

NEWS

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Finger Lakes Wired Appoints Claudia Burcke Interim Managing Director **Succeeds Matt Hurlbutt Who is Leaving to Accept Position with GRE**

Rochester, NY—March 28, 2008—Peter Robinson, Chair of the Finger Lakes Wired Governing Board announced today that Claudia Burcke will be named Interim Managing Director, effective April 25, 2008.



Burcke, currently Project Manager for Finger Lakes Wired, will succeed Matthew C. Hurlbutt, current Managing Director, who has accepted a position as Managing Director of Business Development for GRE. Hurlbutt will leave his positions with both Finger Lakes Wired and RochesterWorks! on April 25.

Robinson praised Hurlbutt's leadership with Finger Lakes Wired. "Matt guided the Finger Lakes region's successful application to become one of only thirteen original designated Wired areas in the nation. The designation has brought millions of dollars to the nine-county area to develop talent, boost entrepreneurship, and fuel innovation to help build the region's economy. In addition, through Matt's leadership, Wired's 21 partners have worked collaboratively to support innovation in regional talent development."

"While we regret Matt's departure," added Robinson, "Claudia Burcke and Pat Piles, Project Manager who will assist Claudia, will assure a smooth transition and strong leadership in the continued coordination of the initiative."

Claudia Burcke has been with Finger Lakes Wired since it was established in 2006. She has overseen, monitored and reported outcomes for more than 18 projects region-wide. She also served as Business Services Manager for RochesterWorks!, where she managed the development and coordination of services to Monroe County businesses.

Burcke joined RochesterWorks! in 2002 after serving as a recruiter for several local staffing agencies including Professional Support Inc. and Orion Resources, as well as a Staffing Consultant to Xerox under Croop-La France. She has more than 10 years experience in staffing, marketing, sales and customer service in the private sector.

She holds a Bachelor of Arts degree in Political Science and Economics from Western New England College.



Pat Piles has been with Finger Lakes Wired since 2006 and brings more than 25 years of corporate and independent business experience in organization and business development, productivity improvement and marketing, and sales. His expertise spans strategic planning, targeted innovation, high-impact team development and the application of problem solving methodologies.

Piles has designed and developed materials, delivered multi-module programs for all levels of organizations on performance improvement, employee retention, leadership and managerial skills, career planning and career management. Prior to joining Finger Lakes Wired he was a consultant for an internationally-recognized innovation consulting company and also operated his own consulting practice.

A process to identify a permanent Managing Director will be developed by members of the Finger Lakes Wired Governing Board and the RochesterWorks, Inc Board of Directors since RochesterWorks! is the lead agent for the initiative.

The federal grant funding that supports Finger Lakes Wired is scheduled to continue through January 31, 2010.

Finger Lakes Wired is one of several regions funded by the U. S. Department of Labor WIRED (Workforce Innovation in Regional Economic Development) Initiative to support economic development and transform regional economies. Finger Lakes Wired initiatives focus on a nine-county region surrounding Rochester N.Y. (Genesee, Livingston, Monroe, Orleans, Ontario, Seneca, Wayne, Wyoming and Yates), to increase entrepreneurship and innovation and enhance the talent of the region's workforce.

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