



# Meet Dennis Money, President of Seneca White Deer, Inc.

## **Describe your business:**

Seneca White Deer Inc. (SWD) is a 501c3 not for profit conservation corporation dedicated to the preservation of the history of the former Seneca Army Depot and its wildlife. We have been incorporated since 1999 and started tours of the depot in November of 2017. We are open all year long and have bus tours plus hiking and biking and photo tours.

## **Tell us your story:**

SWD was formed by six men back in 1999. At that time Arthur Hall of Waterloo was our Chairman. Eventually I took over the leadership role in 2003 and I am currently the President. Our group worked very hard over those years to make the political leaders of the region understand what the value of the depot could be for tourism and also for protecting the world's largest herd of white, whitetail deer. It has been an arduous battle but one truly worthy of pursuing. The people of the Finger Lakes and beyond kept us motivated to continue that struggle.

## **What has helped you succeed and gain experience:**

My first conservation success was convincing the NYSDEC that my employer at that time (1994), Rochester Gas and Electric, could successfully "hack" endangered peregrine falcons atop the corporate office in downtown Rochester. That project was a total success and was the only time the private sector was allowed to hack the endangered peregrines in New York. That success led me to become involved with returning river otters back to central and western New York. That project became known as probably the best otter restoration project in the world. This success and the success of the falcon project was due to dozens of passionate people who believed like I did, that we as people need to recognize the need for habitat protection and become involved in that effort. The white deer project was (is) my last and greatest challenge due to the politics involved. Now those who opposed our mission are our friends. Strange how that happens isn't it?

## **What inspires me?**

What inspires me are people who not only talk the talk but walk the walk. Our world is a mess and it needs help and if each person could carve out a piece to work on to better mankind, we could achieve success. I tell people don't become the richest person in the cemetery. While you are alive share your knowledge, your money with others to make the world better. Leave behind a legacy that you can be proud of along with your family.

## **What keeps me up at night? What are my challenges?**

Funny you should ask that as I have been up since 2 a.m. trying to figure out how to deal with two important meetings I have today. I am very passionate about what I do and I want our business to be successful and along the way develop partnerships so everyone is successful. New York State is a beautiful state with a lot going for it. I want others to recognize that.

## **What is my favorite local activity?**

Without a doubt it is my love for photography, especially wildlife photography. I am a serious amateur who carries his cameras in my car as you never know when and what could you experience.

## **Is there anything else we should know about me?**

I love life!