

AT A GLANCE

Chambers holding event

Chambers of Commerce on the west side of Monroe County will hold a joint networking event from 5 to 7:30 p.m. Tuesday at Brook-Lea Country Club, 891 Pixley Road in Gates.

Chambers participating include Churchville-Riga, Hilton-Parma-Hamlin, Gates-Chili, Greece and Spencerport.

Cost is \$10 for chamber members and \$20 for non-members.

To sign up, go to www.GreeceChamber.org and click on "calendar" or call the Greece Chamber at (585) 227-7272.

Fuccillo receives three awards

Billy Fuccillo, president of **Fuccillo Automotive Group**, received three awards at a recent national Kia dealers' meeting in Las Vegas.



Fuccillo

The owner of a Kia dealership in Greece, Fuccillo was recognized for the performance of his dealerships in Schenectady and Cape Coral, Fla.

The Schenectady location had the highest sales volume for Kia's eastern region, while the Cape Coral store was honored as best new dealer for 2011 and U.S. dealer with the highest sales volume.

Academy to hold info sessions

The nonprofit **Young Entrepreneurs Academy** will hold information sessions Oct. 5 and 6 for prospective students and their families.

Now in its eighth year, the Academy teaches business creation skills — from writing business plans to pitching to potential investors — to students in grades 6 through 12.

The information sessions will be at 5:30 p.m. Oct. 5 at the University of Rochester and 5:30 p.m. Oct. 6 at State University College at Geneseo.

To attend or for more information, call the Young Entrepreneurs Academy at (585) 272-3535 or info@yeausa.org.

Agency awarded federal grant

Farmworker Legal Services of New York Inc. has won a \$140,000 federal grant to provide safety training to farm workers, especially those with limited fluency in English.

The Rochester-based agency will train hard-to-reach workers in west-central New York in topics such as heat exposure, eye safety, slips and falls, ergonomics, farm equipment safety and chemical hazard awareness training.

"The grants awarded by the federal government today will provide tools for workers and employers in some of the most dangerous industries to identify and eliminate hazards," said U.S. Secretary of Labor Hilda L. Solis. "This education and training will help ensure that every worker returns home safely at the end of his or her shift."

GM plant to hold open house

The **General Motors Components Holdings** plant at 1000 Lexington Ave. in Rochester will hold an open house from 10 a.m. to 8 p.m. Wednesday.

The event, like many being held at GM plants this year, intends to showcase the role automotive manufacturing has played in local economies across the U.S. The Rochester manufacturing site has been in operation since 1937, though not always as a GM property.

On Wednesday, GM will provide plant tours, demonstrate fuel cell technology, offer demo drives of GM vehicles and host a recycling event in conjunction with **Sunking Electronics Recycling**.

For anyone taking the plant tour, closed toe/closed heel shoes are required for the approximately one mile of walking.

General Motors announced earlier this year that it would invest \$100 million in the plant and add 30 jobs to the more than 800 already there.

Xerox lands \$103M contract

Xerox Corp., which has been doing business with the U.S. Department of Defense for more than 40 years, has been awarded a \$103 million, five-year contract to provide printing services and technology for the department.

Xerox will manage in-house printing for the Defense Logistics Agency's document services.

The contract makes Xerox products and support available to the agency's document services facilities nationwide. □

— Staff reports

FOR MORE ONLINE

Keep up with daily happenings in the business world at blogs.DemocratandChronicle.com/business.

FOREIGN EXCHANGE

Foreign currency	U.S. dollar in currency	Currency in U.S. dollar
Brazilian real	1.8870	0.5299
British pound	0.6400	1.5626
Canadian dollar	1.0438	0.9581
Euro	0.7449	1.3424
Japanese yen	77.08	0.012974
Chinese yuan	6.3833	0.1567
Mexican peso	13.7720	0.072611

PLANT PATENTS » AGRICULTURE

New varieties help business

When I think of inventions, I usually picture whirring mechanical devices or complex chemical formulations. I don't necessarily think of plants. But producing new varieties of fruits and vegetables, flowers and trees is a big business, especially in areas like western New York where agriculture is such an important part of the economy.

The idea of patenting plants was prompted by the work of Luther Burbank, a turn-of-the-20th-century botanist who developed hundreds of hybrids. Among his creations were the freestone peach, the shasta daisy and the white blackberry.



SEAN LAHMAN Database Specialist SLAHMAN@DemocratandChronicle.com

Burbank's best-known work was the development of the Russet potato. It's the choice of most fast-food chains for making French fries and is the most commonly grown in the U.S. — accounting for 41 percent of all potatoes.

Plant patents were first issued by the U.S. Patent and Trademark Office in 1930, and more than 22,000 have been granted to date.

RocDocs

Go to RocDocs.com for a searchable database of Rochester-area patents.

Most of the plant patents issued in New York have been for varieties of apples and grapes, two of the state's biggest crops. But earlier this year, a patent was granted to a Genesee County man for a tree.

Thomas Draves, who operates Draves Tree Service in Darien, discovered an unusual honey locust tree growing on a residential property. Honey

locusts tend to be wider than they are tall, and are covered in thorns. Draves' tree was tall and narrow and didn't have any thorns. It appeared to be resistant to the types of disease common to honey locust trees. It was also nearly seedless, which meant that producing new trees was going to be a problem.

Working with Timothy Brotzman, a fellow nurseryman from Ohio, Draves attempted to reproduce the tree by budding and grafting, and after a number of years, they successfully produced new saplings.

See LAHMAN, Page 6B

BEHIND THE TOP 100 » CLASSIC AUTOMATION LLC

A niche in surplus parts

City business started in Webster home and is now global in scope

TOM TOBIN
Staff writer

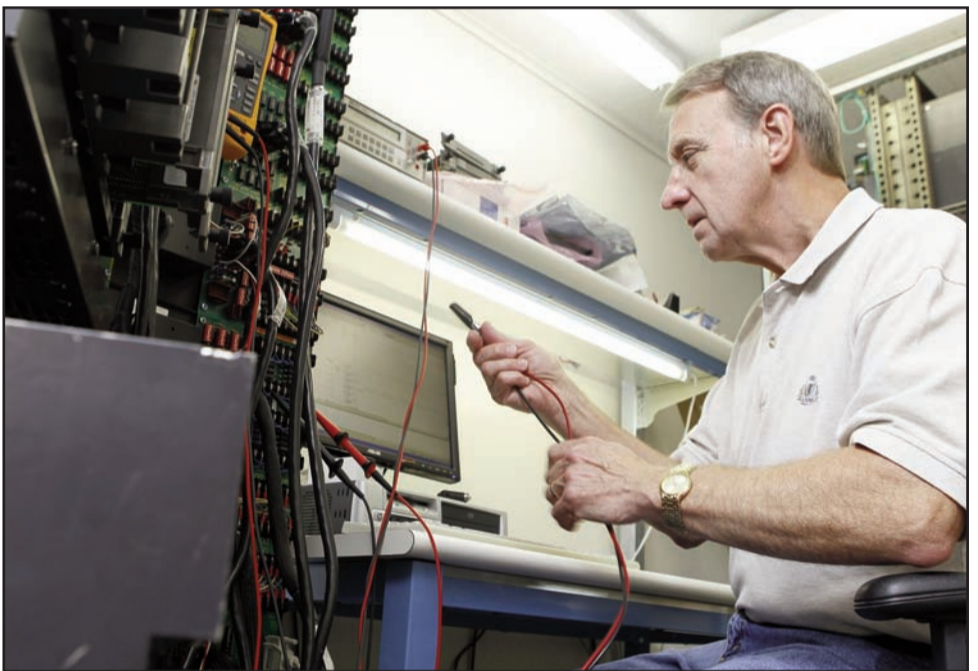
The Rochester Top 100, which annually recognizes the fastest-growing privately held companies in the nine-county region, is sponsored by the Rochester Business Alliance and KPMG. Here is an interview with Fritz Ruebeck, chief executive officer of Classic Automation LLC.

Explain for our readers what Classic Automation does.

We sell surplus industrial control parts, primarily circuit boards, serving companies for which computers control the manufacturing process. Sometimes the machines are large. Sometimes they're small. We focus mostly on surplus systems, those that are obsolete or require a long lead time to acquire.

What is your market for these products?

Most of our customers are international in scale. Let me give you an example. A company in Colombia making detergent bottles orders a machine from machine builders in Germany, which ships it to Colombia for \$1 million. After 10 years, the machine stops working and a red light is flashing in the control module. The company in Germany says they can't supply the old part and can



Test engineer Dick Fischer tests control system modules to fulfill orders at Classic Automation. The company sells surplus industrial control parts, primarily circuit boards. KRIS J. MURANTE/STAFF PHOTOGRAPHER

only upgrade. The Colombian company searches online for a replacement control board. And Classic Automation's name comes up. We sell them the part they're looking for, for much less than they would have spent on the upgrade.

You must have a lot of these parts available.

We have upwards of 50,000 circuit boards available.

How did your company get started?

It actually started out of my home in Webster in 2003. I

used to work for ABB Ltd., a huge international conglomerate in control systems. I wanted to stay in the area and I understood the need for surplus parts, so I began trying to figure out how to serve these customers. It was a bit of a struggle at first. We didn't know whether we should have an auction-style business or whether we would offer testing services and warranties. It turns out that in this market, companies want the product tested with warranties and ready to go.



Ruebeck

CLASSIC AUTOMATION LLC, NO. 66

Location: 795 Monroe Ave.
Year founded: 2003.
Executive: Fritz Ruebeck, CEO.
Employees: 14
Web: classicautomation.com.

It seems the Internet is a key to your operation.

Yes it is. This business probably wouldn't have been possible 10 or 15 years ago. This is a super-niche product. Sometimes we acquire control parts

See TOP 100, Page 6B

ON THE MOVE



RICHARD ROCK
Company: Ardent Commercial Real Estate Advisors.
New job: Commercial real estate.
Previous job: Commercial real estate.
Home: Webster.



DEBORAH ROSEN
Organization: Hillside Family of Agencies.
New job: Director of institute for family connections.
Previous job: Coordinated Care Services Inc.
Home: Brighton.



DAVID PLANTE
Company: Bergmann Associates.
New job: Project planner.
Previous job: C.T. Male Associates PC.
Home: Rochester



JENNY LESZINSKI
Company: Eric Mower and Associates.
New job: Assistant account executive.
Previous job: Rochester Art Supply.
Home: Rochester.



ANDREW BONA
Company: Innovative Solutions.
New job: Programmer/analyst.
Previous job: Student.
Home: Rochester.



RYAN HEWITT
Company: Innovative Solutions.
New job: Desktop support technician.
Previous job: Student.
Home: Rochester.



JONATHAN PRUTZMAN
Company: Innovative Solutions.
New job: Account executive.
Previous job: IC2S.
Home: Walworth, Wayne County.



MEGHAN CONLEY
Company: Bergmann Associates.
New job: GIS Technician.
Previous job: Student.
Home: Pittsford.



DAVID G. SMITH
Company: Davie Kaplan CPA.
New job: Information technology manager.
Previous job: Lewis Tree Service.
Home: Penfield.



MATTHEW WEAVER
Company: Online media assistant.
New job: Digital media coordinator.
Previous job: Martino Flynn LLC.
Home: Rochester.



SEAN DONNELLY
Company: Text 100.
New job: Account Coordinator.
Previous job: Intern at Xerox Corp.
Home: Greece.



ALEX CHESKO
Company: Crazy Dog T-Shirts.
New job: Production manager.
Previous job: Safeco Insurance.
Home: Rochester.

WANT TO BE FEATURED?

We feature business people in "On the Move" Sunday and Monday. To be included, send your information, a contact phone number and your photo to Roc-info@democratandchronicle.com (subject biz people) or upload the information to DemocratandChronicle.com at <http://rocdocs.democratandchronicle.com/datacollection/move>. For more information, contact the information news desk at (585) 258-9770.

A peek into snappier, versatile Windows 8

Is the reign of Windows over? With improvements in cloud-based computing and mobile tablets storming the market, many pundits have been ready to write its eulogy. But Microsoft doesn't see it that way.

At a recent news conference, Microsoft CEO Steve Ballmer boldly insisted that Windows is still a cornerstone of Microsoft's rich personal computing business. And he said the impending Windows 8 technology will be part of Microsoft "re-imagining" itself.

No doubt, the company sorely needs re-imagining.

That's why Windows 8 won't be just another iteration of the original. Windows 1 came on the scene clear back in 1985, and each change since then has been little more than a bold tweak. This new system will bear little resemblance to what's gone before. It will integrate personal computers, cloud-based computing and the mobile market. How will it do that?

Windows 8 will be much lighter and more versatile than 7. It will

run on regular desktop processors from Intel and AMD. But it will additionally run on ARM processors. ARM is the processor technology used in most tablets and smartphones.

Startup time for the developer's Windows 8 test units is a speedy eight to 10 seconds. A typical Windows 7 startup time is anywhere from 30 seconds to two minutes or more, so that's a dramatic improvement. Plus, once it's running, Windows 8 uses fewer resources for snappier performance.

The system is being designed with mobile gadgets, like tablets, in mind. Several tablets already run Windows 7, but it isn't a good fit. It's generally slow, clunky and the interface doesn't work well with a touch screen.

That's why Windows 8 features a dramatic new layout. It is now based on the excellent Metro interface from Windows Phone 7.

Metro consists of a series of large tiles on the home screen. These tiles display real-time information gathered from apps. You can view the current tem-



KIM KOMANDO
How-To Help Desk

perature and forecast, emails you've received, and which of your friends just posted on Facebook — all in one glance. Go to komando.com/news to see a video preview of Metro.

Microsoft designed the interface to be touch-screen friendly. That means it will work very well on mobile gadgets. But what will that mean when you use it on a traditional computer without a touch screen?

Microsoft's solution was not to scuttle the Windows 7 interface. A tweaked version of the Windows 7 interface, called Desktop, is available on demand within the new operating system. Both interfaces can run at the same time. You can even choose to split the screen and view both at once.

Desktop is for running existing Windows programs like Micro-

soft Office. Windows 8, meanwhile, will support apps from a Microsoft app store, similar to Apple's existing Mac App Store.

Now, you might be thinking Microsoft can't make all these changes without some downsides. You'd be right. Windows 8 may turn off some longtime Windows users.

Let's start with software compatibility. I mentioned that your old programs will still work. That's true; the programs will still work on Intel and AMD processors.

But ARM processors operate in a completely different architecture. Existing programs won't run on ARM without extensive modification. Developers using older software could be out of luck or forced to upgrade.

The Metro interface doesn't currently have good multitasking support. Sure, you can have multiple apps open. But finding a specific one will require scrolling through all open programs to locate it.

Speaking of apps, they'll always stay open. This is good for picking

up where you left off. However, it could drain system resources. It remains to be seen how well Windows 8 can balance instant availability with resource limitations.

While the Metro interface works very well on tablets, it's not so hot on a computer. Microsoft designed it for touch input. So, by default, it isn't as efficient for keyboard and mouse use.

You can switch to the Desktop interface, but you won't find it to be exactly like Windows 7. The Start Menu, a Windows sacred cow from day one, is virtually useless. It only serves to switch you back to the Metro interface.

Some users will find having two interfaces confusing. And there will be two versions of Internet Explorer 10 installed. The Metro version won't support Adobe Flash, but the Desktop version will. That's one more opportunity for frustration.

Windows 8 is still in development, and many of these issues could be addressed in the interim. Microsoft isn't even hinting at an unveiling date, but mid-2012 looks likely. □

Top 100

FROM PAGE 5B

on speculation, with the thought that companies will want them some time down the road. Our sales are done entirely online. We have no local sales staff.

What does the future hold?

We've been acquiring more inventory and doing more repair services for our customers and will be getting more into electronic drives, which is a kind of control device.

Why does being in Rochester work for your company?

We're part of the community. My family and friends are here, and there are a lot of talented people, including some from ABB. It wasn't my choice to leave the company. But when I did, I had to find something. It was a bit of a desperate situation. But my knowledge and my contacts helped.

Do you have a family? What do you like to do recreationally?

I'm married and live in Webster, and my children are in college now. I enjoy tennis and yoga. My knees are not in the best shape and the yoga helps with flexibility, which helps with my tennis game. □

TTOBIN@DemocratandChronicle.com

ONLINE EXTRA

Go to DemocratandChronicle.com/section/business and click on the Top 100 special section for a database.

Lahman

FROM PAGE 5B

Draves and Brotzman sought a patent for their tree, and earlier this year they were granted patent No. PP21,698 for the "Draves Thornless Honeylocust Tree."

They market the tree under the brand name "Street Keeper," and their website describes it as "an

ideal tree for city streets."

Most of the plant research being done in New York is conducted at the New York State Agricultural Experiment Station, a part of Cornell University.

One of their most prominent plant patenters was Donald Ourecky, a former Rochester resident now retired to Florida. Much of his work focused on developing varieties of raspberries and strawberries that were well-suited to

growing in the conditions of upstate New York, and adapting them to be resistant to diseases unique to the region. The breeds also needed to be hardy, so that they could be picked and processed mechanically. And of course they needed to taste good.

Apples and grapes are the dominant crops in New York, but cherries are becoming a bigger part of the agricultural picture. Growers in the state pro-

duced 7.8 million pounds of tart cherries in 2010, and New York now ranks fourth in the nation in production.

This growth has been spurred in part by the work of a group of researchers from Geneva, including Susan Brown, Roger Way and Robert Anderson. Over the past 12 years, they have developed and patented six varieties of cherry trees that thrive in the harsh cold spring

weather that is typical in our region.

Nearly one-quarter of New York's land area is utilized as farmland, and the industry has annual sales of \$4.4 billion. As with other sectors, the ability to rank among the biggest producers in the nation requires constant innovation. If the number of plant patents granted is any indication, the agricultural business in our region is in great shape. □

NEW BUSINESSES

A Second Look, 385 Peck Road, Spencerport, 14559. Pamela A. Butler, same address.

Acorn Works, 800 Chili Ave., Churchville, 14428. Diane M. Seely, same address.

Andy Arnold Licensed Massage Therapist, 109 Lake Ave, Hilton, 14468. Andrew D. Arnold, 95 Dunbar Road, Hilton, 14468.

APQDelivery, 413 Elmgrove Road, Rochester, 14606. Bayram Yildirim, same address.

Art Jewelry By Sylvie, 16 Hurlingham Drive, Honeoye Falls, 14472. Sylvie Mulcahey, same address.

Beads & Bangles By Nancy, 642 Parma Center Road, Parma, 14468. Nancy Simpson, same address.

Beauty Mark Medical Spa, 1901 Lac Deville Blvd., Rochester, 14618. Michele Evangelisti, 2563 East Ave., Rochester, 14610; Angela Fauth, 2805 Elmwood Ave., Rochester, 14618.

Breakthru Magazine, 16 Klafehn Drive, Hilton, 14468. Juanita X. Washington, same address.

Bruce's Accurate Accounting & Consulting Services, 56 Depew St., Rochester, 14611. Bruce Watson, same address.

Capture Moments By Pauline, 141 Halford Road, Rochester, 14616. Pauline Gowin, same address.

Carver Residential Cleaning

Service, 412 Seward St., Rochester, 14608. Regina Carver, same address.

Charming Children's Parties, 14 Shetland Circle, Rochester, 14624. Kyle Abbott, same address.

Chismark, 270 Exchange Blvd. Apt. 218, Rochester, 14608. Shannon Chismark, same address.

Coaches Kutz, 548 Hudson Ave., Rochester, 14605. Ernest Kittelberger, 241 Vinal Ave., Rochester, 14609.

Earthwork Creations, 17 Downing Drive, Pittsford, 14534. Carole Price, same address.

Elaine Rittler Fine Art, 15 Glen Acre Drive, Pittsford, 14534. Elaine N. Rittler, same address.

Field Architects, 204 Bluff Drive, East Rochester, 14445. Charles M. Ramsay, same address.

Financial Publishers, 423 Kartes Drive, Rochester, 14616. James W. Pier, same address.

Fresh Flowers And Events, 52 Lafayette Parkway, Rochester, 14625. Kelli Derisio, same address.

Globalline Media, 182 Mosley Road, Fairport, 14450. Gabriel Freeman, same address.

Greenstone, 15 Haskins Lane, Hilton, 14468. Ronald Bush, same address; and Thomas DiPasquale, 128 Lake Vista Court, Rochester, 14612.

Having Only Positive Expectations, 241 Vinal Ave., Rochester, 14609. Ernest Kittelberger,

same address.

Heartmade Photography, 93 Rhea Crescent, Rochester, 14615. Danyl L. Tillotson, same address.

Hibow Us, 31 Glen Valley Drive, Penfield, 14526-9766. Heping Huang, same address.

Hubbub Branding, 130 Hillside Ave., Rochester, 14610. Leanne Reed, same address.

IC Mune Entertainment, 44 Spiegel Park, Rochester, 14609. Andre Stewart, same address; Carlos Famanía, 265 Woodside Place, Rochester, 14609.

Image Nation, 184 Bedford St., Rochester, 14609. Jason Sampson, same address; Scott Cole, 50 Rowley St., Rochester, 14607.

Imperial Rochester Realty, 1402 Five Mile Line Road, Penfield, 14526. Donald Laudadio, same address.

Ink Screen Printing, 8 Wood Sorrel, Rochester, 14624. Mark Simmons, same address.

Jaber's Auto Repair, 687 Portland Ave., Rochester, 14621. Mohamad Jaber, 17 Hill Bridge Circle, Rochester, 14612.

JCM Design, 204 Hilltop Lane, Spencerport, 14559. James C. Meszler, same address.

Jerry Bradley Photography, 185 Hillcrest St., Rochester, 14609. Jerry Bradley, same address.

Julie Marie Photography, 18 Chippenham Drive, Penfield, 14526. Julie McGann, same address.

Leonard Christopher, 1179

Britton Road, Rochester, 14616.

Lighthouse Tattoo, 1115 E. Main St., Rochester, 14609. Gregory Caggiano, 105 Robert St., Chittenango, 13037.

Lynn's Floral Design, 55 Shumway Road, Brockport, 14420. Lynn A. Mouganis, same address.

Maid Locally, 398 North Greece Road, Hilton, 14468. Janet E. Fritz, same address.

Makeup Artistry By Robyn Fazio, 91 Richland St., Rochester, 14609. Robyn Fazio, same address.

Miceli Consulting, 15 Holly Circle, Spenceport, 14559. Michael Miceli, same address.

Monroe County Plumbing Service, 851 Roosevelt Road, East Rochester, 14445. Gary Raskopf, same address.

Morse-Weber English Language Services, 72 Woodcliff Terrace, Fairport, 14450. Leslie J. Weber Morse, same address.

MW Financial, 62 Main St. Suite 301, Brockport, 14420. Lynn A. Mouganis, 55 Shumway Road, Brockport, 14420.

Mynotme Productions, 43 Northview Terrace, Rochester, 14621. Theresa Bowick and Jacyntha Harris, same address.

Personalized For You, 250 Market Place Mall Drive, Rochester, 14623. Sebnem Kapalici, 51 Sethland Drive, Rochester, 14617; Hikmet Sayginer, 56

Wildflower Drive, Rochester, 14623.

Petals Unlimited, P.O. Box 10873, Rochester, 14610. Karen S. Katz, 25 Rorbach Lane, Genesee, 14454.

Platinum Wedding Photography, P.O. Box 267, Churchville, 14428. Aaron R. Mortrane, 127 Dewey St., Churchville, 14428.

Roc City Asset Recovery, 445 Thrushwood Lane, Rochester, 14580. Samuel V. Cino, same address.

Ruta Maya Imported World Goods, 15 Gilbert Drive, Rochester, 14609. Maren S. Eggert, same address.

Self Expression Photography, 22 Wethersfield Road, Rochester, 14624. Kevin Kwaneski, same address.

Susie's Enterprise, 324 Hudson Ave., Rochester, 14605. Susie Martin, 16 Canary St., Rochester, 14613.

Swarae Design, 328 Affinity Lane, Rochester, 14616. Starr Cooper, same address.

Tacasa Builders, 57 Burl St., Rochester, 14609. Julia Diaz-Rodriguez, same address.

Tapstry Yoga, 406 Bayside Drive, Webster, 14580. Jennifer L. Hudak, same address.

Touches Of Spring, 234 Rayfield Circle, Webster, 14580. Mary Spring, same address.

Zano Electric, 37 Belleclair Drive, Rochester, 14617. Arthur F. Straub, and Suzanne C. Straub, same address.

Fire

FROM PAGE 1B

Road, said everybody in the area is "shocked that this happened."

DeGelleke grew up with Herkimer's 19-year-old daughter, Mariya Carpenter.

"It's hard. They went to school together. They played together. They were very good friends. She's devastated," Herkimer said.

An official said cause of the blaze has not been determined, but preliminary information suggests it started with an explosion about 10 a.m. when someone in the house tried to light a gas stove or furnace. The fire destroyed the residence.

DeGelleke and her

daughter lived in the home with DeGelleke's mother, Jana DeGelleke, 41; Tearstin's father, Cory Lashier, 21; Ronald Johnson, 53; and Jana's mother, Edna DeGelleke, who was not at home at the time of the fire.

Lashier was treated at Rochester General Hospital but later discharged.

Johnson was taken to Newark-Wayne Community Hospital, but officials there refused to provide information about his condition, citing state privacy laws.

Jana DeGelleke was initially taken to Newark-Wayne suffering from burns and smoke inhalation.

She was later transferred to Strong Memorial Hospital, where she was in guarded condition Sunday. □

BLOUDON@DemocratandChronicle.com

HISPANIC HERITAGE MONTH EVENTS

All events are free unless noted otherwise.

Today

Cultural Reflections: "Compartiendo Nuestro Arte Latino (Sharing Our Latino Art)" Works by area Latino artists and Latino art collections, including artwork by youths and children. Pieces include works on paper, abstract and representational paintings, photography, folk art, textiles and more. Through Oct. 30. Link Gallery, City Hall, outside Room 103A, 30 Church St. Free. (585) 624-4913.

Tuesday

Immigration Policy Speaker Series: "Sensible Immigration Reform," guest speaker Ray Marshall. 5 p.m. Golisano College Auditorium at Rochester Institute of Technology, 1 Lomb Memorial Drive, Henrietta. (585) 475-7052.

Wednesday

Latino Dance Workshop: Learn the fundamentals of rhythm and movement to rueda and merengue dancing. No experience necessary. It will be held in the City Council Chambers. Workshop will be taught by Tango Café Dance Studio. Refreshments will be provided. Room capacity is limited. RSVP to Janet Gomez at (585) 428-7515 or Johanna Santiago, (585) 428-6110. Noon to 1 p.m. City Hall, 30 Church St. (585) 428-5990 or cityofrochester.gov.

Thursday

Sustaining Immigrants' Human Rights in the 21st Century: Paul Finkelman, author and scholar on American legal history and constitutional law, will speak on the origins and rationale for the 14th Amendment and its relevance to the discussion of immigration reform. Finkelman

is Distinguished Professor of Law and Public Policy and Senior Fellow at Albany Law School's Government Law Center. Sponsored by the Greater Rochester Coalition for Immigration Justice, the MCC Diversity Council's Professional Latinos United for Success, League of Women Voters and St. John Fisher College. 7:30 to 8:30 p.m. R. Thomas Flynn Campus Center, Monroe Community College, 1000 East Henrietta Road, Brighton. (585) 292-2584 or www.monroecc.edu.

Friday

Latino College Fair: The guest speaker will be Emeterio M. Otero, executive dean of Monroe Community College's Damon Campus. A Youth Community Service Award will be presented. There will be exhibit booths from various colleges, organizations and agencies. For more details, contact Albert Algarin Jr. at (585) 428-8876 or (585) 754-5310 or email Debbie Valle at HispanicHeritageMonth@cityofrochester.gov. 10 a.m. to noon. City Hall, 30 Church St.

School Experiences of Latino Students: A Community-Based Study of Resources, Challenges and Successes: Judy Marquez Kiyama, assistant professor in the University of Rochester's Margaret Warner Graduate School of Education and Human Development, shares key findings from a community task force that was formed in 2008 to address the persistent education underachievement among male and female Hispanic students in Rochester. Sponsored by the MCC Diversity Council's Professional Latinos United for Success. Program will be held in Room 12-129. Noon to 1 p.m. Monroe Community College, 1000 East Henrietta Road, Brighton. (585) 292-2584.

Oct. 8

Dia de Los Muertos (Day of the Dead) Workshops: Use your imagination to create a nicho (a tin frame) and a matchbox altar. Learn about the traditional Mexican celebration Dia de Los Muertos. All materials will be provided. Presented by the Ontario County Arts Council. 10 to 11 a.m. Oct. 8 and 15. Finger Lakes Gallery and Frame, 175 S. Main St., Canandaigua. \$5 suggested donation. (585) 234-6032.

Oct. 12

HOLA Duel Language Performance: Presentation by third-grade students from the Rochester School District's School No. 12. Listen to native-English-speaking students perform in Spanish and primarily Spanish-speaking students perform in English. For additional information, email Rose Mary Villarubialzo at HispanicHeritageMonth@cityofrochester.gov. 10 to 11:30 a.m. Oct. 12. City Hall, 30 Church St. Free.

Oct. 13

Images of America: Rochester's Latino Community: Individuals interviewed for the book *Images of America: Rochester's Latino Community* share their personal stories. Sponsored by the MCC Diversity Council's Professional Latinos United for Success. 4:45 to 6 p.m. Oct. 13. Monroe Community College, R. Thomas Flynn Campus Center, Monroe Community College, 1000 East Henrietta Road, Brighton. Free. (585) 292-2584 or www.monroecc.edu.

Oct. 14

Noche de Gala: Hispanic Heritage Month Closing Event And Recognition: The event will recognize two Latinos of Positive Influence (LOPI Awards) and highlight a hard-working and

deserving Latino family. Traditional Hispanic cuisine will be served. For details, contact Raquel Serrano at (585) 428-9345. For LOPI Awards/Nominations (deadline is Oct. 6), call Melissa Vega at (585) 230-3834. 5:30 to 8 p.m. Oct. 14. Rochester City Hall, 30 Church St. Free. (585) 428-5990 or cityofrochester.gov.

Oct. 15

Dia de Los Muertos (Day of the Dead) Workshops: Use your imagination to create a nicho (a tin frame) and a matchbox altar. Learn about the traditional Mexican celebration Dia de Los Muertos. All materials will be provided. Presented by the Ontario County Arts Council. 10 to 11 a.m. Oct. 15. Finger Lakes Gallery and Frame, 175 S. Main St., Canandaigua. \$5 suggested donation. (585) 234-6032.

Oct. 20

Latino Youth Talent Expo: Latino youths, ages 4-18. Link Gallery Youth Artists also will be recognized at this event. This is not a contest. The event aims to provide an opportunity to discover, develop and encourage talented Latino singers (vocal solo or vocal groups), dancers and musicians. Pantomimes, performance poetry, skits and clean comedy acts are also encouraged. Rochester native and *American Idol* contestant Damaris Rivera, will be the guest of honor. The Super Angels, Carmen Belliard's Dance Group, will be the opening act. Parents/guardians must sign up their child. For rules and regulations and additional information, email Betty Colon at HispanicHeritageMonth@cityofrochester.gov or call (585) 428-9345. 5:30 to 8 p.m. Oct. 20. Stardust Ballroom, Edgerton Community Center, 41 Backus St. Free. cityofrochester.gov.



You'll look great in your new role at the country's #1 provider of pet products, services, and solutions. With the most caring professionals in the industry, our pet services professionals are committed to the lifetime care of pets - after all, we're pet people.

NOW HIRING FOR OUR NEW VICTOR, NY LOCATION!

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