonprofit sectors were selected as finalists for the awards, which recognize contributions to their organizations and the community during the past year. A Lifetime Achievement award recipient was also named.

The awards luncheon was co-presented by the Rochester Business Journal and the Rochester chapter of Financial Executives International.

The winners announced May 24 were:

- **Small For-Profit:** Melissa Palmer, Chief Operating Officer, Chief Financial Officer, Butler/Till;
- **Large For-Profit:** Jennifer R. Vossler, Vice President, Corporate Controller, Paychex Inc.;
- **Small Nonprofit:** Paul M. LeFrois Jr., Senior Vice President of Finance, Chief Financial Officer, YMCA of Greater Rochester;
- **Medium Nonprofit:** Deborah A. McIlveen, Senior Vice President of Finance, Chief Financial Officer, Jewish Senior Life;
- **Large Nonprofit:** Patrick E.

Richey, Vice President for Finance and Administration, Nazareth College;

- **Lifetime Achievement:** Dorothy A. Coleman, Executive Vice President, Chief Financial Officer, Excellus BlueCross BlueShield.

The other finalists were:

- **Small For-Profit:** John Falco, Chief Financial Officer, GLC Business Services Inc., and Bernadette D. Thompson, Director of Finance, Office Manager, OLEDWorks LLC.
- **Large For-Profit:** Jeffrey T. Gould, Chief Financial Officer, O'Connell Electric, and Michael J. Tschiderer, Vice President of Finance, Chief Financial

Officer, Treasurer, Corporate Secretary, Transcat Inc.

- **Small Nonprofit:** Terry E. Hartmann, Director of Finance and Operations, The Children's Institute, and Ken Motsenbocker, Chief Financial Officer, The Harley School.
- **Medium Nonprofit:** Robert Earl, Executive VP / CFO, St. John's, and Courtney Spitz, Controller, Finger Lakes Performing Provider System.
- **Large Nonprofit:** Robert Franklin, Director of Finance, Chief Financial Officer, Monroe County, and Charles Zettek Jr., Purchasing Director, City of Rochester.



Financial Executive of the Year winners, from left, Melissa Palmer, Chief Operating Officer, Chief Financial Officer, Butler/Till; Patrick E. Richey, Vice President for Finance and Administration, Nazareth College; Deborah A. McIlveen, Senior Vice President of Finance, Chief Financial Officer, Jewish Senior Life; and Paul M. LeFrois Jr., Senior Vice President of Finance, Chief Financial Officer, YMCA of Greater Rochester. Jennifer R. Vossler, Vice President, Corporate Controller, Paychex Inc., was unable to attend the luncheon.



The annual awards recognize contributions to the recipients' organizations and the community.



Fifteen financial executives from the business and nonprofit sectors were selected as finalists.



Medium Nonprofit winner Deborah A. McIlveen, Senior Vice President of Finance, Chief Financial Officer, Jewish Senior Life, receives her award from Chris Modesti, Incoming President of the Rochester chapter of Financial Executives International, and Suzanne Fischer-Huettner, Publisher of the Rochester Business Journal.



Devra Bevona of Bevona Business Solutions, one of the judges, talks to finalists John Falco of GLC Business Services Inc., center, and Paul M. LeFrois Jr. of YMCA of Greater Rochester before the awards luncheon.

Photos by Matt Wittmeyer

Kevin Morgan's plea means discovery process begins

By KEVIN OKLOBZIJA

BUFFALO — Kevin Morgan, the fourth and final defendant named in a 62-count mortgage fraud indictment, pleaded not guilty Tuesday morning in federal court and was ordered to keep any conversations with family members linked to the case on anything but the case.

Morgan, 42, of Pittsford, is vice president of Morgan Management. He was named in 35 counts of the May 22 federal indictment that details alleged bank fraud, wire fraud and conspiracy to commit both bank and wire fraud in the amount of \$167.5 million.

He was released on a \$100,000 unsecured bond, the same bond amount signed for by co-defendants Frank Giacobbe of East Amherst and Patrick Ogiony of Buffalo. Giacobbe and Ogiony are executives with Aurora Capital Advisors and allegedly conducted business with Morgan Management in the seven apartment complexes listed in the indictment.

Todd Morgan, Kevin's cousin and the son of Morgan Management CEO Robert Morgan, was released on a \$25,000 unsecured bond after his not guilty plea on May 24.

The four are accused of inflating the value of apartment properties in order to receive funding and/or a better mortgage rate from banks and mortgage bond investors. Such activity undermines the integrity of the mortgage investment system, prosecutors claim.

U.S. Magistrate Judge H. Kenneth Schroeder said in court Tuesday that Kevin Morgan is not to discuss the case

with any known witnesses, an order he also gave last week to the other three defendants.

Patrick J. Brown, a member of Morgan's legal team, said the ruling makes it difficult since family members are involved. The judge agreed that Kevin Morgan can discuss "family and social matters" but can't talk about the case "with known government witnesses." He did the same for Todd Morgan.

Brown said the no-contact order also is difficult to follow if the defendants don't know the identity of possible witnesses.

The defense teams presumably will be given a list of all involved in the upcoming weeks during the voluminous discovery process.

Kevin Morgan's defense team is headed by Mitchell Ettinger, a prominent Washington, D.C.-based lawyer who deals with government enforcement and white collar crime. He is a partner with Skadden, Arps, Slate, Meagher & Flom LLP.

The prosecution, headed by assistant U.S. Attorney John D. Fabian, has been given until July 27 to turn over to the defense teams all paperwork related to the case.

Because of the amount of material, defendants then have until Jan. 25, 2019, to file all motions related to discovery, and the government will then have until March 15, 2019, to review those motions.

With oral arguments on any pre-trial motions set for March 27, 2019, it will be at least 11 months before a trial could begin.

koklobzija@bridgetowermedia.com/ (585) 653-4020



Photo by Kevin Oklobzija

Kevin Morgan, left, leaves the federal courthouse in Buffalo with attorney Mitchell Ettinger after he pleaded not guilty to mortgage fraud charges and was released on bail Tuesday.

NEW YORK HEALTH

Continued from page 1

primary care practitioner, be covered by New York Health even when out of state and allow health care providers to collectively organize to negotiate the cost of care to patients.

The proposal first hit the Legislature in the 2015-16 session. Introduced by Sen. Gustavo Rivera, D-Bronx, the bill has garnered support from a large swath of Democrats, including Assemblyman Harry Bronson, D-Chili/Rochester. At a town hall meeting on Wednesday, May 23 at Rochester's First Universalist Church, Bronson supported the bill.

"It's shifting it from an employer-based system to a system where we all, in our state, share the cost of health care, for everyone," Bronson said. "As a piece of that, it's also a shift from a pay for service model to a model where we pay for access to good health care."

Under the sponsorship of former state Sen. Bill Perkins, D-Manhattan, the bill passed the Assembly, but died in the Senate. The Trump Administration, and the stated goal of dismantling the Affordable Care Act, could be a motivator for reforming the system. But pragmatically, there are two ways to approach the proposal; the numbers and the people.

There's an obvious emotional pull when it comes to health care. According to the CDC, the top five leading causes of death in the U.S. account for 63 percent of all deaths annually, those

being cardiovascular illnesses, cancer, unintentional injuries/falls, cerebrovascular diseases and chronic lower respiratory diseases.

But that study looked at healthy citizens, and for some when medical care is quite literally life or death, it's a very different story.

"My story luckily has a happy ending, because my family is fortunate enough to have health insurance," said Kristin Reisch, a speech-language pathologist. "If my family did not have health insurance, I am not confident that my daughter would be alive today."

Now 10, Reisch's daughter was born with litany of health conditions. By 7 months, she'd racked up \$500,000 in health care costs. By the age of 4, she'd had seven surgeries, including heart surgery.

"I remember receiving her bill from the (neonatal intensive care unit) and worrying she was going to hit her lifetime cap before she was 2 years old, and that was before she had heart surgery," Reisch said. "I was so scared that this tiny, tiny baby was no longer going to have medical coverage before she was able to speak in sentences."

Lifetime caps are no longer allowed under current law, and ultimately, Reisch's daughter was able to get the care she needed. A 10, she sat in the front row of the town hall meeting, as her mother choked out her words through tears. There are touching and dire stories like this everywhere you look when it comes to health care. But when it comes to single-payer, the ma-

jor question is the cost. How much will New Yorker's pay?

Make no mistake, should New York Health pass, all New Yorkers' taxes will go up. However, the payment in taxes is expected to vastly outweigh the cost New Yorkers already pay for insurance through employers, and the total health care burden in New York to be drastically shrunk. That expectation is largely attributed to a study by Gerald Friedman, professor and chair of the Department of Economics at the University of Massachusetts, Amherst.

The Friedman study calculated that over 98 percent of New Yorkers would be spending less on health care than under the current system, with the largest difference handed to families making less than \$70,000 annually. That's mostly due to a larger share of New York state funds heading to health care costs, which stood at 48 percent of the state budget in 2018, while the cost of health care rises for families. In New York, the average employer-provided family health plan in 2018 was \$18,142.

Friedman argues that New York will save \$45 billion in 2019 by socializing the health care system, primarily due to cuts in private insurance administration costs taken by the state (\$26.5 billion), administration of health care providers (\$20.7 billion) and cuts in drug and device pricing (\$16.3 billion), among others. That \$45 billion is the remaining savings even after expanding the system to support a single-payer health system.

"Within the past 48 hours, I spent an hour and a half on the phone trying to get a patient an injectable drug, and he called, I called, nurses called, and he was ultimately denied. It was hours of work that went into something that he was ultimately denied. So that's the doctor's perspective," said Amy Potter, a family medicine physician at Highland Family Medicine.

Administrative bloat is the target that the doctors and Bronson both point to as the biggest flaw within the current system, and while it is a costly one, the question remains of just how much New Yorkers already pay for socialized health care. In the 2019 budget, the state is on the hook for \$20.4 billion for local Medicaid alone, with another \$4.3 billion to health insurance and \$496 million in overall expenditure change from 2018 to 2019. New York already, as it turns out, spends a lot on health care, yet for those not on publicly funded systems, it can be pricey.

"Our health care system is broken," Bronson said. "There is too much control over which health care or providers you can see, high premiums, high deductibles, high co-pays...the cost of care is a significant barrier to actually getting the care you need."

The proposal Friedman makes on paying for the plan is a simple, graduated tax bracket. For those making less than \$25,000, no tax is levied; from \$25,000-\$50,000, 9 percent; from \$50,000 to \$75,000, 11 percent; from \$75,000-\$100,000, 12 percent; \$100,000-\$200,000, 14 percent and

Continued on next page

RPO

Continued from page 1

RPO began its life as Eastman Kodak's optics group and, like many things which share their roots with Kodak, inevitably went independent. Forty original Kodak workers came over to RPO after being laid off, with 28 now remaining on staff. In the time since the downturn of Kodak, RPO has made a name for itself across the spectrum of optics applications, from its original military bread and butter to the lenses in the HTC Vive virtual reality headset. Its markets are as diverse as they come in the tech industry.

President Randy Shaw, Unger, Bubacz, director of marketing Joseph D'Ambrosia and director of business development Lisa Belodoff are excited about the future of the optics industry and RPO's ability to keep up with new trends.

"We're not just doing precision glass molding. We now have the advanced plastic optics group, which Kodak used to have as well, but we've advanced that immensely as well," D'Ambrosia said. "We're doing components as well as assemblies, and we're doing electro-optical sub-assemblies and electro-optical components, which is a whole new growing area of the company."

RPO's roster of new specialties comes with a lot of new departmental focuses, particularly in research and development. Unger heads that team, which is constantly searching for new products, new ways of integrating RPO's tech and new markets to dive into.

"Self-driving cars, security cameras, medical devices and imagers, a lot of thermography, commercialization in the medical market, life sciences, consumer use for energy efficiency, looking for leaks in your windows and doors," Unger said. "These are all areas which have a consistent growth, and ones that we can find ways to enter into."

For a good portion of RPO's existence, the main focus has been on defense contracting. Laser sights, assemblies for weapons optics systems and other components fit for the battlefield. That still makes up a large chunk of RPO's market, but the company is now dead set on diversifying, on entering into other growing markets which can apply some of its tech, particularly its molded plastic lenses, a signature of RPO's tech line-up.

"We've always had the R&D, because it's always been driven by customers asking 'Wouldn't it be cool if you could do ...?'" Belodoff said. "AR/VR is a great example with the HTC Vive, can this be done? Can these specs be used for R&D spending? And can we figure it out? Instead now, yes, our customers may still come to us and ask is this possible, but now with a formal group, we can get out front, see where our customers are going. Kind of positioning Rochester and the optics community as thinking ahead."

The focus on R&D means that RPO is no longer just being contracted to engineer a product. Now, it's engineering



Photo by Gino Fanelli

RPO has added 51 new jobs in the past six months.

its own products and looking to take the market head-on. Shaw and company say that is pivotal to staying on the cutting edge, that RPO needs to be making products that no one else is making, and a large part of that is oriented toward the consumer market.

It's a bit of an inverse from how things traditionally worked for defense contractors. The old way of the world said if you design a product, it better have a military application, and if it also has a consumer one, even better. But Shaw said that's changing, and much of the innovation in the consumer sector is now feeding the military sector.

"I think it goes both ways," Shaw said. "Look at the iPhone 10; it's got technology that the Army and the military have not seen. So what does the military do? Their special forces all have iPhone 10s; they just went out and bought iPhone 10s and said phooey on technology and development internally, let's just take it from Apple, because

they did a better job."

That goes for electric cars, autonomous vehicles, drones and a litany of other sectors as well. The private sector is so powerful that entering into the consumer market has become more of a lucrative deal than staying focused on strict defense contracting. But is there a limit? Will there ever be a point when people stop caring about the newest phone? Do people really want driverless vehicles? Is a product inherently obsolete the moment something new comes along?

"I'll put it this way: My grandson is 2 years old, and he has training right from the get-go to use technology," Shaw said. "But I think there is a point where some people feel overwhelmed with tech, millennials in particular start getting nostalgic of their childhoods. We'll see guys in their mid-30s going back to Windows 98, or buying up vintage video games."

That being said, Shaw and Unger

touted the inevitable march of progress. There will always be a consumer demand for new technology because there will always be a market demand from people who want the newest, most innovative thing. A large part of that is comprehensive market research and not just building for the sake of building, but following market trends and building off of that.

"It's really about pushing the boundaries of existing tech," Unger said.

And that's good for RPO as they continue to expand and diversify, pushing forward into the consumer market and always intent on sharpening the cutting edge.

"These kind of snapshots of where all this technology is coming together, people are looking to RPO for thought leadership in the area of the optics," Belodoff said. "That's the heart of a lot of these products."

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Continued from previous page

a tax of 16 percent for those making \$200,000 or more. With a per capita income in Monroe of \$30,194 and \$1,357 as the average individual employer premium annually in New York, a typical Monroe County resident spends roughly 4.5 percent of their income on their

personal health care.

It's similar to the Canadian system, where the average single Canadian will contribute roughly 10 percent of their income to the universal single-payer health system. Canadians typically pay nothing out of pocket for medical care. As argued by Bronson

and Friedman, a typical person will pay less in the long term with a public system compared to the current health care system.

"No matter who you are, what you like, who you love, where you're from, we all have dignity," Bronson said. "And in that dignity we all deserve

full equality, justice and an opportunity to succeed. Healthcare is a factor which impacts whether we can reach that ideal, whether we have the ability to help people fulfill their own destiny, their own dreams, their own desires."

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Photos courtesy Manning & Napier

Many companies, including title sponsor Manning & Napier, look forward to participating in the annual event as a way to bring employees together behind a charitable cause.

TOUR DE CURE

Continued from page 1

Media, whose corporate team members are first-time participants in the annual event.

Thousands of people will take to the streets in and around Xerox Corp.'s Webster complex next weekend as they run, walk and ride for the American Diabetes Association. Now in its 26th year, Rochester's Tour de Cure is the largest fundraising event for the ADA nationally, said local development director Kerrie Merz.

"Rochester has the biggest tour and last year raised almost \$1.1 million locally," Merz said. "The money that we raise here in Rochester for the Tour de Cure funds our priority investment areas, which are research into a cure, advocacy for those living with diabetes and programs."

The program that has the most local impact is the ADA's Camp Aspire, Merz said. The camp—for children living with Type 1 diabetes—hosts some 220 kids over the course of two weeks during the summer.

"Because we have to have around-the-clock medical care and insulin supplies, the cost per camper is \$2,600 and we're able to subsidize \$2,000 of that, so that families only pay \$650," Merz explained. "The money that our corporate sponsors donate and that our walkers and cyclists and runners raise through the Tour de Cure subsidizes Camp Aspire for families."

The event, being held June 9, is expected to draw 2,000 participants who will raise \$1.1 million for the organization. An event of that size will require some 325 volunteers, as well as 30 corporate sponsors, Merz said.

Tour de Cure features a 100 mile, 63 mile, 40 mile, 25 mile, 12 mile, or 3.5 mile ride for cyclists, as well as a 3.5 mile walk or run. The longest event begins at 5:30 a.m., with subsequent rides and walks beginning later that morning. Riders must meet the \$200 fundraising minimum in order to participate.

For Manning & Napier Inc., whose title sponsorship ends this year, reaching that goal will be no problem. The agency

last year had 100 team members who raised \$45,000 for the event.

"We've been involved for quite a few years now," said Bethany Ball, senior human resources generalist for the firm. "We started as a really small team; I think we had just a couple employees that had a local connection and grabbed a couple coworkers and said hey, I think this is something we should be a part of."

As title sponsor, Ball said the team at Manning & Napier has put together a number of internal events to raise money for the ADA.

"We'll do team lunches, team breakfasts. We've done a wine pull, a bake sale," she explained. And the daughter of the firm's chief marketing officer, Nicole Kingsley Brunner, came into the office and rode around on a tricycle to raise money.

"This is the fun part," Kingsley Brunner said. "We're an investment firm so this is an opportunity for us to really bring our employees together."

Added Ball: "It's a professional, organized office, so I think getting people involved internally has given us a way to let loose, get involved, meet people in the firm you might not otherwise interact with. It's been really good for engagement internally."

In the past, employees had been quietly philanthropic, Kingsley Brunner said. But the Tour de Cure has given everyone an opportunity to give back together as a firm, not only to the ADA but to other local organizations.

"It's also led to a broader group. We created this community enrichment group a couple years ago for our employees to get together and share the different organizations that we all support individually," she added. "It's helped us launch a bigger, more philanthropic community within Manning & Napier."

YPC Media's customer service manager Na'eema Morrow also said that while the company already is charitable, the Tour de Cure will be a jumping off point for the agency to participate in more community endeavors.

"We're definitely really excited," she said. "This is a starting point to get more involved in the community in events like this."

And as far as this event, Morrow not-

ed that most people know someone with diabetes, so getting good participation from YPC Media employees would be relatively easy.

Joining the Tour de Cure was the brainchild of Anastasia DiDomenico, who serves as insurance social media specialist and production analyst. Her father is on the board as head of safety for the tour, she said.

Following Pavone's approval, the team at YPC Media began hosting fundraising events. The 22-person team has raised about \$2,000 so far.

"We had a pool tournament a few weeks ago to raise money," DiDomenico said. "And then we also had brackets for people to bet on people to win. We're doing a water pong tournament this week."

Midtown Athletic Club has participated in the event since 2008, when nine employees and members got together for the ride. Led by Tom DeRoller, a passionate cyclist and former club lifestyle and engagement director for Midtown, the team grew to as many as 175 riders.

Since that time, Midtown Chain Reaction, as the team is called, has raised nearly \$1 million for the ADA.

"We've been the No. 1 team for lots of years, and No. 1 in rider count for lots of years," DeRoller said. "The cool thing about it is it not only involves the Midtown associates, the people that work there, it also involves Midtown members and their families. That's the cool dynamic because you get to interact with your members on a whole different level."

This year, the team likely will again be the top fundraiser; so far the roughly 50 Midtown participants have raised more than \$30,000. Throughout the winter months Midtown set aside its spin room for team members to practice.

"We belong to a larger organization, International Health and Racquet Sport Association, and in 2015 the (Midtown)



This year's Manning & Napier Tour de Cure is expected to draw some 2,000 participants.

club was recognized as the most philanthropic club in the world as part of IHR-SA's community service award. It was largely due to the impact we've made supporting the Tour de Cure," said Glen William, Midtown's general manager. "We're in the health business at Midtown, and diabetes is prevalent and it impacts a lot of our members. This is a great way to not only raise money but create awareness."

ADA's Merz said corporate sponsorships are the key to the success of the annual Tour de Cure, and it's not just because of the checks they write.

"Many of our corporate sponsors get involved year round, and that brings out walkers, runners, cyclists and volunteers from their companies," she said. "And these people will raise another \$20,000, \$30,000."

And many of those individuals will get involved in the ADA by volunteering at Camp Aspire, she said, thus the true financial impact of corporate sponsorship accounts for about half of the \$1 million the Tour de Cure raises.

"How unique this is for a city the size of Rochester to lead the nation in corporate engagement for the American Diabetes Association," Merz said. "Our corporate community is so generous and the employees are so engaged and there's no other community that compares to it. I love being a part of it."

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HIT THE HIGHWAY



The state Department of Transportation is starting a \$1.8 million paving project on a busy stretch of Interstate 390 in Henrietta.

Nearly five miles of the expressway will be repaved in both the northbound and southbound directions from the Thruway in Henrietta to the Interstate 590 interchange in Brighton.

"Our highways are key to supporting the local economy, especially in the Rochester area," DOT Acting Commissioner Paul Karas said in a statement this week. "These pavement repairs—made using a unique micro-paving technique—will create a smooth and safe riding surface, which will facilitate commerce

and mobility for one of the most important gateways to Monroe County."

Single lane closures were set to begin on Wednesday and the project is slated for completion in late fall. Upgraded pavement markings will be installed and the I-390 northbound ramp at Route 253 will be restriped to improve traffic flow.

In keeping with Gov. Andrew Cuomo's Drivers First Initiative to minimize construction impacts to the traveling public, most of the work will be performed during the overnight hours. Single and double-lane closures are prohibited during peak weekday travel hours.

— Velvet Spicer 5.24.18

West Coast company to open Rochester office

A West Coast software developer plans to open a location in downtown Rochester next week, creating 30 jobs over the next five years.

EmployeeChannel Inc. will open its Software Development Center for Excellence at Rochester Institute of Technology's Center for Urban Entrepreneurship (CUE) on Franklin Street. The new facility will house the firm's product development team, which will be focused on research, product management and development, DevOps and customer support.

The \$2.4 million project is being aided by up to \$500,000 through Empire State Development's (ESD) Excelsior Jobs Program, in exchange for job

creation. The County of Monroe and Greater Rochester Enterprise Inc. also provided incentives and assistance to attract the innovator to Rochester.

"The decision by EmployeeChannel, a West Coast-based software developer, to open an office in Rochester's Downtown Innovation Zone is evidence that our strategic investment in downtown revitalization is working and, in sharing space with a top-tier university like RIT, adding to the innovation economy that is growing in the heart of Rochester and other city centers around the state," ESD President, CEO and Commissioner Howard Zemsky said in a news release.

—Velvet Spicer 5.25.18

JA honors Titans of Business

A team of students from the Brighton Central School District earned the right to call themselves Titans of Business on Wednesday, as they won top honors in the annual Junior Achievement of Central Upstate New York Titan of Business Challenge.

Students from Webster Thomas High School won second place and a second team from Brighton earned third place in the competition.

The JA Titan program is an immersive venture into the business world where students from a number of area schools put their business and economics lessons to the test by using a state-of-the-art simulation model in the classroom.

—Velvet Spicer 5.23.18

ITX acquires Cincinnati's eMedia Design Co.

Rochester's ITX Corp. has acquired Cincinnati's eMedia Design Co., marking the 10th acquisition made by the Pittsford-based tech firm.

Adding eMedia brings up ITX's customer base to about 800 clients scattered across 40 states. This was the first acquisition made in Ohio, although ITX previously has held a client base in the Buckeye State.

"It's an awesome opportunity for

us," said Essa Naser, founder and CEO of eMedia. "We have been in similar spaces for years now, there's definitely been some overlap and alignment in both of our organizations. We were a small but mighty team, and we welcome the resources that ITX is going to provide us, as well as the expertise and the opportunity to grow with them."

eMedia is a web design firm that

assists companies in building strong, SEO-friendly websites, among other services. For ITX CEO Ralph Dandrea, the Ohio position is in a strategic spot for the growth of the company.

"Cincinnati's easy to get to, we find that even though we don't need to be right next to our customers, being close to our customers is helpful," Dandrea said.

—Gino Fanelli 5.24.18

FROM THE ONLINE ARCHIVE

Twenty years ago

Eastman Kodak Co. and its opponents in lawsuits in the United States and Italy halted the U.S. case, perhaps in hopes of resolving the complaints out of court.

Attorneys for Kodak, Minnesota Mining & Manufacturing Co. and Imation Corp. requested and were granted a stay by U.S. District Court Judge Michael Telesca.

Neither side would comment on the reason behind the agreement to cease further court action.

In December 1997, Kodak sued 3M and former subsidiaries claiming company officials conspired with Harold Worden, a retired employee of the Rochester photo titan, to steal trade secrets related to Kodak's consumer film production processes.

Ten years ago

LeChase Construction Services LLC was selected to manage construction of ESL Federal Credit Union's new corporate headquarters on Chestnut Street.

LeChase Construction was chosen over two other Rochester construction firms, ESL CEO David Fiedler said at the time. He would not name the two other bidders. The project was expected to cost \$50 million.

LeChase Construction was chosen because of its experience, Fiedler said. Specifically, it was involved in major projects in compact construction areas, including headquarters for Excellus Blue Cross Blue Shield and for Bausch & Lomb Inc., he said.

RBJ MORNING ROUNDUP

Albany ranks among flourishing manufacturing cities

The Capital Region ranks seventh among large U.S. metropolitan areas where manufacturing is thriving, according to a Forbes article by two scholars. They based their rankings on data from the U.S. Bureau of Labor Statistics.

—Albany Times-Union

Habitat for Humanity, city tackle 'zombie' homes

Matt Flanagan, CEO of Flower City Habitat for Humanity, announced the organization's Vacant and Abandoned Homes pilot program last week, meant to help combat the rise of zombie homes in the area. The City of Rochester is partnering with them on the initiative.

—WXXI News

Experts predict strong tourism season

Consumers' continued desire and ability to travel will bolster the state tourism industry this summer despite rising gas prices and a lower Canadian exchange rate, according to two experts. Lynn Minnaert, an associate professor at New York University, said consumers young and old have spent more money on leisure and hospitality than material goods in recent years.

—Watertown Daily 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 rbj.net/e-newsletters



Improving DMV procedures a priority

A trip to the DMV is often seen as a painful process that nobody looks forward to, but news last week that personal and confidential customer information was mishandled by local DMV employees is a much bigger problem than the normal complaints about long wait times.

Customers need to be confident that when they provide their confidential information to a government entity, that information will remain confidential. That trust was breached by this incident in which staffers apparently threw away records containing Social Security numbers and other sensitive information without first shredding the documents.

It is encouraging that County Clerk Adam Bello acted quickly to investigate the mishandled information and release a report in an effort to restore public trust.

“I want customers to know that they can feel confident in the integrity of our DMV offices, that we have taken steps to guarantee their information is handled in an appropriate manner, and that this mishandling of private information is not acceptable,” Bello said.

The report Bello released Wednesday explained how the confidential material was mishandled and noted actions Bello took to ensure that forms are handled properly going forward.

Whether those steps are enough to make sure this doesn’t happen again—and whether they restore public confidence—remains to be seen.

Bello and local DMV officials should continue having conversations with customers, other local officials and state DMV officials to solicit ideas for improving how confidential information is safeguarded. Fortunately, it appears that Bello is willing to do that.

“I will continue to work with NYS DMV on this issue and on a risk assessment project to ensure that this cannot happen again,” he said Wednesday.

With the dramatic increases in online data breaches in recent years, it is hard enough for people to keep their private information private. The last thing they need is to have to worry about paper forms at government entities falling into the wrong hands.



The decline of coal: Should it be reversed?

By AMITRAJEET A. BATABYAL

Americans are generally aware of the fact that the coal industry in our country is now in decline. Most of us also understand that this decline has something to do with the environmentally malign impacts of mining and using coal. This notwithstanding, distinct pockets of Americans, examples include people resident in states such as West Virginia and Wyoming, continue to believe that President Trump should honor one of his campaign promises and do all he can to reverse the decline of coal.

In the free enterprise system that we champion in the United States, firms and more generally industries, exist to make a profit. So, quite apart from what we as individuals might think about coal mining as a way of life, the decline in coal should only be reversed if one can make a business case for doing so. But can one? Let us find out.

It is helpful to first get an inconvenient truth out of the way: The coal industry is very damaging to the environment. As noted in 2017 by Michael Bloomberg in the *Washington Post*, pollution from coal-fired power plants kills approximately 7,500 Americans every year. Clearly, this number is an improvement over 13,000—which represents the number of Americans killed by this kind of pollution in 2010. But let us temporarily cast aside these fatality figures and focus on dollars and cents.

From an industrial standpoint, electricity generation has been the most salient connection to coal, and, until recently, coal-fired electricity generation constituted the majority of aggregate electricity generation in America. However, this is no longer the case, and work by the economist Paul Joskow shows that between 2007 and 2013, coal-fired electricity generation declined by about 25 percent. This happened not because the people running coal-fired power generators lost their zest for making money but because it increasingly became cheaper to generate electricity by using alternate inputs such as natural gas and wind power.

The use of hydraulic fracturing extraction techniques has greatly lowered the price of natural gas. In addition, because of the trinity of technological progress, federal tax credits, and state-level renewable portfolio standards, wind generation in the U.S. has increased dramatically. Now note that profit-maximizing firms are also necessarily cost minimizers. Given this point, interesting new research by the economists Harrison Fell and Daniel Kaffine shows that the preceding two points about natural gas and wind have combined to make it cost-effective to discard coal and instead use natural gas and/or wind to generate electricity.

An added benefit from this substitution away from coal and towards either natural gas or wind is that carbon dioxide emissions have come down and this reduction has had a salubrious impact on the climate change problem. Since the use of coal accounts for almost 25 percent of U.S. carbon dioxide emissions, the more we get away from coal to generate electricity, the greater is the positive impact on the climate change problem.

The key point to grasp about coal is this: even if we exclude the positive environmental effects of using inputs like natural gas and wind instead of coal, it increasingly does not make business sense to use coal in one of the most significant coal-using industries, namely, electricity generation. So, when we include the environmental ill effects of coal, the case for dispensing with coal and using other inputs is overwhelming.

The decline of coal is having and will continue to have negative impacts on certain communities in the U.S. The powers that be need to be aware of and address this state of affairs. That said, just as we now no longer lament the demise of the asbestos industry, we should pay heed to market forces and also not mourn the decline of coal. Attempting to reverse this decline makes no economic sense and politicians who claim otherwise are doing our country a great disservice.

Batabyal is the Arthur J. Gosnell professor of economics at the Rochester Institute of Technology but these views are his own.



GUEST
OPINION



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Quote
of the week

“But this is a new day, a 21st century freight bridge, and it’s one impressive piece of infrastructure.”

—Paul Karas, acting state DOT commissioner, referring to the new span in Letchworth Park

Few fans of Amazon's Alexa

74% say they're uncomfortable with voice-activated digital assistants

As voice-activated digital assistants like Amazon's Alexa have become more common, there have been increasing concerns about what the devices mean for the privacy of their users.

Some of those concerns came to life when an Oregon family's private conversations were recorded by their Amazon Echo and emailed to someone on the father's contact list without the

family's knowledge.

Amazon has said that it is working to make sure such an incident—which was caused when Alexa heard random words and interpreted them as directions from the family—doesn't happen again.

But the incident has caused people to worry that the smart speakers are recording more than their owners realize,

and has led to tutorials on how to keep Alexa from eavesdropping and how to find out what Alexa has recorded.

This week's Snap Poll asks readers about voice-activated digital assistants. Nearly half—48 percent—said they are very uncomfortable with the technology.

More than 350 respondents participated in the poll, conducted May 29-30.

How comfortable would you be with a voice-activated digital assistant like Alexa?

Very comfortable

8%

Comfortable

18%

Uncomfortable

26%

Very uncomfortable

48%

COMMENTS:

I am not at all comfortable having a device in my house listening to my every word. I predicted something bad would come of this years ago, when this was first introduced. How difficult is it to just ask your phone the exact same question, instead of asking Alexa? Or type your question into a Google search page? Sure these devices may be convenient, but it comes with the risk that the device is always listening. OMG, this freaks me out, no way, not in my house ever, ever, ever!

—Natalie Summers

I use Alexa in my office all day. The technology can get better but we are on the right path ... the future is bright. I'm

in my 20s and embrace tech, but my dad and his friends are still figuring out how to text. It's a generation thing.

—Brian Harman

People need to draw a line somewhere, and I believe this is it. At best, this technology is prone to ridiculous errors. At worst, it is a vehicle for nefarious deeds. Anyone who has one of these is delusional if they think "she" isn't always listening.

—Maggie Symington

Sometimes the "smarter" we make things, the dumber we get. What I think so many do not understand is that the brains of these things can't possibly live in the items themselves, so they have to be web-enabled to work. Meaning every interaction is captured and uploaded to

the cloud, which the user neither understands let alone controls. I'll pass, thank you very much.

—Jim Garnham

I would find it potentially invasive of my privacy with too much room for error on the device side to be open to being overtaken by an unknown operator.

—Garry Geer

Big brother is already listening and big brother cannot be trusted. I don't need to allow more access.

—Jim Weisbeck

We do have an Alexa at home and there are times that "she" is awakened, even if the conversation was in the other room. I do feel that this needs some tweaking. Perhaps giving some kind of indication that a person is talking to Al-

exa. Like "directive to Alexa" and then continue on. Just a thought.

—Veronica Walker

I really like all the new technology and this is just one step further. As long as I can turn it off if I decide to, then it's all good with me.

—George Thomas

Quite frankly, I wonder do we NEED this at all?

—J.A. DePaolis, Consultative Services

I am in IT and any voice-monitored products I use are hand-activated, not voice-activated. The privacy and "mistake prone" AI are not yet up to snuff in my opinion.

—Lee Drake, CEO, OS-Cubed Inc.

For more comments, go to rbj.net. To participate in the weekly RBJ Snap Poll, sign up for the Daily Report at rbj.net/e-newsletters.

CAREER START

Continued from page 1

McCutchen in 2017 increased her staff by more than one-third in anticipation of big growth this year, and it's paid off; Career Start's first quarter sales have beaten its best quarter last year.

"This might sound crazy, but we plan to do 40 percent growth this year," McCutchen, 35, said. "We have a really big plan. We started hiring for this and training for this growth plan in 2017. We wanted to give them time to get trained."

McCutchen's confidence is emboldened by the staffing agency's growth history and success since she founded it in 2007. From 2015 to 2016 the company experienced 49 percent growth in sales, and in the last year the Corn Hill neighborhood business has outgrown its current property and is in search of a new location.

That progress has landed the company on the national Women Presidents' Organization (WPO) list of the 50 Fastest-Growing Women-Owned/Led Companies for the second consecutive year.

Ranked at No. 50 last year and No. 40 this year, Career Start is rubbing elbows with companies such as Pinnacle Group and Orangetheory Fitness. Rochester's Butler/Till Media ranked 50th on the recently announced listing.

In order to qualify for the WPO list, businesses are required to be woman-owned or led and have reached annual revenues of at least \$500,000. The average age of the business leaders on this year's list was 51, while half of the winners were in their 30s and 40s. Average 2017 revenue for the top 50 companies was \$165.3 million, while aggregate revenue was \$8.3 billion, up \$1 billion from last year.

"Big accomplishment," is all McCutchen would say about the achievement, but the pride she takes in her business is obvious.

"When I started, it was just me so it was like a one-man band, and over time we're up to around 30 employees internally, and that number is ever-growing," McCutchen said, adding that Career Start also is intentional about the customers it takes on. "What we do here that's really cool, and what's attributed to our retention of customers,

is we laid out what customers we're going to have and we plan our schedules accordingly."

Hence the waiting list.

"We don't go out and oversell. That's really one of the secrets to the recipe," McCutchen said. "A lot of companies, specifically in the service industry, they just go out and sell and sell and sell, and if they can service the account, great."

Career Start has three components: general staffing; medical, the agency's largest division; and hospitality. The company recently acquired Bar Hire, which staffs servers and bartenders exclusively for the hospitality industry.

"A big crux of the business is a lot of manufacturing facilities," McCutchen said. "An example is an order for 90 people in less than 24 hours. Not a lot of staffing agencies could pull that off. So when these manufacturing companies get a big order but they only need people for a couple of weeks, instead of calling four different agencies to get to one number (they call us). Our strength has been in fast placement in large volumes."

Career Start staffs thousands of in-

dividuals each year, McCutchen said, and the company also does a lot of direct hires.

"So we're not just a contingent workforce where you could use us for two or three weeks," she explained. "A lot of customers use us exclusively, so in a manufacturing facility we could place a plant manager down to the entry-level person who's only there for a day."

Ensuring her internal staff of 30 are content and morale is high is an important part of her job, McCutchen said. Career Start staffers have been increasingly involved in the community, from buying a van for a local family whose child was disabled, to donations to the Center for Youth and the Hole in the Wall Gang Camp, a Connecticut-based nonprofit that provides medically supervised summer camps and programs free to children with serious illnesses and their families throughout the Northeast.

"As we grow, a percentage of our profit is going to the community," McCutchen said. "And I think that's what makes it feel the best."

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PANEL



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Area Executive Vice President,
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8:00 - 8:45 a.m. — Panelist presentations
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