

ROCHESTER BUSINESS JOURNAL

PATH TO EXCELLENCE

MARCH 2019 • A WOMAN'S GUIDE TO BUSINESS

BREAKING THE CEILING IN FINANCE

*Women gain bigger
political presence*

HELP END SEXUAL HARASSMENT

*Shine bright
like a
diamond.*



With a name like “Mann’s” it can be easy to forget that Mann’s Jewelers is run by a woman.
In fact, Mann’s Jewelers is the only Rochester jeweler with a female CEO: Nancy Mann.

Nancy understands that jewelry is about so much more than beauty.
It is symbolic of life’s incredible moments, and the milestones we mark along the way.
Sometimes those moment are so bright and so empowering that we don’t
wait for someone else to illuminate them, we do it for ourselves.
To all the brilliant and awesome women out there: *shine on.*

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PATH TO EXCELLENCE

MARCH 2019

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Cover photo by Kate Melton ♦ Pictured from left are Allana Lazero of Genesee Regional Bank, Nancy Catarisano of Insero & Co. CPAs P.C., and Lisa Collins of First American Equipment Finance.

TECH TIP

SALLEY THORNTON

National Director, Field Marketing, Toshiba Business Solutions

A FEW MUST-HAVE SMARTPHONE APPS



More than once I've said aloud, "Gosh, could I really use a personal assistant?" We teach our kids it's not about working harder, it's about working smarter. Nothing fits the bill better than smartphone apps that streamline, remind, organize and entertain. Most folks have daily go-to apps. Here are some favs from the women

in Toshiba's Rochester office:

Evernote: Essentially the digital bulletin board for visual people. Loved because it's a to-do list, calendar, receipt holder, place to set reminders and more in ONE location. Input typed notes or scan handwritten ones, add photos, images or web pages. Syncs across devices. Free. In app purchases. Rated 4.1

e-Bridge Print & Capture: Allows you to print and scan from a Toshiba copier using your device. Convert scanned images or photo docs into editable file formats. Free. Not rated

Paper Scan: Scan invoices, business cards, tickets, recipes, etc. and upload and share with others. Automatically crops and straightens the image and creates a pdf. Free. Rated 4.8

OverDrive: Log into the local library and check out audio and e-books, magazines and more. Place holds, create wish lists and return titles easily. No more late fees. Free app but you need a library card. Rated 4.6

Untappd: Social app perfect for the microbrew crowd. It tracks the beers you've sampled and allows you to rate them, post comments or read what others have to say. A great way to discover new brews and venues. Earn badges. Free. Rated 4.8

Plows & Mowz (for homeowners): Quotes for all your outdoor work like plowing and mowing, obviously, but also yard clean-up, power washing, mulching, haul away, etc. Developed in Syracuse. Includes chat feature. Free. Rated 4.1

Two of my all-time favorites are Instacart with grocery order and same-day delivery (Free. Rated 4.8) and Wegmans app for meal ideas, nutritional facts, digital coupons and grocery list by aisle. Free. Rated 3.2



LETTER FROM THE PUBLISHER

Welcome to the next issue of Path to Excellence, where we will explore women in leadership and business.

Clearly there has been a greater focus lately on gender equity in our society. It is an issue that is especially relevant in Rochester, home to two of the people who were arguably the greatest voices of their generation on racial and gender equity, Frederick Douglass and Susan B. Anthony.

The overall issue is multifaceted, and the goal posts are moving quickly. But as complicated an issue as it is, how it plays out will depend not necessarily on what happens at the national level, but on the hundreds of decisions made by women—and men—in their day-to-day lives. In this issue, we look at how women are faring locally in the banking and investing fields as well as in politics. We also examine the issue of sexual harassment in the workplace, which is an especially important factor in the ongoing wave of the #MeToo movement. There is reason for hope in some of the stories we share, but also a sense that there is still much work to be done.

Also in this issue, you'll find our usual features like Tech Tips and Movers & Shakers. Plus, Lori VanAuken, executive director of Catholic Charities, shares stories about five women who influenced her path in life.

And don't forget our Women of Excellence 2019 winners have been announced. I know you will agree these women are all outstanding and deserve to be celebrated. The awards celebration and dinner will be held May 9, 2019, at the Riverside Convention Center. Last year was our inaugural



Suzanne E. Fischer-Huettner
Publisher

year with over 600 guests; we are confident this year's event will be a sellout, so reserve your ticket today at rbj.net/events/women-of-excellence/.

The first Path to Excellence networking event will be held on April 9 at the Genesee Valley Club from 5 to 7 p.m. This will kick off a series of Path to Excellence networking events that will coincide with each issue of the magazine. We thank Woods Oviatt Gilman for agreeing to be our host sponsor for the April

event. This event will bring together the previous Women of Excellence to meet the 2019 Women of Excellence and gather professional women from all industries to network, build mentoring relationships and give back to the community. For more information go to rbj.net/path-to-excellence.

Finally I am proud to announce that the RBJ will expand its commitment to cover women in business on a regular basis with the launch of the Women Who Lead email newsletter on April 3. This newsletter will come to your inbox at no charge two times every month. Sign up now at rbj.net/dailyreport to join a community of female business professionals who are creating change, raising expectations and mentoring the next generation of woman leaders.

If you have suggestions for what you'd like to see in Path to Excellence, drop me a line at shuettner@bridgetowermedia.com. Rochester's Women Business leaders are creating change. We want to recognize them and celebrate their hard work.

Suzanne E. Fischer-Huettner

UPCOMING DATES

April 9

Path to Excellence

Women in business networking event
5:00 to 7:00 pm
Genesee Valley Club,
421 East Ave., Rochester

May 9

Women of Excellence awards event

5:30 to 8:30 pm
Joseph A. Floreano
Rochester Riverside
Convention Center

September 26

Women's Leadership Summit Learning and conversation

11:30 am to 5:30 pm
Joseph A. Floreano
Rochester Riverside
Convention Center

TO REGISTER OR BUY TICKETS FOR THESE EVENTS, GO TO RBJ.NET/EVENTS/

MARCH 2019

FEATURED in this month's **PATH TO EXCELLENCE**



*Three women featured
in this month's issue are
Women of Excellence
honorees.*



Salley Thornton



Lori VanAuken



Kate McClung

PATH TO EXCELLENCE

Be a Part of the Excitement!

Path to Excellence is a print and digital magazine featuring successful female business leaders across Rochester. When each magazine publishes we will host a Path to Excellence networking event bringing together Women of Excellence, Icons and their professional network to learn, network, give back to the community and build business relationships.

April 9, 2019: Path To Excellence Networking Event
5 - 7pm • Genesee Vally Club

May 9, 2019: Women of Excellence
5:30 - 8:30 pm • Rochester Riverside Convention Center

September 26, 2019: Women's Leadership Summit
Rochester Riverside Convention Center



Check the Rochester Business Journal website regularly for more news about women in business, to sign up for upcoming events and to connect with women business leaders across the state.



Visit www.rbj.net/category/path-to-excellence

If you are interested in sponsoring Path to Excellence, contact Suzanne Fischer-Huettner at shuettner@bridgetowermedia.com

WOMEN IN FINANCE

Women laser-focused on best strategies to **RISE** *in the ranks*

BY VELVET SPICER



What it takes for a woman to rise to a leadership role in banking or finance has changed in the last couple of decades, but one thing has not: the hard work and focus necessary for anyone to make it to the top.

"I've worked in different areas of banks including HR, retail banking, commercial banking. I've been on the sales side. I've been in the back office administrative side. And I think all of that varied experience positioned me well for the role I have now," says Allana Lazeroﬀ, executive vice president and chief operating officer for Genesee Regional Bank.

Lazeroﬀ's rise began nearly three decades ago when she worked as an intern at Rochester's former First Federal Savings & Loan. Before the internship ended, a full-time position opened up and she transitioned into it. She has been with GRB for more than 11 years.

"Coming to GRB was an opportunity for me to continue to advance my career and as-

sume a leadership role," Lazeroﬀ says. "I've had an opportunity to do a lot of different things here, ultimately culminating in the role I have today."

The beauty of working for a small firm, she says, is that there is more opportunity to work in broader areas, as opposed to larger firms at which roles may be more narrowly focused. This allows women, and men, an opportunity to show leaders what they're made of.

Others agree.

"First American Equipment Finance was a much smaller company when I started with them," Director of Credit Lisa Collins says about her nine-year career with the firm. "Working with a smaller company does give you more opportunity to wear more hats and learn a little bit more quickly. If you can get in when they're growing, you grow with the company."

Collins says climbing the ladder in finance also is about choosing carefully who you work for and seizing opportunity.

"I feel fortunate to have discovered FAEF," she says, noting that First American's parent, City National Bank, has named a woman as its new CEO.

"I do think that it still can somewhat be a man's world in banking. (But) I do think it's changing."

Nancy Catarisano is managing partner at Insero & Co. CPAs P.C., an accounting firm that grew out of a merger between Catarisano's own company and a larger firm. At 29, she founded a firm and acknowledges she wore many hats. Following the merger she continually grew her role at Insero until she reached the top.

"I've been in public accounting my whole career, and I feel like I created my own path

ALLANA LAZEROFF



LISA COLLINS



NANCY CATARISANO



Continued on page 15



KNOWLEDGE IS POWER

BY
KEVIN
OKLOBZIJA

Is wealth management a short-term competition? The answer could very well depend on whom you ask.

Men may be more likely to view their financial planning as an event within a finite timeframe—taking a “we-need-to-win-now approach”—while women may be more willing to look far into the future and not so much at the current score.

“Setting goals is the key, and if you’re working with a woman, as long as she understands what the end goal is, she’s more

they tend to be very good decision-makers at determining long-term goals.”

Women understand it’s a marathon, not a sprint, wealth advisors say. A downturn today usually doesn’t prompt a knee-jerk reaction of panic.

“Men want to fix it now; ‘What can we do?!?!’” said Kelly Olczak, co-founder and managing partner at LynnLeigh. “For a woman, it’s more, ‘What’s the money for?’ She’s got a very definitive ‘What does retirement look like?’ approach.” If I keep

“Women are really **exemplary** at being **goal-focused**, and they tend to be **very good decision-makers** at determining **long-term goals**.”

-Ela Hakiel,

vice president at

Wilmington Trust wealth advisors in Rochester

apt to follow the process,” said Becky Gillette, co-founder and chief compliance officer at LynnLeigh & Co., a Pittsford-based wealth management firm.

Considering women control 51 percent of personal wealth in the United States, according to a BMO Financial Group study cited in literature by Wilmington Trust, their approach to the market definitely matters.

“I don’t like generalizations, but women tend to be a little less speculative and tend to have the patience,” said Ela Hakiel, vice president at Wilmington Trust wealth advisors in Rochester.

“Something we often see: women are really exemplary at being goal-focused, and

saving the way I’m saving:

Will my house be paid for?

Can I travel to see my grandbabies?

If there’s a market downturn, how will it affect my spending?

“Women are less focused on investing and more focused on life,” Olczak said.

That bigger-picture outlook often leads to investment in stable entities. A potential 12 percent return this year would be great, but what are the chances of that actually happening? That’s one reason why, for years, women were considered more conservative investors. They eschewed risk-taking.

When new clients complete their

Continued on page 15



COMBATING SEXUAL HARASSMENT IS

EVERY

BY
PATTI
SINGER



MEAGHAN
DE CHATEAUVIEUX

WOMEN IN THE WORKPLACE

You shrug off the first time a co-worker says you ought to wear more makeup, wear more feminine clothing, smile more.

But the comments keep coming, even after telling your colleague the remarks are out of line. You've gone from rolling your eyes to being irritated.

This is sexual harassment—which is severe or pervasive behavior that the recipient finds uncomfortable or offensive. In some cases, sexual harassment can be a criminal act.

Rather than focus on the definition, think about how the comments make you feel, said Michelle Wescott, chief development officer of Gillespie Associates, which conducts training in preventing sexual harassment.

"It's getting to you," she said. "That's a feeling you shouldn't feel at work. You shouldn't have that nagging doubt in the back of your brain when you're putting on your comfortable clothes of what (someone is) going to say."

You should notify human resources or anyone who is a manager and therefore required to take a report. In the past year, New York has started a program that clearly states the responsibilities of employers to prevent sexual harassment and the rights of workers when it persists.

Combating sexual harassment in the workplace requires every employer—regardless of size—to institute a sexual harassment prevention policy. The state provides a detailed model, but it allows employers to set up their own policy as long as it meets minimum standards. The website for Combating Sexual Har-

assment in the Workplace has information for employers and workers, including resources for workers who think they've been subjected to harassment. <https://www.ny.gov/programs/combating-sexual-harassment-workplace>

The program began last year. Employers have until Oct. 9 to train all employees, whether the business uses the state's model or its own.

"It's shocking how many people I talk to every day who do not know this is required," said Wescott, whose company provides training and employee development. Small companies in particular may be unaware if their leadership is not part of human resource or other organizations that disseminate news about workplace practices.

The state is encouraging employers to keep signed acknowledgments by employees that they have read the policy and the business should keep copies of training records, but it's not required. Wescott said that to her knowledge, the state was not checking to see whether companies instituted sexual harassment prevention policies.

However, companies that fail to comply will find they lack a strong defense if an employee brings a sexual harassment suit.

The law will force companies to look at what kind of behavior their culture promotes, said Meaghan de Chateaufieux, president and chief executive officer of Willow Domestic Violence Center.

She said workplaces should look at unexplained absences and sudden changes in performance as possible clues that someone is being harassed and needs support, rather than that the person has to be disciplined for shortcomings.

"How much does not paying attention to that hurt your bottom line," she said.

De Chateaufieux said sexual harass-



ONES BUSINESS

ment and domestic violence are about power and control.

“The most important thing from our perspective is just to ask the employers to believe the victims when they come forward, and make sure they leave the door open for people to feel comfortable coming forward and have that culture where the behavior won’t be tolerated.”

Sexual harassment has been illegal since the Civil Rights Act of 1964, but as the #MeToo movement has shown, the behavior has not been legislated out of existence. Sexual harassment takes a toll on women’s physical and emotional health. It also affects their lifetime earning potential by limiting access to training and advancement and forcing job changes and unemployment, according to the Institute for Women’s Policy Research. <https://iwpr.org/publications/sexual-harassment-work-cost/>

Kate McClung, a partner at Bond Schoeneck & King, said she has seen an uptick in sexual harassment cases.

“I suspect there will be a more sizeable increase over the next year or two,” she said. “Part of the new law is that all employers have to provide training and a policy, and in the training and policy they have to tell employees where they can go to file a claim.”

McClung said the stereotypical behavior is that of a boss demanding sex in exchange for job security. She said in her experience defending businesses accused of sexual harassment, a more common claim is that of a hostile work environment that leads to people feeling uncomfortable.

But that could depend on the situation.

She gave an example: “If you have a friend at work who you joke around with, even



KATE MCCLUNG

though other people may feel that’s off-color if they heard that conversation, but it’s just you and one other person, both of you think it’s funny, nobody overhears, it’s welcome to both of you, that’s not sexual harassment in that context. Same joke told in a different context may be sexual harassment. You have to be aware of your audience.”

Be aware that cubicles have ears.

A conversation at your desk that carries to your neighbor’s could create a hostile environment. McClung said the #MeToo movement has left people with a broader view than what the law defines as sexual harassment. “I think people hear one joke and feel they’ve been unlawfully sexually harassed and that’s not actually true. The law has a higher standard.”

McClung said cases that don’t show a pattern or severe conduct tend to get dismissed.

Elizabeth Buckley, chief of the Sex Crimes Bureau of the Monroe County Office of the District Attorney, said if one person initiates

that doesn’t work, local experts advise these steps:

- Speak to your human resource department or anyone with managerial responsibility, since they are required to take a complaint.
- Check your company’s required sexual harassment prevention policy for a complaint form and information about how to seek help outside the company.
- Contact the U.S. Equal Employment Opportunity Commission <https://www1.eeoc.gov/field/buffalo/index.cfm> or (800) 669-4000.
- Contact the state Department of Labor. www.labor.ny.gov/home/
- Contact Willow Domestic Violence Center at (585) 222-7233 (SAFE).

sexual contact without the other person’s consent, it can lead to criminal charges.

Having a colleague utter a crude remark or unwelcomely drape his or her arm over your shoulder every time they talk to you is sexual harassment. Buckley said the behavior would be criminal if the person touched your breast without you wanting it.

She said the penal code is specific about what constitutes misdemeanor sexual abuse or forcible touching. The unwelcome contact has to be with sexual or intimate parts of the person initiating the action or the one receiving it.

She said she would like to see the wording of the penal code changed from forcible touching, which involves grabbing, pinching or rubbing, to unwanted touching. The distinction makes a difference in court.

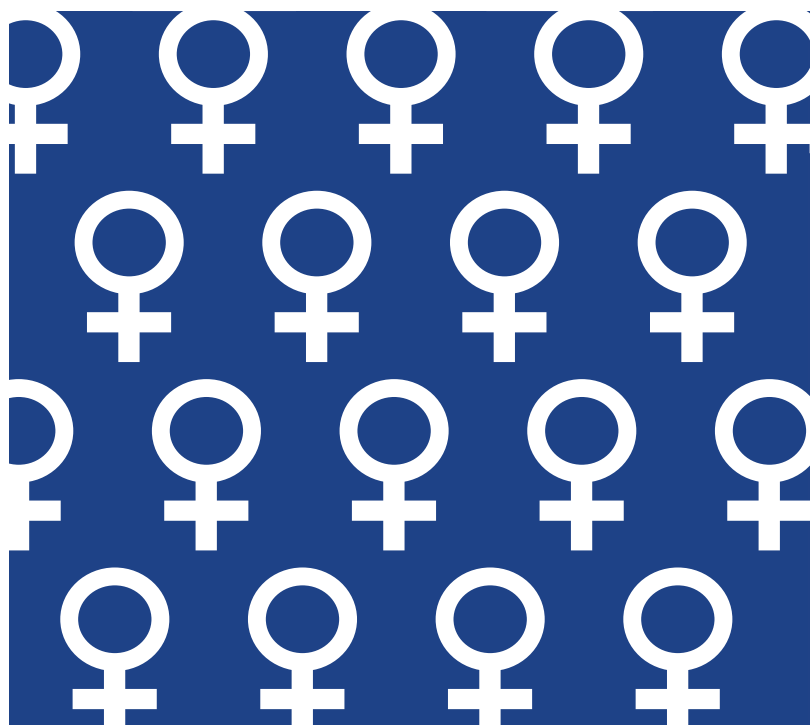
“There shouldn’t be a time when someone is able to touch you and you don’t want that,” she said.

Patti Singer is a freelance writer. She can be reached at pattisingerhealth@gmail.com or (585) 355-5484.

REPRESENTATION GROWS

yet still work to be done in the political sphere

BY GINO FANELLI



It's easy to forget in 2019 that there are still women alive today born at a time when women did not have the right to vote in the United States.

In the grand history of our country, women holding elected office is a relatively recent development. It took until 1916 for a woman, Republican Jeannette Rankin of Montana, to be elected to Congress. In New York, the first woman representative, Republican Ruth Pratt, was elected in 1929, and it wasn't until 2001 that the first woman senator from New York, Hillary Clinton, would be elected. Despite a narrowing of the political gender gap, it is still wide.

Nationwide, state legislatures clock in at 28.7 percent women, according to the National Conference of State Legislatures. New York does slightly better, at 32.9 percent. Only one state, Nevada, has a slight majority of women in its legislature at 50.8 percent (Guam, a U.S. territory, also breaks the majority mark, at 66.7 percent.) According to the Census Bureau, 50.8 percent of the nation's population is female.

"Over the past few years we've seen record numbers of women running for office, but prior to that running for office was very difficult and a very difficult decision to make," said Assemblywoman Jamie Romeo, D-Irondequoit. "In the past we had not seen as many women stepping forward to run for office or being recruited. You had this difference, the number of women that were constituencies did not represent the number of women in office."

Romeo pointed to a complicated issue when it comes to women in the political sphere; women often don't run for office. This holds true even in the era of the most diverse Congress in United States history and a record-breaking number of women taking office nationwide. In all, 42 percent of candidates running on the Democratic side for the House were women in 2018, and 12 percent on the Republican side. The number of women in the House is 23.7 percent, a rise from 19.4 percent in the last election cycle.

Romeo said equity is still an ongoing process.

"We're coming up on the hundredth anniversary of women having the right to vote, the suffragist movement. This is a continuation of women trying to advance and make sure they have an equal seat at that table," Romeo said.

The numbers for mayors nationwide is similar to the



numbers in Congress and state legislatures. As of March 2018, the U.S. Conference of Mayors reported 21.8 percent of mayors of cities with populations over 30,000 were women. Of the top 100 largest cities in the country, 10 are led by women of color, seven of whom are black.

"Traditionally, women saw the political sphere and elected office as a man's job, and of course, we see that changing with the largest elected class of women in Congress," said Rochester Mayor Lovely Warren. "Women are starting to recognize that if they want to see policy and procedures change, they have to run for office and get into positions to make changes happen."

The Rochester region, in particular, has a storied history of women as political leaders, from Sojourner Truth and Susan B. Anthony to the late Congresswoman Louise Slaughter. Rochester has long served as a home for strong, trailblazing women, and Warren said that energy still powers leaders today.

"Here in Rochester, we had the fortunate experience that that disparity of limiting women was never really instilled or ingrained in us, because of women like Susan B. Anthony and Sojourner Truth and men like Frederick Douglass," Warren said.

Monroe County government isn't exempt from that history either. Republican Cheryl Dinolfo has served as county executive since 2015, following an 11-year run in office by fellow Republican Maggie Brooks, proof that the local empowerment of women is a nonpartisan effort.

Dinolfo formerly served as Monroe County clerk beginning in 2004.

"What propelled me into public service was the spirit of Monroe County and the people here, and knowing that I was able to make a difference in their lives, to improve their quality of life for people and to help our businesses thrive as well," Dinolfo said.

Dinolfo has marked her run in office as a staunch advocate for business growth in the

county, with a catchphrase of "Monroe County is open for business." As of 2012, there were 20,290 women-owned businesses in Monroe County, according to the U.S. Census Bureau, out of a total 55,997.

"If you think about that, it's a significant number, and it's a significant symbol of the strength of women in Monroe County," Dinolfo said.

Female representation in local public office is mixed. Four of nine members of Rochester City Council, including President Loretta Scott, are women, while women make up only seven of the 29-member Monroe County Legislature. There's a complex web of reasons why representation often is lagging. For example, party lines

women won 57.9 percent of the time. Likewise, a 2016 report from the CUNY Institute for State and Local Governance found that women have similar election results as men in mayoral elections. Instead, for a variety of reasons, women are simply less likely to run.

Dinolfo, Romeo and Warren all agreed that a key to getting more women in office starts with empowering more women to run, something Rochester has an innate leg up at doing because of its historical role models.

"We've been very fortunate in our region. We've seen a lot of women, well before just the past couple of years, step up, take these leads, stand up against the norms of their times and really fight for equality," Romeo said. "We've seen that on a number of different fronts in the



LOVELY WARREN

"Women are starting to **recognize** that if they want to **see policy and procedures change**, they have to **run for office** and get into positions to **make changes happen**."

Lovely Warren, Mayor of Rochester



CHERYL DINOLFO

are sometimes a better indicator of bias than voter gender. According to a study by the Pew Research Center, 69 percent of Democrat women reported that they hoped to see a female president in their lifetime, compared with 46 percent of Democratic men. Twenty percent of Republican women and 16 percent of Republican men said the same.

Arguably the largest issue is that women are simply less likely to run for office. In fact, women aren't necessarily disadvantaged at the polls. According to a 2015 Harvard study, in close general primaries between male and female candidates from 1982 to 2012, women Democrats won 42.1 percent of the time. Republican

Rochester region. Seeing the women who have done that, whether they've failed or not ... you are more likely to see the possibilities."

As a woman of color in office, Warren sees a lot of work left to be done to create a truly equitable society. Her advice to the next generation of women is straightforward and concise.

"We can't choose what family we're born into, we can't choose the color of our skin, we can't chase the economic situation we're born into, but what you can choose is what you do with your future," Warren said. "If you put in the hard work, you can succeed, and there are disparities out there that you have to overcome, but you can't give up hope."

gfanelli@bridgetowermedia.com / (585) 653-4022

There have been plenty of men who have influenced my path in life—my dad who instilled a strong work ethic; my supportive husband who reminds me to keep a balance of work, family and fun; former teachers, bosses and co-workers who have all helped me develop various skills and perspectives. It is, however, the women in my life who have shaped every fabric of my being.

When I was in sixth grade we read the “Diary of Anne Frank.” She became my hero. This 13-year-old young woman made the world understand what it was like to hide her existence in exchange for a chance to survive the Nazi regime. Besides her bravery, I admired what Anne believed about people. In her diary she writes, “It’s a wonder I haven’t abandoned all my ideals, they seem so absurd and impractical. Yet I cling to them because I still believe, in spite of everything, that people are truly good at heart.” It is extraordinary to me that she was faced with such tragedy and was still able to see the good in people.

I am fortunate to have my own Anne Frank in my family. **My Mom, Hannilore,** came to the U.S. when she was just a young woman. She grew up in Berlin and as a young child lived through the daily horrors of World War II—searching for food in garbage cans for sustenance, hearing the cries of men, women and children being pulled off the streets by soldiers. Years later, she witnessed the construction of the Berlin Wall, which separated her from family members. My Mom’s childhood could have easily soured her outlook on life, but she believes in the goodness of people and finds the silver lining in every dark cloud. She taught me to tap into my inner strength to weather the storms in life, just as she had done.

WOMEN I ADMIRE

BY
LORI
VANAUKEN

2

Two years ago I participated in the Person to Person Program, which pairs people of different backgrounds to explore issues of race and equity. My partner, **Myra Henry**, has been someone I have leaned on and learned from over the past year. Actually, I think she is Superwoman.

Myra is the senior director for administrative services at the River Campus Libraries at the University of Rochester. In addition to a demanding job, she has a husband, four children and is pursuing a doctorate degree in executive leadership. Myra is also a leader in bringing the topics of diversity, equity and implicit bias to critical community conversations. In her spare time, she chairs UR's Diversity and Inclusion committee, is a facilitator for the UR Implicit Bias workshops and serves as an executive member of the University's Diversity & Equity Council.

I admire Myra's calm demeanor, ability to manage a very busy life and her drive for continuous learning and excellence in all she does. What I most appreciate about her is how easy it is to have conversations with her about matters of race and equity. These are tough conversations to have in our community and she is able to put people at ease, listen without judgment and welcome honest dialogue with understanding and respect. It is no surprise to me that she has recently been named a finalist for the University of Rochester's Presidential Diversity Award.

3

Early in my career I met **Jacque Cady, VP of Benefits and Compensation at Bausch & Lomb**, who was also a volunteer at The Community Foundation's Fiscal Program, Rochester's Child. Jacque knew first-hand the challenge of balancing a demanding career and family. She worked within her company to advocate for quality child care and flexibility for working parents.

In her early retirement, she poured her energies into raising money, influencing policies, advocating for child care subsidies and high-quality care for families who were barely earning a living wage. She also helped to write the application to the state Department of Education which brought Universal Pre-K to the Rochester City School District. Jacque led a unique collaborative initiative of early childhood funders, child care providers and other stakeholders called the Early Childhood Development Initiative that continues today to provide community direction, priorities and advocacy on behalf of young children. Just before her death in August 2017, Jacque secured funding for a summer learning program for city school students so that children would not lose the academic gains they made from year to year.

While Jacque's accomplishments were tremendous and benefited thousands of children in our community, it was how she went about her work that was captivating. She was fiercely passionate about young children and relentless in her advocacy and quests for funding to support innovative projects. She was good-humored and tenacious; it was almost impossible for anyone to say no to Jacque. Jacque knew how to utilize people's strengths and engage them in the cause. Even as she faced her death, she was tenacious, brave, made others laugh and work harder.

4

In 2009 I came to know **Carol Love**, and I fell in love (pun intended) with her leadership style. After a successful career as a CEO for two nonprofits in Rochester, Carol started her nonprofit consulting work and became my valued executive coach. She is a highly skilled facilitator and helped me sunset a 15-year collaborative effort when the funding was eliminated. The result was a different collaboration, with more funding, more partners and better outcomes for parents and children. Here is what she role modeled: Process matters. Relationships are instrumental in bringing about change. Honesty and transparency are critical. Trust your gut. Celebrate your milestones and even your failures.

Carol has been and continues to be an exemplar for best practices

in nonprofit leadership. She freely shares her knowledge and expertise with emerging and seasoned leaders through her consulting business and her continued involvement with the Center for Community Study at St. John Fisher College. Carol is a facilitator of change who values collaboration to achieve common goals, a careful listener who believes that every voice counts.

When Carol started her own consulting business she shared that of paramount concern to her was the cultivation of the next generation of leaders for our region. It became clear to me that this was a woman of genuine concern for the future of our community. I believe that Carol is instrumental in helping the next generation of leaders to lead with integrity, compassion and care.

5

One of my high school teachers profoundly influenced my career and she is like my second Mom. **Sister Mildred Schubert, PhD**, and a Sister of Charity in Queens, is a remarkable woman with compassion for people from all walks of life. She has dedicated her life to caring for other people by nurturing and challenging them to reach their full potential. She truly lives a life of service, which is a value I've come to cherish. Sister Mildred encouraged me to volunteer during high school. Those opportunities introduced me to children with special needs and abilities, which set the stage for pursuing my undergraduate degree in special education and my work today on behalf of those with varying abilities.

These special women have demonstrated resilience, passion for their work and communities, leadership in their professions, compassion, strength, love and integrity. They view the world through a glass that is half full. They are and were giving, caring people who embrace their humanity and laugh at their imperfections. They are a gift to me and to society. It is truly an honor to share them with you.

Lori VanAuken is executive director of Catholic Charities Community Services.

MOVERS & SHAKERS

YVONNE BRANTLEY

Community Bank N.A.



Community Bank N.A. announces the promotion of Yvonne Brantley to branch manager of the Church Street location in Newark. She brings over 20 years of financial industry experience to the role. She will oversee daily operations of the office and ensure operational efficiency and integrity. She has been with the bank since 2012 and earned a bachelor's degree in management from Keuka College.

SUSAN DUGGAN

MRB Group



communication.

MRB Group announces that Susan Duggan has been named administrative assistant. She aids team members by preparing official documentation for regulatory approvals, bidding processes and other forms of important

KARA LEBECK

The Feltner Group



The Feltner group announces the hiring of Kara Lebeck as personal lines sales executive. Lebeck brings over 13 years of insurance experience to the role.

BETHANY CENTRONE

Bond, Schoeneck & King PLLC



Bond, Schoeneck & King PLLC announces that Bethany Centrone has been elected a partner of the firm. She currently serves as co-chair of the firm's school district practice and focuses on school and labor and employee law. She previously served as chief labor negotiator for a school district.

LISA IRELAND

Rochester Museum & Science Center



Cariola Children's Center. She has a bachelor's degree in communications from St. John Fisher College.

Rochester Museum & Science Center announces Lisa Ireland has been named vice president of institutional advancement. Ireland most recently served as director of agency advancement at Mary

JULIE LEWIS

Carestream



Carestream announces the appointment of Julie Lewis to general counsel and corporate secretary. She is responsible for leading the company's worldwide legal organization. She brings over 25 years of experience to the role and previously served as deputy general counsel and chief privacy officer at Carestream. She earned a bachelor's degree in journalism from Ohio State University and a J.D. from Capital University.

DONNA JO CLARKE

Insero & Co. CPAs LPP



Insero & Co. CPAs LPP announces the hiring of Donna Jo Clarke as a supervisor in the outsource accounting services department. She brings more than 20 years of accounting experience to the role.

SARAH KIESSLING

HR Works Inc.



from Pennsylvania State University.

HR Works Inc. announces the promotion of Sarah Kiessling to manager, benefits administration services. She brings over six years of HR experience to the role. She has a bachelor's degree in communications

MADISON MILLER

Vargas Associates



Vargas Associates announces the hiring of Madison Miller as interior design intern. She is currently studying interior design at Rochester Institute of Technology.

KNOWLEDGE

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man's risk profile is typically higher than a woman's risk tolerance," Gillette said.

But that general gender assessment is

changing, according to Heather A. Goodbody, senior vice president at The Goodbody Group, the private banking and investment group at Merrill Lynch in Pittsburgh. Women are finding more opportunities to discuss investments with private wealth advisors and family members, she said. Knowledge is power.

"As one learns, and the more one learns, the more apt you are to take on risk," Goodbody said. "Understanding (all aspects of wealth management) will ultimately lead to the level of risk you're willing to take."

While women may be less risk-averse today compared with the past, there is a more distinct way to differentiate between the genders when it comes to specific funds or stocks. Women are much more inclined to participate in socially responsible investing, Olczak said.

"They're saying, 'If I'm going to invest my money, I want to know it's going to do good,'" Olczak said. "They don't want their money in cigarettes but they may want it in alternative energy or in something that will help women businesses."

"Women realize the leverage they have. We're mothers; we're inherent nurturers. You can't always do it based on goals, but for some women, socially responsible investing is still more important."

Something that is also extremely important for women: who manages their money. They have no intention of jumping from advisor to advisor or firm to firm, so they want the right person from the start.

"Women tend to want a long-term relationship; they are exceptionally loyal," Olczak said. "They

want their advisor to know and understand their story, so women take longer to make a decision on who should be their advisor."

Family relationships and situations also impact investing for women, since they at some point may end up being the caregiver for a parent or relative. The Institute on Aging says of caregivers in a family, around 75 percent are women.

"If women assume the role of caretaker for an aging family member, it will bring on more responsibility and probably more stress into their life," Goodbody said. "The added responsibility can lead to reduced hours at work or leaving the profession all together."

Thus, astute financial planning is critical so the stress regarding money is alleviated.

"And I do think the caregiver needs a support group and wellness resources," Goodbody said.

What also happens during the time spent caring for a member of an older generation: you begin to think about your own life.

"Oftentimes, both men and women, when they go through an experience of caring for elder parents or a family member, it clarifies what they'd want to see as they age," Hakiel said. "There are many dynamics of financial planning that oftentimes clients aren't ready to focus on."

That's why regular conversations with a wealth advisor are so important for men and women, professionals say. It's important to determine ever-changing needs and discuss what-ifs.

"Your goals evolve with your life and you will change your mind on things—and that's OK," Goodbody said.

"You're not going to be able to plan for every single, solitary situation, but if you have a baseline and are setting achievable goals, if some of these unforeseen situations occur, then you're prepared."

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RISE

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it easier to rise through the ranks of finance, that likely is a result of leaders discovering the benefits of having a diverse workforce.

"I think our whole working population is just more aware of diversity in general. So we have made great advancements, whether it be women or any other diverse population," Catarisano says.

Lazeroff sees it the same way.

"Everybody's becoming more and more aware of the benefit that diversity does bring to the table," she says. "I think it's an important topic for both men and women."

But women, in particular, must maintain their authenticity, which may not always be easy, Lazeroff says.

"You develop a comfort level with being the only woman in the room or around the table," she says. "And I think it's important to maintain your authenticity because diversity, regardless of the type of diversity, whether that's gender, religion or race, allows a lot of different perspectives. The organization benefits when you have different perspectives represented."

What it takes for a woman to rise to a leadership role in finance and banking is no different from what it takes a man to attain the same role, women leaders say, and it probably doesn't differ much from one industry to another.

"I do think there are many things that would be very similar for men and women, whether that's hard work, having a continual interest in taking on more, whether it's volunteering for a special project," she explains. "I think it's important to be a strong communicator and the ability to present your position or your opinion on things. You want to position yourself as a leader even if you don't have formal leadership responsibility."

Adds Collins: "What it takes to succeed in any field is to work on continuously improving yourself, put yourself in uncomfortable situations and take risks. Simple things like taking a course or a class in something you're interested in learning or getting better at. Volunteer to present if your greatest fear is public speaking."

It has been said that women sometimes lack confidence in their own skills. Women often will not take on new roles at work unless they are very certain they are qualified in all aspects of the job. Men, on the other hand, will consider themselves qualified if they meet just some of the requirements. Lazeroff says that's got to change.

"Women need to be particularly confident in their abilities and willing to stretch themselves to try new things and maybe step out of that comfort zone a little bit to take on a challenge that maybe they don't feel completely prepared for but likely they're very capable of handling," she says.

And women need to tout their industries and help other women achieve their leadership goals. GRB has launched a women's resource group at the bank. Some 30 to 40 women participate, Lazeroff says.

"The mission is to focus on personal and professional development for women, but it's all about how to propel women to whatever it is they want their next role to be, whether it's taking on more responsibility in their current role or evolving to some type of leadership position," Lazeroff explains. "So, how do we help bring women along?"

Adds Collins: "We as female leaders in finance have an obligation to advertise our fields so that young women are aware of all of their career choices."

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