MIDTOWN Spirit
Winter 2020

- Adam Goldfeder Interview
- Fitness Leadership
- Club Transformation Timeline
- Hunter's Hope Fundraiser
THE MJ COUTURE COLLECTION
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MANN'S JEWELERS
october 2019 – january 2020*
[unless otherwise indicated]
*Due to ongoing Club renovations, hours, events, and facilities are subject to change. Please check with a Front Desk Associate for the latest information.

fitness and racquet sports
monday – thursday  5:00 am –  11:00 pm
friday   5:00 am –  10:00 pm
saturday  6:00 am –  9:00 pm
sunday    7:00 am –  9:00 pm
Members may use the locker room facilities up to, but no more than 30 minutes after closing time.

outdoor tennis courts [closed for season]

pool and deck hours [through november 30]
monday – friday  6:30 am –  1:00 pm
                 5:00 pm –  7:00 pm
saturday & sunday  10:00 am –  2:00 pm

the spa at midtown [closed during renovations]

marché café
monday – thursday  7:00 am –  9:00 pm*
friday  7:00 am –  6:00 pm*
saturday  8:00 am –  5:00 pm*
sunday  9:00 am –  4:00 pm*
*Grill closes 1 hour earlier.

gould street outdoor café [closed for season]

kidtown
monday – thursday  8:30 am –  8:30 pm
friday  8:30 am –  7:00 pm
saturday  8:00 am –  6:00 pm
sunday  8:00 am –  4:00 pm

out-fit
monday – thursday  8:00 am –  7:00 pm
friday  9:00 am –  4:00 pm
saturday  8:00 am –  noon
sunday  8:00 am –  noon

holiday hours
thanksgiving  7:00 am –  2:00 pm
christmas eve  5:00 am –  5:00 pm
christmas day  closed
new year’s eve  5:00 am –  7:00 pm
new year’s day  7:00 am –  5:00 pm

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Dates and prices are subject to change without notice.
A couple of issues ago I asked that you measure me in terms of being “graceful” following the completion of Midtown’s expansion and renovation. That’s not going to be necessary now as I’ve stepped away from managing the Club and supervising its transformation. I still plan to oversee Midtown’s charitable events and endeavors, and I’ll stay involved as the Club’s “Director of Community Outreach.” I also plan to continue publishing Spirit magazine, but I’ll leave managing the Club to others.

So what happened? Well, I spent a lot of time thinking while working in my vegetable garden on Lake Michigan this summer. I want more freedom and less structure balancing work and play. To my knowledge, it’s not written anywhere that you can’t change your mind. Yes, I know a lot of people who “hang their hat on pride” in making a decision and sticking to it. But I’ve made enough bad decisions along the way to recognize that for me, it’s good to reconsider and reevaluate when your instincts tell you to do so, and that’s what I’ve done. I couldn’t be more confident that the timing is right; not only for me and my family, but for the Club and for our team.

One of the most gratifying aspects of my last 25 years has been helping to nurture the growth and development of many of the people I’ve had an opportunity to work with. I’ve seen front line staff become supervisors and managers. I’ve seen a handful of those colleagues move through the ranks to become department managers of other Midtown clubs. A number of them have been promoted to become club General Managers. The culture of hiring and promoting from within has been part of our company foundation since Midtown was founded by Alan Schwartz in 1970. So it’s not surprising that one of our own, Chrissy Gawens, has stepped into the General Manager’s shoes, on an interim basis, following my departure.

Let me tell you about this special person. Chrissy is a warm, caring, fun-loving, energetic person. She is highly respected by her peers and subordinates. Many of you might not know her because for years she’s been the quiet one “behind the scenes.” But she’s a much better listener than I am and one of her endearing strengths is team collaboration.

Chrissy has earned this opportunity. She started at Midtown in 1997 at the age of 19. She worked in Kidtown, as a front-line attendant until 2001. Chrissy actually interviewed for her first job (that’s first job ever) at the very same desk that she sits at today. “I remember sitting there as nervous as I could be, interviewing for my first job after I took the leap and moved to Rochester with my daughter,” Chrissy told me. “I remember looking at Front Desk and Kidtown Supervisor, Kathy Bomwell, thinking, wow if only I could be in a position like that one day!”

Chrissy left Midtown in late 2001 to stay home with her children. Once her youngest went to kindergarten in 2007 she came back and started working at the front desk full time. Within four months she was promoted to the business office. Two years later and another promotion had her working in the tennis department. Chrissy ran our tennis leagues and helped with the administrative side of the department for five years. Then, confiding in me that she had an opportunity she couldn’t refuse, Chrissy left Midtown to become the operations manager of a newly opened LA Fitness in Rochester. I was devastated. Actually, our entire management team was devastated. But, Chrissy had left Midtown on good terms and we told her that she would be welcome back. We pestered her and stayed close to her during her tenure at LA Fitness to the point of almost stalking her. I knew she would be back to Midtown and I repeatedly told her so.
In June of 2013 following a seven-month hiatus with LA Fitness, Chrissy returned to Midtown to become our Pro-Shop Manager. Shortly thereafter, she became the Club’s Operations Director. When Bob McKernan retired last June, Chrissy was promoted to Club Manager, the person second in charge of running the Club.

Chrissy has taken on the role of Midtown’s General Manager on an interim basis while we do a thorough, national search for a permanent GM, for which Chrissy remains a candidate. “Of course, my goal is to become the full-fledged GM of the Club,” remarked Chrissy, “I love Midtown and I love what I do working with members and staff. But if it’s in the best interest of the Club to go another direction in hiring a GM, then I can accept that. I’ve think I’ve proven myself as a Club Manager and not many people have the history with Midtown that I do. I have been a part of so many of our members’ lives for so many years. I see adults today at the Club who were children or babies 22 years ago with me in Kidtown. In a sense I’ve grown up at this club and I feel I have a great deal more to contribute in any capacity that works best for Midtown.”

By the way, did I mention that one of her finest qualities is her humility? So as I step away, I feel confident in the safe passing of the baton to a person who has proven herself every step of the way in her leadership journey during the last 22 years. We all wish Chrissy nothing but the best and I am excited to watch her from the sidelines as she continues to take Midtown to greater heights.

Best in Health,

Glenn William
512.2828
glenn.william@midtown.com
Before starting HouseDigital, Adam Goldfeder was a kindergarten teacher. After over a decade of teaching, he decided to use the skills he’d learned to break down concepts to five-year-olds and apply them to technology. He quickly found this was something adults welcomed. His company works to help clients get the most out of their technology by focusing on family photos, home movies and music, which makes sense because family and home are important to Adam. He sat down with Midtown’s General Manager, Glenn William, to discuss the legacy of his family-owned building in the Neighborhood of the Arts, his personal philosophy, and the role of Midtown in his day-to-day life.

Glenn William: How did your family end up migrating to Rochester from your grandfather’s candy store in Manhattan?

Adam Goldfeder: My father was born and raised in Brooklyn in 1941. He had a twin brother, a little brother and two older sisters. My grandfather’s family owned a candy store, and that’s where my father got his legs in terms of working retail. My father was the one that really got into it. That store is now called Gem Spa, a very well-known place in New York, down in the lower East Village. Later in life, my father continued his love of selling and retail and got into management training with a Rochester-based company called Neisner’s. He worked his way up through the ranks into retail and buying. He met my mother who worked there. My father, who was enrolled at the University of Miami, also worked at Neisner’s. My father asked her out on a date and that was that. After getting married, the company offered him a couple of store locations to manage, one of which I believe was Watertown, where my wife’s from, and one was Rochester. They packed up and moved to Rochester. In the early 70s, he got an offer from a company called Paris Handkerchief, a big textile firm in

GW: Did your mother also grow up in New York?

AG: My mother was born in Havana, Cuba in 1943. She left as a little girl with her parents when Fidel Castro arrived. She grew up in Manhattan and later, as a teenager, moved to Miami, where she worked as an office clerk at one of the Neisner’s department stores in Hialeah. My father, who was enrolled at the University of Miami, also worked at Neisner’s. My father asked her out on a date and that was that. After getting married, the company offered him a couple of store locations to manage, one of which I believe was Watertown, where my wife’s from, and one was Rochester. They packed up and moved to Rochester. In the early 70s, he got an offer from a company called Paris Handkerchief, a big textile firm in
Manhattan. We lived in a classic New York apartment on the Upper East Side. I was four years old at the time. My father was doing very well working in the Empire State Building for Paris Handkerchief, but he wanted to come back to Rochester to open a restaurant. He ended up coming back to Rochester and remained in the textile business. He opened up Fabrics & Findings on Anderson Street in 1976. He leased 6,000 sq ft of the building that is now Good Luck as retail space. He was selling very expensive fabric remnants that would sell for $30-$40/yard in larger sizes. He would buy two yard remnants for next to nothing and sell them for $4.99, because for a dining room chair you don’t need ten yards of fabric, you only need two yards. He was the best merchandiser ever.

GW: At this point, he was a tenant of the building?

AG: That’s correct. When the store started to do pretty well, he expanded to the entire first floor. The building came up for sale a few years later and my father bought it. He then expanded the business to the entire first floor and the entire second floor. My father was the first one to come into the Neighborhood of the Arts and rehab a building. You’d come here on a Saturday and the place was mobbed. As a six-year-old, I used to come here and run around this place like I owned it, and now I do. The first floor was dress goods, the second floor was upholstery, curtains, and drapes. This was an era of the past. You couldn’t go to Henrietta to a Joann Fabrics. Rochester had department stores, but you couldn’t go out and buy curtains for $19 like you can now. In 1984, the third and fourth floors were wide open, and my father had this idea to create artist studios. It wasn’t going to be residential, but he wanted a building for artists to come and give them an affordable space. He started breaking up the fourth floor into studios. One of the first tenants was photographer Antonio Barbagallo. He now has three studios. In the late 80s and early 90s, my father saw the writing on the wall and sold Fabrics & Findings. My parents moved to Florida, but he kept the building. That’s when you started to see the shift to big box stores, plus the fact that you didn’t have to make any of this stuff anymore. Rather than reupholster your chairs, you’d just buy new chairs. In 1993, I was living in Brooklyn. I came back to teach elementary school at Allendale Columbia and get my Master’s degree.

GW: Your father selling Fabrics & Findings must have been emotional for you.

AG: I worked there every summer, starting young, so I could see that shift a little bit. My father was very grateful for the years of having a good run. Fortunately, he got out at the right time.

GW: My understanding is that a portion of this building, if not all of it, was built and dedicated to shoe manufacturing for employees.

AG: The building was originally the EP Reed Shoe Factory. The records show that it was built in 1906. The company was based out of Chicago, and this was their new headquarters. The original EP Reed Shoe factory utilized all four floors to manufacture shoes. You can still find the shoe tacks in the floors. All of the equipment, the big belts to power all the machinery for the manufacturing of the shoes, was down in the basement. The front, where City Newspaper is now, was the main office.

GW: And now this is the headquarters of your business. What is HouseDigital?
ALPHONSE MUCHA
MASTER OF ART NOUVEAU
MEMBERS SEE IT FREE
PRESENTED BY DR. DAWN F. LIPSON, WITH ADDITIONAL SUPPORT FROM ALLEN C. AND JOYCE BOUCHER AND THE ELAINE P. AND RICHARD U. WILSON FOUNDATION.
**AG:** We make home technology accessible to everybody. We make it look great and we make it easy to use. At this point, most electronics are not for the faint of heart. I recognized as a teacher that my role was to explain things that were difficult to understand and spoon feed it to my students. I took my teaching background and my ability to talk and communicate to kindergarteners and extrapolated that to communicate technical information to grownups. I found that when it came to audio/video technology, most people wanted their hands held. That was a turning point in the AV industry for me.

**GW:** What differentiates HouseDigital from the Geek Squad or others?

**AG:** It's the relationship we develop through customer service. Hands down, we have the best crew in town.

**GW:** How do you train and coach that?

**AG:** I learned the hard way. When I came out of the gate, my business plan was different than what it is now. I was focused on volume and the big builders. We had a lot of clients. It was somewhat overwhelming, and I hired people to take care of the clients that I wasn't comfortable with. We had so much volume it was ridiculous. Lots of volume resulted in all these vans and a lot of employees. Maybe it was good for my ego, but then I recognized that wasn't what I wanted to be professionally. So I shifted the business to what I was traditionally good at: developing, growing and maintaining relationships, and building on these relationships in Rochester. That's when I shifted the mindset about training and coaching. I use the term PLU: People Like Us. I try my hardest to surround myself with PLUs.

**GW:** And is that how you market?

**AG:** When I first started out, I initiated these ad campaigns in Rochester Magazine that were tremendously successful in attracting customers. I also took out advertising in every Jazz Festival guide. We had these HouseDigital banners on bikes running around at Jazz Fest. Why Jazz Fest? Because these people are educated, discerning and they have disposable income. I looked for avenues to reach those people and that resulted in a lot of volume. But volume isn't always the right answer.

**GW:** What about marketing today?

**AG:** Zero marketing. Only through relationships, word of mouth and my philanthropy.

**GW:** What percentage of your business is now residential vs. commercial? And has that changed?

**AG:** Yes, very much so. When I first started it was pretty much 95% residential. I was doing about 85% new build. I shifted that when I got out of the big build business. Fifteen of my residential work is new build. I saw a shift into a lot more commercial work. Over the last six or seven years it has increased. I have a good friend who owns a car dealership, and he wanted me to come install the new cameras because he knew me, and more importantly he knew how good my crew is.

**GW:** Is that where it's going?

**AG:** No, it's just that I like that balance. I love residential and outfitting a house from the ground up, but the commercial work tends to be easier from a customer service standpoint. We rarely get calls on commercial jobs. When we do residential work, I'll get texts at 9:45 pm on a Saturday, and that's ok, because if you and Helen are having people over and your music system goes down, something that might take you two hours to fix might take me 20 seconds. I love it, because it's about the relationship we've developed. I don't mind taking that call because I know I can fix the issue quickly and make a client happy.

**GW:** You have three kids under 17. How much fun is that?

**AG:** I love it. My kids are the best. My oldest is going to college and that's a whole new world for us. My 15-year-old is one of the sweetest kids, and my baby, she'll run the world one day. The reason I have phenomenal kids is because I have a phenomenal wife. She's the best thing that ever happened to me. I am an extremely blessed and lucky man.

**GW:** What role does Midtown play in your life?

**AG:** Midtown to me is going back to the PLU (People Like Us) reference. There are a few places in town where I feel most comfortable. One of which is my house, one is here, where I work, and one is Midtown. Like most adults, I am a creature of habit.
I am at Midtown close to six days a week. It feels comfortable and cozy. The staff know what I like; they know my preferences. Matt, the chef, will see me go into the locker room after my workout, and he’ll have my salad ready for me when I come out. He knows I like my salad with the chicken salad on top and sesame ginger dressing on the side. Jess will have my spoon and fork ready with my ice water. It’s just as simple as that and I love those people; they know me. I value those relationships.

GW: How do you find a balance between work and lifestyle?

AG: It has always been important to me going back to my teaching days. For 11 or 12 years I took every summer off for my personal well-being and my physical fitness. I would create a new routine in the summer, but it revolved around relaxing. When I taught at Allendale Columbia, I had a 165-day school schedule. That means I had 200 days off. That to me is how you should look at your life and career balance. If you don’t do that you will pay the price. My father worked his tail off, the classic workaholic. I like that as well, but I am very good at relaxing and traveling with my wife, family and friends. What I realized is without balance you’ll end up taking a dark path, and you’ll be unhappy no matter how much money you have.

GW: What did years of teaching elementary school teach you about running a business?

AG: That’s a great question. When I first started my business, I remember the excitement of it. I remember saying to my father that maybe I should have started it out of the gate. He did offer me a lot of business opportunities early on, but I said, “Pop, I want to teach.” My parents were thankful I chose that route. When I said to him, “If I started this in 1994 then maybe this or that,” my father said “No, everything you’ve learned from teaching has made you a better businessperson.” I think he was right.

GW: What not-for-profits does HouseDigital support?

AG: For years I was on the board for Bivona Child Advocacy Center. I loved it, but it was tough work. I reached a point where I felt I did all the work I could do at that level, and it was time for me to rotate out.

GW: Their expectations of board members is a lot, but they have great expectations and Bivona is a great organization.

AG: 100%. That was a tough one for me. I had a good run there for sure. Theresa Mazzullo and Joe Carney at the Memorial Art Gallery brought me out for coffee one day. Theresa thought it would be good to get to know me, appreciating my background in the neighborhood and my love of art. I was an art history major in college. Next thing you know I’m on the board for eight years. Over the past four or five years, I have been associated with Gretchen Wood and the MCC Foundation. Realizing that this is an unbelievable institution, I help drum up support for MCC. I have supported Allendale Columbia, as well as BOA Editions Limited throughout the years.

GW: I know you to be a down-to-earth, well-rounded guy, but we all have indulgences. What are your indulgences, Adam?

AG: Having too much fun with my friends. I really have a phenomenal group of friends. I talked about taking summers off and relaxing. Maybe I travel too much with my wife. I spend as much time with her as I can. I’m not sure if that is an indulgence.

GW: An indulgence doesn’t have to be a bad thing.

AG: We have a Thursday dinner group that we have been doing with four other couples. We call it the “Survivor Group,” and we have been having dinner every Thursday night for the past 17 years. This group is part of who I am as an adult.

GW: I know how attached you are to this community, but if you had to live somewhere else, where would you move?

AG: Absolutely! I don’t know how to describe it or tell you what it does for me. I like traveling everywhere, but New York City is the center of the universe to me. It’s where I proposed to my wife.

GW: I agree it’s the center of the universe.

AG: Good and bad. But I would retire to New York City in a heartbeat. Maybe that would be my indulgence.
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In an effort to align Midtown’s talented fitness management team members with the Club’s soon-to-be-built studios and exciting new programming, Midtown has shifted current personnel into new positions and roles that best suit the needs of the Club and its membership.

**randi lattimore**

Randi, who has served as Midtown’s Mind-Body Director for 14 years, has taken on a new role as Program Director for Midtown. In her expanded position, Randi will now be responsible for the supervision of all fitness programming at the Club, including all aspects of Mind-Body.

“I’m excited to expand my role in yoga at the Club to embrace and drive all aspects of fitness programming.”

Randi plans to build and develop dynamic teams of inspired instructors who will deliver awe-some experiences. She is committed to developing and delivering cutting edge programming in all areas of fitness.

**sam owens**

As Midtown’s new Head Coach, Sam is responsible for overseeing the Personal Trainers, Coach on Duty, Small Group Training, and all aspects of the Fitness Floor experience within the Club. A key component of this role will be ensuring the recruitment, onboarding and training of all fitness coaches. Sam has been in the health club business for the past 24 years, 14 of which have been at Midtown.

“I am planning to focus my efforts on the continued evolution of PT/Group Training while I continue to work with some of the brightest, most talented coaches in the area.”

Sam’s goal is to provide cutting edge workshops for coaches and to deliver outstanding member experiences.
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Dr. Lindahl, an ophthalmic surgeon, had LASIK surgery 20 years ago when he started running and is one of the few LASIK surgeons in the area that has undergone the procedure. Perceived as a benefit to his patients, Dr. Lindahl speaks first-hand on the experience and explains how it can improve the lifestyle of those who lead active lives.

What is LASIK?
A variety of refractive surgery techniques, which reshape the corneal stroma using a laser, have been developed as simple and safe alternatives to wearing glasses or contact lenses. Laser-assisted in-situ keratomileusis (LASIK) is the most common of these procedures.

Common vision problems like astigmatism, nearsightedness, or farsightedness are usually a result of irregularities in shape of the cornea, the outermost layer of the eye. Such vision challenges can interfere with your ability to see clearly and easily, enjoy everyday activities and require you to manage reading and distance glasses or contact lenses. Using lasers to reshape the cornea, laser eye surgery helps you achieve normal clear sight.

The LASIK Experience
An ophthalmologist should conduct an initial LASIK consultation to determine if LASIK is right for you. Since LASIK is a medical procedure, it requires specific physical and medical conditions to be met before it can be considered an appropriate treatment. Age, general health, eye health, and thickness of the cornea are all evaluated. Approximately 2% of candidates are rejected due to physical or medical factors. There are, however, alternative vision correction options for those who do not meet the criteria for undergoing the procedure.

An ideal LASIK candidate:
- is between 21 and 60 years of age
- has healthy corneas
- has a relatively stable prescription
- does not have medical conditions such as an autoimmune disease
- is not pregnant or nursing
- understands the risks and rewards of LASIK
- has both eyes free of cataracts

If you are deemed an ideal LASIK candidate, your doctor should run a series of comprehensive tests prior to surgery. To determine the unique characteristics of your vision, Dr. Lindahl recommends Contoura® Vision technology. This state-of-the-art technology precisely maps up to 22,000 unique imperfections (elevation points) in each eye, and provides measurements that are 25 times more precise than standard measurements. The measurements are then translated into digital treatment instructions that are sent directly to the WaveLight® Laser during your procedure.

Clearly Better
The result is a highly customized treatment of the corneal conditions that impaired your vision. In the hands of a trained and skilled surgeon, advanced state-of-the-art LASIK technology can help make your vision goals a reality. The procedure takes a few minutes, is virtually painless, and most patients are back to work and normal activity the next day.

As one of the most experienced LASIK surgeons in Rochester, Dr. Lindahl states: “When patients tell me how my treatments have changed their lives, I smile along with them. Since I have had LASIK myself, I understand their excitement.” Although any surgery carries risk, LASIK eye surgery is one of the safest procedures performed in ophthalmology.

With more than 25 years of experience since his formal training, Dr. Lindahl has dedicated his professional life to the most advanced Cataract and LASIK surgery for his patients. The first ophthalmologist from Upstate New York to have LASIK performed on his own eyes, and the first in New York State to perform microincisional cataract surgery, Dr. Lindahl has stayed at the forefront of modern ophthalmologic technology and surgical technique. For more information visit www.rochestereyecenter.com or call 585.257.2822.

Join Dr. Lindahl, owner of Rochester Eye and Laser Center, at the LASIK Happy Hour at Midtown on January 23 from 5:30 to 7:30 pm and find out if you’re a good candidate for the procedure. Register to win a chance for a free LASIK procedure performed by Dr. Lindahl. You must be in attendance to win.
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2018 TOPOO #3 ROCHESTER CHAMBER BUILDING ON 35+ DECADES TAYLOR 35 YEARS
While at Midtown, Buffalo Bills Hall of Famer Jim Kelly shared behind-the-scenes stories and video clips about his career and the Bills’ four consecutive Super Bowl appearances with the Club’s members and guests. The evening included food, auctions, raffles, and a cash bar. Over $30,000 was raised at the event to benefit the Hunter’s Hope Foundation for the University of Rochester’s Leukodystrophy Care Network.

Photos by Brody Wheeler
LAGOS
MY LAGOS MY WAY
CAVIAR COLLECTIONS

CORNELL'S JEWELERS
3100 MONROE AVENUE | ROCHESTER, NY 14618
585.264.0100 | CORNELLSJEWELERS.COM
**ingredients**

- 32 ounces penne pasta
- ½ cup La Padella smoked garlic oil
- ¼ cup chopped smoked garlic
- ¼ cup chopped red onion
- ½ cup kosher salt
- ½ cup black pepper
- pinch of crushed red pepper flakes
- 1½ cups vodka
- 4 cups red sauce
- 6 cups heavy cream

**directions**

Bring a large pot of salted water to a boil. Add the penne pasta and cook as the label directs.

Reserve ½ cup of the pasta water and drain the pasta. Set aside to cool.

In a skillet over medium heat, add oil, garlic and red onion, stirring occasionally (approximately 3 minutes) until onions are slightly brown and soft.

Add salt, pepper, and pepper flakes and remove from heat.

Pour in vodka, return the skillet to medium heat and simmer for 10 minutes until alcohol cooks off.

Mix in sauce and cook for 30 minutes.

Stir in the heavy cream and cook until the sauce thickens slightly (about 3 minutes).

Add the pasta to the sauce and toss to combine, adding some of the reserved cooking water to loosen, if needed.

Makes 4-6 servings.
played outdoors on specially constructed heated platforms, platform tennis combines the fun and challenge of tennis, squash and racquetball. for more information about any of midtown's paddle leagues and clinics, please contact kate whitmore.

paddle in no time (pnt)
PNT is designed for new paddle players. Students will learn the basics: how to hit a drive, the volley, lobs, overheads, serves and serve returns, and use of the screens. $90 per member, per 4-week session; $120 per non-member, per 4-week session. Wednesday night play included in session.

Session IV: Monday, January 6–Saturday, February 1
Session V: Monday, February 3–Saturday, February 29

beginner/low intermediate league
This league is designed to help players newer to the game work through the basic skills of point development and match play. Registration included for players enrolled in PNT, $10 per player, per week. Sign up with the front desk as space is limited.

private lessons
Whether working one-on-one with a pro to develop one particular part of your game, or in a small group with a pro to learn positioning, strategy and tactics, Midtown's paddle pros will work to make sure your game rises to the next level.

advanced beginner/low intermediate
This level is designed for graduates of PNT and players newer to the league. This instructional program will help you work on the skills to move your level up faster: $90 per member, per 4-week session; $120 per non-member, per 4-week session. Wednesday night play included in session.

Session IV: Monday, January 6–Saturday, February 1
Session V: Monday, February 3–Saturday, February 29

drill and play
$15 per member, $22 per non-member team. Limited to first 16 players.

men's night
Play with and against the Midtown coaches and work on your game. Sign up week to week. $10 per member, per night, includes a beverage.
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Balance and Fall Prevention

Good balance is easy to take for granted—until you lose it. According to the US Centers for Disease Control and Prevention, one in four Americans age 65 and older fall each year. Falls are the leading cause of fatal injury and the most common cause of nonfatal trauma-related hospital admissions for older adults.

Balance is defined as the ability to maintain your center of gravity over your base of support with minimal horizontal movement around the center of gravity (this is called postural sway). A small amount of postural sway is normal and happens when you move your body or shift your weight.

In order to maintain your balance, several systems in your body need to work together:

- **Somatosensory system** relays the sensation of the ground below your feet creating an awareness of your body's position.
- **Visual system** helps you to clearly see your environment and assists in adjusting your balance as necessary.
- **Vestibular system** is a sensory mechanism in the inner ear that detects the position and movement of your head in relation to your body position.
- **Muscular system** is when information is sent from your somatosensory, visual and vestibular systems to your brain, which in turn sends signals to your muscles to perform movements and make adjustments.

When these systems don’t work together correctly, it can cause you to have a number of abnormal symptoms such as dizziness, nausea, vomiting, tripping, stumbling and loss of balance. As you age, these systems may begin to have trouble working together, causing poor balance and possible injury. People with challenges related to their balance often become fearful of falling and may start to limit daily activities—finding themselves avoiding social events and hobbies they once enjoyed, leading to a decrease in quality of life.

Challenges related to balance can come from several factors, including muscle weakness, joint stiffness, inner ear problems, reaction to medications, fatigue, improper footwear, improper assistive device usage and unsafe environmental factors. Medical conditions such as diabetes, spinal cord injuries, brain injury, Parkinson's disease, stroke and multiple sclerosis can also contribute to balance deficits.

You can reduce your risk of future balance issues by avoiding a sedentary lifestyle. Stay active and challenge yourself safely. It is also important to have yearly vision and hearing exams. Deficits in these areas can contribute to future balance problems and an increased risk of falls.

You should also monitor your medications and how your body reacts to them. If you have any concerns or if your body’s reaction changes, talk to your doctor.

If you find yourself facing more difficulty maintaining your balance, you can also take extra steps to make your home safer. Items such as inadequate lighting and throw rugs can be safety hazards for anyone, but especially those who have trouble maintaining balance. By addressing these areas, you can make your home safer for you and your loved ones.

Proper footwear can also help. With improved support and traction—both indoors and outdoors—you can reduce your fall risk.

When the time comes that balance deficits are creating a threat to your safety, consider using an assistive device, such as a walker or cane. Many people find that an assistive device makes them feel safer and more inclined to participate in activities they enjoy with less anxiety about falling.

If you do fall, you should talk to your doctor in a timely manner. You need to look for and address any injuries that may have been caused by the fall and discuss possible balance issues that may have contributed to your fall to reduce the chance of falling again in the future. Once the cause of your fall has been identified, your physician may refer you to a physical therapist. Whether you are noting balance deficits or have fallen, a physical therapist can perform a thorough evaluation and work with you to develop an individualized program tailored to your specific needs and goals. This program often includes exercises to improve your mobility, strength, balance, flexibility and posture, all of which can ultimately improve your confidence and reduce your fall risk.
Annette Miller spent her vacation exploring the west coast, visiting friends from Rochester now in Portland, family in San Francisco and a stunning drive south to Los Angeles for baseball and fun.

Nurses from the 7S Unit at Golisano Childrens Hospital retreat at Midtown.

Bradley Klahn, Emily Miller and Kei Nishikori [left], Raj Garg and his son Rajan [above], Elina Svitolina, Evan Hoefen and Venus Williams [below left] at the 2019 US Open.
Sandy Gianniny at the Gila National Forest, New Mexico.

Karen Zilora enjoys hiking the Chilkoot Trail in Alaska.

Keith Burhans swam one mile on the 24th anniversary of losing his legs in a boating accident one mile from shore.
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Pam Carty and her husband Jim enjoyed their trip to Germany with their daughter Nicole and reached the top of the Zugspitze—

the tallest mountain in Germany

Lilliana Brown enjoys spending time at the pool with her mom.

Rick Fame and Christi Haritatos enjoyed the breathtaking views after they hiked up Diamond Head volcano in Hawaii!

Peter A. Roberti trained hard at the Club on early mornings so that he could prepare for the Iron Man in Lake Placid.

Roger and Gail Dowler enjoy their summer journeys at the famous Space Needle and Mexico!
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Special discount for Midtown Members!
Betsy Fultz and Carol McKenzie were captains of the 55 and over 3.5 team that won the local division, then regionals and finally finished 3rd out of 6 teams at sectionals in Schenectady.

Members Kelsey McNaboe [left] and Jamie Martin [right] play on a lacrosse team together in a summer league game at St. John Fisher.

Gale Karpel with friends Bill and Michelle Cutro and John Coriddi, helping her celebrate her photo exhibit at the Greater Rochester International Airport.
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**Glenn William:** How did DGA Builders qualify for this project?

**Kevin Nowack:** DGA Builders has a high-quality reputation and has been operating in Rochester since 1978. Our construction portfolio includes healthcare, residential, athletic and industrial projects. We will be a great Midtown partner.

**GW:** Where does this 10-million-dollar project fall in terms of bandwidth compared to other projects you have embarked upon?

**Mike Szuromi:** Budget-wise, I would say in the middle. We are doing anywhere from 50 to 60 million-dollar projects all the way down to quick five thousand-dollar renovations for clients.

**GW:** Both of you are members and you work out on a regular basis. How do you look at this project as members?

**KN:** I think that's why I'm especially excited for the project. Our membership is a bonus because we bring the perspective of avid users. Working out is a big stress reliever for us personally, and working out at Midtown is part of our daily routine. We're bringing that frame of mind to our construction planning; we want our work to be respectful of the ongoing needs of the membership.

**GW:** At this early juncture, what do you anticipate could be the greatest challenges for you?

**KN:** The construction itself is straightforward, but any time we work in an occupied facility our greatest challenge is to minimize the disruption to the members and staff. We have developed a plan that will allow us to get the project done as quickly as possible without throwing the entire Club operation into disarray.

**GW:** How do you balance getting it done quickly, but not so quickly that you do everything at the same time and create major inconveniences for members?

**KN:** It has to be a team effort between Midtown in Rochester and the folks in Chicago. We will count on their input to find the right balance between completing it as quickly as possible to keep costs down, while still allowing the Club to function and the membership to enjoy their experience. We will all work together in devising a sound logistical plan.

**GW:** Will you be working during the evenings and on weekends?

**KN:** Yes, and we'll be working in every area of the Club. There will inevitably be what we call pinch points or bottle necks where accommodations will need to be made to access certain areas. For example, there is only one way to get to and from the tennis courts.

And the entire cardio and weight areas are being renovated—new flooring, new ceiling, new lighting. There will be times when we must pause construction. Those areas will be where we need to work on off-hours to ensure minimal disruption.

**GW:** How many people could be here at any one point in time working on the job?

**KN:** Between 15 and 40. As we get closer to the finish stage, we will have every contractor on site: mechanical, plumbing, fire protection, flooring, drywallers and painters. As those teams all come together you may see as many as 40 workers on site.

**GW:** At what stage are we currently?

**KN:** We've just begun. We have created pathways and have defined areas for Phase 1. That part will be minimally disruptive. The first phase of work will capture the main entrance, the second floor space that is home for the yoga and Pilates studios and the current weight training area.

**GW:** What do your workouts look like when you come to Midtown.

**KN:** I do some of the heavier weight training but I also play tennis. I picked up tennis about two years ago and have a real passion for it now. I play twice a week, taking the rise and shine classes in the mornings. I also do weight training twice a week.

**MS:** For me it's a lot of aerobic activity—stair stepper, recumbent bike, those sorts of things. I like to come during lunch hour, so my crews will be seeing me a lot.
The following describes our phasing and staging of Midtown’s club transformation. We anticipate the entire project will take 14 to 18 months to complete. You can expect ongoing updated communications through emails and each quarter of Spirit magazine. Please consider that with any project of this magnitude, there will be some bumps and bruises, audibles and revisions that will create unforeseen inconveniences. Please be assured we intend to do everything in our power to keep these to a minimum. Here we go!

The Big Picture…What’s our objective?
Our strategy is to capture full sections of the club and isolate construction in those areas, reducing member inconvenience. We plan on holding “mini-grand opening celebrations” upon completion of each space.

Temporary Space Relocations…What’s going to be where?
- The Club’s Main Entrance will be temporarily located at the rear of Kidtown. Member traffic will flow through a temporary corridor that will open between the squash courts.
- The Cardio Floor will be temporarily relocated to Tennis Court #2 and for the short term, the Strength Floor will be temporarily relocated to the current Cardio Floor space.
- Yoga will temporarily move to the Paddle Hut.
- Group Exercise will find a temporary home on half of the basketball court while The Theater is being built.
- Pilates will get cozy in the Toshiba Conference Room.
- Membership Advisors and Coaches will be moving to temporary offices in the Small Group Training Studio.
- The Men’s Locker Room will be relocated to the Family Locker Room as the current spa space gets reconfigured as part of the temporary men’s locker room.
- The Women’s Locker Room stays right where it is… YEAHHHH!

Q&A

Phase 1
Fall 2019–Summer 2020

What’s happening to the current Strength Floor/Turf/Tennis Court #1?
We will be building three of the four new studios: Theater (Group Exercise), EverybodyFights® (Boxing) and Arena (Small Group Training) simultaneously. The Field and the new Strength areas will be built in the center of these studios, with the addition of new windows, increasing natural light. Estimated completion date: Spring 2020

I hear there will be an elevated indoor tennis viewing lounge?
We are building a mezzanine level indoor tennis viewing lounge over Arena and adjacent to The Theater that will have windows overlooking existing Indoor Tennis Courts 2 through 5. Estimated completion date: Spring 2020

What about the current Main Entrance and Retail areas?
The main entrance will consist of a new revolving door and ADA auto-opening doors, along with an extended outdoor awning with underground radiant heat for snow melt under foot. A redesigned retail space sitting off a widened corridor that enters an elegant new café lounge and cardio space. Estimated completion date: Spring 2020
Tell me about the second floor Mind-Body Studios?
We are creating a new larger yoga space, Samadhi, in the former Group Exercise Studio that will feature a magnificent tree in the center of the studio, radiant heat panels for hot yoga programs, and a new clear crisp sound system. You will be able to relax prior to your classes in a warm, Zen-like gathering area. The Pilates studio will also be given attention and receive a facelift. *Estimated completion date: Winter/Spring 2020*

What about The Spa being relocated to the second floor?
We are building out a brand new spa in the former yoga studio that will combine all of the mind-body relaxation elements in one quiet remote location. The new spa’s waiting room will be sharing the same Zen-like gathering space with Mind-Body. *Estimated completion date: Winter/Spring 2020*

Do the tennis restrooms get an upgrade?
Not only an upgrade, but an entire rebuild to provide four restrooms to serve the additional traffic from the new fitness studios. *Estimated completion date: Fall/Winter 2019*

And the locker rooms?
The Women’s and Men’s Locker Rooms get a complete tear-out and redo with tiled flooring, new lockers, sinks, showers and new steam and dry saunas. We are building the men’s locker room first and upon its completion, the women will move over to the new men’s locker room until the women’s locker room is completed. Chivalry is not dead! *Estimated completion date: Spring/Summer 2020*

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**Phases 2–4**

**Preliminary Timeline**

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<thead>
<tr>
<th>Project</th>
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<tbody>
<tr>
<td>Café Seating/Living Room</td>
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<tr>
<td>Cardio Space</td>
<td>Summer/Fall 2020</td>
</tr>
<tr>
<td>Ride (Cycle Studio)</td>
<td>Summer/Fall 2020</td>
</tr>
<tr>
<td>Indoor Pool Addition</td>
<td>Summer/Fall 2020</td>
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<tr>
<td>Internal Office Space</td>
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<td>Kidtown Face Lift</td>
<td>Fall/Winter 2020</td>
</tr>
<tr>
<td>Additional Face Lifts</td>
<td>Fall/Winter 2020</td>
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With over 35 yoga classes offered a week, Midtown Rochester is proud to be a source of mind body wellness in our community. Not only does the Club offer daily classes from sun up to sun down, it also offers classes geared to welcome the new-to-yoga member as well as classes to challenge experienced yogis. Midtown has some of the best instructors in Upstate New York. That said, sometimes knowing which class to choose can be more difficult than balancing on one leg. Take a peek at the descriptions on the next page to help you decide which class is right for you. Yoga is magic. See you on the mat.

“Midtown’s classes reflect the true yoga spirit. Each instructor, in their own unique way, leads a member-focused, heartfelt class. No matter which class you choose, you know it will be a good one.”

—Cheryl Gunderman, Midtown member
power vinyasa yoga (heated)

Power Vinyasa is just what the name implies: strong, vigorous and powerful. When you combine these elements and add a studio that is heated to 90 degrees you get a potent yoga class that detoxifies and exhilarates your body and mind. The perfect blend of serenity and sweat. Since this class is challenging, those who are new to yoga may feel a bit awkward at first, but rest assured everyone starts that way. The more you come to class, the more you will start to love and crave the Power Vinyasa experience.

alignment yoga

This class focus is on correct alignment of the poses. Let’s face it, not all of us can do the poses seen on the cover of Yoga Journal, but all of us can do poses. In Alignment Yoga the teacher will often demonstrate a pose and emphasize the key actions while encouraging the use of props like blocks, yoga straps, bolsters and blankets to help access the poses safely and effectively. This class is great for both beginners and those looking to deepen their practice and understanding with an in-depth look at how the postures work. Expect a non intimidating class that is accessible for all levels.

yoga + mindfulness

If yoga were a smorgasbord, then Yoga + Mindfulness would definitely be the dessert. This signature class blends Mindful Meditation techniques with Restorative Yoga postures and Gentle Yoga. The gentle movements are meant to open the body and the restorative poses help find peace in the body and the mind. Practicing Mindful Meditation on the mat can help bring a sense of ease into the rest of your life. This is an all levels class with a welcoming and tranquil ambiance. The kind of class that makes you want to say ahhhh!

ignite (heated)

Who says you can’t do burpees in a yoga class? IGNITE is a unique experience that will take you out of your comfort zone and challenge you to move past your limitations. Think of IGNITE like a barefoot boot camp. Forty-five minutes to sizzle! IGNITE incorporates light weights, cardio bursts, and heat to create an experience like no other. IGNITE and feel the burn!

yoga jam (heated)

Peace doesn’t always mean quiet. Yoga Jam is a modern, music-centric class that is fun without sacrificing the mindfulness of yoga. What makes Yoga Jam unique is the sequence by which yogis can flow on their own. Yoga Jam breaks the mold with its dance club vibe, upbeat/edgy music and dimly lit room. Yoga Jam will lift your spirit and put some groove into your heart.

evinyasa yoga

A great class choice for all levels. If you love the flow of Power Vinyasa, but do not want the heated room, then Vinyasa Yoga is the class for you. Expect poetry, quotes and deeper thoughts and themes to be sprinkled into the class. One thing that’s for sure, by the end of class you will feel better, more balanced, present and joyful then when you started.

gentle yoga

Sometimes a little movement goes a long way. All levels are welcome in this lighthearted class that combines foundational yoga poses and breath work to create a sense of peace, balance and serenity. A great class to attend if you are either recovering from an injury or just looking for time on your yoga mat to chill out and feel good.
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Across
1. Word that could precede the first word of each starred clue
4. Up, in baseball
9. Carry on
13. Comedian Carvey
15. King ___
16. Colored eye part
17. Attorneys’ degs.
18. *** Oft-slapped item
20. Delights
22. Butter’s up?
23. Pine product
24. Serve
27. Not our
29. Directory contents
34. *** One singing in the kitchen
38. Exclusive
39. Hostile
40. Letter from St. Paul
43. “Très ___!”
44. *** Tenderized cut
46. Late Sen. Thurmond
48. Courtroom event
49. Grocery section
51. Overhangs
56. Once-divided city
60. Maximum
61. *** Easy questions, so to speak
65. Dog in “Beetle Bailey”
66. “Buenos ___”
67. Ake forcibly
68. Caught in the act
69. Snakelike fish
70. Starch sources
71. Like some martinis

Down
1. Lazybones
2. Street, in San Juan
3. “___ a Man” (Calder Willingham novel and play)
4. German cries
5. As well
6. “Monty Python” ainer
7. “Raiders of the Lost ___”
8. Judo-like exercises
9. Tears
10. In ___ (stuck)
11. “Great shot!”
12. Sounds of disapproval
14. Italian wine area
19. Kitten’s plaything
21. “The door’s open!”
24. Picks up
25. Heating alternative
26. Comped thing
28. Elevs.
32. First Lady of Jazz
33. Hunt for
34. Keep ___ on (watch)
35. Cut, maybe
36. Declare
37. Atlantic City attraction
41. Podded plant
42. ___ of Langerhans
45. www.yahoo.com, e.g.
47. Disable
50. Suggestions
52. Singer Tori
53. Supported a runner
54. Ethyl acetate, e.g.
55. Rigid
57. Buffalo’s lake
58. “Get ___!”
59. Glasgow gal
60. Mail carrier’s grp.
62. Olympics chant
63. It’s a wrap
64. To and ___

Answers on page 47.
Your neighbors need you.

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RESIDENCY NOT REQUIRED, AGES 14-55+

VOLUNTEERS NEEDED FOR:
- Firefighting
- Non-Firefighting
- On-Scene Support
- Community Education & Outreach
Puzzle on page 45.

ICE ATBAT RANT
DANA COBRA IRIS
LLDS HOCKEY PUCK
ELATES BASTES
RESINDOFOR
THEIR NAMES
TEAKETTLE SOLE
ADVERSE EPISTLE
BIEN CUBESTEAK
STROM TRIAL
AISLE EAVES
BERLIN UTMOST
CREAMPUFFS OTTO
DIAS USURP SEEN
EELS TAROS DRY
Victor Prosthodontics Lunch and Learn:
How Your Diet and Habits Impact the Health of Your Teeth with Dr. Gabriela Carranza
Wednesday, November 6, Noon–1:30 pm
If you’ve ever wondered what impact sparkling beverages, sports drinks, wine, and soda can have on your teeth, Dr. Carranza will explain the factors that can cause your teeth to wear down over time. She will detail the gradual process of wear and how these conditions can be treated. Left untreated, significant wear can cause irreversible damage to your teeth. Complimentary for members and guests.

Varsity Club: Kid’s Night Out
Saturday, November 9, 5:00–9:00 pm
Ages 5-13. Kids will start with a pizza party in the Varsity Club, rotate through fun activity stations and end the night with s'mores and a movie. $15 per member, $25 per guest. Registration required.
Camp Midtown School Break: Veteran’s Day
Monday, November 11, 9:00 am–4:00 pm
Ages 3-13. Got a day off from school? At Camp Midtown, kids enjoy a variety of games, sports, and activities. From the pool to the tennis courts and everything in between, our expert coaches and professional counselors will help your kids build self-confidence and teach them how to live a healthy, active lifestyle. Includes lunch and complimentary pre- or post-camp care. $59 per member, per day; $69 per guest, per day. Registration required.

Blood Drive
Monday, November 18, 1:00–6:00 pm
Give the gift of life—donate! Register for an appointment with the Service Coordinator’s Office or simply stop by the Paddle Hut. Guests welcome! Complimentary.

Thanksgiving Dinner Vegan Style
Thursday, November 21, 5:00–9:00 pm
Enjoy a locally sourced Thanksgiving-themed vegetarian dinner made with the finest local ingredients by Marché’s chefs. $15.95 menu item.

Varsity Club Movie Night
Friday, November 22, 6:00–8:30 pm
Ages 5-13. We’ll take care of the arcade games, pizza, snacks and drinks, you bring the kids. An awesome night at the movies is on the Varsity Club. Complimentary for members and their guests. Registration required.

Camp Midtown School Break: Thanksgiving Break
Wednesday, November 27 and Friday, November 29, 9:00 am–4:00 pm
Ages 3-13. Got a day off from school? At Camp Midtown, kids enjoy a variety of games, sports, and activities. From the pool to the tennis courts and everything in between, our expert coaches and professional counselors will help your kids build self-confidence and teach them how to live a healthy active lifestyle. Includes lunch and complimentary pre- or post-camp care. $59 per member, per day; $69 per guest, per day. Registration required.
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Group Exercise Thanksgiving Day Workouts *
Thursday, November 28, Basketball Court
8:15–8:45 am [GRIT™ Strength]
9:15–10:00 am [Tabata]
10:15–11:15 am [Dance Party]
*Classes and locations are subject to change.

Mind-Body Thanksgiving Day Workouts *
Thursday, November 28, Paddle Hut
8:00–9:00 am [Vinyasa Yoga]
9:15–10:15 am [IGNITE]
10:30–11:30 am [Power Vinyasa]
*Classes and locations are subject to change.

Cycle Thanksgiving Day Workouts *
Thursday, November 28, Cycle Studio
8:15–9:00 am [VIBE]
9:10–10:45 am [Pre-Turkey Burn]
*Classes and locations are subject to change.

Cardio Tennis Thanksgiving Day Workout *
Thursday, November 28, Indoor Tennis Courts
$20 per player. *Classes and locations are subject to change.

Novembrrrr Pool Closing Party
Saturday, November 30, Noon–2:00 pm
Only the coolest families swim in the snow. Cozy up in the chilly air with a hot pool, s’mores, cocoa, and a roaring fire! Complimentary for members. To register children under the age of 21 at the youth guest rate of $18, contact the Service Coordinator’s Office. Complimentary for members, $25 per non-member.

Midtown’s Annual Holiday Bazaar
Saturday, December 7, 8:30–11:30 am
Experience vendors from all over Rochester who will be sharing their products and services exclusively to Midtown members. Enter a chance to win great prizes. Complimentary for members and guests.

Varsity Club: Kid’s Night Out
Saturday, December 7, 5:00–9:00 pm
Ages 5-13. Kids will start with a pizza party in the Varsity Club, rotate through fun activity stations and end the night with s’mores and a movie. $15 per member, $25 per guest. Registration required.
**Camp Midtown School Break: Holiday Recess**
Monday, December 23, Thursday, December 26, Friday, December 27, Monday, December 30, Tuesday, December 31, Thursday, January 2 and Friday, January 3, 9:00 am–4:00 pm
Ages 3-13. Got a day off from school? At Camp Midtown, kids enjoy a variety of games, sports, and activities. From the yoga studio to the tennis courts and everything in between, our expert coaches and professional counselors will help your kids build self-confidence and teach them how to live a healthy, active lifestyle. Includes lunch and complimentary pre- or post-camp care. $59 per member, per day; $69 per guest, per day. Registration required.

**Perrin Yang Quartet at Midtown**
Sunday, December 8, 10:30 am–Noon
Join us in the living room for a wonderful classical concert by the incredible violinist, Perrin Yang, and his group. Complimentary for members and guests.

**Holiday Vegan Dinner**
Thursday, December 19, 5:00-9:00 pm
Enjoy a vegan holiday meal served with a gluten-free dessert. $15.95 menu item.

**Varsity Club Movie Night**
Friday, December 20, 6:00–8:30 pm
Ages 5-13. We’ll take care of the arcade games, pizza, snacks and drinks, you bring the kids. An awesome night at the movies is on the Varsity Club. Complimentary for members and their guests. Registration required.

**Camp Midtown School Break: Holiday Recess**
Monday, December 23, Thursday, December 26, Friday, December 27, Monday, December 30, Tuesday, December 31, Thursday, January 2 and Friday, January 3, 9:00 am–4:00 pm
Ages 3-13. Got a day off from school? At Camp Midtown, kids enjoy a variety of games, sports, and activities. From the yoga studio to the tennis courts and everything in between, our expert coaches and professional counselors will help your kids build self-confidence and teach them how to live a healthy, active lifestyle. Includes lunch and complimentary pre- or post-camp care. $59 per member, per day; $69 per guest, per day. Registration required.

**Midtown Plungers Polar Plunge Registration**
Saturday, January 4, 8:00 am–Noon and Monday, January 6, 5:00–8:00 pm
Join the Special Olympic’s Polar Bear to learn more about supporting Midtown’s own Polar Plunge team, Midtown Plungers. Last year the team raised over $5,000 for the Special Olympics. Prizes for all levels of donations raised. Don’t miss this year’s Polar Plunge on Sunday, February 9th at Ontario Beach Park. Register or donate online at http://events.nyso.org/goto/midtownplungers. For more information contact Jerome Still, Midtown Plungers’ team captain, at Jerome.stiller@midtown.com.
New Year's Vegan, Oil-Free Meal
Thursday, January 9, 5:00–9:00 pm
Enjoy a vegan, oil-free meal for only $14.95.

Varsity Club: Kid’s Night Out
Saturday, January 11, 5:00–9:00 pm
Ages 5-13. Kids will start with a pizza party in the Varsity Club, rotate through fun activity stations and end the night with s’mores and a movie. $15 per member, $25 per guest. Registration required.

Howard Hanna Rochester Real Estate
Reality Series
Tuesday, January 14, 6:00–8:00 pm
Join us for an in-depth discussion on the ever-changing real estate market and what it means for your home plans. Real estate, mortgage, legal and inspection experts will be on hand to give you the scoop and answer any questions you have. Registration required.

Family Roller Skate Night
Saturday, January 18, 5:00–7:00 pm
Party the night away with all your Midtown friends. DJ, skates, dinner, Gaga Ball and fun for all ages and abilities! Price includes food, beverage and skates. Guests are welcome. $8 per person, $25 per family. Registration required.

Camp Midtown School Break:
Martin Luther King Jr. Day
Monday, January 20, 9:00 am–4:00 pm
Don’t miss out on a fun filled day of tennis, yoga and winter activities. Includes lunch and complimentary pre- or post-camp care. $59 per member, per day; $69 per guest, per day. Registration required.

Ultimate Beauty Laser Spa’s Complimentary
Cellulite or Skin Tightening Treatment
Monday, January 20, 4:00–8:00 pm
Have you always wanted a cellulite or skin tightening treatment? Curious about how non-surgical fat destruction really works? Jump start 2020 with a complimentary treatment in a small area from Ultimate Laser Beauty Spa. Enjoy live demonstrations, talk to body shaping experts, and receive a $50 gift card with purchase of a treatment. Attendees will have the opportunity to win a Three Treatment UltraShape Power Package valued at $3,000. Receive a complimentary 30-minute treatment by registering with the Service Coordinator’s Office. Registration required.
Feel Like New Again
ORTHOPAEDICS & SPORTS MEDICINE

Rochester Regional Health Orthopaedics provides individualized diagnostic and treatment plans, along with the latest technologies and treatments for injuries and joint pain. It’s advanced. It’s personalized. There’s never been a better time.

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ROCHESTER
REGIONAL
HEALTH
Orthopaedics & Sports Medicine
Trivia Night  
**Wednesday, January 22, 6:30–8:30 pm**  
Grab a friend for a fun evening of trivia. Prizes awarded. Complimentary for members and guests. Registration required.

Lasik Happy Hour with Rochester Eye & Laser Center  
**Thursday, January 23, 5:30–7:30 pm**  
Have your questions answered by Dr. Lindahl, one of the most experienced LASIK surgeons in Rochester. Win a chance for a free LASIK procedure performed by Dr. Lindahl. You must be in attendance to win. Registration required.

Varsity Club Movie Night  
**Friday, January 24, 6:00–8:30 pm**  
We’ll take care of the arcade games, pizza, snacks and drinks, you bring the kids. An awesome night at the movies is on the Varsity Club. Complimentary for members and their guests.

Team Chain Reaction Registration  
**Saturday, January 25, 8:00 am–Noon**  
Join Rochester’s #1 fundraising Tour de Cure team, Midtown’s Team Chain Reaction.

Tax Planning Seminar with Brighton Securities  
**Presented by Gary Michaels, Financial Advisor and David Manioci, CPA and Tax Manager**  
**Wednesday, February 5, 5:30–7:00 pm**  
Get a head start on your 2020 taxes and find out which tax law changes may affect you.

Varsity Club: Kid’s Night Out  
**Saturday, February 8, 5:00–9:00 pm**  
Ages 5-13. Kids will start with a pizza party in the Varsity Club, rotate through fun activity stations and end the night with s’mores and a movie.  
$15 per member, $25 per guest. Registration required.
Give the gift of style this holiday season!

Gift cards now available at our retail location!

2930 Monroe Avenue | Rochester, NY 14618
585-381-1111
Info@adrianjules.com
What do you suggest for the gentlemen on my list for the holidays? Whether it’s your dad, grandfather, brother, husband, or significant other, everyone appreciates a gift of hand-tailored elegance and fun. A gift certificate from Adrian Jules is what every man has on his wishlist. Order him a stunning coat or shirt for the upcoming holiday season. Better yet, surprise him ahead of time so he can be the most stylish guy at the holiday parties. Another great gift idea for the holiday season is to purchase a pair of Swims Overshoes. Overshoes come in classic styles and bold colors, and are ideal for keeping his feet dry and his footwear protected from the fall and winter weather elements.

What’s the best way to store my summer seasonal clothing? Adrian Jules has a long-standing relationship with a dry cleaner and storage facility so they can assist you in having your summer items professionally cleaned and stored for you. If you prefer to handle the task yourself, all of your clothes should be dry cleaned and properly stored for the winter. When putting your summer wardrobe in storage, remember that it is vital that the clear cleaning bag only cover the shoulders of the garments so the clothing can breathe.

Please submit your fashion questions to Peter Roberti via e-mail at peter@adrianjules.com.
miraDry

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DERMATOLOGY ASSOCIATES OF ROCHESTER

Complimentary Consultation
(585) 272 - 0700
significant other on the pool deck
july 23, 2019
more than just tennis lessons

Tennis is the perfect sport to help your child develop the skills they need to be successful on the court and in life. Science has shown the mental and physical benefits of tennis outweigh those of other sports. Lifelong social networks are created when players learn to play on an individual basis and as part of a team. Discipline and dedication are nurtured through the process of the players improving their skills in this ultimate non-contact sport.

While most programs offer tennis lessons, Midtown’s Velocity program goes further by pairing instructional lessons with competitions and play opportunities for players of all ages and levels. Ranging from novice to the more serious team athlete or tournament competitor, our instructors will keep them moving on the path to success.

In each session players have the opportunity to practice their skills on the court, assisted by our certified coaches to help them improve their game. Players will also learn to compete in skill appropriate environments as part of a team. Their skills will be put to the test at weekly games, where they can learn more about what aspects of their game they need to work on. Parents will also have regular communication with the program coordinators and coaches to discuss their child’s development. Players are also encouraged to attend social events where they can play with their friends and family.

LEVEL 7
Ages 4.5-5. This introductory program focuses on coordination training, movement and balance skills, as well as skills for sending and receiving. Players use red balls and play on a micro court.

LEVEL 6
Ages 6-7. A program of movement, balance, coordinated and motor skill development with a focus on self and partner rallying skills on the 36’ court. Children will learn how to initiate a rally, move and judge a ball (reception and centering skills), control the racquet at the contact point and control the height, direction and depth to be successful on a 36’ court.

LEVEL 5
Ages 7-8. By the end of this program, a child will be able to start a point with a full service motion and be able to move their opponent intentionally by controlling the direction of the ball. They will know how to adapt to different situations and should compete regularly in eight and under events.

LEVEL 4
Ages 8-9. Children will adapt to tactical play as they transition from the 36’ court to the 60’ court in both singles and doubles. Changes in lengths of swings, the addition of top spin and a greater development of net play and open racquet face skills will be focused on. Serves will progress to include greater pace as well as spin.

LEVEL 3
Ages 9-10. Children will experience the five play situations on the 60’ court and will refine their tactical/technical skills. Concepts of offense/defense are introduced in both singles and doubles. Ball control exercises that enhance consistency, direction, depth and spin will be stressed. Players should compete regularly in 10 and under events.

LEVEL 2
Ages 9-11. Children will adapt to tactical play and technical skills as they transition from the 60’ to the 78’ court. Situational and competitive play in the five play situations are part of the curriculum as greater defensive demands on the player present themselves. Players should compete regularly in sanctioned events.

JV INTERMEDIATE
Ages 12-15. For players with limited tennis experience who are looking to play on their school team, this is the perfect class. The students will be exposed to all the basic skills of tennis including ground strokes, volleys, overheads and serves. The class will stress cooperation and competition in many of the drills and play situations.

LEVEL 1
Ages 12-15. Children will adapt to tactical play and technical skills as they transition from 78’ green to 78’ yellow play. Situational and competitive play in the five play situations are part of the curriculum as greater defensive demands on the player present themselves. Players in this level compete regularly in sanctioned tournaments.

HIGH PERFORMANCE
Practice is geared toward the more serious team athlete or tournament competitor. Competitive drills and situational point play are used to reinforce sound tactics and to achieve peak performance. Sessions also include off court conditioning with our Sports Performance professionals to help players perform better on court. Admission is at the discretion of the Junior Director.
midtown’s junior tennis players take the courts at the US Open

For the past three years, Midtown has been invited to bring their junior players to the US Open to participate in the USTA’s Net Generation program. The United States Tennis Association (USTA), which runs the tournament, began the program as a means for kids and their families to connect with tennis programs, competition and other play opportunities. Over 24 junior players and their families traveled to New York City in September for their opportunity to play on the courts. The kids were given official player credentials to gain access to the grounds, a tour of the Louis Armstrong Stadium Court, played rally and team games, and met tournament players.

velocity sessions

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<td>Winter</td>
<td>Tuesday, January 28–Monday, April 13</td>
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<td>Spring</td>
<td>Tuesday, April 14–Monday, June 15*</td>
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*No class will be held on May 25.
Taking Care of Yourself
includes your health screenings

☑ Yearly Screening Mammogram
starting at age 40
*high risk women at least by 40

Schedule online at ewbc.com
or call (585) 442-2190
adult tennis programs

midtown tennis meets all your needs
At Midtown, our belief is that active, social people lead happier, healthier lives. While most programs offer tennis lessons, Midtown’s programs go further by pairing instructional lessons with social events, competitions and play opportunities. We believe tennis is about making new friends, playing level-appropriate matches, skill development, being part of a team, socializing with other members on and off the court, and getting a great workout, rather than just learning about how to play the game.

the midtown difference
Midtown’s program is different because it serves the needs of all players. In each session, players have the opportunity to practice their skills on court, assisted by our certified coaches to help them improve their game. Players are encouraged to attend social events where they can play with their friends and family members. Players are also placed on a team and are given league play opportunities where they can put their skills to the test and learn more about what aspects of their game they need to work on.

USTA PARTNERSHIP
Through our nationally-recognized player development pathway and partnership with the USTA, players can achieve the level of success to which they aspire. Midtown partners with the USTA to provide competitive play for players at all levels of development using the NTRP rating system. Designed simply as a guide, the rating categories may be adjusted depending on the player’s competitive ability or as their skills change. Ranging from intermediate beginner to advanced intermediate, player levels are defined on a scale from 1.0 to 7, however, the players ratings are ultimately based on their match results. Players can get the most enjoyment from the sport by playing with others of a similar level for more compatible matches.

SITUATION TRAINING
Midtown’s branded Situation Training instructional program puts players in real play situations to prepare them to learn the necessary tennis skills and techniques to improve their game and to play better. This program focuses on the physical, technical and mental tennis aspects of training that a player should learn to become successful. Tennis training is a continuous process.

CARDIO TENNIS
Cardio Tennis is an engaging group fitness program that features the heart pumping effects of tennis drills, games, and skills, while delivering the ultimate full body and calorie burning aerobic and anaerobic workout. The program consists of a warm-up, short cycles of high intensity workout and periods of rest, similar to interval training. Cardio Tennis is a very social activity suitable for all ages, ability and fitness levels.

TENNIS IN NO TIME (TNT)
Midtown’s patented TNT program offers more than just the opportunity to become a skilled tennis player. Boasting the country’s top coaches, Midtown is a leader in tennis instruction and will turn you into a player in just four weeks with its patented beginner tennis program. Midtown offers a variety of convenient lesson times and can even lend you a racquet. Players will receive four lessons and use of the Club throughout their session. Midtown’s certified coaches teach players all the basics, including the serve, forehand, backhand, and net play for singles and doubles.

sessions

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*No class will be held on May 25.
Ed White thinks big, but he works with tiny, sometimes nearly invisible components. AIM Photonics—a public-private partnership that focuses on developing a technology that is essential to national security as well as a potential boon to the U.S. economy—has tapped Ed as its Associate Vice President for the Test, Assembly, and Packaging (TAP) facility in Rochester. He was also recently named Chairman of the National Photonics Initiative (NPI). Ed took time out of his hectic schedule to sit down with Glenn William to talk about what this exciting technology can offer Rochester and the country as a whole.

Glenn William: What is photonics?

Ed White: We often describe optics and photonics together. Simply stated, it's the science and application of light. It's how you use light to do work. One interesting thing to note is that when the world talks about optics and photonics, they talk about the Greater Rochester area. The Rochester area is globally recognized as a center for the design, engineering and fabrication of optical and photonic systems and devices. The tremendous reputation created by large companies, including Kodak, Bausch & Lomb and Xerox continues on today. In fact, it's now fueled by the large cluster of small and mid-sized optics and photonics companies in this area and is currently growing.

GW: How did you become involved with optics and photonics?

EW: It's an interesting story. I came to Rochester to go to the University of Rochester. I worked at Kodak part time while going to the U of R and I was fortunate to work at Kodak for a very long time after I graduated with a BS in Mechanical Engineering. At Kodak, I worked approximately the first half of my career on the photographic film and paper side of the business, and the second half of my career on the equipment side of the business with cameras, copiers, projectors, etc. Early in the second half of my career, my good friend and colleague, who ran Kodak's optics division, died suddenly. I was offered his position, and after considerable thought I accepted. It was a tremendous opportunity and a great job. It was also an incredible learning experience because I didn't have optics experience nor did I have a degree in optics; I'm a mechanical engineer. In this job I worked with a great team of people. We were one of the largest optics organizations in the world. We were fully global with engineers and manufacturing in Rochester, Germany, Mexico, Hong Kong, China, Singapore and Japan. It was a steep learning curve, not only running a global business, but also learning the technology of optics.

GW: You're now doing this on a regional, state-wide and national basis. How do those roles differ from what you were doing at Kodak?

EW: Right now, I'm responsible for the AIM Photonics Test, Assembly and Packaging business. If you think about running a business, among the list of roles and responsibilities, there is the operational piece and there is the business piece. I am responsible for the business side of integrated photonics here in Rochester. Integrated Photonics is a substantially different technology than the traditional optics technology that I have been involved with for many years. My role includes managing
all aspects of the business, including the P&L, bringing in customers, and helping them understand how integrated photonics can help their products.

**GW:** How is Integrated Photonics different than optics?

**EW:** Integrated Photonics leverages electronic semiconductor technology to produce photonic integrated chips. Photonic integrated chips, or PICs, use light rather than electrons to do work. With integrated electronics technology, electrons move through wires and discrete electronic components to make your TVs, cell phones, and other electronic equipment operable. With integrated photonics technology, light takes the place of electrons and moves through fiber optics and optical wave guides designed specifically to allow light to efficiently move from one place to another and through photonic components which are integrated together. Using light in photonic integrated chips takes advantage of the speed of light, which ultimately reduces heat, reduces the power required to operate while at the same time reducing the size and cost of the product.”
Genesee Regional Bank strengthens our community by making its deposits available to local businesses and individuals. This helps Rochester grow and prosper - from supporting your favorite Rochester landmark to helping families buy a home.

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integrated chips takes advantage of the speed of light and the efficiency of light, which ultimately reduces heat and the power required to operate, while at the same time reducing the size and cost of the product. At the facility here in Rochester, one of the many processes we are developing is the process to connect optical fibers to photonic integrated chips. Connecting optical fibers which are the diameter of a human hair and which have an operative portion of the fiber equal to 1/10 the diameter of a hair, to a wave guide on a photonic chip that is 1/250 the size of a human hair and doing that at speeds of 200 to 300 per hour is a considerable challenge.

**GW:** Who would this benefit?

**EW:** Since the beginning of AIM Photonics, we have focused on developing manufacturing technology in four key markets: data communications/telecommunications, radio frequency modulated over fiber, chemical and biological sensing and light detection and ranging (LIDAR). To be specific, integrated photonics has the potential to increase the datacom and telecom bandwidth by much, much more than we can expect from traditional technology. By using modulated radio frequency onto fiber enabled by integrated photonics, the resulting weight reduction associated with using optical fiber versus coaxial cabling will make possible increases in the distance aircraft can travel on a full system of fuel. Biological sensing leveraging integrated photonics could reduce the cost of medical tests for us all. LIDAR is a key technology used to guide autonomous vehicles. Integrated photonic-based LIDAR has the potential to be less costly, making it possible to have more sensors on autonomous vehicles and thus improving the safety of these vehicles.

**GW:** Is AIM Photonics a 501(c)(3)?

**EW:** Yes, AIM Photonics is a 501(c)(3). It’s a not-for-profit educational, research and development institution. The purpose of AIM is to develop manufacturing processes that enable the use of integrated photonics so that companies can bring innovative products to the market.

**GW:** Rochester has long been recognized as the optics capital of the country. What influence did that have in getting this funding?

**EW:** The Department of Defense is the sponsor of AIM Photonics. The Department of Defense used a competitive process to select who would host AIM Photonics. Rochester and Albany submitted one proposal representing New York State. That proposal won the competition. In my opinion, there were several reasons why New York State won the competition. Clearly the reputation the Rochester area has as a global center of excellence for optics and photonics played a key role in the selection process. Also, integrated photonics technology requires access to a silicon semi-conductor fabrication facility. The state of the art Semiconductor Nanofab facility which already existed in Albany at SUNY Poly was a key factor in winning. Finally, New York State and the Finger Lakes Region’s commitment to make a substantial investment in AIM Photonics was key to winning. For AIM to be successful requires an extremely capable team. I’m fortunate to work with universities and industry researchers locally and across the US. AIM is also fortunate to have community and government leaders supporting the effort.

**GW:** What role are you playing for the initiative in New York State?

**EW:** Beyond AIM Photonics, I am not playing a significant role at the state level. I am more active on a national basis. I am the chair of the National Photonics Initiative. I have completed one two-year term and I’m now in my second two-year term. The National Photonics Initiative was born out of a recommendation from a National Academy of Sciences’ study published in 2012. The National Photonics Initiative works on a national level with government, academia and industry advocating for optics and photonics initiatives that advance the U.S. economy and improve our national security. Our most recent activity has been leading the advocacy on the National Quantum Act that was passed into law December 2018. The $1.3 billion act will fund US quantum computing, quantum sensing and quantum communications research and development. We, the National Photonics Initiative, are very pleased to have had a leadership role in this groundbreaking legislation.
guys night out
august 1, 2019

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The most frequently skipped step we see is not allowing enough time for investigation work early in the process. Working with an expert who knows how to interpret existing conditions, easements, right-of-way delineation, setbacks and town code requirements can avoid unnecessary changes and costs before, during and after construction.

Before breaking out the sketch pad, landscape architects need to figure out the client's needs, research the site and identify possible uses.

cohesiveness

Here's where the magic of brainstorming, sketching, and imagining happens. Everyone loves the big idea, but now it's down to designing specifically how that idea will work. Landscape architects use a variety of communication tools such as plan view renderings, sketches and 3D graphics to propose and communicate the ideas so clients have a clear understanding of how the project will function and look prior to construction.

controlling budget

Masterplanning requires clear financial targets related to total project spend and spend per phase. You gain efficiencies by value engineering the project before design even starts. Here are a few steps that can give you the most bang for your buck:

- **Prioritization** is about knowing your numbers! A landscape project can get expensive fast, but many landscaping elements that feel costly up front can save money in the long run.
- **Phasing** allows clients to spread out the total cost of the project, but patience is key. It's not going to look finished until its complete.
- **Material Selection** can make or break a budget. Having a clear understanding of what the project will look like and making all your material decisions prior to construction is a critical step to ensuring a unified look and avoiding change orders during construction. Working with an expert can get you a lot further on your dollar.

- **Maintenance** comes down to this question: do you enjoy yard work or are you more of a weekend warrior? Setting expectations to mitigate replacement costs are the responsibility of the landscape architect. We recommend having this conversation early in the design phase. Additionally, establishing an outsourcing partner or education on the level of effort necessary for the improvements is key to the long-term success of the project.

controlling construction schedule

Making decisions during construction leads to delays, change orders, construction overruns and stress. Selecting the right landscape professional for the scope of work and setting expectations related to timelines can reduce construction schedule by up to 30%.

When vetting a landscape professional, we find most construction disputes can be avoided by asking these questions and setting clear expectations upfront:

- Has your organization ever failed to complete any work awarded to it?
- What's your experience with this size scope?
- Do you provide a central point of contact?
- How many construction projects do you currently have under contract?
- How many crews do you run out of your operation?
- Do you complete a job before starting the next?
- What is your backlog and what is your anticipated completion date?

adaptation and engagement

Landscape is always evolving. A landscape architect's job doesn't end with the final plan. The designers routinely visit the site, meet with the client, and work with the construction team to ensure all goes smoothly. After completion, landscape architects evaluate the success of the project and, depending on the client, continue to oversee management of the site post-construction.

Life happens and your project's needs may shift. A masterplan can be a fluid document that adapts with these changes.
It is also really satisfying to be able to mold and guide the dental residents that I teach at the University of Rochester, preparing them for private practice.

**What athletic activities do you participate in?** I love the Midtown classes—particularly BODYPUMP™. I try not to miss any classes as the exercises strengthen my core and back and are helpful for easing the strain that I tend to put on my back and neck while working. I also like Barre, Ignite, and Cardio 312. If I am not in a class, I am either on a treadmill or running outside. I like to have friends work out with me, but the majority of the time I come by myself.

**What volunteer and philanthropic endeavors are you passionate about?** My husband is a board member for Education for the Children USA, a not-for-profit foundation which funds a school for underprivileged children in Guatemala. We are very involved in giving back to the foundation. Locally, I am proud to sponsor the Center for Youth through their Rochester Fashion Week events.

**Is there a particular person, place or thing that inspires you each day?** My mother has inspired me since I was a young girl. She is a successful businesswoman who raised four children by herself as my father passed away when we were very young. She is my inspiration to become a better person every day.

**What is your current favorite restaurant?** Branca Midtown—I love the food, the people, the ambiance and I live in the same building so it’s very convenient!

**Tell us about a favorite travel destination.** I love to travel to different places—Spain, Italy, Portugal, but Guatemala will always be my favorite destination. Not only is it my hometown, but it really is beautiful!

**What is your favorite way to spend an evening or day off?** Going to the gym and then relaxing at home reading a book.

**What book are you reading right now?** Sapiens: a Brief History of Mankind by Yuval Noah Harari. I like to read and learn at the same time, and this book is very interesting because the topic is about the evolution of humankind. It makes you think a lot about why certain things work the way they do.
when your smile needs a makeover

Dr. Gabriela Carranza is a highly trained prosthodontist who studied dentistry for 14 years. Prosthodontists are the specialists with regards to cosmetic & restorative dentistry, including crowns, implants, dentures, veneers and TMJ solutions.

When not working in her private practice in Victor, Dr. Carranza is a Clinical Professor at the Eastman Institute for Oral Health.

She is the dentist that many dentists call when they need their own work done. Shouldn’t you do the same?

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Eyecare technology has evolved rapidly with digital advances. Building trust hasn’t — that still depends on human relationships. We pride ourselves on our patient care and our technologies and techniques are state-of-the-art.

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Your eye care professionals are all in one, friendly East End location. No shuttling around Rochester from optometrist to optician to ophthalmologist.

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• LASIK and Cataract Surgery
• Full Ophthalmology Services

Discounts for Midtown Members
• 15% off LASIK
• Preferred Midtown Member Pricing on all Optical Shop products (in addition to current sales and specials).

For more information:
www.rochestereyecenter.com/midtown-athletic-club

Dr. Kenneth Lindahl, M.D.