



## CENTERSTATE CEO SUPPORTS JMA WIRELESS, BANKERS HEALTHCARE GROUP EXPANSIONS

Significant state investments were recently announced for two CenterState CEO members: JMA Wireless and Bankers Healthcare Group (BHG). Both projects are tangible examples of the kind of strategic economic development needed within the city and region, long championed by CenterState CEO.

Driving new investments into Syracuse's distressed communities and expanding the transformational growth of the city's neighborhoods is central to CenterState CEO's vision of creating a thriving and vibrant community. CenterState CEO worked with both companies to navigate the development process and advocated for the expansions with local and state officials.

JMA Wireless will soon transform the vacant Coyne building in the city's Southeast Gateway Neighborhood into a 5G high-tech manufacturing center. The \$25 million project will span a city block, creating a nation-leading showcase for 5G driven experiences and Smart City development. As part of this investment, JMA will move current manufacturing of 5G equipment from Texas. This project aligns with the city's Syracuse Surge strategy and will create 100 jobs in a distressed neighborhood adjacent to downtown.

Additionally, JMA is an employer in CenterState CEO's Work Train partnership and employs graduates of its

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Bankers Healthcare Group, government officials and community leaders break ground on BHG's new facility on Spencer Street. Photo courtesy of Office of the Onondaga County Executive.

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CenterState CEO Events

### Economic Forecast Breakfast

Wednesday, January 22

The Oncenter, 800 S. State St., Syracuse

Featuring Keynote Speaker: Gary Keith, Chief Economist, M&T Bank

See page 22 for details.

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

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# NUAIR TRAINS PUBLIC SAFETY OFFICIALS ON UAS

Unmanned aerial systems (UAS), commonly known as drones, are used by many organizations for a vast number of purposes. They are a useful tool to save time, money, resources and in the case of public safety – lives. NUAIR recently hosted a “New York UAS Public Safety Fly-In,” which brought more than 50 public safety officials from across New York state to the State Preparedness Center in Oriskany, NY.

Participants learned from other public safety personnel how to implement drones into their everyday operations and had the chance to fly multiple emergency scenarios including: indoor flights, searching a rubble pile, “disaster village,” which included smoke and open flames and a search-and-rescue mission at a camp site. All of the real-life scenarios had been flown before by the UAS pilots who were guiding and teaching participants.

One drone technology participants learned to use was an infrared camera that detects heat and produces a thermal image on the pilot’s remote-control display to help identify people trapped under a rubble pile, find people lost in the woods and detect fire. Infrared helps gather crucial information that is otherwise unattainable by personnel on the ground.

NUAIR continues to educate public safety organizations on how to incorporate UAS into their everyday operations. NUAIR has already helped multiple organizations implement their drone programs including, the Syracuse Fire Department, Albany County Sheriff’s Office and NYS Department of Environmental Conservation.

To learn more, visit <https://nuair.org>.



Public safety officials across New York state are embracing drone technology to save lives.

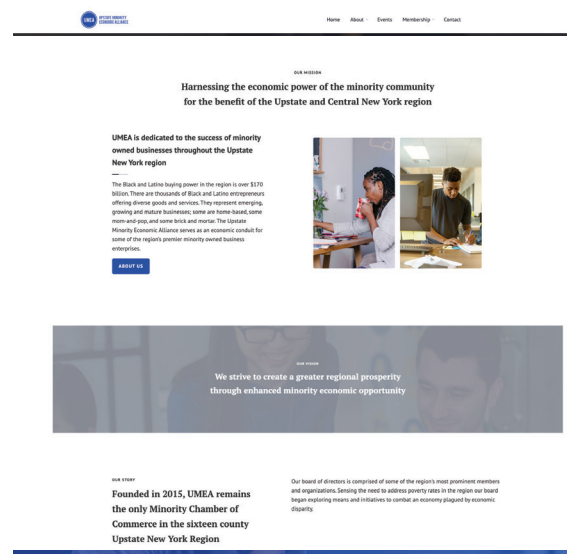
# UMEA LAUNCHES NEW WEBSITE

The Upstate Minority Economic Alliance (UMEA) has launched a new website, [www.upstatemea.com](http://www.upstatemea.com), to highlight its members and drive better engagement and connections. The regional chamber’s new member-driven site supports its advocacy efforts and the advancement of minority- and women-owned businesses in the region.

“With thousands of minority-owned businesses in the region, UMEA serves a critical role in enhancing economic opportunity,” said Me’Shae Brooks-Rolling, interim executive director of UMEA. “We are excited to launch this new website so the community can better connect with minority-owned businesses. Additionally, the site will connect new and existing members with the resources they need to grow their businesses successfully.”

During the past year, UMEA has worked to support minority-owned businesses and expand opportunities for professionals of color. It has provided training for minority business owners, increased outreach through community forums and hosted strategic networking events.

Learn more about UMEA at [www.upstatemea.com](http://www.upstatemea.com).



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# NEW CENTERSTATE CEO INITIATIVE HELPS CONNECT EMPLOYERS TO TALENT

Central New York employers have more job openings now than at any time in recent memory. CenterState CEO has partnered with Advance Media New York on a new initiative — **The Good Life CNY** — designed to attract job seekers to the region.

With targeted digital and social media advertising, a website — [goodlifecny.com](http://goodlifecny.com) —, videos and printed resources, Advance Media will tell the CNY story, illustrating that it's a great, affordable place to live, easy to get around, in a beautiful central location, with ample job opportunities, and abundant recreational options. It's an all-in-one resource for CNY companies to sell the area to job candidates.

This project is one component of CenterState CEO's initiatives developed to address CNY's growing shortage of available workers and includes a new resource for hiring managers and job seekers, **Talent Connect** (see box below).

CenterState CEO has partnered with members and local partners to promote CNY to potential candidates through the Good Life CNY. Participants include: INFICON, Inc.; M&T Bank; National Grid; Pathfinder Bank; Rapid Response Monitoring Services, Inc.; Saab Sensis Corporation; Syracuse University; Turning Stone Resort & Casino; Bristol-Myers Squibb; Onondaga County; SyracuseCoE; SRC Inc.; AXA; C&S Companies; Fust Charles Chambers LLP; Le Moyne College; Thompson & Johnson Equipment Co., Inc.; and more.

"Our community is growing in new and exciting ways all the time, and we hear from employers every day about the need to attract talented individuals to their growing workforces." said Robert Simpson, president of CenterState CEO. "We are excited about this initiative, which creates new tools for area employers to connect with potential workers to grow their business."

Together, CenterState CEO, Advance Media New York and its partners hope to attract more people to work and live in Central New York. You help spread the good word by using #GoodLifeCNY to highlight the opportunities in our community.

**Companies interested in having their jobs posted to the site or connecting with job seekers in the talent network should contact CenterState CEO's Chief of Staff Ben Sio at 315-470-1838 or [bsio@centerstateceo.com](mailto:bsio@centerstateceo.com).**



**Talent Connect** is a resource for hiring managers and job seekers to connect on job opportunities in Central New York. The job board automatically pulls jobs from rapidly expanding companies in CNY. Among its unique features not found on traditional job boards and recruitment tools, it lets job seekers join a talent network and share basic information about their experiences and career interests, **giving participating employers access to a qualified pool of candidates interested in finding employment in the region.** Talent Connect can be accessed from the Good Life CNY site or by linking directly at <https://careers.goodlifecny.com>.

## BE PART OF THE 2020 CNY COMMUNITY GUIDE

Visibility opportunities in CenterState CEO's 2020 Central New York Community Guide are now available. The publication contains information about leisure, housing, education, health care, relocation, business and transportation, making it a valuable professional recruitment and business attraction resource. Companies working with businesses outside the region and interested in attracting talent will find the guide a valuable tool to educate others about the area and its vast resources.

As a benefit of CEO membership, members will receive a copy of the publication. To purchase additional copies, visit [www.centerstateceo.com/communityguide](http://www.centerstateceo.com/communityguide) or contact Sharon Abert at 315-470-1810 or [sabert@centerstateceo.com](mailto:sabert@centerstateceo.com).

Companies interested in visibility opportunities in the guide should contact Beth Savicki at 315-470-1833 or [bsavicki@centerstateceo.com](mailto:bsavicki@centerstateceo.com).



# CEO'S UP START PROGRAM TRAINS ENTREPRENEURS FOR THE SALT CITY MARKET

While the much anticipated Salt City Market construction site may be quiet this winter, a dedicated partnership including The Syracuse Urban Partnership, Allyn Family Foundation, Neighborhood Development Center and CenterState CEO, is working behind the scenes to move the Salt City Market concept forward.

To select participants, Salt City Market solicited applications during two rounds of competition, drawing more than 80 applicants. Last month, the first of two initial cohorts of entrepreneurs and potential food merchants celebrated a major milestone, graduating from CenterState CEO's Start It! training course. The Start It! curriculum was tailored for Salt City Market by a team including CenterState CEO's Director of Up Start Kira Crawford, Salt City Market's Adam Sudman and Up Start's technical assistance providers. Classes were designed to suit the needs of the food service industry, based in part on a time-tested model from the Neighborhood Development Center. A second cohort of candidates recently began their Start It! course. Those who complete it and perform well during "audition" events will be eligible to become food merchants in one of 10 spots in the new market.

Salt City Market identified communities of color and immigrant communities as a priority when selecting potential vendors. Market organizers believe that engaging a mix of people from across cultures, experiences and income levels will create an inclusive space where everyone feels like they belong. **This intentional design is also central to the work of the Community Prosperity Partnership, created by the Allyn Family Foundation and CenterState CEO to provide economic opportunity and empowerment to foster vibrant neighborhoods.**

Selected merchants will be announced in January and undergo additional training to prepare them to launch their food stalls. Up Start and Salt City Market staff will partner food merchants with technical assistance providers to help them with all aspects of their business plans and prepares them to apply for funding needed to launch their businesses in 2020. Candidates will shadow owners of several local restaurants, and travel to visit food halls and learn from others.

Construction began in October on the new, four-story building that will house the food hall, mixed income apartments, office and event space and a grocery store. VIP Structures, EDR Landscape Architects, iCrave and Snow Keilich are designing the building.

For more information about CenterState CEO's role in helping Salt City Market's entrepreneurs start and grow their businesses, contact Kira Crawford at [kcrawford@centerstateceo.com](mailto:kcrawford@centerstateceo.com) or visit <https://saltcitymarket.com>.



Graduates from CenterState CEO's Start It! training course completed classes focused on the food service industry as part of the Salt City Market project.

# 2020 REGIONAL ECONOMIC FORECAST: SHARE YOUR EXPERTISE!

Each year we seek your expertise to get a clear and comprehensive picture of our region's economic trends as we prepare the 2020 Economic Forecast for Central New York.

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

**We invite you to participate by taking a short, five to seven minute survey at [www.RMSresults.com/EconomicForecast](http://www.RMSresults.com/EconomicForecast).** CenterState CEO member focus groups will also be held at Nascentia Health on December 4 following the completion of the survey fieldwork. **The focus groups are a unique opportunity to share and hear different perspective on the regional business climate, and provide a deeper level of participation in this annual forecast. You will have an option to sign up for these focus groups at the end of the survey.**

The input shared by our members through the survey and focus groups is key to developing the 2020 Economic Forecast for Central New York, and provides a valuable resource for business and economic planning. This report will be released at CenterState CEO's Economic Forecast Breakfast, Jan. 22, 2020 (see page 22), presented by St. Joseph's Health & M&T Bank. The event will feature an overview by Gary Keith, vice president and chief economist for M&T Bank, on trends in the national and state economies, and their impact on the region. We invite you to join hundreds of fellow CenterState CEO members, business leaders and executives for this presentation.

For more information on the 2020 survey and focus groups, contact Christa Glazier at 315-470-1800 or [cglazier@centerstateceo.com](mailto:cglazier@centerstateceo.com).

We look forward to your participation.



**Take the 2020 Economic Forecast Survey**  
[www.rmsresults.com/EconomicForecast](http://www.rmsresults.com/EconomicForecast)



**Interested in Participating in the Focus Groups on Wed., Dec. 4?**

**Session 1: 9 to 11 a.m.**  
(8:30 a.m. registration)

**Session 2: 12 to 2 p.m.**  
(11:30 a.m. registration)

**Contact: RMS at 315-635-9802, and mention CenterState CEO Focus Groups**



**Register for the Economic Forecast Breakfast**  
[www.centerstateceo.com/events](http://www.centerstateceo.com/events)

See page 22 for details.

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## CENTERSTATE CEO SUPPORTS EXPANSIONS continued from front page

ProTrain manufacturing career readiness program. Work Train, Syracuse SUNY Economic Opportunity Center and its partners will work to build on the ProTrain program to ensure robust placement of local jobseekers from within the neighborhood who graduate from ProTrain at the Cortland Avenue facility. For more information, visit [worktraincny.org](http://worktraincny.org).

Like JMA, Bankers Healthcare Group (BHG) also received significant investments from the state and Onondaga County. It recently broke ground on a new 100,000-square-foot facility on Spencer Street that will enable it to bring several of its Central New York operations under one roof. This \$35 million anchor project in the Inner Harbor neighborhood will create 330 jobs.

"These projects advance regional strategies outlined in the Central New York REDC's Upstate Revitalization Initiative by aligning job demand with available workers, and creating access to opportunity by locating jobs in distressed communities," said Rob Simpson, president of CenterState CEO and CNYREDC member. "They also represent what's possible when there is incredible collaboration between our business, community and elected leaders, including Governor Andrew Cuomo, County Executive Ryan McMahon and Syracuse Mayor Ben Walsh."

CenterState CEO looks forward to continuing to support the growth of JMA and BHG and working with them on their future workforce needs. To learn more about these projects, contact CenterState CEO's Senior VP of Business Development Andrew Fish at [afish@centerstateceo.com](mailto:afish@centerstateceo.com).

# NEW INVESTOR FOCUS

PRESENTED BY:



Dermody, Burke & Brown, CPAs, LLC

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.

## Clark Patterson Lee (CPL)

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



**Rick Henry**, *Senior Vice President*

205 St. Paul St., Suite 500, Rochester, NY 14604

585-454-7600

CPL is an architectural and engineering design professional corporation that has positioned its teams in small- to medium-sized cities along the East Coast, sustaining an irresistible culture for its people and clients. CPL's purpose is to take on highly complex projects and deliver innovative, sustainable solutions by leveraging its experience, creative teams and progressive thinking, so it can make a meaningful difference in the communities it serves.



## Grossman St. Amour CPAs PLLC

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



**Gary Grossman**, *CPA CFP, Co-Managing Partner*

110 W. Fayette St., Suite 900, Syracuse, NY 13202

315-701-6304

Grossman St. Amour CPAs PLLC provides businesses and individuals with accounting, audit, taxation, business planning and valuation, financial planning, investment consulting, and fraud examination and deterrence services. Clients served include advertising, affordable housing, construction and real estate, eldercare, employee benefit plans, film production, fire districts, government and municipalities, manufacturing, retail distribution, medical practices and health care, nonprofit, professional services, public school districts, trucking and transportation. GSA is an independent member of PrimeGlobal, the third largest association of independent accounting firms in the world.



## Liberty Resources, Inc.

[www.liberty-resources.org](http://www.liberty-resources.org)



**Carl M. Coyle**, *CEO*

1045 James St., Syracuse NY 13203

315-425-1004

Liberty Resources is a dynamic and evolving integrated health and human service provider. Primary programmatic systems include: integrated health care for mental health and primary care; community behavioral health (substance use disorder, traumatic brain injury, HIV services); integrated care coordination; intellectual disabilities services; child, youth, family services; domestic violence and victim services; and early intervention services. Headquartered in Syracuse, Liberty employs 1,400 professional staff providing shelter, treatment, assistance, counseling and support to more than 18,000 individuals and families. Services are provided across New York state, as well as Texas.



## MPD Partners

[www.mpdpartners.ch](http://www.mpdpartners.ch)



**Mirco Coccoli**, *CEO*

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

+41 76 306 10 38

MPD Partners is a private equity boutique and corporate advisor providing value increase services and financing to small- and medium-sized enterprises and ventures. MPD works alongside management to upgrade positioning, management process and international growth to the benefit of all stakeholders. Its hands-on strategic competence gives them an edge in helping stabilize long-term growth. Thanks to international partnerships and a network of more than 9,000 investors, MPD pragmatically funds, mentors and structures the most promising companies. MPD is based in Switzerland, UK and Italy and is servicing Central New York thanks to its collaboration with CenterState CEO and Syracuse University.



## Secure Network Technologies

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



**Kevin Conley**, *CEO*

247 W. Fayette St., Syracuse, NY 13202

315-800-5336

Secure Network Technologies is a full-service cyber security and cyber intelligence firm based in Syracuse. It offers the widest range of security and investigative services supporting all size clients, domestically and internationally. Since 1997, Secure Network has been one of the fastest growing and highly publicized security firms in the U.S., as noted by research articles published in Dark Reading, The Wall Street Journal, Tripwire Magazine and others.





*"Dermody, Burke & Brown provides industry-specific knowledge and big-picture thinking that gives us the edge to remain ahead of the curve. They speak our language and offer a unique outside perspective that has been instrumental to our continued growth in the competitive industry we serve."*

- Peter Wiltsie, President  
Wiltsie Construction Co.

*"A forward-thinking accounting firm that understands our industry"*



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## GENIUS NY Applications Close – Program Has Strongest Year Yet

GENIUS NY applications closed last month with a record number of applications. This year, the program extended the application to the Internet of Things (IoT) and big data startups, which increased the popularity outside of unmanned systems. More than 400 submissions were reported with 87 from New York state, 145 from the U.S and 178 internationally. By industry, there were, 217 for unmanned systems, 53 for IoT, 71 for big data and 69 for other technology.

The semi-finalists will be announced November 7. In December, the competition will be narrowed to five finalists competing in the 2020 accelerator. To learn more, visit [www.geniusny.com](http://www.geniusny.com).



**GENIUS NY**

## GENIUS NY Hosts NYC Demo Day with Uber Elevate

GENIUS NY hosted a closed-door Investor Demo Day last month in New York City for teams raising follow-on funding. More than 30 investors were in attendance while seven companies pitched. The keynote was Rob Lindsay, senior program manager at Uber Elevate. Lindsay spoke on bringing Uber Copter, Uber's first realization of Urban Air Mobility, to New York.

Teams continue to scale and raise follow-on funding in Central New York. For more information on what teams are raising, contact Kara Jones at [kjones@centerstateceo.com](mailto:kjones@centerstateceo.com).



GENIUS NY teams in New York City for Investor Demo Day.

## SkyOp Partners with New York BOCES to Offer Drone Training Curriculum



SkyOp (GENIUS NY '17) recently announced it has been awarded a cooperative purchasing contract to make its customizable SkyOp Drone Training Curriculum available to local school districts through the New York Boards of Cooperative Educational Services (BOCES). Under the statewide agreement, SkyOp will deliver its proprietary workforce-development STEM curriculum directly to local districts while BOCES will provide support and training for teachers and district staff to roll out the curriculum.

SkyOp was one of six finalists in the GENIUS NY accelerator in 2017. Since then, the company has gained more than 20 new partners and 30 new clients, with more than 1,000 students having completed their training programs.

Educational institutions and statewide educational support organizations looking to learn more about the ready-to-deploy SkyOp Drone Training Curriculum can visit: [www.skyop.com/training-solutions/stem-cte-ptech/](http://www.skyop.com/training-solutions/stem-cte-ptech/). To learn more about SkyOp, visit [www.skyop.com](http://www.skyop.com).

## Edison Innovative Power Expands Next-Gen Product Engineering and Manufacturing Internship Program

Edison Innovative Power LLC (EIP) recently announced the expansion of its paid internship program, recruiting six student interns from Central New York universities specializing in mechanical, software, computer and electrical engineering.

Initially co-funded by the New York State Energy Research and Development Authority (NYSERDA), the semi-annual EIP Internship Program was designed to help prepare the next generation of clean energy workers through internships for students and recent graduates at New York state's clean energy companies.

The program began with three interns. With additional support from The Tech Garden, EIP has expanded the program to six students, with two more planned for the fall for a total of eight. EIP plans to continue the internship program in 2020 and hopes to expand it further with additional Central New York partners.

Companies interested in partnering with the EIP should contact, Dr. Benjamin Levy at [benjamin.levy@eip.global](mailto:benjamin.levy@eip.global) or 315-802-1606.



**Edison Innovative Power™**

*E x I = Power to Succeed!®*



# BUY LOCAL BASH CELEBRATES 10 YEARS NOVEMBER 25

CenterState CEO is excited to celebrate the 10th Annual Buy Local Bash, presented by AmeriCU Credit Union. This year's event takes place 5 to 8 p.m., Monday, November 25 at the F Shed, CNY Regional Market in Syracuse.

The Buy Local Bash brings community members and local merchants together for a one-of-a-kind social, shopping and tasting event to highlight the locally owned, independent businesses of Central New York. This unique and festive event spreads awareness about the importance of buying local while also kicking off Buy Local Month, an effort to increase support for local, independent businesses during the holiday season.

The Buy Local Bash features a diverse mix of vendors, from handmade chocolate and hard cider to custom stationery, artwork and accessories ... there is something for everyone! Attendees can browse vendors as they enjoy live music provided by KMase Productions. This year's lineup features Corey Paige and Simplelife.

Last year's event included nearly 100 vendors that drew more than 600 attendees. Organizers anticipate another great turnout this year.

Thank you sponsors: AmeriCU Credit Union (Presenting Sponsor); Delta Air Lines (Community Champion Sponsor); KMase Productions (Music Sponsor); The Lab Creative (Local Agency Sponsor); Peppino's Restaurant & Catering (Bar Sponsor); CH Insurance Brokerage Services Co. (Sustainable Sponsor); and Galaxy Media/KROCK; WSYR/News Channel 9; and Syracuse Woman Magazine (Media Sponsors).

To become a vendor, contact Shannon Fults at 315-470-1884 or [sfults@centerstateceo.com](mailto:sfults@centerstateceo.com). For more information or to buy tickets, visit <https://buylocalbash.syracusefirst.org>. Admission includes access to independent, locally owned businesses in one convenient location; complimentary food and beverage samples; and live entertainment.



Anything But Beer provides free samples of its gluten-free and vegan fruit ales and ciders at last year's Buy Local Bash.

*Get Yours Today!*

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For more information contact  
Lisa Metot at [lmotot@centerstateceo.com](mailto:lmotot@centerstateceo.com).

[centerstateceo.com/eventspass](https://centerstateceo.com/eventspass)

# 7 HABITS OF 7 HIGHLY SUCCESSFUL PEOPLE

CenterState CEO's 7 Habits of 7 Highly Successful People drew more than 100 attendees to the Craftsman Inn in Fayetteville to hear community leaders share the personal and professional habits that have helped them become the people they are today. Attendees learned 49 tips to apply to their own lives and careers. **\*Editor's favorite picks.**



**Dr. Casey Crabill**, *President, Onondaga Community College*

- 1) Find something to be grateful for every morning.
- 2) Believe and invest in people.
- 3) **Fight for fairness. A lack of equity is at the root of many problems.**
- 4) Live your life as well as your work.
- 5) Balance your attention on the day-to-day and the long term.
- 6) Work as hard as you expect everyone else to, and recognize folks for their effort.
- 7) Embrace optimism.



**Me'Shae Rolling**, *Franchise Owner, EventPrep Inc.; Interim Executive Director, UMEA*

- 1) Separate projects (long-term) vs. tasks (short-term).
- 2) Outsource and delegate.
- 3) Keep calendar and address book updated.
- 4) **Devise emails with specific titles and searchable content.**
- 5) Establish communication boundaries.
- 6) Guard and protect personal time by blocking it.
- 7) Know thyself.



**Arel Moodie**, *Founder, Art of Likability*

- 1) Perspective - how you see the world determines how the world is.
- 2) Likability - genuinely and actively show people you care about them.
- 3) Curiosity - ask tons of questions.
- 4) Whole self check-in - create categories like fitness, romantic relationship, business, family relationships, etc., and periodically check the category's health.
- 5) **Minimize time between idea and action.**
- 6) Have a farmer's mindset. How can I help someone first? What seeds am I planting now that will lead to a harvest later, and am I cultivating the crop?
- 7) Do something every day to create revenue for today and for tomorrow.



**Katherine Nutting**, *Principal and Managing Member, VIP Architectural Associates*

- 1) Give yourself grace — to fail. We are only human. Often we are harder on ourselves than anyone else.
- 2) Block time — if you don't own your time, someone else will. Block out time on Outlook for work sessions vs. family time, etc.
- 3) **Self-care — if you don't, you won't have anything to give others. Health is your greatest gift.**
- 4) Envision — what are your life goals? Write them down and visualize them.
- 5) Read — a lot.
- 6) Find your place for inner peace.
- 7) What excites you and scares you at the same time? Go do that!



**Lauren Kochian**, *President, The MOST*

- 1) **Have positive energy and take care of yourself. Energy in all senses of the word – physical, mental, spiritual. "The smile you give returns to you."**
- 2) Do things with kindness and empathy. If you can better treat those around you through a better awareness of them and their life, you can be a better leader, partner.
- 3) Practice good time management. It is important to know when enough is enough for a day.
- 4) Know your strengths, but more importantly, know and own your weaknesses. It is okay to ask for help from others. And it's important to hone in on what you do well. Always hone your skills of both.
- 5) Humility — don't think less of yourself, think of yourself less; appreciate and learn from others.
- 6) Have an open door policy; be accessible but maintain a chain of command.
- 7) Learn, read and listen. Be informed; the minute you stop learning you become stagnant and when you are stagnant you become irrelevant.



**Ben Walsh, Mayor, City of Syracuse**

- 1) Don't take yourself too seriously.
- 2) When in doubt, do something.
- 3) **You don't have to know what you want to do with the rest of your life – you just have to know what you want to do next.**
- 4) Don't try to reinvent the wheel.
- 5) Rise above.
- 6) Drive your kids to school.
- 7) Embrace diversity.



**Kim Townsend, President & CEO, Loretto**

- 1) Leave time in each day to think.
- 2) Practice self-care.
- 3) Practice life simplification.
- 4) Be wholly yourself.
- 5) **Seek information broadly and keep an open, receptive mind.**
- 6) Learn to let go.
- 7) Invest heavily in relationships with family, friends and team members.



# CEO/COE PARTNERSHIP: RAMBOLL STUDENT THINK TANK TACKLES REAL-WORLD CHALLENGES

Harmful algae blooms (HABs) are a growing threat to the ecological, recreational and economic services provided by New York state waterways. The toxins can cause sickness and fatalities among people, pets, livestock and wildlife; blooms can grow rapidly and be moved by wind and water currents.

A team of college students from Syracuse University and other universities is working with SyracuseCoE Partner company, OBG – now Ramboll – to promote the use of unmanned aerial systems to collect detailed HAB data and associated lake dynamics patterns to better understand where and how HABs develop and how they can be managed.

Ramboll has engaged these students as part of its broader strategy for fostering internal innovation at the company. Hosted at SyracuseCoE this past summer, the team studied a health and environment statement around HABs, developed ideas to collect and quantify data, and engaged industry, university and municipal partners to validate the uses and demand for such information.

Company leadership at Ramboll, a global engineering, design and consultancy company has provided enthusiastic support for this “model of innovation,” and is looking forward to a possible startup company spin-off, ready to solve real-world industry challenges.



Ramboll Think Tank Students collaborating: Haleem Alakiu, Trufat Emanuel, Bryan King, Noah Poirier, Kaitlin Rossiter and Adam Sherwood.

## CEO ESSENTIALS

Statement of Ownership, Management, and Circulation (All Periodicals Publications Except Requester Publications)

**Publication Detail**

Publication Name..... CEO Essentials  
 Publication Number ..... 679790  
**Issn**  
 Filing Date ..... 9/26/2019  
 Issue Frequency ..... MONTHLY (except Aug. & Dec.)  
 Number Of Issues Published Annually ..... 10  
 Annual Subscription Price..... \$24.00  
 Complete Mailing Address Of Known Office Of Publication..... 115 W. Fayette St. Syracuse, Onondaga, NY 13202  
 Contact Person..... Christa Glazier  
 Telephone..... (315) 470-1800  
 Complete Mailing Address Of Headquarter Or General Business Office Of Publisher..... 115 W. Fayette St., Syracuse, NY 13202  
 Publisher (Name and complete mailing address) ..Robert Simpson  
 ..... 115 W. Fayette St., Syracuse, NY 13202

Editor (Name and complete mailing address).....Christa Glazier  
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 Managing Editor..... Cindy Gambell  
 ..... 115 W. Fayette St., Syracuse, NY 13202  
**Owner**  
 CenterState Corp For Economic Development  
 115 W. Fayette St., Syracuse, NY 13202  
**Known Bondholders, Mortgagees, Other Security Holders**  
 Tax Status Has ..... Not Changed During Preceding 12 Months  
 Publication Title .....CEO ESSENTIALS  
 Issue Date for Circulation Data Below .....09/01/2019

Extend and Nature of Circulation	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
Total Number of Copies (net press run)	2020	1952
Mailed Outside County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	323	332

Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	1494	1415
Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS	0	0
Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail)	0	0
Total Paid Distribution	1817	1747
Free or Nominal Rate Outside County Copies included on PS Form 3541	0	0
Free or Nominal Rate In-County Copies included on PS Form 3541	0	0
Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)	0	0
Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	0	0
Total Free or Nominal Rate Distribution	0	0
Total Distribution	1817	1747
Copies not Distributed	203	205
Total	2020	1952
Percent Paid	100	100

# MEMBER ESSENTIALS

Forbes ranks **AmeriCU** as one of the best credit unions in New York state.

**Urban Outfitters** and the **LEGO** store open at Destiny USA.

**Stickley Audi & Co.** announces participation in the 2019 This Old House Idea House Project.



**Lockheed Martin Syracuse** lands \$297 million Navy contract for sub-hunting sonars. **Lockheed Martin** wins record-setting \$3 billion Army contract; helps keep jobs in Syracuse.

**Quanterion Solutions** awarded \$41 million DoD contract.

**Gerharz Equipment** opens state-of-the-art showroom and learning center in Syracuse.

**Wegmans** opens 100th store.

David Warner R.Ph. elected as president and CEO of **KPH Healthcare Services**.



**St. Joseph's Health** earns 2019 CHIME Healthcare's Most Wired Recognition for the 10th year.

**Interior Innovations** honored at the 4th Annual Carey Gabay Excellence & Innovation Awards.

**SWBR** wins Buffalo Skyway Competition.

**Tessy Plastics** may expand again, create 50 jobs with \$20 million project.

**Terakeet** is ranked 34th on Entrepreneur 360™ list.

**Thompson & Johnson Equipment** has added 35 new employees to date this year and donated more than \$8,000 to local charities.

**Small Business Development Center at Onondaga Community College, SBA and Downtown Committee** celebrate the opening of Mixed Methods in Syracuse.

**SUNY Upstate Medical University, Cayuga Community College, and Onondaga Community College** sign agreement creating direct path, dual admission program to a bachelor's degree in nursing.

JMA Wireless and **Bankers Health Group** are expanding and adding 430 jobs to the Syracuse area.

**Bankers Healthcare Group** breaks ground on new headquarters near Syracuse Inner Harbor.



**Flo Studio** opens two women-forward wellness locations in Central New York.

**Oswego Health** breaks ground on a new behavioral health services facility.

More than 200 local business representatives gathered at Turning Stone Resort Casino for a "Doing Business with the **Oneida Indian Nation**" conference.

**Syracuse University** formally opens Barnes Center at the Arch. **Syracuse University's** IVMP to use \$100K SBA grant to help train veterans. **Syracuse University, Galaxy Media** partner to extend broadcast deal through 2024-25.

**Runningboards Marketing**, a Watertown-based mobile digital-billboard company, opens a Syracuse office.

**NBT Bank** promotes David Kavney to Mohawk Valley regional president.



**Upstate Medical University** formally opens new simulation center. GYN Oncology of Central New York joins **Upstate Medical University**.

**Cryomech** breaks ground on construction of new \$17 million facility in DeWitt.

**Syracuse University iSchool**, City of Syracuse and Microsoft form Smart Cities collaboration.

# MEMBER MILESTONES

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

## 50 YEARS

Van Derhoof Roofing Co., Inc.

## 45 YEARS

American Red Cross of Central New York

## 35 YEARS

Gasparini Sales, Inc.

AT&T

Vertex Solutions

## 25 YEARS

Northeast Decorating & Exhibit Services, Inc.

## 20 YEARS

Basement Waterproofing, Inc.

Jefferson Clinton Hotel

Parsons

Lifetime Benefit Solutions

Madison County Tourism, Inc.

Northeast Equipment Dealers Association, Inc.

CBRE/Syracuse

## 15 YEARS

Big Red Towing

SUNY Oswego

Cornell Cooperative Extension of Onondaga County

Battery Power Systems, Inc.

Honeywell International

Tully Hill Corporation

## 10 YEARS

The New York, Susquehanna & Western Railway Partnership Properties, Inc.

Cornell University

Suburban Propane, LP

Onondaga County Public Library Board

New York Business Development Corporation

Berkshire Hathaway CNY Realty

## 5 YEARS

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B&B Lumber Co.

Joseph's House for Women, Inc.

Marriott Syracuse Downtown

# CENTERSTATE CEO ECONOMIC CHAMPION

## ComSource, Inc.

Having doubled in size since 2017, ComSource is the largest technology services company headquartered in Syracuse. Led by industry veterans, ComSource has assembled a team of energetic problem solvers and technology advocates who provide collaboration, data center, security and networking solutions, with hands-on expertise in professional, financial and managed services.

With more than 30 years of experience servicing mid-market and Global 1000 customers in this community and beyond, and a network of more than 30 manufacturer partners including DellEMC, Cisco and IBM, ComSource is helping its customers redefine what is possible through technology. By helping commercial business, education, financial services, government and health care industries unite technology solutions and financial strategies, possibility turns into reality.

As a people-first organization, ComSource builds loyal, long-standing relationships and reinvests that success into an extensive list of philanthropic endeavors benefitting communities, customers, partners and employees. Numerous ComSource employees sit on nonprofit boards.

“We are committed to hiring the finest talent available because our people are our greatest asset,” said President Jim Carrick.

Mike Fay, executive vice president, adds, “Our entire team goes the extra mile, every time, to achieve success from design to delivery and to guarantee the best experience for our customers.”

As technology continues to evolve and become more critical to the success of businesses in Central New York, ComSource will be there to help tackle these challenges head-on and find new ways for the region to grow, work, teach, share, connect and succeed – together.

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.



The ComSource executive team, from left: President Jim Carrick; CFO/COO Tracy Stauffer; and Executive Vice President Michael Fay.



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### ➔ Continuous Promotions

All packages include continuous promotion at ALL CenterState CEO events (signage), on our website, at CenterState CEO headquarters and in select issues of our monthly member newsletter, CEO Essentials.

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## Downtown Syracuse During the Holidays

With the Clinton Square holiday tree and menorah as centerpieces, downtown Syracuse is a festive destination during the holidays. Downtown is the place to be for holiday shopping and activities; it's a place where family traditions are established. The community can expect to see downtown holiday decorations debut during Thanksgiving week, helping capture the sense of community, tradition and sparkling magic the holiday season evokes. The Clinton Square Holiday Tree Lighting is Friday, November 29.



## Holiday Newsletter

Every Monday throughout the holiday season, starting November 25, the Downtown Committee publishes a special electronic newsletter, highlighting seasonal specials and promotions that downtown retailers, restaurants, cultural institutions and other businesses are offering. Businesses are encouraged to share what they're planning with the Downtown Committee. Sign up for the newsletter by emailing [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com).

## Dash and Dot, the Downtown Elves, Resume Adventures in Downtown Syracuse

Just in time to celebrate the holidays throughout downtown Syracuse, the Downtown Committee will welcome back its seasonal staff members, Dash and his wife, Dot, the downtown elves, the day of the Clinton Square Tree Lighting, November 29. The elves will visit 26 places in downtown throughout their stay, which continues through December 24. Their purpose is to spread holiday cheer and raise awareness about downtown Syracuse as a holiday shopping destination. Each day, the Downtown Committee shares the elves' adventures on its social media platforms. Social followers are encouraged to submit guesses as to where they are each day by sending an email to [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com). All correct guesses receive an entry into a weekly contest to win gift certificates from participating businesses.



One of the most memorable adventures the elves participated in during the 2018 season was going behind the scenes with the Syracuse Crunch at the Oncenter War Memorial.

## Holidays in the City

On December 7, families are encouraged to visit downtown Syracuse for festive holiday activities, presented by Advance Media New York. For the convenience of guests, there will be a trolley to make for easy travels around downtown. For more information, including a list of planned activities, please visit <http://holidaysinsyr.com>.

Throughout the season, whether families are walking through the Festival of Trees at the Everson Museum, building a gingerbread house at the Erie Canal Museum, or searching for that perfect, unique gift to surprise a loved one, the Downtown Committee would love to see visitors' pictures and hear about their holiday memories. Please send Downtown Committee staff your pictures and join the conversation. Follow the Downtown Committee on Facebook (Downtown Syracuse), Twitter (@DowntownSYR), Instagram (downtownsyracuse) and Pinterest (@DowntownSYR).



Holidays in the City originated in 2017. Highlights from the weekend included photo opps with real reindeer in Hanover Square.



## Window Wonderland Contest

During the holiday season, few things compare to bustling city sidewalks, lighted decorations on buildings and streets, and gorgeous window displays, to bring the magic of the season to life. The Downtown Committee continues to build on the success of its Window Wonderland Contest. Nearly 30 storefronts are expected to decorate their windows in the third annual contest. Downtown businesses with ground-floor windows are encouraged to participate.

All displays must be complete by Friday, November 29 to be eligible for online voting. The community may download a walking tour map and vote for a favorite through New Year's Day at <http://downtownsyracuse.com/holidays>.

The display with the most votes earns a grand prize of \$500; second prize is \$250; and third place is \$100. The Downtown Committee will announce the winning designs during the first week in January.

Interested businesses are encouraged to call 315-470-1958 or email [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com) for additional information.




A popular breakfast and lunch stop on South Warren Street, Soup R Salads, won first place in the 2018 Window Wonderland contest.

## VISIT SYRACUSE [www.visitsyracuse.com](http://www.visitsyracuse.com)



### Have You Visited VisitSyracuse.com lately?

As fall blends into winter and the holiday season approaches, the team at Visit Syracuse reminds everyone to celebrate and share the splendor of Syracuse and Central New York. Marketing the destination to out-of-town visitors is the focus of the promotional efforts of Visit Syracuse, and included in that mix is the important market segment known as "VFR," or Visiting Friends & Relatives.



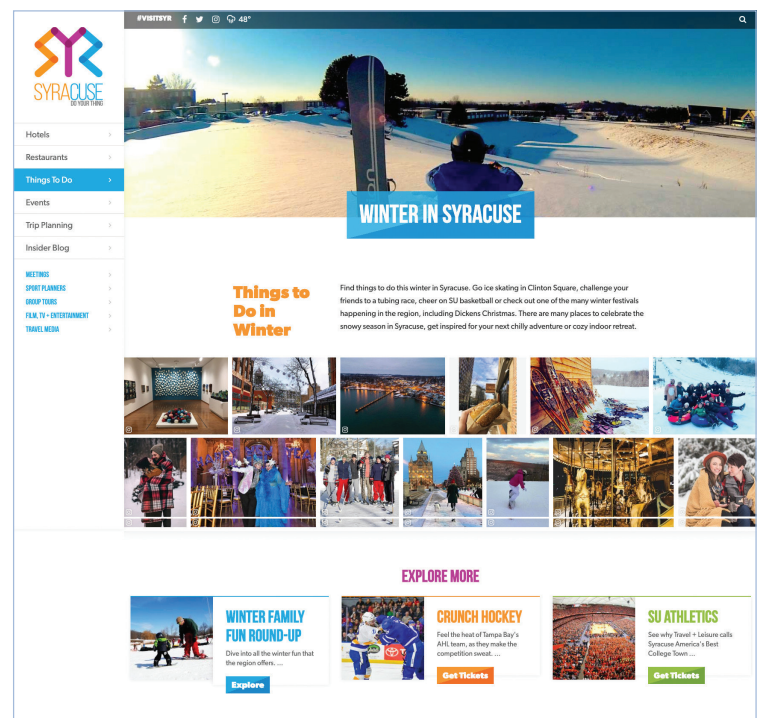
**With an array of activities to choose from, there's no better source than VisitSyracuse.com to gather ideas and stay up to date on all things SYR.**

Refreshed seasonal pages of fall and winter offerings, more image galleries, video content, intriguing blogs, along with a digital download or order form of the new Fall 2019/Winter 2020 Visitors Guide, are just some of the more recent updates.

The majority of visitors to the site are from the U.S., followed by Canada, Great Britain and France, with the majority of those U.S. site visitors being from Syracuse, New York City, Chicago and Albany. The top blog posts to date are: "Go Chasing Waterfalls,"

"Best Brunches in Syracuse" and the "Ultimate Summer Festival Guide," with "Things to Do," "Restaurants" and the newly designed "Calendar of Events" rounding out the top webpages of 2019. Visits to the site have increased 11% year-over-year, with the total number of visitors to VisitSyracuse.com at 168,000 at the end of the third quarter of 2019.

Celebrate the spirit of the holidays in the Greater Syracuse area, then embrace, defend and welcome winter. With so much to do, visitors, including families and friends, will be excited about the variety of fun-filled offerings on VisitSyracuse.com. And don't forget to snap a picture and tag #visitsyr. You may end up in a VisitSyracuse.com photo gallery!



# TRAVEL THE WORLD WITH CENTERSTATE CEO

## Tour Sicily & Malta

CenterState CEO journeys to Sicily and Malta from October 31 to November 12, 2020. Highlights include Palermo, Cefalu, a farm visit, Erice, Agrigento, Taormina, Siracusa, Tas-Sliema, Medina and Valletta. This trip includes roundtrip air from Syracuse Hancock International Airport, air taxes and fees, hotel transfers and 18 meals. Per person rates if booked by May 1, 2020: double \$4,549; single \$5,149; triple \$4,499.



Travelers will enjoy stunning views and historic sites in Sicily and Malta.

## Explore Spain & Morocco

CenterState CEO is heading to Spain and Morocco from March 14 to 26, 2020. Highlights include Madrid, Córdoba, Granada's Royal Chapel, Royal Alcázar of Seville, Paella Demonstration, Flamenco Show, Jerez de la Frontera, Sherry Tasting, Tangier, Chefchaouen, Fes, Meknes, Rabat, Mausoleum of Mohammed V, Marrakech, El Bahia Palace, Koutoubia Mosque, Choice on Tour, Casablanca and Hassan II Mosque. Per person price: double \$4,499; single \$5,349; triple \$4,369.



The city of Seville in Spain is famous for its culture, monuments, traditions and artistic heritage. It is also the birthplace of Flamenco.



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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, co-chaired by Danielle Mensing, Foundation of the Roman Catholic Diocese of Syracuse, and Rita Marble, Pinnacle Employee Services.

## Cell Phones for Less, Inc.



Cell Phones for Less, established in 2006, is the largest authorized retailer for Cricket Wireless in Upstate New York with 24 locations and more coming. Cricket Wireless is a subsidiary of AT&T and offers the best value in wireless today for high-speed data and family plans like the popular four for \$100 bundle and Unlimited LTE Data, 15 GB Hot Spot, Roaming in Canada and Mexico for only \$55, after Auto Pay Discount. Cell Phones for Less also runs the area's largest Cell Phone Repair Center with more than 30,000 devices fixed since 2009.

Anas Almaletti  
901 Lodi St.  
Syracuse, NY 13203 315-480-2021  
www.mycellphonesforless.com

## Foy Benefits Inc.



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## Symphoria



Symphoria's mission is to engage and inspire community members throughout Central New York with outstanding orchestral and ensemble performances, innovative education and outreach initiatives. Symphoria performs more than 150 concerts each year through its concert series, youth orchestra program, and educational concerts presented both in schools and in the community. With free admission for kids younger than 18 and Healing Harmonies engagements for patients in health care facilities, Symphoria is Central New York's professional orchestra and strives to serve its community.

Pam Murchison  
234 Harrison St.  
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www.experiencesymphoria.org

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Dec. 6

Sign Up by contacting Lisa Metot

at 470.1870 or [lmetot@centerstateceo.com](mailto:lmetot@centerstateceo.com)

# MILESTONES



Retirement

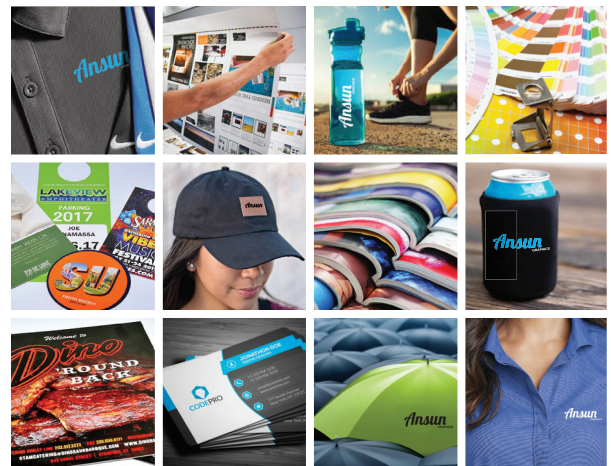


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# CENTERSTATE CEO AMBASSADORS

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).



**Gerharz Equipment** celebrates its 50th anniversary at its new location, 222 Teall Ave. in Syracuse.



**Angry Garlic** celebrates its grand opening at 29 Oswego St. in Baldwinsville.



**ShareCuse** celebrates its grand opening at 224 Harrison St. in Syracuse.



**USA Insulation of Syracuse** celebrates its grand opening at 18 Corporate Circle in East Syracuse.



**The Reading League** celebrates the grand opening of its new headquarters located at 103 Wyoming St. in Syracuse.



**Cell Phones for Less** held a grand opening at its new store located at 4671 Onondaga Blvd. in Syracuse.

# EVENTS

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

## CenterState CEO Economic Forecast Breakfast

Wednesday, January 22

7:30 a.m. Registration

8 to 9:30 a.m. Program

The Oncenter, 800 S. State St., Syracuse

Register by January 15 at  
[www.centerstateceo.com/events](http://www.centerstateceo.com/events)

or contact Lisa Metot at 315-470-1870 or  
[lmotot@centerstateceo.com](mailto:lmotot@centerstateceo.com).

Join hundreds of CenterState CEO members, business leaders and executives for the presentation of the region's 2020 Economic Forecast.

**Keynote Speaker: Gary Keith**, chief economist, M&T Bank, will present an overview of national and state economic trends and their regional impact.

Member cost: \$40 per person; \$400 for a table of 10; \$50 for non-members or \$500 for a table of 10.

After January 15, the cost is \$45 for members or \$450 for a table of 10; \$55 for non-members or \$550 for a table of 10.

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## Community Conversations: Entrepreneurship, November 6

2 to 3:30 p.m.

The Creators Lounge, 2223 S. Salina St., Syracuse

Community Conversations is a series of public conversations designed to foster dialog around the vision, purpose and activities of CenterState CEO's Economic Inclusion portfolio. Each conversation focuses on a different topic, and shares how the public can get involved in Community Engagement, Work Train and Community Investment programs, projects and partnerships.

Cost: Free and open to the public. For more information, contact Dr. Juhanna Rogers at [jr Rogers@centerstateceo.com](mailto:jr Rogers@centerstateceo.com).

## Community Conversations: Community Organizations, November 20

2 to 3:30 p.m.

Location TBA

Community Conversations is a series of public conversations designed to foster dialog around the vision, purpose and activities of CenterState CEO's Economic Inclusion portfolio. Each conversation focuses on a different topic, and shares how the public can get involved in Community Engagement, Work Train and Community Investment programs, projects and partnerships.

Cost: Free and open to the public. For more information, contact Dr. Juhanna Rogers at [jr Rogers@centerstateceo.com](mailto:jr Rogers@centerstateceo.com).

## Buy Local Bash, November 25

5 to 8 p.m.

F Shed, CNY Regional Market

Celebrating its 10th year, the Buy Local Bash brings community members and local merchants together for a one-of-a-kind social, shopping and tasting event to highlight the locally owned, independent businesses of Central New York. Shop and sample while enjoying music provided by Corey Paige and Simplelife. Vendor space and sponsorship opportunities are available. Contact Shannon Fults at [sfults@centerstateceo.com](mailto:sfults@centerstateceo.com) to learn more.

Cost: \$5 per person.



## GREATER OSWEGO-FULTON CHAMBER OF COMMERCE

For more information and to register for GOFCC events, visit  
[www.oswegofultonchamber.com](http://www.oswegofultonchamber.com).

## GOFCC Networking at Noon, November 6

12 to 1:30 p.m.

GOFCC office, 121 E. First St., Oswego

Join the Greater Oswego-Fulton Chamber of Commerce for Networking at Noon! Bring your business cards and be prepared to engage in small group dialogue while building relationships with other members over lunch, which will be provided. Space is limited, please pre-register. Contact Shannon Fults at [sfults@centerstateceo.com](mailto:sfults@centerstateceo.com) to learn more.

Cost: \$10 for members; \$20 for non-members.



## Holiday Social, December 5

5 to 7:30 p.m.

Kristen's Kitchen at Battle Island, Fulton

Save the date for networking, delicious food and beverages, and live music by John McConnell. Tabletop displays are available, \$75 each, for members to showcase products and services. Contact Shannon Fults at [sfults@centerstateceo.com](mailto:sfults@centerstateceo.com) to learn more.

# MEMBERS LEARN EMPLOYEE ENGAGEMENT FROM DISNEY INSTITUTE

CenterState CEO members participated in a recent professional development and leadership training opportunity – “Disney’s Approach to Employee Engagement.” During the seminar, professionals explored ways to shape their organization’s culture based on desired employee behaviors. The program also helped participants identify ways to select people who are a right-fit for the organization’s culture.

Disney Institute training uses business insights and time-tested examples from Disney parks and resorts worldwide to inspire individuals and organizations to enhance their own customer experience using Disney principles as their guide. The course benefited professionals, specifically those with direct reports, looking to improve how they select, train and engage employees. The event was held at the Marriott Syracuse Downtown.

CenterState CEO is proud to be a selected sponsor of Disney’s Employee Engagement program and thanks its presenting marketing participant, CPS Recruitment, and marketing participants: Nascentia Health, Marathon Energy and Visual Technologies.



The CPS Recruitment team and their guests at “Disney’s Approach to Employee Engagement.”



## SyracuseFirst Lunch Mob

Nearly 30 SyracuseFirst supporters gathered for food and networking at a recent Lunch Mob at Kitty Hoynes Irish Pub and Restaurant.



## SPEED NETWORKING AT TERACAI

Speed Networking — one of CenterState CEO’s consistently successful events — encourages members and prospective members to share information, listen, learn, build relationships and form collaborative partnerships. More than 50 people attended Speed Networking at TERACAI in North Syracuse. Salt City Coffee catered the event.

See the events calendar on page 22 for upcoming opportunities to learn and improve your business.



Speed Networking offers coffee, connections, conversation and more.



## GOFCC HOSTS MEET THE OFFICIALS



Assemblyman Will Barclay (left) recently participated in a Greater Oswego-Fulton Chamber of Commerce Meet the Officials Roundtable. The Assemblyman provided members with updates on key initiatives he is working on in Albany and answered questions over breakfast. The event was hosted by John F. Sharkey, IV, president, Universal Metal Works. Also pictured is Katie Toomey, executive director, GOFCC.



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