

## \$3M "GENIUS NY" COMPETITION CREATES WORLD-CLASS CNY BUSINESS ACCELERATOR



The Tech Garden: Celebrating 10 Years of Innovation

Gov. Andrew M. Cuomo recently announced the new GENIUS NY business competition that will create a world-class acceleration experience in Upstate New York for high-quality companies that are creating disruptive, data-intensive, scalable businesses. The competition, developed by CenterState CEO, will be hosted at The Tech Garden and is open to startups around the globe.



GENIUS NY

The GENIUS NY competition (**Global Entrepreneurs & Innovators in Upstate New York**) builds on the region's resources and industry strengths, combining cash investments and intense incubation programming over a 24-month period. There will be nine months of program development, marketing, startup company applications, judging and selections followed by 15 months of two, tiered rounds of competition.

**The program will award more than \$3 million to participating companies and contribute significantly to the evolving innovation ecosystem in and around Central New York by finding, supporting and investing in some of the best startup companies in the world.** Additionally, through the program, participants will have access to resources such as entrepreneurs-in-residence, coding assistance and sales and marketing support.

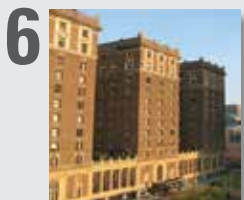
"Through this new competition Gov. Cuomo is recognizing the important role that startups play in our regional economy," said Robert Simpson, president of CenterState CEO. "We are proud to host this global competition at The Tech Garden and further strengthen our innovation ecosystem."

The GENIUS NY competition model builds on CenterState CEO's current Tech Garden programs including Grants for Growth and The Germinator business competition.

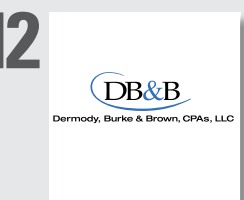
"We have learned through a 10-year history of making competitive investments, that longer duration accelerators that combine experiential incubation periods with larger cash investments, intense coaching and connections to the region's key industry leaders, fuel innovation and result in successful startup companies,"



Howard Zemsky, president, Empire State Development, discusses the importance of high level investment in innovative data-intensive companies.



Hotel Syracuse Has a New Flag and Name



New Investor Focus



CenterState CEO Events

*continued on page 3*

## TTG10 GALA, JULY 16 CELEBRATING 10 YEARS OF INNOVATION

*You're Invited!*

The Tech Garden  
235 Harrison St., Syracuse  
6:30 to 8:30 p.m.

See page 22 for details.

PRESENTED BY:  


SPONSORED BY:  


# GOVERNMENT RELATIONS

## Walk the Red Carpet at the Syracuse Tomorrow Fall Candidate Reception

Syracuse Tomorrow, the local and state non-partisan political action committee for CenterState CEO, will hold its annual Fall Candidate Reception at the Landmark Theatre on Wednesday, September 30, from 4:30 to 6:30 p.m. Invited guests include candidates for the offices of Onondaga County Executive, Onondaga County Legislature, Syracuse Common Council and town supervisors, along with office holders in the State Legislature.

CenterState CEO members are invited to meet the candidates one-on-one at this annual event. Register to attend at [www.centerstateceo.com/events](http://www.centerstateceo.com/events). Individual tickets are \$25 per person for members and \$40 for non-members. Sponsorship packages are available at the Presenting (\$1,000) and Corporate (\$250) levels. Contact Deborah Warner, vice president for public policy and government relations at CenterState CEO, at 315-470-1845 or [dwarner@centerstateceo.com](mailto:dwarner@centerstateceo.com).



## Syracuse Tomorrow Government Modernization Role Expands with Consensus

With the establishment of Consensus, the commission on local government modernization, and its mission to study and recommend improvements to existing local government, comes an expanded role for Syracuse Tomorrow. During 2015 and 2016, Syracuse Tomorrow will engage in broad outreach and advocacy targeted to the citizens and business leadership of Onondaga County, connecting them to the work of Consensus. Find out more at [www.consensuscny.com](http://www.consensuscny.com).

Syracuse Tomorrow is supported entirely through voluntary donations and sponsorships. It advocates for issues, initiatives and legislation of critical importance to CenterState CEO members and the economic future of the region, as well as supporting representatives who advance economic development and the needs of the business community.

Syracuse Tomorrow's mission is accomplished through:

- Lobbying and communicating with elected officials throughout the 12-county region
- Support for government modernization at the city, county, town and village levels
- Developing and advocating pro-business, pro-growth public policies
- Support for policy research and issue advocacy on key business issues
- Participation in voter turn-out initiatives
- Support for the non-partisan Central New York Political Leadership Institute, preparing interested citizens to participate in local campaigns and elections



### FEATURED STORIES:

Hotel Syracuse Has a New Flag and Name . . .	6
JPMorgan Chase Backs OCC's Workforce Development Program; Supports Work Train . . .	7
Upstate Revitalization Initiative Public Participation Heats Up . . . . .	7
\$40,000 JPMorgan Chase Grant Advances Export Catalyst Pilot Program. . . . .	8
NUAIR Alliance Explores UAS Agricultural Applications . . . . .	8
CEO/CoE Partnership: Green Development . . .	15
Delta High Altitude Business After Hours Provides Inside Look at Novelis' \$500M Expansion . . . . .	20

TERACAI Hosts Speed Networking. . . . .	20
LinkedIn Strategies Explored . . . . .	21
Inaugural CNY Wiffle Ball Spring Classic Featuring CenterState Legends Benefits the MOST . . . . .	21
Visit the South Pacific! Explore Stops in Sydney and Fiji . . . . .	23
Enjoy a Holland and Belgium River Cruise, Next Spring . . . . .	23

### MEMBER NEWS:

Economic Champion . . . . .	10
New Investor Focus . . . . .	12
Member Milestones. . . . .	15

Member Essentials . . . . .	16
New Partners . . . . .	18
CenterState CEO Ambassadors. . . . .	19
Member Discounts . . . . .	23

### DEPARTMENTS:

Government Relations. . . . .	2
The Tech Garden. . . . .	4
Visit Syracuse . . . . .	10
Downtown Committee . . . . .	11
SyracuseFirst Update . . . . .	14
Events . . . . .	22

# GENIUS NY BUSINESS COMPETITION from front page

said Seth Mulligan, vice president of innovation at CenterState CEO.

The competition will consist of two rounds, with each round judged independently of one another, followed by a final Grand Prize round.

Round 1 will be a short, intensive “regional” competition in the spring of 2016 and will consist of 16 regional companies competing for a chance to advance to Round 2.

Round 2 will immediately follow and last for 12 months, starting summer 2016. This round offers higher value prizes and longer, more focused business support programming. At the end of this round, 12 semi-finalists will present live demos and pitches to a panel of judges, which will select six finalists.

During the competition, startup founders will reside in the region with office space and support programs delivered by The Tech Garden. Grand prize winners will be required to operate their business in the region for at least one year after the competition’s conclusion.

CenterState CEO and its partners will engage and match – to the extent possible – the competition investments by bringing corporate sponsorship, angel or private investors, and other supporting resources to the competition.

**To learn more, contact Seth Mulligan at 315-474-0910 or [smulligan@centerstateceo.com](mailto:smulligan@centerstateceo.com) or visit [www.geniusny.com](http://www.geniusny.com).**



Seth Mulligan, vice president of innovation at CenterState CEO, explains how the GENIUS NY competition will attract companies from across the globe in Data to Decisions related industries.



## GENIUS NY

### **GENIUS NY is open to startup companies across the state, country and world with data-intensive business models in the following industries:**

- Unmanned serial systems
- Big data
- Cybersecurity and encryption
- Microgrids and advanced environmental sensor networks
- Analytics and visualization technologies
- Internet of things
- Bioinformatics and precision health diagnostics
- Web / mobile technologies
- Games, gamification and simulations
- Data intensive manufacturing: 3D printing, additive and machine learning
- Open source / open data

### **Serious Cash, Serious Innovations**

- Round 1: 16 companies, \$15,000 invested in each = \$240,000
- Round 2: 6 companies, \$120,000 invested in each = \$720,000
  - Plus over \$225,000 in housing stipends, customer discovery grants, data sets, world leading guest speakers and training
- Grand Prize Awards as investments:
  - 1st = \$1,000,000
  - 2nd = \$600,000
  - 3rd = \$400,000
- Follow on fund investment pool = \$275,000

**Over \$3,400,000 in direct support**



## THE TECH GARDEN: CELEBRATING 10 YEARS OF INNOVATION

On January 26, 2004, 60 people braved a -20 wind chill to break ground on a technology incubator that would replace an abandoned parking garage in downtown Syracuse. Leaders of the Greater Syracuse Chamber of Commerce, NYS Sen. John DeFrancisco, former U.S. Congressman James Walsh, former Onondaga County Executive Nicholas J. Pirro and then Syracuse Mayor Matthew Driscoll planted white spruce seedlings in honor of the growth they anticipated this garden would create for the city.

The project united politicians and local business organizations who shared a common vision of a community powered by innovation. With the assistance of County Executive Pirro, the first million in funding was secured, followed by a \$500,000 investment by Sen. DeFrancisco, and \$5 million in federal funding secured by Congressman Walsh. Private sector sponsors followed, such as Verizon, who initially outfitted The Tech Garden theater with its cutting edge technology.

In January 2005, after the development of an investor and mentor network, the doors of The Syracuse Technology Garden opened, welcoming its first tenant, Plant Defense Boosters, Inc. and launching the NASA-funded Space Alliance Technology Outreach Program, which offered free technical assistance to regional businesses.

Now, 10 years later, The Tech Garden serves as an example for incubators across the region, with its programs being emulated across the state. The recently announced GENIUS NY (see cover story) business competition, for example, is based on The Tech Garden's two-year stage funded business accelerator, The Germinator, offering startups the chance to compete for capital while accessing business building services.

"Thanks to the success of our programs, the incredible support of our public sector leaders and investment by our business

community, we've grown not only our physical incubation space but the suite of resources available to entrepreneurs in our community," said Robert Simpson, president of CenterState CEO and president of The Tech Garden. "Businesses that once called The Tech Garden home have grown into their own space in the emerging Warren Street Tech Corridor, and beyond. Local initiatives residing in The Tech Garden – from the NYSERDA supported Clean Tech Center to Hack Upstate, are helping the region's innovators thrive in our economy. We have built our entrepreneurial ecosystem from the ground up, and expect even more exciting growth in the years ahead."



Syracuse Mayor Matthew Driscoll, U.S. Congressman James Walsh and Onondaga County Executive Nick Pirro cut the ribbon at the grand opening of the Syracuse Technology Garden in 2005. Looking on is former Tech Garden President Nasir Ali (far left).

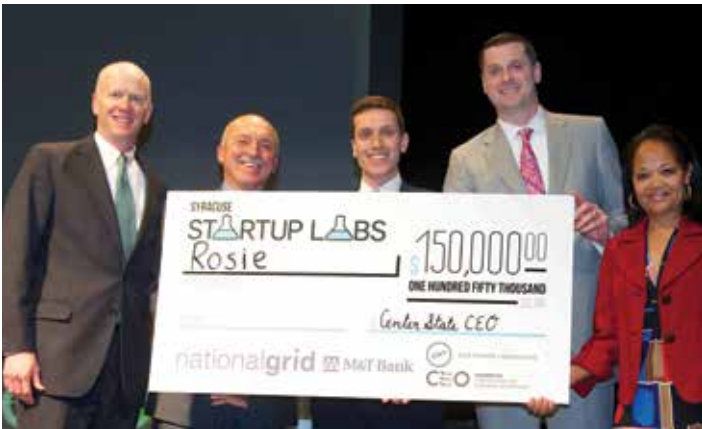
## Tech Garden Success Stories



**Ephesus Lighting, Inc.** began through serendipitous connections between Tech Garden residents and has since taken full advantage of its programs. As a Grants for Growth and CAP recipient, Ephesus Lighting moved up to larger office space within The Tech Garden, then graduated from the Clean Tech Center incubation program. The company designs and manufactures high-output LED lighting solutions to meet the challenging environments of the industrial and sporting industries. In 2015, it outfitted the University of Phoenix Stadium with LED lights for the Super Bowl. The company is now housed in its own offices in downtown Syracuse.  
[www.ephesuslighting.com](http://www.ephesuslighting.com)



**BrandYourself** was started by Syracuse University Newhouse students who participated in the inaugural summer of The Syracuse Student Sandbox. BrandYourself helps you look great online with the first free DIY online reputation management tool and custom services. In 2011, the company was the \$200,000 Emerging Business Competition winner, and recently appeared on ABC's Shark Tank, turning down a \$2 million offer from host Robert Herjavec. [www.brandyourself.com](http://www.brandyourself.com)  
 Courtesy photo: ABC/Adam Rose



**Rosie**, the 2013 Startup Labs business competition winner, lets you shop online or from your mobile device at local grocery stores for delivery or in-store pickup. The service is available in more than 24 stores and 10 states and expects to be in over 200 stores by the end of the year. They are an active participant in the Ithaca Rev Startup Incubator and hire a number of interns from local colleges each semester.  
[www.rosieapp.com](http://www.rosieapp.com)

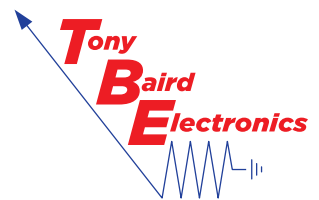


**Rapid Cure Technologies, Inc.** develops and manufactures unique resins, coatings, inks and adhesives that are environmentally and user friendly and cures nearly instantly when exposed to ultraviolet light or electron beam energy. Rapid Cure has utilized Tech Garden programs and resources including the NYSERDA Clean Tech Center, Grants for Growth and the Commercialization Assistance Program to further its growth. Rapid Cure Technologies also was honored with a U.S. Small Business Administration's Small Business Excellence Award. [www.rapidcuretechnologies.com](http://www.rapidcuretechnologies.com)

**Rounded**, a digital agency and software laboratory, and graduate of the Syracuse Student Sandbox, became a Tech Garden anchor resident in 2011. It was there they met the cofounders of AppFury LLC, a fellow Tech Garden resident. That partnership created We Are Mobile, a mobile web technology company. The business grew to offer web and mobile applications and evolved into Rounded Development. In 2014, Rounded developed a new hardware spinoff called Density. [www.roundedco.com](http://www.roundedco.com)



**Tony Baird Electronics, Inc.** signed on as one of the earliest Tech Garden tenants, utilizing mentoring services and low-cost rent to graduate from incubation and grow its business. The company offers AV / IT solutions and services for education, government and commercial clients; its custom electronic business provides manufacturing, assembly solutions, and related mechanical hardware distribution. In 2013, TBE won the U.S. Small Business Administration's 2013 Veteran-owned Business Achievement Award. TBE is located on the Warren Street Tech Corridor in Syracuse. [www.tonybairdelectronics.com](http://www.tonybairdelectronics.com)



Join us on July 16 to celebrate The Tech Garden's 10 year anniversary!  
 See page 22 for details.

## The Tech Garden: Highlights

### 2005

The Tech Garden opens; welcomes first tenant  
Founding member of the New York State Business Incubator Association  
Fuse2005 Technology Conference kicks off vision for Syracuse to become a technical innovation hub

### 2006

PreSeed Workshops launch  
SATOP launches with support from Congressman James Walsh

### 2007

Hot House opens; becomes Co-Ventures Lab; later grows into Syracuse CoWorks with support of Harris Beach PLLC

### 2008

First entrepreneur-in-residence  
New website debuts

### 2009

Student Sandbox launches in partnership with Syracuse University and with support provided by NYS Assemblyman Al Stirpe  
The Clean Tech Center opens, supported by New York State Energy Research and Development Authority

### 2010

Syracuse Tech Meetup is born; 1,200 members and more than 100 events hosted to date  
Named a training site for SBA Emerging 200 Initiative

### 2011

New York Business Development Corporation becomes anchor resident

### 2012

Startup Labs Syracuse launches with support from National Grid, M&T Bank and business sector partners  
WISE Women's Business Center becomes anchor resident

### 2013

Power Up Room opens, developed by National Grid  
China Association for the Promotion of Private Science and Technology Enterprises launches the International Executive Wellness Center  
Hack Upstate begins  
Seven rounds of CAP awards total \$1.75 million, in partnership with SyracuseCoE and with support from NYS Assemblyman William Magnarelli

### 2014

Designated as Innovation Hot Spot by the State of New York  
Fibertech Networks Theater opens

### 2015

TTG 2 opens 1,800-square-foot expansion  
Syracuse CoWorks moves to Warren Street Tech Corridor  
The Germinator launches; first cohort starts  
GENIUS NY competition announced  
13 rounds of Grants for Growth awarded; \$2.65 million to date with support from NYS Senator John DeFrancisco

## HOTEL SYRACUSE HAS A NEW FLAG AND NAME

The Marriott has been selected as the new flag for the former Hotel Syracuse. CenterState CEO President Rob Simpson joined hotel owner and president of Hotel Syracuse Restoration, LLC Ed Riley, County Executive Joanie Mahoney and Syracuse Mayor Stephanie Miner at a recent press event to make the announcement, which also unveiled a new name for the hotel: Marriott Downtown Syracuse. The new name recognizes the revival of downtown Syracuse, while the building itself stands as a testament to the rich history of the city. Together they celebrate the past, present and future.

The Marriott Downtown Syracuse will integrate the landmark's historical components with modern amenities for business or leisure travelers and the local community, including first class guestrooms, high tech meeting spaces, restaurants, shops and other social spaces.

This project is also a driver for other downtown businesses to expand their footprint within the city, with significant growth projected for the areas surrounding the hotel. Tourism is growing in Central New York and the strength of the Marriott brand will help the Marriott Downtown Syracuse and partner organizations like Visit Syracuse encourage more conventions and large events to come to the area.



The hotel is also the official headquarters hotel for the Onondaga County Convention Center. "This designation will have tremendous impact on the convention business we bring to Syracuse," said David Holder, president of Visit Syracuse. "Analysis from an independent consulting company noted that this would generate demand for an additional 10,500 hotel room nights a year because of the new business it would bring to the Oncenter."

The hotel will continue under Riley's ownership and will be operated by Crescent Hotels and Resorts. The Hotel Syracuse Restoration team is dedicated to preserving the memories of the city's past while creating a vision for its future.

The hotel is scheduled to open spring 2016.

# JPMORGAN CHASE BACKS OCC'S WORKFORCE DEVELOPMENT PROGRAM; SUPPORTS WORK TRAIN

Onondaga Community College received a \$220,000 grant from JPMorgan Chase to fund its workforce development efforts to train students for employment in the agribusiness and food processing industry.

The focus of this project on the agribusiness and food processing industry is in response to a workforce demand in this growing sector. The five-county region of Central New York includes 3,585 farm businesses generating products with a market value of \$673 million. Agricultural commodity sales in New York state increased by 20 percent from 2007-2012 to more than \$5.4 billion annually and by 21 percent in CNY during the same period.

"I am grateful to community partners JPMorgan Chase and Onondaga Community College for their ongoing support of transformative solutions to impact both employers and un- and under-employed residents in our community," said Robert Simpson, president of CenterState CEO. **"This new investment will dovetail with CenterState CEO's Work Train initiative, which will align with and support the college's training programs, helping to develop a manufacturing workforce pipeline in the region."**

This grant from JPMorgan Chase is part of its \$1 million commitment to supporting advanced manufacturing training programs in the upstate regions of Syracuse, Albany, Buffalo and Rochester, and part of a much broader \$250 million commitment to address the skills gap in communities around the world. Goals of JPMorgan Chase's plan include:

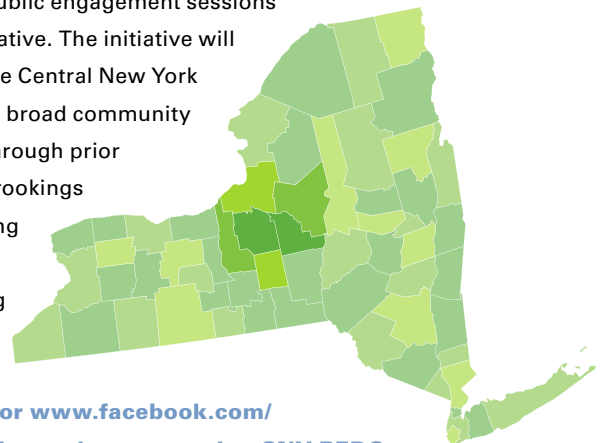
- Building a demand-driven system through cross-sector gatherings to encourage collaboration, share findings and formulate strategies.
- Investing in the best training and making targeted investments to strengthen and scale the most effective workforce training programs.
- Relying on data and sponsoring a data-driven analysis of skills demand to supply gaps in local markets.

To learn more about OCC's workforce development program, contact Mike Metzgar, associate vice president of economic and workforce development, at (315) 498-6061 or [m.c.metzgar@sunyocc.edu](mailto:m.c.metzgar@sunyocc.edu). To learn more about CenterState CEO's Work Train program, contact Danielle Szabo at 315-254-5722 or [dszabo@centerstateceo.com](mailto:dszabo@centerstateceo.com).

## UPSTATE REVITALIZATION INITIATIVE PUBLIC PARTICIPATION HEATS UP

Hundreds of businesses and citizens have already lent their ideas and feedback in public engagement sessions as part of Central New York's application to Gov. Cuomo's Upstate Revitalization Initiative. The initiative will award three Upstate regions with \$500 million in economic development support. The Central New York Regional Economic Council (CNY REDC) is developing an initial set of strategies, with broad community input, around priority areas of the CNY economy. These areas have been identified through prior economic development planning work conducted as part of the CNY REDC and the Brookings Metropolitan Business planning process. They include, but are not limited to, investing in strategic industry sectors, strengthening regional entrepreneurship, revitalizing urban cores, creating efficient and modern transportation systems and strengthening access to jobs for the region's residents.

Public feedback and engagement are a critical component of how each application will be judged. **Visit <http://regionalcouncils.ny.gov/content/central-new-york> or [www.facebook.com/CNYREDC](http://www.facebook.com/CNYREDC) to provide your feedback on the process, fill out an idea form or learn about upcoming CNY REDC forums and events.**



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# \$40,000 JPMORGAN CHASE GRANT ADVANCES EXPORT CATALYST PILOT PROGRAM

Furthering efforts to help Central New York businesses successfully navigate a complex global marketplace, JPMorgan Chase has awarded CenterState CEO a \$40,000 grant to establish an Export Catalyst Pilot Program, targeting middle market businesses in the region. The program will help businesses establish and grow their international sales by matching export specialists with companies to provide analysis and support for export growth. Through mentoring and one-on-one skills training, company staff will gain the knowledge and experience they need to continue to grow internationally.

JPMORGAN CHASE & CO.

The Export Catalyst Pilot Program builds on the work CenterState CEO and its partners started through the CenterState Metropolitan Export Initiative, developed in partnership with the Brookings Institution to further advance global growth strategies in the region.

“For the last three years we have worked to engage businesses throughout the region in global opportunities and we are beginning to see results,” said Robert Simpson, president of CenterState CEO. “Through this program we will be well positioned to leverage these opportunities to create a more sustainable and productive economy.”

During the pilot, up to six companies will be matched with export specialists to provide market identification and assessment, entry requirements and buyer identification services. The goal is to catalyze export growth for companies that have a globally competitive product but lack experience or capacity for international sales.

Assisting CenterState CEO in its efforts, the Central New York International Business Alliance (CNYIBA) will play a key role in helping businesses establish and grow their international sales.

Following a pilot, CenterState CEO plans to expand and create a permanent program to ensure continued growth for middle market companies in the area.



To learn more about the Export Catalyst Pilot Program and other export consultation and assistance services available to businesses, contact Steven King, executive director of the CNYIBA, at 315-470-1800 or [sking@cnయా.net](mailto:sking@cnయా.net).

# NUAIR ALLIANCE EXPLORES UAS AGRICULTURAL APPLICATIONS

The demand for analyzing agriculture from a bird's-eye view is changing the way American farmers prepare, plant and manage their crops. The NUAIR Alliance is working with companies, universities and scientists to transform farming of the future. Low-flying Unmanned Aerial Vehicles (UAV) offer many benefits to precision agriculture, a farming management concept based on observing, measuring and responding to plants. Using Global Positioning System (GPS) technology to identify the location of each image, precision agriculture is getting more exact. Providing the farm manager with real-time data collection is paramount to helping farmers with better crop rotation, water management and use of pesticides.

The NUAIR Alliance recently hosted an event to educate New York State Agriculture Commissioner Richard Ball and New York State Assemblyman Anthony Brindisi about Unmanned Aircraft Systems (UAS) use in agriculture. Assemblyman Brindisi, of Utica, has been instrumental in providing state funding to NUAIR.

Presenters included: Vivien Dubreuil, chief executive officer of Flyterra, which plans to expand its agricultural development of UAS through the Griffiss International Airport test site; Dr. Elson Shields of Cornell University, which is using UAS in agricultural research; and a demo of the Lockheed Martin Indago small UAS, which could be used in agriculture settings.

To learn more about UAS, visit [www.nuairalliance.org](http://www.nuairalliance.org).



The Quad Indago is a lightweight UAV with the capability to hover or fly at a low altitude, which could have useful applications in agriculture management practices.



Nominate Your Company to be an

# ECONOMIC CHAMPION

Criteria:

- Added employees
- Capital expenditures
- Expansion of space or relocation due to growth
- State or national recognition

**Submissions must be received by Friday, September 25, 2015!**

**Complete form online at: [www.centerstateceo.com/Economic-Champions](http://www.centerstateceo.com/Economic-Champions)**

For more info, contact: Karen DeJoseph at (315) 470-1997 or [kdejoseph@centerstateceo.com](mailto:kdejoseph@centerstateceo.com)

The Economic Champions Luncheon will be held on  
**Wednesday, October 14, 2015 at the Oncenter in downtown Syracuse.**  
 To register for the luncheon, visit [www.centerstateceo.com/events](http://www.centerstateceo.com/events)

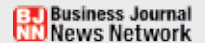
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## TAP into Syracuse

Visitors now have a new and interactive option to access information about the Greater Syracuse area at their fingertips. Visit Syracuse and the Connective Corridor have introduced the first Tourist Assistance Portals (TAP) in the area.

TAP is a touch-screen kiosk that works like a website and features information pulled directly from VisitSyracuse.com. It provides visitors easy access to local events, weather, culture, guides to local businesses, maps, photos and more. The system also allows visitors to send information directly from the TAP monitor to their cell phones.

The Connective Corridor purchased 11 of the area's first TAP systems, which have been installed in local hotels, businesses and attractions.

"This is an unbelievably easy way to share your information with the public," said Visit Syracuse President David Holder. "We are working with several organizations to buy more."

Businesses can purchase a unit for their location for \$6,000, allowing them to advertise on all Syracuse systems. Visit Syracuse covers the hosting, installation and maintenance fees.

To learn more, contact Justin Lynch at [JLynch@VisitSyracuse.com](mailto:JLynch@VisitSyracuse.com).



A Tourist Assistance Portal (TAP) in the CenterState CEO lobby – home of Visit Syracuse.

## Tourist Assistance Portal Locations in Syracuse

**CenterState CEO**, 115 W. Fayette St.

**City Hall Commons**, 233 E. Washington St.

**Erie Canal Museum**, 318 Erie Blvd.

**Everson Museum Art**, 501 Harrison St.

**Landmark Theatre**, 362 S. Salina St.

**The MOST**, 500 S. Franklin St.

**The Oncenter**, 800 S. State St.

**Onondaga Historical Association**, 321 Montgomery St.

**Redhouse Arts Center**, 201 S. West St.

**Schine Student Center**, 303 University Place

**Syracuse Stage**, 820 E. Genesee St.

Visit Syracuse, 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.com](http://www.VisitSyracuse.com).

# CENTERSTATE ECONOMIC CHAMPION

## Strategic Communications, LLC

Strategic Communications, LLC, is celebrating growth and success in its first year under the direction and vision of new owner, Crystal DeStefano. Following more than 10 years of business growth and financial success, DeStefano acquired the public relations practice from the company's founder, Michael Meath, in June 2014.



Since the transition, the Syracuse-based public relations firm has added two more consultants to its practice: one in Syracuse and another in Washington, D.C. where the firm also has clients. The professional team continues to grow its client base including several significant projects in Central New York. Some of the company's local clients include Hotel Syracuse, NBT Bank, St. Joseph's Hospital Health Center, and other local health care, education and retail organizations.

Recently, the company has ramped up its focus on helping organizations share "good news" to support business goals and manage reputation proactively. With expertise in media strategy, outreach, monitoring and response, as well as employee communications and community relations, Strategic Communications helps leaders focus on their long-term strategies, while identifying and reacting to communication needs quickly and effectively.

The company also continues its "Strategic Minute" podcast series, which features short podcasts discussing a variety of topics from the team's areas of expertise, available through iTunes or on the company's website at [www.StratComLLC.com](http://www.StratComLLC.com).

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.

## Downtown Committee Celebrates Culture with Arts & Crafts Fest

The Downtown Committee continues to celebrate its 40th anniversary by highlighting a new theme each month on the committee's website and social media platforms. July's theme is culture, which will be vibrant at the 45th Annual AmeriCU Syracuse Arts & Crafts Festival in downtown Syracuse July 24 to 26.

A signature Downtown Committee event, Columbus Circle comes alive with this festival, which is the largest and most prestigious show of its kind in Central New York. The spectacular three-day showcase of some of the country's most talented artists, craftspeople and entertainers draws nearly 50,000 visitors each year.

The AmeriCU Syracuse Arts & Crafts Festival and the Northeast Jazz and Wine Festival are anchors of the multi-faceted production of Artsweek, a partnership among several organizations committed to showcasing and celebrating arts in the community.



### Festival Schedule:

**10 a.m. to 6 p.m. Friday, July 24**

**10 a.m. to 5 p.m. Saturday, July 25 and Sunday, July 26**

For more information, visit [www.SyracuseArtsandCraftsFestival.com](http://www.SyracuseArtsandCraftsFestival.com).

## Partners in Planting Program

In June, the Downtown Committee partnered with Pioneer Companies and the Young Leaders United group (within the United Way) to plant flowers in planters along Washington Street. Participants also helped to clean up the neighborhood. The Partners in Planting program combines employee engagement and downtown beautification. Learn more about the program at [www.downtownsyracuse.com/flowers](http://www.downtownsyracuse.com/flowers).



## Downtown Farmers' Market Now Offers Newsletter

The 2015 Downtown Farmers' Market continues every Tuesday, rain or shine, in Clinton Square through October 13, where as many as 50 of the region's best farmers and produce dealers set up shop 7 a.m. to 3 p.m. In addition to plants and flowers, fresh produce available this month includes apples and melons, tomatoes, summer squash and peppers. Select weeks feature musical entertainment. Each week, the first 50 visitors to display a proof-of-their-purchase(s) at the Information Booth between 7 and 10 a.m. will receive a surprise.

New this year, the Downtown Farmers' Market is offering a weekly email newsletter. Sign up by emailing [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com). For more information on what else is new this year, visit [www.downtownsyracuse.com/farmersmarket](http://www.downtownsyracuse.com/farmersmarket).



# NEW INVESTOR FOCUS

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.

## Hotel Syracuse Restoration, LLC



**Ed Riley, Managing Member**

500 S Warren St., Syracuse, NY 13202

315-424-6091

The Hotel Syracuse is a historic hotel originally built in 1924, located at 500 South Warren Street in Syracuse. Closed in 2004, the Hotel Syracuse Restoration company is renovating the property to integrate the landmark's historical components with modern amenities. The hotel is also the official headquarters hotel for the Onondaga County Convention Center. The property will have 261 guest rooms, two historic ballrooms, two historic restaurants, a modernized Imperial ballroom, eight IACC-approved meeting spaces and a community meeting room for local non-profits. The Hotel Syracuse Restoration team is dedicated to preserving the memories of our city's past while creating a vision for our future.



## Oneida Healthcare

[www.oneidahealthcare.org](http://www.oneidahealthcare.org)



**Gene F. Morreale, President & CEO**

321 Genesee St., Oneida, NY 13421

315-363-6000

Oneida Healthcare (OHC) serves 24 Central New York communities, with locations in Oneida, Chittenango, Verona and Canastota. The main campus includes a 101-bed acute care hospital and a 160-bed skilled-nursing facility, in addition to a number of off-site, free-standing offices in Madison and Oneida counties. The campus and its off-site locations encompass 285,000 square feet, the overwhelming majority of which is owned by the Oneida Health Systems, Inc. OHC employs more than 900 people (810 FTEs). There are approximately 185 members of the medical staff, of whom the majority is independent. The organization employs 142 registered nurses. In 2014, OHC generated \$91 million in revenues.



## SBB, Inc.

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



**Brandon Bogart, General Manager**

6500 New Venture Gear Dr., East Syracuse, NY 13057

315-437-6500

SBB is dedicated to innovative Cleanroom and Cleanroom product design and manufacture. We serve the electronics, pharmaceutical, bio-technology, life sciences, medical, nano-technology, aerospace and related industries. Our products control all environmental factors associated with Cleanrooms; particulate control, molecular contamination control, temperature, humidity, pressure, sound and light. SBB is dedicated to providing our clients with process and project specific product solutions on time and on budget.



## Sunoco; Fulton Ethanol Plant

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



**Tim Hardy, General Manager**

376 Owens Road, Fulton, NY 13069

315-593-0504

Sunoco Ethanol is an 85-million-gallon-per-year, corn-based biofuels ethanol production facility located in Fulton, NY. The facility manufactures denatured fuel-grade ethanol, carbon dioxide, distillers grains, and corn oil for biodiesel production. Sunoco is the official fuel partner of NASCAR and the INDYCAR/IZOD Series – the two premier racing circuits in the United States. As an active member of the community, Sunoco strives to support local economic activities.



## Upstate Shredding – Weitsman Recycling

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



**Adam Weitsman, CEO**

1 Recycle Dr., Owego, NY 13827

607-687-7777

Upstate Shredding – Weitsman Recycling, the East Coast's largest privately held scrap metal processor, has a number of locations in the Northeast United States and Canada, including two in Owego, two in Ithaca, Binghamton, Brant, Jamestown, Hornell, Rochester, Syracuse, Albany and Allegany, New York; Scranton and New Castle, Pennsylvania, and two new locations in the Montreal region of Quebec, Canada. Headquartered in Owego, New York, the company will process more than 1.05 million tons of ferrous and 250 million pounds of nonferrous scrap metal in 2015. Upstate Shredding – Weitsman Recycling was named the top scrap recycling firm in the world by Platts at an international awards ceremony in London last May.





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-Dr. Robert Kiltz MD  
Owner, CNY Fertility Center



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## New Economy Summit Recognizes Local Business Visionaries

More than 120 people attended the recent New Economy Summit, hosted by SyracuseFirst and presented by AmeriCU. The half-day summit featured a nationally recognized workshop on customer service. Two local business owners were honored for their contributions to the community.

Wendy Meyerson, owner of Natur-Tyme, was presented with the AmeriCU Local Business Visionary award. Meyerson's dedication to community education on health and wellness, her focus on local sourcing and her 2013 expansion of the Natur-Tyme retail location and café earned her the award.

Matt Goddard, owner of Café Kubal, was presented with the Sparky Mortimer Humanitarian Award. The award is named for the late local restaurateur Sparky Mortimer, who pioneered the way for neighborhood revitalization in the Hawley Green District and was an advocate for healthy, fresh, local food. Goddard was awarded this honor due to his investment in the downtown Syracuse, Eastwood and University Hill neighborhoods, as well as his dedication to raising money and awareness about the millions of people living without access to clean drinking water.

The customer service workshop, the "Art of Giving Great Service," was presented by ZingTrain, educating attendees on the Zingerman standard – an innovative philosophy to maintain a high level of customer service. ZingTrain's approach is applicable to a wide variety of businesses and nonprofits, including food service, retailers, universities, banks, insurance agencies, health care providers, museums and libraries.

Samuel Filler, director of industry development at Empire State Development, spoke during the summit's concluding lunch about Gov. Andrew Cuomo's initiatives to grow New York's craft beverage industry.



SyracuseFirst Executive Director Chris Fowler (left) presents Café Kubal owner Matt Goddard with the Sparky Mortimer Humanitarian Award at the recent New Economy Summit, hosted by SyracuseFirst and AmeriCU.



Wendy Meyerson (center), owner of Natur-Tyme, accepts the AmeriCU Local Business Visionary award. Meyerson stands with Judy Cowden (left), AmeriCU vice president of member relations and marketing, and SyracuseFirst Executive Director Chris Fowler.



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](mailto:cfowler@centerstateceo.com) to learn more.

# CEO/COE PARTNERSHIP: GREEN DEVELOPMENT

## SyracuseCoE Announces Winners of the 2015 Innovation Fund Awards

Syracuse Center of Excellence announced the three Central New York companies to have received the first round of Innovation Fund awards totaling \$30,000. The Innovation Fund is supported with funding from the SyracuseCoE Partner Program and is designed to support partners working to overcome barriers to the commercialization of potentially transformative innovations.

“The Innovation Fund awards are a remarkable example of how members of the SyracuseCoE Partner Program have a direct impact on moving technology from the lab to the market, creating transformational market opportunities for New York state companies,” said Ed Bogucz, SyracuseCoE executive director. “These relatively small awards can make a big difference in the success of partner firms’ product development and commercialization of innovations.”

The Innovation Fund program is available for members of the SyracuseCoE Partner Program. Round two of the Innovation Fund program will kick off in August, with proposals due October 15, 2015. Learn more at [www.syracusecoe.org/coe](http://www.syracusecoe.org/coe).



SyracuseCoE interests include systems that monitor and control thermal comfort, air quality, lighting, sound and water quality in built and urban environments and innovative energy systems, including clean technologies and renewable fuel sources.

### 2015 Round 1 Innovation Fund Winners

- LC Drives**, of Potsdam, for its project to develop a key manufacturing process for a newly designed wind turbine generator that will greatly reduce the cost of energy derived from wind power.
- Solstice Power**, of Syracuse, for the development of a renewable, low-cost, on-site, combined heat and power solar technology, which will generate three times the electrical energy efficiency of traditional fixed mounted flat panel solar systems.
- NuClimate**, of East Syracuse, to fund independent testing and final product revisions for its vertical stack induction/fan coil unit, which will consume no more than 25 percent of the energy required of current products.

## MEMBER MILESTONES

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

### 25 YEARS

Karen E. Lawitts, DDS

### 20 YEARS

Anoplate Corporation

Catholic Charities of Onondaga County

Just the Right Stuff

### 35 YEARS

Cowley Associates

### 20 YEARS

American Cancer Society

International Center of Syracuse

Super 8 Hotel Syracuse, Route 57 Liverpool

### 15 YEARS

Community Bank, NA

EVO Merchant Services of NY, Inc.

### 10 YEARS

WM Recycle America

### 15 YEARS

CF Investors, Ltd.

### 10 YEARS

Kitchen Express, Inc.

### 5 YEARS

George Angeloro

Davco Performance Automotive

FCL Management, Inc.

Francesca’s Cucina

Hotel Skyler

Robert Kawa, CPA, PC

Lead Safe LLC

### 5 YEARS

ADESA Syracuse

A-1 Trophy

Cocard Anderson/B2GX

Open Hand Theater

Sam’s Club

SpringHill Suites by Marriott

Syracuse Regional Taxi

Water Guys, Inc.

# MEMBER ESSENTIALS

**Klepper, Hahn & Hyatt** has earned several awards from two Upstate New York chapters of the American Concrete Institute.

**O'Brien & Gere, Elmcrest Children's Center** and a team from **Crouse Hospital** won CNY ASTD's 2015 CNY BEST Learning and Performance Awards.

**Cayuga Community College** names new president, Brian M. Durant, formerly from SUNY Adirondack.

**Le Moyne College** launches global institute and community engagement initiatives.

**Rapid Response Monitoring** announces 18 new hires.

**Upstate Shredding LLC** is named Scrap Company of the Year by trade publication American Metal Market.

**Empire Brewing Company** is one of several collaborators on the state's official beer, Statewide Pale Ale.

**SUNY Oswego** expands degree and certificate completion opportunities with its downtown Syracuse branch campus location. **SUNY Oswego's** online master's in business administration program ranks No. 22 nationally in the latest Princeton Review list of top of online MBAs.

Amy I. Audi, CEO and chairman of **L. & J.G. Stickley**, named to American Home Furnishings Hall Of Fame.



Eric Mower, chairman of CEO of **Eric Mower + Associates**, receives lifetime achievement award from City & State Reports magazine.

**Loretto** launches new easy to navigate and mobile-friendly website.

**Gifford Foundation** announces \$70,000 pilot capacity building initiative targeting smaller organizations.

**SRC, Inc.**, launches FourV Systems, LLC to address growing big data analytics challenges.

**M.A. Polce Consulting, Inc.** joins the Nimble Partner Network as a value-added reseller.

**Vernon Downs** opens new parking garage.

U.S. Navy awards **Lockheed Martin** a \$27 million contract for additional Vertical Launch anti-submarine (VLA) missiles. Germany selects MEADS as its future missile defense system, expected to boost **Lockheed Martin**, in deal worth up to \$4.5 billion.



**Excellus BlueCross BlueShield** issues new infographic to discourage early elective deliveries. James Reed named regional president of **Excellus BlueCross BlueShield**.

**Syracuse University** and Drumlins introduces new online marketplace for SU students, parents, faculty, staff and alumni at <http://beyondthehill.syr.edu>.

**PaperWorks Industries, Inc.** plans to relocate to a 496,200-square-foot building in Radisson Corporate Park, the former location of the Ball Corp. plastic bottle manufacturing plant.

**Sheraton Syracuse University Hotel** achieves multiple No. 1 rankings from Starwood Hotels in their customer loyalty categories.

Yellow Brick Road Casino, owned and operated by **Turning Stone Resort & Casino**, opens in Chittenango.

**SKY Armory** and Modern Malt team up for "Downtown Get-Down" food and entertainment event every Thursday this summer in Armory Square.

**The Icon Companies** receives CoStar Power Broker Award from CoStar Group Inc., a leading provider of commercial real estate information, analytics and online marketplaces.

**Housing Visions Unlimited, Inc.** is named one of the top 50 affordable housing developers by Affordable Housing Finance magazine.

**St. Joseph's Hospital Health Center** hires 75 of its recent nursing school graduates.

Advance Digital, an affiliate of **Syracuse Media Group**, receives Microsoft award for third year in a row. Syracuse.com and The Post-Standard, of **Syracuse Media Group**, win top honors in state Associated Press awards.

**Welch Allyn** partners with The Ohio State University College of Nursing to learn more about the physical examination process.

Federal Aviation Administration will fund \$720,000 new passenger boarding bridge at **Syracuse Hancock International Airport** to help lure new airlines.

**Wegmans** begins testing coupons on new mobile app. **Wegmans** will allow customers to access Shoppers Club discounts through Apple Pay app.

**Aspen Dental** sponsors Healthy Mouth Movement at **Clear Path for Veterans** offering free dental care for veterans. Second annual Bacon and Bourbon Festival in Chittenango raises money for **Clear Path for Veterans**.



**Onondaga Community College** plans food innovation center in vacant restaurant on Syracuse's North Side.

**JPMorgan Chase** presents **Onondaga Community College** with \$220,000 grant for Workforce Development Program.

**Le Moyne College** adopts a test-optional admissions process for incoming students.

**Ashley Furniture** to open in former Dick's Sporting Goods location in Fairmount Fair plaza in Camillus.

## 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)!





WEDNESDAY, **OCTOBER 14** 8AM - 4PM ONCENTER

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# 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 Cindy Mannise, ICS Solutions Group, Inc. Colette Powers, UBS Financial Services, Inc., The Austin & Alesandro Group, is vice chair.

## Americar



Americar, founded in 1967, is the only locally owned and operated transportation logistics company in Central New York. For the past 48 years, we have evolved our business to accommodate the ever changing needs of our clients. The result of this evolution is the system we have today. We offer vehicle leasing, used car sales, automotive service and airport valet parking. We also provide daily rentals under the Thrifty Car Rental brand as a licensee. These operations are housed in our modern 18,500 square foot facility, conveniently located in North Syracuse.

Kris Tucci  
5400 South Bay Rd.  
North Syracuse, NY 13212 315-455-2404  
www.americarsyr.com

## Chicago Title



Experienced, knowledgeable, and dedicated, Chicago Title specializes in facilitating commercial and residential real estate transactions. By offering the highest level of quality in its abstracting, insurance and escrow services, Chicago Title provides unbeatable security throughout the real estate transaction process. As a direct underwriter and an industry leader, we take pride in our work and have earned the confidence and trust of the Central and Northern New York real estate community.

Curt Coville  
100 Madison St., Ste. 1910  
Syracuse, NY 13202 315-413-5974  
www.nnychicagotitle.com

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www.editpointvideo.com

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Syracuse, NY 13218 315-491-8328  
www.felderstadium.com

## LPA Software Solutions LLC



LPA Software Solutions is an IBM Premier Business Analytics Partner that helps health care, hospitality and other organizations harness the power of information through business intelligence, financial performance management, predictive analytics, location analytics and big data analytics solutions. LPA eases the acquisition, sharing and flow of information across the enterprise, helping customers with analytic roadmaps, solution frameworks, health checks, data warehousing and customized training. We offer services on premise and cloud based. LPA enables you to make smarter decisions, faster by gaining true insights from your data. LPA, with offices in Rochester, Buffalo in the IBM Buffalo Innovation Center, and Syracuse, is committed to employment growth in New York state while it serves customers throughout the United States.

Kevin Bryans  
400 Linden Oaks – Ste 140  
Rochester, NY 14625 585-419-3900  
www.lpa.com

Kevin Bryans  
PO Box 426  
Syracuse, NY 13214 315-383-9654  
www.lpa.com

## Palace Theatre



The Palace Theatre in the heart of Eastwood provides all of your catering and seminar needs. The theatre, originally built in 1924, continues to serve our community. Full in house catering, the largest screen in CNY creates the perfect venue for your next event. We host weddings, company seminars, anniversary, retirement and holiday parties, private documentaries, film fest and much more.

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Syracuse, NY 13206 315-463-9240  
www.palaceonjames.com

## Thrifty Car Rental



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# CENTERSTATE CEO AMBASSADORS

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



**Avalon Document Services**, 901 N. State St., Syracuse, celebrates its 15th anniversary and recent merger.



**Nottingham Pet Clinic**, 120 Julian Plaza in Syracuse, celebrates its 30th anniversary.



**Onondaga Flooring** holds a first-anniversary celebration in its Clay location at Marketfair North and celebrates an award from Angie's list.



**Peppino's Restaurant & Catering Group** opens a new location at 409 S. Clinton St. in Armory Square.



**Blown Away Beauty & Blowout Bar** celebrates its 1st anniversary at 266 W. Jefferson St. in Syracuse.



**Strada Mia Restaurant**, 313 N. Geddes St., celebrates its recent grand opening.

# DELTA HIGH ALTITUDE BUSINESS AFTER HOURS PROVIDES INSIDE LOOK AT NOVELIS' \$500M EXPANSION

Novelis, in Oswego, hosted CenterState CEO's most recent Delta High Altitude Business After Hours. The event featured guided behind-the-scenes tours of the newly expanded facility.

In recent years, Novelis has undergone a dramatic transformation developing new alloys for use in the automotive industry. The Novelis plant in Oswego has undergone a \$500 million expansion, allowing the facility to produce aluminum used in the Ford F-150, Ford Mustang, Mercedes-Benz C-Class, Range Rover and more.

CEO member Investors, Executive Partners and Corporate Partners learned more about the growing company, made new connections with Novelis executives and had the opportunity to network during this exciting event. Colleen Rosekrans, vice president at RAC Holdings, was the winner of a pair of round-trip airline tickets, good for travel anywhere in the continental U.S., courtesy of Delta Air Lines.



Delta High Altitude Business After Hours attendees learn more about Novelis' operations in Oswego, which makes new alloys for use in the automotive industry (e.g., Ford F-150, Ford Mustang, Mercedes-Benz C-Class, Range Rover and more).

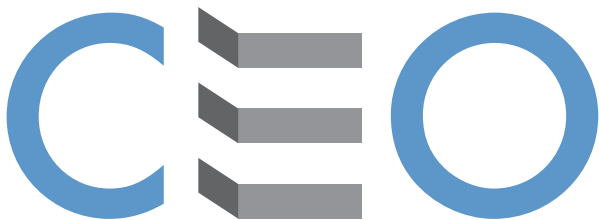
## TERACAI HOSTS SPEED NETWORKING

Nearly 50 people took advantage of a recent networking opportunity at TERACAI. The Speed Networking event allowed attendees to mix, mingle and share a one- to two-minute "pitch" with other participants. This format helped members make many new connections to further their current and future business relationships. Café Kubal provided coffee and pastries for the event.

For upcoming networking opportunities, see the events page and [www.centerstateceo.com/events](http://www.centerstateceo.com/events).



CenterState CEO members connect with new people at a recent Speed Networking event at TERACAI.



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# LINKEDIN STRATEGIES EXPLORED

Tony Kershaw, innovation specialist at The Tech Garden, lead a recent workshop for members about how to more effectively use LinkedIn as a business tool. The popular seminar was attended by 45 people who explored the purpose of LinkedIn, addressed personal profile formatting, learned strategies to connect with other professionals, discussed effective posting and updating, and how to take advantage of groups and communities. The workshop was an excellent opportunity to learn how to use this growing online tool to tap into new professional networks.

For upcoming events, visit [www.centerstateceo.com/events](http://www.centerstateceo.com/events).



CenterState CEO Innovation Specialist Tony Kershaw teaches members at a recent workshop about how to more effectively use LinkedIn as a business tool.

# INAUGURAL CNY WIFFLE BALL SPRING CLASSIC FEATURING CENTERSTATE LEGENDS BENEFITS THE MOST

The most epic free game of wiffle ball Central New York has ever seen was played on the east lawn of the Museum of Science & Technology in Syracuse's Armory Square when the CenterState Legends, led by CenterState CEO President Robert Simpson, took on the Syracuse Chiefs in the inaugural event.

"This game was backyard ball at its best and it was exciting to play the Chiefs and support the MOST," said Simpson. "I want to thank the CenterState Legends, an incredible team of community and business leaders, for their support and for giving the Chiefs some real competition."

"The Chiefs were excited to engage our downtown community," said Chiefs General Manager Jason Smorol. "Getting an opportunity to raise awareness and funds for the MOST as well as beat Rob Simpson's CenterState Legends is a double play!"

Scooch, the Syracuse Chiefs' mascot, was on hand and there was a variety of fun activities for everyone to enjoy, including a raffle of Chiefs memorabilia and food vendors. In the end, the Syracuse Chiefs beat the CenterState Legends 10-4 and more than \$5,000 was raised to benefit the MOST's science education programs.



Rob Simpson, CenterState CEO president and Legends co-captain, crushes the ball out of the park in a valiant effort to beat the Syracuse Chiefs during the CNY Wiffle Ball Spring Classic to benefit the MOST.



The CenterState Legends, front row: Maureen McCarthy Tracy, Northland Communications; Liz Liddy, Syracuse University; Tony Ortega, Museum of Science & Technology; Kimberly Boynton, Crouse Hospital; the littlest Chiefs fan Henry Boynton; Rob Simpson, CenterState CEO; Doug Logan, Sports Broadcaster and Community Volunteer. Back row: Melissa Menon, On Point for College; John Tracy, U.S. Department of Commerce, International Trade Administration; Merike Treier, Downtown Committee of Syracuse; Ben Walsh, City of Syracuse; Pat Driscoll, Say Yes to Education – Syracuse; David Katleski, Empire Brewing Company and NYS Brewers Association; Patrick Mannion, Columbian Financial Group; and E.J. Ortega.



## Syracuse Chiefs Roster:

- |  |                   |
|--|-------------------|
| Bill Dutch, President, Syracuse Chiefs, Team Captain |                   |
| Bruce Billings                                       | Rafael Martin     |
| Scott McGregor                                       | Jose Valverde     |
| P.J. Walters   | Jeff Howell       |
| Steven Lerud   | Josh "JJ" Johnson |

# EVENTS

## CenterState CEO Clambake

August 6, 2015

Hinerwadel's Grove  
5300 West Taft Road, North Syracuse

4 to 8 p.m. – *New Time*

Join CenterState CEO for great food, music and fun!

Cost: \$69 for CenterState CEO members; \$79 for non-members.

Make it your company picnic! Group packages available for members: 5 tickets for \$325, 10 tickets for \$650, 15 tickets for \$975.

Register at [www.centerstateceo.com/events](http://www.centerstateceo.com/events) or contact Karen DeJoseph at (315) 470-1997 or [kdejoseph@centerstateceo.com](mailto:kdejoseph@centerstateceo.com).

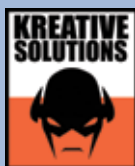
Deadline to register is July 24, 2015.

\*\*After July 24 and at the door, tickets are \$79 for CenterState CEO members; \$89 non-members. Cancellations after this date will be billed.

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## Save the Dates!

B2B Marketplace, **October 14**  
Convention Center at Oncenter  
[www.centerstateb2bmarketplace.com](http://www.centerstateb2bmarketplace.com)

Buy Local Bash, **November 23**

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

### Tech Meets Taste, July 16

The Tech Garden, 235 Harrison St., Syracuse

5 to 7 p.m.

Join CenterState CEO and SyracuseFirst to celebrate The Tech Garden's 10-year anniversary at Tech Meets Taste presented by AmeriCU. Network with independent local business owners at the heart of SyracuseFirst, sample foods from local cafés and restaurants, and connect with some of the hottest startups from across the region.

Cost: Free to attend. Registration required. For display or sponsorship opportunities contact Shannon Fults at 315-470-1884 or [sfults@centerstateceo.com](mailto:sfults@centerstateceo.com).



### TTG10 Gala – Celebrating 10 Years of Innovation, July 16

The Tech Garden, 235 Harrison St., Syracuse

6:30 to 8:30 p.m.

Celebrate The Tech Garden's 10th anniversary – originally a collapsed city garage, now the region's leading innovation hub! The gala features a sit-down dinner with recognition of community and local government leaders. Meet the companies who have called The Tech Garden home and the people who assisted in their growth. Casual attire.

Cost: \$70 per person. To become a sponsor, contact Shannon Fults at 315-470-1884 or [sfults@centerstateceo.com](mailto:sfults@centerstateceo.com).

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### Business After Hours and Member Showcase, August 20

Time Warner Cable Business Class, 3179 Erie Blvd. E., Syracuse

5 to 7 p.m.

Don't miss this great night of food and networking. 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.

Cost: \$15 for members; \$25 for non-members. For more information, contact Lisa Metot at 315-470-1870 or [lmetot@centerstateceo.com](mailto:lmetot@centerstateceo.com). Tabletops are \$300; contact Beth Savicki at 315-470-1833 or [bsavicki@centerstateceo.com](mailto:bsavicki@centerstateceo.com) for details.



### Business After Hours at Courtyard by Marriott, September 10

Courtyard by Marriott, 300 W. Fayette St., Syracuse

5 to 6:30 p.m.

This is your chance to tour two hotels under one roof, enter raffles for overnight stays and make new connections at downtown's newest properties, the Marriotts at Armory Square: Courtyard by Marriott and Residence Inn.

Cost: \$10 for members; \$20 for non-members. For more information, contact Lisa Metot at 315-470-1870 or [lmetot@centerstateceo.com](mailto:lmetot@centerstateceo.com).



### 7 Habits of 7 Highly Successful People, September 18

Everson Museum of Art, 401 Harrison St., Syracuse

7:30 a.m. Registration; 8 to 10 a.m. Program

Don't miss this opportunity to hear from seven of the region's most influential executives and community leaders. Each will share seven lessons that they have learned and used throughout their careers. Through wisdom, expertise, and candor, take away 49 principle-centered approaches to be more effective and impactful in your personal and professional life.

Cost: \$25 for members; \$35 for non-members. For more information, contact Lisa Metot at 315-470-1870 or [lmetot@centerstateceo.com](mailto:lmetot@centerstateceo.com).

PRESENTING SPONSOR:



### Economic Champions Luncheon, October 14

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

11:30 Registration; Noon Luncheon

Nominate your company to be an Economic Champion! Submissions must be received by September 25, 2015. See page 9 for details. Then join us to celebrate at our annual recognition luncheon.

Cost: \$55 for members / \$550 for a table; \$65 for non-members / \$650 for a table. For more information, contact Karen DeJoseph at 315-470-1997 or [kdejoseph@centerstateceo.com](mailto:kdejoseph@centerstateceo.com).



# CENTERSTATE CEO MEMBER DISCOUNTS

One of the benefits of CenterState CEO membership is being listed on the CenterState CEO website at [www.centerstateceo.com](http://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:**

## **Infinity Payroll Services, Inc.**

PO Box 270  
Baldwinsville, NY 13027  
315-828-7400

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

Infinity Payroll Services is a family owned company that prides itself on providing a level of personalized service that is unparalleled in the industry. Consider Infinity as your outsourced payroll department, offering superior service at an economical cost.

**Discount:** CenterState CEO members receive their first month of payroll services for free. Offer expires October 31, 2015.

## **Americar**

5400 S. Bay Road  
North Syracuse, NY 13212  
315-455-2404

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

Americar, founded in 1967, is the only locally owned and operated transportation logistics company in Central New York. For the past 48 years, our business has evolved to accommodate the ever changing needs of clients. Americar offers vehicle leasing, used car sales, automotive service and airport valet parking, as well as daily rentals under the Thrifty Car Rental brand as a licensee. These operations are housed in the modern 18,500-square-foot facility, conveniently located in North Syracuse.

**Discount:** CenterState CEO members ordering a new lease receive up to a \$500 credit on equipment to put in the vehicle. Offer expires December 31, 2015.

## **Seabreeze Park**

4600 Culver Road  
Rochester, NY 14622  
585-323-1900

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

Seabreeze Park is Rochester’s landmark family fun destination. You’ll find four roller coasters, adult and kiddie rides, a full waterpark with wave pool, slides and more. Enjoy live entertainment, games, great food – and cool breezes off scenic Lake Ontario.

**Discount:** CenterState CEO members save \$5 off the gate price of a Ride & Slide Pass when buying passes online; enter Promo Code 115. Offer expires September 7, 2015.

**Increase Your Company’s Visibility...Offer a Member Discount! Contact Sharon Abert at [sabert@centerstateceo.com](mailto:sabert@centerstateceo.com) or 315-470-1810 today!**

## VISIT THE SOUTH PACIFIC, STOPS IN SYDNEY AND FIJI

CenterState CEO’s next exciting adventure invites travelers to A Taste of the South Pacific, scheduled for **November 29 to December 13, 2015**. The 15-day trip includes 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 Hancock International Airport in Syracuse. Rates are: \$5,399 for a double; \$6,479 for a single; and \$5,349 for a triple.

For additional information on the trip please contact Shannon Fults at 315-470-1884 or [sfults@centerstateceo.com](mailto:sfults@centerstateceo.com).



Sydney Harbour Bridge, Australia

## ENJOY A HOLLAND AND BELGIUM RIVER CRUISE, NEXT SPRING

CenterState CEO invites travelers on a seven-night Springtime Tulip River Cruise featuring Dutch and Belgian Waterways, **April 6 to 14, 2016**. Highlights include Amsterdam, Volendam, Arnhem, Middelburg, Ghent, Bruges, Antwerp, Kinderdijk Windmills and Keukenhof Gardens. River cruise tours feature small, intimate vessels for personal experiences as you travel the waterways. Trip includes round-trip airfare from Syracuse Hancock International Airport, seven-night cruise, and 20 meals: seven breakfasts, six lunches and seven dinners. Per person rates are: lower outside double \$4,199; middle outside double \$4,449; upper outside double \$4,699; suite double \$4,999. For additional information, contact Shannon Fults at 315-470-1884 or [sfults@centerstateceo.com](mailto:sfults@centerstateceo.com)



Kinderdijk Windmills, Holland

## CEO ESSENTIALS



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