

Maggie Brooks, County Executive
39 West Main Street
Rochester, NY 14614



Robert J. Duffy, Mayor
30 Church Street
Rochester, NY 14614

Monday, September 17, 2007

BROOKS AND DUFFY ENCOURAGE COMMUNITY ORGANIZATIONS TO OFFER BOARD SEAT TO YOUNG TALENT

Monroe County Executive Maggie Brooks and Rochester Mayor Robert J. Duffy today encouraged the community's non-profit organizations to offer a young professional a seat on their boards. This announcement is the result of their ongoing partnership with ROC City Coalition to retain and attract more young talent. Several community partners were on hand to support the initiative, including GRE, RBA, RochesterWorks, United Way, GRVA, Small Business Council, RDDC, HTR, Excell Partners, The Entrepreneurs Network, Monroe County Sports Commission, and Monroe County Industrial Development Corp.

"Young adults represent the talent, energy, creativity and initiative that is so important to our County's future," said Monroe County Executive **Maggie Brooks**. *"Community engagement is a critical part of our efforts to retain and attract more young talent. We must ensure that they have a place at the table and a voice in setting the vision and direction for our community as we move forward. I encourage local organizations to take advantage of the enthusiastic young talent eager to make a difference in our community."*

"It is critical that we continue to look for new and meaningful ways to engage our young people," said Mayor **Robert J. Duffy**. *"The desire is clearly there. Young professional groups continue to expand their membership, attracting the very people we want and need to stay here and build their lives. We have to offer them a stake in our community and an opportunity to shape and impact its future. I'm excited about this initiative because we're asking our community leaders to offer those opportunities and I know they will rise to the challenge."*

"On behalf of the ROC City Coalition Board, I want to thank County Executive Brooks and Mayor Duffy for working with us and listening to our priorities and ideas," said **Jessica Wood**, Chair of ROC City Coalition. *"Rochester's young talent is eager to be involved in building a stronger community for the future. This initiative gives young people a greater opportunity to let their voices be heard."*

Earlier this year, Brooks and Duffy joined ROC City Coalition to launch the Greater Rochester Young Talent Survey. More than 1,600 people between the ages of 18 and 40 participated. According to the survey, 64% of young adults plan to stay in the Greater Rochester area. Good jobs ranked as the highest priority and respondents also indicated a strong desire to be involved and engaged in the community.

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Since presenting the survey results to the County Executive and Mayor, the County and City have worked with ROC City Coalition to develop long-term strategies to retain and attract more young talent, identifying this initiative as a priority.

ROC City Coalition has agreed to connect community organizations with young people interested in volunteer board service. They will be hosting a “ROC City Rising” event on Wednesday, November 14, 2007 at the George Eastman House to connect local boards with the next generation of successful leadership in Rochester. The event will highlight the community’s emerging young leaders and introduce these high potentials to leaders from every facet of Rochester including the arts, education, media, technology and more. By enabling this interaction, ROC City Coalition hopes more young professionals will be inspired and empowered, and more organizations will benefit from their fresh perspective and new ideas.

Fulfilling a commitment made in her 2007 State of the County Address, Brooks appointed a County liaison to work with ROC City Coalition on strategies to make Monroe County a place of opportunity for those under the age of 40.

In June, Duffy joined ROC City Coalition to co-sponsor a special City Hall on the Road event geared toward young professionals. The networking event drew nearly 300 and focused on issues of interest to young Rochester.

ROC City Coalition serves as the umbrella organization for all the young adult groups in the Greater Rochester area. The Coalition has more than 4,000 members and is focused on attracting, retaining, and empowering the young adults of Greater Rochester. It offers ways to be involved, a chance to be heard, and an opportunity to build a stronger community.

For more information on ROC City Coalition visit www.roccity.org.

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