

- ▶ Place an Ad
- ▶ Customer Service
- ▶ Subscribe
- ▶ Our Mission

Local News Sports Opinion Business Obituaries Living Entertainment Nation/World Travel

Home ▶ Weather ▶ Jobs ▶ Cars ▶ Real Estate ▶ Apartments ▶ Shopping ▶ Classifieds ▶ Dating

faces from the Community  
learn more ▶



58° | Hi 56° / Lo 39°  
Forecast » Partly Sunny

Search Rochester:

Search sponsor

**Get a FREE \$15 gas card!**

ESSENTIALS
News
Sports
Opinion
Entertainment
Living
Business
Technology
Top 100
On the Record
Stock Quotes
Columnists
Multimedia / Photos
Video
Blogs
Weather
Obituaries
Nation / World
Classifieds
Mobile Site
E-Newsletters
COMMUNITIES
Brighton
Chili
Fairport / Perinton

Advertisement

## Master of Arts in Education

<ul style="list-style-type: none"> <li>▶ Administration and Supervision</li> <li>▶ Curriculum and Instruction</li> <li>▶ Computer Education</li> <li>▶ English as a Second Language</li> </ul>	<ul style="list-style-type: none"> <li>▶ Early Childhood Education</li> <li>▶ Elementary Teacher Education</li> <li>▶ Secondary Teacher Education</li> <li>▶ Special Education</li> </ul>
--	---

University of Phoenix™

**ONLINE**

- PROGRAM AVAILABILITY MAY VARY -

## Conference puts focus on economy

### Women's network to hear about \$15 million initiative.

Joy Davia  
Staff writer

(November 1, 2006) — Attendees at the Rochester Women's Network's annual business conference Friday will hear more about a multimillion-dollar project that is intended to transform the regional economy.

Gay Gilbert, administrator of the Office of Workforce Investment at the U.S. Labor Department, will talk about the vision of the new federal **WIRED** initiative, which stands for Workforce Innovation in Regional Economic Development.

The Rochester region was one of 13 nationally to win \$15 million in WIRED funds earlier this year.

More than 100 people have signed up for the conference, and more than 400 for a luncheon at which 15 "up and coming" businesswomen will be recognized, according to Mary Peters, executive director of the women's network.

#### If you go

**What:** Rochester Women's Network's 11th annual business conference.  
**When:** 7:30 a.m. to 5 p.m. Friday.  
**Where:** Riverside Convention Center, 123 E. Main St.  
**Registration:** Deadline is at the close of business today. Call Mary Peters at (585) 271-4182.  
**Cost:** Conference and luncheon fee is \$150 for members and \$180 for nonmembers. Luncheon alone costs \$50.  
**Details:** Go to [www.rwn.org](http://www.rwn.org).

#### Karlee Bolaños

Associate attorney at Harris Beach. Years in law: five.  
 Among few lawyers in Rochester in immigration law. Works with Saint's Place of St. Louis Church to help refugees.

#### Last seven days of news

Mon | Tue | Wed | Thu | Fri | Sat | Sun

#### 1999-Present Archive

#### Article tools

- Print this
- email
- Reprint info article

Article tools sponsored by



Advertisement

<a href="#">Gates</a>
<a href="#">Greece</a>
<a href="#">Henrietta</a>
<a href="#">Irondequoit</a>
<a href="#">Penfield</a>
<a href="#">Pittsford</a>
<a href="#">Rochester</a>
<a href="#">Victor</a>
<a href="#">Webster</a>
<b>AROUND TOWN</b>
<a href="#">Rochester Magazine</a>
<a href="#">Event Calendar</a>
<a href="#">Wine Country</a>
<a href="#">Insider</a>
<a href="#">ConXion</a>
<b>ALSO ONLINE</b>
<a href="#">Help Center</a>
<a href="#">Coupons</a>
<a href="#">Dining / Nightlife</a>
<a href="#">NIE Program</a>
<a href="#">Personals</a>
<a href="#">Shopping</a>
<a href="#">Weddings</a>
<a href="#">Crossword</a>
<a href="#">Sudoku</a>
<a href="#">TV Listings</a>
<a href="#">Horoscopes</a>
<a href="#">RSS Feeds</a>
<a href="#">Podcasts</a>
<a href="#">Forums</a>
<a href="#">Archives</a>

The 15 are women who have been in their current careers for fewer than 10 years. They are being honored because they excel in their jobs and do a lot for the community, Peters said.

**Amy Castronova**

Owner and CEO of Novatek Communications. Years in management: three. Took over company while in college, and it since has won several honors.

The event will also include exhibits by 40 local companies, panel discussions and a concluding networking reception.

"This is a real opportunity for the community that is receiving the WIRED grant to support the goals of the program," said Deborah Stendardi, a women's network board member and chairwoman of the 11th annual conference.

"We hope to educate the members of the women's network and the public at large on what the economic opportunities are for the area," said Stendardi, who is vice president for government and community relations at Rochester Institute of Technology.

"Where are the potential areas of job growth and how are people prepared to take advantage of those opportunities?"

Gilbert, in a phone interview, outlined the goals of the project: to help the Rochester-area economy move away from its reliance on three or four large businesses to become more dependent on small and medium-sized companies. The initiative will also help foster entrepreneurship.

So far, 12 projects have been approved by the governing board of the Finger Lakes Partnership, the group implementing the WIRED initiative.

"But this isn't just \$15 million divvied up in some projects," Gilbert said, adding that the initiative will also call for the strategic partners and areas of the economy to come together in some new ways.

In addition to the \$15 million, \$22 million will be raised by the Finger Lakes Partnership, which includes business, government, philanthropic and academic leaders.

Gilbert noted two big pluses for the Rochester region: its strong history of innovation and its research and development institutions.

"You're starting from a point that is more sophisticated than other regions," she said.

JDAVIA@DemocratandChronicle.com

-

■ [Last seven days of news](#)

2nd annual  
**ROCHESTER WINE & FOOD FESTIVAL**

Saturday,  
 Nov 18, 2006



At Gordon  
 Field House,  
 Rochester Institute  
 of Technology

Click to buy  
 tickets  
 today!

[Mon](#) | [Tue](#) | [Wed](#) | [Thu](#) | [Fri](#) | [Sat](#) | [Sun](#)

■ [1999-Present Archive](#)

**TOP JOBS**  
ROCHESTER  
**Democrat and Chronicle**  
POWERED BY  
**careerbuilder**<sup>®</sup>

---

**OPTICIAN**  
OPTICIAN - CAREER  
OPPORTUNITIES! SCHOTT ...

---

**COME JOIN A GREAT TEAM**  
COME JOIN A GREAT TEAM!  
We are a leading...

---

**Manufacturing Positions**  
AJL Manufacturing Inc., a  
precision shee...

---

[All Top Jobs](#)  
**About Top Jobs**

**Democrat and Chronicle Interactive**

**E-Newsletters**



Sign up for E-Newsletters.  
Samples:  
Latest News  
FingerLakeWine.com  
Business News  
RSS feeds are also available.

**Podcasts**



Download a pod or vodcast:  
Sports Exchange  
Varsity Voices  
At the Movies with Jack

**Subscribe now**



Account  
EZ Pay  
Contact us

Advertisement

**Eat, Drink and be Charitable**



The 2nd annual  
**ROCHESTER WINE & FOOD FESTIVAL**  
Saturday, Nov. 18, at RIT's Gordon Field House  
Full details at [www.RochesterWineAndFoodFestival.com](http://www.RochesterWineAndFoodFestival.com)

*Click to buy tickets today!*

**CUSTOMER SERVICE:** [Place An Ad](#) • [Manage Your Subscription](#) • [Contact Us](#) • [Submit A Story Idea](#) • [Jobs With Us](#) • [Our Mission](#) • [Feedback](#)

---

**IMPORTANT PHONE NUMBERS:** Customer Service: (585) 232-5550 • Classified Advertising: (585) 454-1111 • Retail Advertising: (585) 258-2552 • Newsroom: (585) 258-2214  
Circulation: (585) 232-5550 • Death Notices: (585) 546-7000 • Toll Free (NY State only): 1 (800) 767-7539

---

**PARTNERS:** Jobs: [CareerBuilder.com](#) • Cars: [Cars.com](#) • Apartments: [Apartments.com](#) • Homes: [Homescape.com](#) • Shopping: [ShopLocal.com](#) • [Gannett Co., Inc.](#)  
[Gannett Foundation](#) • [USA Today](#) • [USA Weekend](#)

---

**GANNETT NEW YORK NETWORK:** [Binghamton](#) • [Elmira](#) • [Ithaca](#) • [Poughkeepsie](#) • [Rochester](#) • [Utica](#) • [Westchester](#) • [WGRZ-TV, Buffalo](#)

---

Copyright © 2006, The Rochester Democrat and Chronicle, All rights reserved. Use of this site signifies agreement to the [Terms of service](#) and [Privacy Policy](#), updated September 7, 2006  
Mailing Address: 55 Exchange Boulevard | Rochester, New York 14614 | (585) 232-7100