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Max and Marian Farash Charitable Foundation



Awards Ceremony



LEADING THE WAY

A Greater Rochester
Workforce Development Video Campaign



January 9, 2017
Golisano Auditorium, Rochester Institute of Technology
Rochester, NY

Federal Reserve Bank of New York
www.nyfed.org/leadingtheway

prize list

First Place:

- Video shown in local movie theaters
- Laptop computers provided by the Farash Foundation for each student
- Professional career advice

Second Place:

- Laptop computers provided by the Farash Foundation for each student
- Professional career advice

Third Place:

- Laptop computers provided by the Farash Foundation for each student
- Professional career advice

Runners Up—Teams 4-9

- Cash Award provided by the Greater Rochester Chamber of Commerce and the Rochester Area Community Foundation for each student



about the contest

The New York Fed's *Leading the Way: A Greater Rochester Workforce Development Video Campaign* challenged teams of students from local P-TECH schools to create 30-second videos demonstrating technical and professional skills in an in-demand industry. Videos highlighted one technical skill associated with a P-TECH career pathway and two professional skills as identified by the New York State P-TECH Leadership Council. The campaign is designed to increase awareness about in-demand industries in the region while educating students and the general public about key industries in their community.

special thanks

The Federal Reserve Bank of New York thanks the Farash Foundation, Rochester Area Community Foundation, and the Greater Rochester Chamber of Commerce for their support and sponsorship of the video campaign. Special thanks also to our distinguished panel of judges and our master of ceremony for sharing their experience and insights with the students and guests. Finally, thank you to the local employers, community college partners, school districts, students, and faculty for their participation and creative efforts.

participating P-TECH schools

Rochester P-TECH
Wayne Finger Lakes P-TECH
Western New York Tech Academy



agenda

- 5:30pm Reception and Buffet Dinner
- 6:00pm Welcome Remarks
Tony Davis, *Director of Community Engagement
Federal Reserve Bank of New York*
- 6:05pm Master of Ceremonies
John Kucko, *Anchor
WROC-TV*
- 6:10pm Keynote Speaker
Hon. Lovely A. Warren, *Mayor
City of Rochester*
- 6:15pm Judging Panel
Rajesh Barnabas, *Producer
Rochester Community Television*
Staci Henning, *EVP and Chief Marketing Officer
Greater Rochester Enterprise*
Dave Phillips, *Training Manager
G. W. Lisk Company, Inc.*
Robin Willner, *Director
NYS P-Tech Leadership Council*
- 7:10pm A Word from our Sponsor
Jennifer Leonard, *President and CEO
Rochester Area Community Foundation*
- 7:15pm Announcement of Winning Videos
- 7:25pm Winner's Circle—Photo Session



biographies

to NYC Chancellor Joseph A. Fernandez, to design and implement Reinventing Education, a unique philanthropic initiative in K-12 school reform.



Jennifer Leonard
*President and CEO
Rochester Area Community Foundation*

As President and CEO of Rochester Area Community Foundation, Jennifer Leonard works with philanthropists and community partners to strengthen our eight-county region. Since Jennifer assumed her position in 1993, the Community Foundation has grown nearly twelve-fold to \$388 million, two-thirds of which is permanently endowed. Jennifer led implementation of the first national standards for community foundations and chaired her field from 2004-6. Before coming to Rochester, she served as vice president of the California Community Foundation in Los Angeles and a national writer and consultant in philanthropy. She held national positions with the American Heart Association and The Grantsmanship Center. Jennifer currently chairs the ROC the Future education initiative. She serves on the Rochester-Monroe Anti-Poverty Initiative's steering committee and on the boards of the Center for Governmental Research and Causewave Community Partners (formerly the Ad Council). The New York Attorney General appointed Jennifer to the Leadership Committee that shaped a 2013 overhaul of the state's nonprofit laws. Jennifer's honors and awards include St. John Fisher College's 2016 President's Medal for service to our community and the 2010 Athena Award from the Women's Council of the Rochester Business Alliance. In 2007, Rochester Business Journal named Jennifer one of "20 businesspeople who have made the biggest impact on Rochester over the past 20 years." A Phi Beta Kappa graduate of Wellesley College, Jennifer was a Coro Fellow in Public Affairs and holds an urban studies master's degree from Occidental College. She lives in Rochester with her husband, investigative journalist, author and columnist David Cay Johnston.

biographies



Dave Phillips
Training Manager
G.W. Lisk Company, Inc.

Dave Phillips currently is the Training Manager at G.W. Lisk. Mr. Phillips is responsible for delivering and coordinating both technical and safety training at G. W. Lisk. He has developed and teaches the G. W. Lisk/Finger Lakes Community College Advance Machinist Training certificate program. Mr. Phillips has been in manufacturing for 38 years. He began his career as a machinist, advancing to positions from process development, Computer Numeric Control programming, tooling procurement to department supervisor. In addition, Mr. Phillips is also future Chair of Finger Lakes Advanced Manufacturers' Enterprise (FAME), serves as a liaison to local schools, develops the pipeline for future workforce, supports employee recruitment, and is a mentor to the F.I.R.S.T. Robotics team.



Robin Willner
Director
NYS P-TECH Leadership Council

Robin Willner is Director of the NYS P-TECH Leadership Council, representing the Executive Chamber, NY State Education Department, State University of NY, Business Council and IBM International Foundation, scaling the innovative P-TECH 9-14, college and career ready school design. Ms. Willner coordinates the implementation and continuous improvement of the model in almost 40 partnerships across the state in a range of industries and STEM careers. She also advises leadership teams considering and implementing the P-TECH 9-14 model in multiple states across the nation. Ms. Willner had a distinguished career as Vice President, Global Community Initiatives for the IBM Corporation where she managed all of IBM's school partnerships and programs in 80 countries, with a focus on early literacy and STEM. She oversaw a range of global philanthropic and leadership development programs, including international corporate volunteer initiatives (Corporate Service Corps) and online mentoring for students, entrepreneurs and returning veterans. She previously served as chief policy advisor

biographies



Tony Davis
First Level Officer and Community Engagement Director
Federal Reserve Bank of New York

Tony Davis is First Level Officer and Director of Community Engagement at the Federal Reserve Bank of New York. He focuses on analysis related to community and economic development, workforce development and urban revitalization issues. Mr. Davis also conducts outreach to government, nonprofit, business, banking and academic stakeholders throughout upstate New York, northern New Jersey and New York City. Prior to joining the Bank in 2006, Mr. Davis was a program officer at Enterprise Community Partners, where he oversaw a funding collaborative for Rochester community and economic development organizations, and maintained strategic relationships with leaders from the nonprofit, government and academic sectors. Mr. Davis earned a M.A. in International Affairs from Ohio University. He also received a Master's in Urban Planning from the University of Illinois at Urbana-Champaign, where he focused on International Planning and Housing and a B.A. in Sociology from Georgia Southern University.



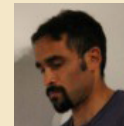
John Kucko
Anchor
WROC-TV

John joined WROC Television Channel 8 as Sports Director for News 8 Now in 1991. He has worked as a sportscaster in the Rochester market since 1989, and has covered the Buffalo Bills four Super Bowl teams, the 1989 US Open and the 1995 Ryder Cup matches at and the 85th PGA Championship at Oak Hill, where he anchored WROC-TV's coverage of golfs final major. A native of New York, John grew up in Binghamton, and went to college at S.U.N.Y. Oswego. John has been honored with the 1999 Lowell MacMillan Award for Local Sportscasting Excellence. He has also been awarded five times by the Associated Press for Best Sports Coverage, including footage that was voted the ESPN'S ESPY Awards "Best Sports Moment in 2006." John and his wife, Charla, reside in Penfield with their two daughters.



Hon. Lovely A. Warren
Mayor
City of Rochester

Lovely Warren was sworn in as Rochester's 67th mayor on January 2, 2014. She is the first female mayor in the history of the city, the second African-American mayor, and the youngest mayor in modern times. Mayor Warren's goals are to improve educational outcomes for city students, increase economic development, improve public safety and community/police relations and address the stark economic disparities that plague many parts of the city. Noting that improving educational outcomes is at the crux of many of the Rochester's most pressing challenges, Warren has made education a focal point of her tenure. She frequently visits the city's schools to interact with students and encourage them to stay in school and reach for the stars. One of Mayor Warren's first actions upon taking office was the formation of an Early Learning Council to support the success of Universal Pre-K in Rochester. Based on the recommendations of the Early Learning Council, Mayor Warren launched the 3-to-3 Initiative. The goal of the initiative is to give every 3-year-old in the city of Rochester the opportunity to develop the academic and social skills necessary to succeed in school and in life by the time that 3-year-old completes 3rd grade. Mayor Warren has also placed a strong emphasis on improving community/police relationships. She reorganized the Rochester Police Department (RPD) into a 5-section model that emphasizes smaller police beats, and building personally relationships between the officers and the communities they serve. The new community policing model will be fully implemented in early 2015. Prior to becoming Mayor, Warren was elected to the Northeast District seat on City Council in 2007. In 2010, she was elected by her colleagues to serve as City Council President -- making her the youngest City Council President in Rochester's history. Warren is past president of the Rochester Black Bar Association. Her work in government and in the community has been recognized with a Black Heritage Pioneer Award, RBJ's "Forty Under Forty," the Daily Record's "Up and Coming Attorneys" and the Democrat & Chronicle's "Emerging African-American Leaders." Warren was born and raised in the Rochester and is a graduate of Wilson Magnet High School. She earned a Bachelor Degree from John Jay College of Criminal Justice, and a Juris Doctorate from Albany Law School of Union University. She, and her husband Timothy Granison, are parents to a daughter, Taylor.



Rajesh Barnabas
Producer/Director
Rochester Community Television

Rajesh started making short movies from a very early age, in the form of kung-fu home videos with his elementary school friends. He has a B.A. in Political Science from The University of Geneseo, and an M.S.Ed. in Education Technology from Nazareth College. Barnabas has taught history and media in the Rochester City School District and Urban Choice Charter School. He launched a "Kid's Photography Club" at Charles Settlement House in collaboration with School #17. Having experience as an Instructional Designer for Element K, and with the grassroots media outlet Rochester Indy Media, Rajesh is interested in exploring new methods of communication.



Staci Henning
EVP & Chief Marketing Officer
Greater Rochester Enterprise

Staci Henning is responsible for all aspects of GRE's marketing strategy and creative development including advertising, corporate communications, Internet marketing, and public relations. Staci also co-produces a weekly radio show, Eyes on the Future, every Saturday morning at 10 am on WHAM -1180. Podcasts of the show received Ragan's PR Daily Award for Best Podcast in 2012 and 2013. Prior to joining GRE in 2004, Staci served as Corporate Advertising and Branding Manager for The PNC Financial Services Group in Pittsburgh, PA where she managed marketing programs to reposition PNC's brand. Staci also serves on the Temple B'rith Kodesh Board of Directors, JCC of Greater Rochester Board and the Camp Seneca Lake Advisory Council. In recognition of her community service she was awarded the 2015 JCC Young Leadership Award and the Jewish Federation of Rochester's 2012 Raye K. Aiolo Young Leadership. A Rochester native, Staci holds a Bachelor's Degree in Advertising from Syracuse University's S.I. Newhouse School of Public Communications.