

## BEST OF THE WEB Finalists Profiles



### Seneca Park Zoo named top local Web site

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Seneca Park Zoo won the Gold Award for the best overall local Web site Thursday at the Rochester Business Journal's 13th annual Best of the Web competition.

Some 250 people attended the awards breakfast, held at Rochester Plaza Hotel.

Dana VanDen Heuvel gave the keynote speech on the use of social media to grow business. VanDen Heuvel is founder and president of Marketing Savant, a Web strategy and interactive agency in Green Bay, Wisc.

The Web site finalists were selected from hundreds of nominations and were evaluated based on site content, usefulness, design quality, e-commerce and whether the site can draw repeat business.

Judges liked the easy navigability of the Seneca Park Zoo site ([www.senecaparkzoo.org](http://www.senecaparkzoo.org)), its use of music and fun animal facts, and its drag-over interactive calendar.

The winning sites were determined by giving weighted scores to the judges' rankings. Five judges chose the winners.

The Silver Award for best overall Web site went to a fundraising site for Eastman Theatre's renovation, [www.rochester.edu/giving/eastmantheatre](http://www.rochester.edu/giving/eastmantheatre), a joint effort of the University of Rochester and Rochester Philharmonic Orchestra. Judges awarded the Bronze Award to First Niagara Financial Group Inc. ([www.fnfg.com](http://www.fnfg.com)).

### And the winners in each category are ...

There was a winner in each category, as well as gold, silver and bronze overall winners. Below, find details on all the Web sites, as well as comments from the judges.

**Arts:** [Paley Studios Ltd.](#)

**Banking and Finance:** [First Niagara Financial Group](#)

**Business and Professional Services:** [Pictometry International Corp.](#)

**Community:** [Seneca Park Zoo](#)

**Cultural Non-Profit:** [Eastman Theatre](#)

**Education:** Rochester Institute of Technology

**Health Care:** Skinsight

**Manufacturing:** Parlec Inc.

**Real Estate and Construction:** Rent Rochester

**Retail/Hospitality:** Jackson & Hines

## **Best Overall Winners**

**Gold:** Seneca Park Zoo

**Silver:** Eastman Theatre

**Bronze:** First Niagara Financial Group

### **This year's judges were:**

- Molly Cappotelli, online editor of the Rochester Business Journal. She maintains the newspaper's Web site, [www.rbjdaily.com](http://www.rbjdaily.com), and edits and reports for the RBJ's Daily Report and Time Out e-mails;
- Neil Hair, assistant professor of marketing in the E. Philip Saunders College of Business at Rochester Institute of Technology;
- Michael Johnson, an art director, Web designer, Internet marketing strategist and principal of [www.PixelPunk.com](http://www.PixelPunk.com);
- Michael Philipson, a principal of the Philipson Group, who has more than 20 years of experience in traditional graphic design, marketing, print production management and Web development; and
- Chris Roberts, vice president of marketing and interactive for Next Step Publishing and president of Next Step Media Network.