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Second annual ROC City Rising event an exciting success

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Reader submitted

The Eastman House and Eastman Young Professionals, co-sponsors of the event, were proud to host an fantastic event last Wednesday, May 6. Hundreds of Rochester professionals gathered to demonstrate their support for the Rochester community, network, promote collaboration between the organizations and not-for-profit groups, and learn about the current philanthropic initiatives; reminiscent of the acumen of George Eastman who in his day encouraged and supported the growth of the business, cultural and philanthropic circles in Rochester. His legacy is lasting. We find it compelling that the Eastman House be a foundation to help promote these initiatives.

With conviction and forte this event emphasized the continuation of young professional involvement and elicited altruistic commitments. The second annual ROC City Rising event, organized again by the Eastman Young Professionals (EYP) and the ROC City Coalition was an exciting success. The buzz about the event and exuberance of the attendees was encouraging. As a platform for support, NextGen Rochester utilized the event to announce their new logo and promotional material and encouraged the attendees and Rochester to engage in philanthropy. Cynthia Pacia emphasized, "NextGen Rochester is designed to invigorate the young community leaders by joining together in philanthropy." It is a chance for young leaders to be active participants in the contribution and decision on how to make a difference in the Rochester community.

Kate Turner, an EYP steering committee member, and co-chair with Maria Thomas Fisher for the ROC City Rising planning committee relayed, "People have expressed excitement about the goals announced at ROC City Rising 2009. It is exciting to work toward getting 250 YPs on boards, up from the 75 seats thanks to last year's event." She continues, "I believe a forum, with the support of public officials and business leaders, lends a great sense of urgency and importance to the task, and knowing that progress will be reported at ROC City Rising 2010 adds extra incentive to accomplish these goals."

The ROC City Rising 2009 event proved to be a great mix of established community leaders, business leaders, organized volunteer groups and enthusiastic young professionals committed to improving the Rochester community. It is evident that our civic leaders are dedicated to getting our emerging leaders plugged in and as active participants in our community. And equally as noticeable is the dedication of the young professionals of Rochester who "showed up" to this event with energy, excitement and a willingness and determination to help.

The impressive and supportive honorary committee and speakers for the event included: Director of the Eastman House, Anthony Bannon; Monroe County Executive Maggie Brooks; Rochester Mayor Robert Duffy; President and CEO of Rochester Business Alliance Sandy Parker; President of Eastman Young Professionals Rufus Judson; ROC City Coalition leader Maria Thomas Fisher; President of United Way of Greater Rochester Peter Carpino; President and Executive Director of The Community Foundation Jennifer Leonard; and Philanthropic Services Associate for The Community Foundation and of NextGen Rochester Cynthia Pacia.

The fruition of this event touts the accomplishments of the collaborative effort and of the tremendous support received from our honorary committee and our fiscal sponsors without them none of this

would be possible. The results of last years initiatives and this years goals are a testament to the commitment of community, interest in individual involvement, and of the teamwork, engagement and participation needed to help continue the growth of Rochester.

We are confident that the Rochester leaders and professionals will continue with their cooperative efforts, rise to the calls of philanthropy and advocacy and continue the motivating momentum of the ROC City Rising event.

We sincerely appreciate the time, effort and support provided to make this event possible, and look forward to the continued participation in the ROC City Rising 2010 event (www.roccityrising.org).

Rufus M. Judson is an executive vice president at The Pike Company, Inc. Rufus is a founding member and the current president of Eastman Young Professionals (EYP) as well as a trustee of the George Eastman House.

Additional Facts

For more information

For more information or to learn how to get involved in the groups mentioned in the article contact Eastman Young Professionals at eyp@geh.org; visit the Facebook page; or visit http://www.eastmanhouse.org/inc/get_involved/EYP.php.

To learn more about ROC City Coalition please visit <http://roccity.org/> and for NextGen Rochester please visit <http://www.racf.org/page10003467.cfm> and United Way of Greater Rochester visit <http://www.uwrochester.org/>.
