

SPONSORED BY



FEDERAL RESERVE BANK of New York

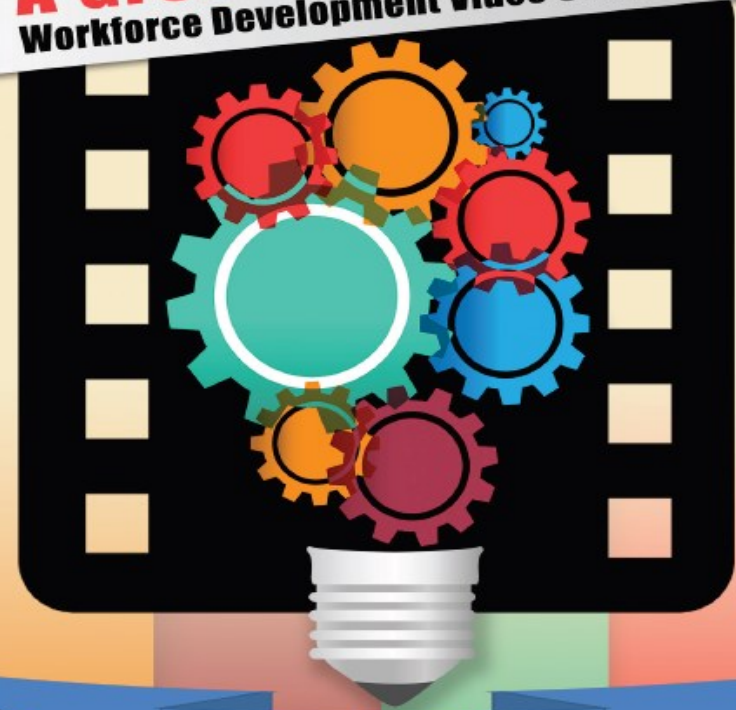


Awards Ceremony



LEADING THE WAY

A Greater Rochester
Workforce Development Video Campaign



December 13, 2017
Monroe Community College
Downtown Campus
Rochester, NY

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

agenda

- 5:30pm Reception and Buffet Dinner
- 6:00pm Welcome Remarks
Tony Davis, *Officer and Director*
Federal Reserve Bank of New York
Dr. Lael Brainard, *Governor*
Board of Governors of the Federal Reserve System
- 6:10pm Master of Ceremonies
Jazz Williams, *Radio & TV Personality*
News10NBC & WDKX-FM
- 6:15pm Keynote Speaker
Honorable Lovely A. Warren, *Mayor*
City of Rochester
- 6:25pm Judging Panel
Alexis Arnold, *Anchor/Reporter*
13WHAM News
Carvin Eison, *General Manager*
RCTV Rochester's Community Media Center
Staci Henning, *EVP and Chief Marketing Officer*
Greater Rochester Enterprise
Michael Mandina, *President*
Optimax Systems, Inc.
- 7:20pm A Word from our Sponsor
Simeon Banister, *Senior Director of Equity*
Rochester Area Community Foundation
- 7:25pm Announcement of Winning Videos



biographies



Simeon Banister
Senior Director, Equity
Rochester Area Community Foundation

Mr. Banister is Senior Director for Equity at the Rochester Area Community Foundation where he is responsible for grant-making and community leadership in the areas of poverty reduction, race, and educational achievement. He serves as a President of the Greater Rochester Martin Luther King Jr. Commission leading the planning and execution of the Annual MLK Day Community-Wide Celebration at the Eastman Theater. He also serves on the boards of the Congressional Award Foundation, the Hillside Children's Foundation, and the Genesee Land Trust. Mr. Banister is a member Rush-Henrietta Board of Education. He recognizes the impact that education has in the transforming of communities. His current efforts are the natural evolution for a decade long career in government and community service. He is an accomplished veteran of government and politics having worked in the NYS Senate, the NYS Department of Taxation and Finance, the State University of New York, the NYC Council, and the Office of the NYC Public Advocate. Mr. Banister earned his undergraduate degree in Political Science at North Carolina Central University and his Master of Divinity from Princeton Theological Seminary. Simeon is a native son of Rochester and since he has returned recognizes its untapped potential. He is committed to working in this community to actualize that potential.



Staci Henning
EVP & Chief Marketing Officer
Greater Rochester Enterprise

Ms. Henning is responsible for all aspects of GRE's marketing strategy and creative development including advertising, corporate communications, Internet marketing, and public relations. Ms. Henning also co-produces a weekly radio show, *Eyes on the Future*, every Saturday morning at 10 am on WHAM -1180. Prior to joining GRE in 2004, she 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. Ms. Henning 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, she holds a Bachelor's Degree from Syracuse University.



Michael Mandina
President
Optimax Systems, Inc.

Mr. Mandina is a master optician and entrepreneur. After starting two manufacturing businesses providing precision optics to photonics companies, he joined Optimax in 1991. He serves the local community and global industry through his guidance in organizations like the Rochester Regional Photonics Cluster, the NYS Finger Lakes Workforce Investment Board and the High Tech of Rochester's Manufacturers Extension Partnership. He has received numerous honors and awards over the years for his leadership and industry success. He earned an A.A. in optical engineering technology and engineering science from Monroe CC, B.S. in applied physics from Empire State College, and an Executive MBA from the Rochester Institute of Technology.

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 Rochester Area Community Foundation and RCTV Rochester's Community Media Center 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

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

Prizes

- Winning video will be shown in local movie theaters
- Laptops generously provided by the Rochester Area Community Foundation
- Technical training provided by RCTV Rochester's Community Media Center



biographies



Tony Davis

*Officer and Director of Community Engagement
Director Federal Reserve Bank of New York*

Mr. Davis 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. 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. from Georgia Southern University.



Dr. Lael Brainard

*Governor
Board of Governors of the Federal Reserve System*

Dr. Brainard took office as a member of the Board of Governors of the Federal Reserve System on June 16, 2014. Prior to her appointment to the Board, Dr. Brainard served as Undersecretary of the U.S. Department of Treasury from 2010 to 2013 and Counselor to the Secretary of the Treasury in 2009. From 2001 to 2008, Dr. Brainard was Vice President and the Founding Director of the Global Economy and Development Program and held the Bernard L. Schwartz Chair at the Brookings Institution, where she built a new research program to address global economic challenges. Dr. Brainard served as the Deputy National Economic Adviser and Deputy Assistant to President Clinton. From 1990 to 1996, Dr. Brainard was a Professor of Applied Economics at the Massachusetts Institute of Technology's Sloan School of Management. She received a B.A. with university honors from Wesleyan University in 1983. She received an M.S. and a Ph.D. in economics in 1989 from Harvard University.

biographies



Alexis Arnold

*Anchor/Reporter
13WHAM News*

Ms. Arnold is a part of the Good Day Rochester team on 13WHAM ABC. She hails from the Chicago suburb of Prospect Heights. She studied at Indiana University in Bloomington, Indiana. It's no secret that Alexis is passionate about the arts and education. She's a lover of music. She started reading music at the age of five, playing piano. After that, she played violin for four years, eventually finding her love on the clarinet, which she still plays. Just as her passion for the arts is strong, so is her love of connecting with people. Alexis loves to help tell their stories and raise awareness on issues in the community. Alexis is also a mother of three and while not at work, you can find her cheering on her daughter's lacrosse team and watching her son on the ice and chasing her 2-year-old daughter.



Carvin Eison

*General Manager
RCTV Rochester's Community Media Center*

In addition to General Manager of RCTV Rochester's Community Media Center, Mr. Eison is the creative director of ImageWord-Sound, an independent production company, and an associate professor at SUNY College at Brockport. Mr. Eison is also a renowned filmmaker and the videographer of record for Garth Fagan Dance. His award-winning works include July '64, Oatka Trail, A Rose for Livvy, Angel of Mine, Looking Out 4 U, and most recently, Shadows of the Lynching Tree. Mr. Eison has nearly 30 years of experience directing feature-length video, series television and commercials for corporate and not-for-profit clients, including the Dupont Corporation and Eastman Kodak. Eison has also been honored with an Award of Excellence from the Broadcast Education Association, two awards from the National Black Programming Consortium and a Dance on Camera Award.

biographies



Hon. Lovely A. Warren
Mayor
City of Rochester

Mayor Warren was sworn in as Rochester's 67th mayor on January 2, 2014. She is the first female mayor 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, she frequently visits the city's schools to interact with students and encourage them to stay in school and reach for the stars. 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 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.

biographies



Jazz Williams
Radio & TV Personality
News10NBC & WDKX-FM

Jazz Williams is from Detroit, MI with 17 years of experience in the broadcasting and advertising industry as an on-air host, producer and editor in Michigan, California and New York. In October 2016, she became Rochester's first on-camera traffic reporter as part of the News10NBC morning news team. Jazz began her career at the age of 16 as host "1st Fridays TV" an entertainment magazine TV show. As a freshman at Michigan State University, she was a promotions intern but was quickly promoted to On Air Host on Power 96.5 WQHH in Lansing, MI. In 2003, she spent a semester interning at BET Corporate offices in Washington DC. Upon graduating with honors from MSU College of Communication, Jazz moved to Los Angeles to work for mOcean, a motion picture marketing and creative advertising company. She also worked as a crew member for Warner Bros Studios, ESPN and Touchstone Pictures. In 2012, Mrs. Williams came to Buffalo, NY as the afternoon host on 93.7 WBLK-FM and began working as a special correspondent covering President Obama's talk at the University of Buffalo and other high profile events.