



George Conboy
Chairman/Brighton Securities

George Conboy is former corporate tax accountant, George manages a national client base. Areas of expertise include local and national economic analysis, fundamental business analysis, fixed income and individual stock management.

George is proud of the steady growth that Brighton Securities has experienced over the last 40 years. Getting to know the firm's clients and their families is one of his great pleasures. He is a classic car enthusiast and sportsman.

With 40 years of experience in finance, George is frequently quoted in the local and national media when in-depth coverage is required on financial matters.



Matt Hurlbutt
President & CEO, Greater Rochester Enterprise

Matt Hurlbutt serves as President and Chief Executive Officer at Greater Rochester Enterprise (GRE) with responsibility for supporting business attraction and expansion in the Greater Rochester, New York region. Matt guides regional marketing, business growth strategies, and outreach efforts to position Rochester as a destination of choice for business investment. Matt works directly with business executives and national site selectors as they consider locations for investment and job creation. Before assuming this leadership role in 2017, Matt served as GRE's executive vice president and chief operating officer for nine years.

In addition, Matt directs GRE's award winning Economic Gardening effort, and collaborates with state and local partners to leverage the region's assets in order to support innovation and economic growth of local companies.

Matt was named to the "40 under 40" list by the Rochester Business Journal, an award given to recognize individuals with outstanding leadership and accomplishments for service in their profession and the community at large. In addition, Matt was included in City & State's Inaugural Trailblazers in Economic Development list in 2025 and the RBJ's Power 100 List in 2021, 2022, 2023, 2024 and 2025. Matt was also named the Economic Developer of the Year in 2025 by the New York State Economic Development Council. Matt serves on the Board of the New York State Economic Development Council and is a member of the Finger Lakes Regional Economic Development Council.



Soon Hyeok Choi

Assistant Professor, Real Estate, Saunders College of Business

Professor Soon Hyeok Choi is an Assistant Professor of Real Estate Finance at the Saunders College of Business in RIT. He is a real estate and financial economist. Professor Choi studies how contracts, prices, and networks interact in real estate and finance. He develops arbitrage-free methods to value contingency options such as retail co-tenancy and policy-triggered early termination options in federal leases and maps their ripple effects into mortgage-backed security bond prices, property valuation, and spillover effects.

Related work decomposes the mortgage-cash premium using the post-pandemic mortgage innovations. He investigates bubbles and overvaluation (equities, crypto, and housing), showing how competitive bidding generates a “winner’s curse” that depresses later returns and raises mortgage default risk, especially for vulnerable buyers. A third line models how early ties in broker networks shape survival and performance. Across projects, he pairs structural theory with credibly identified empirics and LLM/neural-network tools to deliver policy-relevant insights.

Professor Choi holds a Ph.D., MA, MPS from Cornell University and AB from Bowdoin College

MODERATED BY



Ginny Ryan

Senior Vice President, Director of Community Engagement,
Canandaigua National Bank

Ginny was born in Gates and graduated from Cardinal Mooney High School and Buffalo State College. She got her first TV job in Elmira and two years later returned home to 13WHAM where she worked as a news reporter and anchor of the 5, 10 and 11 o’clock newscasts for 35 years. It was her dream job—one that she wanted to do since the third grade, inspired by a teacher who encouraged her to write. In 2018, she and co-anchor Doug Emblidge were inducted into the New York State Broadcasting Hall of Fame.

In 2022, she and Doug decided they wanted a career change. For Ginny it was driven, in large part, for a more normal schedule after working nights for 30 years.

In October of that year, Ginny joined Canandaigua National Bank as Director of Community Engagement overseeing the bank’s communications, events and philanthropy. She’s enjoying the role, leveraging her past career in a new way with “banker’s hours”!

Ginny serves on the boards of CMAC, the Small Business Council of Rochester, Home Start Hope, the United Way’s Community Impact Committee, and the Rochester Riverside Convention. She had her husband Jeff have two grown children and their first grandson!