



C-LEVEL AWARDS

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ATTORNEYS AND COUNSELORS

Northwest

George Chamoun

CEO, ACV Auctions

- **Info:** 640 Ellicott St., Buffalo, NY 14203
- **Joined company:** 2016
- **College:** B.A., University at Buffalo
- **Spouse:** Apryl
- **Children:** Elias, Olivia
- **Hobbies:** Snowboarding, golfing with my kids, hanging out with my family
- **Favorite nonprofits:** Launch NY, National Center for Missing and Exploited Children
- **Best professional decision you ever made:** Joining ACV
- **Here's what few realize about being in a C-Level position:** You realize that having patience is an invaluable asset. It takes time when growing a company to cultivate your team.
- **What is your favorite thing on your desk:** Not having a desk. My favorite thing is that we all share one open space. Our corporate office has an open floor plan where we work together to get it done. Everyone gets their hands dirty.
- **Self-description:** Calm persistence



Cletis Earle

*Senior vice president/
chief information officer,
Kaleida Health*

- **Info:** 726 Exchange St., Buffalo, NY 14201
- **Joined company:** 2016
- **College:** B.S., College of New Rochelle; M.S., Strayer University
- **Spouse:** Catherine
- **Children:** Lance, Anastacia, Michael, Victoria
- **Best professional decision you ever made:** Joining Kaleida Health. Not often do you have an opportunity to be part of an amazing, once-in-a-lifetime build of a comprehensive health system. We will look back 30 years from now and point to a time that you helped change an entire region's health and care in a positive manner.
- **Here's what few realize about being in a C-Level position:** A C-Level title can be very alienating. It is at this point when I realize how lucky I am to be part of an executive team that respects what you do while continuing to challenge and push to a continuing improvement model. It can be very rewarding when you see a plan come together, but understand that when you work from a strategic perspective, you must always be ready to shift to the next big initiative. You can never rest on your laurels.
- **Favorite thing on my desk:** I have a



porcelain figurine on my desk with a broken right hand. Although this character looks like it doesn't belong, I cherish the item. It was given to me by my youngest daughter, Victoria. She came to my office for the first time and told me I needed to have this on my desk to help decorate. Although broken, I will always cherish this gift as it symbolizes life from my point of view: You can be broken and at times look out of place, like you don't belong. But you can always stand tall through the test of time and succeed at the big-kid table.

- **Self-description:** Transformative

Jennifer Fincik

*Vice president of finance
and CFO, AAA Western
& Central New York*

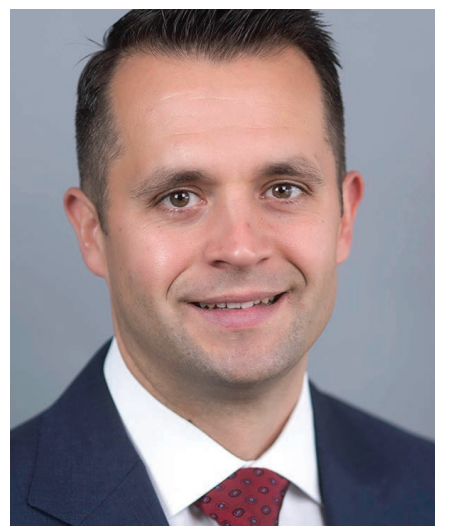
- **Info:** 100 International Drive, Williamsville, NY 14221
- **Joined company:** 1997
- **College:** B.S., accounting, SUNY Geneseo
- **Children:** Taylor
- **Hobbies:** Exercising, traveling, spending time with family, retail therapy
- **Favorite nonprofits:** Junior Achievement of WNY, American Heart Association, Plymouth Crossroads
- **Best professional decision you ever made:** To leave public accounting and take a position with AAA. In the last 20 years, I have held a variety of roles within AAA that have challenged me and allowed me to grow both professionally and personally.
- **Here's what few realize about being in a C-Level position:** Once in a C-level position, it is important to ensure you carve out time for yourself due to the demands of the position.
- **Favorite thing on my desk:** My adding machine (with the paper roll). Yes, I am still an accountant at heart.
- **Self-description:** Genuine

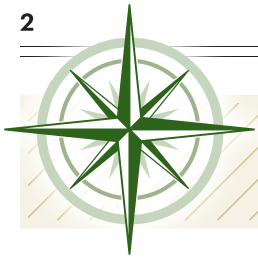


Daniel Hamister

*Chief investment officer,
Hamister Group LLC*

- **Info:** 10 Lafayette Square, Buffalo, NY 14203
- **Joined company:** 2007
- **College:** B.S., mechanical engineering, Union College; MBA, Babson College
- **Spouse:** Angela
- **Hobbies:** Reading, working out, football, water sports, skiing, traveling
- **Favorite nonprofits:** Theatre of Youth, University at Buffalo, Darwin Martin House
- **Best professional decision you ever made:** Working outside the family business at Equity Residential in Boston to gain knowledge and expertise in my field early in my career.
- **Here's what few realize about being in a C-Level position:** That there is so much more management involved rather than actually doing the work yourself.
- **Favorite thing on my desk:** Microsoft Surface Pro
- **Self-description:** Fair





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Laura Hirsch

President, Nova Healthcare Administrators Inc.

- **Info:** 6400 Main St., Williamsville, NY 14221
- **Joined company:** 2010
- **Children:** Nick, Ashley, Zack, Jady
- **Hobbies:** Scrapbooking and genealogy
- **Favorite nonprofits:** Family Justice Center of Erie County, Lupus Foundation, Hospice Buffalo
- **Best professional decision you ever made:** The biggest and best decision I made was to join Nova as president. This was a huge decision because I had never run an organization before. It has afforded me the opportunity to give back to others. I've been able to grow within our organization and I strive to ensure others have that same opportunity for advancement. By growing Nova, I've also been able to help create jobs in the Western New York community.
- **Here's what few realize about being in a C-Level position:** The thing that surprised me the most is how it changes the way colleagues and associates perceive you. The title of president can sometimes act as a barrier to the way I want to relate to others. ... I may have the title of president but at the end of day, I have the same goals as my colleagues,



and every person in our organization plays an important role in our success. I want to be approachable and most important, I want people to know that I value everyone's opinions and ideas.

- **Favorite thing on my desk:** Coffee. As a divorced mother of four, I'm always on the go, even when I'm not working in the professional sense. Between running a household and a company, I rely on caffeine to keep me going. Thank you, Tim Hortons!
- **Self-description:** Fearless

Paul Iskalo

Founder and CEO, Iskalo Development Corp.

- **Info:** 5166 Main St., Williamsville, NY 14221
- **Joined company:** 1988
- **College:** B.A., economics, University of Rochester
- **Spouse:** Dora
- **Children:** Julian, Christian
- **Hobbies:** Skiing, Parents vs. Kids Soccer, model rocketry with my boys
- **Favorite nonprofits:** Plast Ukrainian Scouting Organization, Changing the Face of Beauty, Save the Michaels of the World
- **Best professional decision you ever made:** Deciding from the outset of my career to be an entrepreneur.
- **Here's what few realize about being in a C-Level position:** That there is no one to pass complex problems to for resolution.
- **Favorite thing on my desk:** My battle-scarred, 1980s, HP 12 C. It's still a great device.
- **Self-description:** Persistent



Theodore Johnson

President/CEO, Hadley Exhibits Inc.

- **Info:** 1700 Elmwood Ave., Buffalo, NY 14207
- **Joined company:** 1977
- **College:** New Mexico State University; SUNY Buffalo State; University at Buffalo School of Management
- **Spouse:** Theresa
- **Children:** Halle, T. David, Sean, Mary Bridget, Kelly
- **Grandchildren:** David, Andrew, Ella, Linus
- **Hobbies:** Skiing, sailing
- **Favorite nonprofits:** Buffalo and Erie County Public Library, Buffalo Museum of Science, Children's Growth Foundation
- **Best professional decision you ever made:** To purchase of a new CNC machine to upgrade our technology and increase our productivity and level of offerings. Other than the building, it was the largest expense we had ever made. It was a huge risk for us. It wasn't just the expense; it was also the steep learning curve. Two years later it proved to be the best decision we ver made. Since



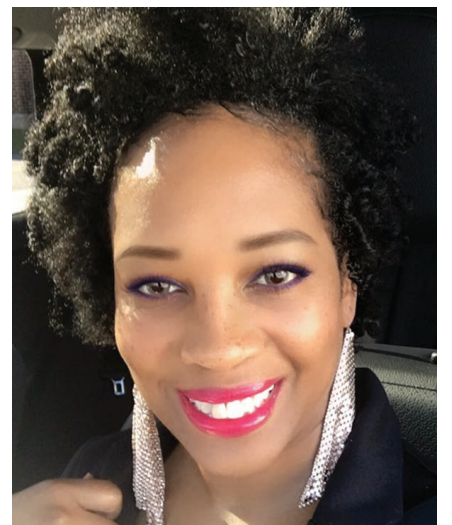
then, we have continued to upgrade our equipment and systems.

- **Here's what few realize about being in a C-Level position:** As CEO, you are not just responsible for the commercial health of your company; you also have a level of personal responsibility for the health and welfare of your employees.
- **Favorite thing on my desk:** A small bowl made from pottery my youngest daughter made that holds my paperclips. It has been on my desk since 1997.
- **Self-description:** Driven

Tiffany Lewis

Founder/CEO, Confident Girl Mentoring Program Inc.

- **Info:** P.O. Box 441, Buffalo, NY 14225
- **Joined company:** 2016
- **College:** AAS, legal studies, Ashworth College; certification in education and organizational development, Harvard Graduate School of Education; Micromasters MSW, University of Michigan School of Social Work (anticipated in 2019)
- **Children:** Neah, Amina, Nasim
- **Grandchildren:** Nasiyah, Nye'Kell
- **Hobbies:** Dancing, writing by the water
- **Favorite nonprofits:** Mentor – The National Mentor Partnership, CAI-HOPE Buffalo, United Way of Buffalo & Erie County
- **Best professional decision you ever made:** Receiving my oncology license in esthetics and being the first African-American woman to receive this license in WNY. As I saw firsthand the hardships and challenges of cancer patients looking and feeling their best, I also learned more about inner beauty, confidence and the importance of taking care of the mind, body and spirit. This experience opened my heart to



share my gifts professionally with over 1,000 girls who are mentored through Confident Girl Mentoring Program, and it was worth it all!

- **Here's what few realize about being in a C-Level position:** There are countless hours and behind-the-scenes work that has to be done even when no one else believes in your vision. You become the marketing coordinator, sales agent, receptionist and bookkeeper, all in one.
- **Favorite thing on my desk:** Thank you cards from mentees. They serve as a constant reminder that the work of CGMP is healing hearts, improving confidence and making a difference in the community one youth at a time.
- **Self-description:** Motivated



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Elizabeth Mauro

CEO, Endeavor Health Services

- **Info:** 1526 Walden Ave., Cheektowaga, NY 14225
- **Joined company:** 1992
- **College:** B.A., psychology and sociology, University at Buffalo; MSW, University at Buffalo
- **Spouse:** M.C. Miller
- **Children:** Emma, Jack
- **Hobbies:** Kayaking, biking, gardening
- **Favorite nonprofits:** Endeavor Health Services, People Inc., Habitat for Humanity
- **Best professional decision you ever made:** Making my career path decision based on what I felt strongly about behavioral health. I wanted to make sure that I invested my time and energy into a field that I found meaningful. Choosing mission-based work in the nonprofit sector was a good decision for me early on in my career. I continue to be passionate, invested and challenged every day.
- **Here's what few realize about being in a C-Level position:** That to truly lead you have to change your vision and perspective to make all the numerous strategic decisions



required every day that impact both the current operations and set the stage for the next five to 10 years. Also that there is a tremendous amount of energy needed to be in a C-Level position in order to set the tone, attitude and culture needed for success within an organization.

- **Favorite thing on my desk:** Hourglass
- **Self-description:** Passionate

Damon Piatek

Co-owner, Welke Customs Brokers USA Inc.

- **Info:** 36 Delaware St., Tonawanda, NY 14150
- **Founded company:** 2008
- **College:** University at Buffalo; Empire State College
- **Spouse:** Bethany
- **Children:** Lillian, Eleanore
- **Hobbies:** Woodworking, fishing, relic hunting
- **Favorite nonprofits:** Meals on Wheels Ken-Ton; Leukemia and Lymphoma Society; Big Brothers Big Sisters
- **Best professional decision you ever made:** Getting my customs broker license opened doors for me and started the path to owning Welke.
- **Here's what few realize about being in a C-Level position:** Your customer becomes the boss, and you no longer



have just one.

- **Favorite thing on my desk:** Superman comic book
- **Self-description:** Driven

Christopher Picone

Vice president/director of operations, Picone Construction

- **Info:** 10995 Main St., Clarence, NY 14031
- **Joined company:** 1990
- **College:** B.S., wood products engineering and construction management, SUNY College of Environmental Science and Forestry
- **Spouse:** Malissa
- **Children:** Samuel, Isabelle
- **Hobbies:** Boating, fishing, biking, relaxing
- **Favorite nonprofits:** Roswell Park Comprehensive Cancer Center, Buffalo Museum of Science, Ronald McDonald House, People Inc.
- **Best professional decision you ever made:** Right out of college I started in the family business. There wasn't one "best-decision moment" for me. It has been through continuous development to drive myself and to keep driving our company forward so we have a company that our family and our employees are proud of. My father has guided and trusted me and gave me the freedom to let me take the lead, which ultimately let me learn from my successes and failures.



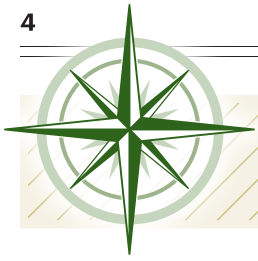
- **Here's what few realize about being in a C-Level position:** In a small business, it's more of a lifestyle than a job. I am always thinking about what I have learned and how I can apply it to any/every department we have.
- **Favorite thing on my desk:** Empty space. When I see the empty space, I feel that I am staying ahead and accomplishing goal-oriented tasks. When my desk space is limited and tasks/new initiatives start piling up, I get more determined to accomplish them in hopes of creating empty space again. It's a never-ending cycle.
- **Self-description:** Driven

Brian Roba

President, JR Products

- **Info:** 9680 County Road, Clarence Center, NY 14032
- **Joined company:** 2004
- **College:** B.S., commerce, Niagara University
- **Spouse:** Barb
- **Children:** Braiden, Johnathon
- **Best professional decision you ever made:** After several years of working in applied fields following college, I followed my heart to go work with my father, John Roba, founder of JR products, in the family business. I've never looked back.
- **Here's what few realize about being in a C-Level position:** Your employees are the main reason for your success. Treat them like family. Empower them to be the best version of themselves. Leadership is about being the least-important person in the room.
- **Favorite thing on my desk:** Antlers





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Anita Sanders

*President,
Trace Assets Protection
Service LLC*

- **Info:** 27 Clyde Ave., Buffalo, NY 14215
- **Joined company:** 2012
- **College:** B.S., business management, Houghton College; M.S., strategic leadership, Roberts Wesleyan College
- **Spouse:** John
- **Children:** DeMario, Brianna, E. Brandon, Nelson, John, Shantell, Shieta
- **Grandchildren:** Tajah, DeMario, Don, Kennedy, Grace
- **Hobbies:** Listening to music, crossword puzzles, knitting
- **Favorite nonprofits:** NYS Workforce, Jubilee Homes, Meals on Wheels for Western New York Inc.
- **Best professional decision you ever made:** Opening up my own business, which motivated me to be more creative and really defined my career goals.
- **Here's what few realize about being in a C-Level position:** There's never enough time in the day. I realized that time management and balancing for my personal life is key to success.
- **Favorite thing on my desk:** My office decor really describes me as a person.



► **Self-description:** Ambitious

Thomas Schenk, M.D.

*Senior vice president/ chief
medical officer,
BlueCross BlueShield
of Western New York*

- **Info:** 257 W. Genesee St., Buffalo, NY 14202
- **Joined company:** 2014
- **College:** B.S., Cornell University; M.D., University at Buffalo
- **Spouse:** Susanna
- **Children:** Annie, Teddy
- **Hobbies:** Cooking, fishing, reading
- **Favorite nonprofits:** There are so many great organizations in Western New York. I am personally involved with the Pediatric Society, HealthLink, the Population Health Collaborative, Every Person Influences Children, the West Buffalo Charter School, Komen Foundation and the March of Dimes.
- **Best professional decision you ever made:** Accepting my role at BlueCross BlueShield, which has given me the opportunity to work more broadly in my profession and influence greater change in health care.
- **Here's what few realize about being in a C-Level position:** The



importance of building a high-functioning team becomes critical at this level. The focus turns to strategy and empowering those around you becomes paramount for success.

- **Favorite thing on my desk:** During my first month at BlueCross BlueShield, a colleague gave me a box of stickers that I keep on my desk to remind me that I am a pediatrician and I'm here to help people. It also doubles as a nice icebreaker.
- **Self-description:** Thoughtful

David Sheridan

*Senior vice president
of finance/CFO,
Seneca Gaming Corp.*

- **Info:** 310 Fourth St., Niagara Falls, NY 14303
- **Joined company:** 2008
- **College:** B.S., accounting, LeMoyne College
- **Children:** Kieran
- **Favorite nonprofits:** St. Baldrick's Foundation, Hope for the Bereaved, Baldwinsville Booster Club
- **Best professional decision you ever made:** Beginning my career with PricewaterhouseCoopers (Coopers & Lybrand at the time) was the best professional decision I made. The experiences throughout my tenure provided me with the foundation and knowledge to successfully continue into the private sector. I had the opportunity to work with a diverse client base in a number of industries, and with some of the most talented professionals.
- **Here's what few realize about being in a C-Level position:** Your job changes frequently depending on any number of factors including: economic trends, consumer trends, team dynamics, etc. It is sometimes



necessary to reinvent your role as a result of the ever-changing face of business to remain a successful leader.

► **Self-description:** Driven

Scott Stenclik

CEO, Aleron Group

- **Info:** 250 International Drive, Williamsville, NY 14221
- **Joined company:** 1986
- **College:** B.S., economics, Wharton School of Business, University of Pennsylvania
- **Spouse:** Rachel
- **Children:** Allison, Michael, Katie
- **Hobbies:** Skiing and hiking
- **Favorite nonprofits:** I couldn't narrow it down to only three.
- **Best professional decision you ever made:** Our organization has traditionally grown its footprint organically and, for many years prior to my tenure, focused that growth domestically. This foundational growth helped prepare Aleron for the next step: international expansion. The decision to acquire a talent and HR solutions provider in India in 2007 produced exceptional results on behalf of our organization and turned out to be pivotal. Today, we maintain several hubs and employ hundreds of resources within the India marketplace, serving in-country clients and also supporting North American and European clients.
- **Here's what few realize about**



being in a C-Level position: It's unbelievable the level to which the demand on one's time increases, even though it's for all the right reasons. Time management becomes a top priority.

- **Favorite thing on my desk:** I really value my collection of decorative elephants brought home from trips to India.
- **Self-description:** Driven



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Carla Suero

*President and CEO,
Heathwood Assisted Living*

- **Info:** 815 Hopkins Road, Williamsville, NY 14221
- **Joined company:** 2013
- **College:** B.A., economics, St. Lawrence University; MBA, health care administration, Boston University
- **Spouse:** Terry
- **Children:** Lucas, Sofia
- **Hobbies:** Swimming, Pilates, travel
- **Favorite nonprofits:** Alzheimer's Association, Say Yes, Family Justice Center
- **Best professional decision you ever made:** To continue the legacy of a family business in long-term care.
- **Here's what few realize about being in a C-Level position:** You are only as successful as the great people you work with.
- **Favorite thing on my desk:** Standing desk
- **Self-description:** Committed



CJ Urlaub

*CEO, Catholic Health -
Mercy Hospital of Buffalo*

- **Info:** 565 Abbott Road, Buffalo, NY 14220
- **Joined company:** 2007
- **College:** B.S. and MBA, Rensselaer Polytechnic Institute
- **Spouse:** Susan
- **Children:** Kaitlyn, Morgan
- **Hobbies:** Cars, current events
- **Favorite nonprofits:** Catholic Health, D'Youville College, Buffalo and Erie County Botanical Gardens
- **Best professional decision you ever made:** Working in health care is an exciting professional and personal challenge each day, helping patients in their time of need.
- **Here's what few realize about being in a C-Level position:** You have to stay strategic.
- **Favorite thing on my desk:** Hockey pucks
- **Self-description:** Driven



Susan Walsh Schubbe

*Chief human resources
officer, Curbell Inc.*

- **Info:** 7 Cobham Drive, Orchard Park, NY 14127
- **Joined company:** 1992
- **College:** Bachelor's degree, business management and economics, Empire State College
- **Spouse:** Dave
- **Children:** Monica, David
- **Hobbies:** Reading, shopping, spending time with family and friends
- **Favorite nonprofits:** Leadership Buffalo, Junior Achievement, Say Yes to Education
- **Best professional decision you ever made:** To pursue a career at Curbell. The vision for the organization, in which every employee feels valued, respected and has the opportunity to grow, continues to inspire me. This vision has been the foundation of Curbell's success and my success, as well. Since I joined Curbell over 26 years ago, I completed my degree, raised two beautiful children, obtained my professional certifications and advanced to an executive of the organization
- **Here's what few realize about being**



in a C-Level position: The role goes way beyond "the job description." It requires constant learning to face new opportunities and challenges. As an officer of the company, you have a fiduciary responsibility to the owners, board of directors and employees. You are responsible for leading change and strengthening the infrastructure and culture in order to sustain the organization for the long-term future.

- **Favorite thing on my desk:** I have a small clock on my desk from my father. He was a great role model to me, as a hardworking, caring and successful investment banker. The clock reminds me every day to work hard and make a difference, as he made a real difference in my life.
- **Self-description:** Dedicated

Stephen Zenger

*President and CEO,
Zenger Group*

- **Info:** 777 E. Park Drive, Tonawanda, NY 14150
- **Joined company:** 1987
- **College:** B.A., communications, SUNY Buffalo State
- **Spouse:** Julie
- **Children:** Lily, Mary, Jackson
- **Hobbies:** Downhill skiing, travel, reading
- **Favorite nonprofits:** Westminster Economic Development Initiative, Canisius High School, Roswell Park Comprehensive Cancer Center
- **Best professional decision you ever made:** Acquiring and renovating our current HQ and production facility in Tonawanda in 2012. This move gave the company the presence and scale to market our services nationally.
- **Here's what few realize about being in a C-Level position:** You bear great personal responsibility for the health and welfare of every person at the company and, often by extension, their families.



- **Favorite thing on my desk:** A small Zen garden given to me by a client as a reminder to take some time to relax.
- **Self-description:** Busy