

— THE —
POWER100
— ROCHESTER BUSINESS JOURNAL —



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Welcome to the Power 100

We are excited to continue our Power List project this year after a successful debut in 2021.

We kick off our series of lists with the Power 100. Many people who appeared on this list last year are still significant power players in our region and appear here again. But there are several new faces, and we expect to see those additions continue to make a big impact on our community.

As with last year, the mix of industries represented is no surprise.

The health care industry and the nonprofit sector, which are heavily intertwined in Rochester, played critical roles in helping our community get through two years of COVID-19 and many leaders from these areas appear on this list.

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

Over the rest of the year, as we did last year, we will delve deeper into several of these industries — banking and finance, health care, law, real estate and construction, and technology — with Power 30 lists that will allow us to highlight more people who are working to make an impact in Rochester.

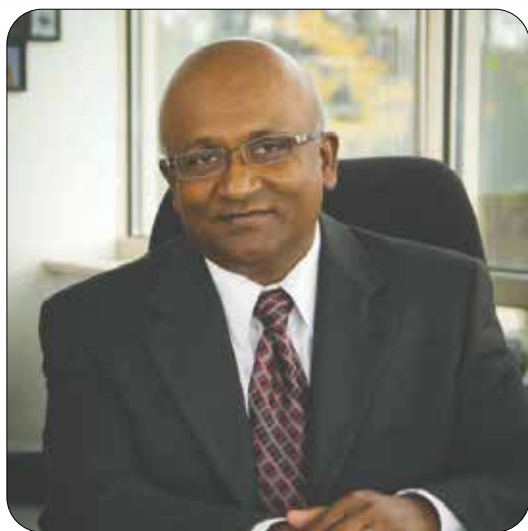
As with previous Power Lists, rather than tell you about all of these power players' accomplishments and accolades, we decided to give them a chance to tell you more about themselves through their answers to a few different questions. For anyone who was unable to complete our questionnaire, we put together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

The Power 100 is presented in alphabetical order; selecting 100 power players was hard enough without trying to rank them. We are optimistic that the people and organizations listed here will play a large role in helping Rochester continue to move forward and shape its "new normal." We also look forward to seeing who steps up even more over the next year to earn a spot on the 2023 Power 100.

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

—Ben Jacobs,
Associate Publisher & Editor

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CDS Life Transitions and its affiliate mission-based companies congratulate CEO Sankar Sewnauth on being named to the Rochester Business Journal's POWER 100 List for the second year in a row!

Caring • Compassionate • Innovative

- cds monarch
- unistel industries
- cds housing
- cds Rx



- warrior salute veteran services
- cds wolf foundation
- Prime Care Coordination
- icircle



CDS Life Transitions takes an innovative approach in championing our diverse family of organizations in providing compassionate, holistic, and exceptional support for the people we serve.

DR. JOSE ACEVEDO

PRESIDENT & CEO, FINGER LAKES HEALTH



Years in current role: 11.5

What was your biggest success in 2021?

Our biggest success in 2021 was being recognized as a health system with one of the highest rates of COVID-19 vaccinations in New York when vaccines were first available. This helped assure that our patients, long-term care residents and employees were protected.

What are your expectations for 2022?

We expect to see a transition to COVID being characterized as an endemic disease. I anticipate that we will return to pseudo-normalcy. We look forward to normalizing hospital capacity and operating our health system with a focus on more traditional operations.

What is your biggest takeaway from dealing

with the COVID-19 pandemic?

Communication and teamwork are the key to success. In this particular case, both played a crucial role in community safety. COVID-19 also underscored what we have long known, that our Finger Lakes Health employees are our most vital and valuable asset. They embraced teamwork and demonstrated exceptional kindness, compassion, and dedication. I am privileged, honored and humbled by our Finger Lakes Health family.

What is your favorite thing about the Rochester community?

The resiliency of our community is incredible. I am impressed by the creative collaborations and partnerships developed to address the multitude of challenges we face. Most importantly, I love the Finger Lakes and Rochester region for our people who sincerely and genuinely care for and about one another.

If time were no issue, what would you do to help the community that you aren't already doing?

I would continue to develop our current initiatives focused on mentoring young people and supporting them to complete high school and pursue rewarding careers.

KIM ALLEN

CEO, DS+CO



Years in current role: 1

What was your biggest success in 2021?

Witnessing our incredible team as they persevered through another year of change and adaptation all while driving continued growth for the agency.

What are your expectations for 2022?

We've lived through two years of managing the unexpected. This has helped us develop muscles for adaptation and perseverance. We can take this experience and these tools into the next 12 months and use them to welcome change and use it to our advantage.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

That we must be aligned in order to be

effective.

What is your favorite thing about the Rochester community?

My favorite thing about the Greater Rochester community is the intense pride that it breeds in those who live here, and who appreciate all that we are and believe in we can become.

If time were no issue, what would you do to help the community that you aren't already doing?

I would do more grassroots volunteering for more organizations and become more involved in advocacy initiatives. I love to get into the work hands-on.

DENISE A. BATTLES

PRESIDENT, SUNY GENESEO



Years in current role: 6.5

What was your biggest success in 2021?

As SUNY Geneseo's President, my sense of "success" is tied to that of the wonderful college I am privileged to serve. I am delighted that our campus was able to offer a high-quality in-person educational experience. Despite the need for modifications, our students were thrilled to be on campus and in our community, and I am grateful that my hardworking colleagues made such a rich experience possible for them.

What are your expectations for 2022?

My hope for 2022 is to make a firm and sustained shift from a pandemic to a more readily managed endemic; once again celebrating an in-person May commencement followed by an engaging Alumni Reunion in June, and then welcoming the Class of 2026 to our campus in

August.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

I am awed by the community-mindedness and resilience of SUNY Geneseo employees and students. My faculty and staff colleagues have repeatedly gone above and beyond to ensure that a Geneseo education continues to be available to our students.

What is your favorite thing about the Rochester community?

I love the distinctive blend of a vibrant, diverse city that features the best in arts and culture while also offering ready access to spectacular natural venues.

If time were no issue, what would you do to help the community that you aren't already doing?

If I had more discretionary time, I would love to volunteer in sites like museums and state parks to support educational enrichment activities for their visitors. While it's still a way off, I have every expectation that I will engage in such activities in my (semi-) retirement!

ADAM BELLO

COUNTY EXECUTIVE, MONROE COUNTY



Bello won election to become county executive in November 2019 and took office at the start of 2020, just months before the COVID-19 pandemic hit Monroe County.

While responding to the pandemic has dominated the first half of Bello's term, he talked to the RBJ this month about his focus for the next two years.

"We still have to deal with COVID and public health, public safety. Nothing works unless we're healthy and safe, that's the No. 1 responsibility of government," he said. "And then we're looking at workforce development, economic development and investments in infrastructure."

Part of that will include developing a master

plan for the county.

"Monroe County hasn't had a master plan since 1979, the year before I was born. I think we can all agree the county has changed since 1979. We're not the county of a few really big employers, we're now a county of a lot of different employers," Bello said. "The master plan is thinking about long term and what those long-term plans should be: health, safety, economics and infrastructure."

Prior to serving as county executive, Bello was county clerk and before that was Irondequoit's town supervisor.

MARTIN K. BIRMINGHAM

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



Years in current role: 9

What was your biggest success in 2021?

It was an excellent year for our organization on many fronts. We delivered record financial results and made strategic investments for our future while providing continuous essential support and services to our customers through a period of great uncertainty. We opened two new branches in the city of Buffalo. Throughout the volatility and uncertainty of 2021, we continued our critical mission to create a measurable impact in neighborhoods and communities across our footprint through donations, grants, sponsorships and investments in affordable housing.

We remain focused on the strong execution of strategic initiatives in 2022 while remaining resilient and nimble. We expect continued

growth in loans and deposits as we navigate an increasing interest rate environment and an economy impacted by inflation levels not seen in 40 years. We also anticipate continued growth in our wealth and insurance businesses.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Lessons learned over the past two years are being incorporated into strategic and risk frameworks that guide the evolution of our company. In 2021, we added the strategic outcome of exceptional digital experiences enabled by complimentary fintech and digital partnerships. Recent initiatives include CHUCK™, an open payments network, and our partnership with bitcoin company NYDIG so customers can transact bitcoin through our mobile app and online banking platform.

What is your favorite thing about the Rochester community?

I am a proud native of Rochester and I believe strongly in the quality of life we enjoy here. Rochester is a caring community with philanthropic people who believe in giving back. I am very proud of the strong partnerships among business, education, government and nonprofit agencies that are working to ensure positive outcomes for those who need support.

MARY WALSH BOATFIELD

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



Years in current role: 20

What was your biggest success in 2021?

In 2021 Ability Partners, Inc. agencies recognized the importance and necessity of maintaining in-person learning and services. The ability to socialize and develop positive relationships with others is a key impetus for social determinants of health.

I am extremely proud of the 700 employees of Happiness House, CP Rochester and Rochester Rehabilitation who safely provided in-person educational, clinical, residential, and behavioral health services to thousands of individuals with and without disabilities and their families and who have ensured good health and overall wellness for all. Despite the pandemic, the agencies launched innovative

and affordable housing opportunities serving 37 people.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

We have been challenged with the effects of COVID-19 for more than 700 days. I have learned that life is unpredictable and we are more courageous and resilient than we thought we were. Also, we must trust in our abilities and remain optimistic despite the challenges we are faced with. Each new challenge has brought about opportunities to reassess how we go about accomplishing our mission.

If time were no issue, what would you do to help the community that you aren't already doing?

I would advocate for violence prevention. The unprecedented violence in Rochester/Monroe County affects the lives of many individuals and their families every day. I would dedicate my time and efforts to helping people feel safe in their communities by establishing effective prevention strategies that would reduce the violence in our towns and cities so that parents and their children can live and thrive in strong, safe, vibrant communities.

Congratulations
CEO JIM REED
AND FELLOW POWER 100 LEADERS!

Your dedication to Rochester is an inspiration to us all. Thank you for supporting the place we call home.

THE POWER100 ROCHESTER BUSINESS JOURNAL

Excellus

MICHAEL BRODERICK

PRESIDENT AND CEO, MONRO INC.



Broderick took over as president and CEO of Monroe Inc. on April 5, 2021. Prior to that, he served as executive vice president of merchandising and store operations support at Advance Auto Parts, where he played a critical role in driving same-store sales growth and operational improvements.

Broderick has more than a quarter of a century of experience executing profitable growth and business transformation strategies in the aftermarket parts and tire service industry.

While at Advance Auto Parts, Broderick also played a key role in the diversity and inclusion efforts focused on promoting women's leadership in the automotive aftermarket industry.

Prior to joining Advance Auto Parts, Broderick served as senior vice president of the automotive division of Canadian Tire Corp., where he successfully developed and executed strategies to accelerate the growth of the company's most profitable business, including driving record financial performance. In this role, he also was responsible for improving customer service standards at 493 dealers, operating 5,800 service bays.

Prior to Canadian Tire, Broderick was CEO of Federal Mogul Corp., where he orchestrated a successful turnaround strategy to reverse a multi-year decline in performance and developed the company's global sales and distribution strategy. Broderick also was a president at General Parts, where he played a major role in transforming and optimizing business operations, including driving cost and process improvements.

MYRA BROWN

SENIOR PASTOR, SPIRITUS CHRISTI CHURCH



Years in current role: 8

What was your biggest success in 2021?

One of my biggest successes in 2021 was the realization that, as a Pastor of Spiritus Christi church and as the founder of the organization Black Community Focus fund, we had raised one million dollars to help create Rochester's first civil rights heritage park, that will be located at Baden Street Park in the Upper Falls Blvd. 14605 area. The park will tell the story of the civil rights freedom struggle and will be named after Minister Franklin D Florence, who has been a leader in the Rochester community for decades.

What are your expectations for 2022?

It is my vision to collaborate and use resourced efforts and our will to address poverty, systemic racism, homelessness, in an accelerated way. I believe that whatever is in our reach to give should be given without hesitation, if we follow this model, perhaps we will see a 50% reduction in these areas.

What is your favorite thing about the Rochester community?

One of the greatest things about the Rochester community is that it has many visionary leaders within it. There is generosity of heart among the people. Rochester's community has the ability to commit joy to the struggles that we engage that are part of the liberation movement for people of color and those living on the margins. I am also quite fond of our young people who keep calling on us for change, and not just for incremental progress.

DANIEL J. BURNS

ROCHESTER REGIONAL PRESIDENT, M&T BANK



Years in current role: 16

What was your biggest success in 2021?

I am deeply proud of our team of "economic first responders." They went above and beyond to help our community. This is what makes it possible for us to fulfill our purpose and to make a difference in peoples' lives. Many are still struggling, so our efforts will be to continue to give strength and support wherever we can.

What are your expectations for 2022?

I expect to see businesses continue to bring back employees, many in a hybrid environment. I am also hopeful that our hospital systems and nursing homes will be able to operate without the pressure these variant surges have created, and our labor shortages and supply chain issues improve.

What is your biggest takeaway from dealing

with the COVID-19 pandemic?

My biggest takeaway is that we're all still learning as we go. At the onset of the pandemic, our team took immediate action to help our customers, including launching business hardship relief programs, mortgage assistance programs, credit repayment plans, among others. Today, we're helping those same businesses apply for loan forgiveness and advancing efforts to expand financial access and remove language barriers — an important element in inclusive growth.

What is your favorite thing about the Rochester community?

We're blessed to have world-class healthcare and education, and we have an amazing food scene. We have some of the best golf courses in America. Anyone who spends time here will soon start to see why this is a great place to live and work.

If time were no issue, what would you do to help the community that you aren't already doing?

I'd work to improve educational outcomes in our most challenged areas. I'd partner with RCSD and open a K-12 neighborhood school, as well as a free daycare center. I'd place all eligible students in internships and build workforce opportunities.

DEANNA R. BURT-NANNA

PRESIDENT, MONROE COMMUNITY COLLEGE



Years in current role: 9 months

What was your biggest success in 2021?

Becoming MCC's sixth president in May 2021 and meeting colleagues, students and community leaders was an honor that continues to surpass expectations. As one of the most innovative and inspiring community colleges in the nation, MCC is focused on meeting the educational and holistic needs of our students. Their success correlates with our community's success.

What are your expectations for 2022?

I'm looking forward to congratulating members of the Class of 2022, welcoming students and employers to the Finger Lakes Workforce Development Center's grand opening on our Downtown Campus, cheering on the Rochester NY Football Club during their first home game on John L. DiMarco Field on our Brighton Campus, and celebrating the 60th anniversary of MCC opening its doors to students. I'm also looking forward to input from a cross-section of our community as we finalize the 2022-2027 strategic plan to chart a course for our college's priorities.

What is your favorite thing about the Rochester community?

The rich diversity of people and cultures, its natural beauty, and its dynamic history as an incubator of social justice and innovation. I have a list of must-try local eateries compiled from recommendations from community members. The parks in Rochester and along Lake Ontario and visiting shops and restaurants along the Erie Canal. Day trips to area villages and towns are always a pleasure. .

If time were no issue, what would you do to help the community that you aren't already doing?

Teaching a course at a community college inspired me to pursue a career in higher education, so I would be thrilled to one day return to the classroom. I'm interested in connecting especially with young people who are interested in the STEM fields. My career has been marked by intentional and broad investment in the communities where I live and work through volunteerism and other forms of service. Civic engagement was modeled for me by my parents and is consistent with my core values.

JULIE CAMARDO

CEO/OWNER, ZWEIGLE'S INC.



Years in current role: 12

What was your biggest success in 2021?

2021 was a very challenging year for Zweigle's. Our success was learning from all our challenges and applying what we have learned to make us a stronger organization.

What are your expectations for 2022?

The theme for 2022 at Zweigle's is to move onward and upward. We are a stronger organization because of all the challenges during the first two years of the pandemic. Now we are reengaged and focused on our goals. We hope to continue our growth in terms of our people, our products, and our plant and to take time to celebrate our successes as an organization and thank our longstanding Zweigle's family members who are retiring..

What is your biggest takeaway from dealing

with the COVID-19 pandemic?

The ability to be flexible and the importance of clear communication. Flexibility has been critical throughout the pandemic, allowing us to work through many challenges. Our ability to adjust to customer needs while managing internal challenges was critical to our success during the pandemic. Communication was also critical to our success, as we found ways to communicate with the shop floor and our customers virtually.

What is your favorite thing about the Rochester community?

I love the Rochester community. The amazing people and Zweigle's fans are the reason we are here after 142 years. The people continue to give back and reach out when someone needs a hand help to make Rochester a great place to live and work.

JACKIE CAMPBELL

ALLIANCE DIRECTOR, ROC THE FUTURE



Campbell has led ROC the Future for 6.5 years as it focuses on improving the academic achievement of Rochester's children.

As an advocate for community and family engagement, Campbell is active in community efforts such as the Black Women's Leadership Forum, Parent Leadership Training Institute and the Racial Institute Justice Initiative. She has received awards including "Citizen of the Year Award" from Action for a Better Community, "Community Leader Award" by Rochester A.B.O.V.E., "Champion for Youth Award" from Teen Empowerment, and the "2019 Rev. Raymond L. Graves Social Justice Community Service Award" from the Greater Rochester Rev. Dr. Martin Luther King, Jr. Commission.

She previously worked for the city of Rochester and led the Bureau of Youth Services in the Department of Recreation and Youth Services, where she was assistant commissioner for four years.

Campbell has a master's degree in Management Science from Keuka College.

Inspiring Others



We congratulate Dr. Jose Acevedo, Finger Lakes Health's President & CEO and all those recognized for their innovations, contributions, and leadership.



BILL CARPENTER

CEO, RTS



Years in current role: 10

What was your biggest success in 2021?

RTS redesigned bus routes, introduced a new On Demand service, and helped RCSD solve a transportation crisis. Customers now have mobility that is more frequent, reliable and connected and students are back in the classroom. Thank you to the RTS team for their heroic efforts!

What are your expectations for 2022?

We will see increased demand for all our mobility options and will expand the bikeshare program with many municipal partners across the region.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

COVID reinforced how critical transit is in our community. We maintained service and found innovative ways to support community initiatives around testing and vaccinations. Our employees across the region are committed to going above and beyond to serve their community.

What is your favorite thing about the Rochester community?

This is a great community to live, work and raise a family in. My roots here go back to 1834! I am fortunate to have ancestors that chose Rochester, helped build Rochester, and so many relatives working to make our community the best it can be.

If time were no issue, what would you do to help the community that you aren't already doing?

In our community today, two issues that passionate people have strong and different understanding are around racism and vaccinations. My experience is that when people really seek to understand each other, accept the other's lived experience, there is a path to common ground.

ALEX CASTRO

PRESIDENT AND CEO, PATHSTONE CORPORATION



Years in current role: 2

What was your biggest success in 2021?

We not only maintained providing current services as an organization, but we actually expanded our geographical service area by two states during the pandemic.

What are your expectations for 2022?

Further learning to embrace the new normal. It is more important than ever before to look forward and minimize intent to go back to the way things "were."

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Our environment has significantly changed, and we have proven capable of evolving along with it.

What is your favorite thing about the Rochester community?

It is a collaborative atmosphere. Our community truly understands the importance of partnerships even in a competitive arena.

If time were no issue, what would you do to help the community that you aren't already doing?

I would like to help minority students with learning how to increase their wealth, including various educational opportunities, connections to local organizations, and exposure to local leaders. Not only is classroom education important but so is learning a trade. I would want to expand the marketing of trades to the communities we serve.

JIM CONTINENZA

EXECUTIVE CHAIRMAN AND CEO, KODAK



Years in current role: 3

What was your biggest success in 2021?

Our biggest success in 2021 was our return to growth. Our performance was a result of the efforts of a reorganized and reinvigorated sales team and world-class customer service, which continued to support our customers despite the challenges of the pandemic.

What are your expectations for 2022?

We have multiple goals for 2022. We expect to continue to invest in product innovation and back-end systems that will allow us to grow and scale much more quickly. We expect to continue our focus on being a leader in sustainability for our biggest market, commercial print. Most importantly, we expect to aggressively take share from competitors by

providing industry-leading solutions and service, which will help bring Kodak back to profitability.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Dealing with the pandemic made it clearer than ever before that we are all connected. What happens anywhere in the world affects us all. The uncertainty of the situation has also been a reminder about the importance of being flexible and not thinking I have all the answers. At Kodak, we have been making decisions based on our fundamental priorities of keeping our people safe and continuing to serve customers. But we are open to changing our minds when circumstances change, or we find better answers.

YVETTE CONYERS

ASSISTANT PROFESSOR OF NURSING AT ST. JOHN FISHER COLLEGE AND PRESIDENT, RBNA



Years in current role: 3

I think my biggest success is turning 40. This milestone birthday was so much more than a number. I took time in 2021 to explore who I was and I started researching the meaning of my name which means yew or the archer, and the history of African archery led me to want to know more about my ancestors. I am in the beginning process of discovery, but 2021 was the start of it all.

What are your expectations for 2022?

Continued growth in my professional and personal life. I expect to build relationships with individuals across healthcare, community, academia and seek opportunities to act on my calling of service to others in under-served communities. I expect healing for the Rochester community and more collaboration among groups for the greater good.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

I think it exposed many inequities. I saw many folks come together to create more equitable conditions for communities of color. While we saw some improvements, we have a lot more to do. Realizing that many still think of these issues as a "them" vs "us" problem I remain hopeful yet!

What is your favorite thing about the Rochester community?

The food scene and festivals. The Public Market is a great place. Rochester is home and the majority of my family is here. Rochester also has some amazing locally-owned shops and I enjoy supporting local and Black owned businesses.

If time were no issue, what would you do to help the community that you aren't already doing?

I would be walking the streets, building relationships with people and hearing their story. This would allow me to work on developing programs, finding funding that supports their needs vs what I think they want. I think in many ways, the community I serve is helping me, helping me to stay true to who I am and never forget from whence I come.

DAVID CRAIG

CEO AND CO-FOUNDER, GRYT HEALTH



Years in current role: 6

What was your biggest success in 2021?

GRYT Health successfully completed its 3rd funding round and grew from 10 to 30 full-time employees in 2021. Our people are the most important part of our success. One of the hires we made in 2021 was Kevin Beckford, in the Chief People Officer role. Together, our team is co-creating meaningful and tangible support for patients and caregivers while working with half of the world's top pharmaceutical companies to improve medicines development and ensure that all people have the same chance or a positive outcome. One example is through our collaboration with Bristol Myers Squibb <https://news.bms.com/news/details/2021/Bristol-Myers-Squibb-and-GRYT-Health-Evolve-Virtual-Patient-Advocacy-Experience/default.aspx>

[Virtual-Patient-Advocacy-Experience/default.aspx](https://news.bms.com/news/details/2021/Bristol-Myers-Squibb-and-GRYT-Health-Evolve-Virtual-Patient-Advocacy-Experience/default.aspx)

What are your expectations for 2022?

In 2022, GRYT Health will add another 10 full-time employees. This will enable us to expand the work that we're doing to support patients and caregivers today, while working closely with the Health Economics and Outcomes Research and Patient Engagement & Experience teams at Pharma. The collaborative work is moving health, healthcare and health equity toward improving outcomes for all people facing a diagnosis.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

How important authenticity is. The COVID-19 pandemic has forced people into a new and uncertain experience while simultaneously highlighting issues that were hidden by the speed and intensity of the status quo. COVID-19, while creating real human and organizational stress, is also a catalyst for how we foster a culture of authenticity, equity and inclusion, to do what's right to support every individual to be seen, heard and valued.

MARIA CRISTALLI

PRESIDENT AND CEO, HILLSIDE



Years in current role: 3.5

What are your expectations for 2022?

I look forward to 2022 with renewed hope and focus to drive positive change in the areas of mental health and violence prevention. Mental health challenges in children, adolescents, and young adults have increased as a result of the COVID-19 pandemic: prolonged periods of social isolation, remote learning, and physical distancing have been shown to create a ripple effect that may create lasting damage without increased intervention and supports. The children are our future, and our collective efforts will be needed to support their healthy development and wellbeing.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

My biggest takeaway from a business perspective is how technology will continue to play an increasingly vital role in the field of human services, well beyond the COVID-19 pandemic. Since the rapid development and adoption of digital solutions in the earliest days of the public health crisis, youth and families have benefitted from greater options for service delivery and learning. Hillside has pivoted to increased adoption of telehealth and remote work, creating new definitions of community among our business units and redefining how we deliver services. In the post-pandemic environment, human service agencies will need to navigate a balance of remote and in-person services.

What is your favorite thing about the Rochester community?

My favorite thing about this community is the ability and willingness of our leaders to commit to the shared work necessary to achieve meaningful change and improve lives. The men and women of the Greater Rochester business community have worked together to respond to unprecedented challenges during the COVID-19 pandemic. These collaborative relationships will open new doors of opportunity for our community in the future.



Frank H. Hamlin, III
President and CEO

Celebrating your many contributions to our community.

Canandaigua National Bank & Trust congratulates all 2022 RBJ Power 100 honorees. Your commitment to the Rochester community is represented in your ability to positively impact lives, inspire success, and spark innovation. We share these ideals and believe that when businesses and community work together, beautiful things can happen.

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

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ANDREA DEMEO

PRESIDENT AND CEO, TRILLIUM HEALTH



Years in current role: 7

What was your biggest success in 2021?

Continuing to provide care and services to our community, while simultaneously responding to the pandemic by administering over 14,200 COVID tests and 12,400 COVID vaccinations. Trillium Health's staff members, while often on the brink of exhaustion, continued to support our mission of extraordinary care for all, bringing their compassion and heartfelt commitment to the most vulnerable members of our community.

What are your expectations for 2022?

I expect that the need to respond to COVID-19 will continue in 2022, and that we will continue to adjust our operations to meet the needs of the community. We will maintain our focus on health equity, serving low-income families, members of the LGBTQ community, and communities of

color, and we will prepare to administer vaccinations to younger children. We will also remain a leader in addressing risk for HIV, the upward trend in STI's, and opioid use and overdoses.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Responding to public health emergencies takes collaboration and partnerships. COVID taught us that when we come together as a community – as one health “system” – the intellect and experience of all can be harnessed in a very effective and powerful way. In turn, innovation can blossom, and we have new ways to increase the access to care that every individual deserves.

What is your favorite thing about the Rochester community?

Lilacs! With colorful lilacs blooming each year it is a sign that spring is on its way, and in many ways, it provides us with a renewed sense of hope.

If time were no issue, what would you do to help the community that you aren't already doing?

Volunteer for our children, help to instill a brighter future and meet the basic needs that each child deserves.

JOHN L. DIMARCO II

PRESIDENT AND CHIEF OPERATING OFFICER, DIMARCO GROUP



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

DiMarco has led the company's successful completion of a number of projects, including Andrews Terrace, Monroe Community College Student Housing Project, Ebenezer Watts Building, Rochester Institute of Technology's Center for Excellence in Mathematics & Science Technology, Quail Summit Senior Living Facility and Woods Edge Apartments.

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

MICHAEL T. DONOGHUE

CEO, PREMIUM MORTGAGE CORPORATION



Donoghue founded Premium Mortgage Corp. in 1999 along with Alexia Barbarossa.

Premium Mortgage, which was ranked No. 1 on the annual Greater Rochester Chamber of Commerce Top 100 list of fastest-growing private companies in 2021, provides residential mortgages across New York state and beyond. The firm has 11 offices in New York, including the home office on Monroe Avenue in Brighton.

Donoghue is also president and founder ABAR Abstract, which provides title insurance and abstract services, and founder of Donarossa Insurance, a capital insurance company.

A veteran of the United States Army, Donoghue is a former board member of the

Boys & Girls Club of Rochester and Camp Stella Maris. He also founded Ugly Disco, an annual fundraising event to benefit Golisano Children's Hospital.

SANDRA DOORLEY

MONROE COUNTY DISTRICT ATTORNEY, MONROE COUNTY DISTRICT ATTORNEY'S OFFICE



Years in current role: 10

What are your expectations for 2022?

I have enormous yet optimistic expectations for 2022. I think this is the year that together, as a community, we unite on a structural level to not only curb violence and homicides but use crime prevention strategies to address the root causes of so many of these devastating events. I look forward to working with my partners in government and law enforcement to identify data-driven solutions to make our community a safer place to work, live and raise a family.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The pandemic affected every aspect of our lives, personally and professionally.

Professionally, I, along with all the attorneys and staff of the District Attorney's Office, quickly adapted to ongoing changes from every level of government, from the New York State Office of Court Administration down to the County of Monroe. My biggest takeaway is that in any profession, especially one as important as a prosecutor or law enforcement, we must be flexible and prepare for everything. Whether it was virtual court, a quarantine order, or last-minute childcare needs due to a COVID-19 outbreak, we need backup policies for every aspect of the job, and we must learn to accept that the way we do our jobs is constantly changing. I believe this is relevant for our personal lives as well!

If time were no issue, what would you do to help the community that you aren't already doing?

The best parts of the Rochester community are the small businesses that contribute to our traditions and day-to-day quality of life. Some of my favorites include Stever's Candies, Palmers Direct to You Market, Kittelberger Florist & Gifts, Savoia's Pastry Shoppe, Jines Restaurant, and the many restaurants and cafes that make up our great city and surrounding towns. These businesses do not only add to the charm and quality of life in our community, but they provide jobs and invest in causes important and unique to Rochester.

ROBERT DUFFY

PRESIDENT/CEO, GREATER ROCHESTER CHAMBER OF COMMERCE



Years in current role: 7

What was your biggest success in 2021?

Our response to the 2020/2021 Covid pandemic rates as our #1 accomplishment. We responded to over 15K requests for assistance, information, supplies, and advocacy, and thanks to our very strong relationships with leaders at the local, state, and federal level, we were able to expedite this assistance and serve both our members and our community.

What are your expectations for 2022?

My expectations are for a renewed spirit of teamwork and collaboration among our region's leaders and a focus on growing our economy and shrinking poverty and violence. I sense that 2022 will be a year of both excitement and measurable results for Rochester.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The constant flow of misinformation eroded the credibility of factual information. The pandemic is a public health issue and has been overly politicized. Arbitrary decisions led to huge human and economic costs, and eroded trust in government. Leadership should unite people in a crisis. That did not occur to the level that it should have.

What is your favorite thing about the Rochester community?

I love Rochester's spirit and resilience. Rochester is like a boxer who takes a knee during a difficult fight - and then gets back up, keeps fighting - and wins.

If time were no issue, what would you do to help the community that you aren't already doing?

The two key challenges/opportunities are the success of our city school district and the issue of violence. If we can succeed in changing the trajectory of outcomes in these two areas we get true transformational change. The scourge of poverty has direct connections to both. It requires political courage and full community support. I would help in any/every way to bring about true change. Rochester needs it.

MALIK D. EVANS

MAYOR, CITY OF ROCHESTER, NEW YORK



Years in current role: fewer than 1

What was your biggest success in 2021?

Convening over 100 different groups representing thousands of people during a pandemic, to hear about the vision they have for Rochester and being able to incorporate that vision into our plans for the city.

What are your expectations for 2022?

Promoting positive systemic and structural change through transparent and collaborative leadership, offering equitable access to essential municipal services, enabling productive intergovernmental, private and non-profit partnerships and promoting increased quality of life through investments that create vibrant neighborhoods and employment opportunities, making Rochester a hope-filled city with an exciting future.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

We have two pandemics: the virus and violent crime, both with disproportionate effect on people of color. The economic upheaval of the pandemic negatively impacts them more than the population as a whole. Recovery must include a strong focus on equity and engagement to correct these issues.

What is your favorite thing about the Rochester community?

Our innovative spirit and quality of life. The common thread of innovation and thinking outside of the box in industries.

If time were no issue, what would you do to help the community that you aren't already doing?

I would spend time with community stakeholders to build consensus and achieve compromise. Too many great ideas to improve the community are stalled because we tend to focus on points of disagreement rather than agreement. It's important to have full transparency to build trust with the community, so government leaders can have full confidence that our decisions reflect the will of the people as we make the difficult decisions to set priorities.



CooperVision
is proud to
congratulate

Jerry Warner,
President, CooperVision

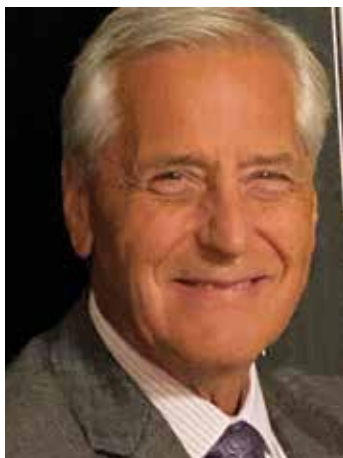
on being named to RBJ's *Power 100 List*.

Thank you for your hard work, dedication, and commitment to our industry, and congratulations to all this year's honorees.



ANDY GALLINA

PRESIDENT, GALLINA DEVELOPMENT



Years in current role: n/a

What was your biggest success in 2021?

The acquisition of the former Xerox Tower and its transformation into Innovation Square. It is an on-going project, but we are making great strides as we construct additional student housing rooms and sign leases with commercial tenants as well. We hope to have over 350 students living at Innovation Square next fall and four additional floors occupied by commercial tenants this summer.

What are your expectations for 2022?

Continued growth for not only our portfolio of properties, but the continued growth of our downtown into a real live, work, play and innovate environment. Continued momentum will drive more downtown residents and office

workers, as we emerge from the pandemic. We are very optimistic that our vision for downtown aligns with the initiatives that the new administration under Mayor Evans has begun.

What is your favorite thing about the Rochester community?

I just love the spirit and resiliency of our community as a whole. I believe that with the proper leadership, we all can continue to make Rochester a wonderful place to live and raise a family. I also believe that the quality of life in our community is exceptional, and we should all be proud of the wonderful cultural institutions that we enjoy throughout the year.

BRET GARWOOD

CEO, HOME LEASING



Years in current role: 5

What was your biggest success in 2021?

At Home Leasing, despite the many challenges during these difficult times, we completed more housing projects than in any prior year, including communities in Batavia, Schenectady, Penfield, Syracuse, and Rochester. Home Leasing and Home Leasing Construction also successfully renewed as Certified Benefit Corporations (B Corp). B Corps are for-profit companies that meet high standards of verified social and environmental performance, transparency, and accountability.

What are your expectations for 2022?

2022 will bring a combination of excitement and difficulty. When we entered the pandemic two years ago there was a lot of stress and

hardship, but there was also a great sense of comradery where everyone was supportive and helpful. Exiting the pandemic will be more difficult than adjusting to its onset given widespread exhaustion and frustration. But I am hopeful that reopening will bring relief and a renewed sense of community.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

I have learned to slow down a little and listen a lot more. I have recognized how varied the impact of the pandemic has been on households and try to appreciate the employees who stood with us the whole way through the pandemic.

What is your favorite thing about the Rochester community?

I moved to Rochester after finishing college to start my first job here at The Housing Council. Rochester can provide fantastic opportunities for young people who did not grow up here and I am very grateful to the community.

MARISA GEITNER

PRESIDENT & CEO, HERITAGE CHRISTIAN SERVICES



Years in current role: 9

What was your biggest success in 2021?

Every person deserves quality care, possible only with dependable staffing. In the second year of the COVID-19 pandemic, we raised our starting wage to be 20 percent higher than New York State's minimum wage, affecting 1,650 employees. This coincided with initiatives by RMAPI and elevated direct support, no doubt affecting our ability to recruit 577 hires. Together with community partners, we worked to elevate self-sufficiency, combat discrimination and strengthen our communities. People who choose a career supporting the health and well-being of others deserve self-sufficient incomes. Our wage boost was a single step toward progress, and it was an important one.

What are your expectations for 2022?

Heritage Christian Services continues to make inclusion, equity and accessibility a top priority, as our mission inspires. We also continue to learn how to meet the increasing demand for services during an era of chronic disruption. We're always discovering new ways to harness the energy and attention needed to ensure exceptional care, and how to cultivate meaningful relationships with the people we support and with community partners. HCS upholds our ability to thrive during times of uncertainty by a collective sense of courage and a spirit to make our community better. We will work to be a more welcoming organization where all can find true belonging, today and always.

What is your favorite thing about the Rochester community?

We are a community of people who care about the health and wellbeing of our citizens. My upbringing, education and career have all been meaningful and fulfilling thanks to the strength of relationships I've made here in Rochester. Relationships are key to accomplishing good work for the common good. The energy that comes from trust, collaboration and experiencing diversity of thought — with those Heritage Christian Services supports, their families, our staff and our community champions — has been a driver of inspiration and motivation for me to contribute to a more enriched community.

KENNETH GLAZER

CHAIRMAN & CEO, BUCKINGHAM PROPERTIES



Years in current role: 4

What was your biggest success in 2021?

Despite the many pandemic-related hurdles, we were very pleased to deliver a fantastic new building at 260 East Broad. In addition, we partnered with a wonderful company in Butler/Till and helped to bring another new business downtown. We're always excited to be at the forefront of the revitalization of downtown — let's keep the momentum rolling!

What are your expectations for 2022?

I am optimistic that we have learned some valuable lessons during this pandemic. In 2022, we will not only stabilize, but begin to really embrace some of the positive effects. We can improve as a community, as individuals and there are some great opportunities coming our

way.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

I really enjoyed the simplified lifestyle that occurred and I hope we all remember to take a breath and just enjoy a nice day, a family dinner and take some time for ourselves.

What is your favorite thing about the Rochester community?

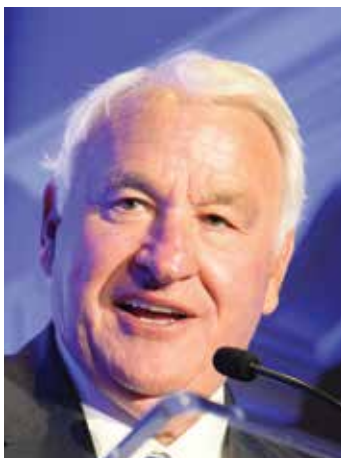
Nationally we might not get a lot of love, but those who know Rochester definitely understand what an amazing place it is to call home.

If time were no issue, what would you do to help the community that you aren't already doing?

Provide kids with better opportunities to learn and grow so future generations will be better equipped to face the many challenges that exist today.

TOM GOLISANO

FOUNDER, PAST CHAIRMAN, PRESIDENT AND CEO PAYCHEX /
CHAIRMAN, GOLISANO FOUNDATION / FOUNDER, GRAND OAKS



Years in current role: 51

What was your biggest success in 2021?

Investing more than \$330 million during 2021 in 11 growing companies located predominantly in Upstate New York.

What are your expectations for 2022?

I don't have a crystal ball, but it is my hope that the economy will continue to bounce back as people go back to work and as the virus continues to decline. I also hope more students stay in high school and graduate and consider a career in the skilled trades.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

I was shocked to see how the COVID virus shut down and impacted so many sectors of

our society and our daily life. I am sorry for the tremendous loss of life.

What is your favorite thing about the Rochester community?

Summers in the Finger Lakes.

WILLIAM H. GOODRICH

CEO & MANAGING PARTNER, LECHASE CONSTRUCTION
SERVICES, LLC



Years in current role: 15

What was your biggest success in 2021?

I'm fortunate to have been a part of two successful teams. First, I'm honored to have chaired our community's 2021 United Way campaign. We not only met our campaign goals, but we also launched the Built United program. With our partner Wegmans and other businesses and volunteers, we completed more than 30 projects – painting, landscaping and light renovations – that helped a variety of non-profits. From a business perspective, I am beyond proud of the LeChase team. Only a year after the pandemic delayed, canceled or scaled back many projects, our team was able to get back on track to grow our business.

What are your expectations for 2022?

I'm feeling optimistic about 2022 and beyond. In construction, the outlook is strong across all markets, including healthcare, education and commercial sectors. In fact, we are already involved in a solid amount of project planning for jobs that are not scheduled to start construction until 2023 or 2024. That said, we are still dealing with challenges in materials pricing and delivery, as well as the need for more skilled workers. So, taking advantage of the market will require tight collaboration with clients, being innovative and using technology where possible, and continuing to find and retain talent.

What is your favorite thing about the Rochester community?

Rochester is a great place to live, work, play and raise a family. Although Rochester is a mid-sized city, in many ways it's a unique blend of 'big city' and 'small town.' We have cultural, recreational and educational offerings you'd expect to find in a larger city. At the same time, we have a community that includes some of the most caring, talented and giving people. I've seen it as a business leader, and I've seen while working with United Way and other community organizations.

Congratulations to Dan Burns on
being named a Power 100 Leader in
Rochester **from your friends at M&T.**

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FRANK H. HAMLIN, III

PRESIDENT & CEO, CANANDAIGUA NATIONAL BANK & TRUST



Years in current role: 9

What was your biggest success in 2021?

The ability to invest in our workforce, adding approximately 40 positions in one year. This 7% increase was needed due to significant new customer and financial growth. We emerged as the No. 1 home mortgage lender in the area (in volume) and between the two last years, CNB has provided well over a half billion dollars of PPP loans to our local businesses.

What are your expectations for 2022?

We expect to carry the momentum of the last couple years into 2022, with continued robust financial growth. CNB and I are looking forward to continuing a close partnership with United Way that results in a highly successful campaign. We've recently announced a \$500,000 Challenge

Grant to kickstart the campaign! We all have an opportunity to help make our region a better place.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

We realized the importance of working through the "people" side of the COVID-19 pandemic. When our employees are taken care of and given the support they need, we know that they are in the best position to provide our customers the quality service they expect and deserve. Our leaders have focused on providing regular and timely communications, and ensuring that our staff has adequate mental and physical health resources to support them. The Rochester community has the ability to come together and work together even during the most difficult and unprecedented situations.

If time were no issue, what would you do to help the community that you aren't already doing?

Increase our community engagement efforts with community-based organizations, faith-based community and with the amazing community efforts of colleges and universities.

JANICE HARBIN, D.D.S.

PRESIDENT & CEO, ANTHONY L. JORDAN HEALTH CORPORATION (JORDAN HEALTH)



Years in current role: 9

What was your biggest success in 2021?

I believe the biggest success has been our outreach into the community regarding education around COVID testing and vaccinations. We expanded our communications to the African American and Hispanic communities with weekly health information segments through radio stations WDKX and Poder. It continues to give everyday people the opportunity to ask questions and receive answers from a trusted community safety net. Increased partnerships within the faith-based community and the Rochester City School District, to ensure resources were available within the neighborhoods.

Understanding that the majority of our employees came from the communities we serve, and that we are a safety net not only for our patients but also as a community employer, we have kept our staff safe and employed.

What are your expectations for 2022?

In 2021, Jordan Health began to educate patients and employees on what we accepted as "New Normal." I believe the challenges of providing health services via telehealth to a population with IT challenges will continue as we try to increase support and opportunities to help our patients navigate those challenges. Also, where employees who can efficiently do their jobs from home, we will increasingly will be allowed to work from home. I expect that COVID variants at some point will begin to be treated, like the flu, with regular vaccinations and boosters either quarterly, semi-annually or yearly.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

My biggest takeaway from dealing with the COVID-19 pandemic is this; YES, WE CAN! We can strategically navigate through difficult challenges if we stay committed and work together as a team, as a community, and as a nation.

DR. SEANELLE HAWKINS

PRESIDENT & CEO, URBAN LEAGUE OF ROCHESTER



Years in current role: 2 years, 7 months

What was your biggest success in 2021?

It would be difficult to state just one! But with the support of our team, we celebrated the launch of the first Lease-to-Purchase (L2P) affordable housing program in New York State, diversified and significantly expanded our Leadership team, added a whole new division dedicated exclusively to Equity and Advocacy, and launched a new Business Development program called PowerShift to amplify the visibility of minority- and women-owned businesses in our community.

What are your expectations for 2022?

We plan to strengthen our partnerships with other community nonprofit and for-profit organizations to help us in fulfilling the mission of ULR. We are especially focusing on increasing

efforts around education, public health, economic mobility, and systemic racism.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The populations that the Urban League serves are hit the hardest when a disaster or emergency occurs. We have learned that we can't do this work alone: We have to strengthen one another to keep our communities safe, healthy, and thriving.

What is your favorite thing about the Rochester community?

There are so many Powerbrokers willing to utilize their resources and do the hard work to effect long-lasting, positive change in Rochester.

If time were no issue, what would you do to help the community that you aren't already doing?

I would make room for every single voice to be heard: I would speak with and hear from each community member to understand their ideas on making improvements and creating change. I would help everyone to understand the importance of dismantling systemic racism and advocating for those with less power.

DR. MYRA HENRY

PRESIDENT & CEO, YWCA ROCHESTER & MONROE COUNTY



Years in current role: 1

What was your biggest success in 2021?

The health and wellbeing of my family and my agency are among my biggest successes in 2021. Programs and services delivered by the YWCA Rochester & Monroe County remained open and operational during 2021. We were able to launch new programs in housing, racial equity and young adult services that will impact the lives of many BIPOC women in our community.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

COVID-19 continues to test my resilience and leadership capacity. However, during this most difficult time, I have learned how to build and maintain relationships, in several different

ways, across multiple platforms. Most importantly, I have come to appreciate the re-energizing power of downtime and critical self-reflection.

What is your favorite thing about the Rochester community?

Some of my favorite things about the Rochester community include the warm smiles and friendly hellos from neighbors, as we all work to shovel our driveways in the winter; the laughter of children playing in the park during the summer months; and the various activities held throughout the year in City Center, downtown for all to enjoy. Rochester is a city with lots of opportunity and a big heart. It is truly a place I am proud to call home.

EDWARD P. HOURIHAN JR.

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



Hourihan has been the managing member of Bond, Schoeneck & King's Rochester office for more than a decade.

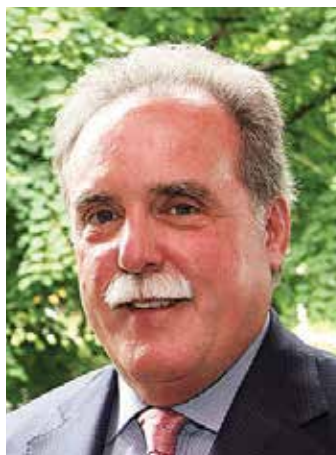
As a litigation attorney, Hourihan handles business and commercial disputes at the trial and appellate levels in both state and federal courts in Rochester and other jurisdictions.

Hourihan is chair of the Monroe County Bar Association's Judiciary Committee. He is president of the board of directors for House of Mercy and JustCause (formerly Volunteer Services Legal Project), serves on several other boards of directors and is a trustee for the Max and Marian Farash Foundation.

He has lectured and published articles on topics including trial practice, business law, construction law and subrogation law. He has received numerous honors, including RBJ's Forty Under 40 award in 2004, The Daily Record's Leaders in Law award in 2014 and the Eoin McKiernan Achievement Award from Irish American Cultural Institute's Rochester Chapter in 2014.

ROBERT W. HURLBUT

PRESIDENT, HURLBUT CARE COMMUNITIES



Years in current role: 32

What was your biggest success in 2021?

Hurlbut Care Communities were the only skilled nursing providers in the area giving our residents monoclonal antibodies. This helped to stop admissions to our local hospitals and allow us to care for our residents in-house, easing the burden on our health care system. Our staff rose to the occasion once again to take care of our residents and families. Also, our very own Administrator, Kimberley Danzig, and her Director of Nursing, Nicole Halsey, were asked by NYSDOH to present on these lifesaving treatments and were recognized for their knowledge and foresight. I could not be more proud of how our staff once again pulled together for our residents.

What are your expectations for 2022?

I would like for us to get back to some semblance of normalcy in 2022 — for our community, our residents, our families and staff.

Our residents deserve to get back to a dignified existence. We know how to keep our residents safe, and I'm really exasperated with outside influences who don't recognize the ramifications of their decisions and how it affects my residents and staff. There needs to be a sense of reality because this type of attitude cannot continue. It is untenable for so many reasons.

What is your favorite thing about the Rochester community?

Rochester is a quality place to work and live, and it is because of the people. I am very proud of all of my Hurlbut Care Communities staff. They are truly the heroes of the Rochester community. They should be given a lot more credit for all that they do, day-in and day-out. They are dedicated, and take great care of our communities' elderly. Honestly, they are the unsung heroes of our community.



MIKE DONOGHUE • A POWER 100 LEADER



On top of receiving a Power 30 honor in banking and finance, our President and CEO, Mike Donoghue, has been named to RBJ's Power 100 list. As the leader of 2021's fastest growing company in Rochester, Mike is a true innovator and continues to positively impact our community.

**Congratulations, Mike! We're so proud you're leading the way for our team.
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MATT HURLBUTT

PRESIDENT & CEO, GREATER ROCHESTER ENTERPRISE



Years in current role: 4

What was your biggest success in 2021?

Greater Rochester Enterprise (GRE) worked with 39 businesses to locate a new operation or expand an existing operation in the greater Rochester, New York region, with plans to invest more than \$1 billion in new capital investments and create 2,341 new jobs as well as retain over 2,893 existing jobs. This is a record year for GRE and the region and is only achieved through deliberate collaboration among business, university, community and government leaders.

What are your expectations for 2022?

We expect to see many more innovative, technology-based businesses locate new operations in the Greater Rochester, New York

region in 2022 and leverage the smart people and the smart businesses that call this region home.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

We have a number of outstanding, innovative businesses located throughout the Greater Rochester, New York region that continue to grow. We need to celebrate business growth and help more people connect for employment and foster more business expansion throughout the region.

What is your favorite thing about the Rochester community?

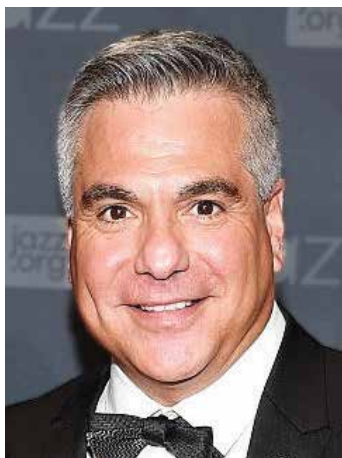
Connectivity is our superpower - the Greater Rochester, New York region is unique in the ability to connect quickly with smart people to solve problems and move things forward.

If time were no issue, what would you do to help the community that you aren't already doing?

Meet more people from different backgrounds. I really enjoy meeting different people and helping them connect.

MARC IACONA

CEO, SIMCONA ELECTRONICS CORPORATION AND EXECUTIVE DIRECTOR, ROCHESTER INTERNATIONAL JAZZ FESTIVAL



Years in current role: 10

What was your biggest success in 2021?

Staying focused on strategic plans implemented in 2020 - 2021 and not being sidetracked by supply stream, labor and COVID challenges that resulted in overall significant growth for the organization.

What are your expectations for 2022?

To champion employee empowerment and training throughout Simcona; continue to hire and invest in infrastructure to support the plan for corporate growth; once again plan and prepare to bring back the Jazz Festival June 17 - 25, 2022!

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Realizing that this situation had multiple diverse effects on all of us, I pursued the commitment to convey empathy and patience with everyone I interacted with. The biggest lesson learned has been the significance of consistent communication with our team (Simcona) and acknowledging to your organization that "We don't know what we don't know" during this first time journey for all of us. Related to the Jazz Festival, the major takeaway was learning how much of a void professionally and mentally that the pandemic had on professional musicians. Since many were not incorporated, they were not able to provide for themselves and their families.

What is your favorite thing about the Rochester community?

Born and raised in Rochester, my favorite thing is appreciating that I live in a geographic region that has access to world class cultural events, health care providers and educational institutions.

If time were no issue, what would you do to help the community that you aren't already doing?

I would spend much more time with and mentor youth who are passionate about making a positive difference personally and professionally in our community.

RAYMOND ISAAC

CEO, ISAAC HEATING AND AIR CONDITIONING, INC.



Years in current role: 21

What was your biggest success in 2021?

We were able to successfully close on an investment in Isaac, allowing the third generation to transfer the business in an organized manner while offering opportunity. We also closed on 2 acquisitions which expanded our footprint to Binghamton, Omaha, and Kansas City.

What are your expectations for 2022?

We will continue to acquire businesses and currently have several under LOI with another 12 or more in the pipeline. We intend to acquire about 6 or more in 2022.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The COVID pandemic exposed organizational weaknesses, while also highlighting its strengths. Our adaptability, leadership, organizational structure, cash position and messaging, to name just a few, either became liabilities or advantages.

What is your favorite thing about the Rochester community?

Rochester is a great town to not only live in, but especially to do business in. We have a level of sophistication in the buying process that is rare. The old saying is that "an educated consumer is your best customer," and that is exactly why we enjoy doing business in the Rochester community.

If time were no issue, what would you do to help the community that you aren't already doing?

I would further expand our training and education initiatives to better equip individuals in our community for careers in the trades. We have successfully partnered with a variety of organizations, including the Golisano Foundation, to initiate individuals in under-served communities in fulfilling careers in the skilled construction trades and offer them a hand up instead of a handout.

CHRIS JAGEL

PARTNER AND CEO, HARRIS BEACH PLLC



Years in current role: 21 as partner, 5 as CEO

What was your biggest success in 2021?

We celebrated our 165th anniversary as a law firm in 2021, and I'm especially proud of the way we were able to recognize this milestone. One central project involved forming teams made up of people from different parts of the state and different functional areas. We made the Greater Rochester Top 100 again in 2021 for the second straight year. As a result, we are in a robust period for hiring. I.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The sudden onset of COVID-19 brought out the all-hands-on-deck spirit of our people. For example, even before New York began to shut down, we had already formed a COVID committee, consisting of attorneys and staff from across the state and across disciplines to guide our response and develop our policies and practices. The last two years have also reinforced the importance of agility and flexibility to our success and the needs of our clients and how to build our plans with an understanding that they are going to change. We already knew that technology was driving changes in the practice of law. I believe our collaborative, team-based approach and our all-hands-on-deck spirit will see us through these changes and serve as the foundation to our future success.

What is your favorite thing about the Rochester community?

In a world that's increasingly cynical, divided and self-absorbed, it's great to live in a place that still maintains a strong sense of community. Rochester has many of the same challenges that other cities are facing, many of which are daunting and fairly entrenched. But unlike most such communities, people are willing to do more to make this region better. We also have so much to draw people here and keep them here, such as great schools, a spirit of entrepreneurship, four seasons, tremendous natural beauty, and a community of intelligent, caring doers.

KIMBERLY JONES

PRESIDENT & CEO, BUTLER/TILL



Years in current role: 2

What was your biggest success in 2021?

We were hard at work building the infrastructure and processes we need to propel into a new era. We've created our forever home — an innovative space in the heart of downtown Rochester — and designed it to accommodate growth, new ways of working, and cutting-edge technology. Despite economic disruptions, we added 87 new employees and acquired Digital Hyve, an award-winning business that shares our culture, extends our service offerings, and strengthens our commitment to upstate. The acquisition also fits with our passion for employee ownership and creating jobs that are both financially and personally rewarding. Personally, I'm proud of having balanced a growing business, family,

finding opportunities to give back, and even running a half-marathon after taking two years off!

What are your expectations for 2022?

2022 is going to be bright for Butler/Till! With a concerted focus on differentiating our benefits, our employee experience, and a significant investment in learning and development, we aim to create an inclusive, engaging environment where every employee-owner can unlock their full potential. In turn, our business will flourish as we continue to pursue strategic, yet vigorous growth, while honoring our B Corp values and our desire to do purposeful work with our clients, partners, communities and each other.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

We learned that in times of crisis, we can work together and rely on each other to tackle hard challenges. Those beliefs are rooted in our ownership culture and they were reinforced in the midst of uncertainty. The pandemic also brought to light the importance of being flexible, open-minded, and ready to embrace change. Our agility has opened up exciting opportunities to better support our clients.

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Robert W. Hurlbut, President of Hurlbut Care Communities

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RUFUS JUDSON

CEO, THE PIKE COMPANIES



Years in current role: 7

What was your biggest success in 2021?

We have been able to make numerous key promotions across our Enterprise. I am really excited to see how each of these newly positioned leaders will continue push our business forward.

What are your expectations for 2022?

I expect us to keep building. We will live our growth mindset while continuing to manage through unprecedented price and lead time volatility.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

I am proud of our people and the construction industry. The past 24 pandemic months have impacted us all. Through these times our folks stepped up over and over again. I think our biggest success has been continued perseverance and a willingness to tackle any challenge. We can deal with anything; let's go!

What is your favorite thing about the Rochester community?

My family and friends. All four seasons. The Bills and Syracuse basketball.

If time were no issue, what would you do to help the community that you aren't already doing?

I am proud to serve on the United Way of Greater Rochester & the Finger Lakes, ROC2025, Greater Rochester Enterprise (GRE), Associate General Contractors (AGC) of New York, and the Builders Exchange of Rochester (ROBEX) boards. We also support and volunteer for numerous nonprofit organizations across the communities and industries we serve. If time were no issue I think we would do more in each of these areas.



CONGRATULATIONS DANA MEHNERT

As a longtime leader at L3Harris Technologies, Dana's dedication to the Rochester area and commitment to the critical missions of our customers is commendable. Congratulations Dana on this well-deserved recognition!

L3Harris.com

MARK KOVALESKI

MANAGING PARTNER, MENGEL, METZGER, BARR & CO. LLP



Years in current role: 8

What was your biggest success in 2021?

Our biggest success as a firm was to continue to adapt to the challenges around us and find innovative ways to serve our clients and help them succeed during a time when they needed our help more than ever.

What are your expectations for 2022?

My hope is that we have a little bit of a breather and not so many distractions to deal with, however, this pandemic has forever changed our lives both personally and professionally. The keys to future success will still be basic tenets like customer service, people development and technological innovation, but we will be implementing them in a different fashion than we have previously.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Out of every obstacle comes opportunity. Keeping a positive energy and positive mindset allows you to persevere and overcome any obstacle thrown your way.

What is your favorite thing about the Rochester community?

Rochester has such a rich history with arts and culture and civil rights and has top-notch public and private schools, colleges and universities, great communities and golf courses, but my favorite thing by far is our people. It is a vibrant community, filled with people who are smart, friendly, welcoming, humble and giving.

If time were no issue, what would you do to help the community that you aren't already doing?

I am truly blessed to have been part of some awesome organizations and volunteer with some truly incredible people. If time was not an issue, I would spend more time with these organizations away from the boardroom and in the trenches living the mission.

SABRINA LAMAR

PRESIDENT OF THE LEGISLATURE, MONROE COUNTY LEGISLATURE



Years in current role: 3

What was your biggest success in 2021?

Being able to pass several pieces of legislation securing funding for minority-run fine arts organizations harmed by the pandemic and nonprofits in desperate need of money; a law providing money to bereaved families for indigent burials; renaming the Greater Rochester International Airport after the great Frederick Douglass and commissioning a mural in the airport. We also passed Gantt's Law, which guarantees a seat at the table for MWBEs when requests go out for county contracts, and a resolution directing the County Executive to implement some of the recommendations made by the Commission on Racial and Structural Equity.

What are your expectations for 2022?

I want to work bipartisanly to build on the expectations of the RASE Commission, which includes diversifying the county's workforce. I also want to address issues such as fair housing, gun violence and universal basic income.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

My biggest takeaway is that no matter where you're from or what your status is, this can affect everyone. While recognizing the struggles that the pandemic has caused, I'm proud of the work the community has done to come together to support each other.

If time were no issue, what would you do to help the community that you aren't already doing?

I would address some of the social determinates such as income inequality, mental health/drug addiction, and social exclusion affecting the elderly. I also want access to safer neighborhoods and other health disparities.

JENNIFER LEONARD

PRESIDENT & CEO, ROCHESTER AREA COMMUNITY FOUNDATION



Years in current role: 29

What was your biggest success in 2021?

Building on our board's commitment to catalyze positive change in Rochester, our team initiated an "inclusive recovery" strategy. We thank the many local public and private partners who have joined Executive Vice President Simeon Banister in building the North Star Coalition. It aims to harness federal and state recovery dollars to increase economic prospects for historically excluded populations, many damaged for generations by redlining and other systemic inequities.

What are your expectations for 2022?

Fifty years ago, a visionary and persistent insurance broker named Joe U. Posner founded our Community Foundation. With the support of

thousands of generous donors and community partners, the Foundation has realized goals I brought in 1993: to become a powerful tool for community betterment and a regional center for individual and family philanthropy. This was never more evident than during the pandemic, when the value of a flexible community endowment became crystal clear in meeting previously unimagined needs. In October, Simeon Banister will take over the reins, co-creating a vibrant future with all of you while preserving the attributes the community expects of its Community Foundation: knowledgeable, committed, collaborative, inclusive, responsive and trustworthy.

If time were no issue, what would you do to help the community that you aren't already doing?

I'd address a key challenge in our educational system and economy. Our children deserve better math and science preparation to enter a 21st century workforce in which they will solve, invent, design, connect, heal and teach the next generations. Let's build on our history and continuing assets as a science and technology center and make sure we include all of Rochester's families in the equation.

STEFANI LIDESTRI

CO-CEO, LIDESTRI FOOD & DRINK



LiDestri has been co-CEO of the Fairport-based food and drink manufacturer for two years with her brother, John, following in the footsteps of their father, Giovanni. She had been co-president of the company since 2016.

Stefani LiDestri has helped lead the company through the pandemic, as LiDestri Food & Drink was a finalist in the COVID innovation category of RBJ's Technology & Manufacturing Awards in 2020 after shifting manufacturing lines to produce hand sanitizer early in the pandemic.

LiDestri Food & Drink — which donated \$1 million in hand sanitizer to school districts, medical facilities, first responders and cultural groups — grew during the pandemic while establishing internal task forces and made immediate changes in the facility to ensure a

safe workplace.

Stefani LiDestri, who received the RBJ's Women of Excellence award in 2019, pushed the company's focus to include sales and marketing along with manufacturing.

"Yes, we still manufacture many different things every day," LiDestri told the RBJ, "but it was important to me to expand our marketing and sales departments in a deep way so they could meld into the operations side of the business, and eventually we could be recognized as a world-class organization."

JARED C. LUSK

PARTNER, OFFICE MANAGING PARTNER, ROCHESTER, NIXON PEABODY LLP



Years in current role: 5 as Office Managing Partner (Partner since 2006)

What was your biggest success in 2021?

Our biggest success in 2021 was continuing to provide exemplary service to our clients amid the challenges of another pandemic year. The economic recovery created new opportunities for our clients, and we were there to help them achieve their objectives. Consistency, reliability, and excellence defined the year for us. Additionally, I am proud of the way we successfully added legal talent to the firm. Even though most of us worked remotely for much of 2021, we brought in a diverse, dynamic slate of attorneys and quickly made them a part of our teams and our tight-knit firm culture.

What are your expectations for 2022?

Personally, I'm taking an optimistic view of the road ahead. None of us can predict the future, of course, but I'm hopeful for a year that allows us to reclaim some normalcy. I want to gather in person with our clients and my colleagues, see smiling faces instead of masks, and get out more into our neighborhoods and communities in ways that haven't been possible. We have a special team, a special culture, and special clients at Nixon Peabody, and the more time we can spend investing in those things, the more successful 2022 will be.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Our firm was prepared for this challenge before we even knew it was coming. We're the only law firm in Rochester with an international footprint; the practical effect of that is we've already been doing remote work for the past 25 years. When your client is overseas, and half your deal team is across the country, you're already collaborating virtually. I'm so eager to get from the car to our building each morning, but Nixon Peabody is about much more than an office space. We have drawn on that knowledge and those lessons throughout the pandemic.

DR. HEIDI MACPHERSON

PRESIDENT, SUNY BROCKPORT



Years in current role: 7

What was your biggest success in 2021?

Keeping our campus open during the height of the pandemic and ensuring that we offered our students a return to regular activities. Our students were amazing. It was fantastic to see how creative they could be in putting on virtual theatre productions, or in going online to keep their clubs or organizations vibrant. Our faculty were flexible and responsive, our professional staff met the needs of our students in a hybrid fashion, and our essential workers maintained our campus at a time when others were learning how to work productively remotely.

What are your expectations for 2022?

I expect that we will continue to exercise flexibility in the face of changing information. I hope we will reach a stage where COVID-19

just becomes one of many factors we take into consideration as we plan. We hope to resume more campus events for faculty, staff and students, host more community events, and re-establish the relationships that help our college thrive.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

To give each other grace. There are definitely unequal impacts of COVID-19, and yet almost everyone—including me—has lost someone to this pandemic. It has changed our world and not everyone has the same resources to overcome everything. Practicing kindness needs to remain a priority.

What is your favorite thing about the Rochester community?

We're a small city with great colleges and universities, health care systems, fantastic theatre and music venues and an excellent array of restaurants.

If time were no issue, what would you do to help the community that you aren't already doing?

I'd love to combine my passions for creativity and education, perhaps through volunteer reading for children, or adults in congregate living settings. Or to help put on a play, and encourage young people engage their creativity and tell their stories.



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STEVE METZGER

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honorees
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SARAH C. MANGELSDORF

PRESIDENT, UNIVERSITY OF ROCHESTER



Mangelsdorf is the 11th president of the University of Rochester and the school's first female president. She served as provost at the University of Wisconsin before taking the helm in Rochester in July 2019.

She has been faced with numerous challenges early in her presidency as a result of the COVID-19 pandemic. In March 2020, she had to make the decision to furlough employees and cut some employees' pay to help the university get through the initial COVID-related shutdowns.

"I was tortured over it because it was my first year as president," she told the RBJ last year. "I never thought this is what I want to do my first year as president."

But almost all of the employees who were furloughed returned to work at the university, and employees whose pay was cut saw their salaries restored at the beginning of 2021.

Mangelsdorf also moved UR to a \$15 per hour minimum wage ahead of the New York deadline to do so.

"We don't just want to be the biggest employer in Rochester; we want to be a good employer," Mangelsdorf told RBJ last year. "We want to provide people with meaningful work and benefits and pathways to advancement."

FAHEEM MASOOD

PRESIDENT AND CEO, ESL FEDERAL CREDIT UNION



Years in current role: 6

What was your biggest success in 2021?

Navigating another year of the COVID-19 pandemic. And this is a success for the entire ESL organization, because our employees have been absolutely tremendous throughout the last two years. They have navigated every change, pivot, adjustment we needed to make in order to support one another, and serve our members and community. I could not be prouder of their outstanding work, day-in and day-out.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Your values will see you through. Throughout this pandemic, our Purpose of helping our community thrive and prosper, and our core

values (Caring About People, Accountability, Teamwork, Integrity, Initiative) have helped guide our decision-making process. Being Purpose- and value-driven, asking, "Does this live up to our Purpose? Are we living up to our core values?" makes the decision-making process much clearer and easier.

What is your favorite thing about the Rochester community?

Definitely our people. We are such a giving and humanistic community, the achievements, accomplishments and actions of our community members continuously inspire me.

COLLEEN MATTESON

PRESIDENT, ROCHESTER NY, BANK OF AMERICA



Years in current role: 10

What was your biggest success in 2021?

As the President in Rochester, one of my key priorities is to drive Bank of America foundation dollars to local nonprofits to address social and economic concerns and to build a stronger community. In addition to my role as president, stepping into my new role as Market Executive for Bank of America Private Bank was a career milestone. In this role, I work alongside a team of wealth management specialists dedicated to providing strategic advice to high-net worth families managing wealth across multiple generations and to business owners, corporate executives, entrepreneurs and other creators of first-generation wealth assisting with liquidity management and business succession planning.

What are your expectations for 2022?

I look forward to continuing to collaborate with key stakeholders in the community to build upon the tremendous work started to create cohesion and resilience as well as real and lasting change in Rochester. People who were part of a community during the pandemic realized the importance of human connection and the value of services provided by local nonprofit organizations. Nonprofit organizations are critical in creating economically and socially vibrant communities.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

There were several key takeaways from the COVID-19 pandemic. First was to take mental health seriously. Mental health includes your emotional, psychological and social well-being, and it helps determine how you think, feel and act. Positive mental health is essential to an individual's overall wellness — it can strengthen your relationships, make it easier to handle everyday stressors and even help you make healthy choices. I am extremely proud to work for a company that believes the mental health of employees and their families is critical and offers benefits and resources to support their emotional wellness.

MARC MAYER

CHAIRMAN AND CEO, MANNING & NAPIER



Years in current role: 3

What was your biggest success in 2021?

Our firm, Manning & Napier, is an investment and wealth management firm. In 2021 we again delivered excellent investment results and superior advice for our clients. In strong markets for equities as well as credit portions of the fixed income markets, the great majority of our active investments exceeded the results provided by passive indices and we delivered high absolute results for clients. These results followed on a very strong 2020, and are consistent with our 51-year track record of delivering excellent results for clients. We are very proud of our ability to help our clients, a large number of whom are in our community, to realize the financial outcomes they need.

What is your favorite thing about the Rochester community?

I am not a lifetime resident of Rochester — I was born and raised in Brooklyn and spent most of my life in NYC. I can say unequivocally that what is so special about the Rochester community are the people. The people of greater Rochester are incredible! I can't overstate the pleasure I have had in getting to know a group of individuals, at Manning & Napier and in the community, who are so fundamentally good, caring, kind, giving, intelligent, wise, humble, and humorous. I can't believe how fortunate I have been to be able to build these relationships in our community.

If time were no issue, what would you do to help the community that you aren't already doing?

Our community has tremendous needs. I, like all of us at Manning & Napier, am committed to helping Rochester in any and all ways that we can. There is always time to help our community! Because there is so much to do, I, and we, concentrate on social justice to ensure that all have the most basic needs — food, shelter, education, and health care — and have the opportunity to realize the soaring promise of our great nation.

THERESA MAZZULLO

CEO, EXCELL PARTNERS INC.



Years in current role: 16

What was your biggest success in 2021?

This past year our company, Excell, successfully recruited a biotech company, which has a promising cure for MS, from Israel to Rochester. They were drawn to Rochester because of the talent and reputation of the UR Medical Center. The entire community rallied to support this company- GRE, Empire State Development, NY Ventures, Senior Staff at UR and the Medical Center. Local investors contributed to a \$10 million fundraising campaign. As a result, we now have a biotech company that has the potential to bring medical tourism to Rochester for individuals in the US & Canada seeking treatment for MS.

In 2022 I hope to capitalize on the momentum we currently have by looking to raise a Medical Angel Fund in the region that will focus on life sciences and, in particular, Healthcare IT, which is one of the pillars identified as an asset by the Finger Lakes Regional Council.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Winston Churchill is quoted as saying: "Kites rise highest against the wind". The power of resiliency was my biggest takeaway from the pandemic. I experienced this firsthand with my staff who, when the pandemic sent us to shelter, literally leaned into the chaos and rapidly created a virtual environment that has made our lives completely seamless. I saw the CEOs of our portfolio companies respond instantly to the rapid change. Yes, some companies failed but an equal number found creative ways to pivot and weather the storm, and some even beat the storm coming out stronger than before. And throughout it all everyone managed to maintain a positive attitude and a commitment to persevere.

JONATHAN MCREYNOLDS

PASTOR, AENON MISSIONARY BAPTIST CHURCH



Years in current role: 5.5

What was your biggest success in 2021?

Leading a historic 99-year Rochester institution through the pandemic, while still engaging in our mission and impacting the local community through missions, community engagement and social justice.

What are your expectations for 2022?

During 2022 I expect to impact the community in a greater manner through community partnerships and developing grass root movements for social change.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The community while facing many challenges has not lost its humanity toward each other.

What is your favorite thing about the Rochester community?

The way our community perseveres. While we face numerous challenges we still persevere toward transformative solutions.

If time were no issue, what would you do to help the community that you aren't already doing?

I would love to volunteer weekly in schools to mentor at-risk young men by organizing a support group.



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

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DANA MEHNERT

PRESIDENT, COMMUNICATION SYSTEMS, L3HARRIS TECHNOLOGIES, INC.



Years in current role: 3.5 years

What was your biggest success in 2021?

Our team's biggest success in 2021 was effectively working together through another year of COVID, political unrest and an unprecedented global supply chain disruption that impacted many of our suppliers. We worked through these and delivered on our commitments to the U.S. Department of Defense, state and local governments and our allies throughout the world.

What are your expectations for 2022?

I think we are all hoping for a better 2022: putting COVID (somewhat) behind us, and getting through supply chain challenges and, above all, overcoming political discord in the country. While there are heightened international tensions, we hope for greater unity and less tension domestically. We will also continue to build an

inclusive culture where all of our employees feel valued and empowered to do their best work.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The need to constantly communicate and be more agile and adaptive in dealing with changing situations. We learned quickly to do things virtually and work as a hybrid team with employees. Being able to find the right mix and effectively deal with a constantly evolving environment is critical to our success.

What is your favorite thing about the Rochester community?

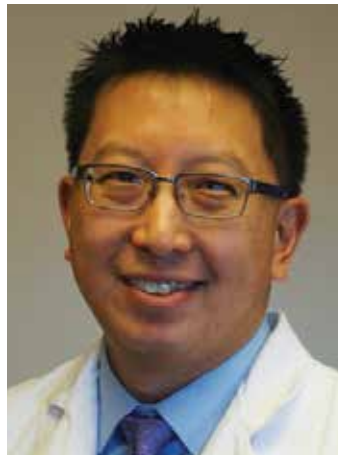
The can-do spirit of our community and the belief that we can always make things better, along with our tenacity. The proliferation of microbreweries is pretty cool too.

If time were no issue, what would you do to help the community that you aren't already doing?

Giving back to the communities. Personally, I'd like to be more hands-on in helping the community; whether it's cooking and serving food, driving people around, coaching small business leaders or just having conversations with people who need guidance, it's a focus on more doing and less talking about it.

DR. MICHAEL MENDOZA

COMMISSIONER OF PUBLIC HEALTH, MONROE COUNTY HEALTH DEPARTMENT



Years in current role: 6

What was your biggest success in 2021?

Helping to lead the county COVID vaccination effort and response to COVID.

What are your expectations for 2022?

I hope to see greater attention to the secondary impact of COVID on our community — education, mental health, disease prevention — and a renewed commitment to science and evidence.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

We need to improve our system of primary care, public health preparedness, and social services more effectively in order to better withstand future public health threats.

STEVE METZGER

CEO, LABELLA ASSOCIATES DPC



Years in current role: 2

What was your biggest success in 2021?

2021 was another year of significant growth for LaBella Associates. In a year hampered by the pandemic, we grew by roughly 30% in both revenue and numbers of employees, now at approximately 1,300. We saw remarkable performance in many of our markets and across all of our service lines, including architecture, engineering, program management, power, renewables, environmental, and transportation, making 2021 an outstanding year for us. We solved a lot of problems for our clients in 2021!

What are your expectations for 2022?

With our current momentum coming out of 2021, backlog at an all-time high, and being well-positioned to take advantage of the recently

passed infrastructure bill, we feel that 2022 will be another strong year for us. We are excited to implement strategies identified under the four pillars of our recently published 2025 strategic plan — culture, growth, clients, and structure — and to continue succeeding for our clients and employees

What is your biggest takeaway from dealing with the COVID-19 pandemic?

That politics and media can sure make a mess of things if we let them. Early on, in the environment of mixed messaging from governmental leadership, we recognized the critical need to be honest and forthcoming with our employees and place their safety at the forefront of any decisions we make.

If time were no issue, what would you do to help the community that you aren't already doing?

I would lean toward activities involving teaching, coaching or mentoring where I think I can be effective and enjoy them too.

SISTER GRACE MILLER

FOUNDER AND EXECUTIVE DIRECTOR, HOUSE OF MERCY



Years in current role: 36

What was your biggest success in 2021?

My biggest success in 2021 was getting a developer to agree to renovate a building for us so that we can create more housing for our homeless guests.

What are your expectations for 2022?

I expect to find more opportunities for housing for the homeless in Rochester; hopefully independent housing such as hotel rooms, apartments, etc.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

I have worked closely with people who had COVID and were very fearful it, and we encouraged them to get their vaccines. I saw how

intimidated people were about the vaccine at first, and then I saw how relieved and grateful they were for their safety once they got the vaccine. My biggest takeaway when working with my homeless guests is that the vaccine certainly saves lives, and it is very important that people get vaccinated.

What is your favorite thing about the Rochester community?

My favorite thing about the Rochester community is its generosity. Between financial donations to keep our shelter running, and essential items (like winter clothing, etc.) we have been very blessed by the generosity in our community. House of Mercy would not be in existence if we did not have a generous community of donors to help us survive.

If time were no issue, what would you do to help the community that you aren't already doing?

I would probably have several quality housing developments made for the homeless people in our city. These would be independent living facilities, so that our people would not have to live in cramped or shared quarters, or worse, outside. Our homeless guests need to have the option of safe and warm shelter without any restrictions, especially during these dangerously cold winter months.

JOE MORELLE

CONGRESSMAN, US HOUSE OF REPRESENTATIVES



Years in current role: 4

What was your biggest success in 2021?

I'm incredibly proud of the work my colleagues in Congress and I have done to support businesses and working families, especially during the COVID-19 pandemic. In 2021, I helped establish funding programs like the Paycheck Protection Program and Restaurant Revitalization Fund that were critical to keeping restaurants and small businesses afloat. I'm also proud to have made historic investments in local infrastructure that will create jobs and strengthen our economy at a time when it's needed most. More work needs to be done, however, and I will continue fighting for additional investments in our business community.

What are your expectations for 2022?

This year, we need to continue our work to revitalize our economy and ensure a strong recovery from the pandemic. I recently co-sponsored and helped pass the America COMPETES Act, which included provisions I advocated for to invest in regional innovation and entrepreneurship — an area in which Rochester is poised for success given our robust, high-tech business community. I look forward to growing these efforts and cementing our place as a global leader in innovation.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The pandemic exposed real inequities within our society that we must contend with, but in many ways, it also put the very best of humanity on display. Over the past two years, I have been continually impressed by the dedication and generosity of our community. From neighbors making masks for essential workers to rallying to support small businesses to dutifully wearing masks to protect our loved ones, one of my biggest takeaways is the way we came together to uplift one another. For that, I'm deeply grateful.

MARTIN MUCCI

CHAIRMAN & CEO, PAYCHEX, INC.



Years in current role: 11 years as CEO; Chairman role since December 2021

What was your biggest success in 2021?

The continued evolution of Paychex as an HR solutions technology, software and services company, providing outstanding support to our clients through the COVID-19 environment, one of the most challenging times for businesses in our history. Our employees, while facing their own challenges in this environment, stayed focused on our clients, their colleagues and our community's needs while helping the company reach record breaking financial performance for our shareholders.

What are your expectations for 2022?

Continued growth for Paychex with software products and leading-edge technology to

enhance the value we bring our clients including supporting their need for more data analytics to retain employees, technology to hire new employees in a challenging environment and tools to help their businesses to be more efficient and productive.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The impressive resiliency of our employees. Learning to work from home and find new ways to sell our products, service our clients and continue mentoring and developing their colleagues while dealing with their own individual situations.

What is your favorite thing about the Rochester community?

The way the business community comes together in times of need to overcome a challenge. The current work of ROC 2025 is a prime example of business community and government forces working together to enhance the Rochester community for a successful future. In addition, the flexibility of the United Way and other non-profit agencies to find new ways to support those in need in our community without a prior roadmap during the COVID-19 pandemic.



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President and CEO

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



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KEVIN MULVEHILL

PARTNER, ROCHESTER OFFICE LEADER, PHILLIPS LYTLE LLP



Years in current role: Partner 7 years, Rochester office leader 2 years

What are your expectations for 2022?

Growth and opportunity. The firm has set a hiring target of 40 attorneys across markets to actively expand its expertise through the attraction, retention and development of top legal talent, while also recruiting boutique law firms and specialty practices in existing and new markets. Phillips Lytle is also doubling down on its longstanding commitment to continue building a diverse, equitable and inclusive legal workforce.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Two things: (1) take nothing for granted; and (2) humans are incredibly adaptable.

What is your favorite thing about the Rochester community?

Rochester is a great place to live. Quality people, short commutes, wonderful festivals, great food, fun restaurants, bars, museums and events, four seasons, good schools, and close proximity to the Finger Lakes. After decades of disinvestment, there is renewed interest in downtown. Our city is being reinvented and reimaged before our eyes. The future here is bright.

DAVID MUNSON

PRESIDENT, ROCHESTER INSTITUTE OF TECHNOLOGY



Years in current role: 5

What was your biggest success in 2021?

Continuing our progress unabated at RIT, while successfully navigating the pandemic and keeping our community safe. We are pleased that we have not lost momentum toward our 2025 Strategic Plan. We are moving forward as planned and more.

What are your expectations for 2022?

Lots of construction on campus. We have \$200 million of projects that are underway, so this is a very exciting time in our history. At some point, we hope, the masks will come off and we'll all be having so much fun!

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Our students at RIT are exemplary and our faculty and staff will do anything it takes to support them. It is amazing how the RIT community has been so resilient during this time.

What is your favorite thing about the Rochester community?

The quality of the people and the care they show for one another. Rochester and the Finger Lakes region have so much to offer in terms of natural beauty. The arts scene is also outstanding!

If time were no issue, what would you do to help the community that you aren't already doing?

Volunteer to teach math, which is the gateway to all STEM disciplines, in a Rochester city school.

PHIL MUSCATO

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



Years in current role: 3

What was your biggest success in 2021?

2021 certainly has its share of challenges that most of us thought would not replicate 2020. I was most satisfied with the continued growth I saw within our market and the ability to be able to assist our clients in times of uncertainty. And would be remiss to not point out the number of promotions on our teams. Nothing makes me prouder than to see a colleague who receives a most-deserving promotion.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Patience. Our clients and colleagues have all gone through challenges they had never dealt with before. I think the flexibility that Key

allowed me to grant to our colleagues and clients showed how empathetic and understanding a large organization can truly be when there's so much uncertainty.

Whether it was granting some relief to our customers or allowing those colleagues in need the ability to work remotely so they could handle their households shows that companies truly care about the well-being of others.

What is your favorite thing about the Rochester community?

That's easy! How philanthropic our community is. I'm in contact with local senior leaders daily and can confidently state that the people of Rochester deeply care for improving the quality of life for everyone through education, health care, diversity, equity and inclusion. The support Rochester shows its fellow Rochesterians is second to none!

I'll also add that Rochester is such a diverse community which allows someone to explore all sorts of different cultures. Great educational and health care systems. Something for anyone to enjoy!

LESLI C. MYERS-SMALL

SUPERINTENDENT OF SCHOOLS, ROCHESTER CITY SCHOOL DISTRICT



Years in current role: 2

What was your biggest success in 2021?

At the beginning of January 2021, we began shifting to a hybrid model of teaching and learning. It was so exciting meeting students in person for the first time. It was also incredible to see the joy each scholar had as they walked into school and saw their teachers and friends.

What are your expectations for 2022?

I am hopeful that all stakeholders in our school community will collaborate and work together for the betterment of our scholars. We are embarking on a journey to address culture and climate in the RCSD. For too long, our district's narrative has been one of negativity, underachievement and failure. I am looking forward to becoming the high-performing district we are destined to be.

What is your favorite thing about the Rochester community?

On Saturday mornings, I enjoy heading out to visit Rochester's Public Market. I love interacting with people who hail from varied backgrounds as I haggle over prices. I love the fact that I can go year-round and make purchases which include: ethnic delicacies; fresh fruits and vegetables, meats and seafood; prepared and packaged foods; specialty items as well as general merchandise. You can often find me talking with vendors as I purchase new items for recipes that I am trying out on my family and friends.

If time were no issue, what would you do to help the community that you aren't already doing?

Following in my late mother's footsteps, I would spend much more of my time serving the community. My heart's desire is to open a shelter for teens who have been kicked out of their homes. Besides nourishment and housing, I would offer counseling, education, employment assistance as well as training. I continue to strongly believe that our young people are our present.

SHARON NAPIER

EXECUTIVE CHAIR AND FOUNDER, PARTNERS + NAPIER



Years in current role: 18

What was your biggest success in 2021?

I'm really proud our team. I saw people approach each other with a new kind of kindness. I saw it with our client relationships too. That was a success, because we all went through something together, learned from it, and came out stronger.

What are your expectations for 2022?

I hope to laugh more, enjoy life more, enjoy work, my family, my hobbies, travel more, and to always be a better mom, sister and friend.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

In advertising, we sometimes think that we've captured the market on creative thinking, but the pandemic really showed me how creative

thinking helped business move from decline, to stabilization, to growth. I especially have a lot of respect for how restaurants and universities pivoted so quickly to find new solutions to deliver for their customers and students. I have heard, that growth does not live in the confines of the past. This could not be a truer statement.

What is your favorite thing about the Rochester community?

Rochester is a real community with deep roots and an abundance of pride. I love the arts, the restaurant scene, parks, rivers, lakes – we are a city of abundance. Rochester has a history of invention and moxy. I love watching my daughters move back to Rochester from NYC to rediscover Rochester with their husbands. They are rejoining their friends and family and seeing the beauty of Rochester in a whole new light.

If time were no issue, what would you do to help the community that you aren't already doing?

I have always believed in the "power of creativity to change the world." If time were no issue, I would join a street art team and do whatever they needed. The power of starting something and seeing it through to completion would be gratifying, and I have been inspired by @lewismillerdesign @bansky.official @shawndunwoody

SHAUN C. NELMS

DIRECTOR, CENTER FOR URBAN EDUCATION SUCCESS
SUPERINTENDENT, EAST HIGH EPO



Years in current role: 7

What was your biggest success in 2021?

I accepted the isolation created by the pandemic as an opportunity to focus on the happiness of my children; however, it was my children who influenced my happiness and professional success. My son, Shaun Jr., in his freshman year, reminds me that people will thrive when valued and affirmed for their talents, skills, and cultural identities. My middle daughter, Alexia, a first-year student at the University of Rochester, has taught me to create work environments that are challenging, yet still provide space for curiosity and personal growth. Nia, my oldest, a trained social worker, has demonstrated that I can't help others until I've helped myself. Lessons in leadership are often experiences lived learned by those around us.

What are your expectations for 2022?

The pandemic has changed how school districts meet the needs of students and their families — East was no different. Over the past seven years, we created a model that increased the graduation rate from 33% to 85%. For 2022, we will focus on strengthening and adjusting our system to meet our current reality and reset for the 2022-23 school year.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The biggest takeaway was knowing the silent majority is willing to do the work of improving and educating our community when given a safe and supportive path forward.

What is your favorite thing about the Rochester community?

The opportunities to discover many aspects of Rochester I overlooked prior to COVID, including new trails, restaurants, the arts, and other activities.

If time were no issue, what would you do to help the community that you aren't already doing?

I would like to see every child have a pathway to a local college, a local career, or enlisting in the military and returning home to further their career.



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BILL NEWLANDS

PRESIDENT AND CEO, CONSTELLATION BRANDS



Years in current role: 3

What was your biggest success in 2021?

We have an amazing team at Constellation and I'm extremely proud of the work we've done to overcome various headwinds posed by the second year of the pandemic, rising inflation, supply chain challenges and a host of other issues to deliver another strong performance in calendar year 2021. First and foremost, we've taken a number of steps to keep employees safe, in consultation with our Chief Medical Officer Dr. Tim Malins. And we continued to make a positive impact in our communities through efforts to lower greenhouse gas emissions, various water stewardship initiatives, investments to help female- and minority-founded startups in the beverage alcohol space grow their businesses,

and partnerships with organizations such as Dress for Success and Unidos in support of women in the workforce and underserved communities.

What are your expectations in 2022?

We have bold ambitions as a company, and I fully believe our best days are in front of us. Our core beer, wine and spirits portfolios continue to have tremendous runway for growth in the years ahead, and we're making necessary investments in production capacity to fuel this growth well into the future. Innovation will play an integral role in our success going forward, as consumer preferences continue to evolve, and we've built solid momentum in this area over the past several years with new product introductions such as Corona Premier, our Modelo Chelada franchise, Kim Crawford Illuminate, Meiomi Cabernet Sauvignon and many others. Our goal is to continue to find ways to deliver high quality, great tasting, on-trend products that consumers love and to participate in more consumption occasions. And as we continue to have success as a company, we will also remain committed to making a positive impact on our environment and communities through our ESG initiatives.

WADE NORWOOD

CEO, COMMON GROUND HEALTH



Years in current role: 4

What was your biggest success in 2021?

While addressing COVID-19, Common Ground Health sharpened focus on the larger healthcare needs of the community. Our efforts – and those of our partners – have resulted in widespread understanding of how COVID has been exacerbated by structural inequities. Perhaps Dr. Anthony Fauci said it best: "Health disparities have always existed for the African American community. [COVID] is shining a bright light on how unacceptable that is." I am proud of how, as a region, we have helped ensure the equitable distribution of vaccines, test kits and masks; conducted a listening tour across the region to understand barriers to vaccination and access to PPE; and launched a Speakers Bureau to ensure

that trusted experts can engage with our neighbors where people live, work, play and pray.

What are your expectations for 2022?

In 2022, we expect to build on the incredible collaboration sparked by the public health crisis and apply what we learned to attacking the root causes of health inequity in our region. We look forward to expanding our health equity initiatives by continuing to socialize The Color of Health, launching our Latino Health report, publishing our Community Vision for Playful Learning, and hosting our annual Speak Life Conference (April 23rd).

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The reminder of how fragile and precious life is. Dealing with COVID, and all the ways in which our lives have been affected, has impressed on me how each of us are obligated to do our level best to improve ourselves, our community and the world in which we live. Relationships are the most precious resource we have in doing this work. And the impact of over 800,000 Americans having passed away during this pandemic should remind us of how richly we should treasure our community and each other.

MITCHELL S. NUSBAUM

MANAGING PARTNER, WOODS OVIATT GILMAN LLP



Years in current role: 4

What was your biggest success in 2021?

In comparison to the fear and uncertainty that reigned in 2020, last year felt like a return to normalcy and stability. With the lessons of 2020 as guideposts, the firm was able to operate efficiently and effectively despite the ups and downs of the pandemic, all while maintaining our client service and community support. This would not have been possible without the commitment, flexibility and resilience of our team.

What are your expectations for 2022?

On a business level, I expect 2022 bring more predictability and stability, albeit in an ever-changing environment. The legal and business markets in Rochester were strong in 2021, and I see that trajectory continuing. On a personal level,

I hope that 2022 will allow all of us to spend quality time with those we care most about (and I don't mean over Zoom).

What is your biggest takeaway from dealing with the COVID-19 pandemic?

I believe that the pandemic has been more of an accelerant for naturally occurring change than a cause of change in itself. My biggest takeaway from all that has transpired over the past two years is the importance of embracing change and finding new ways to operate. For a workplace to survive and thrive in this fast-changing environment, its leaders should listen carefully to the ideas and suggestions of their employees and customers and accept the risk of doing things differently.

What is your favorite thing about the Rochester community?

After growing up in Rochester, I spent the early part of my career practicing law in a larger city. When I returned home, I realized that I had been missing the strong sense of community. I have been continually amazed at the caring and support that exists. Whether businesses helping businesses, or neighbors aiding neighbors, Rochester is an empathetic, supportive community.

BETH PAUL

PRESIDENT, NAZARETH COLLEGE



Years in current role: 1.5

What was your biggest success in 2021?

Nazareth College has been unstoppable as we have navigated the worldwide challenges of 2021. We were able to continue our in-person learning and residential living for the importance of our student experience, as well as our many forms of experiential learning throughout the Rochester community. Our college community is nimble and strong and I am deeply grateful.

What are your expectations for 2022?

The times in which we are living are filled with challenge and opportunity, inspiring Nazareth to reach forward in educating future changemakers. Since its beginning in 1924, Nazareth has opened pathways of education for a diverse array of students, inspiring them to stretch their potential

and apply their talents to social innovation, social progress and social justice — to be changemakers. At our 2022 commencement, we will be sending hundreds of new changemakers into our community and beyond!

What is your biggest takeaway from dealing with the COVID-19 pandemic?

As a psychologist and the president of a College, I see the ways in which the last two years have strained mental health. The multiple traumas of 2020 and 2021 have starkly interrupted this critical time of learning and growth for every student, and for the faculty and staff who educate them. Higher education plays a critical role in healing and rejuvenating our youth. College is a vital gateway for many individuals in the critical transition from adolescence to adulthood, setting the stage for productive adulthood. Our youth need supportive and inspiring in-person interaction to learn and to prepare them for their life's work and well-being.

What is your favorite thing about the Rochester community?

Rochester is a community of people who see the best in others. I am inspired by the people who care deeply and work every day to help Rochester be a place of health, opportunity and possibility for all.

PHILIP L. PECORA

PRESIDENT AND CEO, GENESEE REGIONAL BANK



Years in current role: 18

The accomplishment I am most drawn to is our organization's ability to respond to the needs of our community and our customers. Last year was a roller coaster ride with continued uncertainties from the prolonged pandemic, but we really stayed focused. We continued to outsize ourselves in processing Paycheck Protection Program (PPP) loans which led to a record number of new client conversions, and we originated a record number of purchase mortgages and home equity lines of credit, enabling thousands of families in our community to purchase a new home or improve their existing ones. We accelerated GRB's growth in the most challenging of times by staying focused on doing the right thing.

What are your expectations for 2022?

More of the same positive momentum for GRB as we remain focused on serving the banking needs of the community - with a twist. The twist comes with the need to confront a different set of challenges than we faced through the pandemic, namely rising inflation and higher interest rates. But those challenges will not change who we are or what we do as a community bank. While housing demand will likely recede with rising rates, people will still buy homes and improve them. GRB will simply need to capture a higher percentage of less volume to maintain momentum. In commercial banking, we are moving beyond emergency mode and getting back to business as usual. With prudent management, local businesses navigated the pandemic very well and are poised to grow. GRB is here to assist!

What is your biggest takeaway from dealing with the COVID-19 pandemic?

My biggest takeaway is how resilient and nimble our society is. Technology is certainly a huge enabler, however it's people who make things happen. During the pandemic, people and organizations did a remarkable job adapting quickly while making transformative changes on how we go about our lives. Despite the parade of challenges that keep coming at us, we have held it together very well.

ANGELICA PEREZ-DELGADO

PRESIDENT & CEO, IBERO-AMERICAN ACTION LEAGUE



Perez-Delgado became the seventh president and CEO of Ibero-American Action League in 2018. She had previously worked at Villa of Hope as Chief Administrative Officer/ Chief Compliance Officer.

She began her 25-plus year career in the nonprofit sector as a substance abuse therapist before moving into administration roles. She credits the types of services she leads today with helping her turn her life around as a young teenage mother.

Perez-Delgado has a Master of Science in Health Administration from Roberts Wesleyan College and a Bachelor of Science in Community and Human Services from Empire State College. She has been a Credentialed Alcoholism and Substance Counselor since

2003 and became a certified Lean Six Sigma Black Belt in 2014.

She serves on the board of directors for Eugenio Maria de Hostos Charter School, Center for Governmental Research, University of Rochester Medical Center, RochesterWorks! and other organizations.



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RICK PLYMPTON

CEO, OPTIMAX SYSTEMS, INC



Years in current role: 20

What was your biggest success in 2021?

It's not my success, but the success of our team at Optimax. With focus on our mission — Enabling customer success and employee prosperity — we grew revenue by more than 30% and hired about 80 new employees.

What are your expectations for 2022?

My hope for this year is that we will reset working conditions that are free of masks and social distancing; that we will be able to have social gatherings to reconnect with old friends and make new friends.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

We are stronger and more resilient than we

know. I am so proud of the Optimax team and how we have managed our way through the last two years of chaos.

What is your favorite thing about the Rochester community?

Rochester and the Finger Lakes region is a high tech hub that provides innovation for a better tomorrow. Our ability to invent, develop and market technology solutions brings wealth to our region and the opportunity for a good quality of life.

If time were no issue, what would you do to help the community that you aren't already doing?

We live in a caring community with strong philanthropy and nonprofit organizations. I would love to see better collaboration, processes and metrics to ensure that our efforts achieve sustainable results to improve lives.

AQUA PORTER

EXECUTIVE DIRECTOR, ROCHESTER MONROE ANTI-POVERTY INITIATIVE



Years in current role: 1.5

What was your biggest success in 2021?

RMAPI staff personally connected with over than 300 Monroe County residents to get their opinions and insight on what should be done in our community to reduce poverty. Many are community members whose voices are often excluded from these types of conversations — the homeless, the formerly incarcerated, and some suffering from chronic mental illness. We are delighted to share this information with Monroe County, the city of Rochester and the Rochester City School District as a way to inform them of priorities based on community member feedback. Additionally, RMAPI successfully exceeded its Wildly Important Goal (WIG) of raising the starting wages of 10,000 people to at least \$15 when 11,266 individuals were reported to benefit from wage increases.

What are your expectations for 2022?

I am hopeful that we will be able to return to a point where we are encouraged to freely move around the community without masks, I look forward to travelling freely to visit friends and family, to attend the annual festivals and fairs that are a hallmark of a Rochester summer and even to meet colleagues and partners at in-person business meetings.

If time were no issue, what would you do to help the community that you aren't already doing?

I would spend time teaching and practicing gentle and restorative yoga and meditation as a way to help people in our community heal and deal with the changes and challenges that have impacted their lives especially during the past two years. There are many self-care options that we need to normalize — like rest (different from sleep), adequate hydration and social connection — some of these could have radical impacts on the overall wellbeing of ourselves and our family members and by extension, our community.

DR. DEANA L. PORTERFIELD

PRESIDENT, ROBERTS WESLEYAN COLLEGE AND NORTHEASTERN SEMINARY



Years in current role: 7.5

What was your biggest success in 2021?

Moving forward despite the uncertainty of the pandemic seems to me to be an accomplishment worth remembering. The work of Roberts Wesleyan College and Northeastern Seminary is critical to the success and future of our region and beyond. We graduate women and men who know how to connect their head to their heart, and engage their hands in service to others. This past year we remained focused on providing Christ-centered education that would prepare students to serve our world, and to be able to continue that work despite constant disruption is a credit to our team.

I deeply believe that we are created for

community but we have all lost some of that in the past two years. The pandemic left a residue on our work and personal lives that feels like a weight — like a residue. My hope and expectation is that I will personally work to rebuild what is lost by reaching out to others, creating space for conversation and being open to listen to others. At Roberts we believe that intellectual and spiritual humility provides an effective path for rebuilding communities. This present time is an opportunity to test and apply solutions that, with an attitude of humility, will move us forward.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Leadership is about judgment calls. It is rare that you have all the information needed to make a decision, but the pandemic showed that difficult decisions are required of us even when times and outcomes are uncertain. I relied on a wonderful team of individuals who did the hard work of researching all the available information, met regularly to discuss the pros and cons of possible options, and then made the best decision possible for the moment. As information changed we revisited decisions and adjusted when needed.

JIM REED

PRESIDENT AND CEO, EXCELLUS BLUECROSS BLUESHIELD



Years in current role: Appointed CEO in May 2021; President and CEO-elect since July 2020.

What was your biggest success in 2021?

I am proud of how our employees helped our organization successfully manage and deliver on our mission. The ability to continue to provide access to quality, affordable health care to our community is a credit to our corporate culture. This past year provided an opportunity to redefine the way we work by engaging our flexible workforce through new communications channels. We found innovative ways to keep our employees connected through virtual “live” coffee chats, employee meetings, lunch and learns, and even talent shows! I am extremely proud of how our team came together to advance and improve our culture throughout this challenging time.

I expect that 2022 will be another year of uncertainty as we continue to respond to the pandemic. One thing I am certain of is that although the pandemic has forever changed how we live and work, we will remain committed to offering new and innovative products and services to address the changing needs of our communities.

My biggest take away is the resiliency of humankind. The amount of change that our upstate regions have navigated through in such a short period of time is a testament to our collective strength and fortitude. When forced by a global health crisis, we stepped up to meet new challenges overnight — and didn't miss a beat. Rochester is a resilient community.

What is your favorite thing about the Rochester community?

By far, the people and the philanthropic nature of Rochester stands out. There's a unique willingness to give time, resources and financial support to organizations and initiatives that advance the well-being of our community. In addition, I appreciate the exceptional quality of health care, physicians, and scope of services we have access to in our backyard. The collaborative nature of our health systems and nonprofit payer market allows us to align health care access, affordability, and quality.

DAVID RIEDMAN

PRESIDENT & CEO, RIEDMAN COMPANIES



Years in current role: 25+

What was your biggest success in 2021?

Perseverance! I have been inspired from the beginning of the pandemic and throughout 2021 by our team and what we accomplished in spite of new and different challenges that arise every day. There is no playbook for operating in a pandemic. Visibility can sometimes be limited, particularly in the trenches. Nerves are frayed. The environment we operate in is fragile. Despite that backdrop, we continue to excel and our team arrives each day willing and able to deliver outstanding results. Those results are seen in the growth of our revenue. More importantly, they're seen in the satisfaction of our residents, the strength of the partnerships we have with our business partners and the dedication of our team

members to each other and to our mission.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

It's imperative to stay disciplined and keep a focus on the long view. We were very careful not to overreact to the ever-changing set of circumstances in front of us. We made short-term decisions to deal with the issues at hand but never altered our long-range plans or strategic thinking. Becoming flat footed for a post-pandemic world was never an option.

What is your favorite thing about the Rochester community?

This community has an awful lot to offer. I don't know that I can say it any differently than I did last year. Many factors contribute to Rochester's quality of life including an affordable housing stock, accessible health care, some of the nation's best secondary schools, competitive and sought after higher education, world class cultural attractions and a wide array of natural resources in a convenient, mid-size city with moderate density.

GEORGE M. ROMELL

PRESIDENT & CEO, YMCA OF GREATER ROCHESTER



Years in current role: 23

What was your biggest success in 2021?

It was navigating the challenges associated with COVID-19. Not knowing which way the river would bend, the Y remained a constant in the lives of families and children when they needed it most. There was a tremendous need for group work and positive youth programming with the amount of human contact lost during the pandemic. I'm proud of the amazing Y staff who led our summer day and overnight camps, and our youth educational programs, safely with all the restrictions in place. Their ability to weather the COVID storm and serve children in meaningful and impactful ways was vital to our mission.

After making draconian decisions during the pandemic, we needed to change our urban delivery system. The creation of our Task Force was a watershed moment for the Y. In 2022, we are ready to fulfill our mission in new ways in support of all within the City of Rochester. Bringing together nonprofit leaders, community advocates and state/local lawmakers gave us the opportunity to engage like never before.

What is your favorite thing about the Rochester community?

After more than three decades in this community, I am continually impressed with its resiliency and ability to reinvent itself. After watching the evolution of major corporations that helped drive Rochester to be the Silicon Valley of the East, we saw the power of our creativity and charted a new path. Today, there is wonderful opportunity to embrace the diverse offerings, and the rich heritage of our region, to once again reinvent how we succeed as a community. Leaders must come together for common good, and I believe as we emerge from the pandemic, we will usher in a new era of impact for the people who call this their home.



Congratulations

to Louise Woerner, Chairwoman and CEO of HCR Home Care, for being an honoree of the 2022 Rochester Business Journal Power 100 List for a second year in a row.

As an employee-owned company, we ask each member of our team to be leaders in the support they give to each other, and the quality care they give to our patients. They are the foundation on which HCR Home Care's reputation is built, and the reason we are health care leaders in our community.



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

Congratulations Mary Walsh Boatfield

for being recognized on the RBJ Power 100 List



She understands the value of building relationships and the mutual benefits of partnering with like-minded organizations.

The relationships she has created are revolutionizing the way that health care services are provided to those in need.



GERARD J. ROONEY

PRESIDENT, ST. JOHN FISHER COLLEGE



Years in current role: 6.5

What was your biggest success in 2021?

The resilience and continuing commitment of the entire St. John Fisher College community in navigating the pandemic and reimagining the ways we learned and worked. We never wavered from our two guiding principles — maintaining our focus on the health and safety of the campus allowed us to achieve our second guiding principle, which was to deliver an in-person living and learning experience for our students.

What are your expectations for 2022?

Given the innovations and accomplishments that we have experienced in recent years, we are moving to refresh our Strategic Plan to build on these successes and continue

to move Fisher forward. We are also planning for a return to a greater sense of operational normalcy in the next academic year.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Our community rose to the challenge, pivoted quickly, adapted seamlessly, and demonstrated their willingness to do what it took to keep each other safe and to deliver the best quality education to our students. I am very proud of the ability of our community to remain together and deliver on the mission of the College.

VICTOR E. SALERNO

CEO, CO-CHAIRMAN OF THE BOARD, O'CONNELL ELECTRIC COMPANY



Years in current role: 16

What was your biggest success in 2021?

Growing our sales to over \$365 Million dollars including an increase in employment to over 1000.

What are your expectations for 2022?

We anticipate continued profitable growth to new record levels. We look forward to providing additional quality jobs in our various communities.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

COVID-19 has taught us to be prepared for constant change in dealing with an unknown "Black Swan Event." None of us saw this coming and we look forward to a reasonable

COVID-19 conclusion in 2022.

What is your favorite thing about the Rochester community?

All our family and friends that are here for sure. Another favorite is all the potential economic opportunities driven by the 19 colleges and universities located in the Rochester metro area. Finally, other than a snowstorm or two we avoid the major atmospheric weather events such as hurricanes, tornadoes, floods, earthquakes and forest fires. This is one of the safest places in the country to live and work.

If time were no issue, what would you do to help the community that you aren't already doing?

Encourage others to get on some nonprofit boards of organizations they are passionate about. The more involvement we get from other members of the community the better off we will be.

JAIME SAUNDERS

PRESIDENT & CEO, UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES



Years in current role: 4

What was your biggest success in 2021?

Mobilizing the goodwill that permeates our community. This is not my success, but ours. Despite unknowns, exhaustion and hardship, our generous community came together to raise and leverage a breathtaking \$32.1M with United Way to support our region in 2021 — this is the hard work and commitment of 1,500 workplaces, 50,000 donors, and over 11,000 volunteers — all driven to contribute to the community they want to be a part of shaping and call home.

What are your expectations for 2022?

The "Great rethinking, reshuffle and reflection" will continue and challenge us all to reconsider what we value personally and organizationally. We have gone through the unthinkable together.

We will re-examine how things have been and how they can be. The old adage to "not let a crisis go to waste" rings true. Through the hardships of COVID, silver linings have also emerged that have made way for new ways of thinking and operating that provide tremendous opportunity as we move ahead in 2022.

If time were no issue, what would you do to help the community that you aren't already doing?

Spending concentrated and regular time walking block by block in neighborhoods and communities throughout the region, visiting with people I do not know, honoring their journeys, and listening to the hopes and dreams of our neighbors, especially our young people. There is so much that connects us, there is so much to learn, and there are great ideas and solutions we have yet to amplify.

E. PHILIP SAUNDERS

CHAIRMAN, GENESEE REGIONAL BANK



Years in current role: 26

What was your biggest success in 2021?

2021 proved difficult for many but I can say without hesitation that I was able to keep everyone employed. Although many employees did test positive with COVID, we saw no deaths. On top of this, Genesee Regional Bank processed many PPP loans not only for our customers, but for local businesses that were unsuccessful in getting results from their local banks. I am extremely proud of the hard work and dedication that continues to bring success to the bank.

What are your expectations for 2022?

Despite the continued rise in COVID-19 and market uncertainty, we are looking forward to a good year with all businesses. This does not

just include Genesee Regional Bank but also Western New York Energy, our hotels, Valley Energy, and American Rock Salt.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The biggest takeaway is the fact that we take things for granted. Life is fragile and tomorrow is never promised in life or in business.

What is your favorite thing about the Rochester community?

The Covid-19 pandemic has really forced one to take a look at their team and the community as a whole. I believe Rochester is the most prosperous city in New York State and a city with great growth potential.

If time were no issue, what would you do to help the community that you aren't already doing?

If time were not an issue, I would want to tackle or at least assist in helping to fix our inner city and end the plague of violence.

JIM SENALL

PRESIDENT, NEXTCORPS, INC.

**Years in current role:** 13**What was your biggest success in 2021?**

NextCorps was excited to launch the new “Embark” software startup accelerator program in 2021. After hearing community input and customer demand we were able to secure a federal grant from the EDA and engage a dozen community partners to get this effort launched. Our inaugural cohort has 40 founders participating - far exceeding our expectations - and validating the community demand. Embark is now the 6th different program offered by NextCorps to help create and grow innovative companies. Across all of those programs NextCorps supported more than 200 different businesses in 2021, and we look forward to doing even more in the coming years.

What are your expectations for 2022?

I expect that 2022 will see a significant increase in in-person gatherings and the rekindling and strengthening of relationships. We will also see significant growth and excitement in the Rochester area. Businesses have continued to operate, downtown Rochester projects have continued to move forward, there have been major positive announcements related to Roc the Riverway, Constellation Brands new HQ, the new state park at High Falls, and many others. I think we are going to see a new wave of optimism and growth here in our community.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

It's hard to try to come up with a “biggest” takeaway from the pandemic - which we are still dealing with of course. But from a business standpoint, a “big” takeaway is that an organization really can undergo massive, overnight shifts in how it has to operate, and as long as you have great people in the organization, you can do so without really skipping a beat. NextCorps is lucky to have an incredibly talented team and, as such, we were able to pivot as needed while still serving all our client companies. The advice to: hire great people, help them where and when needed, but otherwise stay out of the way and let them lead their respective areas of responsibility and expertise, is spot on. The pandemic has been a great reminder that it's all about people, and don't forget it!

SANKAR SEWNAUTH

CEO, CDS LIFE TRANSITIONS

**Years in current role:** 33**What was your biggest success in 2021?**

CDS Life Transitions and affiliates continued to provide world-class services to its constituents while expanding our mission footprint. Here are some examples: CDS Housing received three affordable housing awards for projects in the Syracuse (Cicero) area, Buffalo, and Olean. It also received an award to develop an affordable integrated housing project in the City of Tampa, Florida, providing new housing opportunities for people with Intellectual and Developmental Disabilities. CDSRx acquired a pharmacy in Holley, NY and we established a pharmacy at our location on Hard Rd. in Webster. We raised more than \$1M to support various unfunded areas.

What are your expectations for 2022?

I expect continued growth of the organization.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Every organization can continue to achieve its objectives but to do so, it has to be nimble to deal with the new realities. Continuing to find ways to recruit for and retain a highly skilled and dedicated team of professionals is a priority.

What is your favorite thing about the Rochester community?

It's a small town with a large heart. People care about each other.

If time were no issue, what would you do to help the community that you aren't already doing?

As I continue to transition my role at the organization and looking at retirement at some point in the near future, I will be looking for ways to continue to help people with intellectual and developmental disabilities, chronic illnesses, seniors and veterans live fulfilling lives.

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CONGRATULATIONS TO ALL THE LEADERS
MOVING OUR ROCHESTER COMMUNITY FORWARD.



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NAOMI SILVER

PRESIDENT, CEO, CHIEF OPERATING OFFICER, ROCHESTER RED WINGS



Years in current role: 15

What was your biggest success in 2021?

Being able to once again provide Red Wings baseball to the community after the COVID hiatus of 2020.

What are your expectations for 2022?

I expect to continue to re-build and ramp back up to pre-COVID levels of employment, revenues and spending. I mention spending especially because a lot of local businesses count on our business, which had to be scaled back to get through the last two years. We will be glad to return to being a thriving member of the community.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

My biggest takeaway over the last two years is that I will never forget the outpouring of support that we received from people throughout the community. It was truly incredible. From avid fans to casual fans, we heard from so many people who expressed their well-wishes and empathy, and who reached out just to say how much they missed the experience and the camaraderie of coming out to a game. I have always known that the Red Wings meant a lot to our community, but this period of time gave us an amplified sense of how much sports - and togetherness - mean to the human spirit.

What is your favorite thing about the Rochester community?

My favorite thing about the Rochester Community is the people. The members of this community are warm and welcoming, and who like to get out and enjoy all that Rochester has to offer. I consider myself a people-person, and enjoy meeting new folks, engaging in conversation, and getting to know them. I guess I'm in the right business for that! Six months of the year I'm at the ballpark, with the opportunity to be with friends, old and new, from all over, and from all walks, and I love it!

DR. ANGELA D. SIMS

PRESIDENT, COLGATE ROCHESTER CROZER DIVINITY SCHOOL



Years in current role: 2.5

What is your biggest takeaway from dealing with the COVID-19 pandemic?

One of my most significant observations as we continue to address current and yet-to-be identified issues associated with the COVID-19 pandemic is an ability to respond in a manner that reflects a commitment to the institution's core principles of community, collaboration, compassion, flexibility, respect. For example, as a small free-standing graduate theological institution, we continue to benefit from the collective wisdom of the Rochester Area College Presidents' meetings and information shared by Monroe County's Commissioner of Public Health, Dr. Michael Mendoza. These conversations serve as a reference point as we

make educational and quality of life decisions on behalf of students, faculty, staff, and service providers.

What is your favorite thing about the Rochester community?

Spending time at area nurseries is one of my favorite past times, though I selfishly wish for a slightly longer growing season.

If time were no issue, what would you do to help the community that you aren't already doing?

Given this region's philanthropic commitments and my research focus on faith, race, and violence, there are two intersecting issues on which I would welcome an opportunity to engage actively with one or two organizations. One moral dilemma is educational genocide and the other is policing. Central to both of these issues is a socio-theological understanding of who is (or is not) perceived to be fully human. A presenting question for me is how might philanthropy impact change that results in a quality educational experience for a majority of this region's public school children as well as reduction in violent crimes.

DR. ELAINE SPAULL

EXECUTIVE DIRECTOR, THE CENTER FOR YOUTH



Years in current role: 21

What was your biggest success in 2021?

A quote from John Bunyan in Pilgrim's Progress helps me reflect on the challenges and successes in 2021 when he said: "You have not lived today until you have done something for someone who can never repay you." Our determination to keep all programs vibrant and moving ahead to serve youth was clearly our biggest success, especially for those in our community who will never be able to repay us.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

While others were shutting down and hunkering in, moving backwards and going smaller, The Center for Youth actually grew

programs, taking on new buildings and new efforts. And personally, I experienced a level of generosity and community like never before. Can a crisis such as the global pandemic really bring out the best in our community? I believe that while it was unbearable and frightening at times, we did see a level of commitment and support from food, to supplies, to cash, to time that was unparalleled.

If time were no issue, what would you do to help the community that you aren't already doing?

If I could have infinite time, I would spend hours and hours in personal and deep conversations with young people, listening and celebrating their voices. This may be the only antidote to the violence and despair that we are seeing across this community and this country. To be truly restorative, to repair harm and to build community takes a great deal of personal time, one on one, in authentic conversations. What a pleasure it would be to participate at that level with no worries about time.

MARK B. TAUBMAN, M.D.

CEO, URMIC; DEAN, SCHOOL OF MEDICINE AND DENTISTRY



Years in current role: 7 years as CEO

What was your biggest success in 2021?

What made 2021 so interesting was the continued convergence of two overarching challenges: the COVID pandemic and the imperative to become an antiracist society. I'm most proud of our ability to respond to these simultaneously, without losing site of education and research missions that are key to our future.

This required extraordinary effort by our faculty and staff. I'm thrilled that our affiliate hospitals worked seamlessly to provide care throughout the region. I'm honored that our scientists helped develop COVID vaccines and therapies. I'm gratified to see measurable, positive changes as we implement our Equity and Anti-racism Action Plan.

What are your expectations for 2022?

We'll adjust our lifestyle as the COVID pandemic morphs into an endemic. For example, last year, we virtually eliminated influenza hospitalizations because of COVID masking and social distancing. When the recent omicron wave hit, we readopted these safety measures. As a result, cases of influenza immediately fell. I also expect that we will see a lot of volatility in the financial markets as the economy adjusts to a post-COVID environment. Businesses, including the health care industry, will have to learn to incorporate virtual work and patient care settings. For us, this means more use of telemedicine and enabling segments of our workforce.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The importance of having a coordinated effort orchestrated from the top. We were hampered by the lack of a coordinated national plan and felt the impact of Rochester having fewer hospital beds than most communities. Although this makes us one of the most efficient and lowest cost health care markets, it made us particularly vulnerable in a pandemic.

JULIA TEDESCO

CEO, FOODLINK



Years in current role: 7

What was your biggest success in 2021?

We opened the Foodlink Community Café in the Downtown Library. The Café provides an additional training ground for our culinary apprentices, while providing delicious food through a “pay-it-forward” concept that aims to bring people together and nourish everyone with dignity. Foodlink’s Curbside Market also became the nation’s first ever Mobile Market to accept WIC benefits, which has a chance to be transformational in improving the nutrition of mothers and their children. Both of these new ventures reflected the way Foodlink lives up to our values and mission, innovating even as we continued to respond to the pandemic.

We tend to think of nonprofits as performing direct acts of charity for individuals, but nonprofits like Foodlink and so many others are just as often on the front lines, leading complex emergency response efforts, serving as hubs of resources and communication for entire regions, and driving systemic change. COVID-19 shined a light on how everyone — especially the government — has a stake in the health and efficacy of this sector. I know that our community understands this; I will forever be in awe of how so many people responded with incredible generosity, demonstrating their belief and trust in our work.

If time were no issue, what would you do to help the community that you aren’t already doing?

I’m a lifelong city (Charlotte neighborhood) resident, and the issue of educational disparities in our region is what brought me to Foodlink 13 years ago. I wanted to make an impact and realized I had an opportunity to do so by focusing first on what was (or wasn’t) on kids’ plates. I’m still deeply troubled by the largely segregated schools in our county, and the inequities in funding and educational outcomes. At Foodlink, we’ve tried to do our part by being a good partner to schools — but that alone can’t drive the transformation that’s needed. If time wasn’t an issue, I would be more deeply engaged in our education system.

MATT TIPPLE

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



Years in current role: 3

What was your biggest success in 2021?

Professionally, our team’s biggest success was growing our Upstate New York Private Bank business at the fastest rate in our recent history. We have been fortunate to be able to help many existing and new clients get on track toward reaching or exceeding their financial goals.

Personally, I consider it a success and great luck that my family has remained healthy, that we have been able to spend time with our extended family, and that my children have stayed on track with school and other activities including sports and music.

What are your expectations for 2022?

In the J.P. Morgan Private Bank, we expect to make several key hires in Upstate New York which I am excited about.

We expect more volatility than in 2021 in the financial markets due to expected interest rate increases and changes to economic conditions. We are also watching policymaker activity to see what changes may be afoot, and expect many opportunities to provide targeted advice to our clients.

Personally, I am really looking forward to a more “normal” summer, and enjoying the Upstate New York weather, the outdoors, seeing a few concerts, and spending time with friends and family.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

People are incredibly adaptive and resilient. I am amazed every day how people are managing their personal lives and work.

ERIN TOLEFREE

PRESIDENT, BALDWIN RICHARDSON FOODS COMPANY



Years in current role: 1

What was your biggest success in 2021?

Our biggest success of 2021 is that Baldwin Richardson Foods was able to continue growing despite the volatility in the supply chain and labor market and never waver in our commitment to our customers. The fact that we could create and seize opportunities for growth and continued success — despite the topsy-turvy nature of conditions around us — is 100 percent due to the strength and commitment of our people and our culture. On a personal note, I’m proud that during such a tumultuous time I was able to navigate the complexities of work and family in such a way that my husband and children are happy and thriving.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

My biggest takeaway was about the power of community. BRF made the decision early on that we would take care of our employees no matter what, so we committed to maintaining full-time employment while providing a safe environment. It was a challenging year, but I saw the way the BRF community rallied around each other and I knew that we were lucky. So at the end of the year, we increased our contributions to the local organizations that we support because it hadn’t been an easy year for them, either.

What is your favorite thing about the Rochester community?

Rochester has amazing resources: It is a wonderful place to raise a family with great schools and beautiful natural resources. It has a fantastic higher ed infrastructure that is launching world-class talent into the world. Rochester is experiencing a resurgence of entrepreneurship and is an excellent place for entrepreneurs to come up with big ideas to launch and grow. The pandemic has been an extremely challenging time for our community with disparate impacts on rural, urban and communities of color. Because of the abundance of Rochester’s resources I believe we can come out of this time with a recovery that doesn’t just help us survive but helps us to collectively thrive.

JEROME H. UNDERWOOD

PRESIDENT & CEO, ACTION FOR A BETTER COMMUNITY, INC.



Years in current role: 4

What was your biggest success in 2021?

It’s challenging to point out what was the biggest success of 2021. I think of which perspective I should speak from: personal or professional. I’ll do both. Personally, I am very proud that our family, and extended family, was able to navigate through several major losses we experienced in 2021. It was a tough year where our love was the cohesive force that enabled us to get through. Professionally, I am very proud of the work that Action for a Better Community did in 2021. Our staff made much-needed adaptations necessary for us to respond to the COVID-19 pandemic. In particular we invested \$1 million in helping to bridge the digital divide that was widened by the pandemic. We provided a variety of devices to families who were unable to access school, work, worship or telehealth.

What are your expectations for 2022?

My expectation for 2022 is that justice, in particular racial and economic justice, becomes a collective priority for elected officials, human service organizations, health institutions, educators, the private sector and others. My expectation is that we evidence this commitment to justice by focusing and acting on the potential of an inclusive recovery whereby laws, policies and practices will be created, changed or eliminated as a means to a more equitable society for everyone.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Racism is a public health crisis. The pandemic itself has been devastating to so many across the country and indeed here in Monroe County. Our collective response to the tragedy that is COVID-19 has illuminated the ongoing impact of systemic racism. Whether testing or vaccines when they became available, we ignored the preponderance of data regarding who needed help most. The challenge now, given what we have learned, is whether we have the will to make the necessary policy and practice changes so that our next response will be much more equitable.

ADAM URBANSKI

PRESIDENT, ROCHESTER TEACHERS ASSOCIATION



Urbanski, a former high school teacher and college professor, has been president of the Rochester Teachers Association for 40 years.

He is also a vice president for The American Federation of Teachers and serves on AFT's executive committee and democracy committee. And he serves on the board of directors and executive committee of New York State United Teachers.

Urbanski was the founding director of the Teacher Union Reform Network, as well as a trustee of the National Center for Education and the Economy and a senior associate to the National Commission on Teaching and America's Future.

He received his bachelor's degree in political science and a Ph.D. in American social history from the University of Rochester. He has been awarded the Phi Delta Kappa Leadership in Education Award; the Hutchinson Medal Award for Distinguished Public Service from the University of Rochester; and an honorary doctorate from SUNY Oswego.

LORI VAN DUSEN

FOUNDER AND CEO, LVW ADVISORS



Years in current role: 11

What was your biggest success in 2021?

Moving forward has been an accomplishment for me following a tremendous tragedy in 2020. For my children and I, this past year meant figuring out how to integrate grief and loss with embracing the future. This to me is success. From a business standpoint, expanding leadership, mentorship, and other incentives for the team at LVW Advisors were key achievements and very important to me.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The real risk in the U.S. economy is that the Fed is more hawkish just as inflation may be peaking. If consumers continue to be in good shape, interest rate increases can be absorbed.

However, if the economy is slowing while the Fed is hiking, this is where the risk lies. Further, there is an increased focus on stakeholders vs. shareholders, and this comes with an added cost above what inflation and interest rates cause. Clients need disciplined and proactive advice and implementation now more than ever. The tailwinds that propelled markets in a seemingly risk-free way are over.

Fiscal and monetary stimulus help blunt the shocks but cannot reverse the losses that small businesses and lower- and middle-income individuals have experienced. Tensions have sharpened between socioeconomic classes, and the wealth divide has gotten even greater. We are still missing a national strategy for dealing with these types of crises. We operate state by state.

What is your favorite thing about the Rochester community?

Rochester's history makes it deep in cultural activity. This, and the natural beauty and changing landscapes, and the fact it is easy to navigate, are all things that I love about it. But my favorite thing about Rochester is that it's my home. It is where I come back to and where my deepest affection and emotional pull resides.

JERRY WARNER

PRESIDENT, COOPERVISION INC



Years in current role: 1 month

What was your biggest success in 2021?

With the support of our customers and employees across the world, CooperVision had a record year. We remained committed to solving the world's toughest vision challenges through product innovation and partnerships with eye care professionals, particularly in the areas of myopia progression in children and presbyopia as people age. We also expanded our industry leadership in sustainability by introducing the first net plastic neutral contact lens. To do this while continuing to keep our teams protected in the face of the ever-evolving COVID pandemic — our highest priority — feels like the greatest achievement of all.

What are your expectations for 2022?

Our expectations are high. As an organization, we have momentum in all geographies and sectors, as we continue to make advancements in products and partnerships. Locally, we look forward to beginning the expansion of our global distribution facility in West Henrietta. And after two years of navigating the pandemic, I expect we'll need to maintain flexibility as COVID trends and changing guidelines continue to impact our employees and customers.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

There are two key learnings. First, I knew that CooperVision employees are incredibly dedicated. But witnessing their hard work throughout these trying times, and seeing the results of those efforts, was a consistent reminder that our people are a critical differentiator from our competition. Secondly, despite finding new ways to work efficiently and effectively virtually, we really miss the in-person connection. The challenges of working virtually sometimes put pressure on our company culture, connectivity, and the ability to have candid conversations. Being together to have those deeper exchanges of ideas is especially important for a company like ours, who thrives on continuous improvement — and strives to provide it in our products and services for our customers as well.

COLLEEN WEGMAN

PRESIDENT AND CEO, WEGMANS FOOD MARKETS



Years in current role: 5

What are your expectations for 2022?

That it's better than 2021! We see positive trends emerging that we are excited about — a heightened focus on health and wellbeing, a desire to come together to celebrate with great food, and a growing passion for social responsibility, including how products are grown. We see people making decisions through a set of values and a commitment to doing the right thing and we are working hard to make that easy for our customers.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

The importance of remaining agile and collaborative. We operate with a continuous improvement mindset; always learning and improving. That's been more important over the past two years than ever before. Everyone in our company has had to come together to find solutions to the many challenges we've faced throughout the pandemic. I am so proud of our people and how they continue to give their best every day.

What is your favorite thing about the Rochester community?

Our community's generosity. We are fortunate to call Rochester — one of the most giving communities — home. There is a genuine kindness and sense of caring that runs deep throughout this community. The collaborative nature and willingness of so many to come together to address the needs of our community is one of our greatest strengths.

If time were no issue, what would you do to help the community that you aren't already doing?

Making a difference in every community we serve is part of who we are. We are focused on helping our neighbors in need. In 2022 and beyond, we'll continue that support, while also focusing our efforts on key areas where we can have the greatest impact — health, education and support of our youth, and economic mobility.

THOMAS C. WILMOT

PRESIDENT AND CHAIRMAN, WILMORITE MANAGEMENT GROUP, LLC



Years in current role: 42

What was your biggest success in 2021?

In retail properties, seeing a significant rebound in sales and the beginning of improvement in leasing activity.

What are your expectations for 2022?

Uncertainty rules in 2022. High inflation, international crisis, and supply chain issues make it virtually impossible to forecast 2022.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

Tremendous stress on most businesses. Companies and their employees did the best that was possible based on the circumstances.

What is your favorite thing about the Rochester community?

Rochester is a wonderful community to raise a family. There is excellent primary and secondary education and college opportunities. Wonderful outdoor recreational opportunities.

CRAIG WITTLIN

MANAGING PARTNER, HARTER SECRET & EMERY LLP



Years in current role: 7

What was your biggest success in 2021?

At HSE, our biggest success was staying the course in 2021. When the pandemic began, we said that our priorities were simple - we would take care of our people and our clients - and if we did that, things would work out fine. While 2022 never saw the return to "normalcy" we expected, we stayed true to those priorities, giving our people flexibility wherever possible, and focusing on client needs. Our people continued to step up in ways I marvel at every single day.

What are your expectations for 2022?

While I hope that 2022 will bring an "end" to Covid-19, it is more likely that instead we will increasingly learn to co-exist with it and find

ways to return to more "normal" times. That said, we have a keen awareness that we are not going back to exactly the way we worked pre-pandemic, and that is a good thing. We will be a more flexible organization and look to leverage all we have learned over the last two years to create a different and better workplace while delivering effective and pragmatic solutions for our clients. Finally, we will continue to implement a forward-looking strategic plan that guides our overall diversity, equity, and inclusion efforts while helping us foster a better workplace.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

People are flexible, creative, and adaptable, and able to find new ways to do old things. That has been true at our law firm, and across the country. The speed with which businesses pivoted to a largely remote work environment, leveraging technology effectively and managing distributed teams is, in my view, the long-lasting positive impact of the pandemic. It is fascinating to think about how the business world would have reacted had this occurred just ten years earlier, before the technology had caught up.

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LOUISE WOERNER

CHAIRWOMAN & CEO, HCR HOME CARE



Years in current role: 42

What was your biggest success in 2021?

Leading and supporting an incredible team at HCR in a successful year, during one of the most stressful times in our history.

What are your expectations for 2022?

Continuing to successfully navigate this time of transition in health care delivery, meeting our mission of fostering and advancing health for all.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

People need to find ways to manage stress.

What is your favorite thing about the Rochester community?

Our citizens are very generous and

supportive of one another.

If time were no issue, what would you do to help the community that you aren't already doing?

Become an activist and community enabler, promoting achievement despite barriers and opportunity.

BRUCE ZICARI

CEO & MANAGING PARTNER, THE BONADIO GROUP



Years in current role: 3

What was your biggest success in 2021?

One of our biggest successes was the way we responded to a shift in employee needs while fiercely protecting our company culture. Many businesses have struggled to adapt to what employees are looking for in terms of flexibility and connectivity. As a firm, we effectively gathered data and feedback, developed strategies and policies, and monitored the response. We developed our Flexible Work Model, which empowered our people to make decisions about how and where they work to ultimately benefit them as individuals and as members of a broader team. We were able to build upon and enhance our purpose-driven culture, which centers around providing opportunity, strengthening community

and inspiring growth.

What are your expectations for 2022?

I expect that businesses in all industries will have a continued focus on the employee experience in 2022. People are now looking for more than just a job – they are looking to join a company driven by purpose and core values that align with their own personal values. As a result, recruiting and retention and employee satisfaction will continue to be extremely important in the year ahead and beyond. Over the past year, we saw major changes in how and where we do business. As our firm, we laid the foundation for addressing this changing dynamic, but in 2022 we will continue to develop strategies and executive plans that we developed throughout 2021. Companies will need to take great care of their people moving forward to ensure they are providing an experience that engages their employees.

What is your biggest takeaway from dealing with the COVID-19 pandemic?

As a firm, we learned that regardless of the changing nature of work, we need to protect our culture at all costs as it's what makes us unique and makes our people feel proud to work at Bonadio.



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