

The Electrical Connection

Winter 2010

Annual Electrical Week Luncheon featuring Mark Peterson, Greater Rochester Enterprise

The Electrical Association of Rochester is pleased to announce that Mark Peterson, CFRE, President & CEO of the Greater Rochester Enterprise, has accepted our invitation and will be the featured speaker at the 2010 Electrical Week Luncheon. Mr. Peterson will talk about what the Greater Rochester Enterprise is doing to attract and retain business in the Greater Rochester, NY Region and how you can play a role in the economic development of our region.



Mr. Peterson is a focused visionary with an outstanding background in regional economic development, financial administration, and high-value fund raising. Recruited to join the Greater Rochester Enterprise (GRE) as Managing Director in 2005, Mark was appointed Interim President in September, 2008 and President & CEO in April, 2009. Charged with the continued creation and execution of GRE's strategic plan, Mark has proven himself to be a strong advocate for the Greater Rochester region, building a reputation amongst his colleagues as an exceptional leader and proactive change agent. He is strongly invested in promoting the area, attracting quality businesses, and changing lives through job creation. A natural problem solver, Mark has true talent for connecting people with appropriate resources to generate results. A certified fund

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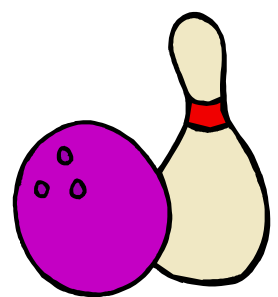
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6th Annual Bowling Party

January marks the time of year when the Electrical Association of Rochester likes to party 'till we drop. That's right, the 6th Annual Bowling Party will soon be, eh-hem, *rolling* our way on Thursday, January 28th!

Join us once again at Fairview Lanes in Fairport. The entire facility is ours to enjoy three hours of food, beverages and, of course... bowling. Early bird pricing as low as \$25 per person [before January 15th] includes 3 hours of unlimited bowling, shoes, pizza, assorted munchies & soda. A cash bar will also be available.



Advance registration is required and space is limited. Details are available at www.earoch.com. So get your friends and co-workers together soon to form your team and perhaps invite some friendly competition with others in the industry. Whether you are a novice or consider yourself a semi-pro, everyone is welcome.

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President's Message

A message from President Rob...

A new year is upon us and I know many of us are looking forward to 2010 as a year to get back on track. It appears that our industry and the economy have weathered the storm and we are poised for a strong rebound. The Electrical Association of Rochester is stronger than ever, and we are looking forward to a busy year!



Our Education Committee has a slate of informative courses lined up for the first quarter, the CMD is in mid-season form with their monthly programs, and our social networking events are ready to roll. Our 6th Annual Bowling Party is scheduled for January 28th at Fairview Lanes in Fairport. This is always a great night of fun! And mark your calendars for the Electrical Week Luncheon on February 8th at Midvale Country Club. Mark Peterson from the Greater Rochester Enterprise will speak on economic development in our area.

And last, but not least, our highly successful Electri...FYI Upstate Electrical Show is scheduled for March 31st at the Fair & Expo Center at the Dome. With 100+ booths of new products to see, this is the only show of its kind in Upstate NY. Stay tuned for more information, or go to our website www.earoch.com for all the latest information on your Electrical Association.

Have a great 2010!

A handwritten signature in blue ink that reads "Rob".

Scholarship

It's Not Too Late... Scholarships Still Available



The Electrical Association of Rochester will award two (2) Academic scholarships of \$1000 each to be used towards the cost of tuition in the 2010-2011 academic year and two (2) School-to-Work Scholarships of \$500 each to be used towards the cost of tools in the calendar year 2010.

The Deadline for submission is January 15, 2010. The winners will be announced at the Electrical Week Luncheon on February 8th. Applications are available on your local distributor's counter, on the website or by contacting the EAR office.

Luncheon continued

Luncheon continued...

(Continued from page 1)

raising executive (CFRE) since 1992, Mark has an impressive history of garnering substantial monies at several first-class nonprofit organizations totaling more than \$100 million. He is an engaging public speaker and conference presenter, delivering up to 60 speeches annually.

The annual luncheon, in honor of Thomas Edison, is well attended by local representatives of the electrical industry and many special guests and officials from the community. The 2010 luncheon is scheduled for Monday, February 8th at Midvale Country Club.

More information is available at www.earoch.com or call the EAR office.

EAR Clambakes are the Best!

It doesn't matter who Chairs an EAR clambake, when it's all said and done, EAR just knows how to put on an great event. Over 250 attendees joined us at the Webster Columbus Center on September 23rd. It was close, but the weather held out for us and the food, as always, was delicious and most plentiful!



Congratulations to Ron Martorana, Craig Pullyblank (who also won last year), and Julie Hicks for splitting the 50/50. Glenn Hellman, Maynard's Electric, also won part of the 50/50 but donated his winnings back so Steve Sellito, Bob Shaff, Jon McNally, Scott Campbell, Dan Uerz and Joe Gian-noccaro could be drawn to receive \$25 each. The big winner of course was the Scholarship Fund which



received over \$500 to help deserving students enhance their careers.



Special thanks to Chairperson Jaime Rowley, RG&E and her committee members Lynn Cohen, Private Network Technologies; Bonnie Curran, Graybar; Sue Downs; Gary Freeland, RG&E; Bob Haak, Gateway Energy; Bill Stiewe, RG&E and Doug Strang, S&S Engineering for organizing the event. Also thanks to our volunteers: Dave Shields, Dave Cole and Bill Stiewe, all from RG&E, who arranged for parking; and President Rob Gioia, Osterman Associates who helped with registration.

Finally, thanks to our sponsors who truly are the ones who made this event a success: Billitier Electric, Eaton Electrical, Energetix, Ferrini-Konarski, GE Consumer/Industrial, Graybar, HC Zang Agency, Hewitt Young Electric, Horizon Solutions, KESCO, Kovalsky-Carr Electric, Maynards, Milton Cat, O'Connell Electric, Osterman Associates, Private Network Technologies, RL Kistler, S&S Engineering, Square D, Tambe Electric, TLC/Integra Sales, Wesco Distribution and Zeller Corporation.



Bowling continued...

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Trophies will be given to the best and the worst - it's all in the name of fun! So mark your calendars and plan on coming out to join us on Thursday, January 28th at Fairview Lanes.

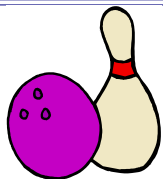
Lane Sponsorships & Prizes Welcomed!

Show your company support by sponsoring a lane for \$40. Contact the EAR office at 585-538-6350 or go to www.earoch.com.

Bowling continued

CALENDAR

Bowling



6th Annual Bowling Party
Thursday, January 28, 2010
Fairview Lanes

CMD

Construction & Maintenance Division Programs

Tuesday, January 12, 2010
Thermal Imaging

Tuesday, March 9, 2010
Life Safety

Tuesday, February 9, 2010
LEED

April 13, 2010
ABC's of Multi-Meter Safety

Monday, May 10, 2010
Tour - U of R Lazer Lab

Education

Educational Opportunities

**NYSERDA New York Energy \$martSM,
Commercial Lighting Program**
2-hour course
Wednesday, February 3rd

**LEED - Leadership in
Environmental & Engineering Design**
Date to be determined

Power Quality
3-hour course
Date to be determined

NFPA 70E
One-Day Course
Date to be determined

Call the EAR office or visit www.earoch.com for details.

Luncheon

Annual Electrical Week Luncheon

featuring

Mark Peterson, Greater Rochester Enterprise
Monday, February 8, 2010
Midvale Country Club

Scholarship

Scholarship Applications
Submission Deadline: January 15, 2010
Applications available on the web or call EAR Office.



Trade Show

***ELECTRI...FYI* 2010 Upstate
Electrical Show**
March 31, 2010
Fair & Expo Center at the Dome



Published by
Association Management
Specialties
Kirstie Steves

President
Rob Gioia

Line Officer
Rich Monroe

Editor
Kirstie Steves



**Electrical Association
of Rochester, Inc.**
Electrical Association of Rochester, Inc.
P.O. Box 20219, Rochester, NY 14602-0219
585-538-6350 Fax 585-538-6166
www.earoch.com info@earoch.com