# **ROCBusiness**

# **BUSINESS CALENDAR**

## Conferences/Events

**Move Your Organization's Diversity and Inclusion Ef**forts Forward: Interactive seminar with Joe Gerstandt. Presented by Workforce Diversity Network. 12:30 to 5 p.m. April 1. Campus Center, Building 3, Room 2610. Registration required. Rochester Institute of Technology, 1 Lomb Memorial Drive, Henrietta. \$185, \$35 student. Register online at bit.ly/PowBPn or mikestreeter1 @msn.com.

**Federal and State Technology Research and Development Funding Opportunities Work**ing Conference: The conference and workshop will focus on grant funding available to the scientific, inventor and small business R&D community. Presented by the Small Business Development Center - College of Brockport. 10 a.m. April 2. Registration required. Central Library of Rochester and Monroe County, 115 South Ave. Free. (585) 395-8410 or conta.cc/1ngDz7K.

PAC Food Waste Forum:

Presenters are James Downham. president and chief executive officer of the Packaging Association, and Ron Cotterman, vice president of sustainability at Sealed Air Corp. 5 to 6:30 p.m. April 2. Rooms 2230/2240. Registration required. Center for Integrated Manufacturing Studies at Rochester Institute of Technology, 111 Lomb Memorial Drive, Henrietta, Free, https:// portal.pac.ca/mpower/event/ loadevent.action?e=212.

The Association of Fundraising Professionals Genesee Valley Chapter: Regional Conference "Big Gifts." 8 a.m. to 1:30 p.m. April 3. Registration required. RIT Inn & Conference Center, 5257 West Henrietta Road, Henrietta. See website for details. (585) 586-7810 or afpgv .org or info@afpgv.org.

University Technology Showcase: Researchers from the University of Rochester to present their work to industry representatives and organizations. 1 to 5:30 p.m. April 10. Registration required. Kodak

Center for the Performing Arts, 200 W. Ridge Road. Free. (585) 275-2104 or ceis.rochester.edu. Spectrum 2014 Conference:

"Communicating to Understanding: Core Competency, Core Value." Rochester Chapter of the Society for Technical Communication's 55th annual conference. Event runs April 13 to 15. Registration required. Center for Integrated Manufacturing Studies at Rochester Institute of Technology, 111 Lomb Memorial Drive, Henrietta. Various prices. (585) 475-4122 or spectrum.stcrochester.org or spectrum2014 registration.eventbrite.com or spectrum@stc-rochester.org.

### **Finance**

Money Smart Week: A public awareness campaign with a variety of sessions designed to help consumers better manage their personal finances. 9 a.m. to 1 p.m. April 7. Central Library of Rochester and Monroe County, 115 South Ave. Free. (585) 428-8130 or moneysmartweek.org.

# Networking Al Sigl Young Professional

Panel: Happy hour event encouraging young professionals to come and give Al Sigl Community of Agencies advice and thoughts on marketing, events, and YP philanthropy. Appetizers and first round of drinks provided. 5:30 p.m. April 1. Roc Brewing Co., 56 S. Union St. (585) 442-4102, ext. 8944 or facebook.com/ events/1465416443671011/ or

kstampfler@alsigl.org. **Marketplace Oasis Breakfast:** Business Men's Fellowship, 7 to 8 a.m. April 3. Passero Associates. 242 W. Main St. Suite 100. (585) 355-8196 or facebook.com/

bmfrochester or bmf

rochester@amail.com.

Canandaigua Chamber of **Commerce Breakfast and Business:** With Department of **Labor Deputy Commissioner** James Rogers. 8 to 9:30 a.m. April 3. Registration required. Wegmans Food Market, 345 Eastern Blvd., Canandaigua. \$15 (includes continental breakfast). (585) 394-4400 or canandaiguachamber.com or esnow@ canandaiguachamber.com. **Greece Chamber of Com-**

merce First Friday Networking Breakfast: 7:30 to 8:30 a.m. April 4. Registration required. New Roots Coffeehouse, 1273

Long Pond Road, Greece. Free. (585) 227-7272 or greecechamber.org or Sue@Greece

Chamber.org. Irondequoit Chamber of Commerce Luncheon: Don Jeffries, president and CEO of VisitRochester, on local tourism. 11:30 a.m. to 1 p.m. April 8. Registration required. Jack's Place Restaurant, 1200 N. Kings Hwy., Irondequoit. \$20. (585) 234-1884 or admin@ irondequoitchamber.org.

**Fairport Perinton Chamber of Commerce Monthly Meeting:** "Driving Home Digital Marketing in the Business World" with Jim Lenzi and Chris Zdep of the Democrat and Chronicle. 5 to 7 p.m. April 9. Registration required. Hilton Garden Inn Rochester Pittsford, 800 Pittsford-Victor Road, Pittsford. \$10. (585) 586-9840 or fairportperintonchamber.org/events or  $fair port per into \bar{n} chamber @$ gmail.com.

**Greece Chamber of Com**merce Networking Luncheon: Town of Greece Supervisor Bill Reilich will be the guest speaker. 11:45 a.m. to 1:15 p.m. April 10. Registration required. Ridgemont Country Club, 3717 W.

Ridge Road, Greece. \$30. (585) 227-7272 or greecechamber.org.

**TNT Toastmasters:** Improve your leadership skills. 6:30 to 8:45 p.m. First and third Wednesdays. Registration required. Legacy at Willow Pond, 40 Willow Pond Way, Penfield. Free admission. 1831.toastmastersclubs.org or vpm-4524@toastmasters clubs.org.

**Postprandial Toastmasters:** Develop leadership skills. 6:30 to 9:30 p.m. the first, third and fifth Wednesday of the month. Lilian's Restaurant and Party House, Penn Fair Plaza, 2200 Penfield Road, Penfield. Free, food available for purchase. (585) 502-8386 or postprandial.org or officers-3259@toast mastersclubs.org.

**Equal Pay: We've Waited** Long Enough: By Martha Burk, a women's issue expert and best known for challenging the Augusta National Golf Club's all-male membership policy at the 2002 Masters Tournament, will speak. 7 to 8:30 p.m. April 3. Perkins Mansion, 494 East Ave. Free, rochesternow.org.

# **NEW BUSINESSES**

Listings are sorted by mailing address, not municipality.

# **Brockport**

**Conservative Appraisal** Service, 8 Sugar Tree Circle, Brockport, 14420. Richard C. Wyman, same address. May Fly, 1150 Clarkson Parma Townline Road, Brockport, 14420. Greg T. Mueller, same address.

# Churchville

A. L. Nails, 42 Main St., Churchville, 14428. Lai Nguyen, 81 Evergreen Circle, Fairport, 14450. Firewood Shack, 860 Hosmer

Road, Churchville, 14428. Jim Sackett, same address; Todd Sibley, 22 Valley View Drive, Penfield, 14526; Gregg Smisloff, 680 Clover St., Rochester, 14610.

## **East Rochester**

**B Nice Design Company, 314** W. Filbert St. Apt. B, East Rochester, 14445. Brian J. Sullivan, same address.

Queen B's Magic 3 Way Numbers, 306 McKinley St., East Rochester, 14445. Brena McKinley, same address.

## **Fairport**

**BJS Unlimited Marketing, 18** 

Nouveau Place, Fairport, 14450. Barbara J. Secor, same address. **Prairie Smoke Organics,** 15 Country Corner Lane, Fairport, 14450. Nichols J. Martinez, same

Tridosha Concepts, 790 Cross Keys Office Park, Fairport, 14450. Stacy L. Brazis, 1759 Wayneport Road, Macedon, 14502.

### Hilton

address.

121 Grounds Keeper, 44 Hill Road, Hilton, 14468. Cody R. Kelly, same address.

Bale Wire Express, 117 Maple Center Road, Hilton, 14468. Sandra Monti, same address. **Imagine Believe Achieve** Consulting, 131 Underwood Ave., Hilton, 14468. John M. Francisco, same address.

### **Honeoye Falls**

Pluck Media Company, 14 Village Trail, Honeoye Falls, 14472. Patrick R. Brennan, same address.

### Macedon

Sugary Delights, 3826 Deer Meadow Run, Macedon, 14502. J. Ferrel Blue, same address.

#### Mendon

Markus Tattoo, 3 Mendon Ionia Road, Mendon, 14506. Seth Markus, 325 Oxford St., Rochester, 14607.

#### **Penfield**

**Back To Work Mom Consult**ing Services, 33 Valewood Run, Penfield, 14526-2803. Mary Star,

#### same address. **Geoff's G And G Services,** 6 Live Oak Court, Penfield, 14526. Geoffrey R. Cannon, same

address. Nela's Crepes Catering, 1 Devonshire Circle, Penfield, 14526. Nela Delkic, same ad-

dress. Nurses Medical Products, P.O. Box 426, Penfield, 14526. Katia Borreli, 2060 Penfield Road, Penfield, 14526.

Poly Cat Towers, 11 Penshire Circle, Penfield, 14526. David A. Grass, same address.

#### Pittsford

Crtrix Technologies, 25 Hidden Hollow, Pittsford, 14534. Shalom Wertsberger, same address. **SQL Net Consulting, 150 Tobey** Road, Pittsford, 14534. Scott Harvey, same address.

### Rochester

**7 Eleven Store Number** 35112A, 1133 Scottsville Road. Rochester, 14624. Imran Mehta, 94 Old Well Road, Rochester, 14626.

**African And Caribbean Cen**tral Market, 1415 N. Clinton Ave., Rochester, 14621. Ibrahm Azogi, 469 Melville St., Rochester, 14609.

Awning Industries, 63 Winfield Road, Rochester, 14622. Zazubec Jessica, same address. Best Care Lawn Maintenance. 80 Mercer Ave., Rochester, 14606, Joseph J. Baart, same

address **Castle And Court Yard Land**scape, 295 Staub Road, Rochester, 14626. Gary Tobin, same

address. Colemanfilms, 669 Elmgrove Road, Rochester, 14606, Nick

Bianchi, James Coleman and Vince Coleman, same address. **Delton Maintenance Ser**vices, 961 Whitlock Road. Rochester, 14609. Chad A. Cassano, same address.

Fancy Nails II, 1601 Penfield Road, Rochester, 14625, Van Tran, 17 Delemere Blvd., Fairport, 14450.

**Goodfellas Tattoo And** Smoke Shop, 235-245 N. Clinton Ave., Rochester, 14605. Joseph P. Camacho, 2674 Chili Ave., Rochester, 14624. Jay's Mobile Auto Repairs, 11

Terry St., Rochester, 14611. Jason Harris, same address. Katie Finnerty Photography, 206 Barrington St., Rochester, 14607. Kathleen Finnerty, same address.

Knit Bar, 98 Nandor Drive. Rochester, 14609. Nicole M. Zizzo, same address Landmark Medical Management, 5 Old Landmark Drive, Rochester, 14618. Carolyn Mur-

phy, same address. Liz Wille Design, 117 Branford Road, Rochester, 14618. Elizabeth R. Wille, same address. McCullough's Duplicating Services, 416 Meias St., Rochester, 14607, Ouintan J. McCul-

New Season CFM, 226 Smith St., Rochester, 14605, David Logins, 286 Bennington Hills, West Henrietta, 14586. **Norty Truckng,** 92 Portland Ave., Rochester, 14605. Matthew

lough, same address.

J. Northrup, 4554 Goose St., Stanley, 14561. Onedec Music, 10 Whittlebury Drive, Rochester, 14612. Herbert Smith, same address. P.S By A.G, 1040 Lake Ave,

Rochester, 14613. Avaria S. Greathouse, same address, **Platinum Cleaning Service,** 247 Springfield Ave., Rochester, 14609. Christina Jarvis, same

WINDOWS

# **New Businesses**



Go to http://on.rocne.ws/newBz to view a complete, searchable list of new business filings.

# address.

Proplink Divine, P.O. Box 14758, Rochester, 14614. Charles E. Brown, 111 East Ave. Apt. 807, Monroe, 14604. Reel Em In Charters, 496C

Greenleaf Meadows, Rochester, 14612. Jonathan J. Arena, 146 Vinevard Drive., Rochester,

**Rochester Restaurant Equip**ment Repair, 727 Linden Ave., Rochester, 14625. Robert D. Canfield, same address. S. G. Marketing, 45 Chestnut

St., Rochester, 14604, Stephen Gormel, same address. Small Time, 31 Alexander St., Rochester, 14620. William Pape, same address.

**Sunglo Spray Tanning, 211** Dellwood Road, Rochester, 14616. Venessa Halev, same address.

Thatgirlcaters, 141 Sweet Acres Drive, Rochester, 14612. Tammy J. McBride, same address. Together Nothings To Tough, 338 Glenwood Ave., Rochester, 14613. Tisha Carter, same ad-

dress. Ugly Daline, 70 Enterprise St., Rochester, 14619, Paris Washington-Futch and Maurice Wimms. same address: Joshua Carter, 203 Spencer St., Rochester, 14608: Ruben Lowry, 263 Reynolds St.,

Rochester, 14608. Wagon Wheel Market, 196 Westside Drive, Rochester, 14624. Holly S. Rider, same

Yellow Cab Air Express, 140 Green Knolls Drive Apt. B, Rochester, 14620. Shony Shenkoru, same address.

# Rush

address.

Away Pounds, P.O. Box 68, Rush, 14543. Jamie Corwin, 6868 Rush Lima Road, Honeoye Falls, 14472.

Ray's Used Auto Sales, 7272 West Henrietta Road, Rush, 14543, Christopher Soto, 29 Concord St., Rochester, 14605

# Webster

American Villain Apparel, 1633 Glendowan Terrace, Webster, 14580. Jeremy R. Seaver, same address: Aaron M. Seaver. 7943 E. Main St., Lima, 14485. K. Lynne Staffing, 778 Five Mile Line Road, Webster, 14580. Kristy L. Vellozzi, same address. Old Wav Six, 914 Old Wav Drive, Webster, 14580, Michael W. Gustin, same address. R. P. M. Home Services, 1101 Terry Drive, Webster, 14580. Richard P. Miner, same address. Webster ATM, 610 Galbro Circle, Webster, 14580, James Vanarsdale, same address.

# **West Henrietta**

**Ethnic Christmas Decor By** Willie Mae, 417 Countess Drive, West Henrietta, 14586. Willie Gearing, same address.





**PUBLIC NOTICE** 

APPLICATION OF ROCHESTER GAS AND ELECTRIC CORPORATION FOR A CERTIFICATE OF ENVIRONMENTAL COMPATIBILITY AND PUBLIC NEED FOR THE ROCHESTER AREA RELIABILITY PROJECT WITHIN MONROE COUNTY, NEW YORK

# TO WHOM IT MAY CONCERN:

PLEASE TAKE NOTICE THAT ROCHESTER GAS AND ELECTRIC CORPORATION ("RGE" or the "Applicant"), on September 29, 2011 filed an application in the above entitled matter with the Public Service Commission ("Commission") for a Certificate of Environmental Compatibility and Public Need pursuant to Article VII of the Public Service Law for the Rochester Area Reliability Project (the Project), which includes proposed 345 kV/115 kV Station 255, proposed 345 kV circuit 40, proposed 115 kV circuit 940, proposed 115 kV circuit 941, and the partial relocation of 115 kV circuit 906 within new and existing rights-of-way in the towns of Chili, Gates, and Henrietta and the City of Rochester in Monroe County, New York. The Project is needed to reinforce the overall RGE electric transmission system and its interface with the New York State bulk transmission system.

On April 23, 2013, the Commission issued an Order granting a certificate of environmental compatibility and public need for the Project. On May 22, 2013, a Petition for Rehearing was filed by a party opposed to the location in the Town of Chili that the Commission had certified for a Station 255 and the associated transmission lines. On November 15, 2013, the Commission reopened the record in the proceeding to accept information on alternative sites for Station 255 and the associated transmission lines.

Alternative sites in the Towns of Henrietta and Chili for the 345/115 kV Substation 255 and the associated transmission lines have been proposed by parties to the proceeding. Alternative routing in the town of Chili has also been proposed for Circuits 940 and 941 as those circuits exit the currently certified site for Station 255 in the town of Chili. Direct testimony on all alternative sites and routes was filed on March 21, 2014. Rebuttal testimony is due on April 28, 2014. A public statement hearing on the proposed sites for the Project will be held in the Rochester area, on May 15, 2014, and a viewing of the proposed sites from public roads will be held on May 16, 2014. There will be an announcement of the date, time and exact location of that meeting. Evidentiary hearings will be held at the offices of the Public Service Commission in Albany, New York, on May 22 and 23, 2014.

During the course of the proceeding, sites for Station 255 or alternate routes for the associated transmission lines not included in the application or the subsequent filings may be offered without further notice, and the Commission may, without further notice by publication, approve a route for any of the circuits or a site for Station 255 that impacts land not presently affected by the proposed

# sites or routes. **GENERAL INFORMATION**

The Project involves the development of a new Station 255 and the construction of two new 115 kV lines to connect the new substation with existing Station 418 in the Town of Gates (circuit 940) and existing Station 23 in the City of Rochester (circuit 941) and one new 345 kV line to connect the new substation with existing Station 80 in the Town of Henrietta (circuit 40). Only that part of the Project that would be in the town of Chili or the town of Henrietta is now under review by the Commission. Construction of the Project will improve the electric system reliability in the Greater Rochester Area. Construction, operation and maintenance activities will require RGE to acquire any of the three types of property rights, including fee interests, easements and licenses, along the Project right-of-way for the proposed substation and transmission lines. The Project is subject to the permitting requirements of Article VII of the New York State Public Service Law.

# **DESCRIPTION OF THE STATION 255 SITES**

Station 255 as currently certified by the Commission is proposed to be located on approximately 11 acres of active agricultural land in the town of Chili. The two alternative sites for Station 255, referred to as Alternatives 9 and 20, each would be on approximately 12 acres of commercial and/or other non-agricultural land in the Town of Henrietta.

# **PROPOSED ROUTES**

The certified routes for new circuits 40, 940, and 941 overall make extensive use of existing transmission and railroad corridors. For all proposals under consideration, the proposed route for circuit 40 exits east from Station  $2\overline{5}$ 5 and will be supported on self-supporting. galvanized steel pole structures along the southern edge of the NYPA right-of-way to Station 80.

The certified route for circuits 940 and 941 exits west from Station 255 to follow the existing NYPA right-of-way, turns north and goes through a farm field to a point where it turns west and runs through a farm field, all for a total distance of approximately 1.55 miles to a point where it meets and follows the Rochester & Southern Railroad right-of-way.

The proposed route of circuits 940 and 941 from Alternative sites 9 and 20 in the Town of Henrietta would run north and then west from those sites approximately 2.16 miles and 2.39 miles respectively through the towns of Henrietta and Chili to where they meet the Rochester & Southern Railroad right-of-way. The precise routes are shown in maps filed in public libraries in the towns of Chili and

Henrietta, where they will be available for public inspection as described below, and on the website of the Commission. The overhead portions of proposed Circuits 940 and 941 generally will be supported on wood-pole-equivalent steel, single-circuit, single-pole structures. Access roads will be cleared to provide access from local, state and public roadways to structure locations to support construction and continued maintenance.

Copies of the original application and the testimony filed on March 21, 2014 will be available for public inspection during normal business hours at the Chili Public Library, 3333 Chili Avenue, Rochester, NY 14624; the Henrietta Public Library, 455 Calkins Road, Henrietta, NY 14623. In addition, copies of the application will be available for public inspection at the Department of Public Service Offices in Albany (Office of Central Files, 14th Floor, Three Empire State Plaza, Albany, NY 12223). Copies of the application and all subsequent filings in the proceeding are available on the website of the Commission (www.dps.ny.gov) under Documents for Case 11-T-0534.

# ADDITIONAL ASSISTANCE

For information or assistance concerning the application, interested persons may contact the following:

Hon. Kathleen Burgess | Secretary | State of New York Public Service Commission | Empire State Plaza, Agency Building 3 Albany, NY 12223-1350 | Phone: 518-474-6530 | Fax: 518-486-6081 | Email: secretary@dps.state.ny.us

Terry Lattimore | Lead Analyst - Public Affairs | Rochester Gas and Electric Corporation | 89 East Avenue | Rochester, NY 14649 Phone: 1.800.647.9899 | Email: Terry\_Lattimore@rge.com

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