



**BOYS & GIRLS CLUBS  
OF ROCHESTER**

**HOURS**

Monday - Friday  
2:30 - 8 PM\*  
Saturday  
10 AM - 4 PM\*

\*Hours vary during holidays

**MAIN FACILITY**

500 Genesee Street  
Rochester, NY 14611

**SATELLITE LOCATIONS**

Rochester City School 29  
88 Kirkland Road  
Rochester, NY 14611

Rochester City School 45  
1445 Clifford Ave.  
Rochester, NY 14621

Industry Residential Center  
375 Rush-Scottsville Road  
Rush, NY 14543

**FROM DAIRY FARMERS  
TO DEVELOPERS**

Lifetime Achievement Award  
Honors Leenhouts  
Brothers' Legacy

**FROM ONE DEDICATED  
LEADER TO THE NEXT**

Frank Insero and Naomi Silver

**2018 YOUTH OF THE YEAR**

Derrel "Max" Harris

**STEM**

ASPIRE Program  
to Reach More Kids

**HAPPENING NOW!**

4th Annual Art Showcase



*from*  
**DAIRY  
FARMERS**  
*to* DEVELOPERS

Nelson & Norman  
Leenhouts



**Lifetime Achievement Award  
Honors Leenhouts Brothers' Legacy**

Nelson Leenhouts and his late, twin brother Norman were honored by the Boys & Girls Clubs of Rochester with the 2018 Lifetime Achievement Award May 4. The celebration and fundraising event, presented by M&T Bank, drew more than 400 guests to the Joseph A. Floreano Rochester Riverside Convention Center and raised more than \$160,000 for the local youth development organization. The award dinner commemorated the tremendous impact the twin brothers have had on Rochester, through business and their philanthropy.

ISSUE #9

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# Lifetime Achievement Award . . . continued



The theme of the evening – “From Dairy Farmers to Developers” – paid homage to the brothers’ upbringing and values they’ve carried with them throughout their careers. Guests were dressed “farm chic”, with cowboy boots, bandannas and more. It was a true country feel with hay bales, checkered tablecloths, stalks of wheat, twinkling lights and barn doors opening to the dining room. The program, emceed by 13WHAM and Fox Rochester anchor and reporter Jennifer Johnson, included several tributes to Nelson and Norman and performances by Boys & Girls Clubs of Rochester members and alumni. A special video featuring testimonials from individuals close to the two brothers was also shared.

Attendees had the opportunity to take part in a silent auction, “Bid for Kids” cash call and balloon raffle, complete with cow-patterned balloons, in support of the Boys & Girls Clubs of Rochester. Prizes ranged from sports memorabilia to spa packages, gift cards and getaways.

Nelson and Norman Leenhouts’ dedication to improving the lives of others has served as an outstanding example of how hard work, combined with a truly giving nature, can make an everlasting difference in the community. Their mission to build better communities throughout Rochester, and beyond, has positively impacted families like those served by Boys & Girls Clubs of Rochester.

Thank you to everyone who attended and helped make the event such a success!

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## From One Dedicated Leader to the Next

**FRANK INSERO**  
Co-Founder of Insero & Co. CPAs  
Managing Member of Insero  
Wealth Strategies, LLC

A great leader sets out with a vision and inspires his or her team to come together to accomplish amazing things. Such tremendous leadership was seen under Frank Insero when he served two terms as Chairman of Boys & Girls Clubs of Rochester’s Board of Directors, from May 2013 to May 2017. In his four years as Chair, Frank, co-founder of Insero & Co. CPAs and Managing Member of Insero Wealth Strategies, LLC, has helped the youth development organization overcome obstacles and reach new heights.

“Every Board should have a person like Frank Insero,” said Boys & Girls Clubs of Rochester Executive Director Dwayne Mahoney. “He is a great friend, a former Club kid and cares about the young people in our community, especially those who grew up like him.”

Having grown up in a Boys Club in Albany, NY, Frank wanted to give back by getting involved with the Board for the local Rochester Clubs. Being a member of a Club had made a difference in his life, and he knew the importance of having a positive environment and safe place to go after school.

The night of August 19, 2015, and the months that followed the tragic loss of Jonah Barley, Raekwon Manigault and Johnny Johnson outside of the Boys & Girls Clubs main facility, represented a very trying time during Frank’s chairmanship. Frank made working with law enforcement a priority, while actively communicating with families, donors and the media. He and Executive Director Dwayne

Mahoney managed to keep things moving forward operationally and programmatically at the Clubs.

One of Frank’s greatest accomplishments as Board Chair was seeing the completion of the 10,000 square foot expansion and renovation of the facility in March 2016, the largest renovation to the Club since 1984. Frank served as the Chair of the Building Committee and played an integral role in both overseeing the capital campaign and assisting with the design of the project. The \$3.3 million expansion was largely due to a generous \$2 million gift bequeathed by the late Kathy Holt, former Boys & Girls Clubs of Rochester Board member, mentor and the building’s namesake. Other donations of all sizes from area corporations, the Finger Lakes Economic Development Council, Board members, and supportive individuals, such as Joe Lobozzo, contributed greatly to the completion of the building.

The new-and-improved building has allowed for more programming and space for new members, both continuous goals the Board and Club staff aim to achieve.

“I look forward to the Club reaching and serving more kids for years to come,” said Frank.



**NAOMI SILVER**  
CEO of Rochester Red Wings



In addition to serving as the Chair of the Building Committee, Frank was also the Chair of Development, Chair of the Executive Committee and Chair of the annual Par-Tee for the Kids Golf Tournament.

“My favorite part of my time being Board Chair was the opportunity I had to get to know the different Club members,” said Frank. “I look forward to spending more time with them at this year’s golf tournament.”

Frank has complete confidence in the Board of Directors new Chair Naomi Silver, CEO of Rochester Red Wings and longtime supporter of the Club.

Naomi previously served as the Board Chair. Now she’s at it again, having generously signed on for another two-year term in May.

“Naomi is going to be terrific,” said Frank. “She has the experience, she’s well-known in the community and she’s all around a solid person. I feel very comfortable handing the torch to her. The Club is lucky to have her.”

Naomi looks to her predecessor Frank as a large example and inspiration for her second term. “Frank was so involved and passionate,” she said. “I aspire to be as hands on as he was. He gave so much of himself and the Club had many

tremendous accomplishments under his leadership. Every organization should have someone who has been as committed as he was.”

When asked about her hopes and goals for the Club during her current term, continuous growth in membership is the top priority. “It’s always our objective to serve more youth,” she said. The Club makes an impact that is greatly needed, and I have had the pleasure of seeing it over many years.” The next significant goal would be to grow the Club’s endowment, what Naomi refers to as a “key to the future” and what is critical for the Club to be able to prosper for decades to come.

In addition to her roles as Board member and Chair, Naomi, like Frank, has always been a dear friend to the Club. Our Club members love to attend Red Wings games throughout the season and jump at a chance to visit the ball park.

“Any exposure we can give kids to different areas of life, entertainment and potential employment interests really opens up their worlds to new experiences and opportunities,” said Naomi.

“We are so fortunate to have Naomi as the Chairman of the Board again,” said Dwayne. “Naomi is a visionary, a big-picture person, and has a unique ability to see things in a way others don’t. She is a pillar in our community, is well respected and, most importantly, a great friend.”

# DERREL "MAX" HARRIS: 2018 Youth of the Year!

In a time of personal crisis, Boys & Girls Clubs of Rochester was the safe place LaCarrie Byer needed when searching for an afterschool program for her sons Derrel and Jabriel. Alternatives for Battered Women, now Willow Domestic Violence Center, referred her to the Club and she was immediately drawn to the various programs the youth development organization provided, as well as its low annual cost of \$11.

Derrel "Max" Harris became a Club member at the age of 7. While he enjoyed playing carpet ball and ping pong in the Game Room and spending time in the computer lab, his favorite activity was basketball. Max played Biddy Basketball, a league offered by the Club at the JV and Varsity levels, until the age of 13. He learned both basketball and life skills on the court.

"I enjoyed being able to play with different people at different levels," said Max. "I developed the heart to always push myself, no matter who I am playing with. The skills and attitude I learned from Biddy helped me at the Varsity level at school too."

Reggie Smith, health and physical education coordinator at Boys & Girls Clubs of Rochester, was a large influence in Max's life. "Reggie taught me to be responsible and to man up," said Max. "He encouraged me to be tough, on and off the court. He didn't want me to get discouraged or be too hard on myself, but to work hard and know that if I wasn't getting my homework done or behaving at home that it would impact my practice and playing time - those things were important and always came first."

At 12 years old, Max was playing basketball at the varsity level at The Charles Finney School. He was in 7th grade.

Max is currently a senior at Finney, where he plays both basketball and football. In his high school basketball career, Max has made 326 3-point shots, just six shy from the New York State record.

Being a student athlete, Max knows the importance of excelling in school. He credits a lot of his time management and passion for doing well academically to Sean Smith, education coordinator at Boys & Girls Clubs of Rochester.

"Mr. Smith was always there for me, not only in regard to homework, but anything I needed," said Max. "He is a lifetime mentor."

Because of his achievements in sports and academics, as well as his good character and well-rounded personality, Max was chosen to represent Boys & Girls Clubs of



Rochester as this year's Youth of the Year. After preparing speeches about his Club experience and the impact it has had on him, Max participated in the Western New York Youth of the Year competition at the end of April. He took home third place and received a \$1,000 scholarship.

"It was a very memorable experience," said Max. "It helped me realize what I can do and what I am capable of. It pushed me to be a better person."

Max looks forward to playing basketball at D'Youville College in Buffalo in the fall, where he'll join fellow Club member and 2016 WNY Youth of the Year Wanya Bruce. Max plans to study physical therapy and get his doctorate degree, a tremendous accomplishment that his mom is also looking forward to.

**Congratulations to Max on all of his achievements! We can't wait to see what his future holds.**



## ASPIRE Program Reaches More Kids Through STEM

Boys & Girls Clubs of Rochester recently teamed up with Finger Lakes STEM Hub and several community youth organizations and science-affiliated programs in an initiative that aims to expose kids, in grades 8 to 11, to more hands-on STEM (Science, Technology, Engineering and Math) activities while also giving them a voice in their particular areas of interest. In conjunction, it serves as an opportunity for the various partnering organizations to collaborate and share resources. Known as ASPIRE, the initiative kicked off in May and includes the following organizations: Greater Rochester After School Alliance (GRASA); Girl Scouts of Western New York; Boy Scouts of America Seneca Waterways Council; Dan Schneiderman in his roles with Rochester Institute of Technology's MAGIC Center; the Rochester Mini Maker Faire and FIRST Robotics Competition.

GRASA spearheaded the main piece of the ASPIRE initiative - a Teen Tech Challenge. Each of the three main youth groups, including Boys & Girls Clubs of Rochester, Girl Scouts of Western New York and Boy Scouts of America Seneca Waterways Council, will come up with a technology-focused challenge for the other two groups. Whether it be wearable technology or something in virtual reality, the possibilities are endless and will give each group the opportunity to explore all elements of STEM.



Supported by the AT&T Foundation with a \$18,700 grant, ASPIRE will also provide members with the opportunity to take part in activities that not only include curriculum, but career exploration, field trips, participation in the popular Rochester Mini Maker Faire, and much more. Youth from each of the participating organizations will come together for a final presentation and demonstration of their Teen Tech Challenge at an annual community event known as "Lights on Afterschool," a national day held in October that sheds light on the importance of out-of-school time and afterschool programming. This year's event is on Thursday, October 25.

"We are very excited to be a part of this collaborative initiative and to have the continuous support from AT&T," said Dwayne Mahoney, executive director of Boys & Girls Clubs of Rochester. "Programs like these truly help bring our services to the next level, reaching more kids and exposing them to educational opportunities and experiences they may not otherwise have."

Boys & Girls Clubs of Rochester's STEM program was also recognized by the Finger Lakes STEM Hub at the 2018 STEM Program Awards Reception and Dinner held at the Rochester Museum and Science Center on May 16.



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## 4th Annual Art Showcase – Happening Now!

See the many talents of our artistic Club members at their 4th annual art showcase at The Hungerford Building! In partnership with The Rochester Art Club and Main Street Artists, the showcase features work of Club members from ages 9 to 18.

The showcase's opening was celebrated June 1 as part of First Friday. Art lovers and community members filled the studio space in awe of the talent of Boys & Girls Clubs of Rochester youth.

There is still an opportunity to see the work on display! If interested, please call Suzi Zefting-Kuhn at (585) 233-5645.

WHERE: The Hungerford Building, 1115 E. Main Street, Studio #437-439