

## Chamber honors Billsboro Winery



Submitted photo by Daniel Bell

Geneva Chamber staff, board members, ambassadors, local dignitaries and community members attended the 10-Year Anniversary Celebration at Billsboro Winery on Thursday, Aug. 10. From left (front row) Geneva Chamber Programs Manager Abby Wandell, Billsboro Owners Vinny and Kim Aliperti, Cary Beacraft of Billsboro, Geneva Chamber Executive Director Miranda Odell, and Jessica Griffin of the Fairfield Inn & Suites and Chamber Ambassador; (back row) Bob McCarthy, of the town of Geneva; Seneca Lake Wine Trail Executive Director and Chamber board member Paul Thomas, Glen Everdyke, Pablo Falbru, Tara Balistreri, and Deanna Fello of Billsboro; and Felicia Baker, Chamber intern. The next Member Milestone Celebration will be Friday, Aug. 25 at FLX Live Music Hall. A ribbon-cutting ceremony will take place at 4 p.m. All are welcome to attend. More information is available at [www.genevany.com](http://www.genevany.com).

## Vonnie's hosts August Business After Hours

The Geneva Chamber of Commerce held its August Business After Hours networking mixer at Vonnie's Boat-house Bar & Grille, West Lake Road, on Wednesday, Aug. 9. The event drew a large crowd for an evening of music, food and beverages. The Chamber's next Business After Hours will be 5 to 7 p.m. on Wednesday, Sept. 13 at Beef & Brew on Main Street. For more information, visit [www.genevany.com](http://www.genevany.com). Above, Chamber representatives pose with host Vonnie at the mixer. From left are Chamber photographer Dan Bell; Membership and Ambassador Committee Chairwoman Polly Clark of Generations Bank; Chamber Executive Director Miranda Odell; Vonnie; and Chamber Program Manager Abby Wandell. Chamber staff, board members, ambassadors, local dignitaries and community members pose during the Business After Hours for a group photo with owner Levonne aka "Vonnie" Keefer (front, center).



Submitted photo by Felicia Baker



Submitted photo by Daniel Bell

## Four join Dixon Schwabl team

ROCHESTER — Full-service advertising, marketing and public relations agency Dixon Schwabl welcomed four hires to its team: Toren Reaves as search engine marketing specialist, Chelsea Helles as account executive, Julia Lowe as proofreader and Louis Lamphear Jr. as digital media coordinator.

In his new position, Reaves manages SEM activities, such as content strategy, link building and keyword strategy. He joins the Dixon Schwabl team from Community Place of Greater Rochester, where he served as adult education navigator for three years.

Reaves earned his bachelor's degree in English from Wells College

and is working toward completing his master's degree in communication and media technology from Rochester Institute of Technology. Outside of the office, he is an MMA instructor at Nova Fitness and a guest speaker for Leadership Rochester. Reaves lives in the city of Rochester with his fiancée, Katie.

As account executive, Helles is responsible for project management, account coordination, content marketing and media relations for various clients. She comes to Dixon Schwabl from J Public Relations in San Diego, where she served as a publicist for nearly four years.

Helles earned her bachelor's degree in com-

munication from San Diego State University. She lives in the city of Rochester.

In her new position, Lowe is responsible for proofreading, editing, and maintaining style and brand voice for the Frontier Communications team. Before joining the Dixon Schwabl team, Lowe honed her skills as an adjunct writing teacher at the State University of New York.

Lowe earned her bachelor's degree in philosophy from Brock University and her master's in humanities from Laurentian University. Outside of the office, she is active in her community and volunteers with TEDxRochester. Lowe lives in Pittsford with her husband, Jason. As digital media co-

ordinator, Lamphear is responsible for digital advertising operations and campaign management for the Frontier team. This includes ensuring timely and accurate campaign launches, and tracking and analyzing data for digital campaigns.

Lamphear joins the Dixon Schwabl team upon his graduation from St. John Fisher College, where he received his Bachelor of Science in marketing. While completing his degree, Lamphear completed internships with Travel Team USA and PSDT, and served as director of marketing for St. John Fisher's Student Government Association. He lives in the city of Rochester.



Reaves



Helles



Lowe



Lamphear

## Constellation increases size of board of directors

VICTOR — Constellation Brands Inc., a leading beverage alcohol company, recently increased the size of its board of directors from 10 to 11 members. The company, based in Victor, will also make a presentation at the Barclays Global Consumer Staples Conference next month.

Susan Somersille Johnson, corporate executive vice president and chief marketing officer of SunTrust Banks



Somersille Johnson

Inc., was elected to the board. Prior to SunTrust, Johnson led global marketing for NCR Corp. and held positions in customer marketing at Nokia, product planning and management at Nuance Communications, and enterprise and retail product marketing at Fujitsu.

Earlier this year, Johnson was named one of the "50 Most Powerful Women in Corporate America" by Black Enterprise Magazine.

She also serves on the board of directors of Wise Individualized Student Experience (WISE) Services.

She holds a bachelor's degree in engineering

sciences from Harvard University and an MBA from the Wharton School of the University of Pennsylvania.

On Sept. 6, David Klein, chief financial officer, and Bill Newlands, chief operating officer, will present at the Barclays conference at the Intercontinental Hotel in Boston, Mass.

The presentation is scheduled to begin at 11:15 a.m. and is expected to cover Constellation's strategic business activities, financial and operational performance, and outlook for the future.

A live audio webcast of the presentation can be accessed on the company's website at [www.cbrands.com](http://www.cbrands.com) by following the instructions in the Investors section. Following the presentation, the webcast will be available on the company's website for replay through the close of business on Friday, Oct. 27.

Financial and statistical information discussed in the presentation and a reconciliation of any reported (GAAP) financial measures with comparable or non-GAAP financial measures will also be available on the company's website in the Investors section under Financial History.

For details, visit [www.cbrands.com](http://www.cbrands.com).

## In Brief

### Thompson honors several employees

CANANDAIGUA — The Service Excellence Team (SET) at UR Medicine's Thompson Health recently announced the third quarter recipients of the health system's Service Excellence Awards.

Honorees included:

- Laurie Brown of Shortsville, social work/case management.
- Judy Habberfield of Canandaigua, purchasing.
- Christine Reyes of Shortsville, social work/case management.
- Bobb Whitley of Canandaigua, diagnostic imaging.

For details, visit [www.ThompsonHealth.com](http://www.ThompsonHealth.com).

### Helming recognizes Fingerlakes1.com

Jim Sinicropi, owner of Fingerlakes1.com, recently received a New York State Joint Proclamation for being named the 2017 Small Business of the Year.

State Sen. Pamela A. Helming, R-54 of Canandaigua, presented the proclamation on behalf of herself; Assemblyman Brian Kolb, R-128 of Canandaigua; and Assemblyman Phil Palmesano, R-132 of Corning; at the Seneca County Chamber of Commerce's annual membership barbecue.

### Tops still awarding Monopoly prizes

WILLIAMSVILLE — Tops Friendly Markets is continuing to award prizes through its Monopoly program and will host its annual March of Dimes campaign.

Tops has awarded more than 358,000 prizes this year as part of its Monopoly Collect and Win program. The game ended June 17.

However, several prizes — including a Finger Lakes weekend getaway, a 2017 FIAT 500C, up to \$10,000 cash and free

food for life — will be awarded this month.

For details, visit [www.topsmarkets.com/monopoly](http://www.topsmarkets.com/monopoly).

Tops will host its annual campaign for March of Dimes from Aug. 20 to Sept. 9.

Customers can donate \$1 or round up their change at any participating Tops, where 100 percent of the proceeds will be donated to help reduce the risk of premature births.

Tops also will host basket raffles and auctions.

For details, visit [www.marchofdimes.org](http://www.marchofdimes.org).

### Wine Enthusiast recognizes Hosmer

OVID — Hosmer Winery, 7020 Route 89, recently received honors from Wine Enthusiast magazine.

Hosmer's 2016 Chardonnay received 90 points, its 2016 Riesling received 89 points and its 2016 Gruner Veltliner received 88 points.

Its 2016 Dry Rose of Cabernet Franc and 2015 Limited Release Chardonnay received 90 points in the spring.

For details, visit [www.winemag.com/ratings](http://www.winemag.com/ratings) or [hosmerwinery.com](http://hosmerwinery.com).

### Constellation, Foodlink partner

ROCHESTER — Constellation Brands, a beverage producer and distributor, will partner with Foodlink for two events this fall.

As part of the Nourishing Neighbors initiative, people can drop off non-perishable items at participating restaurants and wine stores through September.

Constellation Brands and California's Tom Gore Vineyards also will give \$1 to farmers for every bottle of Tom Gore wine sold.

For details, visit [www.foodlinkny.org](http://www.foodlinkny.org) or [www.constellationcsr.com/givingback](http://www.constellationcsr.com/givingback).