

2022

Herbert W. Vanden Brul  
**ENTREPRENEURIAL AWARD**

**RIT** | Saunders College of  
**Business**

E. PHILIP SAUNDERS  
COLLEGE OF BUSINESS  
MAX LOWENTHAL BUILDING

# 2022 Herbert W. Vanden Brul ENTREPRENEURIAL AWARD

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## **Susan R. Holliday**

*President, Publisher, and Owner  
Rochester Business Journal*

After spending ten years in agricultural finance, Susan R. Holliday switched careers and purchased the Rochester Business Journal (RBJ) in 1988. Susan orchestrated a financial turnaround of the company and expanded the scope of the operation with the addition of contract publishing and an extensive events division. Under Susan's leadership, the newspaper was highly respected for its integrity in reporting and thoughtful analysis of community issues affecting business in the metropolitan Rochester, New York area. The newspaper was consistently recognized for its superior reporting, photography, and design with numerous national awards. After 28 years at its helm, Susan sold the company in 2016.

Susan strongly believes that a successful career comprises both corporate and civic leadership, a philosophy she models through wide-ranging involvement in the greater Rochester community. She currently serves as the chair of the corporate board of directors of Financial Institutions, Inc. (NASDAQ:FISI), and its subsidiary, Five Star Bank. She also serves as a member of the board of Comelpar Partners Inc.

Susan has particular interests in the areas of healthcare and education. She is a member of the board, and past Chair, of the University of Rochester Medical Center. She serves as Chair of the board of Healthcare Trustees of New York State, and she is a former member of the American Hospital Association's Committee on Governance.

In addition, Susan serves as a Vice-Chair of the board of Rochester Institute of Technology. She is also a member of the board and past chairman of the Greater Rochester Chamber of Commerce.

Susan received a Bachelor of Science degree from Cornell University. She holds a Masters of Business Administration degree from Rochester Institute of Technology.

Susan has been recognized with honors including the Outstanding Alumni Award from Rochester Institute of Technology, the Outstanding Alumni Award from Cornell University's College of Agriculture and Life Sciences, an honorary Athena Award from the Rochester Business Alliance, the President's Medal from St John Fisher College, the Galanis Award for Excellence in Family Business from Alfred University, and the Mother of the Year Award from the March of Dimes.

She and her husband reside in Mendon, New York and they have two grown children.

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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.

# 2022 Herbert W. Vanden Brul

## STUDENT ENTREPRENEURIAL AWARD

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### Harrison Canning

*B.S. Neurotechnology, School of Individualized Study*

Harrison graduated from RIT's School of Individualized Study in 2022 studying neurotechnology, business, and design. While at RIT, he founded a brain-computer interface club and research team, won several RIT entrepreneurship competitions, participated in RIT's student accelerator program, was a SOIS Innovation Fellowship member, and participated in Rochester startups and entrepreneurship groups. Currently, he's working with fellow RIT alum Colin Fausnaught on a neurotechnology media company and does consulting work for a leading brain implant company.



### Peter Hogya

*B.S. Computer Science, Golisano College of Computing and Information Sciences*

Peter is a recent Computer Science graduate. He started a nonprofit, MassVaxx, alongside team members from Marquette University to develop a vaccination distribution software system and went through both the Simone Center's Innovation Fellows and Accelerator programs. He then worked as a student with MAGIC Spell Studios on supporting local independent game developers, Open@RIT on accelerating tech transfer through open science, and NextCorps to assist local professionals launch no-code startups. He now works full-time at NextCorps on their Scale For ClimateTech program, bringing climate tech ventures from prototype to full scale production.



### Pritam Poddar

*Ph.D. Engineering, Kate Gleason College of Engineering*

Pritam comes from the city of Kolkata, in West Bengal, India. After following his elder brother's footsteps and studying Bachelors in Mechanical Engineering, Pritam came to RIT for a Masters in Industrial Engineering. There he met, Dr. Denis Cormier, one of the most renowned experts in the field of additive manufacturing/3D Printing. Denis supervised Pritam's Master's thesis and invited him to join as a Ph.D. student in 2015 at the newly founded AMPrint Center, an New York State Center of Advanced Technology. In 2020, Pritam founded a startup called PRISAM LLC to commercialize his Ph.D. research. Currently, PRISAM has four full-time co-founders and has raised \$360,000 in dilutive and non-dilutive funding for technology commercialization. Pritam is coached and mentored by highly successful engineers, entrepreneurs, and leaders. His goal is to become a high-performance leader and a coach and mentor to aspiring entrepreneurs.

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## ABOUT THE AWARD

The Herbert W. Vanden Brul Student Entrepreneurial Award, established in 2019, is intended to recognize outstanding RIT undergraduate or graduate student(s) who have demonstrated the potential to become successful entrepreneurs.

# PREVIOUS Vanden Brul Award Winners

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## 2021

Mark Davitt  
CEO  
Conserve

## 2020

Sue Butler  
Co-Founder  
Butler/Till

Tracy Till  
Co-Founder  
Butler/Till

## 2019

Michael Mandina  
President  
Optimax

Richard Plympton  
CEO  
Optimax

## 2018

John "Dutch" Summers  
CEO  
Jasco/Graywood Companies

## 2017

Giovanni (John) LiDestri  
CEO  
LiDestri Food & Drink

## 2016

Thomas Bonadio  
CEO & Managing Partner  
The Bonadio Group

## 2015

John Smith  
Chairman & CEO  
Brite Computers

## 2014

Mike Nuccitelli  
President & CEO  
Parlec, Inc.

Ron Ricotta  
President & CEO  
Century Mold Co., Inc.

## 2013

Robert Morgan  
Founder & CEO  
Morgan Management

## 2012

Ernest J. Del Monte  
CEO  
E.J. Del Monte Corporation

## 2011

Doug Brush  
Chairman  
Sentry Group

Jim Brush  
CEO  
Sentry Group

## 2010

William Pollock  
Founder & President  
Optimization Technology, Inc.

## 2009

Mary C. Van Bortel  
Owner  
Van Bortel Auto Group

## 2008

James E. Hammer  
President & CEO  
Hammer Packaging Corp.

## 2007

Richard A. Kaplan  
President & CEO  
Pictometry International Corp.

## 2006

Arunas A. Chesonis  
Chairman & CEO  
Paetec Corp.

## 2005

E. Philip Saunders  
Chairman  
Griffith Energy

## 2004

R. Wayne LeChase  
CEO & General Partner  
LeChase Construction Services, LLC

**2003**

Joseph M. Loboazzo II  
Founder & CEO  
JML Optical Industries, Inc.

**2002**

Dennis Kessler  
Vice President  
Kessler Group, Inc.

Larry Kessler  
President  
Kessler Group, Inc.

**2001**

Richard Sands  
Chairman, President & CEO  
Constellation Brands, Inc.

**2000**

Christine B. Whitman  
Chairman, President & CEO  
CVC, Inc.

**1999**

Nelson Leenhouts  
Founder, CEO & Chairman  
Home Properties of New York, Inc.

Norman Leenhouts  
Founder, CEO & Chairman  
Home Properties of New York, Inc.

**1998**

Dilip R. Vellodi  
CEO  
The Sutherland Group, Ltd.

**1996**

Jay M. Eastman  
Senior Vice President  
PSC, Inc.

L. Michael Hone  
Chairman of the Board & CEO  
PSC, Inc.

**1995**

Valerie D. Mannix  
President  
Mercury Print Productions, Inc.

**1994**

Burton August  
Founder & Director  
Monro Muffler Brake, Inc.

Charles August  
Founder & Director  
Monro Muffler Brake, Inc.

**1993**

Richard T. Aab  
Chairman of the Board & CEO  
ACC Corp.

**1992**

Bal Dixit  
Founder & President  
Newtex Industries

**1991**

Robert B. Wegman  
Chairman of the Board & CEO  
Wegmans Food Markets, Inc.

**1990**

Brigitte Gueldenpfennig  
Vice President  
Redcom Laboratories, Inc.

Klaus Gueldenpfennig  
President  
Redcom Laboratories, Inc.

**1989**

Louise Woerner  
President & Owner  
HCR

**1987**

B. Thomas Golisano  
Chairman & CEO  
Paychex, Inc.

**1986**

Max Farash  
Chairman of the Board & CEO  
The Farash Corporation

**1985**

Robert H. Hurlbut  
President, Director & Founder  
Vari-Care, Inc.

**1984**

Herman A. Affel, Jr.  
Chairman of the Board & CEO  
Computer Consoles, Inc.

Jeffrey Tai  
Senior VP, Products Group  
Computer Consoles, Inc.



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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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**RIT** | **Saunders College of Business**

Rochester Institute of Technology, founded 1829

[rit.edu/business/vanden-brul](http://rit.edu/business/vanden-brul)