

2020 & 2021

# Herbert W. Vanden Brul **ENTREPRENEURIAL AWARD**



**RIT** | Saunders College of  
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# 2020 Herbert W. Vanden Brul ENTREPRENEURIAL AWARD

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## **Sue Butler**

*Co-Founder, Butler/Till*

Sue Butler grew up in Henrietta and has lived in Perinton, Fairport, and Pittsford. She has an associate degree in Retail Business Management from Monroe Community College and completed the Employee Ownership Foundation/University of Pennsylvania "Leading in an Ownership Setting" Program for CEOs as well as Rochester Institute of Technology's Executive Education Program in Strategic Planning. Along with Tracy Till, she founded Butler/Till Media Services, Inc. in 1998, after working for 14 years on both sides of the media desk in ad agencies, media buying services, and media sales and operating Butler Marketing & Media for five years. After leaving her CEO role at Butler/Till in 2015, she served for five years as chairperson of the Board of Directors and also served on the Board of Directors and Board of Governors for The ESOP Association as well as on the Board of Directors of Synergy Global Solutions, another 100% employee-owned company. Now



## **Tracy Till**

*Co-Founder, Butler/Till*

Penfield native Tracy Till received her bachelor's degree in Journalism & Business from the University of South Carolina (Columbia). She then returned to Rochester and worked at several full-service advertising agencies before starting Butler/Till Media Services, Inc. with Sue in 1998. Today, Tracy is a Board member of the Employee Ownership Expansion Network (EOX), an Advisor to Certified Employee Ownership (C-EO), a member of Rutgers University's Center for Employee Ownership Advisory Board, and is an Independent Board Member for ProLift, Inc., an ESOP based out of Buffalo, NY. She belongs to both the Private Directors Association (PDA) and the National Association of Corporate Directors (NACD). She is also the president of T4 Verge, Inc., a boutique business & leadership consultancy geared toward both women-owned businesses and Employee Stock Ownership Plan (ESOP) companies. Tracy speaks nationally on multiple business topics, including "the value of independent board directors to privately held firms; how to evaluate and evolve a board's strategic vision and plan; and how to leverage the ESOP model for succession planning and leadership transitions."

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## **ABOUT THE AWARD**

The Herbert W. Vanden Brul Entrepreneurial Award, established in 1984, is given annually to an individual(s) who has successfully managed the development of a new "emerging" business within the Greater Rochester Community and is an inspiration for others to become an entrepreneur.

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## STUDENT ENTREPRENEURIAL AWARD

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### **Andrea Gonzalez Esteche**

*MFA, Industrial Design*

Andrea González was born in Asunción, the capital city of Paraguay, South America, and has been building her Graphic and Industrial Design career in her home country. She is a Fulbright Scholar, Graduated from the MFA in Industrial Design at Rochester Institute of Technology at Rochester, Upstate New York. She believes that design creates bridges and connections with dialogues in different fields of the design, where the information is an inspiration to generate new ideas and solutions to social needs, creative inclusive, and accessibility design.



### **Elise King**

*BS, Mechanical Engineering*

Elise King is a recent graduate of Mechanical Engineering at Kate Gleason College of Engineering. She was the CTO of Niche Industries Corporation, founded with her current fiancé, Brock Wagehoft (CEO) and their business partner and former Army Sergeant, Joshua Hale (COO). Their mission was to serve the United States Armed Forces by creating software to enable military fuel logistics and to empower the bright minds of RIT students to put their talents to work. Elise especially enjoyed working with the talented UX/UI designer, Catherine Nemechek, through the customer discovery and solution discovery process.



### **Hansel Leal**

*BS, Computing & Information Technologies*

Hansel Leal is the founder of Local Sports, a web application that makes it easy for people to organize and play their favorite sports with each other. The goal is to help people create exciting moments, capture those moments, and share them. By building a platform for pickup games and leagues of all kinds, it will disrupt the sports industry and capture the fragmented and overlooked amateur sports market. Hansel is currently studying web and software development as a CIT major and is working with a team of students to launch a prototype within the next year.

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**Mark Davitt**  
*CEO, ConServe*

As ConServe's founding President for over 30 years, he has been involved in the collection industry since 1979, working on both the creditor side in higher education and the servicer side for defaulted loan and accounts receivable. Before founding ConServe, his work experience included assignments in North Carolina, Boston, Cleveland, Dallas, Philadelphia, New York, and South Carolina.

Mark served as President of ACA International, an association of more than 5,000 corporate members worldwide. Additionally, he has served the association on the national level as Chairman of the National Legislative Council, as a member and Chairman of the ACPAC Steering Committee, a member on ACA's Agency Certification Committee, and as a member of ACA's Ethics and Professional Responsibility Committee.

Mark is a member of the International Fellowship of Certified Collectors and was an ACA Certified Instructor. Mark remains active in other important industry organizations, including the New York State Collectors Association, where he served two terms as President and is now a Member of the Board of Directors Emeritus.

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## **Hunaina Abid**

*BS, Electrical Mechanical Engineering Technology*

Hunaina Abid is a 4th-year Electrical Mechanical Engineering Technology Major at RIT. She is originally from Kashmir. I worked for Arizona Beverages as an Automation Engineering Intern this summer. Hunaina is passionate about helping people, traveling, modern technologies, and entrepreneurship.



## **Ben Garvey**

*BS, Game Design & Entrepreneurship*

Ben Garvey is a recent RIT grad of the School of Individualized Studies. He helped start the RIT Esport's Call of Duty team which led him to starting his own business, Great Lakes Gaming. Ben is now focused on opening the first gaming facility at Innovation Square in downtown Rochester, and plan on continuing to grow his business for the foreseeable future!



## **Nikolas Kelly**

*BS, Supply Chain Management*

Nikolas Kelly is the Co-Founded of Sign-Speak Inc. to lead in the accessibility field for Deaf and Hard of Hearing communities. He is a first-generation college graduate and a first-generation entrepreneur. Nikolas graduated with a BS in Supply Chain Management with two prestigious scholarships (National Technical Institute for the Deaf (NTID) Presidential scholarship and the NTID Academic Excellence Scholarship). Growing up Deaf, many people underestimated his intelligence. Nikolas never allowed that to create barriers for him, and is eager to ensure that communication barriers do not hold people in his community back.

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# Herbert W. Vanden Brul



Following his military service and earning a juris doctor degree from St. John's School of Law, Rochester native Herbert W. Vanden Brul returned to his hometown in 1951 to begin his new career practicing law.

An entrepreneurial visionary in Rochester, Mr. Vanden Brul co-founded several business ventures in the region. One of his most successful, RF Communications, Inc., has since become a division of Harris Corporation. Another, the Culver Management Corporation, acquired nearly one million square feet of local industrial space to become the home of many small start-ups companies who have improved the local economic climate.

Until his death in 2003, Mr. Vanden Brul continued to pursue his business interests. He served on the boards of Ormec Systems, Inc. and the Genesee Valley Trust Company, Inc., and was active in the cultural and educational life of the Rochester community. Mr. Vanden Brul and his wife Joan, who passed away in 2007, had a long association with RIT and were active members of the Nathaniel Rochester Society. Their two sons attended RIT.

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