



Small Business
Yasmin Mattox aims to improve work-family balance at Arkatecht. **Page 2**



Profile
James Senall smooths the way for startups at NextCorps. **Page 4**



Special Report
Construction sites safer, less stressful with latest technology. **Page 9**



Y succeeds with summer learning

Middle school students learn new words and concepts during a reading circle.

By VELVET SPICER

As the halls of Roberto Clemente School No. 8 bustle with activity this week, few traces remain of the excitement that filled the school just a few weeks ago. Nearly 200 children bounded through the school each day for

five weeks this summer as they learned about the cosmos and how to sustain a planet.

“The youth in our program gain at least two and a half to three months of reading skills in that five-week period.

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Excellence in Construction & Real Estate winners announced

Rochester Business Journal Staff

Standouts in the region’s construction and real estate industries will be honored in October at the Rochester Business Journal and The Daily Record’s inaugural Excellence in Construction & Real Estate awards.

The Rochester area has been going through a great deal of change in recent years, and the construction and real estate industries have played a large role in that transformation. The Excellence in Construction & Real Estate awards celebrate the individuals and companies who are taking the lead in changing the landscape of the Rochester region through design, construction, project management, innovation and more.

“In addition to creating jobs, our Excellence in Construction & Real Estate honorees are building healthy spaces

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Companies putting greater faith in the cloud

By GINO FANELLI

For the average middle-market business, moving to cloud computing offers a slew of advantages. It’s intuitive, easily scaled for business growth without the need for expanding a physical server, flexible and, for the most part, more affordable than running a server of one’s own.

As a result, cloud computing is big business. According to research and advisory firm Gartner Inc., the global computing market was worth \$182.4 billion in 2018. By 2022, that number is expected to nearly double to \$331.2 billion.

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Innovation is 24/7 at Paychex

By KEVIN OKLOBZIJA

The awards and “best of” accolades are endless for Paychex.

Next Generation Payroll Services Leader by NelsonHall. World’s Most Ethical Company by Ethisphere Institute. No. 307 on the 2019 *Forbes* America’s Best Employers list. No. 12 on *Training* magazine’s Top 125 Training Organization. And on and on.

The Penfield-based firm is proud of every honor, but may hold a special place for one: Being No. 76 on the most recent list of World’s Most Innovative Companies by *Forbes*.

Over the past dozen years, Paychex has strategically transitioned its method of doing business and the services offered, and innovations produced by an ever-expanding IT department have paved the way.

“The company has transformed from a very personalized service to a technology-enabled personalized service,” Martin Mucci, Paychex president and CEO, said. “It’s still all about service. Paychex has always been about serving clients and their employees, but today it’s much more about the technology approach that they want.”

Transition No. 1: Paychex went from a payroll-only firm to a full-service human resources outsourcing company.

Transition No. 2: In processing the paychecks for 1 in every 12 private-sector workers in America, digital-first is the company mantra.

“Our purpose has not changed as a

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Inside ROC Tech Conference agenda. Page 31

Positive Science typifies dogged growth of hardware startups

By GINO FANELLI

In the first cohort of NextCorps’ Luminate NY accelerator, Positive Science founder Jason Babcock found his way into a semifinalist slot, garnering \$250,000 in follow-on funding. It was an invaluable kick for the young tech startup, who now, just over a year later, has settled into the company’s home at RIT’s Venture Creations business incubator.

Positive Science is the developer of practical eye-tracking technology with a litany of uses, for example, in

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September 16 • 6-9pm
at the City of Rochester
Public Market

Tickets on sale now at FoodlinkNY.org and Wegmans locations!





ROCHESTER BUSINESS JOURNAL
RBJ THE DAILY RECORD 2019
EXCELLENCE
IN CONSTRUCTION & REAL ESTATE

Excellence in Construction & Real Estate celebrates the individuals and companies who are changing the landscape of the Rochester region through design, construction, project management, lending, innovation and more. These individuals and organizations are creating jobs, building healthy spaces, helping families and companies achieve their dreams, and leading the way toward growth and prosperity for the community.



CONGRATULATIONS TO THE 2019 HONOREES!

EXCELLENCE IN CONSTRUCTION - COMPANY

Architects

CPL

LaBella Associates, DPC

SWBR

Developers

Buckingham Properties

Edgemere Development, Inc.

Rochester's Cornerstone Group, Ltd.

Engineers

BME Associates

Costich Engineering, DPC

LaBella Associates, DPC

General Contractors

Christa Construction, LLC

LeChase Construction Services, LLC

The Pike Company

Home Builders

Riedman Homes

Subcontractors

Hewitt Young Electric

Isaac Heating & Air Conditioning

Ruston Paving Co., Inc.

EXCELLENCE IN CONSTRUCTION - INDIVIDUAL

Architect

Peter Wehner

Passero Associates

Developer

Peter Landers

Landers Management

Estimator

Robert Acquilano

O'Connell Electric Co. Inc.

Rising Stars

Bernard Birnbaum

Birnbaum Companies

Gerard DeRomanis

LaBella Associates, DPC

Leticia Fornataro

SWBR

EXCELLENCE IN REAL ESTATE

Residential Real Estate Agents

Stephen Cass

RE/MAX

Mary Jo Karpenko

Howard Hanna

Tina Mattia

Re/Max Realty Group

Sharon Quataert

Sharon Quataert Realty

Michael Slusser

Slusser Realty Group

Commercial Real Estate Agents

Michael Frame

CBRE|Rochester

John Manilla

Pyramid Brokerage Company of Rochester, Inc.

Rising Stars

Alex Amorese

CBRE|Rochester

Courtney Janto

Buckingham Properties

Celebrate the 2019 Excellence in Construction & Real Estate winners.

The evening will include networking, dinner, and awards celebration.

October 28, 2019

Joseph A. Floreano Rochester
Riverside Convention Center

5:30 - 6:15 p.m.

Beer, wine, networking and hors d'oeuvres

6:30 - 8:00 p.m.

Dinner and awards celebration

Purchase your tickets today:

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CLOUD

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“Today, we are seeing that all of these large companies have trusted the public cloud with at least a portion of their infrastructure,” said Jeff Valentine, chief product officer for Village Gate’s CloudCheckr.

In natural tandem with the growth of cloud computing is the need for security aimed specifically at the cloud. There’s no shortage of concern. Take the Equifax breach in 2017, which amounted to 143 million Americans having their private information, including Social Security numbers, stolen. Lack of effective security strikes fear in the hearts of businesses and can slow adoption of new technology.

However, in the case of Equifax, as is the case with most large-scale data breaches, the cloud was not in play at all. Instead, the breach was made through a fault in Equifax’s own onsite system.

In their push to put security at the forefront of the company’s future, Equifax is moving toward total adoption of the public cloud, utilizing Google Cloud.

“When people get hacked, or are breached, or lose data in the cloud, it’s not because of lack of features, it’s because they haven’t configured them correctly,” Valentine said. “For example, in the old days, you had to buy a firewall, and protect all of your servers behind a firewall. In the new day, with the cloud, all of that in-

formation that’s set up is behind a virtual firewall, and those firewall rules are the same, if not better, than what you could find in the old products.”

An onsite server powered by a local IT team might have a hole in it that can be hard to find before a breach actually happens. But cloud providers such as Google, Amazon Web Services and Microsoft Azure are constantly patching and updating their platforms to catch any vulnerabilities. Companies like CloudCheckr or Innovative Solutions can meanwhile manage your data and secure it from any possible holes. So that means instead of a business relying on its own IT folks, some of the largest companies on the planet alongside a local web company are actively protecting the information.

“A couple of years ago, there were a lot of people who didn’t want to put their stuff up in the cloud. There were a lot of concerns about security,” said Jeremy Schiefer, cloud architect at Innovative Solutions. “Now, a lot of those (concerns) are gone,” and companies are able to meet strict compliance requirements.

Many security breaches aren’t caused by a hacker plowing through security features with code, but rather by negligence at the targeted company. Examples include phishing scams, employees unwittingly letting their credentials fall into the

wrong hands, and plain old bad software that contains holes or bugs that allow bad actors easy access.

Having a third party there to check up on security, set security protocols and patch any holes is invaluable to modern businesses, Valentine said.

“Companies of larger sizes have much more egalitarian access to technology now than ever before,” Valentine said. “The problem occurs when they don’t know how to configure them, or they know how to configure them, but they make a mistake. That’s the biggest problem companies face.”

As a result of cloud’s growth and the acceptance of its security benefits, the cloud security industry has exploded. According to Market Watch, the cloud security industry is expected to grow at a compound annual growth rate of about 17 percent between 2018 and 2023, reaching a value of \$13 billion.

The cloud is attractive for businesses based on its adaptability, affordability and ability to have extremely intuitive security measures.

“As a business is growing, there’s an expectation that their IT will scale along with it,” said Justine Copie, CEO of Innovative Solutions. “So, it used to be you’d go out to the market, buy a server, and you’d really have to predict how much of that server you were going to consume over a

long period of time. ... The big shift we’ve seen is that companies have seen an enormous opportunity to buy on demand.”

That plays into a more broad mentality Copie, Schiefer and Valentine all agree on: every company is a tech company. That means for a business to compete in the modern landscape, keeping up to snuff with the apps or digital services their competitors offer is paramount. That goes from the smallest scale, say, a restaurant keeping a constantly updated digital menu, to Bank of America creating a satisfying, safe and easy-to-use app for their clients.

As that evolution into a total tech culture takes greater and greater hold, Copie said the need for more companies focused on cybersecurity and cloud transitions is essential to creating a healthy backbone for businesses locally.

“Whether they believe they’re a tech company or not, every company uses software, every company uses technology in 2019,” Copie said. “That trend is going to continue to propagate, so if you ask a question like are their enough companies like us out there, locally, there’s not enough. There’s not enough companies here (in Rochester) to help businesses leverage technology and move themselves forward.”

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WINNERS

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and helping families and companies achieve their dreams,” said Suzanne Fischer-Huettner, publisher of the Rochester Business Journal and The Daily Record. “It is a pleasure to honor the many leaders in the construction and real estate fields, from developers, architects and engineers to home builders, real estate agents and more. Congratulations to this year’s honorees.”

The winners will be celebrated at an awards dinner from 5:30-8 p.m. on Monday, Oct. 28 at the Joseph A. Floreano Rochester Riverside Convention Center.

The 2019 winners are:

Excellence in Construction - Company**Architects**

- CPL
- LaBella Associates, DPC
- SWBR

Developers

- Buckingham Properties

- Edgemere Development, Inc.
- Rochester’s Cornerstone Group, Ltd.

Engineers

- BME Associates
- Costich Engineering, DPC
- LaBella Associates, DPC
- General Contractors
- Christa Construction, LLC
- LeChase Construction Services, LLC
- The Pike Company

Home Builders

- Riedman Homes

Subcontractors

- Hewitt Young Electric

- Isaac Heating & Air Conditioning
- Ruston Paving Co., Inc.

Excellence in Construction - Individual**Architect**

- Peter Wehner, Passero Associates

Developer

- Peter Landers, Landers Management

Estimator

- Robert Acquilano, O’Connell Electric Co. Inc.

Rising Stars

- Bernard Birnbaum, Birnbaum

Companies

- Gerard DeRomanis, LaBella Associates, DPC
- Leticia Fornataro, SWBR

Excellence in Real Estate**Commercial Real Estate Agents**

- Michael Frame, CBRE|Rochester
- John Manilla, Pyramid Brokerage Company of Rochester, Inc.

Residential Real Estate Agents

- Stephen Cass, RE/MAX
- Mary Jo Karpenko, Howard Hanna
- Tina Mattia, Re/Max Realty Group
- Sharon Quataert, Sharon Quataert Realty
- Michael Slusser, Slusser Realty Group

Rising Stars

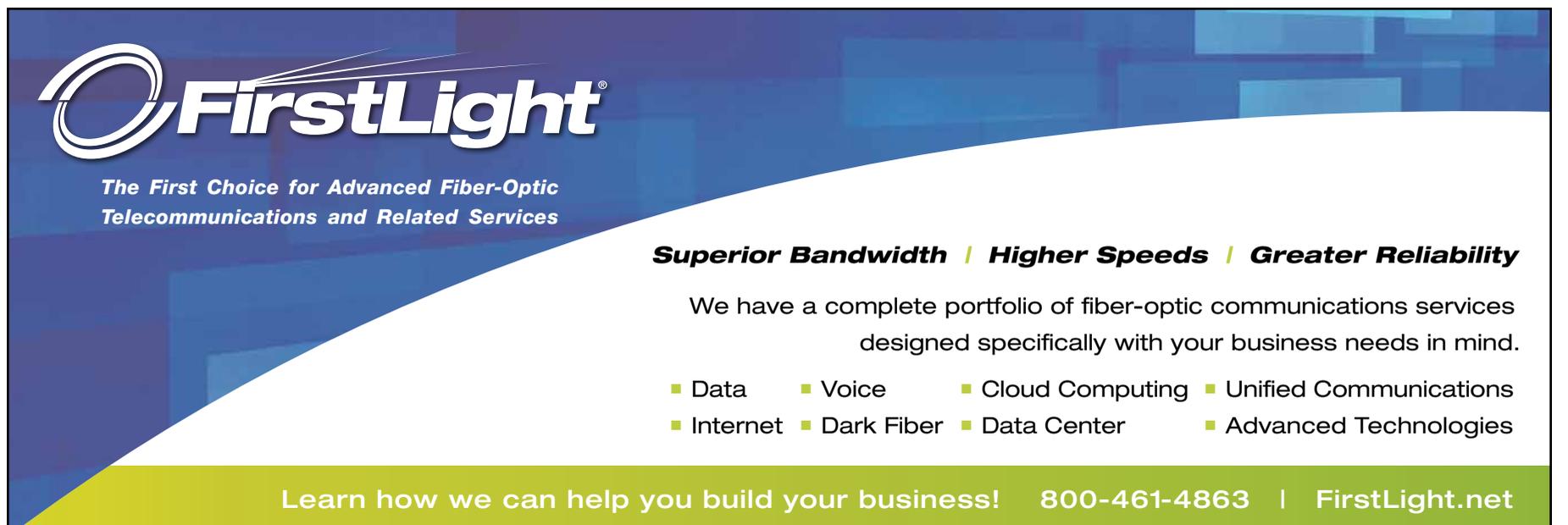
- Alex Amorese, CBRE|Rochester
- Courtney Janto, Buckingham Properties

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