

# 2019 LEGACY AWARD WINNERS

## **John H. Brahm III Legacy Award**

John H. Brahm III was respected and had received recognition for his leadership and innovation to the hospitality and tourism industry of Ontario County; including leadership in acquiring the land for the County Road 12 Scenic Overlook in the Town of South Bristol, and the entrepreneurial start-ups of the Canandaigua Lake Wine Trail and the ROC/FLX Craft Beverage Trail. John was also engaged in other community activities including the Rotary Club (where he had 48 years of perfect attendance), the South Bristol Historical Society and numerous other Naples not-for-profits. John was one of Ontario County's legendary entrepreneurs and was admired for his good humor, dedication, responsibility, leadership and selfless giving of time and talent.

## **Signature Legacy Award**

Michael Joseph, Naples Valley Visitors Association, Naples

Michael Joseph is the glue that holds the Naples Valley Visitors Association together, making Naples a premier tourism destination. His work to grow membership, promote community businesses, lead teams that organize annual events and his ability to keep communication open among members, is invaluable to the success of Naples as a thriving community.

## **Community Philanthropy**

Marjorie Morris, Posthumously, Clifton Springs

Marjorie Morris was honored posthumously for her work to transform downtown Clifton Springs into the picturesque, thriving village it is today. The vast majority of tourism in Clifton Springs exists due to the passion and inspiration of Marjorie and her husband, Drew, who transformed and provided long-term support for the Village, creating what is known locally as the "Morris Effect."

## **Frontliner**

Elke Schmitt, Ray's Restaurant, Canandaigua

From her days of owning and running a catering business, to working as a wedding coordinator, to her current position at Ray's Restaurant, Elke has always been committed to giving great service and ensuring her customers always have the best experience possible.

## **Behind the Scenes**

Joel Richter, Friends of the Railroad, Manchester

Joel's passion for his community and for growing awareness of Ontario County's railroad history has provided many people with the opportunity to visit, get aboard, and experience past and present railroad transportation.

## **Marketing Excellence**

Susie Atvell, Owner, Kindred Fare, Geneva

Kindred Fare's Susie Atvell is a thoughtful, dynamic restaurateur, who has created what she describes as a "spirited cookery," that serves up dishes and beverages made with fresh, local ingredients in a rustic, yet contemporary atmosphere.

## **Business Innovation**

Suzanne & Ruud Vullers, Owners, Mountain Horse Farm

Situated on 33 peaceful acres with stunning views and 3 miles of walking trails, Mountain Horse Farm is an example of experiential travel at its best. From the Horse and Cow Wellness Experiences, to the traditional Sioux Indian Tipis, and the Doggie Hotel, Suzanne and Ruud have created a unique way to connect, interact and have fun, while relaxing.

## **Supporting Contributions to Tourism**

Julie Sherwood, Senior Reporter, Messenger Post Newspapers, Canandaigua

Julie's coverage of Ontario County's tourism industry is at the heart of what local newspapers are all about — providing in-depth stories on local activities and events that help us see, know, care and understand our community. Her articles educate, engage and build understanding of important issues that affect us and our community.

## **Advocacy & Partnership**

Fred Lightfoote, Town of Gorham Supervisor, Gorham

As a member of the Ontario County Board of Supervisors, representing the Town of Gorham, Fred Lightfoote serves on the Planning & Environmental Quality Committee which oversees Tourism Promotion for Ontario County. He is a longtime supporter and advocate for tourism, helping to spread the positive message about tourism, its close integration with agriculture and its impact on Ontario County.