

**THE MARKET**

<b>DOW</b>	<b>NASDAQ</b>
8,168.12	1,717.30
-17.61	+5.36
↓	↑
Stocks of local interest, <b>6B</b>	

**AT A GLANCE**

**Workers OK Frontier deal**

Members of Local 1170 of the **Communications Workers of America** have approved a one-year contract extension with **Frontier Communications Corp.** that provides for no layoffs this year, local President John Pusloskie said Thursday night.

To avoid unpaid weeks off this year, the 450 line workers, telephone installers, service technicians and others represented by the union agreed to give up performance bonuses.

In 2010, the contract extension calls for a 1.5 percent general wage increase, Pusloskie said, adding that 95 percent of the union members are guaranteed job security next year.

The extension, which runs until Jan. 31, 2011, was approved by about a 2-to-1 ratio, he said.

**Open house at Worm Power**

Tom Herlihy jokes that he's the largest employer in Livingston County, what with more than 8 million workers. It's no joke, though, that his company, **Worm Power**, grew from a research and development project into a concern that sells 300,000 pounds of organic fertilizer a year.

Now, thanks to a state agricultural tourism grant, Worm Power is offering an open house from 10 a.m. to 2 p.m. Saturday so people can see how 8 million worms turn a farm's cow manure into a clean, sellable product.

The operation is at 1669 Jenks Road, Avon, just off Routes 5 and 20 near the I-390 exit. A similar open house last fall drew more than 300, Herlihy said.

**NEWS TIPS**

Call (585) 258-2320 or (800) 767-7539 from outside Monroe County.

## Female pioneer in tech lauded

■ Event celebrates Piehler's selection as IT Woman of Year.

**SEAN DOBBIN**  
STAFF WRITER

Mary Piehler stepped to the podium and admitted to feeling a little rattled by the occasion.

Quickly, though, she quipped that her unease was because she had to follow the keynote address by personable scientist Nina Bhatti of HP Labs, and "a salesperson should never follow a scientist when giving a speech."

Piehler, vice president of sales at ServerWare Corp. in Perinton, was named the 2009 IT Woman of the Year. The award was presented Thursday by the Association for Women in Computing Upstate N.Y. Chapter before an audience of about 200 people at the Hyatt Regency Rochester.

Information technology has traditionally been considered a male-dominated industry, and that especially was true when Piehler was rising through the field in the 1980s.

"When I aspired to move into the management ranks, that's when I really looked around and said, 'There are no woman managers,'" said Piehler, 51, of Fairport. "That's when I knew that I



KATE MELTON

Mary Piehler of Fairport, vice president of sales for ServerWare Corp., is honored Thursday for her accomplishments.

**Online Extra**

For a photo gallery of the IT Woman of the Year event, go to herRochester.com.

was going to have to prove myself in order to get the males who were making the decisions to choose me."

And she did get noticed. In 1983, she joined Digital Equip-

ment Corp. and ascended to the position of district manager. When Digital was acquired by Compaq Computer, Piehler was in charge of integrating the two companies' regional customer base, and was Digital's only district manager who was asked to join the Compaq management team.

**PIEHLER, PAGE 6B**

## Piehler

FROM PAGE 5B

Soon after the merger, she joined Systems Management Planning Inc., where she served as vice president of operations for seven years before taking her current position at ServerWare.

For the past two years, she has been listed by *VARBusiness* magazine as among the 50 most powerful women nationally of what the magazine calls the IT channel.

Karen Benjamin, who won the IT Woman of the Year award in 2004 and now serves as president of

the upstate chapter, said Piehler was selected because of her accomplishments in the technology field, her contribution to helping other women advance in their careers and her community service.

Benjamin also mentioned a number of personality traits that Piehler possesses that make her good at what she does.

"She's very concerned about solving people's problems, she's very sincere with how she interacts with everyone she deals with, she's genuinely warm, and then just so smart," said Benjamin. "She really does know technology." □

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## House OKs credit card bill

**BRIAN TUMULTY**  
WASHINGTON BUREAU

WASHINGTON — A package of new protections for credit cardholders headed toward an expected Senate vote next week after overwhelmingly clearing the House on Thursday.

The bill, which passed 357-70, would require card issuers to give consumers a 45-day notice before an interest rate increase; require statements to be mailed at least 25 days before payment is due; and prohibit so-called double-cycle billing, in which interest charges are added to the second month of a bill for balances paid the previous month.

All 29 New York representatives, including the state's three Republicans, supported the bill authored by Democratic Rep. Carolyn Maloney of Manhattan.

"It gives consumers more tools to better manage their own credit, such as setting their own credit limit," Maloney said. □

*Includes reporting from Bloomberg News.*

## IT Woman of Year nominees

- Julie Buehler, deputy chief information officer at University of Rochester.
- Sitima Fowler, CEO and owner of Capstone Information Technologies Inc.
- Lynn Garski, global alliance director at Electronic Data Systems.
- Kathy Gleason, IT manager at Episcopal Senior Life Communities.
- Barbara Rinella, manager and data architect at CIBER Inc.
- Linda Salpini, senior vice president of finance and corporate controller at Pictometry International Corp.
- Barb Switzer, senior manager in the global information department at Global Crossing Ltd.



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