

CENTERSTATE CEO'S TECH GARDEN EXPANDS TO MEET GROWING DEMAND FOR INCUBATION SPACE & INNOVATION SERVICES

CenterState CEO has officially opened The Tech Garden II, a new 18,820-square-foot space on the ground floor of AXA Tower Two, in downtown Syracuse. The expansion responds to the demand for space and innovation programming, as well as advances the direct support The Tech Garden offers to the region's innovation leaders. Six companies have already taken residence in the new space.

For the last two years, The Tech Garden has been at maximum capacity. **It currently supports 70 companies with more than 175 employees.** Over the last decade, it has adapted and expanded the programs it offers to businesses



of all stages and was recently selected one of 10 New York State Innovation Hot Spots designated by the Regional Economic Development Council. The Hot Spot program provides emerging companies sales and income tax relief and the ability to grow into START-UP NY space.

"The robust network of programming and support systems that are accessible through The Tech Garden are helping us grow some of the most innovative businesses our region has to offer," said Seth Mulligan, vice president for innovation services at CenterState CEO.

"Through this new space, we are in a better position to continuously adapt our programs to meet the diverse needs of our region's talent."

The Tech Garden II expansion was made possible in part through \$200,000 in funds to support the collaborative efforts between CenterState CEO, Syracuse University, and The Tech Garden. The funds were used to cover a series of infrastructure improvements such as data network upgrades, leasehold improvement, security control and access, and facility upgrades. National Grid also contributed \$50,000. The physical expansion furthers opportunities for downtown entrepreneurial programming and incubation with key higher

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Lake Effect Applications, a mobile game development studio, chose to locate in the new Tech Garden II space given the excellent fit for its growing studio, access to networking, entrepreneurial resources and eligibility in the New York State Innovation Hot Spot. The company hopes to foster economic growth in Syracuse through the creation of highly coveted gaming industry jobs.



Economic Forecast: Optimism Grows in 2015



\$100K Social Innovation Fund Grant Scales Up Work Train



Travel to the South Pacific this Fall: Info Session, February 4



CenterState CEO Events

CENTERSTATE CEO ANNUAL MEETING

Join us for the region's largest annual gathering of business leaders, and the prestigious Business of the Year awards, including the new Minority Owned Business category.

Thursday, April 2, 2015 • 11:30 a.m. Registration; 12 p.m. Program

Nicholas J. Pirro Convention Center at Oncenter

See page 14 for details.

MEMBER ESSENTIALS

Kinney Drugs opens new stores at Butternut Commons, on Syracuse's North Side, and Manlius.

Welch Allyn acquires Hubble Telemedical Inc., a company that remotely screens for diabetic eye disease.

Patriots-Seahawks championship game offers state-of-the-art **Ephesus** LED sports lighting for the benefit of players, fans and TV viewers.

AXA receives the DALBAR Annuity Service Award for 2014 for its Syracuse Call Center, a national industry award for Annuity Call Center professionalism, quality and accuracy.

Destiny USA announces Nordstrom Rack will join as a new tenant in 2015.

Lockheed Martin wins \$8 million U.S. Navy contract for two sonar systems for its submarines.

Rapid Response, a local electronic security monitoring services provider, announces plans to hire 70 new people.



New York State Department of Health awards **St. Joseph's Hospital Health Center** a \$3 million grant to help people quit smoking. **St. Joseph's** has also been re-designated as a Baby Friendly hospital by the United Nations Children's Fund and the World Health Organization.

Excellus BlueCross BlueShield makes \$85,000 in Community Health Awards available to nonprofit organizations in upstate New York.

Central New York companies show stock gains. Companies include: **Bristol-Myers-Squibb, Keycorp, Lockheed Martin, M&T Bank, National Grid, NBT Bancorp, Rock-Tenn, Time Warner Cable and UPS.**

McClurg employees team with Rachael Ray to make Auburn mom's dream come true.

Seaboard Graphics and Liverpool Litho merge operations, allowing for growth and expansion.



Central New York Community Foundation awards nearly \$700,000 in grants. Member recipients include: **WCNY, CNY Fair Housing, Milton J. Rubenstein Museum of Science and Technology, Samaritan Center and Syracuse Habitat for Humanity.**

Crouse Hospital receives \$2 million in state funding to renovate emergency services facilities.

New York State Department of Health selects **HealthConnections** for population health improvement program, which includes \$2.4 million over two years.

Turning Stone Resort and Casino receives prestigious Golfweek awards for its golf courses and facilities.

Rural/Metro Medical Services of Central New York receives approval by Central New York regional emergency medical advisory committee as rapid sequence intubation agency.

Good Monster founder discusses the evolution of becoming an entrepreneur.

Oneida Indian Nation plans to open a new \$20 million casino in Chittenango.

United Van Lines presents **Delaney Moving and Storage** with award for multimillion sales volume award.

Raymour & Flanigan to offer private label credit card with TD Bank.

Onondaga County chooses **Gilbane Building Company** to build amphitheater at the lake.

Avalon Document Services acquires Spaulding Law Printing, of Syracuse.

Suburban Propane and Blue Rock Energy host **American Red Cross** Blood Donor Days.



Onondaga County Legislature approves \$1 million renovation plan for NBT Stadium for **Syracuse Chiefs** baseball.

Sutherland Global Services receives tax break for \$1.53 million expansion that will create 200 jobs at downtown office.

Share Member News with Us!



Do you know of a CenterState CEO member company that has celebrated a recent achievement,

experienced growth, added jobs, or won a prestigious award?

Share your stories with us at

[membernews@centerstateceo.com!](mailto:membernews@centerstateceo.com)

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CENTERSTATE CEO ECONOMIC FORECAST: OPTIMISM GROWS IN 2015

CenterState CEO's 2015 Economic Forecast shows the highest level of business confidence seen since before the recession. Growth in 2014 revenues is fueling the anticipation of even greater profits this year, in conjunction with the creation of new products, services and jobs.

The Economic Forecast Report includes key market data from Manpower on industry, occupation, employment and earnings expectations through 2018. The forecast identifies trends that had an impact on the economy in 2014, and outlines opportunities and challenges for 2015.

Manpower's Becca Dernberger gave the keynote address at CenterState CEO's sold-out Economic Forecast Breakfast, where the report was released.

"The most successful communities are those that understand the direct correlation between economic development and workforce development," said Dernberger, vice president and general manager of Manpower's Northeast Division. "Manpower's recent employment outlook for this area was very respectable – 78 percent of those interviewed intend to maintain their current workforce."

Of the 230 forecasters who participated in a survey and focus groups conducted by third-party research firm Research & Marketing Strategies, Inc.:

- **63% experienced growth in 2014, up from 58% in 2013.**
- **71% anticipate increased sales or revenue in 2015, up 3% from 2014 projections.**
- **59% expect to expand product and services in 2015, up 6% from 2014 projections.**
- **54% expect profits to increase in 2015, up 5% from 2014 projections.**
- **51% expect an increase in jobs and hiring over 2015, up 12% from 2014 projections.**

Forecasters identified several opportunities and reasons for optimism in 2015: growth of new start-ups are creating a thriving entrepreneurial culture; significant investments are revitalizing downtown; emerging trends and new offerings are breathing life into industries like manufacturing, agriculture and tourism; and investments in unmanned aerial systems stand to create jobs and provide a boost to the regional economy.

Forecasters also expressed the need to address several consistent challenges to business growth: attracting and retaining skilled talent; managing benefit costs; navigating a complex local, state and national regulatory environment; and access to capital.

In his remarks, CenterState CEO President Rob Simpson highlighted opportunities for the region being driven by Governor Cuomo's proposal to create an Upstate Revitalization Fund, which would support the economic revitalization of Upstate communities.

"Central New York has a strong track record of identifying priorities that best leverage our region's unique strengths. We must work collaboratively with our regional partners to develop a cohesive, data-driven strategy to invest in industries with the potential to attract private investment and create good-paying, sustainable jobs. At the same time, that strategy must also build our human capital and connect people with those jobs, leverage our region's academic and research excellence, and invest in infrastructure in a way that grows a modern and lasting economy," said Simpson.

Simpson charged attendees to be an active part of the conversation by using the hashtag **#ThinkBigCNY** on Twitter.

CenterState CEO's Economic Forecast is presented by M&T Bank. Corporate Sponsors include Dermody, Burke & Brown CPAs LLC, Time Warner Cable Business Class, Manpower, Inc. and RMS. Media Sponsors are Syracuse Media Group, News Radio 570 WSYR Now on 106.9, Business Journal News Network and Visual Technologies.



Economic Forecast keynote speaker Becca Dernberger, of Manpower, Inc., discusses workforce trends, one of the key market levers of the economy.



Download the 2015 Economic Forecast Report at: <http://tinyurl.com/nnbcaqt>

See Becca Dernberger's presentation at: <http://tinyurl.com/neyzgc>

GOVERNMENT RELATIONS



Consensus Baseline Report: Who Does What and What it Costs

Consensus, the Commission on Local Government Modernization, has released its baseline report on local governance in Onondaga County. The report, produced by CGR, a nonprofit management consulting organization, provides a detailed review of local government operations in the county, the benefits they provide and the costs associated with them. The review covers the broad range of services that these local government operations provide, including public safety, public works, parks and recreation, assessment and more. Consensus members and staff, along with CGR, drew on input from local government officials and reviewing data to develop the report. That information will help members of the commission begin to examine what works—and what can work better—to provide important community services.

The report is available at: www.consensuscny.com. Members of the community are also invited to sign up for weekly Consensus email updates and to follow the commission on Twitter and Facebook.

Consensus is helping to shape a vision for more effective and efficient governance across Onondaga County. Through the Commission's work, the community is taking a leadership role in defining how it wants to be organized and governed locally—with public services that meet high quality standards. With data-driven solutions, the region's governance structures can be modernized to meet the needs of the 21st century, with local resources focused equitably and effectively to help the region's economy and protect community assets. The study process, which began in June 2014, is expected to be completed in late 2015.



Meet Consensus

Consensus members are available to deliver presentations to community groups across the county to raise awareness about its work and gather community input. The Commission welcomes requests to speak. If you know of a group that would like to host a Consensus presentation, please contact info@consensuscny.com.

Local Group Offers Solution to Uncontested Political Races

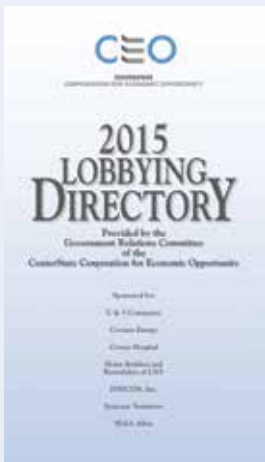
The Central New York Political Leadership Institute kicks off its sixth annual campaign training program in February. **Interested participants can still register at the first meeting on February 4 at the Doubletree Hotel Syracuse, 6301 State Route 298.**

The nonpartisan training program is aimed at those interested in running for public office or working on campaigns.

Training sessions cover messaging, working with the media, campaign organization and operation, finance, fundraising and how to get on a ballot. Featured speakers include politicians, party leaders and campaign managers. More than 85 people have graduated from the institute's training program to date.

"Our community needs candidates who have good ideas and can make a positive contribution, but many people don't run for office or volunteer because they don't know how to do it," said Deb Warner, CenterState CEO vice president for public policy and government. "We hope to eliminate that roadblock."

All classes are 6 to 8 p.m. on Wednesdays from February 4 through March 25. To register, visit www.cnypolitics.org or call Robin Macaluso at 315-422-5471. Leadership Greater Syracuse and CenterState CEO are the institute's primary sponsors.



Request Your Copy of the 2015 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 all 12 counties in the CenterState New York region.

Thanks to sponsors, this document is distributed 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 2015 CenterState CEO Lobbying Directory, contact Deb Warner, vice president for public policy and government relations, at dwarner@centerstateceo.com. The directory is also available at www.centerstateceo.com/publications.

Thank You Sponsors:

- | | |
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\$100K SOCIAL INNOVATION FUND GRANT SCALES UP WORK TRAIN EFFORTS

Work Train, a CenterState CEO-led initiative, has received a \$100,000 Social Innovation Fund (SIF) grant from its national partner, the National Fund for Workforce Solutions. This new grant award will allow Work Train to continue to scale up its efforts, serving the greater Syracuse community by advancing workforce innovations in health care and manufacturing.

The Corporation for National Community Service selected the National Fund for Workforce Solutions for a SIF grant in 2010. The National Fund has since provided sub awards to many of its regional partners throughout the country.

Work Train became one of 34 regional collaboratives within the National Fund for Workforce Solutions in 2014. The SIF is a federal program, administered by the Corporation for National and Community Service, committed to developing new solutions for old problems that are faster, cost-effective, data-driven and lead to better results for the public good.

To learn more about how Work Train can help your business find qualified candidates, contact Pascale Mevs at pmevs@centerstateceo.com.



Work Train, in partnership with Loretto, graduates its first class of certified nursing assistants.

40 BELOW'S COME HOME TO SYRACUSE EVENT & NYE PARTY ENGAGE YOUNG PROFESSIONALS

40 Below, Syracuse's premier young professionals organization, hosted two successful events in late 2014 to promote the organization's mission to connect, engage and empower local professionals.

The Career Connect Task Force hosted Come Home to Syracuse in December where 15 local employers connected with potential job candidates who were home for the holidays. More than 70 people attended the meet-and-greet event at Benjamin's on Franklin in Armory Square. Following the event, attendees' resumes were sent to the participating companies. The task force plans to host the event again in 2015 to showcase the professional opportunities available in the region.

40 Below also hosted its annual New Year's Eve Party and fundraiser at the Landmark Theatre with more than 350 attendees. Money raised allows the organization to focus on its core areas: civic engagement, transportation options, public arts and career advising.

Looking ahead in 2015, 40 Below plans to launch a new website, offer new service initiatives, new public art installations, more career advancement workshops and continued transit advocacy.

40 Below is a CenterState CEO affiliate. To learn more or get involved, visit www.40belowsyracuse.com.



Come Home to Syracuse Participating Companies

- | | |
|-------------------------------|-------------------------------------|
| AXA Advisors, LLC | Fust Charles Chambers LLP |
| AXA Equitable | O'Brien & Gere |
| C R Fletcher Associates, Inc. | OneGroup |
| CADimensions, Inc. | Rescue Mission Alliance of Syracuse |
| ChoicePay, Inc. | Revolutions at Destiny USA |
| Crouse Hospital | SRC, Inc. |
| Food Bank of CNY | Tactair Fluid Controls |

Venturetechnica LLC launches JoinEventLive.com

Venturetechnica, a start-up business located at The Tech Garden since late 2014, offers custom technology solutions to help businesses and people. In early January, the company announced its expansion into the world of live-streaming and podcasting with the official launch of JoinEventLive.com.

Through JoinEventLive.com, businesses and individuals are able to take advantage of the exploding areas of podcasting and live-streaming video. Its services include broadcasting, live-streaming and the ability to create and offer live pay-per-view events. In addition, Venturetechnica will rent its studio to businesses for their own purposes.

"Venturetechnica is dedicated to making Syracuse and the greater Central New York region the podcasting capital of the world," said Venturetechnica Founder and CEO Matthew Masur. "Podcasting has been called the 'second golden age of audio.' It's a trend that has been around for a while but has recently taken off like a rocket!"

Learn more about Venturetechnica at www.Venturetechnica.com and more about podcasting and the studio visit www.JoinEventLive.com.



Broadcast, live-stream, or create and offer live pay-per-view events at Venturetechnica, a start-up located at The Tech Garden, in Syracuse.

Visit www.TheTechGarden.com for more information or www.meetup.com/Syracuse-Tech-Meetup for upcoming events.

CENTERSTATE ECONOMIC CHAMPION

Welch Allyn, Inc.

Since 1915 Welch Allyn has brought a unique perspective to developing diagnostic solutions by combining pragmatic knowledge with a visionary spirit of innovation and ongoing improvement. As a leading global medical diagnostic device company, Welch Allyn has a steadfast commitment to delivering medical products, services and solutions that help health care professionals provide better care for their patients. Established by two entrepreneurs 100 years ago, Welch Allyn has stood the test of time and today employs more than 1,200 people at its global headquarters located in Skaneateles Falls, NY.

Beyond traditional instruments like ophthalmoscopes, otoscopes and stethoscopes, Welch Allyn has a portfolio of diagnostic devices that capture both vital signs and cardiopulmonary information and transmit it to many leading electronic medical record systems directly or through Welch Allyn software. In just the past decade, Welch Allyn has generated key innovations including single-patient-use disposable blood pressure cuffs, eye imaging technology for use on an iPhone® and a Clinical Surveillance



System for med/surg floors—strengthening the company's position as the market leader in core physical assessment products, while expanding its reach further into digital and connected products. Several recent acquisitions have also contributed to Welch Allyn's success, including Trimline, PediaVision, HealthInterlink and Hubble Telemedicine.

"Since inventing the first direct-illuminating, hand-held ophthalmoscope in 1915, we've developed hundreds of products and technologies," said Steve Meyer, president and CEO of Welch Allyn. "As we celebrate our 100th birthday in 2015, we are proud to continue to develop and introduce breakthrough innovations all while upholding our core value—'be always kind and true', as W.G. Allyn, the son of our founder, espoused. We are certainly excited about what we accomplished in our first hundred years, and we're even more excited about our future."

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.

TECH GARDEN EXPANDS TO MEET DEMAND continued from front page

education partners like Syracuse University.

The Tech Garden offers mentoring, business plan assistance, a space for businesses to work, as well as assistance with various government initiatives, and investments through programs like Grants for Growth.

Along with the new space, CenterState CEO also announced a new round of Grants for Growth **investments totaling \$425,000 to seven companies.** Grants for Growth is a unique CenterState CEO seed program that supports innovative applied research projects between universities and industry to improve business competitiveness and create jobs. Over 12 rounds, the program has invested \$3.1 million in small and emerging companies thanks to direct support from New York State Senator John DeFrancisco.

To learn more about The Tech Garden and its programs, visit www.thetechgarden.com or contact Seth Mulligan at 315-470-1970.



Tech Garden II anchor resident M.A. Polce Consulting moved into the new space to accommodate its growth and to work more closely with local businesses and startups. M.A. Polce is a leading IT consulting firm and a Syracuse-based company for more than 15 years.

Tech Garden II Residents

- | | |
|-------------------------------|---------------------------|
| Lake Effect Applications, LLC | TangoSquared LLC (DevBox) |
| M. A. Polce Consulting, Inc. | tuzag, Inc. |
| NYSERDA Clean Tech Center | Venturetechnica LLC |

GRANTS *for* GROWTH

Grants for Growth Round 12 Winners

\$150,000 Awardees

- **tuzag, Inc** is advancing a full-scale trial of its Anonymous Tailored Advertising System, delivering individually tailored display ads within a consumer health care ecosystem that includes key publishers, brands and ad networks.
- **Skinny Eats, LLC** will expand into a new specialty food manufacturing facility in Binghamton, NY, as well as launch into additional grocery stores in Upstate NY.

\$25,000 Awardees

- **Solstice Power** will construct a field test prototype of its Solstice Hybrid System, a new solar technology which produces three times the electrical energy efficiency of traditional flat solar panels and generates both electricity and heat from a single system.
- **Ichor Therapeutics** will develop recombinant enzymes to treat age-related macular degeneration, the leading cause of vision loss and blindness in people over age 50.
- **Gyro Heat Technologies** is advancing its revolutionary gas burner that creates electricity while in use and mechanically distributes the heat by rotating the flame.
- **Azeer Intimates** is a specialty swimwear retail and design company focused on developing on-trend products for women who are underrepresented in today's market, while improving the online shopping experience through imaging technology.
- **Gridstream** makes use of the Wireless Grids Corporation's advanced networking and data communications platforms to deliver monitoring and control of energy and mechanical systems in buildings.

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Morse Manufacturing Co., Inc. Makes the 10% SHIFT

SyracuseFirst's campaign, 10% SHIFT, encourages members of the greater Syracuse community to shift 10 percent of their spending to locally-owned, independent businesses in an effort to create a vibrant local economy. Morse Manufacturing is a SyracuseFirst member committed to being part of the solution to create a thriving community with a sustainable economy. Morse President Nate Andrews and Purchasing Manager Ross Horn share their insights below:



Why is it important to you and your company to Buy Local and support independently-owned businesses?

Founded in 1923, Morse Manufacturing is a third-generation, local, family-owned business committed to supporting the area's economy. At Morse, we export more than 90 percent of what we produce, but know infusing the local economy with our purchases helps to create jobs and a better place for our employees to live and work.



What products and services does your company buy locally?

We purchase parts to make our products locally, including power transmissions, hydraulics, electrical motors, control boxes, switches, 3D Prototypes, etc. We also source all of our professional products locally, including IT services, accounting, office supplies and legal. We are 100 percent committed to a product MADE IN THE USA.

How did you evaluate what services and goods could be shifted from outside vendors and suppliers to regional partners?

In our business, sometimes we need specific parts that are not made here. If that is the case, we look to other Upstate communities and then within the state, factoring in price and service. If pricing is in line, the local vendor is preferred.

What percentage of goods and services does your company source locally?

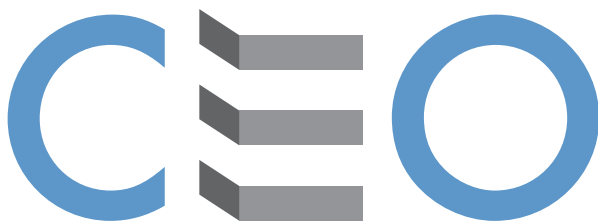
In 2014, it was more than 85 percent, without payroll! Over the past four years, we looked at all our suppliers in New York state. We then determined the percentage of local spend that comes from our export sales (dollars from outside the country that are spent in CNY). We are proud to say that our local spend continues to increase.

What advice would you give to other companies looking to move more of its purchasing to local suppliers?

Be proactive by looking within our community for ways to shift elements of your business to locally-owned, independent companies. We have found that prices are competitive and the service is even better. Relationships are key and having a local representative is invaluable. At Morse, we hold our vendors to the same high standards that we hold ourselves, and we are all committed to our mutual success.



With a 10% SHIFT we can create nearly \$130 million in NEW economic activity and \$24 million in new tax revenue without spending additional monies or tax dollars. Make the 10% SHIFT pledge at <http://shift.syracusefirst.org> or contact Chris Fowler at cfowler@centerstateceo.com to learn more.



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Learn more at www.MemberAdvantageNY.com



Health Care Trends Repeat in 2015

In the new year, several health care hot topics affecting businesses and individuals are expected to continue. According to an annual survey of health care experts by Healthcare Finance magazine, the top four trends for 2015 remain consistent with those from 2014.

Insurance exchanges

Call them exchanges, call them marketplaces, government sponsored or privately promoted, experts predict these new sales channels are turning the insurance industry into a consumer-oriented business. So far however, employers who pay for insurance don't seem impressed, as they prefer to deal with brokers. But exchanges are still new. In a few years we may forget there was any other way to buy health insurance.

Mergers and acquisitions

Providers (physician's practices, hospitals, diagnostic services and infrastructure support) all need to increase their patient / customer base to financially survive. Experts caution that independent health care organizations are bucking national trends. Small and local organizations might survive, but it will be increasingly rare and difficult.

New payment models

Changes precipitated by the Affordable Care Act are ongoing. Those in the know tell us to be prepared for continued evolution in the way health care dollars flow. For 2015, get ready to learn about accountable care, bundled payments and shared savings plans.

Technology

The health care industry is a significant user of technology, and that will continue in 2015 – both on the infrastructure and the service delivery sides of the equation.

"Big data will continue to be a shining star," says one expert. "Providers and payers will establish strategic plans around how to leverage all this information to avoid unnecessary costs and improve outcomes. Increasing focus will be placed on unstructured content, such as physician notes on the patient, case manager notes, and admission and discharge notes. This will give the health care industry an opportunity to use predictive analytics on a bigger scale."

Change has only just begun. Contact Benefit Specialists of New York at 315-470-1930 to help navigate the health care system.



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Orange Meets The Big Apple: SU Basketball Experience is Selected for a Statewide Tourism Campaign

If you're in New York City this season, chances are good you will see lots of Orange. Thanks to a campaign headed by Empire State Development's Division of Tourism (I LOVE NY), thousands of Syracuse University advertisements featuring the Carrier Dome and the SU basketball experience will be displayed throughout New York City.

The campaign was created to promote travel to New York's special and unique attractions, featuring top winter hot spots. Tourism Promotion Agents across the state were asked to submit attractions known to generate overnight stays. The Syracuse Convention & Visitors Bureau submitted the Carrier Dome.

The state chose to highlight SU men's basketball because of its unique appeal and central location in the state. The Dome is the only domed stadium in the Northeast and the largest structure of its kind on any college campus in the U.S. It can seat nearly 50,000 fans. The Dome is also preparing to host the 2015 NCAA Men's Basketball East Regional in March. National Geographic Traveler named Syracuse one of the "Final Four" best cities for college basketball.

The New York City Orange ad campaign is part of Gov. Andrew Cuomo's commitment to tourism as a major economic driver. Last year the tourism industry helped generate an average of 838,000 jobs and \$59.2 billion in direct spending. That means 8.2 percent (1 in 12) of jobs in New York are sustained by tourism, making it the fourth largest employer in New York.

"This is an outstanding opportunity for Syracuse and the entire region," said SCVB President David Holder. "It's an opportunity to encourage New York City residents to visit the rest of the state and reinforce that there is more to New York than New York."

The campaign features 10 New York attractions that are now appearing on New York City busses, subways and commuter rails. The Syracuse ad features a photo of a basketball game inside the Carrier Dome. The ads will run until February 15, 2015.



The SCVB worked closely with ESD's Division of Tourism to feature this Syracuse University basketball ad at thousands of locations around New York City.

How to Roll Out the International Red Carpet

Are you ready to take on the international marketplace? The SCVB is partnering with Cayuga County Tourism to offer an educational program geared toward just that. There are two chances to attend the international readiness seminar. Be sure to save one of these dates: April 21, in Auburn, and April 22, in Syracuse.

The seminar is \$15 per person and all are welcome. Look for more information in the next newsletter or contact David Holder at dholder@visitsyracuse.org.

Meet Syracuse at the Landmark Theatre

If it's February, the place to be for the next Meet Syracuse event, celebrating those Central New Yorkers who have played a pivotal role in bringing a convention or special event to the Greater Syracuse area, is the treasured Landmark Theatre. There will be a terrific theme showcasing local meeting and hotel partners, and delicious food and drink from Bull & Bear Pub, all making for a fabulous evening. Think you qualify as a member of Meet Syracuse? Visit <http://www.visitsyracuse.org/meetsyracuse> to learn more.



The Syracuse Convention & Visitors Bureau (SCVB) headquartered in Syracuse, is Onondaga County's accredited destination marketing organization for tourism related economic development leading the production of more than \$765 million in direct visitor spending annually. For more information, visit www.VisitSyracuse.org.

Downtown Committee Celebrates 40th Anniversary: #CelebrateDowntownSyr

2015 marks the 40th anniversary of the Downtown Committee of Syracuse. Throughout the year, the Downtown Committee will highlight all that makes downtown special, including monthly spotlights on the people, projects, history and accomplishments that are fostering downtown's continued evolution.

Join the celebration each week:

Monday Memories

Submit your memories of Downtown Syracuse! Follow the Downtown Committee on **Facebook** and **Twitter** to see what weekly question takes you down memory lane. www.facebook.com/DowntownSyracuse, www.twitter.com/DowntownSyr

Tuesday Talks

Hear from a different downtown figure every week about their memories of Downtown Syracuse and their perspective on our future.

Wayback Wednesday

Learn what happened in Downtown Syracuse on that particular day in history.

Throwback Thursday

Catch a glimpse of the past through Downtown Syracuse photos.

Friday Fever

It's been a great work week, but we know you're itching for the weekend. Downtown Syracuse has got you covered! The committee will offer events you don't want to miss.



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317 at Montgomery	317 Montgomery St. 214-4267
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Bamboo House	252 W. Genesee St. 424-8800
Bistro Elephant Steakhouse	238 W. Jefferson St. 475-1111
Bittersweet Wine Bar & Desserts	127 W. Fayette St. 474-9463
Black Olive Mediterranean	250 S. Clinton St. 399-5599
Bull & Bear Pub	125 E. Water St. 701-3064
Byblos Bar & Grill	316 S. Clinton St. 299-6512
Byblos Mediterranean Cafe	223 N. Clinton St. 478-3333
Dinosaur Bar-B-Que	246 W. Willow St. 476-4937
Empire Brewing Company	120 Walton St. 475-2337
Funk 'n Waffles	307 S. Clinton St. 474-1060
Indian Tandoor	232 Harrison St. 565-4099
Kitty Hoynes Irish Pub	301 W. Fayette St. 424-1974
Lemon Grass	238 W. Jefferson St. 475-1111
LoFo	214 Walton St. 422-6200
Maxwell's	122 E. Genesee St. 299-6633
The Mission	304 E. Onondaga St. 475-7344
Modern Malt	325 S. Clinton St. 471-6258
Namu	215 Walton St. 475-0220
Otro Cinco	206 S. Warren St. 422-6876
Pastabilities	311 S. Franklin St. 474-1153
Prime Steakhouse	101 E. Water St. 299-8047
Sakana-Ya Sushi Bar	215 Walton St. 475-0117
Small Plates	116 Walton St. 373-0031
Syracuse Suds Factory	320 S. Clinton St. 471-2253
Tang Flavor	413 S. Warren St. 472-0279

February 16 - March 1, 2015



www.DowntownSyracuse.com/DiningWeek



Follow the Downtown Committee on its new Instagram account @downtownsyracuse and share what you love about downtown using the hashtag #CelebrateDowntownSyr.

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 Mick VanVranken, AXA Advisors, LLC. Cindy Mannise, ICS Solutions Group, Inc., is the vice chair.

AARP

AARP is making a difference on your kitchen table issues: financial security, taking care of an aging loved one and fighting for fair utility rate hikes. AARP, helping to make New York a better place to live, work, grow up and grow old.
 William Armbruster
 www.aarp.org/ny
 435 E. Henrietta Road
 Rochester, NY 14620 585-760-5450

Art of Likability

All leaders, sales people and customer service professionals can benefit from leveraging likability. The Art of Likability offers resources, trainings and speaking engagements to help you become more likable and grow your business.
 Arel Moodie
 www.artoflikability.com
 103 Salem Road
 Dewitt, NY 13214 800-617-9648

Earth Road Inc.

Earth Road Inc. provides "Eco-Friendly" asphalt manufacturing, and commercial and residential paving installations. We are a regional leader specializing in large-scale projects, with 63 years of experience ranging from full site preparation to asphalt production and installations. We produce and install our own asphalt, giving us the ability to develop some of the most versatile asphalt mixes in the industry. Whatever your paving or site prep needs, we have the best material, the best service and the most professional people in the industry.
 JaLynda Burford
 www.earthroadasphalt.com
 277 North St.
 Auburn, NY 13021 315-253-9060

Earth Road Inc.

Marc Nolan
 www.earthroadasphalt.com
 6900 Van Buren Road
 Solvay, NY 13209 315-253-9060

Empire State Hail Company Inc.



Empire State Hail Company Inc. is the largest independently owned hail and dent repair company in New York. We provide hail catastrophe services, minor dent and ding repair, scratch and chip repair and partial bumper repair services to more than 200 auto dealers and collision centers throughout New York. Empire's 7,000-square-foot-recon facility in downtown Syracuse is open 9 a.m. to 5 p.m. daily. Empire's "Dent Defender" Service Plans can be found in Auto Dealers throughout the Northeast.
 Robert Argyle
 www.autohaildamagerepair.com
 2695 Phelps Road
 McGraw, NY 13101 877-346-4245

Geddes Bakery

Since 1957, Geddes Bakery has been providing the finest quality treats and breads. Stop in or contact Geddes Bakery for wedding cakes, Italian cookies and pastries, breads, tomato pie, baklava, dessert pies, bagels, cannolis and much more.
 Peter Pappas
 www.geddesbakery.com
 421-423 S. Main St.
 North Syracuse, NY 13212 315-437-8084

Human Technologies



Human Technologies is a social enterprise that empowers a driven and able workforce to achieve more for its global customers. We demonstrate pride and purpose through quality of work, warehousing and distribution, manufacturing, environmental services and document conversion. It is through this work that Human Technologies transforms communities to foster ability, achievement and dialogue at every level. Because together, we are capable of more.
 Richard Sebastian
 www.htcorp.net
 2260 Dwyer Ave.
 Utica, NY 13501 315-724-9891
 Michael Salzer
 www.htcorp.net
 2101 Teall Ave.
 Syracuse, NY 13206 315-724-9891
 Michael Reese
 www.htcorp.net
 2232 Bleeker St.
 Utica, NY 13501 315-724-9891

Jewish Community Center of Syracuse

The JCC of Syracuse serves everyone in Central New York through quality programs and services such as infant/toddler/pre-k care, before/after school care, summer camps, teen programming, sports and fitness center, a senior meal program... and more.
 Marci Erlebacher
 www.jccsyr.org
 5655 Thompson Road
 DeWitt, NY 13214 315-445-2360

Klassen Ingalls



Klassen Ingalls is Upstate New York's most active business broker, focused on facilitating the sale of privately held businesses with up to \$10 million in annual revenues. A proprietary marketing program, confidential process and a team of experienced brokers insures the highest probability of a successful divestiture.
 Arthur Kaempffe
 www.klasseningalls.com
 130 Allens Creek Road
 Rochester, NY 14618 585-442-6200

Liehs & Steigerwald

Liehs & Steigerwald is your hometown butcher and the best of the Wurst! Since 1936 Liehs & Steigerwald's has been making hot dogs, cones, bratwurst, kielbasa, Italian sausage, liverwurst and more. Professional meat cutters on-site are capable of custom cutting steaks, chops, roasts and fresh ground beef. The full service deli is second to none for fresh deli sandwiches, Reubens, burgers and more for you to eat-in or take out. Catering and delivery is also available.
 Jeff Steigerwald
 www.liehsandsteigerwald.com
 1857 Grant Blvd.
 Syracuse, NY 13208 315-5474-2171
 117 E. Fayette St.
 Syracuse, NY 13202
 4130 State Route 31
 Clay, NY 13041 315-652-4955

Microsoft

Microsoft at Destiny USA is committed to delivering outstanding choice, value and service. Microsoft Stores are designed to support small business customers – it's like having your very own helpdesk and IT support in the store. Microsoft at Destiny USA offers tech trainings with our Business Solutions Specialists, device customization, free in-store classes and trainings, business-ready PCs and more. Visit MicrosoftStore.com for more information.
 Keith Haviland
 www.microsoftstore.com
 Destiny USA, Syracuse, NY 13204 315-825-5663

Travel Leaders - Bayberry Plaza

Travel Leaders is a full-service travel agency with services to manage and consult for corporate clients. Travel Leaders can save time and money by handling every aspect of the trip, from airline tickets to car rentals to lodging and activities.
 Joseph Janowski
 www.travelleaders.com/liverpoolny
 7608 Oswego Road
 Liverpool, NY 13090 315-622-2040

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.



Stewart's Shops make its debut at 7667 Morgan Road in Liverpool with CenterState CEO Ambassadors congratulating the staff on its first location in Onondaga County.



Pathfinder Bank recently opened a new branch in the Pike Block, 109 W. Fayette St., Syracuse. CenterState CEO Ambassadors were there to congratulate the staff.



CenterState CEO Ambassadors recognize **Ma Ma Rella's Fine Foods** for being chosen as the South Side Innovation Center's Program Business of the Year. Visit them on Facebook at www.facebook.com/MaMaRellasFineFoods.



CenterState CEO Ambassadors congratulate **So Gone Trash Removal** for being chosen the South Side Innovation Center's Resident Business of the Year. They are located at SSIC, 2610 S. Salina St., Syracuse.

TRAVEL TO THE SOUTH PACIFIC THIS FALL: INFO SESSION, FEBRUARY 4

CenterState CEO's next exciting trip: A Taste of the South Pacific is scheduled for November 29 to December 13, 2015. The 15-day trip features tours of: Cairns, the Great Barrier Reef, Tjapukai Aboriginal Cultural Park, Hartley's Crocodile Farm, Sydney, Sydney Opera House, Sydney Harbor Cruise and Fiji. The trip includes first-class and deluxe hotel accommodations, 16 meals (10 breakfasts, one lunch and five dinners) as well as roundtrip airfare from Syracuse Hancock International Airport. Rates are: \$5,399 for a double; \$6,479 for a single; and \$5,349 for a triple. Book now for discounted rates: \$4,999 for a double; \$6,079 for a single; and \$4,949 for a triple.

Learn more about this once-in-a-lifetime experience at an informational session at 5:30 p.m. on February 4, at 5:30 p.m., at the Maplewood Inn & Suites on 7th North Street, in Liverpool. Please RSVP at 315-701-2648 to attend the meeting. For additional information on the trip, please contact Shannon Fults at 315-470-1884 or sfults@centerstateceo.com.



Sydney Harbour Bridge, Australia

EVENTS

Register online at www.centerstateceo.com/events

CenterState CEO Annual Meeting

April 2, 2015

Nicholas J. Pirro Convention Center at Oncenter,
800 S. State St., Syracuse

11:30 a.m. Registration; 12:00 p.m. Program

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

- Member Business with 1-50 Employees
- Member Business with over 50 Employees
- Community Involvement
- Non-Profit Agency
- Minority Owned Business – NEW!

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

Register by March 25, 2015 at www.centerstateceo.com/events, or contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com.

MEDIA SPONSORS:



CenterState CEO President Rob Simpson addresses the region's business leaders at the 2014 Annual Meeting.

Digital Marketing Seminar, February 10

The Tech Garden, 235 Harrison St., Syracuse

8:30 to 10 a.m.

CenterState CEO and the Syracuse Media Group will discuss the dramatic shifts in the marketing industry and how your company can innovate to stay ahead of the trends. Presented by Advance Digital's Corporate Training Director Jeanie Enyart, the session covers social media, content marketing, digital marketing, search engine optimization, audience targeting and more.

Cost: \$10 for members; \$20 for non-members. For more information contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



Yelp for Business Owners, February 26

The Tech Garden, 235 Harrison St., Syracuse

8 a.m. to 9:30 p.m.

Millions of people turn to Yelp every day to make spending decisions. Did you know... a business that claims its free Yelp Business Page generates an average of \$8,000 in annual incremental revenue (Boston Consulting Group, March 2013)? To acquire tools to manage your Yelp listing and market your business, join Yelp Syracuse Community Ambassador Jared Brickman for an overview of the free Yelp for Business Owners toolset and marketing platform.

Cost: \$10 for members; \$20 for non-members. For more information, contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



Develop a Compelling Pitch, March 3

The Tech Garden, 235 Harrison St., Syracuse

8 to 9:30 a.m.

Learn tips and tricks to effectively and concisely communicate what you and your company do, presented by The Tech Garden's Entrepreneur-in-Residence John Liddy. Creating a stronger pitch is essential to gaining customers, obtaining funding, or finding potential partners/employees. Over the last five years, Liddy has helped launch more than 120 companies and has assisted over 50 existing firms in strategizing their growth.

Cost: \$10 for members; \$20 for non-members. For more information contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



Business After Hours and Member Showcase, March 26

Dinosaur Bar-B-Que, 246 W. Willow St., Syracuse

5 to 7 p.m.

Don't miss this great night of food and networking. Unique to this event, a limited number of tabletop displays are available for purchase by CenterState CEO members. Attendees also have a chance to win two round-trip tickets on Delta Air Lines.

Attendee cost: \$15 for members; \$25 for non-members. Tabletop cost: contact Beth Savicki at 315-470-1833 or bsavicki@centerstateceo.com for details. For more information, contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com.



SAVE THE DATES!

Clambake
Hinerwadel's



B2B Marketplace
Oncenter



Economic Champions Luncheon
Oncenter



MEMBER MILESTONES

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

50 YEARS

Modern Kitchens of Syracuse Div. of MKS Industries, Inc.

NewsChannel 9 WSYR

Parish Maintenance Supply Corp.

35 YEARS

Sposato Co./Ameritex Div. Carpets Wholesale Div.

25 YEARS

Fuccillo Automotive Group

Liftech Equipment Companies

United Radio, Inc.

Waste Management of New York, LLC

20 YEARS

Allied Spring & Services, Inc.

American Diabetes Association

Central New York PGA, Inc.

The Events Company

G & C Food Distributors and Brokers, Inc.

Integrated Marketing

Liverpool Litho, Inc.

McClurg

MDR of CNY, LLP

Quartier Printing Co., Inc.

Sack & Associates

15 YEARS

Continental Blower, LLC

Finger Lakes NY Chapter NECA

Grossman St. Amour Certified Public Accountants PLLC

Hilton Garden Inn Syracuse

Marketfair North Shopping Center

The Law Firm of Frank W. Miller

Onondaga Free Library

Ronald McDonald House Charities of CNY

Tricon Piping Systems, Inc.

10 YEARS

Amazing Business Broker

Brochures Unlimited

Brown & Sanford Consulting, LLC

Elmcrest Children's Center, Inc.

Epilepsy-Pralid, Inc.

Salsarita's Fresh Cantina

Syracuse Builders Exchange

Tier One Building Services

WBOC (Women Business Opportunities Connection)

5 YEARS

CMBSportswear

D'Arcangelo & Company LLP

Dominick Falcone Agency, Property & Casualty Insurance

Fleet Feet Sports

Food Service Design Solutions, LLC

Lewis Uniform Co., LLC

Northeast Hawley Development Association, Inc. (NEHDA)

Rocky's News & Cigars

Sustainable Office Solutions, LLC

Syracuse Dental Associates

TOPS Markets, LLC

CENTERSTATE CEO MEMBER DISCOUNTS

One of the benefits of CenterState CEO membership is being listed on the CenterState CEO website at www.centerstateceo.com. Your company can gain additional exposure by utilizing the "discount" incentive for fellow CenterState CEO members. Visit the "Discounts" page often to see what's new. **New this month:**

New York Homeowners Construction Co., LLC

107 Leo Ave.
Syracuse, NY 13206
315-432-1217

www.nyhconstruction.com

Syracuse's premier home improvement company specializes in all aspects of home performance and energy retrofits, roofing, siding, insulation, replacement windows, doors, vinyl siding, additions, kitchen/bath remodels and exterior decking and ramps. We are a New York State Energy Research & Development (NYSERDA) and BPI accredited contractor offering subsidies, incentives and financing. We are fully insured.

Discount: Members are eligible for a free NYSERDA home energy conservation presentation. Contact Vince Lumia at 315-876-5035 or vlumia@nyhconstruction.com to schedule a 20- to 30-minute Q&A session to benefit your employees. Offer expires December 31, 2015.

Frameology Optical

756 Crouse Ave.
Syracuse, NY 13210
315-314-6681

www.frameologyoptical.com

Frameology Optical specializes in unique and distinctive frames made in France, Denmark, Japan and Belgium. Our service is personal and professional and we offer the latest in lens technology. Let us help you pick out the perfect frame that fits your personal style.

Discount: Members receive a 10 percent discount on any purchase. Offer expires April 30, 2015.

Nikos Family Italian Restaurant & Deli

135 E. Water St.
Syracuse, NY 13202
315 475-7000

www.mynikos.com

Located in Syracuse's historic Hanover Square, Nikos offers more than just pizza and wings. Enjoy hot/cold subs and sandwiches, soups, pasta entrees, burgers, gyros, haddock sandwiches/dinners and more. Try the award-winning Chicken Riggies, which took first place in the Culinary Cruise at Syracuse Winterfest 2014. Corporate accounts and party trays are available. Catering is available seven days a week.

Discount: Members receive 10 percent off corporate catering. Offer expires April 15, 2015.

Increase Your Company's Visibility...Offer a Member Discount! Contact Sharon Abert at sabert@centerstateceo.com or 315-470-1810 today!

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CEO ESSENTIALS

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