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## TechRochester Announces 2019 GREAT Award Recipients

Rochester, N.Y., September 19, 2019 – TechRochester announced the recipients for the 2019 GREAT Awards at their award ceremony on Wednesday, September 18, 2019. Nominations were received in 9 award categories and a panel of judges narrowed the nominees to a winner in each category. The high energy, red carpet awards show featured Ginny Ryan, News Anchor at 13WHAM TV, to assist in recognizing all finalists and announcing the winners.

### 2019 GREAT Award Winners

#### **Best Tech Workplace: Innovative Solutions**

Innovative Solutions is focused on people first and technology second. They are committed to always learning and evolving, soliciting feedback from their employees by surveying them 6x per year. Some of the Perks they offer their employees include free daily catered meals, free fitness facilities, paid maternity and paternity leave, and unlimited PTO. What makes them a Best Tech Workplace is the combination of technical competence, creative energy and amazing human beings that show up to change the world every single day.

#### **Digital Marketing Award: Site Hub**

Site Hub has created a new standard for websites called SMARTSites. These sites are a new standard for websites that are more accessible for those with vision, hearing and other impairments. Their SMARTSites are built to be useable, useful, desirable, findable, accessible and credible, therefore making their client's site more Valuable and delivering better business results.

#### **Emerging Tech Company Award: Double Helix Optics**

Double Helix Optics has created a revolutionary form of super-resolution, three-dimensional microscopy that is producing radical changes in the way biological processes are studied, how drugs are developed, how diseases are diagnosed, and how machines see the world. Their product is a universal attachment that turns any standard laboratory microscope into a super-resolution instrument capable of creating a complete picture of subcellular structures.

#### **Emerging Tech Leader Award: Timothy Maloney – Innovative Solutions**

Tim is a Systems Engineer by title with a focus on Account Management. He leads the internal IT efforts with management level responsibilities within the operations team. From a very young, he always typed DOS commands while playing computer games and tinkering with Windows 3.1. His major contributions at work come through his passion of leading and training teams. Communication and collaboration also keys to his success.

#### **Healthcare Technology Award: GRYT Health**

GRYT Health is building a social community through their web app. Their app was founded by cancer survivors and caregivers for people affected by cancer to connect to others with similar experiences. The information is tailored to help users become more aware of options specific to their needs or diagnosis – empowering them to make choices that are right for them.



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**Project Manager of the Year Award: Cheryl Sbrocco – Wegmans**

Cheryl had to work across all departments within her organization to implement a new HR system called Workday. This project took three years to implement and touched the lives of all 50,000 employees. She played a pivotal role as project manager, friend, mentor, and motivator during this monumental project. She successfully delivered the project on time and below budget.

**Student Achievement Award: Seth Wright – Eastman School of Music**

Seth coordinated a team of students and professionals to record the first live and fully adaptive video game musical score, Project Hiraeth, in the world to be designed as a license. This score is designed to be integrated into existing game code in under 24 hours. Because of this, the score is viable solution for mid-to-low budget game developers who cannot afford to fully orchestral adaptive music in their video games.

**Tech For Good: GRYT Health**

GRYT Health has created an online community of patients, survivors, medical professionals, researchers and advocates across all 50 states in the U.S. and in more than 100 countries worldwide have participated in almost 1,000,000 interactions within the app to date, inspiring people to live according to their own standards. Their mission is to help people affected by cancer achieve personal triumph by providing the information and human connections that enable them to make decisions based on their personal values and lifestyles.

**Technology Innovation Award: L-Tron**

L-Tron is changing the way law enforcement document everything from simple code violations to intricate homicide scenes. Their product OSC360 is a two part, multi-use system designed and built from the voice of public safety. It captures every detail so no evidence is ever missed. This product enables users to more quickly document their crime scenes, streamlines their investigation process and allows them to better organize their cases. This product is currently being used by Police Departments, Fire Departments, DA's, first responders, private agencies, federal, state & local government agencies in 18+ states.

Congratulations to all the nominees, finalists and winners!

TechRochester's GREAT Awards program recognizes and celebrates technological achievement in the Greater Rochester community by highlighting the organizations and individuals that show leadership and innovation in the field of technology. Save the date for our 10<sup>th</sup> year in 2020 – September 23!

**About TechRochester**

Founded in 2000 as Digital Rochester, TechRochester is non-profit association comprised of professionals and companies that are working together to strengthen the Greater Rochester Area's technology community. We accomplish this through the development and sponsorship of relevant events and stimulating programs focused on skill building and the cultivation of individual and business relationships. TechRochester's mission is to help drive economic growth in the region's technology community through education and relationship development and transform Rochester into a Top 10 technology community

For more information, visit [www.techrochester.org](http://www.techrochester.org).

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