

# David Cornell

CEO of Cornell Jewelers



# Relevant Facts

- **# of employees:** 22
- **Location:** Monroe Avenue
- **Products offered:** Diamonds, Watches, Earrings, Bracelets, Rings, Pins, Pendant, Pearls, Necklaces, Chains, Cuff Links, Men's Jewelry, Engagement Rings, Other items
- **Other Interesting Facts:** 1980-1990's... David and 6 employees operated a successful business in downtown Rochester before moving to Monroe Ave.

# Summary

David Cornell decided to go on a road trip in 1972. He spent 6 months traveling and visiting with friends through 41 states. He came back with a new perspective on life and returned to school at MCC. His father owned a very successful wholesale jewelry business in downtown Rochester. David decided to try out the jewelry industry. His love for it didn't develop until the age of 22. **David soon realized that the key to working out his own foothold in the company was to play off his own talents in a way that the others weren't capable of.** He set up a system of categorization known as "plot cards." He bought out the company from his partner in 1984 and David Cornell & Company, Inc. was founded.

# Quote

**“A man is literally what he thinks...You are today where your thoughts have brought you. You will be tomorrow where your thoughts take you.”**

- James Allen

David Cornell took a 6 month to think about what he was going to do with the rest of his life. He decided to try out the jewelry industry. This choice has proven to be a good one, as his company is very well-known in the Rochester area. Because he chose the jewelry industry, he came up with the idea of “plot cards.” Because of this idea, he then became the owner of Cornell Jewelers...**his thoughts brought him to where he is today, which is the owner of a very well-known jewelry company.**

# Don Golini

President of QED Technologies



# Relevant Facts

- **# of employees:** unknown
- **Location:** United States, Europe, Asia (closest location: University Ave)
- **Products offered:** QED Technologies Inc. delivers production-ready computer-controlled polishing process systems that improve figure and finish of precision optics
- **Other Interesting Facts:** Don could have worked at Itek Optical Systems forever if he wanted to (secure job). But he wanted more .

# Summary

Don began working at Itek Optical Systems as an engineer. He met Harvey Pollicove, who was working at the U of R's Center for Optics Manufacturing. Harvey taught him more about the ins and outs of the optical industry. Using what he knew, Don drew up his own business plan a few years later. He decided that he wanted to start his own business, and opened QED Technologies. Today, QED Technologies is a market leader in the U.S. with offices in Europe and Asia.

# Quote

**“So easy it seems once found, yet when unfound most would have thought impossible.”**

**John Milton**

Don Golini didn't know what he wanted to do with his life. He was asked if he wanted to have a job with a good salary or a job that he had a passion for. He decided, not thinking it could happen, that he wanted both. He tried to make this happen for many years. In the end he finally found QED Technologies. **He has a passion for what QED Technologies does and makes a very good salary.**