

# Turning Points

Defining moments that shaped the character  
of top business leaders.



*Turning Points: Defining Moments that Shaped the Character of Top Business Leaders* is a book that recounts the personal tales of Rochester's business leaders. Through the author, Randy Schuster, these entrepreneurs share their successes and failures in the hopes of inspiring us all to believe this sentiment:

**You can do anything you want in life as long as you have  
the heart and the passion to do it.**

We can use the stories of these successful business men and women to teach our students the value of hard work and determination and inspire them to achieve the success they deserve in the future. The Rochester City School District is sponsoring an essay contest tied to this book. Some other possible class activities are noted following the list of featured entrepreneurs below.

## **Matt Augustine**

CEO of Eltrex Industries



“I be the kind of person who actively works to bring about changes within the system.”

## **Ted Boucher**

President and CEO of Caldwell  
Manufacturing Company



“I did what I should have done all along.”

## **Arunas Chesonis**

Chairman and CEO of PAETEC



“You can think of an idea but to make it happen, you have to really believe it, work hard at it and get the right people involved.”

## **Kathy Clark**

CEO of Clark Moving and Storage, Inc.



“You have to find something that gives you the advantage, and when you find it, take advantage of it until it goes away.”

## **David Cornell**

CEO of Cornell Jewelers



“Change is difficult for many people, and I learned to recognize that change is inevitable. If you're not willing to embrace change, you'll fall by the wayside.”

## **José Coronas**

General Partner of the Trillium Group



“I be willing to go after something new, and don't be afraid of change.”

**Holly Creek**

In charge of HollyCreekHomes



“ you can do anything you want if you simply have clear goals in mind to get there and work hard to consistently meet them every single time.”

**Lauren Dixon**

CEO of Dixon Schwabl



“ things that they dislike with a passion can be my points of differentiation.”

**Rick Dorschel**

CEO of The Dorschel Automotive Group



“ if you can’t out think them, you can out work them.”

**Michael Frame**

Managing Broker CB Richard Ellis



“When working with others to help them to address their needs, most people ask questions that begin with what, rarely do they follow up with questions that start with why”

**Andy Gallina**

President of Gallina Development



“Success is simply a matter of making the most of everyday choices, setting goals, having the concrete plans to achieve them, and simply possessing a desire to achieve victory, no matter the odds.”

**Jane Glazer**

Owner and President of QCI Direct



Life, “ is a puzzle that you never get the final piece to.”

**Larry Glazer**

CEO of Buckingham Properties



“ one has instincts for a reason and sometimes it’s logical to listen to them.”

**Don Golini**

President of QED Technologies



“ pursuing one’s passions works in tandem with the pursuit of success.”

**Tom Hassett**

President of T & L Automatics



“You can’t let life run you, you have to go out and run your life.”

**Dan Hogan**

CEO of Crane Hogan Structural Systems, Inc.



“self satisfaction and fulfillment equals success.”

**John Holtz**

President of Holtz House of Vehicles



“ all that stands between most individuals and their success is their unwillingness to step forward and ask for the chances that they deserve”

**Ray Hutch**

CEO Synergy Global Solutions



“The only way I could control my own destiny was to work for myself, to own my own business.”

**Mike Jones**  
CEO of Clover Capital Management



“I think that there’s no substitute for hard work. It’s impossible to work hard at something you don’t like, though. So find something that you do like and work as hard as you can at it.”

**Dick Kaplan**  
President and CEO of Pictometry



“In each life there is a time to give and a time to receive. Only when there is a true joy in giving and dignity in receiving can human spirits be uplifted and the C.A.R.I.N.G. cycle be completed.”

**Dennis Kessler**  
Co-owner Kessler Restaurants, Inc. &  
Executive Professor of  
Entrepreneurship at University of  
Rochester



“If you want it, you have to earn it!”

**Larry Kessler**  
Co-owner Kessler Restaurants, Inc.



“If you like what you do, you never have to work a day in your life.”

**Earl Krakower**  
Realtor Coldwell Banker Prime  
Properties



“It might be fun to have a change away from the natural progression.”

**Giovanni LiDestri**  
President of LiDestri Foods, Inc.



Success stems from a, “tradition rooted in old fashioned values like devotion to one’s industry, personal loyalty, the desire to succeed and be useful, as well as a solid family base.”

**Dan Meyers**  
President of the Al Sigl Center



“I when one serves, good things happen.”

**Mike Nuccitelli**  
CEO and President of Parlec, Inc

“Most people have an opportunity to change their life. It’s a matter of whether or not they recognize it and then take advantage of that opportunity.”

**Ron Ricotta**  
CEO of Century Mold



“I would say when something feels a little uncomfortable and I get talked into it, those have been my biggest mistakes.”

**Richard Sands**  
Chairman Constellation Brands



“We don’t always make our own decisions. Even when we think we are, those decisions are reactions. They lead us to a place we never would have imagined.”

**Steven Sauer**  
President Toshiba Business Solutions



“beyond hard work and perseverance, networking is the most important skill that a young businessperson can learn. Leveraging with the right person can spell all the difference.”

**Phil Saunders**  
Chairman of Griffith Energy and  
Genesee Regional Bank



“approach the challenge that business offers and find the weak point, the niche that needed to be filled in order to solve the puzzle and succeed in the best way possible.”

**Peter Schottland**  
President and CEO of American  
Packaging Corporation



“there is more to a deal than meets the eye.”

**Lori Van Dusen**  
Managing Director Citi Smith Barney



“There were many circumstances in my life that presented obstacles, but I tried to turn them all into positives.”

**Tom Wilmot**  
Chairman of the Board Wilmorite  
Corporation



“When you’re young, you don’t necessarily see the risks, you just take them. It’s a roll of the dice. A gamble.”

**Louise Woerner**  
Chairman and CEO of Home Care of  
Rochester



“You have to be able to fail forward.”

### Class Activities

The Turning Points book is most relevant to Economics and Business classes, and can be integrated into any English Language Arts or Social Studies course. The themes of self-determination and dedication are applicable in many ways. Here are some quick and easy ways to use the book in your classes:

1. This book is about turning points. Have your students relate their own personal turning points. This can take the form of a written response, a photographic essay, a song or musical performance, or a combination of any of these. A few students can share their turning points with the class each week.
2. Ask students to pick one featured entrepreneur that interests them based on the excerpts above. After students have read their chosen story, small groups can compare accounts to find common ideas and values expressed among the leaders’ stories.
3. In addition to the excerpts above, each chapter starts with a quote from a notable person. Use one of them as a “quote of the week” to frame class activities or ask students to find a connection between one of these adages and a current class topic.

4. Conduct a read-aloud with your students about one of the entrepreneurs. Ask students to listen for the traits and to identify the turning point that the individual identified as a key to their success. Have students select another vignette from several in the book that they are interested in learning more about. After reading the second story, as the students to write an essay in which they compare the two entrepreneurs and relate the lessons learned to their own life.