



TURNING *POINTS*

Kingsley Brown
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Ray Hutch

- ▶ CEO of Synergy Global Solutions
 - ▶ Computer company created over 30 years ago
 - ▶ Resells access to university mainframe server computers so that they could be used for private use
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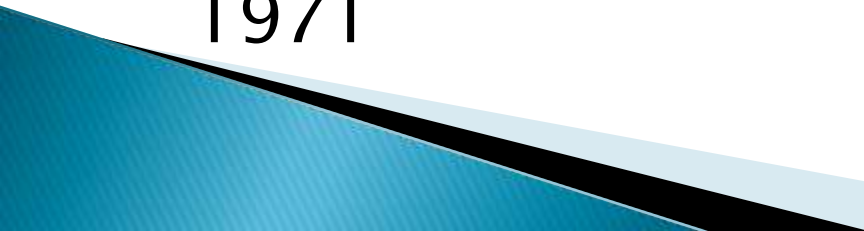
Synergy Global Solutions

- ▶ Took advantage of the new computer market, when owning your own personal computer was rare
 - ▶ Made it much simpler to obtain a computer, and now almost every household has a computer
 - ▶ Previous experience from IBM and GE provided the knowledge needed for Ray Hutch to succeed in starting and maintaining the business
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Company Information

- ▶ Currently employs 210 people
 - ▶ Located in Pittsford (1100 Pittsford–Victor Rd.)
 - ▶ Provides multiple information technologies (IT) and distributes hardware to New York state companies
 - ▶ Installs IT software that enables businesses to use data security, company-wide networking, data storage, etc.
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History of the Entrepreneur

- ▶ Ever since Ray Hutch was twelve, he knew he wanted to control his own future
 - ▶ Didn't know what career he wanted so he got a job with Travelers Insurance Company and eventually moved around and worked with other technology companies
 - ▶ Ray wanted to move on and be the master of his own fate so he started his own business, and Synergy Global Solutions was founded in 1971
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History of the Entrepreneur

- ▶ Ray's defining moment, which was when he decided to open and run his own business, occurred when he recalled a childhood memory. He raised money when he was 12 to pay for the bike he wanted
 - ▶ That memory made him realize that he could take charge of his future and he resolved to start his own company
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Defining Quote

- ▶ “If you don’t set goals for yourself, you are doomed to work to achieve the goals of someone else”
 - ▶ Ray set goals for himself because he wanted to run his own business and be in control of all variables
 - ▶ If he never had done that, then he would still be working for someone else, and basically fulfilling their dream instead of his own
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Phil Saunders

- ▶ Chairman of Genesee Regional Bank
 - ▶ Small Banking Company only located in the Rochester Area
 - ▶ Offers all of the banking necessities and accounting services
 - ▶ Also is a key leader in Griffith Energy
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Genesee Regional Bank (GRB)

- ▶ Bought in 1996 by Phil Saunders and Dan Gullace
 - ▶ It was previously under another name that was founded in 1985
 - ▶ Currently has 48 employees
 - ▶ Has approximately 270 million dollars in assets
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Company Information

- ▶ Corporate Headquarters located in downtown Rochester
 - ▶ Has multiple branches and ATMs in:
 - Pittsford
 - Greece
 - Honeoye Falls
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History of the Entrepreneur

- ▶ Very bad family history
 - ▶ Both of his parents were alcoholics and were constantly intoxicated
 - ▶ Phil knew he would have to take responsibility and fend for himself in the near future
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Defining Quote

- ▶ “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”
 - ▶ Growing up, he experienced many conflicts that needed to be resolved. He used this strategy as his primary business management tactic, and sought out the weak points to guarantee his success
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