

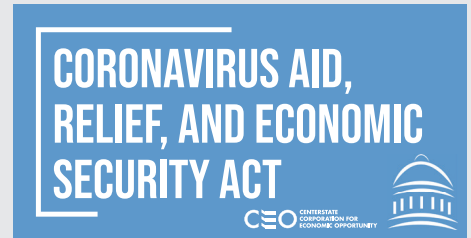
FEDERAL COVID-19 STIMULUS PROVIDES CRITICAL RESOURCES FOR EMPLOYERS, WORKFORCE & FAMILIES



3 CenterState CEO COVID-19 Response Efforts

CenterState CEO has been in close communication with the region’s federal delegation during the development of the \$2 trillion federal stimulus package — the Coronavirus Aid, Relief, and Economic Security (CARES) Act — that was recently signed into law.

“Given that the severity of the economic impact from this current public health crisis, a federal stimulus bill is the only practical way to mitigate many of the most profound business and human impacts that we are witnessing,” said Rob Simpson, president of CenterState CEO. “This much needed capital injection will provide critical direct benefits and relief to employers and families, as well as extends additional resources to health care providers. I commend our elected leaders for acting quickly to get this stimulus package passed, so that these relief resources can be activated across our communities.”



CenterState CEO is working to keep its members and the community apprised of the CARES Act’s provisions. **The legislation includes direct payments to individuals, an expansion of unemployment insurance, billions of dollars in aid to businesses large and small, and significant funding for the health care industry.** Key components include:

Support for Small Businesses:

- **Paycheck Protection Program (\$350 billion)**
 - Zero-fee loans for up to \$10 million for payroll — forgiven if businesses retain employees and salary levels.
- **Economic Injury Grants (\$10 billion)**
 - \$10,000 to small businesses and non-profits grants while waiting for paycheck protection program to process.
 - Used for payroll, increased production costs, pay business obligations.
 - Intent is to get this to recipients in three days.
- **Debt Relief for Existing SBA Borrowers**
 - Relief to small businesses with SBA 7(a), 504 or microloans.
 - SBA will cover all loan payments for six months.

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4 Members Step Up to Respond to COVID-19



5 CEO Legislative Agenda: Top Five NYS Priorities



17 CenterState CEO Events

COVID-19 Business Impact Survey
 Share your insights
<https://tinyurl.com/covid-survey>

Estimated survey time is 5-7 minutes

Please share feedback on the impacts of the COVID-19 pandemic on your business or organization. Responses will inform how CenterState CEO can best assist the business community, including policy decisions, advocacy priorities and new programing. Thank you for participating.

FEDERAL COVID-19 STIMULUS continued from front page

Expanded Unemployment Benefits:

- Extends unemployment insurance to those unable to work as a result of coronavirus — sick, quarantined, or needed to care for children home from school due to closures.
- Extends unemployment insurance to sole proprietors and freelance workers.
- Federal government will provide additional \$600 on top of existing unemployment insurance benefit (average \$300 per week) for four months.
- New benefits funded by federal government, not employers.

Tax Cuts for Businesses:

- Interest deduction goes from 30% (2017 TCJA) to 50%.
- Delays payroll taxes on wages.
 - 6.2% tax paid over following two years (half in 2021, half in 2022).
- Provides for the hospitality industry to immediately write off costs of building improvements.

Additional Funding:

- **Economic Development Funding**
 - More than \$6.5 billion in federal funding for CDBG, the Economic Development Administration, and the Manufacturing Extension Partnership.
- **State and Local Governments — State Stabilization Fund**
 - \$150 billion for states.
 - \$8 billion for localities.
- **Distilleries Temporary Exemption** from an excise tax for alcohol they use to make hand sanitizer that’s produced and distributed within Food and Drug Administration guidelines.

To keep up to date on when these programs become available, please stay in contact with your local Small Business Administration (SBA) District Office. Contact the SBA regarding Economic Injury Grants and Economic Injury Disaster Loans. To access the Paycheck Protection Program, contact your existing bank or lender who will be administering this vital program.

U.S. Senator Charles Schumer has put together a Small Business Owner’s Guide to the CARES Act. Likewise, U.S. Senator Kirsten Gillibrand has put together a section-by-section summary of the CARES Act. Congressman John Kato has a Coronavirus: Information and Resources webpage. Visit www.centerstateceo.com/covid19resources to access these resources and additional relief information.

For questions or additional information, please contact the CenterState CEO team at support@centerstateceo.com.

COVID-19 BUSINESS RESOURCES



Stay up to date on relevant news, information and resources on COVID-19-related business impacts, and how CenterState CEO is responding at: centerstateceo.com/covid19resources.

Contact CEO’s team with questions, additional information needs, or with resources or solutions you can deploy, particularly items that are in high demand by the health care industry and other essential responders.

support@centerstateceo.com.

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CENTERSTATE CEO COVID-19 RESPONSE EFFORTS

CenterState CEO is closely monitoring the rapidly evolving developments and its impact on its organization, members and stakeholders. CEO is implementing a four stage response to the economic challenges presented by the COVID-19 (coronavirus) pandemic: **Assess**, **Respond**, **Mitigate** and **Recover**.

Assess the impacts of the pandemic on businesses, institutions and nonprofits throughout the region through direct, proactive outreach and a business impact survey, <https://tinyurl.com/covid-survey>.

Respond to hundreds of calls and requests for support; develop and deploy relevant resources.

Mitigate economic fallout and work with elected leaders to develop policy and strategies to support businesses and the community.

Recover by keeping both the near-term needs and long-term objectives in focus.

CenterState CEO has rapidly reprioritized and shifted how it deploys its staff and resources to support members and meet the emerging needs of the community. Initiatives underway include:

Advocacy

- CenterState CEO is working directly with regional manufacturers and MACNY to advocate for Best Practices for Workplace Safety standards in an effort to keep as many of the region's plants up and running to preserve critical industry supply chains and employment. Find the Manufacturer's Pledge at www.centerstateceo.com/covid19resources.
- CEO staff collected affidavits from impacted businesses to support New York State's Application to the SBA's Economic Injury Disaster Loan (EIDL) program, to unlock much needed lending capital for small businesses suffering from a loss of customers and revenue.
- CEO has joined partners at the City of Syracuse, Onondaga County and MACNY to launch the Economic Resiliency Task Force of public and private-sector leaders to lead the response to the economic challenges presented by the pandemic.

Resource Matching

- Connecting organizations facing critical needs to those companies with resources and capabilities to donate. To help, please contact David Mankiewicz at dmankiewicz@centerstateceo.com or Kevin Schwab at kschwab@centerstateceo.com.
- Active outreach to members has resulted in thousands of Personal Protective Equipment items identified and provided to frontline health care industry and other essential responders.
- The Onondaga County Medical Society reached out to CenterState CEO to coordinate an effort to engage local distillers and companies to begin producing hand sanitizer, and connecting them to Onondaga County Emergency Management to determine distribution based on the greatest need and the best product match.
- CenterState CEO has worked with members to provide guidance and waivers for companies requesting designation as an essential-business from Empire State Development.



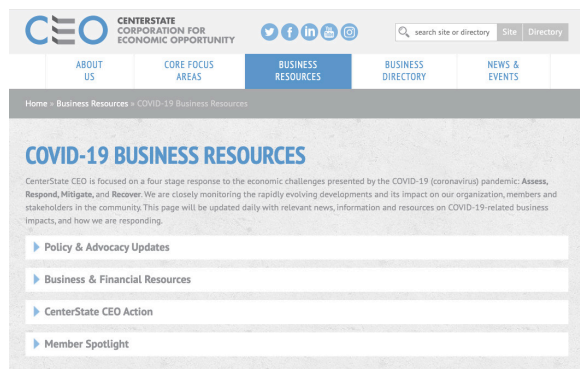
Photo credit: Old Home Distillers.

Information Sharing

- A dedicated webpage, centerstateceo.com/covid19resources, provides COVID-related updates for the business community.
- New webinars featuring CenterState CEO leadership, elected officials and COVID-issue experts.
- New email communications share breaking news and weekly summaries of the latest policy updates and incentives, relief efforts and member initiatives. See page 4 for more CEO members' response efforts.

Organizational Partners & Programs Respond

- Downtown Committee of Syracuse, <https://downtownsyracuse.com/covid-19-resources>. See page 9 for more.
- Visit Syracuse, www.instagram.com/visitsyracuse, www.facebook.com/SyracuseNY. See page 8 for more.
- Greater-Oswego Fulton Chamber of Commerce, www.oswegofultonchamber.com.
- Northside UP, www.facebook.com/NorthsideUP.



MEMBERS STEP UP TO RESPOND TO COVID-19

JPMorgan Chase & Co. donates \$50 million to address immediate and long-term impacts of COVID-19.

Green Hills Farms dedicates special hours for senior citizen shopping.

PPC Broadband, Inc. donates 5,000 surgical masks to COVID-19 response.



I Heart Oswego and **Step One Creative** compile a comprehensive list of restaurants with curb-side and/or delivery service in Oswego, Fulton, Hannibal and Mexico.

Wired Telcom LLC offers free IT services.

Volunteers for the **Food Bank of Central New York** package 500 emergency boxes in two hours.

Beak & Skiff Apple Farms converts distillery into 100% hand sanitizer production.

Oswego Health continues to support mental health needs during COVID-19.

Northland Communications offers free software-based phones, helps local businesses implement teleworking technology plans.

Courtyard & Residence Inn Syracuse Downtown at Armory Square are offering discounted rates to individuals looking to isolate.

Centro offers free rides to everyone throughout its entire system, including Call-A-Bus services.

Delaney Worldwide offers virtual home surveys to customers preparing to move.

Pulaski-based company, **HealthWay**, sees demand for its air purifiers soar amid pandemic.



Syracuse Stage costume designers create masks to support hospitals.

Bonadio Group is assisting businesses with tax filing relief, completing SEDCO loan applications and U.S. SBA Disaster Loan applications.

Fidelis Care offers assistance by phone during COVID-19 outbreak.

Salt City Market creates Westcott Mutual Aid initiative with partners Rise N Shine and Beer Belly Deli to provide meals to community centers.

Menter Ambulance / Oswego County Ambulance scour region for medical supplies.

Hall Island Distillery in Cicero teams up with **Haun Welding Supply, Inc.** to produce and package hand sanitizer.

Anheuser-Busch Brewery in Baldwinsville is producing and packaging hand sanitizer. They are working with the **American Red Cross** to distribute it to communities where it's needed most.



Tops Friendly Markets and **Wegmans** add plexiglass and face shields for store employees.

Upstate Interactive offers COVID-19 free tech help in Syracuse.

Huhtamaki, Inc. in Fulton donates food containers to local businesses in need.



TOPS Friendly Markets and **Price Chopper** create early morning senior shopping hours.

The **Central New York Community Foundation**, in partnership with the City of Syracuse, Onondaga County, the **Allyn Family Foundation** and **United Way of Central New York**, established a COVID-19 Community Support Fund to support nonprofit organizations working with communities who are disproportionately impacted by economic consequences of the coronavirus pandemic.

Find volunteer opportunities to assist with the COVID-19 situation in Onondaga County by contacting the **United Way of Central New York** at www.volunteercny.org.

Hueber Breuer Construction Company, Inc. and **The Haynor Hoyt Corporation** responded to an urgent call for help from major medical centers and delivered thousands of N-95 masks to doctors and nurses.

The **SBA** is offering an Economic Injury Disaster Loan (EIDL) program, which will unlock lending capital for small businesses.

Food Bank of Central New York volunteers pack 500 emergency boxes in 2 hours. Volunteers needed: sign up at www.volunteercny.org.



WCNY and Syracuse-area schools offer "TV classrooms" to get through coronavirus pandemic.

Syracuse University offers students free buses to return home.

Northland Communications offers free software-based phones, video conferencing to help local businesses implement teleworking technology plans.

M.A. Polce is offering a free 90-day trial of Cisco Webex to existing and new customers to help them work remotely.

Loretto and **Little Luke's Daycare** devised creative childcare solutions for those working on the front lines of the coronavirus.

Eagle Beverage Company loaned a refrigerated truck on a moment's notice to transport 1,000 COVID-19 test kits from Albany to an area hospital.

NBT Bank announces efforts to relieve financial hardship due to COVID-19.

Hillrom more than doubles production of critical care products, including ventilators, hospital beds and vitals monitoring devices to support COVID-19 response.

Through outreach by the **Onondaga Medical Society** and with assistance from former distiller Ben Reilly, Central New York distillers: Old Home Distillers in Lebanon; Last Shot Distillery in Skaneateles; Waterman's Distillery in Apalachin; Cornell University; Black Button Distilling in Rochester; and Lock 1 Distilling Co. in Phoenix, collaborate to produce hand sanitizer.

Cascade Maverik Lacrosse in Liverpool has begun emergency production of plastic face shields for those on the front lines battling the virus. **XTO Inc.**, also in Liverpool, is supplying parts needed to switch from manufacturing lacrosse helmets to the face shields. Bauer, a sister company that makes hockey equipment outside of Montreal, Canada, has also switched to making medical face shields.

MedTech is providing daily updates available to all. Sign up at Medtech.org.



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GOVERNMENT RELATIONS

CEO Legislative Agenda: Top Five NYS Priorities



Throughout the year, CenterState CEO directly and proactively advocates on behalf of members and the business community on expressed legislative priorities by generating calls, lobbying letters, and testimony, and by securing meetings with elected leaders and government representatives.

CenterState CEO's 2020 Legislative Agenda presents the organization's New York state economic development policy and legislative priorities. These proposals reflect input from key constituencies, including member businesses and organizations, peer economic development organizations, and public policy entities such as the Brookings Institution, the Business Council of New York State and others.

Top Five New York State Legislative Priorities:

1. ECONOMIC DEVELOPMENT



Following 2019's proposed legislation to expand a "public works" definition to private projects that receive even a small amount of public funding to pay a prevailing wage rate set by the state, similar language is now included in the FY2021 Executive Budget proposal. CenterState CEO opposes mandates requiring a "prevailing wage" rate set by the state on private projects receiving public funding. CenterState CEO supports development of a more equitable system to ensure benefits from these projects are aligned with community priorities.

2. CLIMATE CHANGE



In 2020, New York's Climate Leadership and Community Protection Act (CLCPA) starts to take shape. The Climate Action Council and issue-focused committees begin the process of building a plan to reach ambitious milestones to dramatically reduce carbon emissions across the state by 2050. CenterState CEO seeks a direct voice, through advisory committees, in shaping the key elements of the CLCPA that will present significant challenges and opportunities for member businesses and communities across the region.

3. LABOR



Following the lead of a California law that took effect in 2019, legislators are expected to consider legislation to establish rights and protections for workers in the "gig economy." This could result in new employee classification for workers who are currently considered independent contractors. CenterState CEO recognizes the need to address this issue, but urges caution to avoid the serious unintended consequences that have surfaced since California passed AB1 into law last year.

4. HEALTH CARE



The New York Health Act proposes a statewide, single-payer system to achieve universal health care coverage in New York. The state legislature continues to examine this approach to covering the approximately 5% of state residents who are without coverage. In addition, legislation has been introduced to achieve universal health care coverage and cost reductions within the current framework. CenterState CEO opposes legislation to create a state-level single-payer health care system, however supports a plan to provide universal coverage, as long as it preserves freedom of choice for its members to select the health insurance provider.

5. TRANSPORTATION & INFRASTRUCTURE



Achieving a Record of Decision on the redevelopment of Interstate 81 through Syracuse. In 2020, the NYS Department of Transportation continues its work toward I-81 redevelopment with its anticipated Draft Environmental Impact Statement and preferred project recommendation, an additional public comment period and an anticipated final Environmental Impact Statement on this critical project for the community. CenterState CEO supports a "community grid plus" solution for this project and urges NYSDOT to achieve a Record of Decision on this project in 2020.

It is CEO's goal to advance these efforts while also keeping members apprised of fast-moving public policy and regulatory changes that could affect business. The full CenterState CEO 2020 Legislative Agenda outlining New York state priorities can be viewed at <https://tinyurl.com/vkheebj>. CenterState CEO's 2020 federal legislative and policy priorities will soon be available at www.centerstateceo.com and www.syracusetomorrow.com. To learn more, or share priorities for the year ahead, contact Kevin Schwab 315-470-1944 or kschwab@centerstateceo.com.

SMALL BUSINESS ACCESS FUND MAKES FIRST INVESTMENT

CenterState CEO's Community Investment team, part of the Economic Inclusion portfolio, strengthens connections between neighborhoods, entrepreneurs and investors to improve community wealth generation. Recently the Economic Inclusion portfolio made its first Small Business Access Fund investment in Layla's Authentic Spanish Restaurant. The SB Access Fund is a patient and benevolent equity fund designed to make capital accessible to talented Syracuse residents who do not qualify for traditional lending, but for whom the potential return on investment makes sense for the entrepreneur and the community.

Amparo Zapata and her partner Sam, are the owners of Layla's. Amparo is a graduate of the WISE Women's Business Center's EXITO course and CEO's Up Start training program. Both have been in the restaurant business for years and aspired for their own location. Layla's Authentic Spanish Restaurant features home style foods rooted in Spanish culture. Their takeout location off Grant Boulevard in Shop City is the first step in their larger plan to share the taste and feeling of home with their new customers.

For more information on the Small Business Access Fund, contact Andrew Obernesser at abobernesser@centerstateceom.com.



Amparo Zapata (right) and her partner, Sam, in the kitchen at Layla's Authentic Spanish Restaurant, 376 Grant Blvd. in Syracuse.

GENERATION NEXT GAINS MOMENTUM

Generation Next continues to gain momentum as additional employers and partners sign on to support new programs. Representatives from CenterState CEO recently met with OneGroup's Leadership Forum, a convening of established leaders and young professionals who work to create opportunities for individuals who might not otherwise meet, and discuss challenges facing the community. Inspired by the book "White Fragility" by Robin DiAngelo, the group discussed a new partnership with Generation Next to create a series of workshops, discussions and other engagement opportunities. The participants also discussed the importance of engaging college students in the broader community, and how vital it is that the community aligns to showcase the region's strengths and the excellent quality of life to jobseekers.

More information on upcoming programs will be shared soon. To get involved with Generation Next, contact Dr. Juhanna Rogers at generationnext@centerstateceo.com.

Business After Hours Supports Generation Next

CenterState CEO hosted a Business After Five with Generation Next at APEX Entertainment at Destiny USA in February. During the event, Heather Schroeder, Downtown Committee director of economic development; Laiza Semidey, CenterState CEO Surge workforce manager; and Marcus Webb, CenterState CEO Economic Inclusion fellow, shared their stories of finding a supportive professional network in Syracuse.

Webb was born and raised in Syracuse, graduated from Syracuse University and worked as an On Point for College intern with CenterState CEO in 2019. He is now in a one-year fellowship position with CEO where he is working to establish Tech & Culture, a Generation Next subgroup dedicated to community engagement in support of Syracuse Surge and the region's tech-related industries. Tech & Culture is supported by JPMC *AdvancingCities*.



CenterState CEO staff share stories about Syracuse's supportive professional network.

CENTERSTATE CEO IS NAMED A BEST COMPANY TO WORK FOR IN NEW YORK

CenterState CEO is pleased to announce it has been selected one of the “2020 Best Companies to Work for in New York” by the New York State Society for Human Resource Management (NYS-SHRM) for its outstanding achievements in employee engagement for small employers with 15 to 99 U.S. employees.

CEO is one of 27 employers honored in the small employer category. Companies are selected based on a two-part survey about workplace practices and policies, and employee engagement and satisfaction.

“CenterState CEO is proud to be recognized again by NYS-SHRM with this prestigious award,” said CenterState CEO President Rob Simpson. “Through the insights gained in the survey, we are better able to develop new policies, programs and procedures to enhance CenterState CEO and make it a premier employer. Along with our board, our staff is focused on using this data to drive continuous improvement to advance our mission and make our office a great place to work.”

The “Best Companies to Work for in New York” rankings will be announced in August. A special publication will profile all the winning organizations and their unique employment perks.

The 2020 Best Companies to Work for in New York awards are a partnership of NYS-SHRM, The Business Council of New York, Best Companies Group and BridgeTower Media. Learn more at www.BestCompaniesNY.com.



**CenterState CEO Congratulates
Members Named as 2020 Best
Companies to Work for in New York**

Small Employers
(1 to 99 U.S. employees)

BME Associates

Medium Employers
(100 to 249 U.S. employees)

**Doyle Security Systems
Terakeet**

The Hayner Hoyt Corp.

Large Employers
(More than 250 U.S. employees)

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Newest Members at The Tech Garden

The Tech Garden recently welcomed five new startup members that now have access to business resources, mentors, funding and networking opportunities:

M.E.D Energy - M.E.D. Energy is able to transform any kind of waste, including unsorted waste, into a significant source of clean energy, with zero CO2 emissions.

Tonquin - Tonquin is “Uber” for auto parts. The startup connects auto parts stores to the growing community of gig drivers and anyone who is looking to make extra cash to deliver their parts.

tkFabricate, LLC - tkFabricate (tkF) is focused on the development and implementation of systems and techniques required for feasible, affordable and market-driven, deep energy retrofits of multifamily residencies as an integral segment of New York state’s goal to achieve a carbon neutral economy.

IoT Right - IoT Right provides open, secure and easy to use, end-to-end IoT solutions to fit any IoT vertical market.

Pro Structura - Pro Structura provides a framework for the intelligent application of technology to building operations and maintenance, construction and renovation projects and the teams that perform those projects.

To apply to be a member at The Tech Garden, visit www.thetechgarden.com.



Tonquin, a new TTG member, is developing an “Uber” for auto-parts.



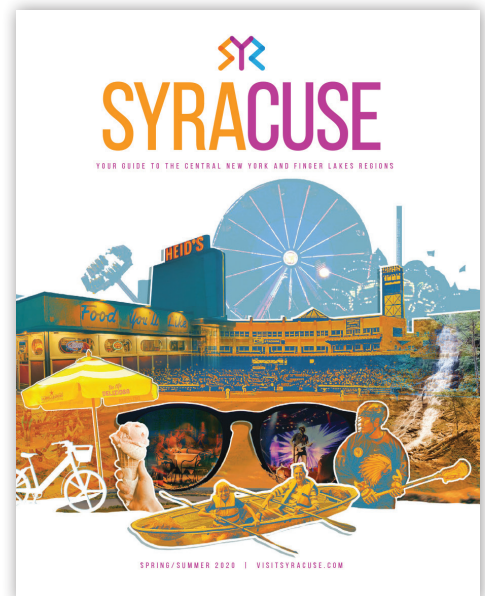
Visit Syracuse Welcomes Spring/Summer 2020

While it is difficult to travel right now, when visitors are ready, Greater Syracuse will be ready, with the newest issue of the always popular Syracuse Area Visitors Guide. Filled with inviting insights on an array of entertainment options, the Visitors Guide features everything from the “10 Best Visitor Experiences,” to the exploration of local neighborhoods, to seasonal brunches, craft brew spots, shopping tips and more. New to this issue is a fun “Ask The Experts” section where Visit Syracuse team members offer their own “Top 3 Things to See And Do In Central New York.”

As the current situation evolves, copies will be distributed free of charge to a variety of area businesses including hotels/motels, restaurants and attractions, and local, state and regional visitor centers. It will also be made available to meeting and event planners as they are able to move forward to host their attendees. Special emphasis will be made to share the guide with travel journalists, as Visit Syracuse reaches out to them at the appropriate time for their assistance in positioning the great Syracuse community as “Open for Business.” As always, leisure travelers will be able to request to have a copy mailed to them, or they may download it at: www.visitsyracuse.com

Thanks to the long-standing successful publishing partnership between Visit Syracuse and Advance Media New York, the Visitors Guide continues to serve as the area’s best source for ways to celebrate the Greater Syracuse area. Incorporating the use of real images mixed with additional design elements, David Owens Illustration provided the cover art, delivering a real feel of the activities and essence of the area that locals and visitors will continue to enjoy as the community works together to continue to share its beauty, and stand ready welcome visitors back.

Individual copies and small orders will be available at Visit Syracuse Inc., 115 W. Fayette St., Syracuse. Those interested in knowing when copies will be available, or for information on how businesses can be added to the bulk distribution list should contact Melinda Young at MYoung@VisitSyracuse.com.





Downtown is Still Open for Business!

Please use <https://downtownsyracuse.com/covid-19-resources> as a resource to stay up-to-date on how to virtually engage with and support downtown Syracuse businesses. This COVID-19 Resources web page includes operational, financial and employee resources; technical assistance and advice for businesses; and important state and local phone numbers and websites.

Ways to help support businesses while social distancing include purchase memberships, buy electronic gift cards, order takeout and/or delivery from local restaurants, leave positive online reviews.

The Downtown Committee's newsletter, emailed each Tuesday and Thursday, provides up-to-date information on takeout options, curbside pick-up opportunities, online ordering, specials, church services and other virtual ways to support and engage with downtown businesses. Sign up for emails at <https://tinyurl.com/DTCnews>.

Flower Power

Next month, downtown will bloom in purple and pink as 335 hanging flower baskets, adorned with petunias from Oliver B. Paine Greenhouses, a Downtown Farmers Market vendor. Support the beautification work of the Downtown Syracuse Foundation by sponsoring a hanging flower basket (or several!). Each \$50 tax-deductible donation sponsors one flower basket for the 2020 season. Checks may be mailed to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St., Syracuse, or paid by credit card at <https://downtownsyracuse.com/get-involved/beautification-programs>.



Volunteer Opportunity - Partners in Planting

The Partners in Planting Program is a great option for local businesses and downtown employers to get involved in beautification efforts. The Downtown Committee is entering its sixth season of the program, which combines downtown beautification with employee engagement. For more information on how to join the effort, please visit <https://downtownsyracuse.com/get-involved> or call 315-422-8284.






Downtown Committee Accepting Nominations for Downtown Awards of Excellence

The Downtown Committee will hold its Annual Meeting at noon Thursday, June 25, subject to change, in the Oncenter Ballroom. The event showcases the incredible growth and investments that downtown Syracuse is experiencing through a "State of Downtown" report, given by Executive Director Merike Treier.

The Downtown Committee will also honor businesses, organizations and individuals who have contributed to downtown's growth, diversity and vitality with the Downtown Awards of Excellence. If you know of a downtown champion who has been actively involved in making good things happen or left a positive impact on our downtown community, please submit a nomination in one of the categories below.

Award Categories:

-  **Urban Innovation Award** - Given for a successful and truly trail-blazing activity in a previously underdeveloped area or facet of downtown Syracuse. This category recognizes new efforts, continued and expanded work, and/or a creative, unusual achievement.
-  **Perfect Partner Award** - Given for advocacy and commitment that positively impacts downtown Syracuse.
-  **Heart of Downtown Award** - Given for efforts that positively affect how people feel about downtown Syracuse. The Heart of Downtown Award recipient actively contributes to the growth, vitality and overall appeal of downtown Syracuse.

To submit a nomination, please send a note to mail@DowntownSyracuse.com with "Downtown Awards of Excellence" in the subject line.

CEO/COE PARTNERSHIP: TECH TRANSFER GRANT COULD REVOLUTIONIZE RESIDENTIAL HVAC MARKET

When Upstate Parts & Supply (UPSTATE) needed engineering help to develop a new HVAC unit, it turned to Syracuse Center of Excellence to connect with faculty members in Syracuse University's College of Engineering and Computer Science (ECS). SyracuseCoE previously assisted UPSTATE to commercialize its NuClimate Chilled Beam, which was subsequently licensed by Carrier, sold to Zehnder Group and has been installed worldwide.

UPSTATE is partnering again with ECS faculty members Thong Dang and Mehmet Sarimurat to pursue a compact, high-efficiency air handler for residential systems that could use 35% less energy than current models.

SyracuseCoE assisted the team in developing a successful proposal to the U.S. Department of Energy (DOE). The \$200,000 phase 1 grant was the first federal Small Business Technology Transfer (STTR) grant the firm has received in its 33 years, and one of only 12 awards the DOE's Building Technology Office funded nationwide, demonstrating strong promise for the concept.

According to John A. DiMillo, UPSTATE vice president, the grant supports a feasibility study by SU faculty and students using computational fluid dynamics. SyracuseCoE helped jump-start the project through recent work by students and faculty in SyracuseCoE's Analysis and Design Center under the TEC Innovates program. The goal is to demonstrate feasibility by summer of 2020 and pursue a phase 2 grant of \$1 million to build and test a prototype unit.

"If we're successful, you could see new residential HVAC products on the market using this technology by 2025, not to mention the possibility of adapting the technology to retrofit current units," DiMillo said. "This is potentially a billion-dollar market."

To learn more visit <https://syracusecoe.syr.edu>.



ECS faculty collaborate with the Upstate Parts & Supply team at SyracuseCoE.

UMEA RECEIVES FUNDING FOR TRAINING PROGRAMS

The Upstate Minority Economic Alliance (UMEA), a CenterState CEO organizational partner, will receive \$337,500 from the Alliance for Economic Inclusion (AEI) through the Upstate Revitalization Initiative. The funding is for UMEA's WorkNow CNY program to increase capacity and develop a diverse set of training programs for minority and new American businesses.

The program's goals are:

1. Build the capacity of the region's only minority chamber of commerce to allow UMEA to grow its membership.
2. Become a regional hub for training, education and professional business support to assist and grow minority and new American businesses.
3. Create a centralized resource site that becomes an inviting first stop for minority and new American businesses to access the information they need to grow and thrive in Central New York.

Outcomes include increased access to job opportunities, new jobs created in underserved communities, and increase in minority-owned and community-based businesses created and expanded.

AEI is comprised of a group of 24 community leaders from the five counties of Central New York who represent the region's diversity of government, business and academia and work to address economic opportunities and challenges identified by the community. Onondaga County administers the initiative with funding from New York state.

To learn more or become involved, contact UMEA's Interim Executive Director Me'Shae Rolling at meshae@rollingenterprises.com.



GOFCC RESTAURANT WEEK GROWS

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) celebrated the second annual Oswego County Restaurant Week March 7 to 14. Presented by Stella Artois (distributed by Eagle Beverage Company), Restaurant Week is focused on driving business into restaurants during late winter. More than 30 restaurants offered three-course dinner options for \$25 and/or a lunch specials. In addition to Stella Artois being featured on numerous menus, wines from Colloca Estate Winery were also offered.



Katie Toomey, GOFCC executive director, said the program continues to grow each year. “Small businesses make our community unique and vibrant and we are delighted to provide ways to promote them,” Toomey said. “We were thrilled that nearly 40

restaurants from across Oswego County participated in our second year of the program and we look forward to even more businesses joining us each year to show off their delicious creations.”

Supporting Restaurant Week sponsors were Oswego County Federal Credit Union and Litatro. Media Support was provided by: The Palladium Times and Valley News, I Heart Oswego, Galaxy Media/K-Rock, News Channel 9 and Downtown Digital Group.



The Oswego County Restaurant Week was featured on WSYR’s “Bridge Street.” Pictured from left are: TeNesha Murphy, Bridge Street host; Dr. Chris Colloca, Colloca Winery; Katie Toomey, GOFCC executive director; Danielle Hayden, Oswego County Federal Credit Union; and Sistina Giordano, Bridge Street host.

ADVANCED DRONE TESTING CONTINUES AT GRIFFISS INTERNATIONAL AIRPORT

Navmar Applied Sciences Corporation (NASC) successfully conducted its first test flight of its newest aircraft “TEROS.” NASC rents hangar space at Griffiss International Airport in Rome, New York and conducts regular medium-sized unmanned aircraft testing.

With a wingspan of 45 feet, weighing over 1,000 pounds and the ability to hold cargo up to 450 pounds, TEROS is classified as a medium altitude long endurance (MALE) unmanned aircraft. During its hour and a half test flight, operators were able to test both manual and autonomous flight. Having long flight endurance, the ability to hold a significant amount of sensors and the ability to fly remotely, opens the door for a multitude of scenarios where this UAS can be used. TEROS was first featured in a Super Bowl commercial this year by Florida Power & Light, showcasing the use of this unmanned aircraft as a storm response drone, having the ability to survey the land and assess power line damage in the affected area.

Griffiss is home to one of seven Federal Aviation Administration designated unmanned aircraft systems (UAS) or “drone” test sites in the country. More than 2,700 test flights have been conducted at the test site, helping to advance the UAS industry and contributing to the economic development of the Central New York region.

Managed by NUAIR, the advanced technologies and facilities at the test site allow for testing of a wide variety of unmanned aircraft – from small “off the shelf” consumer drones that weigh 10 to 30 pounds, to large unmanned aircraft weighing thousands of pounds.

Advanced testing and innovation like the TEROS flight are what continue to make Central New York the epicenter of drone advancement. More information on NUAIR and The New York UAS Test Site can be found at www.nuair.org and more information on TEROS can be found at www.nasc.com.



TEROS, a MALE unmanned aircraft, performs advanced testing at Griffiss.

CENTERSTATE CEO ECONOMIC CHAMPION

TruCare Connections, Inc.

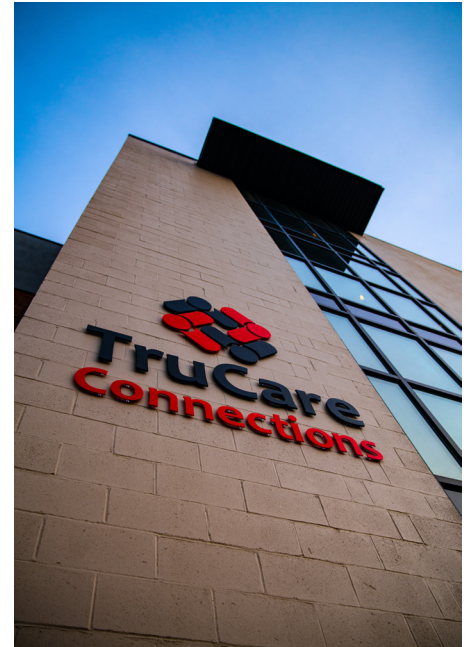
TruCare Connections, Inc. provides non-medical homecare services, care management services and expanded in-home services for the elderly (EISEP) in Upstate New York. TruCare Connections employs 476 people with offices in Syracuse and Rochester.

TruCare is 100% owned and operated by highly qualified former refugees. TruCare fills a void in the health care service delivery system for refugees and immigrants with limited English-language proficiencies (LEP). Drawing upon their own experiences as refugees, people who did not speak English as a first language, and as caretakers directly affected by disability, TruCare employees are driven to serve the most underserved.

At TruCare, cultural competency is not an afterthought as the staff speaks 15 languages. TruCare's systems for accessing interpretation services allow for almost effortless connection to any consumer regardless of language or culture.

With a focus on serving the underserved and unserved in a culturally competent way with a workforce consisting of more than 90% immigrants, TruCare creates exceptional cultural competence. It has made TruCare a preferred service provider not just for clients, but also for its partner health plans.

If not for TruCare, it would have been hard for many to find employment in the mainstream job market. It is also notable that a significant number of TruCare's employees are transitioning from the Welfare system to self-sufficiency.



TruCare Connections' Syracuse office is located at 731 James St., Suite 410.

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



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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.



Acropolis Realty Group, LLC celebrates its relocation to 115 E. Jefferson St. in Syracuse.



Scholar Hotel Syracuse, 1060 E. Genesee St. in Syracuse, celebrates its grand opening.



Laura Thorne Consulting, www.laurathorneconsulting.com celebrates its fifth anniversary.



The Tipperary Hill Shamrock Run race committee enjoys a sunny day at the 15th annual Shamrock Run.

MEMBERS UPDATED ON OPPORTUNITY ZONE REGULATIONS

Bousquet Holstein attorneys updated CenterState CEO members and guests on the final regulations for the Opportunity Zone (OZ) incentive program. They provided valuable clarity on how project developers and investors can use the OZ program to structure development deals.

During the sell-out seminar at the Scholar Hotel Syracuse, attendees asked questions that spoke to the maturity of the program and the growing need for actionable guidance as deals are forming.

Following the regulations update and Q&A, Dave Mankiewicz and Jared Shepard from CenterState CEO presented highlights from the Central New York Opportunity Zone Investment Prospectus, a project lead by CenterState CEO in collaboration with development and municipal partners throughout the region. The prospectus emphasizes eligible projects in the region and markets the region's growth in employment and wages, recent population gains, and assets in institutions, infrastructure and investments.

To learn more, contact Jared Shepard at 315-470-1978 or jshepard@centerstateceo.com.



Opportunity Zones Investment Prospectus Central New York

Cayuga Cortland Madison Onondaga Oswego

MEMBER MILESTONES

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

60 YEARS

Brown & Brown Empire State
Verizon

40 YEARS

DiMarco, Abiusi & Pascarella, CPAs, PC

25 YEARS

Courtyard Syracuse Carrier Circle

20 YEARS

American Dicing, Inc.

15 YEARS

Wireless Business Group, LLC

10 YEARS

Custom Lawn-Scapes, Inc.
Altius Aviation LLC

Talent Connect is a resource for hiring managers and job seekers to connect on job opportunities in Central New York.

- ♥ Talent Connect lists open positions from CNY companies.
- ♥ Job seekers can search for and review opportunities.
- ♥ They can also join a talent network to share basic information about their experiences and career interests, providing employers additional insight.



GO TO: CAREERS.GOODLIFECNY.COM

Companies interested posting jobs to the site or connecting with job seekers in the talent network should contact CenterState CEO Chief of Staff Ben Sio at 315-470-1838 or bsio@centerstateceo.com.



MEMBERS STEP UP TO RESPOND TO COVID-19 continued from page 4

WellNow Urgent Care is performing in-car triage at all locations in order to help minimize exposure to COVID-19. Patients can choose to access a WellNow provider through their smart device 24/7 with WellNow Virtual Medical at www.wellnow.com.

The Scholar Hotel Syracuse volunteers to take less critically ill patients from local hospitals if they get overrun with coronavirus patients.

Onondaga Community College Foundation creates Lazer Response Fund to assist students impacted by coronavirus.

Mercy Works partners with **Abundant Life Christian Center** to feed Syracuse students for two weekends. Additional donations and support were provided by **The Food Bank of CNY; Wegmans; Sysco; The United Way,**

Laci's Tapas Bar; RAV Properties; Service Tire Truck Center; the Dunbar Center; **Good Life Foundation;** and many more.

Onondaga County Public Libraries offer free outdoor Wi-Fi during coronavirus pandemic.

AECC Environmental Consulting offers COVID-19 decontamination plans, oversight and verification testing.

PPC Broadband, Inc. donates 5,000 surgical masks to area hospitals and medical centers.

A new initiative, **An Unexpected Voyage: COVID-19,** is working with local hospitals and several CEO member restaurants: **Apizza Regionale, Kitty Hoynes, Pastabilities,**

Dinosaur Bar-B-Que, Glazed and Confused, among others, to collect donations from people who would like to help feed hospital workers.

Syracuse University, Le Moyne College and Onondaga Community College are donating pallets of toilet paper to the county's program helping seniors, emergency workers, hospital staff and others during the pandemic.

Le Moyne College's chemistry department donates 10,000 pairs of examination gloves to **St. Joseph's Health. Blessed Sacrament School,** in Syracuse, donates masks.

Foster Funeral Homes in Fulton and Hannibal offer drive-by calling hours.

MEMBER ESSENTIALS

Oswego Health is modernizing inpatient care with \$7.6 million renovations to medical surgical unit.



Onondaga Community College's "With Love" to join forces with Syracuse Urban Partnership and its "Salt City Market." **Onondaga Community College** and Keuka College signing ceremony brings bachelor's degree program to OCC campus.



M&T Bank supports Onondaga Community College's Applied Learning Program with \$100,000 gift.

Costello, Cooney & Fearon, PLLC is moving its corporate headquarters to downtown Syracuse.

Excellus BlueCross BlueShield awards local hospitals including: **Crouse Health; Oswego Health; St. Joseph's Health;** and **Upstate University Hospital** (two sites), \$6.1 million for quality improvements. **Excellus BlueCross BlueShield** and Mercy Flight Central reach in-network agreement.

Excellus BlueCross BlueShield net income rose 14% in 2019 to \$171 million.

AmeriCU is one of the best companies to work for in New York.

ATD and CNY ATD recognize CenterState CEO members as CNY Champions of Learning: **Colgate University; National Grid; NBT Bank; OneGroup; Oneida Nation Enterprises; and Suburban Propane.**

National Grid named one of the 2020 World's Most Ethical Companies by the Ethisphere Institute.

NBT Bank has been recognized with six awards in the 2019 Greenwich Excellence Awards in Small Business Banking and Middle Market Banking.

Wegmans is in a three-way tie for the top spot in the latest American Customer Satisfaction Index report on retail and consumer shipping.

RAV Properties to buy former GM Inland Fisher Guide plant in Salina.

IPD Engineering opens Utica office.

Helio Health opens \$14 million residential treatment facility in Clay.

CNY Community Foundation awards nearly \$850,000 in grants to area nonprofits including CEO members: **Crouse Health Foundation; Le Moyne College; On Point for College; Redhouse Arts Center; SUNY Morrisville College Foundation; Syracuse University/Advancement & External Affairs; and WCNY.**

New York Business Development Corporation and its affiliates rebrand as **Pursuit**.



Syracuse Mets renew broadcast agreement with The Score 1260 for three years.

Cucharale Consulting Group is now DBE certified.

Share Member News with Us!

Submit your member news at www.centerstateceo.com/add-member-news

or share your stories with us at [membernews@centerstateceo.com!](mailto:membernews@centerstateceo.com)



NEW PARTNERS

Please join us in welcoming new CenterState CEO Partners. During the next 12 months, each new member will be contacted by a volunteer from CenterState CEO's Ambassador Committee, co-chaired by Rita Marble, Pinnacle Employee Services, and Charles Harkola, Nurse Connection Staffing, Inc.

American Cancer Society

The American Cancer Society is a global grassroots force of 1.5 million volunteers dedicated to saving lives, celebrating lives and leading the fight for a world without cancer. From breakthrough research, to free lodging near treatment, a 24/7/365 live helpline, free rides to treatment, and convening powerful activists to create awareness and impact, the society is the only organization attacking cancer from every angle.
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EVENTS

Register online at www.centerstateceo.com/events

CenterState CEO is bringing new events and content to its members. Stay tuned for more information on interactive, live webinars with CenterState CEO President Rob Simpson and other members of CEO's team; virtual Speed Networking; webinars featuring CEO members; and more.

Webinar Series: Understanding the Application Process for Federal Stimulus Programs, April 3

11 a.m. to 12 p.m.

Join CenterState CEO and representatives from the SBA for an overview of the new programs made available as a result of the passage of the federal stimulus legislation. Representatives will discuss the Payroll Protection Program, Economic Injury Disaster Loan, and Economic Injury Grants and cover some of the most frequently asked questions about the programs. Cost: Free; attendees must register to receive webinar access.

Startup Financing in the Face of COVID-19, April 3

2 to 3 p.m.

Join The Tech Garden and Armory Square Ventures for a webinar on the current pulse of startup financing in the face of COVID-19. Speakers will provide insight on how venture capitalists are planning for the near-term future. Cost: Free; please pre-register.

Virtual Speed Networking, April 7

9 to 10:30 a.m.

Using Zoom, be prepared to engage in both large and small group dialogue while building relationships with CenterState CEO and Greater Oswego-Fulton Chamber of Commerce members. Space is limited; only one employee per company.

Cost: Free to members only; please pre-register.

Sandler Sales Training Webinar, April 16

12 to 1:30 p.m.

Join The Tech Garden for an interactive webinar on creating a bond and developing rapport in the sales process. Cost: Free; please pre-register.

Sandler Sales Training Webinar, April 23

12 to 1:30 p.m.

Learn about the elements and terms of an up-front contract during an interactive webinar hosted by The Tech Garden. Cost: Free; please pre-register.

GENIUS NY Finals Night, Date TBA

GENIUS NY is the world's largest business accelerator for unmanned systems. Sponsorship opportunities are available, contact Beth Savicki at 315-470-1800 or bsavicki@centerstateceo.com for more information. Special thanks to our sponsors for their continued support!

Event Sponsors: Thales; Visual Technologies; Hancock & Estabrook; and ONEGROUP. Exclusive Giant Check Sponsor: Dermody Burke & Brown; Supporting Sponsor: AIS; and Cocktail Reception Sponsor: Newman & Lickstein.

Cost: Free. Registration is required. For more information, contact Kara Jones at kjones@centerstateceo.com.



GENIUS NY

CenterState CEO 10 Year Anniversary Celebration, Date TBA

The Oncenter, 800 S. State St., Syracuse

Stay tuned for information on joining us and the region's business leaders for a celebration of CenterState CEO's 10 year anniversary. Special thanks to our sponsors for their continued support!

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In light of the recent national events with the Coronavirus, your Team at Ansun Graphics hopes this pandemic will pass quickly and that we can soon resume our normal routines. We wish all of our customers good health and wellness.

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