

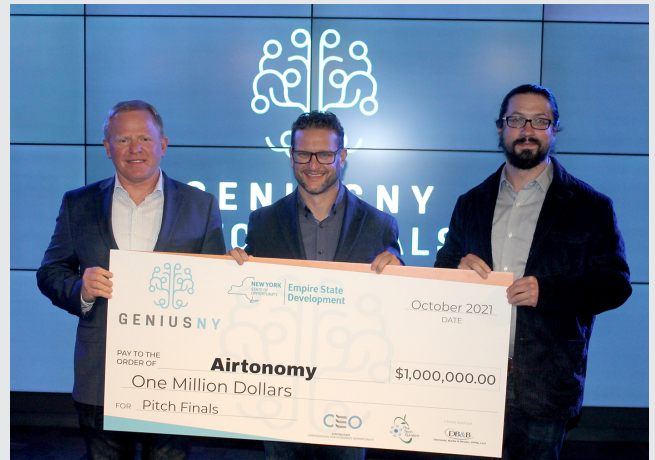
## AIRTONOMY IS 2021 GENIUS NY \$1M GRAND PRIZE WINNER

CenterState CEO, together with New York state, awarded Airtonomy, from Grand Forks, North Dakota, the \$1 million grand prize during the GENIUS NY competition's virtual pitch finals in October. GENIUS NY is the world's largest business competition focused on unmanned systems, cross-connected platforms and other technology-based sectors. Aerial Robotics from Hamburg, Germany; CarScanner from Krakow, Poland; Circle Optics from Rochester, New York; and WindShape from Geneva, Switzerland, were each awarded \$500,000 for a total of \$3 million invested through the competition.

Airtonomy, which was started in 2018 and has 30 employees, enables anyone to collect data uniformly using autonomous vehicles or drones. Airtonomy makes complex flight as easy as pushing a button so that a wind technician, security guard or power lineman can operate a drone safely and consistently, and collect data uniformly. This means data collected can be processed automatically using machine learning and turned into actionable intelligence for an organization.

"Pitch Finals is an important milestone for the GENIUS NY teams. It provides an initial investment to accelerate their growth and marks the successful completion of the program's first phase," said Kara Jones, director of GENIUS NY at CenterState CEO. "The teams will now begin the second phase of this competition, where they will use the input received from judges to go to market, build stronger partnerships with GENIUS

*continued on page 2*



Members of Airtonomy's \$1 million winning team include: Pete Haga, business operations lead; Dr. Joshua Riedy, founder & CEO; and Dr. Travis Dessel, co-founder & machine learning lead.



CenterState CEO Celebrates 376 Businesses as 2021 Economic Champions



2022 Regional Economic Forecast: Share Your Expertise!



New Investor Focus



CenterState CEO Events: Eyes on the Future Series Continues, Nov. 9

### CenterState CEO *Eyes on the Future: Skills to Help Further Your Career*

Multiple dates, see below.

9 to 10 a.m.

Virtual

In partnership with Generation Next and sponsored by CPS Recruitment, this professional development series provides strategies and knowledge to further one's career. Leaders across diverse backgrounds and industries will share how they've used their experiences, successes and lessons learned to grow themselves and their companies.

Topics include:

- Honing Your Networking Skills, In Person and Virtually, **Nov. 9**
- Being Engaged in Positive Change, **Nov. 16**
- Navigating the Return to "Normal," **Dec. 2**
- "If only I had known..." Pearls of Wisdom, **Dec. 9**

**Click here to see speaker information and register.**

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# GENIUS NY \$1M GRAND PRIZE WINNER continued from front page

NY teams from prior rounds, and focus on technology and business development, hiring and establishing headquarters and offices in Central New York. Each team will receive targeted support from mentors and advisers and will have additional opportunities to meet with investors to ensure their success.”

During the event, the teams pitched their business plans to a panel of five judges. Following the pitches, the competitors were each awarded one of five investments. The teams will use these investments to continue to accelerate their growth and expand their presence in the region. New York state has invested \$25 million in GENIUS NY’s five rounds of competition.

Learn more at [www.geniusny.com](http://www.geniusny.com).



Above, Airtonomy’s push-button software automates uniform collection, packaging and analysis of data acquired by autonomous vehicles and sensors, specifically targeting critical energy infrastructure. The GENIUS NY competition awarded \$3 million to five teams, at left, during Pitch Finals last month.



## Thank You Judges

- Captain Houston Mills**, vice president, Flight Operations and Safety, UPS
- Theresa Mazzullo**, CEO, Excell Partners
- Chedy Hampson**, founder and CEO, TCGplayer
- Kelly Wypych**, consultant and retired CEO, Cryomech
- Clayton Besch**, director, Empire State Development’s New York Ventures

## Thank You Sponsors



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# CENTERSTATE CEO CELEBRATES 376 BUSINESSES AS 2021 ECONOMIC CHAMPIONS

CenterState CEO recognized **376** companies as 2021 Economic Champions for their collective hiring of **nearly 3,500** employees, more than **4.6 million square feet of expansions** and more than **\$767 million in capital investments**. At a time of tremendous economic pressure, **120 new businesses** were recognized for opening new storefronts, offices and facilities; **40** were highlighted for **celebrating a milestone anniversary**; and **98** were recognized for receiving significant **awards and achievements**.

Click for a complete list of the 2021 Economic Champions

The accomplishments speak to businesses' commitment and contributions to the local and regional economy. Companies were nominated as Economic Champions for their achievements throughout the year by CenterState CEO and the Greater Oswego-Fulton Chamber of Commerce, the Upstate Minority Economic Alliance, the Downtown Committee of Syracuse, peers, employees and staff.

"This year, our business development team has been actively tracking more than \$89 billion in proposed projects that are interested in expanding and locating in Central New York; an unprecedented level of economic development opportunity that we've never seen before," said Robert Simpson, president of CenterState CEO. "In addition to those opportunities, we are excited to celebrate a record number of Economic Champions this year. Their micro decisions and big, bold actions are making a positive impact on the recovery of our regional economy. We are proud to recognize each of this year's Economic Champions and are grateful for the progress they are helping drive in our region."

During the virtual Economic Champions celebration, CenterState CEO presented its Community Visionary Award, sponsored by Wegmans Food Markets, to JMA Wireless for its leadership in the business community, notably its significant, targeted investment and commitment to growth in Syracuse's Southside neighborhood. Its \$52 million redevelopment of the former Coyne Textile factory into a 5G tech manufacturing campus will serve to infuse the neighborhood with new vitality and jobs, while supporting the city's efforts to position Syracuse as a high-tech community of the future. JMA's investment will serve as an important anchor project in the Southeast Gateway neighborhood, and a catalyst for further growth. The project serves as a model of CenterState CEO's inclusive business development strategy to encourage investments in high-poverty neighborhoods that can both stimulate the local economy and employ residents who have the potential to succeed in advanced manufacturing and tech careers.

Guest speaker Eddie Brennan, president and co-owner of Beak & Skiff Apple Farms Inc., joined the event to share his company's story of growth and innovation. Celebrating its 110th anniversary this year and five generations of family ownership, Beak & Skiff has evolved, diversified its business and broadened operations into an award-winning destination, while remaining true to its roots.

The accomplishments were celebrated virtually with CenterState CEO members, community leaders and guests.



Watch all the Economic Champions recognition videos highlighting just some of the 376 organizations recognized this year for: **Business Beginnings**; **New Jobs, New Opportunities**; **Invest, Expand, Grow**; and **Milestones & Achievements**.



Community Visionary Award, sponsored by Wegmans Food Markets, presented to JMA Wireless. JMA Wireless' 5G Syracuse Campus will put Syracuse at the leading edge of 5G technology development, while creating a significant impact on economic opportunity and community prosperity.

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## COMMUNITY VISIONARY AWARD SPONSOR



## CHAMPIONS VIDEO SPONSOR



## SPEAKER SPONSOR



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# ARE YOU A PARTNER IN EQUITY? EXPLORE OUR RESOURCES

You may recall that in February of this year, CenterState CEO launched an online resource to offer a dynamic diversity, equity and inclusion (DEI) platform for businesses and the community to use. Sponsored by a partner in equity, Berkshire Bank, the **CenterState CEO Equity** website is meant to offer a DEI toolkit of information and educational resources to provide businesses with a deeper understanding of the intersections of race and equity in the business world. Recent social and racial events have allowed businesses and individuals the opportunity to reflect on the role we play in moving our business community, country and society forward. In fact, over a year ago, the Racial Impact and Social Equity Portfolio (RESI) was created and since then, the RESI team has provided DEI services to an array of local and national businesses. The website is another means to advance that work, providing a free online resource for businesses and their employees to start diving into why DEI efforts are important, with opportunities for professional and personal growth. Here's a glimpse of what you can find on the RESI website:

## 1. Take the Business Equity Pledge

It's time to take action and address DEI efforts in the workplace. Step up as a leader and pledge to promote and advocate for sustainable initiatives on racial equity.

## 2. Learn about Commemorative Observances

Learning about and acknowledging commemorative observances can expand your cultural competency. Each month, the website highlights commemorative observances for various cultural identities and groups to celebrate their accomplishments and acknowledging the challenges of these communities through history and present day. Some commemorative observances are national observances listed by the Library of Congress (e.g., Juneteenth and Asian Pacific Heritage Month).

## 3. Assess. Learn. Engage.

The site offers interactive tools, including a free micro course, a curated digital library, self-assessment tools and other means to evaluate and expand awareness of racial equity and social impact.

## 4. Take part in RESI DEI Training Services

Explore a suite of fee-based DEI corporate training services designed for businesses and the community that focus on content areas such as the history of racism in America; understanding institutional bias and systems change; and team action planning. From C-Suite sessions for upper management and leadership to Lead for Change sessions for mid-management, there's a service designed for all employees at any level of an organization. All service experiences guarantee that participants will be exposed to critical tools of understanding racial realities to broaden personal and professional ideals in a safe and engaging environment.

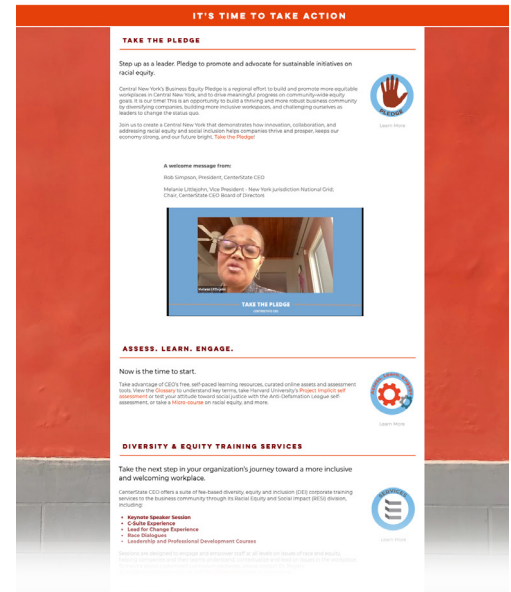
Check out the **testimonials from former clients** who have used our training services. There's also a quick and simple way to ask me a **racial equity and social impact question**.

We're here to engage with you on your journey toward a more equitable society for businesses and the community!



### TOWARD RACIAL EQUITY

We are in a moment. It's time for each of us to reflect on the role we will play in moving our business community, country and society forward. This site provides a deeper understanding of the intersections of race and equity in our lives, offers resources, and helps build a community that embraces racial equity in the workplace. CenterState CEO is ready to partner with you on this journey.



*Racial equity and social impact initiatives, DEI training courses and consultation services from CenterState CEO are available. Contact Dr. Juhanna Rogers at [jrogers@centerstateceo.com](mailto:jrogers@centerstateceo.com) to learn more.*





# 2022 REGIONAL ECONOMIC FORECAST: SHARE YOUR EXPERTISE!

Each year CenterState CEO seeks your expertise to get a clear and comprehensive picture of the region's economic trends as we prepare the Economic Forecast for Central New York. We want to hear your perspectives for this important annual survey, particularly in the wake of another unprecedented year.

CenterState CEO is again partnering with Research & Marketing Strategies, Inc. (RMS), a third-party market research firm, to survey members across industries to provide insights on the current economic climate and the challenges and opportunities they expect to see in the year ahead.

**We invite you to participate by taking a brief, online survey at [www.RMSresults.com/EconomicForecast](http://www.RMSresults.com/EconomicForecast). Members will also have an option to sign up for an in-depth interview at the end of the questionnaire.**

The input shared by our members through the survey and interviews is key to developing the 2022 Economic Forecast for Central New York, which is a valuable resource for business and economic planning. This report will be released in conjunction with CenterState CEO's Economic Forecast event in January 2022, presented by M&T Bank and St. Joseph's Health. We invite you to join CenterState CEO members, business leaders and executives for this presentation.

For more information on the 2022 Economic Forecast survey and interviews, contact Research & Marketing Strategies, Inc. (RMS) at [Research@RMSresults.com](mailto:Research@RMSresults.com), and reference the Economic Forecast Survey.

We look forward to your participation.



**Take the 2021 Economic Forecast Survey**  
[www.rmsresults.com/EconomicForecast](http://www.rmsresults.com/EconomicForecast)



**Interested in Sharing More Detailed Insight?**  
Contact [Research@RMSresults.com](mailto:Research@RMSresults.com) to ask about this year's in-depth interviews with members.



**Coming in January: Economic Forecast Presentation**  
Check [centerstateceo.com/events](http://centerstateceo.com/events) for details coming soon.

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## CenterState CEO Team Joins WISE for Gather & Grow

CenterState CEO staff was on hand to support Gather & Grow - An Open House at the WISE Women's Business Center, by participating in its Small Business Resource Fair, held at AXA Tower I, in Syracuse. The event was focused on helping entrepreneurs explore how business development resource partners can help them grow, position their business for funding, get certified, and more. The CEO team met with small business owners and other service providers in the business development ecosystem, including clients they have been serving throughout the pandemic.

Pictured from left are Andy Obernesser, director of community investment; Jessica Underwood, digital platform manager; and Zeruiah Jones, membership manager.

# GOVERNMENT RELATIONS



## CenterState CEO Legislative Agenda 2022: Add Your Voice

CenterState CEO staff and members of its Government Relations Committee are beginning work on the organization's 2022 Legislative Agenda. This document, which is shared with elected leaders, includes CEO's mission and principles for regional growth and prosperity. It details its federal and state legislative priorities, reflecting issues of greatest opportunity and concern.

Each year, CEO's Research, Policy and Planning team examines issues that could have the greatest impact on business and the region and works with its Government Relations Committee to determine what should be included in the Legislative Agenda and "The Top Five" issues that receive the greatest focus.

For 2021, "The Top Five" were:

**COVID-19 Relief for Business** – CenterState CEO supported pandemic relief at the local, state and federal levels. CEO successfully advocated for IDA grants for small businesses, NYS Small Business COVID-19 Relief grants and, CARES and American Rescue Plan grants from the federal government.

**U.S. Innovation and Competition Act** – CenterState CEO supported key elements of this package designed to promote domestic industry growth in key technology sectors, reducing dependence on technologies, such as semiconductors, produced in other countries (originally known as the Endless Frontiers Act). This legislation passed with bi-partisan support in the U.S. Senate; it awaits a vote in the House of Representatives.

**Advancing I-81 Redevelopment** – CenterState CEO supports advancing the redevelopment of Interstate 81 through Syracuse with a Community Grid Plus solution, identified by a committee of CEO members and staff, as the preferred alternative. This year, the NYS Department of Transportation produced its Draft Environmental Impact Statement and is reviewing input accepted during an extended public comment period. A final Environment Impact Statement on the project is anticipated in early 2022.

**NYS Income Tax** – CenterState CEO joined business and economic development organizations across New York in opposition to increased income taxes and the proposed introduction of a new "wealth tax." While plans for a wealth tax were defeated, the state imposed a new "millionaire's tax," with a sunset provision.

**Angel Investment Tax Credit** – CenterState CEO supports the introduction of a new tax credit for investments up to \$500,000 at the earliest stages of new businesses. In recent years, Central New York has benefitted from a growth of new business formations; this phenomenon accelerated during the pandemic. Recognizing the dramatic difference early investments can make in the ultimate success of these companies, an Angel Investment Tax Credit could have a substantial impact on the region. While these efforts were not successful in the last legislative session, CEO anticipates further advocacy in the coming months.

### What Issues Are Impacting Your Business?

Looking ahead, in 2022, issues related to workforce, labor, climate change, anti-trust regulation and health care could take on prominent roles. As we prepare our 2022 Legislative Agenda, let us know what issues are having a significant impact on your business. Contact Kevin Schwab, vice president of public policy and government relations, at [kschwab@centerstateceo.com](mailto:kschwab@centerstateceo.com).

## COVID-19 BUSINESS FUNDING RESOURCES

A program update, listed below, is available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Please follow the provided links to determine whether your business or nonprofit is eligible to apply or visit [www.centerstateceo.com/covid19resources](http://www.centerstateceo.com/covid19resources).

COVID-19  
BUSINESS RESOURCES

CEO  
CenterState  
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CenterState CEO

### FEDERAL

#### USDA Pandemic Response and Safety (PRS) Grant Program – UPDATE

Provides funding to help small specialty crop producers, food processors, manufacturers, distributors and farmers markets recover costs incurred by responding to the COVID-19 pandemic, including measures to protect workers. Grants are available between \$1,500 and \$20,000. No cost sharing or matching funds are required. The application period closes Nov. 22, 2021. For more information, including eligibility criteria.

# PATHWAYS TO APPRENTICESHIP PROVING SUCCESSFUL, LAUNCHES SECOND COHORT

Syracuse Build, in partnership with CenterState CEO and local building and construction trades, recently launched the second cohort of Pathways to Apprenticeship. Pathways to Apprenticeship is a comprehensive apprenticeship readiness training program that prepares women, people of color and veterans to gain access to the building trades' registered apprenticeship programs. The program is co-led by CenterState CEO's Work Train initiative and the Northern-Central New York Building and Construction Trades Council, with six unions working closely to design the program and select students. With the launch of the second cohort, several additional unions have expressed interest in joining the collaboration. The class of 20 participants includes eight women, 19 people of color and one veteran.



PATHWAYS TO  
APPRENTICESHIP  
syracuse build

The first cohort graduated in August and is proving highly successful. All 15 graduates have been accepted or been invited into union apprenticeship, union membership or a union bootcamp. Of the 15, nine have been accepted into union apprenticeship and are working; three are actively applying for apprenticeships; and two have been invited to join a union or are working on union jobs while preparing for the next apprenticeship cycle.

The success of this first cohort was also supported by Hueber Breuer Construction Co. and VIP Structures who, among others, were asked to help find quality temporary construction jobs for the graduates while waiting for their union start dates. Hueber Breuer and VIP referred the skilled candidates to their project teams and subcontractors to aid in connecting them with opportunities. This was an unexpected kindness but one that speaks to the community support of Syracuse Build.

Syracuse Build is a community initiative launched by Mayor Ben Walsh to support local construction activity by connecting job seekers from Syracuse's historically marginalized communities with career pathways in construction-related fields. Syracuse Build's goal is to align local government, unions, anchor institutions, and construction firms with a coordinated network of community, training and workforce partners. Work Train at CenterState CEO serves as an intermediary, bringing together resources and partners to develop both the Syracuse Build initiative and the Pathways to Apprenticeship program.

For more information, contact Alissa Tubbs at [atubbs@centerstateceo.com](mailto:atubbs@centerstateceo.com).



Syracuse Build's Pathways to Apprenticeship graduates its first cohort in August.



# TECH & CULTURE ENSURING A SUCCESSFUL TECH ECOSYSTEM IN SYRACUSE

With support from the JPMorgan Chase & Co. *AdvancingCities* Challenge grant, CenterState CEO has been working to implement Inclusive growth strategies through talent and workforce development in support of Syracuse Surge, including Tech & Culture (T&C). During the past year, CenterState CEO Economic Inclusion Fellow Marcus Webb has been building a social and professional network of diverse tech professionals within the region. The T&C group is an important element in ensuring the success of Syracuse Surge, an unprecedented series of investments in tech infrastructure that will position Syracuse as one of America’s “smartest” cities and a global leader in the New Economy.

Tech & Culture connects local tech professionals to businesses, leadership and career opportunities. It also connects them to one another, creating a network critical to shaping the local tech ecosystem and making Syracuse a place where people want to live and work and can be successful. T&C hosts two main programs: the Surge Learning Community, which prepares residents, specifically women and people of color, to transition into tech careers, and the T&C Speaker Series, which highlights the diversity of tech in Central New York. T&C also works with employers through **Good Life CNY** to help recruit talent into tech positions in the region.

“The speaker series has been effective at illustrating the diversity of not just technology as an industry, but also those who identify as tech professionals,” Webb said. “Tech & Culture provides opportunities for employers to reach new audiences and showcase the talent of existing employees. Meanwhile, professionals have opportunities to network, mentor and easily connect with the larger tech community.”

Businesses are encouraged to get involved.

- Nominate speakers from your company for the **Tech & Culture Speaker Series** or Surge Learning Community.
- Encourage professionals in your company to be active in **Tech & Culture**.
- Learning about recruiting through **Good Life CNY**.
- Sponsor an event.

For more information on Tech & Culture, contact Marcus Webb at [mwebb@centerstateceo.com](mailto:mwebb@centerstateceo.com).



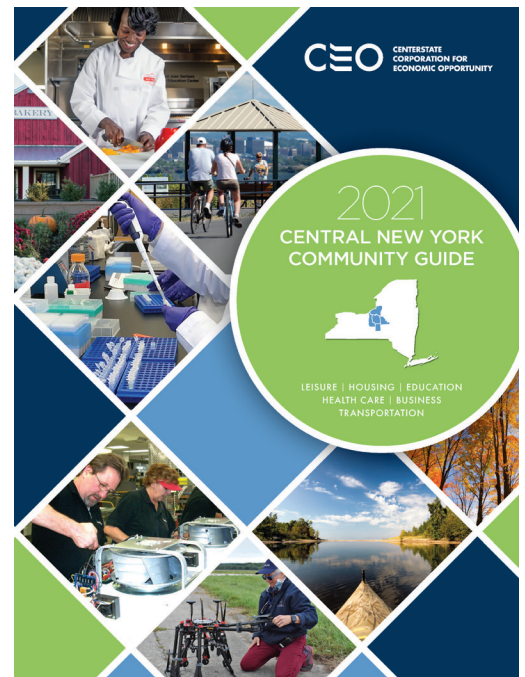
**Ana Gil** and **David Richardson** were recently featured on the Tech & Culture Speaker Series sponsored by JPMorgan Chase & Co.

## 2022 CENTRAL NEW YORK COMMUNITY GUIDE: VISIBILITY OPTIONS AVAILABLE

Now is the time to be part of the CenterState CEO’s 2022 Central New York Community Guide – visibility and advertising opportunities are available. The guide is a promotional piece created with CenterState CEO members in mind to aid in their talent attraction efforts. The publication’s focus on the region’s leisure, housing, education, health care, relocation, business and transportation assets makes it a valuable professional recruitment tool for employers. Companies working to attract talent find the Guide a useful resource for those new to the area — and even current employees and residents — to stay informed about the region’s vast resources.

Companies interested in visibility opportunities in the guide should contact Beth Savicki at 315-657-0423 or [bsavicki@centerstateceo.com](mailto:bsavicki@centerstateceo.com).

As a benefit of CEO membership, members will receive a complimentary copy of the 2022 publication. To purchase additional copies of the upcoming 2022 edition, contact Savicki. [Click to download a copy of the 2021 Community Guide.](#)



## Member Spotlight

### GENIUS NY's DroneSeed Secures \$36M Series A

DroneSeed recently raised \$36 million as part of its Series A round.

The company offers full lifecycle services for forestry management by using an efficient, cost-competitive fleet of drones to reduce reliance on manual labor. DroneSeed is reimagining reforestation from root to crown in a modern and vertically integrated way, grafting carbon futures and AI to century-old machinery and logistics. [Read more.](#)



### Geopipe, winner of GENIUS NY 2020, Raises \$2.4M Seed Round

Geopipe recently announced that it has closed a \$2.4 million seed round led by Village Global, joined by Matrix Partners, the Alexa Fund, AME Cloud Ventures, and others. Geopipe is creating the authoritative whole-Earth digital twin built by AI, bringing the unified Metaverse of reality to gaming, simulation and beyond. Geopipe will use this funding to roll out more of its cutting-edge, deep-learning techniques. [Read more.](#)



## NUAIR

Northeast UAS Airspace Integration Research Alliance is an organizational partner of CenterState CEO  
[www.nuair.org](http://www.nuair.org)



## New York's 50-Mile Drone Corridor Integrates 5G Test Network

Gov. Kathy Hochul announced the MITRE Engenuity Open Generation 5G Consortium will bring 5G to the New York state 50-mile unmanned aircraft systems corridor between Syracuse and Rome, New York. Open Generation has determined this corridor is a prime location to launch the nation's first 5G unmanned aircraft systems testing range, a designation that will greatly enhance New York's position as a global leader in this emerging technology sector.

NUAIR, a New York-based nonprofit organization that provides expertise in unmanned aircraft systems and a member of Open Generation, manages New York's 50-mile unmanned aircraft systems corridor and is playing a vital role in advancing 5G innovation in unmanned aircraft systems (UAS). With coordination from NUAIR, the corridor will include an experimentation hub with more than 100 square miles dedicated to 5G beyond-visual-line-of-site testing and long-range flight paths – a capability critical to the commercialization of safe and secure UAS.

New York state established itself as the nation's premiere destination for drones and businesses at the forefront of innovation by making a \$30 million investment in 2016 to develop the 50-mile flight traffic management system between Syracuse and Griffiss International Airport in Rome. In total, the state has invested nearly \$70 million during the past five years to advance the UAS industry in Central New York and the Mohawk Valley.

New York receiving the 5G technology for its drone corridor represents a new milestone for the sector's continued development in the state. Within this corridor, strategic investments are accelerating industry growth by supporting emerging uses in key industries, including agriculture and forest management, transportation and logistics, media and film development, utilities and infrastructure, and public safety.



NUAIR drone ready for testing at the New York UAS Test Site at Griffiss International Airport in Rome, New York.

# LEADERSHIP LESSONS FROM INSPIRATIONAL INFLUENCERS

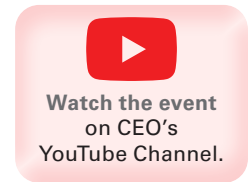
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Attendees gathered virtually to hear influential executives and community leaders share leadership lessons that have shaped how they manage, motivate themselves and others, and build success in their lives and careers.

Special thanks to Stan Linhorst, weekly leadership columnist, Syracuse.com and The Post-Standard, who moderated the program.

Read excerpts from their remarks below.



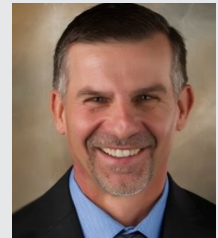
## **Lisa Dunn Alford**, *President, ACR Health*

1. Leadership to me means the ability to galvanize others towards a common goal.
2. My father was an educator. He taught me how significant it was to build coalitions and have social networks with teachers, administrators and people from all walks of life to help get things done.
3. My key leadership characteristics include having word and deed alignment; being authentic, of high integrity, inquisitive, a continuous learner, knowledgeable, a great communicator, coach/mentor, adaptable, humble, caring, inspirational, and a practitioner of equity and inclusion.
4. My leadership qualities help my colleagues see how our work doesn't just serve people today, but that the decisions we make today and the way we serve others builds a legacy for the future.
5. A leader's job isn't to know everything, but to create a culture or environment where great ideas can emerge. You don't need to be perfect. Allow people to get inspired by how you deal with your imperfections.
6. A favorite leadership motto: People don't care what you know, until they know how much you care.
7. An African Proverb on leadership: "If you want to go fast, go alone. But if you want to go far, go together!" Leadership is about getting your team and you to your goal together!



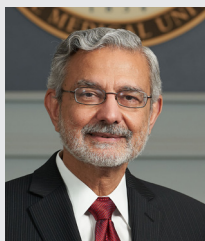
## **Jeff Cruse**, *Plant Manager, Novelis*

1. Show up every day... 90% of success is showing up.
2. Improve every day. Be purposeful with intention and priority.
3. Play the next play. Don't dwell on the past, look at what's ahead.
4. Internal perspective – be intentional. Be comfortable with not having all the answers; build a strong team that does have the answers.
5. External perspective – build a high level of trust under pressure. Use difficult times as coaching moments to encourage people. Get to know people and their career aspirations.
6. Build a culture of accountability. Build and model high expectations. Allow decision-making to happen at the right level to empower people.
7. Build relationships by providing feedback.



## **Mantosh Dewan, M.D.**, *President, SUNY Upstate Medical University*

1. The individual is most important. Work together to make that person better.
2. Trying and failing can be fun. Be humbled by success and/or failure.
3. Learn employees' dreams and how they align with the organization.
4. A leader works for the people that report to him to make them successful – not the other way around.
5. Do not accept personal and organizational compromises to keep your job. Always have a happy space to go back to.
6. Have fun; enjoy what you do. Try not to overthink things.
7. Dream. Hire the best people, then trust and support them.



## **Ken Stewart**, *Chief Executive Officer, NUAIR*

### My Four Tenets:

1. Assume noble intent – develop a value system that emphasizes trust and giving the benefit of the doubt. The basic assumption is that people are inherently good and mean well in their decisions or actions, even if the outcomes are not positive.
2. Everyone is fighting a battle you know nothing about - be mindful that other people struggle, not always visibly, just as you do, and to extend them some sympathy. People don't act out because things are going well. They act out because they're hurting inside.
3. Good sailors are not born of smooth seas - easy situations can never improve you or make you better, but rather the harsh conditions of life make a person tougher and more capable.
4. Be comfortable with the uncomfortable - get used to being in situations that are outside our comfort zone. This has taken on a new meaning since the onset of COVID-19. For many, getting back to our daily routines will be extremely uncomfortable.





**Bertram L. Lawson II**, *President & CEO, YMCA of Central New York*

Focusing on people and impacting lives:

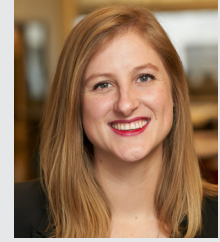
1. Empower people (staff and culture); focus on being a transformational and servant leader.
2. Support staff so they can be centered and focus on what needs to be done and how to do it.
3. Engage a mentor.
4. Provide clarity, direction, space for other voices, value, grace, opportunity and fun.
5. Ask a lot of questions. It can provide deeper reflection.
6. "Feed the staff," so they don't eat the members. Staff who feel valued will serve members well.
7. Elevating staff should be first and foremost and include plenty of engagement opportunities.



**Kristin Mannion**, *Founder & President, The Alvina Group*

We all operate in ambiguous environments, and during disruptions good leaders think deeply about the right things to measure. Said another way: **Winners Keep Score.** It's not the numbers that fit easily on a spreadsheet, but how you measure what really matters to you and your business. Here are the important questions to ask yourself and your team:

1. What are your indicators for success in work and in life?
2. Have you interrogated them?
3. How often do you check them?
4. Are they honest, or are you always "winning"?



## EXECUTIVE LEADERSHIP DEVELOPMENT SERIES, REGISTRATION OPEN

CenterState CEO offers members a seven-month comprehensive leadership series. The program is presented by CenterState CEO, with curriculum that combines academic expertise from local colleges and universities with real world insight from some of the region's top business leaders.

The Executive Leadership Development Series helps executives and rising managers reach the next level by enhancing critical thinking, communication and empowerment skills.

For more information on the Executive Dialogue program or the Executive Leadership Series, contact **Lisa Metot**. **Learn more and apply.**



**PROFESSIONAL DEVELOPMENT MEMBER EXCLUSIVE**

**Executive Leadership  
Development Series  
2022 Information Session**

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Reach the next level as an executive or rising manager by enhancing critical thinking, communication and empowerment skills.

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- Cultivating Professional Relationships
- Empowering Your Workforce
- Equity and Culture Diversity within the Workplace
- Critical Thinking
- Reflective Transformational Leadership
- Civic Engagement
- Work Life Balance

**INFORMATION  
SESSION  
DECEMBER 1  
9 am**

Sign Up  
by contacting  
**Lisa Metot**  
at **315.470.1870**  
or  
[lmotot@centerstateceo.com](mailto:lmotot@centerstateceo.com)

# CENTERSTATE CEO ECONOMIC CHAMPION

## Woodford Bros., Inc.

Woodford Bros., Inc. located in Apulia Station outside Tully, New York, is undergoing massive growth. It specializes in basement waterproofing, foundation repair and concrete leveling, and has grown from a small, family run company to one of the largest construction companies in the area with more than 80 employees.

Growth points include 15 new jobs and a brand new 4,000-square-foot warehouse with a state-of-the-art truck wash bay. The sales department grew from five design

specialists a few years ago to more than 17 positions today. In 2021, Woodford expanded its concrete division into the Binghamton area.

Woodford Bros.' growth is getting national attention. Two of the country's largest construction networks ranked Woodford Bros. in the top 50: No. 47 in foundation repair from Supportworks out of Nebraska and No. 34 in basement waterproofing from Basement Systems in Connecticut.

"Our major capital improvements were a direct result of the pandemic," said Tom Woodford Jr., president and owner of Woodford Bros., Inc. "It was clear we needed to expand our local footprint to better serve homeowners."

Despite this rapid growth, Woodford has not lost site of the importance of a family atmosphere for employees with monthly, company-sponsored events, generous benefits packages and involvement in local events. Woodford supports the community and the region, from Vice President Mike Woodford's leadership in the local fire department to the United Way, CenterState CEO and local school sponsorships.

Learn more at [Woodfordbros.com](http://Woodfordbros.com).



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



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# MEMBER ESSENTIALS

**HealthWay Family of Brands**, in Pulaski, is acquired by AE Industrial Partners, LP.

John Marraffa appointed president of **Kinney Drugs**.



**Preferred Mutual Insurance Company** appoints R. Benedikt Sander to the role of president and CEO.

**Community Bank System** to acquire Elmira Savings Bank for nearly \$83 million.

**AIS** wins \$95 million contract from the U.S. Air Force focusing on software-system security.

**Doyle Security Systems** acquires Watertown firm.

**Syracuse University** to use \$750,000 federal grant for work toward “grid interactive” and energy-efficient buildings.

**VIP Cos.** begins renovation project to turn former Post-Standard building into new headquarters.

**National Grid** installs electric-vehicle charging plugs on **SUNY College of Environmental Science and Forestry** campus.

A grant from the **Community Foundation’s** Black Equity & Excellence Fund allows **Black Cub Productions** to launch its 10-week workshop, Life Through My Own Lens.

**Novelis** announces nearly \$130 million investment to enhance Oswego operations and meet growing demand for aluminum.

Project underway to renovate **SUNY Oswego’s** Hewitt Hall for communications program. **SUNY Oswego** donors raise \$2.4 million to name the Deborah. F. Stanley Arena and Convocation Hall.



**Excellus BlueCross BlueShield** achieves 5-star rating for two of its Medicare plans.

**Crouse Health** earns national stroke care recognition from American Heart Association.

**Crouse Health** is one of just 37 New York State healthcare facilities — and the only one in Central New York — to be designated an Age-Friendly Health System by the Institute for Healthcare Improvement.



**Business Machines & Equipment** is moving its headquarters from New Hartford to Mohawk, New York.

**Cornell University** is named one of the best universities in the world by U.S. News & World Report.



**Tessy Plastics** to acquire Xerox Holdings property in Monroe County.

**Upstate Medical University** breaks ground on Upstate Cancer Center in Verona.



**Lockheed Martin** is expanding and hiring hundreds.

**Pinnacle Holding Company** named on Inc. magazine’s annual list of America’s Fastest-Growing Private Companies – the Inc. 5000.

Share Member News with Us! **Submit your member news** at [www.centerstateceo.com/add-member-news](http://www.centerstateceo.com/add-member-news)



# 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 Michelle Salvagno, The Garam Group.

## GiGi’s Playhouse Syracuse

*GiGi’s Playhouse Syracuse is a Down syndrome achievement center that provides free educational and therapeutic-based programs for individuals of all ages. The mission of GiGi’s Playhouse Syracuse is to change the way the world views Down syndrome and send a global message of acceptance for all.*

Ms. Amanda Miles

5885 E. Circle Drive, Suite 250

Cicero, NY 13039

<https://gigisplayhouse.org/syracuse>

315-288-7529

## The Palladium-Times

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Oswego NY 13126

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

315-343-3800



# CENTERSTATE CEO AMBASSADORS

CenterState CEO Ambassadors welcome new CEO members and provide recognition to businesses celebrating grand openings, reopenings, company anniversaries, and other important milestones. CEO wants to recognize and celebrate members' special events. Please contact Justin Miller at 315-447-7826 or [ambassadors@centerstateceo.com](mailto:ambassadors@centerstateceo.com) to share your recent milestone or learn how you can join the Ambassador committee.



**7EVEN Streams LLC**, located at 4711 S. Salina St., Syracuse, celebrates its grand opening.



**Skill Shot Arcade**, located at 5949 E. Molloy Road, Syracuse, celebrates its grand opening.



**Modern Malt**, located at 7785 Frontage Road, Cicero, celebrates its new location and second restaurant.



**The Vault Selfie Museum**, located in Destiny USA, Syracuse, celebrates its grand opening.



**On The One CNY**, located in Destiny USA, Syracuse, celebrates its grand opening.

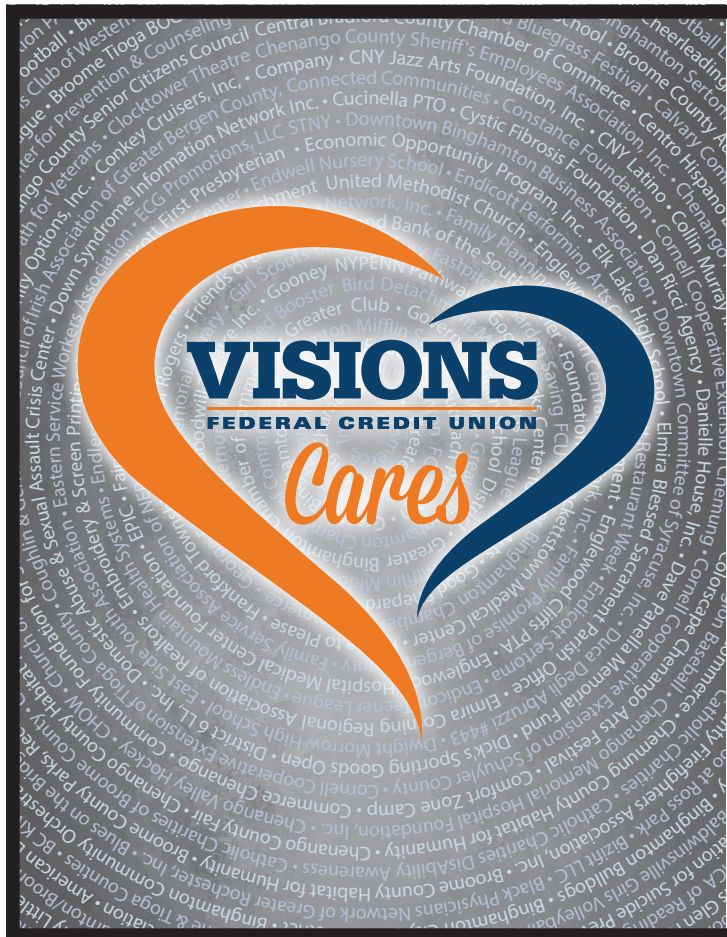


**Auburn Chevrolet Buick GMC**, located at 318 Grant Ave., Auburn, celebrates its grand opening and first fundraiser ribbon cutting.





The Landmark Theatre, located at 362 S. Salina St., Syracuse, celebrates its grand reopening.



## COMMITTED TO COMMUNITY

Visions is about people, not profits. Giving back is what we do. Visions supports hundreds of causes with donations that fund good works, employee volunteers who pay it forward, and sponsorships that support community events. Because Visions Cares, where you bank can make a difference where you live.

*We are proud to support CenterState CEO!*

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At Dermody, Burke & Brown, we understand the importance of focusing on business and community today for a vibrant economy tomorrow. For that reason, we are proud to recognize and sponsor *New Investor Focus*.

CenterState CEO wishes to recognize the following members who have joined as Investors in the last quarter.

## Briggs and Stratton Corporation

[www.Basco.Com](http://www.Basco.Com)



**Brian Smith**, *Plant Manager*

100 E. Seneca St., Sherrill, NY 13461

315-231-2200

Briggs & Stratton, LLC, headquartered in Milwaukee, Wisconsin, is focused on providing power to get work done and make people's lives better. Briggs & Stratton is the world's largest producer of gasoline engines for outdoor power equipment, and is a leading designer, manufacturer and marketer of commercial lithium-ion batteries, power generation, pressure washer, lawn and garden, turf care and job site products through its Briggs & Stratton®, Simplicity®, Snapper®, Ferris®, Vanguard®, Allmand®, Billy Goat®, Murray®, Branco® and Victa® brands. Briggs & Stratton products are designed, manufactured, marketed and serviced in more than 100 countries on six continents.



## Bristol Myers Squibb

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



**Nathan Trembath**, *General Manager, Global Biologics Operations, Syracuse*

3551 Burnet Ave., East Syracuse NY 13057

315- 432-2079

Bristol Myers Squibb believes in the power of science to address some of the most challenging diseases. It works every day to transform patients' lives through science. Bristol combines the agility of a biotech company with the reach and resources of an established pharmaceutical company to create a global leading biopharma company powered by talented individuals who drive scientific innovation. As global citizens, Bristol works sustainably and responsibly to create a positive impact in the communities where it lives and works. It supports programs, initiatives and organizations that help improve health, expand research opportunities, promote and expand STEM education and deliver basic human services. Bristol also promotes health equity globally and strives to increase access to life-saving medicines for populations disproportionately affected by serious diseases and conditions.



## MPD Partners

[www.Mpdpartners.Ch](http://www.Mpdpartners.Ch)



**Mirco Coccoli**, *Chief Executive Officer*

Place des Eaux-Vives 6, Geneva, Switzerland, CH-1207

+41-0-76 306 10 38

MPD Partners is a private equity boutique and corporate advisor providing value increase services and financing to SMEs and ventures. We work alongside management to upgrade positioning, management process and international growth to the benefit of all stakeholders. Our hands-on strategic competence gives us an edge in helping stabilize long term growth. Thanks to international partnerships and a network of 9,000+ investors, MPD pragmatically funds, mentors and structures the most promising companies. MPD is based in Switzerland and Italy, and is servicing Central New York thanks to a tight collaboration with CenterState CEO and Syracuse University in order to introduce valuable businesses from Europe, Switzerland and UK willing to participate in NYS economic development. MPD is open to work with all local companies that would need support in shaping their value drivers and management processes, as well as identifying the most suitable funding sources and strategic investors.







Left to Right: Tony Basile, COO, Ken Stewart, CEO, Emily DeMarche, CFO

## SOARING TO NEW HEIGHTS —

“In a world that is *forever changing* one thing that has remained *constant* is the support of our accounting firm. Dermody, Burke & Brown provides proactive advice and guidance throughout these turbulent times that is invaluable to our organization.

Northeast UAS Airspace Integration Research Alliance Inc. (NUAIR) is not your typical not-for-profit and Dermody, Burke & Brown is not your typical accounting firm. They take the time to understand the complexity of our organization and offer sound solutions to help further our mission. DB&B is the *consistency* we need as NUAIR continues to evolve and *soar to new heights*. ”

- Emily DeMarche, Chief Financial Officer of NUAIR



Dermody, Burke & Brown, CPAs, LLC

Auburn

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Rome



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[dbllc.com](http://dbllc.com)

## Downtown Syracuse During the Holidays

Downtown is the place to be for family traditions and holiday shopping activities. The community can expect to see holiday decorations debut during the week of Thanksgiving, helping to capture the sense of community, tradition and sparkling magic the holiday season evokes throughout downtown Syracuse.

On Mondays, starting Nov. 22, the Downtown Committee distributes a special holiday-themed electronic newsletter, highlighting seasonal specials, offerings and promotions that downtown Syracuse retailers, restaurants, cultural institutions and other businesses are offering throughout the season. Businesses are encouraged to share what they're planning with the Downtown Committee. **Sign up for the newsletter.**



Credit: Dennis Fernando

## Window Wonderland Decorating Contest & Walk

Later this month, dozens of downtown Syracuse businesses will transform their ground-floor windows into engaging winter and holiday scenes to participate in the annual Window Wonderland Contest. The promotion was designed to boost holiday spirit, entertain visitors, and attract new customers to experience downtown's variety of retail, restaurant and cultural offerings. The community is invited to stroll through downtown Syracuse, checking out the businesses identified on a Window Wonderland map, which will be posted to [DowntownSyracuse.com](http://DowntownSyracuse.com) along with a link to vote for your favorite displays. Voting begins on November 26 and continues through Jan. 2. Winning displays will be announced in the Downtown Committee's newsletter on Jan. 3. The top three displays to earn the most votes will receive prizes: \$500 for first place, \$250 for second and \$100 for third.



## Downtown Elves Return to Downtown Syracuse

Just in time to celebrate the holidays throughout downtown Syracuse, the Downtown Committee will welcome back its seasonal staff members, Dash and his wife, Dot, later this month. The elves will visit various places — keeping social distance — in Downtown Syracuse throughout their stay, which continues through Dec. 24. The elves will pop into the newest retail shops and restaurants and participate in their favorite holiday traditions. Their purpose is to spread holiday cheer and raise awareness about downtown Syracuse as a holiday shopping destination. Each day, starting the day after Thanksgiving, the Downtown Committee will share the elves' adventures on its **social media platforms.**





## Dash and Dot's Holiday Gift & Activity Guides

Building on the popularity of the downtown elves, Dash and Dot's Holiday Gift and Activity Guides will highlight the experiences, gifts, menus and services that downtown's retailers, restaurants and cultural institutions are known for. The new guides will live digitally at [DowntownSyracuse.com](http://DowntownSyracuse.com), and will be prominently displayed on posters throughout downtown Syracuse.

The Gift Guides feature six themes for shopping, dining and experiences:

- Gifts the Whole Family Will Love
- Gifts for the Foodie (and Sweet Tooth)
- Gifts with a Story
- Last-Minute Gifts
- Up Your Style
- Treat YoursELF

The Activity Guide features six themes that showcase downtown Syracuse traditions:

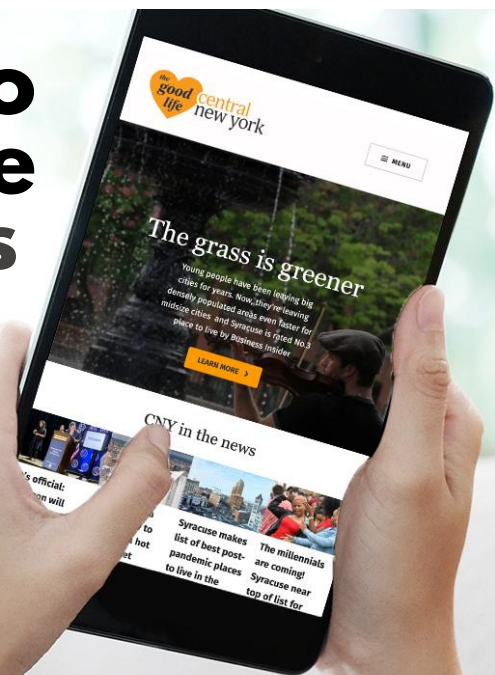
- Holiday Pop-Up Shops
- Experiences the Whole Family Will Enjoy
- Sounds of the Season
- Clinton Square & Ice Skating
- A reference back to the Holiday Gift Guides
- Window Wonderland Walk

Both guides will be promoted heavily on the Downtown Committee's social media platforms, starting the week of Nov. 22. They will be updated in real-time and live at <https://DowntownSyracuse.com/Explore/Holiday-Traditions>.



# How to sell CNY's good life to your candidates

Visit [www.GoodLifeCNY.com](http://www.GoodLifeCNY.com)  
 For everything you need to market  
 Central New York  
 Contact Ben Sio to get involved  
 315.470.1838  
[Bsio@centerstateceo.com](mailto:Bsio@centerstateceo.com)



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 CenterState CEO



# EVENTS

Register at [www.centerstateceo.com/events](http://www.centerstateceo.com/events) or call 315-470-1800.

CenterState CEO

## *Eyes on the Future: Skills to Help Further Your Career*

See dates below.  
Check listing for times.  
Virtual

Register 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).

Cost: \$20 per session.

In partnership with Generation Next and sponsored by CPS Recruitment, this series provides professionals with strategies and knowledge to further their careers. Click each event to see speaker information.

Topics include:

### **Honing Your Networking Skills, In Person and Virtually, Nov. 9**

Networking allows you to meet people who can help you get your next job, advance in your current role, or assist in making valuable connections. Learn tips to get started or enhance your current skills.

### **Being Engaged in Positive Change, Nov. 16**

Learn from community leaders on how they have faced challenges head-on to empower others and drive positive change.

### **Navigating the Return to "Normal," Dec. 2**

As employees return to the office while continuing to navigate pandemic life, they face many personal and professional challenges. Learn how to transition back to life around the water cooler, as opposed to Zoom calls from the dining room table.

### **"If only I had known..." Pearls of Wisdom, Dec. 9**

Presenter George J. Lynch motivates audiences on how to step above their limitations. He skillfully weaves his compelling life story into the fabric of our daily lives to transform ordinary thinkers into extraordinary achievers.

PRESENTING SPONSOR



### **Grow with Google Webinar Series: Use YouTube to Grow Your Business, Nov. 11**

1 to 2 p.m.

Virtual

UMEA and the Downtown Committee join partners to host the Grow with Google webinar series. Let's talk about YouTube! Are you thinking of creating a YouTube Channel? Are you using YouTube for your business? Not sure how to get started or how to build your channel? This is the webinar for you. Learn why you should get started on YouTube if you don't already have a channel; how to create and promote videos that can help you achieve your business goals; and how to measure the effectiveness of your activities on YouTube. Hosted by: SBDC New York: Onondaga Small Business Development Center; Downtown Committee of Syracuse; TheHub; South Side Innovation Center; Upstate Minority Economic Alliance; SCORE Syracuse; and WISE Women's Business Center. Cost: Free. **Register.** Please indicate you learned about this webinar through UMEA or the Downtown Committee in the drop-down registration menu.

### **Exclusive Sales Training Series: Achieve Your 2021 Sales Goals, Nov. 17** **Session 4: Account Management vs. Account Maintenance**

8:30 to 10 a.m.

Virtual

Sandler Training will help you answer the questions: How do you differentiate yourself and your company from the competition? Are you merely having your accounts remain at status quo? It is the job of everyone in a company to make sure they are striving to maintain good relations with the existing customers, but it's your job to expand the relationship by directing, motivating, and recognizing the customer as a valuable resource? Learn strategies to implement a formal account plan to "manage" and grow your existing book of business.

Cost: \$15 for members; \$20 for non-members. **Register.**

JPMORGAN  
CHASE & CO.

### **Inclusive Workspaces: The Latinx Experience, Nov. 17**

9 to 10:30 a.m.

Virtual

Explore the Latinx Experience through a dynamic panel discussion featuring Latinx leaders and the opportunities and challenges that arise in the workplace. The Racial Equity & Social Impact Leadership Sessions focus on what it means to be an ally in the workplace, how to be a more inclusive manager or colleague and how equity work can drive business success. Sponsored by Berkshire Bank.

Cost: \$15 for members; \$20 for non-members. **Register.**

 BerkshireBank

### **Tech & Culture Speaker Series Featuring Cassandra Dell, Nov. 17**

5:30 to 6:30 p.m.

Virtual

Meet Cassandra Dell, regional pricing lead for Eaton's Crouse Hinds Business, and learn about her experiences in the tech industry. Dell is responsible for ensuring the completion of pricing requests, driving price realization in the Gulf States region, and working with district managers and the regional vice president to drive key project initiatives. Dell is a graduate of Syracuse University with a B.S. and M.S. in Bioengineering. Hosted by Generation Next, the Tech & Culture Speaker Series promotes diversity, inclusion and belonging in tech-related fields through diverse speakers who are leading in the tech industry. Sponsored by JPMorgan Chase & Co.

Cost: Free. **Register.**

### **Executive Leadership Development Series 2022 Information Session, Dec. 1**

9 to 10 a.m.

Virtual

Engage in a seven-month comprehensive leadership series presented by CenterState CEO, with curriculum that combines academic expertise from local colleges and universities with real world insight from some of the region's top business leaders. The series helps executives and rising managers reach the next level by enhancing critical thinking, communication and empowerment skills. Sessions: Cultivating Professional Relationships; Empowering Your Workforce; Equity and Culture Diversity within the Workplace; Critical Thinking; Reflective Transformational Leadership; Civic Engagement; and Work Life Balance.

Info session cost: Free. **Learn more and apply.**

## Grow with Google Webinar Series: Learn the Basics of Google Ads, Dec. 7

Noon to 1 p.m.

### Virtual

UMEA and the Downtown Committee join partners to host the Grow with Google webinar series. Let's talk about Google Ads and how to get started. In this workshop, you will learn how to reach more customers and grow your business with Google Ads. We'll talk about how to create an account and set up an ad campaign; how to write great ads, refine keywords, and include ad extensions; and how to measure success. Hosted by: SBDC New York: Onondaga Small Business Development Center; Downtown Committee of Syracuse; TheHub; South Side Innovation Center; Upstate Minority Economic Alliance; SCORE Syracuse; and WISE Women's Business Center.

Cost: Free. **Register.** Please indicate you learned about this webinar through UMEA or the Downtown Committee in the drop-down registration menu.

## COMING SOON...

### Economic Forecast, January 2022

Join CenterState CEO members, business leaders and executives for a presentation of the region's 2022 Economic Forecast. The event will include an overview of trends in the national and state economies, and their impact on the Central New York region. Presented by M&T Bank and St. Joseph's Health.



A Member of Trinity Health

### Buy Local Bash, Spring 2022

F Shed, CNY Regional Market, 2100 Park St., Syracuse

CenterState CEO and SyracuseFirst are taking the Buy Local Bash, sponsored by AmeriCU, back to the streets this spring with a LIVE shopping event. This is a one-of-a-kind local shopping and sampling event you won't want to miss. Follow **Facebook** and **Instagram** for more information about the return of the Bash! In the meantime, don't forget to shop local this holiday season!



## MEMBER MILESTONES

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

### 45 YEARS

Whitacre Engineering Company

### 40 YEARS

Frank Tartaglia, Inc.

Mack Brothers Boiler & Sheet Iron Works

### 30 YEARS

Syracuse Scenery & Stage Lighting Co., Inc.

MultiMed Billing Service, Inc.

### 25 YEARS

Home HeadQuarters, Inc.

ProArch

### 20 YEARS

Stafkings Healthcare Systems

Confidata

TYPE Partners, Inc.

### 15 YEARS

McMahon Ryan Child Advocacy Center

Eastern Managed Print Network

### 10 YEARS

Solvay Bank

Citizens Bank - NY

TJMG Properties, LLC

African & Caribbean Central Market

Parkview Hotel

Onondaga Small Business Development Center

Knowles Precision Devices

### 5 YEARS

Cathy's Cookie Kitchen

Acumen Detection, Inc.

Asbestos & Environmental Consulting Corp (AECC)

Currier Plastics, Inc.

ComSource, Inc.

Watkins Glen International

# CENTERSTATE CEO VIRTUAL EVENTS EDUCATE & CONNECT MEMBERS

CenterState CEO brings engaging speakers and critical information to its members and the business community for networking, professional development, community engagement and more. Recent highlights included:



## CEO | SPEAKER SERIES - Tech & Culture Speaker Series, Featuring Dr. Korie Grayson

Dr. Korie Grayson, a biomedical engineer, chemical engineering researcher, and a diversity advocate in STEM. She is a postdoctoral research fellow at the University of Michigan in chemical engineering. Dr. Grayson discusses her experiences as a Black female scientist and the path to her success. Hosted by Generation Next; sponsored by JPMorgan Chase & Co.



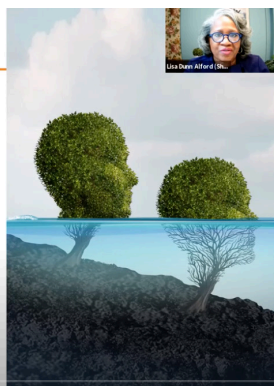
## CEO | PROFESSIONAL DEVELOPMENT - Wellness Series: Innovative Approaches to Creating a Workplace of People Who Thrive

Leaders heard from experts with practical steps that address burnout; difficulty connecting with colleagues; employee resignations; hiring issues; and universal challenges. Panelists Asalim Thabet, MD, assistant professor of Emergency Medicine at SUNY Upstate Medical University; Rachelle Lando, MA, coordinator of Healing Arts and Language Services in the Office of Patient Experience, St. Joseph's Health; and Michelle McCormick, benefits manager, SRC, offered takeaways including innovative ideas for creating a workplace culture that fosters collaboration and wellness. Moderated by Thomas Schwartz, M.D., SUNY Upstate Medical University.



## Addressing Mental Health In The Workplace

In Partnership With



## CEO | PROFESSIONAL DEVELOPMENT - Wellness Series: Addressing Mental Health in the Workplace

Local experts discuss how mental health affects us at home, at work and in the community, in addition to exploring the real costs of its challenges. Panelists Nichole Hotchkiss, CONTACT Community Services; Thomas Schwartz, M.D., SUNY Upstate Medical University; and Angel Gonzalez and Chia Wee, St. Joseph's Health, talk about ways to identify and support colleagues and loved ones, offer tips to create environments that help people thrive, and share local resources.



## CEO | PROFESSIONAL DEVELOPMENT - Storytelling for Impact; Captivating Your Audience; and Harness Your Speaking Anxiety

The Tech Garden hosted world-renowned pitch coach Nathan Gold for three interactive presentations in preparation for the GENIUS NY Pitch Finals last month. Gold travels the world speaking about and coaching people on how to prepare for high stakes speaking opportunities and how to harness speaking anxiety. He has previously worked with GENIUS NY teams and Tech Garden members on presenting in front of investors.

### Watch:

**Storytelling for Impact** | Passcode: %B?XkW7#

**Captivating Your Audience** | Passcode: &DAc5=&c

**Harness Your Speaking Anxiety** | Passcode: 3T?\*4fKL



Is there a topic you would like to see presented at an upcoming webinar?

Let us know!

Contact Lisa Metot at [Imetot@centerstateceo.com](mailto:Imetot@centerstateceo.com)

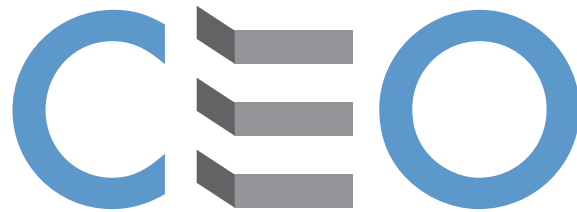




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