

RBA honors Top 100 at annual meeting

By [NATE DOUGHERTY](#) - 11/5/2009 3:35:43 PM

The Rochester Business Alliance Inc. celebrated the 23rd annual Rochester Top 100 and highlighted the organization's successes and future goals at its annual meeting Thursday.

The event drew more than 1,800 people to the Rochester Riverside Convention Center to recognize the fastest growing, privately held businesses in the nine-county region. The luncheon serves as the organization's annual meeting, and during that portion, RBA leadership highlighted the organization's successes and future goals.

Sandra Parker, president and CEO, said the organization will continue its work on health care and its continued leadership in the Unshackle Upstate coalition. The coalition will continue to advocate for reduced state spending and lower taxes, which are among the highest in the nation, she said.

"We will keep pushing our message forward in 2010, as we transform Unshackle Upstate into a grassroots taxpayers' movement through an aggressive social media campaign," Parker said. "Look for our message on Facebook, Twitter, YouTube and other social media channels. Helping you, the voters and taxpayers, to become more actively engaged on the issues will be essential as we move toward the important 2010 elections for governor and all seats in the state Legislature."

Edward Pettinella, RBA chairman, congratulated the Top 100 companies, saying "you symbolize the best of the entrepreneurial spirit upon which our community was built and upon which our future will depend."

Auction Direct USA L.P., a Victor-based automotive retailer, earned the No. 1 spot. See Friday's print edition of the Rochester Business Journal for more information on Auction Direct.

Thomas Judson, CEO of the Pike Group, will replace Pettinella as chairman this year, officials said.

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