

**Special Report**

In stagnant financial services market, growth requires focus, commitment.  
**Page 19**

**News**

As Martino Flynn marks its 14th anniversary, the focus remains on growth.  
**Page 4**

**The List**

Nothnagle Realtors leads the list of residential real estate firms.  
**Page 9**

## GOP leaders set to meet on Lee seat

State Assemblywoman Jane Corwin is viewed as a likely candidate

By THOMAS ADAMS

Republican Party chairmen from the seven counties of the 26th Congressional District are to meet again Sunday to interview potential candidates for the suddenly empty seat, with state Assemblywoman Jane Corwin among the front-runners.



Jane Corwin

The seat has been vacant since the stunning resignation of Rep. Christopher Lee last week, the same day an Internet tabloid posted information about Lee and his online flirtations with a woman.

William Reilich of Greece, chairman of the Monroe County Republican Committee, downplayed talk of Corwin as the favorite, but Reilich, the 134th District

Continued on page 16



## Wider horizon

Jay Wright, president of Constellation Wines North America, soon will add the firm's New Zealand operation to his portfolio. He will oversee a staff of nearly 3,200 around the globe. Profile starts on page 10.

Photo by Kimberly McInerney

## Hospital leaders fear cuts

Cuomo seeks to reduce Medicaid funding by 10%

By WILL ASTOR

Area health systems and nursing homes are eyeing Albany warily while they wait to see exactly how a proposed cut in state Medicaid funding of \$982 million, or 10 percent, might be applied.

Gov. Andrew Cuomo announced the proposed Medicaid cut in releasing his 2011-12 budget some two weeks ago. The spending plan, which also proposes to trim the state's education outlays, got high marks from business groups, which see cutting into a projected \$10 billion deficit as critical for New York.

The governor gave no specifics of how Medicaid reductions would be applied, saying more would be revealed after a

Continued on page 17

**New York leads the nation in Medicaid spending.**

## Employees get total ownership of tech firm Synergy

By NATE DOUGHERTY

Synergy Global Solutions Inc. is now entirely employee-owned after founder and CEO Ray Hutch loaned the money necessary for the employee stock ownership plan to buy the remaining stock.

Before the purchase, the Pittsford-based computer systems consulting firm—which ranks as the region's largest computer reseller and IT support firm—was 45 percent employee-owned and Hutch said there were plans for a more gradual transition to full employee ownership. But he sped up the transition as part of what the 71-year-old calls his exit strategy.

"The only other exit would be family

Continued on page 17

## Firm's finishes gain national attention

Tarjac Inc. has done work for products for TV, movies and events

By ANDREA DECKERT

A Seneca County business has found success decorating items ranging from rifles to animal skulls.

Tarjac Inc.'s work has been featured on television, on the big screen and at sporting events.

A blast-resistant helmet decorated by Tarjac was worn by a soldier in the Academy Award-winning film "The Hurt Locker," and a fat-burning machine bearing Tarjac's work was seen recently on the Bravo channel's "The Real Housewives of Atlanta."

The company also worked with Orange



Photo by Andrea Deckert

A Tarjac worker applies a decorative design to rifle stocks.

County Choppers on a customized motorcycle and provided a digital camouflage design for uniforms worn at the most recent Army-Navy college football game. Orange County Choppers is a custom and produc-

tion motorcycle manufacturer in Orange County, N.Y., that has its own cable television show.

Tarjac is a custom finishing operation that has been decorating plastic, metal and other hard goods since 1989.

Roughly 70 employees work at its nearly 40,000-square-foot facility in Waterloo, and it serves manufacturers of outdoor goods, automotive products, business equipment and medical devices. Tarjac began as a small custom camouflage-painting operation serving the hunting industry.

The firm's customers range from indi-

Continued on page 18

*Get*  
**MORE**

- Daily News
- Free Archive Search
- Market Resources
- Customer Service

**RBJDAILY.COM**

014470773306  
\$1.75  
WEEKLY

# Wine leader determined to grow business

Jay Wright heads Constellation Wines North America

By ANDREA DECKERT

Jay Wright does not disagree with those who tell him he is at the top of the food chain in the beverage industry.

The 51-year-old is president of Constellation Wines North America for Victor-based Constellation Brands Inc., the top premium wine company in the world.

Wright leads Constellation Wines U.S. and Vincor Canada, Constellation's Canadian operations. Starting next month, he adds responsibility for Constellation New Zealand.

Constellation Wines North America owns 14,400 acres of vineyards and 28 wineries in the United States and Canada, producing approximately 60 million cases of wine and spirits across North America.

Including the New Zealand operation, Wright will oversee a staff of roughly 3,195 employees around the globe, with the largest contingents in California and Canada. Wright oversees roughly 200 local employees. Some 80 percent of Constellation's sales revenue is generated by Constellation Wines North America. The company had sales of \$3.4 billion in fiscal 2010.

The position is one of many Wright has held in consumer products companies, rising from a sales and marketing position to become a seasoned executive.

"I followed my gut to get here," he says. "You have to love what you do."

Wright came from humble beginnings. He was raised in Montreal, where his father, the late John Wright, ran a small wholesale plumbing and heating supply business.

Coming from a business family, Wright had a natural tendency to favor a career in business. It was a desire that grew while he attended Queens University in Kingston, Ontario.

As a university student, Wright says, he acquired three skills that have helped him throughout his career: critical thinking, teamwork and time management.

Wright received his bachelor of commerce degree in 1981. After graduation he worked for Procter and Gamble Inc. in Canada in brand management, then moved to Nabisco Brands Canada Ltd., where he honed his marketing skills while promoting products such as Oreos and Shredded Wheat.

His next job was at Molson Coors Brewing Co., where he focused on strategic planning and innovation. Then he took a job at Borden Inc. as vice president of marketing in Canada. The company later moved Wright to Columbus, Ohio, where he was put in charge of a \$300 million food business.

He enjoyed the transition from marketing to general manager.

"I really loved it and enjoyed building a strong team," Wright says.

## Joining Constellation

When Borden was shuttered by its private-equity owners, Wright moved back to Canada and took a job at Vincor International Inc. as president and chief operating officer of its Canadian Wine Division. Constellation Brands acquired Vincor in 2006.

Impressed with Wright's ability to run Vincor—a business that grew from \$150 million in annual sales when he began in 2001 to \$750 million in 2006—top brass



Photo by Kimberly MacCabe

at Constellation Brands asked him to remain with the newly acquired business and serve as Vincor's president.

In 2009, Constellation Brands made Wright an executive vice president and chief commercial officer of Constellation Wines U.S. Inc. The firm brought him to the United States to oversee sales and marketing initiatives and help with integration efforts. Later that year, he was promoted to president of Constellation Wines U.S. and his current job.

His new responsibility for Constellation Brands' New Zealand operation will fit well with his current responsibilities for North America, Wright says, pointing out that more than half of the wine exported from New Zealand comes to the United States and 25 percent goes to Canada.

Wright especially likes the daily variety of his duties. He works closely with top customers and distributors and has sought to develop a strong team around him that

can assist with additional duties.

Wright describes himself as flexible and open to new ideas and change. Of particular interest lately is capturing the millennial generation through social marketing campaigns. It is an important demographic for the wine industry, Wright says. Millennials—those born from 1980 to 2000—represent more than 50 million potential consumers.

He also enjoys the extensive travel that comes with the job.

"We have facilities in some of the most beautiful places across the U.S.," he says.

On some of his travels, Wright is part of meetings in which Constellation Brands' upper management confers with top executives from larger customers, such as Wal-Mart Stores Inc., Publix Super Markets Inc., the Kroger Co. and Safeway Inc., as well as distributors. They discuss topics such as how a new product is selling or what pressing issues the customer may be facing.

Roughly 40 percent of his work time involves travel. A frequent stop is California's Napa Valley, where he loves to "walk the dirt" at the vineyards.

"So much of our business is about agriculture," Wright says.

When Wright is in town, he spends time at Constellation Brands' operation in Canandaigua and the company's headquarters in Victor. Depending on his daily schedule, Wright may get in a quick workout before heading to the office.

A benefit of the job is the product, he says. Wright doesn't admit to a favorite label or varietal, saying he enjoys a mix of Constellation products and praising the virtues of many, from Robert Mondavi's Cabernet Sauvignon Reserve to Woodbridge Chardonnay and the Estancia wines.

When wine is served with food, he says, it changes and elevates the occasion. "It slows things down and allows people to

Continued on next page

Continued from previous page

interact and get some enjoyment.”

Promoting that lifestyle—getting people to embrace wine and enjoy the small moments of life more frequently—is an integral part of Wright’s job. Finding that balance, what is referred to as “gracious living,” was a mantra of the late Robert Mondavi.

“I believe we have a mission to help people have a little more fun in their lives,” Wright says.

### Facing challenges

What frustrates him most about his job is that there are not enough hours in the day, he says.

The global recession was also a hard time for Wright, since Constellation Brands was not immune to the downturn. The firm went through some restructuring, selling off brands, as consumers reduced their purchases of alcoholic beverages, especially at restaurants and bars.

The most challenging aspect of the job for Wright is not being able to immediately embrace all the great ideas he gets from his team, whether because of time constraints or limited resources.

“You can’t do everything at once, and as a leader that’s rough,” he says.

Wright describes himself as a people person and believes an important part of his job is having the right team around him. Getting those people involved and building their trust permits candor and drives growth, he says.

“You may not be the smartest guy or the fastest guy, but with the right team in place, you will win,” he says.

Another way to succeed is to be determined.

“Determination is omnipotent,” Wright says.

Wright has gotten inspiration over the years from mentors, including his parents.

From his father, Wright learned the importance of determination, as well as a love of sports. And he draws on the affability, optimism and love of people of his mother, Roberta.

Another mentor with a family connection is Wright’s father-in-law, Robert Gillespie.

Gillespie, an engineer, worked his way up to become chairman and CEO of General Electric Canada Inc. from 1992 to 2005. Wright describes Gillespie as wise, a good listener and a trusted adviser.

Gillespie speaks of Wright’s determination and other qualities that make him an ideal leader. He also praises Wright’s integrity.

“He steps up to the plate, does his homework and shares the glory with the people around him,” Gillespie says.

Another big influence on Wright’s professional life was his predecessor, Jose Fernandez, who died in early 2010 at 54 from a brain tumor. Wright described him

as a gentle and intelligent man.

The Sands brothers, Richard and Robert, also are mentors. Wright praises the Sands’ business acumen and numerous philanthropic endeavors.

“I have a huge amount of respect for the family,” he says.

Robert Sands, Constellation Brands president and CEO, says Wright’s experience in the industry and personal qualities help him succeed as a business leader.

“He’s a very motivated, energetic and intelligent leader,” Sands says, adding that Wright has the ability to motivate those around him. “He is the kind of guy people like to be around and follow. We’re lucky to have him.”

Wright lives in Pittsford with his wife, Sue; daughter Sophie, 16, and son Matt, 11. The couple’s 19-year-old son, Sam, is away at college at his father’s alma matter.

Wright is adapting quickly to life in Upstate New York. His local favorites include Wegmans Food Markets Inc., Restaurant 2 Vine, the George Eastman House and the Erie Canal, where he often goes for a run.

Wright also likes Rochester’s proximity to the Toronto area, where his mother and other family members live. In his free time, Wright enjoys skiing, golfing and tennis.

Another duty Wright takes on when he is in town is that of assistant coach for Matt’s hockey team.

Wright developed a love of hockey as a child and still plays. His father was also active in the sport, having played junior hockey within the Canadiens organization in Montreal. The elder Wright was drafted by the Boston Bruins but decided to go into the family business instead.

Wright is optimistic about the upcoming

year and speaks enthusiastically about new initiatives that will help Constellation Brands in its “sweet spot”—wines selling for \$5 to \$20 a bottle. Plans include continuing to promote the company’s Svedka vodka.

An innovation team has been assembled and is examining matters such as finding the next “it” varietal and how best to package the products. There also will be what Wright calls aggressive investing in digital marketing and category management, looking at price and promotional effectiveness.

Another growing area at Constellation Brands is education. The company has an academy of wine in California that works with employees, distributors and customers on wine knowledge.

Wright believes that knowledge should be extended to consumers.

“Some people find wine intimidating,” he says. “Our job is to make it less intimidating and a part of everyday life.”

adeckert@rbj.net / 585-546-8303

**2.99%\***  
APR  
*Business*  
Line of Credit

*Think about where  
your business could go.*

### Jay Wright

**Position:** President, Constellation Wines North America, Constellation Brands Inc.

**Age:** 51

**Education:** Bachelor of commerce, Queens University, Kingston, Ontario, 1981

**Family:** Wife Sue; sons Sam, 19, and Matt, 11; daughter Sophie, 16

**Residence:** Pittsford

**Activities:** Running, golf, skiing, tennis, hockey

**Quote:** “I believe we have a mission to help people have a little more fun in their lives.”

First Niagara  
**360°**  
We see your business  
from every angle.

 MEMBER FDIC  
First Niagara Bank, N.A.

Right now, you can get 2.99% APR\* on a new First Niagara Business Line of Credit, or as low as 4.99% APR\*\* on a fixed-rate term loan for 24, 36, 48 or 60 months.

That means, whether your business is positioned for growth, or right in the middle of it, First Niagara has lending solutions that fit your specific needs. From building expansion to operating capital—our market-leading low rates can help your business take that next step to greater success. To learn more, call 1-800-421-0004 or visit [fnig.com/businesscredit](http://fnig.com/businesscredit)

 **FIRST NIAGARA**

\*After six months from closing date, the variable rate on the line of credit will be prime plus 2.0%.

\*\*4.99% APR for term loans between \$50,001 and \$250,000. 5.99% APR for term loans up to and including \$50,000. Offer available to credit-qualified applicants for new business lines of credit only up to a maximum line of credit of \$150,000. Total loan and line of credit relationship with First Niagara cannot exceed \$250,000. Deposit relationship required. Offer is subject to change. Apply by 3/4/11.