

## FINALISTS SELECTED TO COMPETE IN \$2.75 M GENIUS NY COMPETITION



GENIUS NY

GENIUS NY—a business accelerator program at CenterState CEO’s Tech Garden—selected six finalist teams that will compete for the competition’s \$2.75 million in prizes. The companies, which are developing innovations in the unmanned systems and internet of things (IoT) sectors, were selected from a pool of 250 submissions. Upon contract completion, the six finalists from across the country will formally enter the accelerator to grow their businesses in Syracuse.

The program, which is supported by Empire State Development Corporation in a model similar to Buffalo’s 43 North program, will invest more than \$3 million in six companies over the course of the competition making it the largest business accelerator competition for the UAS industry in the world.

“We are excited to welcome these teams and their next-generation technologies to The Tech Garden and to Central New

York,” said CenterState CEO President Rob Simpson. “We are committed to helping them grow and lead the future of the unmanned and internet of things industries in the region.”

The teams arrived at The Tech Garden last month. Throughout the program, teams will engage with community leaders, mentors and advisers while also participating in tourism activities in the region. The goal



GENIUS NY finalists pictured from left are: Matt Snyder, OmniMesh; Jimmy Halliday, AutoModality; Jon Meringer, Ascent AeroSystems; Bill Abrams, OmniMesh; Reed Frick, EZ3D Technologies; Nate Meringer, Ascent AeroSystems; Jim Smyth, EZ3D Technologies; Brian Pitre, SkyOp; Sasi Prabhakaran Viswanathan, Akrobotix; and Dan Albert, SkyOp.

7



Start It! Graduates Introduce New Business Concepts to the Region

8



Economic Forecasters Predict Modest Growth Trends in 2017

14



CenterState CEO Events

15



CenterState CEO Offers Two New Trips: Ireland and Iceland

## CENTERSTATE CEO ANNUAL MEETING

Thursday, April 27, 2017

11:30 a.m. registration; 12 p.m. program

Nicholas J. Pirro Convention Center at Oncenter



Attendees at CenterState CEO’s 2016 Annual Meeting and Business of the Year Awards.

*continued on page 5*

# GOVERNMENT RELATIONS

## CenterState CEO 2017 Legislative Agenda



The 2017 CenterState CEO Legislative Agenda—available at [www.centerstateceo.com](http://www.centerstateceo.com)—sets key public policy priorities at the federal, state and regional/local levels for the year ahead. Agenda items reflect the region’s business and economic development positions on key legislative topics and issues likely to affect CenterState CEO members this year.

At the federal level, a new FAA Reauthorization Act should include important next steps to enhance the growth of the unmanned systems industry. Given President Donald Trump’s focus on infrastructure investment, trade policy and regulatory reform, CenterState CEO is seeking members’ input on these issues, which it will take to the regional delegation and the new executive administration. New investments for the 174th Air National Guard Attack Wing can augment the significant expansion in personnel expected this year.

Priorities at the state level include: swiftly enacting ride-sharing legislation; enacting state policy supporting unmanned systems at the state level; reforming insurance law to bring more call center jobs to New York; continued support of the Central New York Regional Economic Development Council; supporting local leadership in government modernization; and growing the population of MWBE-certified companies in 2017. Other state-level agenda items include increasing the formula to fund Upstate public transit and establishing license reciprocity for out of state medical technicians to relieve this workforce shortage.

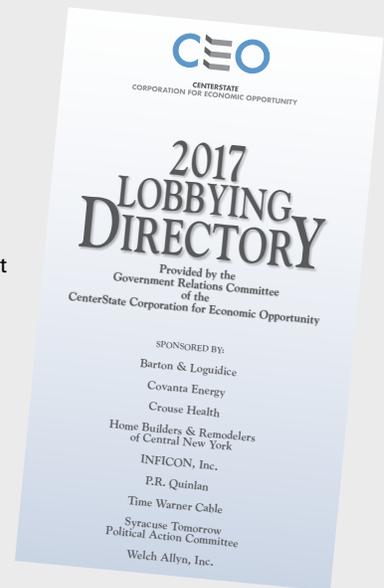
Government modernization and the recommendations of the Consensus Commission are among the priorities at the regional/local level.

For further information, to become more involved or to share public policy concerns, please contact Deb Warner, vice president of public policy and government relations, at 315-470-1845 or [dwarner@centertateceo.com](mailto:dwarner@centertateceo.com).

## Request Your Copy of the 2017 Lobbying Directory

CenterState CEO publishes the only annual, comprehensive regional directory of local, state and federal elected officials and their staffs. The updated edition includes federal, state and county information for 12 counties in the CenterState New York region.

This document is available free to members. It will also be circulated throughout the 12-county region to every elected representative and their staff, as well as hundreds of business leaders. To request a complimentary copy of the 2017 CenterState CEO Lobbying Directory or to be a sponsor, contact Deb Warner, vice president for public policy and government relations, at [dwarner@centertataceo.com](mailto:dwarner@centertataceo.com). The 2017 directory will also available at [www.centerstateceo.com/business-resources/advocate-business](http://www.centerstateceo.com/business-resources/advocate-business).



### FEATURED STORIES:

Drones are Good Business for Central New York . . . . .	.3
Business After Hours – GENIUS NY Finalists Welcomed . . . . .	.5
SBA’s Emerging Leaders Initiative, Accepting Applications . . . . .	.6
Start It! Graduates Introduce New Business Concepts to the Region . . . . .	.7

Economic Forecasters Predict Modest Growth Trends in 2017 . . . . .	.8
Explore Shades of Ireland in September, Info Meeting February 1 . . . . .	15
Discover Iceland’s Magical Northern Lights in 2018, Info Meeting April 13 . . . . .	15

### MEMBER NEWS:

Economic Champion . . . . .	.6
Member Essentials . . . . .	12

New Partners . . . . .	12
CenterState CEO Ambassadors . . . . .	13
Member Milestones . . . . .	15

### DEPARTMENTS:

Government Relations . . . . .	.2
The Tech Garden . . . . .	.4
Downtown Committee . . . . .	10
Visit Syracuse . . . . .	11
Events . . . . .	14

# DRONES ARE GOOD BUSINESS FOR CENTRAL NEW YORK

Recent federal regulatory changes, combined with programs and initiatives at the state and regional levels, are creating a supportive business climate for commercial drone use in Central New York.

A recent drone regulation released by the Federal Aviation Administration (FAA) allows businesses to fly drones under limited conditions and apply for certain restrictions to be waived, opening up new possibilities for the use of unmanned systems for business purposes. The FAA anticipates sales of unmanned aircraft systems (UAS) for commercial purposes to increase more than fivefold by 2020, growing to \$2.7 billion from \$600,000 million in 2016.

This bodes well for companies that manufacture drone software and hardware, which are already accommodating customers in agriculture, package delivery, law enforcement, search and rescue, mapping, structural safety inspections and storm tracking to name a few.

In New York state, Gov. Andrew Cuomo recently announced a \$30 million investment to establish a world-leading, 50-mile UAS flight traffic management system in Central New York. The investment will be made through a partnership with the NUAIR Alliance to help fund Project U-SAFE, which aims to accelerate the testing, certification and safe integration of UAS into the national airspace and unlock this trillion-dollar global industry.

Additionally, the state's START-UP NY program has assisted in the growth of UAS companies in Central New York. Global aerial solutions provider Microdrones, which has established operations at Griffiss International Airport in Rome, was approved for START-UP NY in 2016 and sees 2017 as a year full of opportunities.

"When [the FAA's recent regulation] was released, it opened up eligibility for anyone to take the Remote Pilots Certification Test and get their certification to fly," said Chuck Dorgan, Microdrones sales director at Griffiss. "A lot of businesses in New York and across the country are including unmanned platforms in their 2017 budgets."

Microdrones is credited with making the world's first commercial quadcopter and offers unmanned solutions for surveying, mapping, infrastructure inspection and precision agriculture and can make customized UAS packages.

Companies looking to grow and accelerate within the UAS or related sectors, should contact Mike Novakowski, director of business development for CenterState CEO, at [mnovakowski@centerstateceo.com](mailto:mnovakowski@centerstateceo.com). For more information on UAS testing being conducted in New York, Massachusetts and Michigan, visit [www.nuairalliance.org](http://www.nuairalliance.org).



A Microdrones md4-1000 is displayed at the 2016 UTM Convention in Syracuse last November.

Local. Trusted. Experienced. Complete.

- ✓ Medical & Dental Insurance
- ✓ Accident & Disability, Cancer, Critical Illness and Whole Life Insurance
- ✓ Business & Resource Development
- ✓ Retirement Plans
- ✓ Bookkeeping & Financial Advice
- ✓ Compliance
- ✓ And Much More...

Sole Proprietor?

315-470-1930

Call BSNY for all the business and benefits solutions only we can offer.

**BSNY**  
Business Solutions from your chamber of commerce  
CEO

[www.businesssolutionsny.com](http://www.businesssolutionsny.com)

## The Tech Garden Again Receives NYS Innovation Hot Spot Designation

President and CEO of New York State Empire State Development (ESD) Commissioner Howard Zemsky recently announced The Tech Garden as one of the state's 10 Innovation Hot Spots. Through a competitive process, ESD's Division of Science, Technology and Innovation (NYSTAR) designates one Hot Spot for each of New York's economic development regions, which receive funding to expand services to early stage companies.



To qualify for NYS Innovation Hot Spot incentives, startups must be located within Central New York; be a business in the formative stages of development; and be part of the virtual or resident program offered by The Tech Garden. Startups qualifying for the NYS Innovation Hot Spot also receive the many benefits offered through The Tech Garden, such as virtual or resident space, reception services, access to capital, mentoring, networking connections and access to subject matter experts through the Resource Pool.

Through the program startups receive five years of tax breaks for income attributable to their operations and receive a credit or refund for sales tax on related goods and services. A corporate franchise tax benefit and in some cases, personal income tax benefit is allowed for five tax years. There is also a tax break on the purchase of tangible personal property, certain utility services and other taxable services.

For more about NYS Innovation Hot Spot, visit <http://tinyurl.com/h3cnxwx> or contact Katie Oja at [KOja@thetechgarden.com](mailto:KOja@thetechgarden.com).

## Tech Garden Member Awards Nissan Juke in International Contest

The Tech Garden recently looked more like the set of a game show as resident company ProZ.com—home to the world's largest translator network—presented one of its members with a brand new car! As an incentive to join the network, President and Owner Henry Dotterer launched the "Open Road Campaign" in 2016 where members and other participants were entered into a sweepstakes. ProZ.com received 5,925 entries from 133 countries. A member in Hungary won the Nissan Juke. In addition, four other translation vendors submitted prizes, which were awarded to members in Denmark, the United Kingdom, France, Spain and Germany. ProZ.com was founded in 1999 and has more than 800,000 registered users. It is the leading network and community for professional translators and interpreters. More at [www.proz.com](http://www.proz.com).



Henry Dotterer, president and owner of ProZ.com, prepares for the drawing of a new Nissan Juke with his team. Pictured in the back row from left to right are Matt Petrowski, system administrator; Mike Donlin, vice president, external opportunities; Patrick Dotterer, accounting; Evelio Clavel, developer; and not pictured, Maria Kopnitsky, support.

## Book The Tech Garden Theater for Your Next Event

Remember The Tech Garden Fibertech Networks Theater for your next business meeting, social event or workshop. Contact [tgadmin@thetechgarden.com](mailto:tgadmin@thetechgarden.com) for more information.



# GENIUS NY SELECTS SIX FINALISTS continued from front page

is to encourage participants to establish roots here and continue to grow their business. In the event any of the selected teams decide to pursue other opportunities, a highly qualified alternate finalist will be selected.

“The teams will create new opportunities to support an emerging industry related to unmanned systems in Central New York,” said Rick Clonan, VP of innovation and entrepreneurship at CenterState CEO. “I am already impressed with the high quality of the teams and their interest not only in growing their businesses but also helping the region lead this industry sector.”

The grand prizes will be announced at an event in March, where teams will compete live by pitching their technologies to a panel of judges. **Three grand prize investments—\$1 million, \$600,000 and \$400,000—will be awarded. The remaining runner-up teams will each receive a \$250,000 investment.**

Beyond the grand prize investments, participants will have access to premier startup programming, including business planning, industry specific mentorship and access to vetted service providers offering startup friendly terms. Participants will also be integrated into the regional effort to grow unmanned aerial systems in Central New York and the Mohawk Valley and will have access to world-leading infrastructure and testing assets when they come online. Participants also receive stipends for operating capital and subsidized rent and will have opportunities to connect with investors for follow on funding.

Learn more about GENIUS NY at [www.geniusny.com](http://www.geniusny.com) or contact Jonathan Parry, director of GENIUS NY, at [jparry@thetechgarden.com](mailto:jparry@thetechgarden.com) or 315-345-2448.

## Meet the Finalists

**AutoModality** (California), is dedicated to creating autonomous mobile systems that sense, explore and analyze the world around us. They are currently focused on inspection of agriculture and infrastructure assets.

**Ascent AeroSystems** (Arizona), designs, manufactures, sells and supports small unmanned aerial vehicles. The company has designed a unique vehicle configuration that is superior to typical multirotors.

**EZ3D** (Virginia), uses drones to photograph and measure buildings without climbing a ladder or waiting for a dated aerial report. Home inspections, repair estimates, claims adjusting and real estate photography can be done on-demand in a fraction of the time and cost, replacing traditional methods for a more than \$1 billion market.

**Akrobotix** (Syracuse), develops robust and stable autonomous vision-inertial navigation systems (ROSAVINS). They are developing autopilot products for reliable and safe unmanned ground, aerial and marine vehicles based on the proprietary ROSAVINS technology and are guaranteed to be safe and reliable.

**SkyOp** (Canandaigua), is an unmanned aerial systems training company. They deliver classes directly and through workforce development partnerships currently at a growing list of 10 community colleges.

**OmniMesh** (Syracuse), operates a self-forming mesh network of devices that does not rely on a central network service provider. They propose to assemble mesh networks to improve information access and solve real-world problems.

## BUSINESS AFTER HOURS - GENIUS NY FINALISTS WELCOMED

More than 125 guests attended a Business After Hours and Member Showcase, sponsored by OBG, last month at the Dinosaur Bar-B-Que. Attendees welcomed and networked with the six teams selected as GENIUS NY finalists. The technology-based startups from around the country are competing for more than \$2.75 million in funding to develop their companies related to unmanned systems.

Congratulations to Todd Townsend of VanRoark, LLC, winner of two roundtrip tickets on Delta Air Lines.



Nate Meringer, center, and his twin brother, Jon, founders of Ascent AeroSystems, explain their drone—The Sprite—to a Business After Hours attendee. Ascent AeroSystems is one of six finalists in the GENIUS NY competition.

# CENTERSTATE CEO ECONOMIC CHAMPION

## HealthWay

Family owned manufacturer and innovator of medical-grade air cleaning and filtration systems, HealthWay, experienced tremendous expansion in 2016. Due to a strong increase in demand for indoor air purification systems that are designed and made in the United States, HealthWay is manufacturing its new brand, Intellipure, in the Oswego County village of Pulaski instead of its factory in China. This new, consumer-facing brand's first sales of the portable, patented-technology air cleaner are to China and India. This strategic expansion will create an additional 25 jobs in Pulaski during the next six to 12 months.

To further integrate the brands, HealthWay's service-based, sister company, PURE Global, offers the No. 1 hospitality amenity to high-end hotels worldwide—a seven-step process for hygienic, allergy-friendly rooms—and is set to feature American-made Intellipure and service thousands of hotels around the globe. PURE environments are also touching new applications such as hospitals, daycare centers, schools and assisted living facilities.

"All three brands will experience major growth, specifically in heavily polluted markets of the world, like China and India," says HealthWay President Vinny Lobdell.

As HealthWay and its sister companies, PURE Global and Intellipure, experience profits and growth, owners Vinny Lobdell and Vince Lobdell contribute their resources to revitalizing and restoring Pulaski to not only provide more jobs and commercial and residential opportunities, but local entertainment as the Lobdells did with their recent renovation of the Kallet Theater.

This feature of CEO Essentials spotlights local companies who are "Economic Champions" because of their success in adding jobs, expanding their products or services, gaining national recognition or contributing to the success of our region in special ways.

## SBA'S EMERGING LEADERS INITIATIVE, ACCEPTING APPLICATIONS

The Small Business Administration's Emerging Leaders Initiative is a federal training program that focuses on business executives poised for growth in historically challenged communities. The initiative provides the organizational framework, resource network and motivation required to build sustainable businesses and promote the economic development within urban communities.

The goal is for business leaders to spend time working on their business rather than in their business by having them create a growth action plan for the next three years, work with experienced mentors, attend specialized workshops and develop connections with their peers, city leaders and the financial community.

The program is a collaboration of the SBA Syracuse District Office with CenterState CEO, Downtown Committee of Syracuse, Inc. and The Tech Garden are among several community collaborators for this SBA initiative.

**Recruitment for the 2017 Emerging Leaders Initiative starts this month; classes begin in April. For information, contact [emergingleaders@sba.gov](mailto:emergingleaders@sba.gov) or visit [www.sba.gov](http://www.sba.gov).**



The Intellipure Ultrafine 468 is surrounded by HealthWay's committed production team of its new product line.



To participate in the 2017 SBA's Emerging Leaders Initiative, a business must:

- Be located in the Central New York region.
- Have been established for at least three years. This curriculum is not for startup companies.
- Have annual revenue between \$400,000 and \$10 million per year.
- Have at least one employee besides the owner.
- Be represented by an owner of the qualified business.
- Participant must be able to commit to attending 13 training sessions and complete required homework, about a 100-hour commitment.

# START IT! GRADUATES INTRODUCE NEW BUSINESS CONCEPTS TO THE REGION

CenterState CEO's Up Start program recently graduated its second cohort of the Start It! Business Basics Class. Family members and alumni joined the students to celebrate completion of the three-month course that covers the essentials of starting a business. Graduates were given the opportunity to discuss their business model and were awarded diplomas by instructors Rickey Brown of Home HeadQuarters and Reggie Seigler of the Syracuse Housing Authority.

Among the graduates were Jaqueline and Chris Travis who plan to launch a homemade empanada food truck; Asia "brow boss" Matthews of Asia's Lash and Brow Studio at 404 Oak St. in Syracuse (Facebook.com/AsiasLashandBrowStudio); and Sarah Robin, the first restaurateur-in-residence at With Love Restaurant, a new teaching restaurant and entrepreneur incubator on Syracuse's Northside (WithLoveRestaurant.com).

Jabril Newman, or Jay Real as he is called on stage, is a stand-up comedian and emcee who has performed at shows across the country. After many years of performing and networking with key leaders in the entertainment industry, Real felt he was ready to pursue his dream of becoming an event planner and organizer. He enrolled in Start It! to build the skills he would need to launch his own entertainment business.

Real explains, "Starting a business provides jobs and inspires others to adopt the same mentality." His company, Jay Real Entertainment, will launch its first large entertainment series, the "Live, Laugh, Love Concert Series," next month at the Auditorium Theatre in Rochester. For more information, visit [www.JRealEntertainmentLLC.com](http://www.JRealEntertainmentLLC.com).

The next Start It! classes begins this month. To enroll or learn more, contact Dan Cowen at [DCowen@CenterStateCEO.com](mailto:DCowen@CenterStateCEO.com) or 315-480-7690. Start It! is one component of Up Start, a collaborative business development program housed within CenterState CEO that connects existing businesses and aspiring entrepreneurs to the tools and networks that help them thrive.



Recent graduates of the Start It! Business Basics Class celebrate completion of the program.

CONNECT TO  
CENTERSTATE CEO!



Follow us at CenterState Corporation  
for Economic Opportunity



Follow us @  
centerstateceo



Like us at  
CenterState CEO



Subscribe to our  
CenterState CEO channel

# ECONOMIC FORECASTERS PREDICT MODEST GROWTH TRENDS IN 2017

CenterState CEO's 2017 Economic Forecast predicts modest growth will continue in 2017. The report was released to business and community leaders at CEO's sold-out Economic Forecast Breakfast last month where attendees gained an understanding of the region's economic climate.

The report includes the perspectives and projections of nearly 200 CenterState CEO members and business leaders from 14 industry sectors, and includes key market data from Manpower Inc. on industry, occupation, employment and earning expectations through 2020.

Through a survey and focus groups conducted by third-party research firm Research & Marketing Strategies, Inc., forecasters reflected on the growth they experienced in 2016 and shared their predictions for 2017:

- **67% experienced growth in 2016, up from 58% in 2015.**
- **68% anticipate increased sales or revenue in 2017; up 5% from 2016 projections.**
- **51% expect to expand product and services in 2017, down 7% from 2016 projections.**
- **49% expect profits to increase in 2017, up 2% from 2016 projections.**
- **53% expect an increase in jobs and hiring in 2017, up 9% from 2016 projections.**

The report also identified several opportunities that forecasters say impact their projections for their business and the regional economy including: the Regional Council grants to Central New York will positively impact the local economy and provide a catalyst for growth; technology has increased exposure for many small businesses opening new marketplaces allowing them to grow; collaboration with regional colleges will provide targeted training to develop workforce; and organizations are exploring ways to take advantage of the growing drone industry.

Forecasters similarly noted several challenges such as navigating an increasingly complex local, state and national regulatory environment; keeping pace with evolving technologies; attracting and retaining skilled talent; and managing the increasing costs of benefits.

Additionally, many organizations see the critical role they need to play in addressing issues of poverty in the region.

M&T Bank Regional Economist Gary Keith presented the event's keynote address, providing an analytic assessment of national and regional economic trends from the past year and an outlook moving forward.

"In 2016, the Central New York economy expanded at the fastest pace since 2012, although growth remained modest and well behind the U.S. norm," Keith said. "Declining industrial output once again acted as a drag on service and construction sector gains. This pattern has played out for a number of years, reinforcing the importance of moving toward a broader, more diversified economic base that more closely resembles the rest of the country."

PRESENTED BY:

**M&T** Bank



CenterState CEO President Rob Simpson challenges the audience to break the cycle of slow growth and accelerate progress by leading.



Economic Forecast keynote speaker M&T Bank Regional Economist Gary Keith said it is very important for Central New York to move toward a broader and more diversified economic base to keep pace with cities across I-90 and the country.

# 2017 ECONOMIC FORECAST continued from page 8

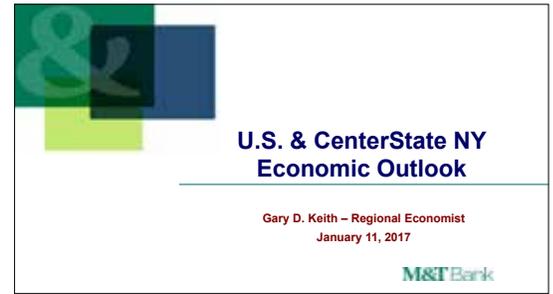
While the CenterState New York region is making progress in shifting its economic focus, much more work remains to be done, according to Keith.

“Buffalo and Albany are seeing increased investment in industries like education and health care, advanced manufacturing, business services and tourism, leading to employment and personal income growth. Central New York can also follow this path, aided by policies that support attracting and retaining high potential industries and companies, and by leveraging Upstate Revitalization funds to accelerate this transformation.”

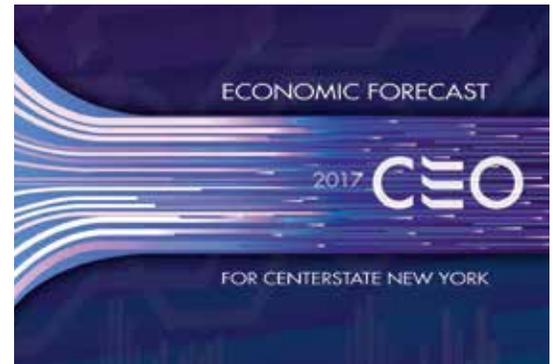
CenterState CEO President Rob Simpson challenged the audience to lead with their voice and by example to drive the changes necessary to break the region out of a stagnant economy.

“We have not seen any major growth curves for several decades and the predictions and sentiments shared by our forecasters repeat a prediction of slow and steady growth,” said Simpson. “We cannot simply ‘hunker down’ and wait for progress to come to us. To break the cycle of slow growth and accelerate our progress we must embrace a collective responsibility to lead.”

The CenterState CEO Economic Forecast is presented by M&T Bank. Corporate Sponsors include Dermody, Burke & Brown CPAs LLC, Novelis, National Grid, OBG, Manpower, Inc. and RMS; Media Sponsors are Advanced Media New York, News Radio 570 WSYR Now on 106.9 FM, Business Journal News Network and Visual Technologies.



See Gary Keith's presentation at: <http://tinyurl.com/z6sp6gk>



Download the 2017 Economic Forecast Report at: <http://tinyurl.com/hxeV5so>



## Stand out from the rest!

With today's saturated marketplace and low attention spans you have just seconds to make an impression. We make sure it's the **right** impression.



(315) 437-6159  
creative@typepartners.com  
www.typepartners.com  
6701 Manlius Center Road  
East Syracuse, NY

Effective Marketing Materials, Websites, & Corporate Literature

PLEASE JOIN US!

Greater Oswego-Fulton Chamber of Commerce  
**ANNUAL MEETING**  
Tuesday, Feb. 28, 2017  
12 - 1:30pm

Lake Ontario Event and Conference Center  
26 East First Street, Oswego, NY 13126

[www.oswegofultonchamber.com](http://www.oswegofultonchamber.com)

DRIVING  
MOMENTUM

## Downtown Dining Weeks

The most popular winter dining event in Downtown Syracuse, presented by Visions Federal Credit Union, returns on February 15! More than two dozen restaurants will dish out the once-a-year deal of three courses (or more) for \$25 or less. Check [www.DowntownSyracuse.com](http://www.DowntownSyracuse.com) often—the Downtown Committee will post menus from participating restaurants as they come in.

While dining, look for the return of the Downtown Committee's "Spot the Chef's Hat" contest. Each participating restaurant will hide a chef's hat somewhere in its dining area. If you see it, take a picture of it and email it (or a description of the location) to [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com), explaining where and in what restaurant you saw the chef's hat. All correct guesses will be entered into multiple drawings held during Downtown Dining Weeks. Winners will receive a gift certificate to a participating restaurant.



## Good Morning Downtown Syracuse Progress Breakfast:

### Spotlight on the Arts, presented by Eric Mower + Associates

Next month, the Downtown Committee will shine a spotlight on local arts, taking a deeper look at how arts and culture have influenced downtown's landscape and contributed to its character. Attendees will also learn how the arts will continue to impact downtown's future through three presenters. More details and ticket information will be shared through the Downtown Committee electronic newsletter and at [www.DowntownSyracuse.com/ProgressBreakfast](http://www.DowntownSyracuse.com/ProgressBreakfast).



## Downtown Clean Up for Earth Day is Saturday, April 22

This Earth Day, join the Downtown Committee to make sure the gateways to downtown Syracuse are clean and attractive to welcome the new season! Following last year's record-breaking turnout of 330 volunteers, The Downtown Committee is adding new locations to its Earth Day Clean Up this April. Individuals, groups and companies are encouraged to get involved and sign up to tackle a downtown neighborhood. Contact the Downtown Committee at [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com) or 315-470-1953.



## Partners in Planting

The Downtown Committee's Partners in Planting Program, combining employee engagement and downtown beautification, returns this spring for its third season. Young Leaders United, a division of the United Way, and Pioneer Companies, have already signed up. Call 315-422-8284 or email [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com) to learn more about sponsorship opportunities. For more information, please visit <http://downtownsyracuse.com/flowers>.



Follow the Downtown Committee on social media this year using the hashtag, **#ThisIsOurTown!**



Downtown Syracuse



@downtownSYR



DowntownSyracuse



@downtownSYR

## It's Official! Syracuse/Central New York Proclaimed the "OFFICIAL HOME OF WINTER™"

Winter, the season best known for underprepared drivers and major closings in warmer regions, received a VIP welcome locally as Syracuse was proclaimed the official home of the misunderstood season.

"We have two seasons here, winter and not-winter," said David Holder, president of Visit Syracuse. "We're done hiding and we're done putting up with anti-winter media bias. Winter is a great season. It's part of who we are and we're celebrating it. We are proud to be 'The Official Home of Winter.'"

Elected officials from the City of Syracuse, Onondaga County, the New York State Assembly and the State Senate joined a crowd of 100 business and tourism leaders welcoming Winter at a morning ceremony in the Oncenter Convention Center. The event reminded Central New Yorkers to take pride in winter, a season that carved the area's glacial scenery and shaped its hearty local character.

The event was highlighted by the arrival of Winter himself who made a VIP appearance and announced the region as his new home.

"I travel a lot and when you find a place that fits, you know it," Winter said. "They embrace me here. They understand that I'm a season of friends and cheer and frosty goodness and warm fires. It's not like, 'OMG, Winter's coming! Empty the shelves, buy bread.' Here it's cool. It's 'let's take a snow day!'"

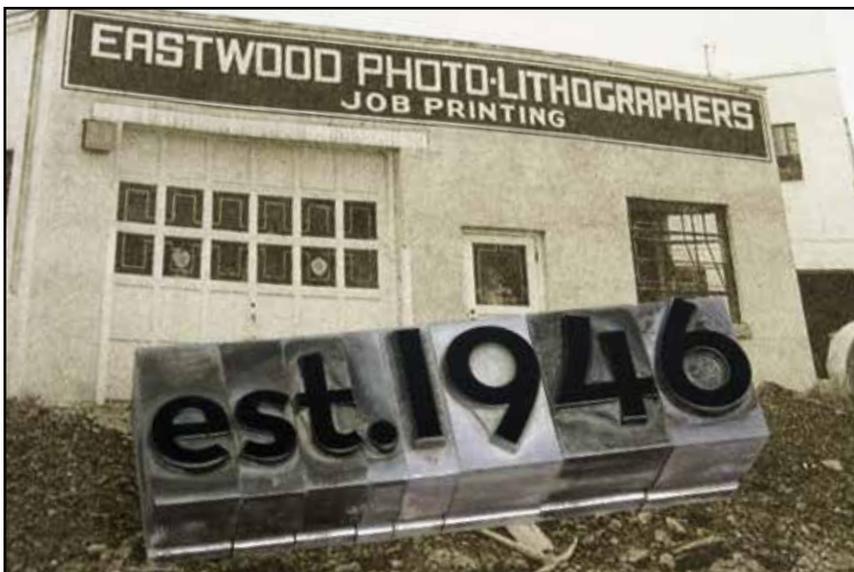
The welcome concluded with City of Syracuse Mayor Stephanie Miner bestowing Winter the official Golden CNY Snow Shovel. Like ceremonial keys to the city, the shovel represents entrée to all the region's winter charms.

Though humorous in tone, the event underscored the importance of tourism to Central New York. Tourism is an \$850 million business in Onondaga County and with regional winter sports, success of Destiny USA and the ongoing rebirth of downtown Syracuse, the area can be a major winter tourism destination. By drawing attention to those facts, the "Official Home of Winter" designation presents the message to the public in a memorable, off-beat way.

"Ultimately this is about growing the economy," Holder said. "And doing it with a sense of humor."



Winter celebrating his move to Syracuse in Clinton Square with his Golden Shovel. Credit: Kevin Morrow



Please join Eastwood Litho in celebrating its 70<sup>th</sup> year in business. We would like to thank all of our loyal customers for helping us to get to this milestone.

Thank you.



[www.eastwoodlitho.com](http://www.eastwoodlitho.com)



# NEW PARTNERS

Please join us in welcoming new CenterState CEO Partners. During the next 12 months each new member will be contacted by a volunteer from CenterState CEO's Ambassador Committee, chaired by Colette Powers, UBS Financial Services, Inc., The Austin & Alesandro Group. Stephanie Powers, Jefferson Clinton Hotel, is vice chair.

## BioSpherix



*BioSpherix Medical®, located in Parish, NY, designs, manufactures and sells advanced cell incubation and processing systems for the control and optimization of in vitro cellular environments. Their flagship Xvivo System® is the first cytocentric® isolator, the only barrier isolator designed for cells. The modular design can aseptically close any cell production process, small or large, simple or complex, manual or automated. All analytic, automation and process equipment can be ergonomically integrated. Full-time optimization of all critical cell parameters, including oxygen, produces cells with superior potency. The Xvivo System is a practical and economical alternative to cleanrooms for cGMP-compliant production of human cells and tissues. Since its founding in 1982, BioSpherix, Ltd. ® has supplied cytocentric equipment and systems to academic, research, pharmaceutical and biotechnology organizations throughout the world for use in basic cell biology and stem cell research, as well as gene and cellular therapies.*

Randy Yerden  
25 Union St.  
Parish, NY 13131 315-625-8025  
www.biospherix.com

## Felder Stadium



*Felder-Syracuse Track and Field Stadium, Inc. has been organized to build, operate and maintain an indoor, multi-use track and field stadium in downtown Syracuse, New York. The upper level community track anticipates 24-7-52 use by the general public. Soccer and lacrosse fields and volleyball courts are included in the design. At street-level, the building provides NCAA and IAAF-approved equipment, including a 200-meter track with hydraulically-operated curves. It is the fastest track in the world. Felder-Syracuse Track and Field Stadium, Inc. is a 501c3, nonprofit organization.*

Lennie Tucker  
PO Box 11417  
Syracuse, NY 13218 315-491-8328  
www.felder-syracuse.org

# MEMBER ESSENTIALS

PRESENTED BY:



**Excellus BlueCross BlueShield** Community Health Award grants \$90,000 to help fund health and wellness programs in Upstate New York.

**Saab** will move its headquarters and 260 new jobs for Saab Defense and Security USA to East Syracuse.

**Welch Allyn** owner Hill-Rom Holdings will buy Milwaukee-based Mortara Instrument Inc., which makes diagnostic cardiology and patient monitoring devices, for \$330 million.

**JADAK LLC**, announces that it has acquired the assets of ThingMagic, which provides Ultra High Frequency (UHF) RFID Reader Modules and Finished RFID Solutions to original equipment manufacturers.

**Rapid Response Monitoring** announces 33 new hires.

**Destiny USA** has a 66 percent increase in group travel visitation in 2016 compared to the previous year. EbLens, a sneaker and fashion retailer with more than 40 locations, opens new store in **Destiny USA**.

**St. Joseph's Health** named one of America's Best Hospitals for Obstetrics by the Women's Choice Award, signifying that the hospital is in the top 17 percent of U.S. hospitals offering obstetrics.

**St. Joseph's Health** announces a Tennessee hospital executive will be the new president and CEO.



**Lockheed Martin** hosts a job fair at Destiny USA to recruit 100 new employees. **Lockheed Martin** lands a new contract with the Navy to develop a new electronic warfare system worth up to \$92.7 million.

Iconic Syracuse sign at **Hancock International Airport** replaced with a similar sign that uses LED lighting.

Leaders from **Novelis** and **Cayuga Community College** discuss a bright future for advanced manufacturing in New York state.

The downtown Syracuse branch of Oswego-based **Pathfinder Bank** has plans to expand from a limited-service to a full-service branch.

NBT Bancorp Inc. announces the appointment of John H. Watt Jr. as president and CEO of the financial holding company and **NBT Bank**.

**Citizens Bank** will offer digital lending capability for small business customers.

New York state awards **Crouse Health** \$1 million for its Pomeroy Emergency Services Department expansion project.

The United States Small Business Administration recognizes **Berkshire Bank** as the "Top SBA Lender" for fiscal year 2016 in the Central New York District.

**Tessy Plastics Corp.** announces plans to buy the recently vacated Daikin Applied factory in Auburn.



## Share Member News with Us!

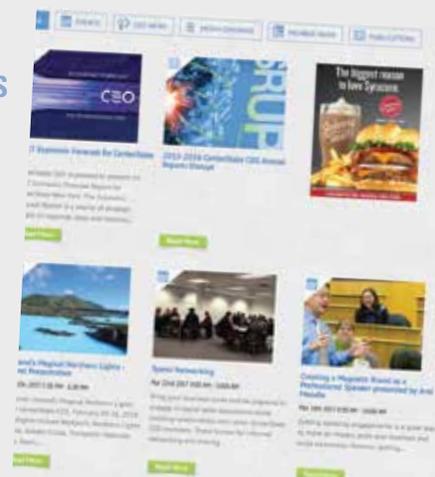
Submit your member news at [www.centerstateceo.com/add-member-news](http://www.centerstateceo.com/add-member-news) or share your stories with us at [membernews@centerstateceo.com](mailto:membernews@centerstateceo.com)!



## Stay Up to Date!

Visit [www.centerstateceo.com/news-events](http://www.centerstateceo.com/news-events) for access to:

- EVENTS
- CEO NEWS & PRESS RELEASES
- MEDIA COVERAGE
- MEMBER NEWS
- PUBLICATIONS



# CENTERSTATE CEO AMBASSADORS

CenterState CEO Ambassadors welcome new CEO members, and provide recognition to businesses celebrating important milestones. If your company or organization will be celebrating a special event in the near future, or if you are interested in becoming an Ambassador, please contact Sharon Abert at 315-470-1810 or [sabert@centerstateceo.com](mailto:sabert@centerstateceo.com).



**Good Uncle** celebrates its grand opening at 614 S. Crouse Ave. with a visit from CenterState CEO Ambassadors.



It looks like summer at **Tarson Pools & Spas**, 6071 E. Taft Road in North Syracuse. Tarson recently celebrated its 75<sup>th</sup> anniversary.



**FastSigns**, 2043 Erie Blvd. E. #2, celebrates its fifth anniversary.



New hotel property **Homewood Suites by Hilton-Syracuse/Carrier Circle**, 6006 Fair Lakes Road in East Syracuse, celebrates its first anniversary.



**The Lab Creative, LLC**, 509 W. Fayette St., celebrates its first anniversary.



**CenterState CEO Ambassadors** celebrate the holidays with a party at Revolutions at Destiny USA. Ambassadors collected \$328 in donations for Make-A-Wish of Central New York.

## Grand Openings

- Gannon's Ice Cream**, Destiny USA
- Camillus Pointe Senior Apartments**, 3877 Milton Ave., Camillus
- Segar & Prusinowski**, 499 S. Warren St., Syracuse

# EVENTS

## CenterState CEO Annual Meeting

Thursday, April 27, 2017

11:30 a.m. registration; 12 to 1:30 p.m. program  
Nicholas J. Pirro Convention Center at Oncenter  
800 S. State St., Syracuse

Register by April 20 at  
[www.centerstateceo.com/events](http://www.centerstateceo.com/events)  
or contact Lisa Metot at 315-470-1870 or  
[lmotot@centerstateceo.com](mailto:lmotot@centerstateceo.com).

Join the region's largest annual gathering of business leaders and the prestigious Business of the Year awards, recognizing companies in the following categories:

Business with 1-50 Employees

Business with more than 50 Employees

Community Involvement

Nonprofit Agency

Minority Owned Business

Cost: \$65/person for members; \$625/table of 10;  
\$80/person for non-members; \$775/table of 10.



### MEDIA SPONSORS:

advance media  
NEW YORK

NEWSRADIO  
**570 WSYR**  
Now on 106.9FM

VISUAL  
TECHNOLOGIES

BJ  
NN Business Journal  
News Network

Register online at [www.centerstateceo.com/events](http://www.centerstateceo.com/events)

### Shades of Ireland Travel Presentation, February 1

5:30 p.m.

Maplewood Suites Extended Stay, 400 Seventh North St., Liverpool

CenterState CEO presents Shades of Ireland, featuring Northern Ireland, a trip taking place September 5-17, 2017. Highlights include Dublin, Kilkenny, Waterford, Crystal, Blarney Castle, Killarney, Ring of Kerry, Limerick, Cliffs of Moher, Galway, Donegal Town, Derry, Giant's Causeway, Glens of Antrim and Belfast.

Cost: Free. Please RSVP to 315-701-2648 or [jlombardi@nyaaa.com](mailto:jlombardi@nyaaa.com).



### Social Selling Made Easy presented by Rick Olszewski, Sandler Training, February 16

8:30 to 10 a.m.

Drivers Village (second level meeting room), 5885 E. Circle Drive, Cicero

This session will share the key secrets found in "LinkedIn the Sandler Way" to leverage the world's largest professional network for sales. Learn how to harness LinkedIn to create a powerful, self-updating contact list; generate warm referrals from your existing contact network; and how to use LinkedIn to support an efficient, time-sensitive prospecting and selling plan.

Cost: Members: \$20; \$35 includes book. Non-members: \$30; \$50 includes book.

Contact Karen DeJoseph at 315-470-1997 or [kdejoseph@centerstateceo.com](mailto:kdejoseph@centerstateceo.com).



### Implementing New Minimum Wage Standards at Your Business, March 1

8:30 to 9:30 a.m.

The Tech Garden, 235 Harrison St., Syracuse

Plan ahead for New York's multi-year phase-in to a \$15 statewide minimum wage. Phase 1 went into effect December 31, 2016, bringing the minimum wage in Upstate New York to \$9.70 per hour. Maura McCann, director of Labor Standards for the NYS Department of Labor, will lead a minimum wage regulation training session to help businesses identify pay rates for its employees. Q&A to follow.

Cost: \$10 for members; \$20 for non-members. Contact Karen DeJoseph at 315-470-1997 or [kdejoseph@centerstateceo.com](mailto:kdejoseph@centerstateceo.com).



### Creating a Magnetic Brand as a Professional Speaker presented by Arel Moodie, March 14

8:30 to 10 a.m.

The Tech Garden, 235 Harrison St., Syracuse

Learn how to create a magnetic brand as a professional speaker that attracts clients to hire; how speakers often repel potential clients without even knowing it (and how to fix this); how to position yourself as the perfect solution to clients' most pressing problems, so that they want to work with your business; and client attraction elements to start booking presentations.

Cost: \$20 for members; \$30 for non-members. Contact Karen DeJoseph at 315-470-1997 or [kdejoseph@centerstateceo.com](mailto:kdejoseph@centerstateceo.com).

### Speed Networking, March 22

7:30 a.m. registration; 8 to 10 a.m. program

TERACAI, 217 Lawrence Road East, North Syracuse

Bring your business cards and be prepared to engage in small group dialogue while building relationships with other CenterState CEO members. There is time for informal networking and sharing your one- to two-minute pitch.

Space is limited; please pre-register.

Cost: \$15 members; \$25 non-members. Contact Karen DeJoseph at 315-470-1997 or [kdejoseph@centerstateceo.com](mailto:kdejoseph@centerstateceo.com).



### Iceland's Magical Northern Lights Travel Presentation, April 13

5:30 p.m.

Maplewood Suites Extended Stay, 400 Seventh North St., Liverpool

Discover Iceland's Magical Northern Lights with CenterState CEO, February 20-26, 2018. Highlights include Reykjavik, Northern Lights Cruise, Golden Circle, Thingvellir National Park, Geysir, Gullfoss, Seljalandsfoss, Vik, Eyjafjallajokull Volcano Visitor Center, Skogar Museum, Skogafoss, Jokulsarlon Glacial Lagoon, Skaftafell National Park, Vatnajokull Glacier and Blue Lagoon.

Cost: Free. Please RSVP to 315-701-2648 or [jlombardi@nyaaa.com](mailto:jlombardi@nyaaa.com).



# EXPLORE SHADES OF IRELAND THIS SEPTEMBER, INFO MEETING FEBRUARY 1

CenterState CEO presents Shades of Ireland, featuring Northern Ireland. This journey will take place September 5 to 17, 2017. Highlights include Dublin, Kilkenny, Waterford Crystal, Blarney Castle, Killarney, Ring of Kerry, Limerick, Cliffs of Moher, Galway, Donegal Town, Derry, Giant's Causeway, Glens of Antrim and Belfast. Per person rates: \$4,149 (double) and \$4,649 (single). If booked before March 5, 2017 this price includes a \$100 air booking bonus. Price includes round-trip airfare from Syracuse Hancock International Airport, air taxes, airport-hotel transfers, tour manager and 17 meals.



Giant's Causeway, Northern Ireland

# DISCOVER ICELAND'S MAGICAL NORTHERN LIGHTS IN 2018, INFO MEETING APRIL 13

Discover Iceland's Magical Northern Lights with CenterState CEO, February 20 to 26, 2018. Highlights include Reykjavik, Northern Lights Cruise, Golden Circle, Thingvellir National Park, Geysir, Gullfoss, Seljalandsfoss, Vik, Eyjafjallajokull Volcano Visitor Center, Skogar Museum, Skogafoss, Jokulsarlon Glacial Lagoon, Skaftafell National Park, Vatnajokull Glacier and Blue Lagoon. Per person rates: \$3,429 (double) and \$3,929 (single). Price includes a \$200 air booking bonus (if booked by August 20, 2017), round-trip airfare from Syracuse Hancock International Airport, air taxes, airport-hotel transfers, tour manager and 10 meals.



Jokulsarion Glacial Lagoon, Iceland



## TRAVEL PRESENTATIONS: IRELAND – FEBRUARY 1; ICELAND – APRIL 13

Join CenterState CEO for travel presentations at 5:30 p.m. on **February 1 for Ireland** and **April 13 for Iceland** at the Maplewood Suites Extended Stay, 400 Seventh North St., Liverpool, to learn more. RSVP to 315-701-2648 or [jlombardi@nyaaa.com](mailto:jlombardi@nyaaa.com). This presentation is free to attend.

## MEMBER MILESTONES

CenterState CEO would like to thank the following members for reaching membership renewal milestones in February, and for supporting CenterState CEO for many years to enrich and improve the business community.

### 55 YEARS

Best Western Syracuse Airport Inn

### 50 YEARS

St. Joseph's Health

### 35 YEARS

EMPOWER Federal Credit Union

### 25 YEARS

MONEY Federal Credit Union

Mirabito Energy Products

Northland Communications

### 20 YEARS

Premier Promotions

### 15 YEARS

Bell & Spina, Architects-Planners, P.C.

Madden School of Business @ Le Moyne College

Woodbine Group, Inc.

### 10 YEARS

ADP, LLC

Gypsum Wholesalers, Inc

### 5 YEARS

HOLT Architects, P.C.

Spark.Orange, LLC

Unimar, Inc.

## CEO ESSENTIALS

# HOW WILL YOU TRANSFORM THIS YEAR?

### ORGANIZATIONAL CHANGE

Customized services to create a holistic and transformative program to catalyze all aspects of an organization's performance.

### LEADERSHIP DEVELOPMENT

Programs that inspire action, help transform thinking and decision-making, and tools to help leaders create lasting change.

### TEAM PERFORMANCE

Training and insight to improve communication, build trust, create alignment and achieve lasting, improved performance and results.

### PROFESSIONAL COACHING

Move to the next level. Discover and refine your core competencies with guidance from trusted, experienced advisor.

## EMOTIONAL INTELLIGENCE AT WORK

2 DAY WORKSHOP

**FEBRUARY 14TH & 15TH  
8:30AM-5:00PM, BALDWINVILLE, NY**

Strengthen emotional and social skills, enhance your ability to focus, connect, influence and inspire others, and raise the emotional intelligence of your organization.



**EMERGENT**  
*formerly PLS*

Baldwinsville, NY • 315.635.6300

SEE ALL SERVICES,  
PROGRAMS & EVENTS AT

[GETEMERGENT.COM](http://GETEMERGENT.COM)