

Canandaigua Chamber honors Frederick Sarkis
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At its 93rd Annual Dinner, the Canandaigua Chamber of Commerce honored Frederick W. Sarkis with the 2003 Citizen of the Year Award. In his acceptance speech, Sarkis quoted one of the Junior Chamber of Commerce creeds, "Service to humanity is the best work in life."

Sarkis, born and raised in Rochester, is the father of Bristol Mountain and Bristol Harbour Village. His past services to the Canandaigua area include President of the Canandaigua Lake Pure Waters and President of the IDA.



At age 77, Fred devotes his retirement years to volunteer motivational talks to children and adults. In the past two years he has given 135 talks to over 25,000 students in the Greater Rochester area. Sarkis has developed a character-education curriculum which has been endorsed by educators across the country. He brings his message of personal responsibility and motivation to children and adults in order to inspire them to create their own destiny.

The impact of his talk, a free downloadable book, help for kids, and referrals are reflected in his non-commercial web site www.YesPa.org.

Dr. Thomas Lickona, award winning author of "Educating for Character," and an internationally respected authority on moral development and values education read "Yes Pa" and wrote, "Messages of Character have to be delivered by a person of character. Fred Sarkis is such a person, and the story of his remarkable life will help anyone, young or old, to be a better person and lead a better life. 'Yes Pa' has the power to touch hearts and bring out the best in us all."

For further information contact Fred Sarkis at 941-739-9614; Dr. Tom Lickona at Center for the 4th and 5th Rs Education Department, SUNY Cortland, 607-753-2455; Joanne Agrasto, Waterloo Middle Teacher at 315-539-1540; or Frank Duserick, Interim Dean, College of Business, Alfred University at 607-871-2124.