



**For Immediate Release**

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**For More Information**

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**Synthesis Management Group Clients Recognized as  
Women of Excellence by Rochester Business Journal**

Rochester, NY (2018/02/19) — Synthesis Management Group (SMG) is honored to celebrate **five of its clients named as recipients** of the first-ever Rochester Business Journal (RBJ) **Women of Excellence awards**. A total of 34 women from a variety of industries are being honored at an awards ceremony on April 11 at the Joseph A. Floreano Rochester Riverside Convention Center.

“Thrilled to see **Laurie Broccolo**, CEO and owner, Broccolo Tree and Lawn Care; **Melissa Geska**, president, US Ceiling Corporation; **Pamela P. Heald**, president and CEO, Reliant Community Credit Union; **Kathy Palokoff**, chief igniter, goFirestarter; and **Karen Zandi**, president and CEO, Mary Cariola Children’s Center to be recognized for their leadership in our Rochester community,” said Bobbie Goheen, founder and CEO of SMG.

“Each of these leaders stands out in their ability to build good companies which celebrates their customers, their teams and our community,” Goheen continued. “You rarely hear the word ‘I’ from these leaders; they know the heart of success for their businesses and organizations has a ‘we focus’ that honors all involved. In addition, they are all are creative, resourceful, intelligent, business-savvy, and have tremendous drive to build successful businesses and outcomes to create new pathways in their industries. They are path makers and I am honored to know them, work with them, and celebrate them.”

According to the RBJ, the Women of Excellence awards were established this year to recognize women for their career accomplishments, community involvement, leadership and sustained commitment to mentoring. This year’s class, selected by the editor and publisher of the Rochester Business Journal, have achieved professional excellence, display a commitment to community service, and embrace having a positive impact on others by serving as a mentor.

**About Bobbie Goheen**

*For nearly two decades, executive leadership coach Bobbie Goheen has been focusing top management on a shared vision, specific goals, and providing creative collaborations to achieve them. Her successes range from Fortune 100 corporations to clients large and small, and across a range of global enterprises. Her Synthesis Management Group (SMG) began in Rochester in 2000, and has grown to serve clients across EMEA and ASIA PAC. SMG delivers executive coaching and business strategy workshops emphasizing team growth and personal excellence within organizations. Bobbie has been a featured speaker at professional business organizations throughout the country, and is the Buffalo and Rochester chapter facilitator of the Women Presidents’ Organization.*

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