

Health Care Heroes
Special section inside
Profiles of this year's winners plus
our Health Care Services Directory.



Profile Page 8
Greg Constantino hitting a
home run for Northwestern
Mutual.



Special Report Page 11
COVID survival requires
adapting business strategy
for food and beverage.

Rochester Business Journal

Rochester

VOLUME 36 NUMBER 22

Part of the BRIDGETOWER MEDIA network

AUGUST 28, 2020 \$2.00

COOLEST SPACES



Rochester is brimming with unique spaces of all varieties. These 30 locations were selected by RBJ's editors as the 2020 Rochester's Coolest Spaces following nominations from our readers.



Profiles and pictures of the 2020 winners

Section starts on Page 15

For L3Harris, reception is loud and clear

'A really remarkable first year as a combined company'

By VELVET SPICER

In the year since Harris Corp. and L3 Technologies Inc. merged to become L3Harris Technologies Inc., 500 staffers have been hired in Rochester, bringing the total number of employees here to more than 3,800.

And in the second quarter this year, the merged company reported a 138 percent increase in revenue, despite a pandemic that has crippled many sectors of the economy. In the first quarter, the company posted a 170 percent increase in revenue.

Some might say the merger was a match made in heaven.

"It's been a busy and exciting year for us as L3Harris, a really remarkable first year as a combined company," said Dana Mehnert, L3Harris

Continued on page 2

School redesign is a chance to look beyond just COVID-19 necessities

By KEVIN OKLOBZIJA

While alterations to classroom design have been necessary in order for school districts to safely reopen, a senior project manager at SWBR believes educators have a chance to re-imagine what learning looks like far beyond the upcoming school year.

Joseph Kosiorek, an architect and doctor of education, and his team have been helping about 15 school districts across the state, including five in Monroe County, to create safe learning environments during the coronavirus pandemic.

Social distancing has reduced the number of students allowed per classroom, to between 14 to 16 for the standard 770-square-foot



Kosiorek

school room, he said. The use of partitions would push capacity to 24 desks.

"In the short term, keeping kids safe means two things: wearing masks and providing distance," Kosiorek said. "Distance can be achieved in two manners, through being six feet apart or using dividers."

Kosiorek worked with Aquinas Institute to implement safety changes. Aquinas will install acrylic barriers between desks that have been created by MSM, the Webster-based events and exhibits firm that

Continued on page 4

Investment firm Howe & Rusling Inc. celebrates its 90th year

By ANDREA DECKERT

Howe & Rusling Inc. — the oldest investment firm in town — is celebrating its 90-year anniversary serving Rochester as a registered investment advisor.

Company leaders said its longevity is due to understanding clients' needs and working with them to provide the best solution for their long-term financial health.

"We are large enough to have plenty of resources to manage our clients' assets, yet small enough not to lose focus on our clients and how important their assets are to them," said Craig Cairns, the firm's president.

In 1930, Winthrop "Wint" Howe founded the investment counseling



Cairns

company, and, in 1940, he partnered with Lee Rusling to form Howe & Rusling. In 1963, the two were among the first individuals to be awarded the prestigious chartered financial analyst designation.

Cairns — who has been with the wealth management firm since 2000 — led the purchase of Howe & Rusling in 2006, along with Mary Lisa Sisson and Casey Ryan.

The buy-out from an out-of-state owner based in Virginia made Howe & Rusling a locally-owned, employee-owned, veteran-owned

Continued on page 7



Insight. News. Analysis.

Subscribe to Rochester's top business news source

RBJ.net



SCHOOL REDESIGN

Continued from page 1

has added COVID-19 protective equipment to their menu with much of its regular business on hold.

The school will ensure there is a minimum of six feet in all directions between desks in classrooms.

"Through our partnership with SWBR, we have been able to provide a safe and flexible physical learning environment for both students and staff," Anthony Cook, president of Aquinas Institute, said.

That's just a part of the safety equation, however. Cook said Aquinas also has special air filtration, self-cleaning NanoSeptic touch-point surfaces and electrostatic sanitizing sprayers that will be used in daily cleaning.

For now, there are no barriers in front of teachers in the schools that have consulted with SWBR. The belief is that masks will be sufficient, since the teachers will be able to maintain at least six feet of distance from the nearest students.

"Some teachers will wear clear masks so students can see what is being verbalized," Kosiorek said.

And the alterations weren't implemented just to comply with a Centers for Disease Control and Prevention blueprint. All facets of student well-being were considered.

"With the ability to use spaces creatively," he said, "Aquinas staff will meet the physical and social emotional needs of our students."

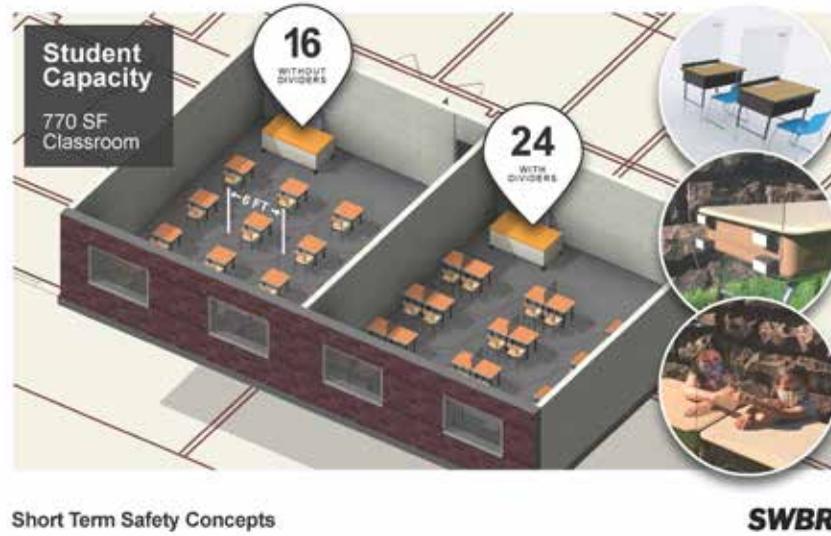


Photo provided

SWBR is one local architectural firm working with a multitude of school districts to ensure the safety of students and staff when they return to school. Pictured is a rendering of how some classrooms will look with desks six feet apart to fit 16 students instead of 24 to comply with social distancing.

Indeed, there is more to the education process than simply textbooks and lectures, Kosiorek believes.

"The mental health, the social/emotional learning is just as important as the physical safety of our students," he said. "So, this is really an opportunity to have a gut-check with those making the decisions because they're effecting the students and the students are typically the ones with the least voice here.

"If the districts are saying they can't fit K-5, K-2, even just kindergarten students, back in the class-

room full-time in person, that's an issue, specifically for students in kindergarten where that socialization is so very important to their growth."

SWBR has been working with the Brighton Central School District on a redesign of Council Rock Primary School, with a goal of maximizing student engagement.

"Every child has a personal learning preference, whether it's special needs or AIS (academic intervention services), if it's more traditional learners, all students have those

needs, whether they're social, emotional or cognitive. It's huge across the board," Kosiorek said.

He cited a study by the University of Arkansas that indicated students with STEM skills or project-based learning skills are falling through the cracks.

"They're not getting the education they need," he said. "The data show that the traditional learning environment is not meeting the needs of those students. So we talk about flexible learning environments meeting the needs of students in different size groups, students with special needs, STEM needs, social needs are all being met through the re-design of classrooms."

Since redesign is already necessary because of the COVID-19 crisis, Kosiorek believes this is the perfect time for educators to revamp learning.

"I think this is really an opportunity for districts to start thinking more innovatively and start looking at how flexible learning environments will help them," he said. "Not just in future crisis, but to meet the needs of students on their terms, whether it's traditional, whether it's online learning, whether it's in-person and in different size groups."

"The innovative school districts are going to flourish when they're working with innovative companies."

koklobzija@bridgetowermedia.com / (585) 653-4020

INTRODUCING MERCY EAST!

Now accepting applications for new students

Mercy's 6th, 7th, and 8th graders are heading to the new **Mercy East** with *five full days per week of in-person instruction!* This new location on East Avenue (formerly Siena Catholic Academy) offers the same world-class Mercy education. Email admissions@mercyhs.com to find out more!

5-DAY PER WEEK INSTRUCTION



Dr. Sherylanne Diodato '93
Dean of Middle School



OUR LADY OF MERCY
SCHOOL FOR YOUNG WOMEN

Grades 6-12

2617 East Avenue, Rochester, NY 14610 | 585-288-7120 x300 | www.mercyhs.com