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HEALTH CARE

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Best Places to Work For DEI honorees announced



By Rochester Business Journal Staff

The Rochester Business Journal has announced the honorees for the inaugural Best Places to Work For DEI awards.

This regional survey and awards program was designed to identify, recognize and honor the best places of employment for diversity, equity, and inclusion, in Western NY, Central NY, and the Finger Lakes, benefiting the region's economy, workforce and businesses. Six companies are being honored in the 2022 Best Places to Work For DEI awards and all companies will be highlighted in the Rochester Business Journal on Sept. 30. Some will participate in a

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Ready, set, go: Entering the cannabusiness market as state resolves hurdles

By ANDREA DECKERT

Entering the growing cannabis market in New York requires a certain amount of tenacity, according to Glenna Colaprete.

And while there are many hurdles and challenges to face when starting out, she believes it's worth the effort.

"Never give up," said Colaprete, owner and CEO of Glenna's CBD & Spa and owner and CEO of Glenna & Co., an adult-use cannabis cultivator. "There's

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Change of leadership at Episcopal SeniorLife Communities means new opportunities to serve

Ranaletta shifts to ESLC Foundation as president

By ANDREA DECKERT

When Loren Ranaletta accepted a job as president and CEO of Episcopal SeniorLife Communities in 1984 he expected to spend about five years there.

Ranaletta was going from working for a decade as associate health administrator and chief operating officer at Monroe Community Hospital where he was responsible for a 600-

bed operation that employed some 800 workers, to the job at ESLC where he would be overseeing an operation with 142 beds and 100 staffers.

"I figured I could go in and make some changes that would really help, but then I would run out of things to do in about five years," Ranaletta said.

That wasn't the case.

Over the past 38 years, Ranaletta has been at the helm at ESLC, leading the agency through an era of growth, adding to its services, locations and staff while remaining focused on the agency's mission of serving seniors in the community.

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Agility, focus on relationships contribute to Flynn's success

By KEVIN OKLOBZIJA

They have been creating marketing campaigns and helping clients realize peak return-on-investment potential for 55 years.

And like a fine wine, Flynn just keeps getting better with age.

The family owned, full-service marketing firm has maintained a keen focus on relationships — with both clients and employees — while enjoying significant growth. The agency was ranked No. 1,757 on the 2022 Inc. 5000 list of the nation's fastest-growing private companies after revenue gains of 350 percent over

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ESLC

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Ranaletta — who appears on this year's RBJ Power 30 Health Care List — does not take all the credit for ESLC's success.

"I like to say we've built a very strong leadership team," he said. "We focus on what the community needs and how we can best meet those needs."

Ranaletta is shifting his role at the organization in early September when he becomes president of ESLC's Foundation.

Lisa Marcello, ESLC's executive vice president and chief financial officer, will succeed Ranaletta as president and CEO.

**Marcello**

Marcello has served at ESLC for more than 20 years. Prior to that, she worked at The Arc of Monroe for a decade and spent five years in the public accounting sector.

Ranaletta spoke of his and Marcello's complementary professional styles. While Ranaletta often has ideas for the organization Marcello excels at getting others to support those ideas, he explained.

He noted that the needs of seniors have been changing over the years

and ESLC has adapted to meet those changing needs, whether that be adding more skilled nursing home beds, dementia care programs or assisted living communities.

Episcopal SeniorLife Communities — which was founded in 1868 — has eight campuses with 10 communities and serves nearly 1,400 seniors.

Its adult communities range from independent living apartments and patio homes, affordable housing and assisted living, to transitional and rehabilitation care, skilled nursing, specialized memory care and hospice services.

In addition, its Neighborhood Programs promote health and wellness to seniors in the surrounding areas of our communities, expanding traditional services and allowing seniors to age in their place of choice.

Both Marcello and Ranaletta said they will remain focused in their new roles on advancing the agency's four pillars: Enriching the resident experience, expanding community opportunities, empowering those who care for others and embracing its faith-based culture.

Marcello said her goals for the organization include navigating it through the changing landscape brought about by COVID-19.

The pandemic has led to changes in financials, health care needs and staffing, all of which she will continue to address. She will also focus on



Photo provided

Loren Ranaletta and Lisa Marcello confer recently at the Episcopal SeniorLife Center.

continuing to grow community partnerships.

"I'm excited to continue to build on the foundation we've created with Loren at the helm," Marcello said, adding that includes filling in the gaps when it comes to senior care, while being mindful of not duplicating services.

Among Ranaletta's primary responsibilities at the foundation will be leading fundraising efforts to continue to meet and advance the agency's mission. Areas that could be ad-

ressed include the need for market rate senior housing, he noted.

Ranaletta is looking forward to the new role, noting his professional interests in public policy, program evaluation and leadership development will be utilized.

He can also draw on his ability to connect with others.

"Fundraising isn't a transaction," Ranaletta said. "It's about cultivating relationships."

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FLYNN

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the past three years.

In June, Flynn for the first time was named to the annual MM&M (Medical, Marketing and Media) Agency 100 list of top North American health care agencies.

But that type of growth wouldn't happen if Flynn didn't continually meet client expectations while at the same time ensuring employees feel appreciated and empowered, agency president Katie Flynn said. Maybe that's why she said she often hears "I want to retire from here" in employee review meetings.

"We're doing cool work and there is a really healthy work-life balance," said Katie



Photo by Kevin Oklobzija

The Flynn family (from left): Kevin Flynn, executive advisor and former president; Katie Flynn, president; and Chris Flynn, CEO.

Flynn, who took over as president of the agency in January. "It truly is family first."

The agency recently incorporated parental leave, profit sharing and flexible personal time off into the benefits package. There also are a variety of work areas within the office space off Sully's Trail in Pittsford, from collaborative desks overlooking the pond outdoors to the comfy couches in a more quiet space downstairs.

"Culture has always been important to us," Flynn said. "I feel very fortunate to be somewhere that people care about the company, the clients and each other."

Katie Flynn is following family tradition in leadership at the agency. Her grandfather, Jerry, founded the firm; her father, Chris, is the CEO; and her uncle, Kevin, is the former president and remains executive advisor.

And while there has always been a Flynn at the helm, longevity within the workforce of around 48 is also a company trait. The average tenure with the agency is nine years, and some employees have been with Flynn for more than two decades, said Heather Riexinger, the firm's director of relationship development.

Maybe that's why so many clients in retail, direct-to-consumer sectors and the healthcare and medical device industries continue to rely on Flynn's creative expertise. The agency was named winner of 2022 Pinnacle Award for Marketer of the Year by the Rochester chapter of the American Marketing Association.

"The average tenure with clients is over eight years and the industry norm is three," Riexinger said. "We're really proud of that."

Dick's Sporting Goods has been a client for more than 30 years. Flynn has worked with Canandaigua National Bank for 25 years. "We truly understand their business objectives," Flynn said.

They're also nimble. When Dick's need-



Photo by Kevin Oklobzija

Pinnacle Awards for Marketer of the Year and other categories on display.

ed a rush on back-to-school video a few years back, Flynn mobilized a crew, headed to Texas for the shoot and returned a finished product in 10 days.

"They know they can count on us," Flynn said.

Which is why some clients, such as Jamie DePeppo, global customer experience lead for Pfizer, keep calling on Flynn, even as their jobs change. She has remained a client throughout professional moves from MetLife to Quest Diagnostics to Pfizer.

"Flynn goes well beyond how traditional agencies support clients," DePeppo said. "Their approach is rooted in keen understanding of our business strategy, operations and financials. They start there; our business is their business."

That is accomplished, Flynn said, by digging into analytics data and understanding consumer tendencies and desires.

"We try to skate to where the puck's going to be," Flynn said. "We read performance data and show the client everything from beginning to end. 'Here's what it cost, here's what you got.'"

Flynn's analysis of operational data will show what people are doing on a client website and the customer experience team can tell the client why consumers are doing it.

"We're essentially in real time able to show the return on investment," Flynn said. "The data we have helps us get to the things that work much quicker."

Which is invaluable for clients. "Data-driven insights coupled with deeply experienced team lead them to create programs and assets that can be iterated on, tested and improved," DePeppo said.

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