

CENTERSTATE CHAMBER ALLIANCE EXPANDS MEMBER BENEFITS TO CORTLAND COUNTY



3 Upstate Revitalization Initiative: Share Your Ideas as Region Competes for \$500 Million

The Cortland County Chamber of Commerce is the latest addition to the CenterState Chamber Alliance, furthering the reach of the already broad regional business community. Cortland joins CenterState CEO and the Cayuga County and Greater Utica Chambers of Commerce in offering their members access to even more benefits and member-to-member connections.

This alliance allows the Cortland County Chamber of Commerce to expand its advocacy role by joining the collective voice of the CenterState Chamber Alliance.

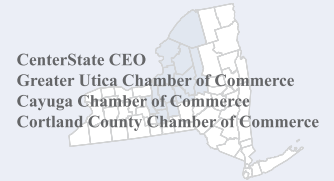
Cortland members also now have even greater opportunity to engage with other businesses across the alliance, which reaches from Auburn to Utica and Syracuse. This regional access encourages businesses to cross county lines and create a more robust economy. In turn, these enhanced member-to-member connections are instrumental as the CenterState Chamber Alliance advances the economic development strategy for the region.

“We are excited to welcome the Cortland County Chamber of Commerce as our newest partner in the CenterState Chamber Alliance,” said Jane Amico, vice president of chamber services at CenterState CEO. “This further strengthens the reach of our alliance, and broadens the benefits all of our members receive.”

The addition of the Cortland County Chamber of Commerce as a new alliance partner also enhances advocacy and creates greater visibility for members of the existing alliance partners. The alliance also facilitates greater collective buying power for all partner organizations through programs such as Member Advantage, which allows CenterState Chamber Alliance members the opportunity to save significantly on the day-to-day costs of running their business.

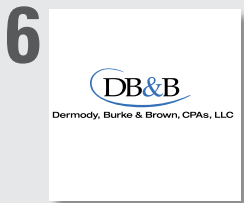
“As we look to expand the Cortland County Chamber of Commerce’s regional economic development focus, it makes sense to be part of an organization that can strengthen our members’ connections across the region,” said Bob Haight, executive director of the Cortland Chamber of Commerce. **“Through this partnership, we have an amplified and more unified business advocacy voice, and can better position our members for future growth.”**

CENTERSTATE
CHAMBER
ALLIANCE



Alliance Benefits:

- Greater member benefits – including cost savings and access to training programs
- Networking opportunities across the region
- Inclusion in a printed regional chamber directory
- Unified voice for advocacy



6 New Investor Focus



21 Visit the South Pacific, Stops in Sydney and Fiji



22 CenterState CEO Events

CENTERSTATE CEO CLAMBAKE, AUGUST 6

Hinerwadel’s Grove
5300 W. Taft Road, North Syracuse
4 to 8 p.m. | See page 22 for details.

You're Invited!



GOVERNMENT RELATIONS

Elements of 2015 CenterState CEO Legislative Agenda Included in NYS Budget



CenterState CEO's 2015 Legislative Agenda included a number of issues and initiatives addressed in the 2015-16 New York State Budget.

Economic Development

Upstate Revitalization Initiative (URI) – The state budget included \$1.5 billion for which seven economic development regions will compete for three awards of \$500 million each. These transformative investments will be made over a period of five years. Submission date for the region's URI proposals is expected to be October 2015. The CNY Regional Economic Development Council is seeking input on ideas and projects. See page 3 for details.

NUAIR Alliance - The NUAIR Alliance received \$1 million to establish a data management system complementing the new range instrumentation system featuring equipment manufactured by SRC, Inc. and SaabSensis, being installed at Griffiss International Airport. The data management capability will provide NUAIR clients with the analytics and data reports they need for testing and certification of unmanned aerial systems.

Regional Economic Development Council Funding – \$150 million was approved for this year's Regional Economic Development Council competition.

Redevelopment of New York State Fairgrounds – \$50 million was included to make the site a 21st Century, year-round tourist and visitor destination.

Industrial Development Agency (IDA) Reform – Certain proposals making the funding and approval process for IDA-related projects more involved and lengthy were not enacted. These reforms would have limited use of local IDAs, diminishing the economic benefits of IDA financing as a tool for future projects.

Transportation and Infrastructure

Port of Oswego and Inland Port – \$40 million was included for the Port of Oswego for port, rail and intermodal improvements, linking with the Port of New York/New Jersey and creating intermodal rail yards in Syracuse and Binghamton.

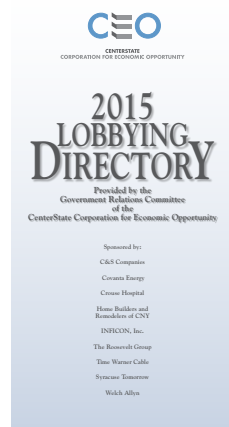
Funding for Upstate Transit – CENTRO and other Upstate transit systems will benefit from \$25 million in new funding to address operating deficits and avoid cutbacks in service this year.

Government Modernization

Local Government Restructuring – A significant new level of funding, \$150 million, is available for local governments for efficiency improvements, lowering the cost of government and reducing local property tax burdens. This fund will enhance the efforts of Consensus, the local commission on government modernization, to further government modernization in Onondaga County.

Extending Design-Build – Authorization for state agencies to use this cost saving approach for major projects is continued for two years and requires projects exceeding \$50 million to have project labor agreements.

Read CenterState CEO's full legislative agenda at <http://tinyurl.com/kmbxkbq>. To become involved in CenterState CEO's government advocacy efforts, contact Deb Warner, vice president for public policy and government relations, at dwarner@centerstateceo.com or 315-470-1845.



2015 Lobbying Directory is Now Available

Download your copy at <http://tinyurl.com/pme5y74>

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UPSTATE REVITALIZATION INITIATIVE: SHARE YOUR IDEAS AS REGION COMPETES FOR \$500 MILLION

CenterState CEO will be working diligently over the next few months in partnership with the Central New York Regional Economic Development Council (CNY REDC) to develop a competitive Upstate Revitalization Initiative (URI) proposal. Through this initiative, seven Upstate regions, including Central New York, will compete for three, \$500 million investments in economic development strategies, programs and projects.

The URI is a once-in-a-lifetime opportunity critical to the region's continued economic growth. Success in this process will require the region to pursue bold, visionary and transformational opportunities with broad-based, community-wide support. **CenterState CEO is asking members to provide their best ideas about proposals that will:**

- significantly alter the economic trajectory of the region
- create jobs
- accelerate net wealth generation
- leverage outside investment

These could be initiatives that impact a specific company or operation, relate to an industry sector and the markets it serves, or affect the entire regional economy during the next five years. The common thread is that initiatives must be transformative in nature, likely to attract significant outside investment (must demonstrate an ability to leverage a target ratio of at least \$5 of outside investment to \$1 of state investment), and advance the region's strategic priorities as identified in CenterState CEO's with the Brookings Institution (see box). The CNY REDC is responsible for submitting the region's URI plan.

CenterState CEO looks forward to input and ideas as the region develops a competitive URI proposal. For more information, visit www.facebook.com/CNYREDC or <http://regionalcouncils.ny.gov/content/central-new-york>.



Andrew Fish, CNY REDC member and executive director of the Cayuga County Chamber of Commerce, addresses the more than 70 community, business and elected leaders who gathered at the Hotel Syracuse to rally behind the region's efforts to build a competitive URI proposal.

► Strategic Priorities

The council is seeking ideas for proposals that impact strategic priorities in the areas of:

- Urban Core
- Information Security
- NUAIR
- Financial Services
- Agriculture/Aseptic Packaging
- Health & Environment
- Tourism
- Innovation Ecosystems
- Transportation and Logistics
- Economic Opportunity

► Get Involved

Share your regional vision

<http://tinyurl.com/regional-vision>

Submit project ideas

<http://tinyurl.com/URI-project-ideas>

Sign up for public participation events

<http://tinyurl.com/URI-events>

► Save the Dates

Upcoming Public Participation Events

May 14 | May 28

Visit www.facebook.com/CNYREDC for details

UP START SYRACUSE ENTREPRENEUR TO OPEN ALOHA JAPANESE RESTAURANT

Through the assistance of CenterState CEO's UP Start Syracuse program, emerging business owner, Zaw Nyein, will launch his restaurant this spring, bringing Japanese cuisine infused with Hawaiian flavors to downtown Syracuse. Nyein came to UP Start while he was actively searching for a restaurant location. UP Start assisted Nyein and his wife, Thaw, in making strategic decisions about their restaurant, including menu creation, branding and location.

Nyein, originally from Burma, worked as a geologist, but found little opportunity for economic mobility in his home country. He moved to Japan, then Hawaii, working restaurant jobs. When Nyein opens the doors to Aloha Japanese Bento Box at 217 S. Salina St., the menu will include a variety of entrees inspired by traditional Japanese and Hawaiian dishes, including custom Hawaiian hamburgers, slow-cooked Japanese noodles, deep-fried black bean fritters and a variety of sushi. To follow Nyein's progress, subscribe to <http://eepurl.com/bjvYz9>.

UP Start Syracuse – a collaborative effort that empowers the next generation of urban entrepreneurs to start businesses and improve the Syracuse community – was created last fall by CenterState CEO affiliate Northside UP, along with community partners. For more information about how to engage with UP Start Syracuse, contact Daniel Cowen at dcowen@centerstateceo.com.



Zaw and Thaw Nyein work with Daniel Cowen (center), program manager of sustainable business initiatives for CenterState CEO, on concepts for the couple's new restaurant. Aloha Japanese Bento Box will open at 217 S. Salina St., Syracuse this spring.

SYRACUSE COWORKS EXPANDS TO NEW SPACE

Syracuse CoWorks, a network of independent workers, entrepreneurs and freelancers, recently expanded to a new location on the second floor of the Common Space building at 201 E. Jefferson St.

The move creates a 5,000-square-foot office space that allows access to individual workstations, private conference rooms and the opportunity to network with like-minded professionals without committing to a long-term lease. Further amenities include large spaces for trainings or presentations, free WiFi, networked printers and a kitchen area.

Syracuse CoWorks was originally operated by 40 Below, the region's young professional group, out of The Tech Garden. Founding businesses Folksware Tech, Tech Geekery and Avenue 80 have now partnered to expand the facility. By offering a larger, more suitable coworking office space to the entrepreneurial and freelance community, the new Syracuse CoWorks is an ideal environment to work alone, together.

"We're thrilled to welcome Syracuse CoWorks to downtown Syracuse," said Merike Treier, executive director of the Downtown Committee. "A unique environment where people are encouraged to network and share their ideas to stir creativity is the type of environment that makes downtown attractive as a business location. The concept of coworking truly compliments the culture of our center city."

Funding for Syracuse CoWorks' new space was made possible through grants from Harris Beach PLLC, Onondaga Civic Development Corp., the CNY Community Foundation, the Gifford Foundation, National Grid, Pathfinder Bank, the New York Main Street Program and the Downtown Committee of Syracuse.

For more information visit www.syracusecoworks.com.



The newly expanded Syracuse CoWorks on the second floor of the Common Space building at 201 E. Jefferson St. in downtown Syracuse features individual workstations as well as conference rooms and large spaces for trainings or presentations.

CENTERSTATE CEO LEADS DELEGATION TO WORLD'S LARGEST TRADE FAIR

CenterState CEO's regional economic development strategy focuses on business expansion, retention and attraction, and advancing emerging industry sectors. Hannover Messe, in Germany, the world's largest trade fair attracting 6,500 exhibitors from 70 countries and over 220,000 visitors, is a leading destination for economic development organizations to cultivate new leads and grow existing relationships.

The CenterState New York team – Mike Novakowski of CenterState CEO, Lamar Hill of Mohawk Valley Edge, Laura Miller of Darco Manufacturing and David Reed, J.D. of Reed CNY Business Law, P.C. – participated as part of SelectUSA, a federal organization created to showcase the U.S. as the world's premier business location. The team met with numerous organizations interested in potential expansion.

Each year, Hannover Messe chooses a partner country for the exhibition. Past partner countries include India, Netherlands, Russia, China and France, among others. The partner country receives significant exposure before, during and after the event. In 2016, the United States will be the partner country, which will provide unique opportunities for attending U.S. companies. In the meantime, the team will follow up on this year's leads and continue to educate interested companies on the benefits of locating business in CenterState New York.

To learn how CenterState CEO can assist with your business development needs, contact Mike Novakowski at 315-470-1887 or mnovakowski@centerstateceo.com.



From left, Laura Miller, Darco Manufacturing; Matthew H. Murray, deputy assistant secretary for Europe, the Middle East, and Africa at the U.S. Department of Commerce, International Trade Administration; Mike Novakowski, CenterState CEO; and Lamar Hill, Mohawk Valley Edge, indicate CenterState New York's prominent location at the world's largest trade fair, in Germany.

DOING GLOBAL BUSINESS IN CNY

**POWER
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Tuesday, June 2, 2015

7:30-10:00 AM

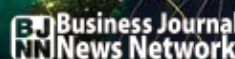
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At Dermody, Burke & Brown, we understand the importance of focusing on business and community today for a vibrant economy tomorrow. For that reason, we are proud to recognize and sponsor *New Investor Focus*.

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

Cornell University

www.cornell.edu



Cornell University



Elizabeth Garrett, *President (as of July 1, 2015)*
300 Day Hall, Ithaca, NY 14853

607-255-5201

Cornell is a private, Ivy League university and the land-grant university for New York state. Cornell's mission is to discover, preserve and disseminate knowledge; produce creative work; and promote a culture of broad inquiry throughout and beyond the Cornell community. Cornell also aims, through public service, to enhance the lives and livelihoods of our students, the people of New York and others around the world.

Dannible & McKee, LLP

www.dmcipas.com



Michael Reilly, *CPA/ABV, CVA, CFF, CDA, Partner*
221 S. Warren St., Suite 5, Syracuse, NY 13202

315-472-9127

Dannible & McKee, LLP Certified Public Accountants and Consultants have been providing clients with proactive service since 1978. Our broad range of business consulting and tax services includes: auditing and assurance, tax planning and compliance, strategic planning, business valuation, ownership transition planning, estate planning, employee benefit plan audits, litigation support and audits of service organization controls, FAR overhead rate audits, fraud prevention and detection. Based in Syracuse, the firm employs about 80 audit and tax professionals who provide these services to several industries throughout New York state and beyond.

Destiny USA

www.destinyusa.com



David Aitken, *Executive*
4 Clinton Square, Syracuse, NY 13202

315-634-7842

Destiny USA is a 2.4-million-square-foot tourist destination in Syracuse, NY that includes a strong mix of luxury outlet tenants, restaurants and entertainment. New brands continue to open to create a unique and dynamic consumer shopping experience. A stunning three-story glass atrium provides perfect weather year round. Oxford Economics has projected an annual visitation rate of over 29 million visitors from throughout the U.S. and Canada. Destiny USA is expected to be the second most visited shopping center in the country, according to Travel and Leisure magazine. It is the largest LEED® Gold certified retail commercial building in the world.

Ephesus Lighting, Inc.

www.ephesuslighting.com



Michael Lorenz, *President*
125 E. Jefferson St., Syracuse, NY 13202

315-579-2873

Ephesus Lighting designs and manufactures high-output LED lighting solutions for challenging applications in the industrial and sporting markets. Ephesus focuses on innovating advanced LED solutions to enrich and illuminate the world, by creating brighter, more vibrant and more sustainable environments. Since lighting the first sports venue with LED technology in North America in 2012, Ephesus Lighting luminaires have been operational for over 300,000 hours in more than 100 sports and entertainment venues across North America, including the University of Phoenix Stadium, Canadian Tire Centre and Williams Field at Duke University. Our industrial customers include Frito-Lay, Georgia Pacific, ArcelorMittal and others.

Syracuse Community Health Center

www.schcnyc.com



Leola Rodgers, *President & CEO (Replacing Ruben Cowart)*
819 S. Salina St., Syracuse, NY 13202

315-476-7921

Syracuse Community Health Center's (SCHC) mission is to provide quality health care services to all individuals with a commitment to those who might otherwise be excluded while remaining cost effective, efficient and competitive. SCHC is a federally qualified community health center, with 15 sites, which include eight school based health centers located throughout Onondaga County. SCHC's staff of more than 100 board certified providers and support personnel make up a comprehensive professional resource enabling SCHC to offer a wide range of adult and pediatric primary and urgent care, dental and behavioral health services to the greater Syracuse community.



"To relax, I enjoy making pottery. When I need information on growing my practice I count on Dermody, Burke & Brown, CPAs."

-Dr. Robert Kiltz MD
Owner, CNY Fertility Center



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Tech Garden Welcomes Arboxy Creative Group

The Arboxy Creative Group has moved into the newly expanded Tech Garden at the AXA Towers. Arboxy LLC helps businesses expand their online presence and increase brand recognition through innovative web design, graphic design and marketing services.

Arboxy started with a group of like-minded professionals using each other's services to bootstrap their prior businesses. After seeing the response, they recognized the need to make professional design services more accessible. Their mission became to help businesses connect with their target customers by using technology and design. By focusing on clients who understand the need for establishing their business in the digital realm, they have built a client base that spans from the West Coast to London and Singapore.

www.arboxy.com



The Arboxy Creative Group is John Zell, Matt Rusch, Robert Mayott and Corin Zimmer.

Sunnking Inc. Expands in Syracuse; Offers Electronics Recycling to Residents

The Tech Garden is pleased to offer another resource to its residents. Sunnking Inc. provides electronics recycling including wiping all hard drives to Department of Defense standards. The business is currently located in Brockport and Buffalo; Syracuse will be its third location, opening this month. "End-of-life electronics and equipment are a growing global concern, and advances in technology continuously render electronics and other equipment obsolete in a relatively short period of time," said Sunnking Vice President Adam Shine.



A recycling bin is located at The Tech Garden for its residents and affiliates to use. Visit www.sunnking.com/acceptable-materials for details.

CEO/COE PARTNERSHIP: GREEN DEVELOPMENT

In Hot Water? Help for New York State Homeowners

The Syracuse Center of Excellence (SyracuseCoE) headquarters is a whole-building test bed with laboratories where research produces innovative new technologies to promote sustainable, built environments. One goal is bringing the discoveries from these labs to market and ultimately into New York state homes, making them more comfortable and energy-efficient.

Water heating is the second-largest energy use in New York homes. The SyracuseCoE and CDH Energy Corp. initiated a NYSERDA-funded research project in 2011 to evaluate the newest water heating technologies. Data is collected from field-testing in New York homes and from the Domestic Hot Water Lab at the SyracuseCoE, and side-by-side water heating systems are compared for overall efficiency. This project helps consumers, manufacturers and installers understand the efficiency, costs and environmental impacts of both new and conventional domestic hot water systems.

The findings of the study are being used to develop a website, online in May, to help New York homeowners identify which technologies and products can improve efficiency and lower costs. The website will answer basic questions about the variety of water heaters and fuel types available, as well as look at water usage and costs for different sized homes. It will also examine the latest trends and newest energy-efficient technologies such as solar, heat pump water heaters and combination systems. To learn more, visit www.syracusecoe.org.



The SyracuseCoE will launch a Domestic Hot Water website this month with research findings about water heating technologies, being tested in the lab, that will help homeowners lower costs and reduce waste through their hot water systems.

TERACAI Makes the 10% SHIFT

SyracuseFirst’s campaign, 10% SHIFT, encourages members of the greater Syracuse community to shift 10 percent of their spending to locally owned, independent businesses in an effort to create a vibrant local economy. TERACAI is a SyracuseFirst member committed to being part of the solution to create a thriving community with a sustainable economy. TERACAI President Peter Belyea and Vice President Tim Duffy share their insights below:

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

As a local technology solutions provider, TERACAI has a commitment to the Central New York community. We do a majority of our business locally and our team members call this community home. We believe our efforts to buy local and support independent businesses will result in a stronger economy and a better quality of life in Syracuse.

What products and services does your company buy locally?

TERACAI partners with many local professional services organizations for support in areas such as legal, accounting and facility maintenance services. Additionally, we procure items like coffee, water, vending and food from local organizations. Whenever possible, we host our meetings, events and educational technology forums at local venues.

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

If there’s a local organization that provides the same quality of service as an outside vendor, we choose to partner locally to maximize our investment in the community. In some instances when there are specialty products or services not offered in the immediate area, we aim to fulfill these needs regionally or statewide.

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

More than 75 percent of our goods and services are procured through local or regional organizations.

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

Make an effort to develop a presence in the local community by building relationships with organizations who have resources available to help make the shift and to provide recommendations. Understand that you don’t have to sacrifice quality – local and regional vendors provide the same quality of goods and services that you’ve come to expect from outside vendors. Believe that small changes can make a big impact and doing something is better than doing nothing at all.



think local. buy local. be local.

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

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Visit Syracuse Partners with Celebrity Chef Julie Taboulie to Promote Syracuse. Do Your Thing

Visit Syracuse has a new partnership with the “Queen of Lebanese Cuisine,” Julie Taboulie. Taboulie loves Syracuse as much as she loves cooking and wants to share her passion with her national fan base. The collaboration includes television features and travel promotion with Visit Syracuse.

“I was born and raised in Central New York and I couldn’t be more pleased than to showcase all that this celebratory city of Syracuse has to offer,” said Taboulie, an Emmy-nominated and multiple-award-winning television producer and personality.

“Julie’s charisma, energy and talents embody the very message we share about the Syracuse community – she does her thing,” said Visit Syracuse President David Holder. “She could take her show anywhere in the world but she chose to stay and show off the diversity of Syracuse. She knows the value of our destination and she is willing to put her brand behind ours, *Syracuse. Do Your Thing.*”

Part of Taboulie’s thing is visiting the Central New York Regional Market to purchase fresh fruits and vegetables for her cooking show, which airs in the U.S. and Canada. As a result of the partnership, shows taped in 2015 will feature sights and scenes from the Greater Syracuse area.

Taboulie joined Visit Syracuse recently at the National Ottawa Women’s Show in Canada with more than 20,000 people in attendance. Taboulie was featured as a celebrity chef offering live cooking demonstrations on the Culinary Stage. When she wasn’t on stage, she was interacting with fans at the Syracuse booth. Also, while in Ottawa, Taboulie joined Visit Syracuse for I Love New York’s media reception – Canada Road Show – to promote New York state tourism. During the reception, Taboulie and Visit Syracuse met with more than 60 Ottawa media and travel trade representatives.



Julie Taboulie, center, and her “Mama” join Visit Syracuse Communications Manager Nikita Jankowski at the National Ottawa Women’s Show.

Visit Syracuse, headquartered in Syracuse, is Onondaga County’s accredited destination marketing organization for tourism related economic development leading the production of more than \$765 million in direct visitor spending annually. For more information, visit www.VisitSyracuse.com.

SAVE THE DATE! WEDNESDAY, **OCTOBER 14** 8AM - 4PM ONCENTER



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GREAT CONNECTIONS. NEW POSSIBILITIES. ALL BUSINESS.

The Downtown Committee continues to celebrate its 40th anniversary this year by highlighting a new theme each month. The focus on residential living in May draws attention to the projects transforming Downtown Syracuse. With the **2015 Downtown Living Tour** as a centerpiece, it's easy to see how the downtown living population has increased 43.5 percent in the last five years, and why hundreds of people are following suit.

During the Downtown Living Tour, Central New Yorkers get access to the newest and most unique examples of urban living from noon to 6 p.m., Saturday, May 16. From luxury condos carved from iconic commercial space, to historic renovations crafted from former factories, visitors will see firsthand why more than 3,200 people now live downtown.

Presented by the Downtown Committee of Syracuse, the self-guided walking tour highlights occupied and available units in five historic neighborhoods. Visitors can also take advantage of a free shuttle that will run on a special tour route. New partnerships this year include premium guided walking tours by No Excuses and an information booth by Believe in Syracuse.

Tickets cost \$12 and are available for purchase on the Downtown Committee's website through May 14. Day-of-event tickets will be available for \$15 (cash or check only). Large crowds are expected; last year's event sold more than 2,300 tickets. For more information, visit www.downtownsyracuse.com/downtownlivingtour.

Partners in Planting

The Downtown Committee is proud to offer a new, highly visible program that combines employee engagement and downtown beautification to transform the Downtown Syracuse landscape. The Partners in Planting program invites employees to plant flowers and shrubs in late May in empty street planters on Washington Street. For more information, visit the Downtown Beautification page at www.downtownsyracuse.com.

Additionally, each summer, the Downtown Committee's hanging flower baskets help beautify the city. Last year, a record 334 baskets were installed in Cathedral Square, Hanover Square, Salina Street, Clinton Square and Armory Square. This June marks the program's fifth anniversary. You can support the effort by sponsoring a basket with a tax-deductible donation of \$45 per basket. Checks may be mailed to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St., Syracuse. Credit cards can also be used to make a donation at www.downtownsyracuse.com/get-involved/downtown-beautification. Those who sponsor 10 baskets or more will receive additional levels of visibility. For more information contact Adria Finch at 470-1958 or afinch@downtownsyracuse.com.



2015 Downtown Living Tour Stops

- Headquarters: Pike Block (320 S. Salina St.)
- Deys Plaza (401 S. Salina St.)
- Courier Building (110 Montgomery St.)
- Lofts on Willow (230 W. Willow St.)
- Clinton Street Commons (721 N. Clinton St.)
- Lofts at Franklin Square (525 Plum St.)
- Creekwalk Commons (324 W. Water St.)
- Center Armory (133 Walton St.)



Follow the Downtown Committee on its new Instagram account [@downtownsyracuse](https://www.instagram.com/downtownsyracuse) and share what you love about downtown using the hashtag [#CelebrateDowntownSy](https://www.instagram.com/hashtag/CelebrateDowntownSy/).

MEMBER ESSENTIALS

Syracuse University named to Forbes list of best employers.

Onondaga Community College will host the National Junior College Athletic Association men's lacrosse championship in 2016.

G.H. Bass footwear brand now open on second level of Destiny USA.

Elderwood in Liverpool is the only nursing home in Onondaga County to get five stars in the federal government's revised nursing home ratings.



The Oneida Nation announced the opening of 21 slot machines at the SavOn convenience store and gas station in Verona. It is the second SavOn location to offer slot machines.

Rapid Response Monitoring announces 12 new hires.

The federal government awards the **Syracuse Housing Authority** nearly \$2 million for the Work to Independence program.

Prudential Empire State Agency receives president's trophy as the No. 1 agency for the fourth consecutive year.

Port of Oswego announces a new rail yard to connect the port to shipments in New York City.

Consumer Reports ranks **Wegmans Food and Pharmacy** No. 1 for national grocery store chains. Wegmans previously topped the list in 2014, 2012 and 2009.

Santangelo's Restaurant won first place in the Meatball Madness event to benefit Elmcrest Children's Center in Liverpool.

Cameron Group, the developer of Township 5, is about to start construction on 96 apartments behind Costco.

A national award show honors advertising produced by **LP&M for Bond, Schoeneck & King and Dannible & McKee**.

CNY Jazz Central and Le Moyne College collaborate on new weekly jazz concert series.

Empire State Development approves nearly \$3 million in grants for **Le Moyne College and Currier Plastics Inc.**

OCRRA unveils new videos and interactive games for 3rd, 4th and 5th graders to educate young people about recycling efforts.



Excellus BlueCross BlueShield selects seven Central New York nonprofit organizations to receive Community Health Awards.

State University of New York at Oswego's School of Business earns first-ever top 75 "Best of Vets" spot.

MAC Source Communications Inc. named 2014 Avaya growth partner of the year.

HUNT Real Estate ERA named a Platinum Award winner by Cartus Broker Network.

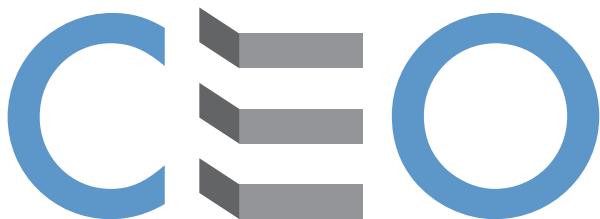
Upstate Medical University's downtown Syracuse residence hall, Geneva Tower, receives LEED Silver Certification from the U.S. Green Building Council.



St. Joseph's Primary Care Center – West Family Medicine Services receives re-designation of level 3 recognition from National Committee for Quality Assurance.

Share Member News with Us!

Do you know of a CenterState CEO member company that has celebrated a recent achievement, experienced growth, added jobs, or won a prestigious award? Share your stories with us at membernews@centerstateceo.com!



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HEALTH CARE ESSENTIALS

Introducing CNYCC, A New Regional Health Care Partner

The Central New York Care Collaborative brings together more than 1,400 health care and community based service providers in Cayuga, Lewis, Madison, Oneida, Onondaga and Oswego counties.

The collaborative is led, in part, by several CenterState CEO members including St. Joseph's Hospital Health Center and SUNY Upstate, which serve as corporate members. Its board of directors includes Ann Gilpin, Oswego Health; Seth Kronenberg, MD, Crouse Hospital; John McCabe, MD, Upstate Medical University; Gene Morreale, Oneida Health Care; Leola Rodgers, Syracuse Community Health Center; Kathryn Ruscitto, St. Joseph's Hospital Health Center; and Kimberly Townsend, Loretto.

The goal of the CNYCC is to create a better system of care for all patients in this region, with a specific focus on Medicaid recipients and the uninsured.

CNYCC plans to integrate services, collaborate on patient care, improve regional health care quality and lower the costs of care under the Delivery System Reform Incentive Payment (DSRIP) program announced by Governor Andrew Cuomo last month, allowing the state to reinvest \$8 billion in federal savings generated by Medicaid reforms.

The \$8 billion reinvestment will be allocated as follows:

- \$500 million for the Interim Access Assurance Fund – temporary, time limited funding to ensure current trusted and viable Medicaid safety net providers can fully participate in the DSRIP transformation without disruption
- \$6.42 billion for DSRIP – including DSRIP Planning Grants, DSRIP Provider Incentive Payments, and DSRIP Administrative costs
- \$1.08 billion for other Medicaid Redesign purposes – funding will support Health Home development, and investments in long term care, workforce and enhanced behavioral health services

These investments will address critical issues and allow the DSRIP program to promote community-level collaborations and focus on large-scale reform with a goal to achieve a 25 percent reduction in avoidable hospital use over five years.

CNYCC believes it is necessary to create a person centered integrated delivery system able to provide the right care at the right place at the right time. For more information, visit www.cnycare.org.



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NEW PARTNERS

Please join us in welcoming new CenterState CEO Partners. During the next 12 months each new member will be contacted by a volunteer from CenterState CEO's Ambassador Committee, chaired by Cindy Mannise, ICS Solutions Group, Inc. Colette Powers, UBS Financial Services, Inc., The Austin & Alesandro Group, is vice chair.

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Charles A. Gaetano Construction Corp.



Established in 1960, based in Utica with a satellite office in Syracuse, Charles A. Gaetano Construction Corp. is a second-generation, general contracting, construction management, and design build construction firm. Current annual sales average between \$50 to 60 million, with an office staff of 24 and field staff of 50 to 100. Gaetano specializes in all types of health care work, hospital renovation and new construction, senior citizen/multi-family housing and private colleges and universities. Gaetano has held the Butler Manufacturing building franchise for Oneida, Madison and Herkimer Counties since 1982, and have now added Onondaga County. Gaetano has completed nearly 3 million square feet of Design Build Butler projects for manufacturing, warehousing and commercial clients. The company's design build and construction management capabilities and volume continues to grow with many renovation, Butler Building and conventional projects.
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Megan Alo
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Greek Peak Mountain Resort & Hope Lake Lodge Water Fall Spa

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MEMBER MILESTONES

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

50 YEARS

AAA Western & Central New York

20 YEARS

Culligan Water Conditioning

15 YEARS

Hercules Candy Company

Onondaga Community Living

10 YEARS

CNY Elevator Group

Hampton Inn

Hopko Designs

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5 YEARS

Air Innovations, Inc.

Braga Home Inspection

Cystic Fibrosis Foundation Central NY Chapter

Long Forms, Short Forms

CENTERSTATE CEO MEMBERS AT THE TECH GARDEN

The Tech Garden is the Northeast's premier entrepreneurial ecosystem, providing comprehensive support for turning great ideas into high-growth businesses. The CenterState CEO members are some of the most innovative early stage companies in our region ranging from cutting edge software and technology development, to marketing and new media, to financial services, health care and more. For information on how to become a Tech Garden resident, contact Lynn Hughes at 315-470-1969 or lynn@thetechgarden.com.

Cut to the Chase

Cut to the Chase is a local startup dating app for busy people who are bothered by the complexity of current online dating options. Users can connect, converse and cut to the chase, all without ever leaving their home!

Patricia Deferio
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tuzag is a purchase behavior optimization company. The company's unique tailored advertising platform helps consumers learn, shop and buy faster and on their own terms while ensuring brands achieve unprecedented returns on their online marketing investments.

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Matthew Masur
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WISE Women's Business Center

The WISE Women's Business Center assists new and existing businesses, by educating women entrepreneurs as they create economic impact throughout our Central New York region. WISE is a program sponsored by the U.S. Small Business Administration.

Joanne Lenweaver
235 Harrison St., Box 44
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www.wisecenter.org

CENTERSTATE ECONOMIC CHAMPION

TCGplayer

TCGplayer is on the cutting edge of the collectible gaming market. With a modern-style, open office located in the heart of downtown Syracuse, TCGplayer is quickly becoming the largest shipping hub in the country for this rapidly expanding industry. Keeping the design team, customer service agents, shipping specialists and executive branches together in one location has proven to be an attractive element of TCGplayer's growing business.

TCGplayer has hired quality candidates from all over the United States, including Florida, Oregon and Colorado. The staff is now more than 60 strong, with more than 40 of those hires occurring in the past year.

How is TCGplayer able to grow so quickly and attract such a passionate talent pool? The company's proprietary technology solutions allow TCGplayer to provide an amazing service to a very specific type of buyer. The company's culture also resonates with the gaming community in a way no other retailer does. This ideal blend of smart software and human-driven customer service has given TCGplayer the power to continue expanding.

With a recent expansion into 10 foreign languages of the company's most popular product line – collectible gaming cards – TCGplayer is now on the verge of impacting its fans worldwide. Keeping roots firmly planted in Syracuse has let TCGplayer become an economic champion on a global scale – without losing its hometown heart. Learn more at www.tcgplayer.com.

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



TCGplayer staff discusses the latest game designs.

CENTERSTATE CEO MEMBER DISCOUNTS

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

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Serving greater Central New York and the entire Northeast, CNY CPR offers a variety of American Heart Association and American Red Cross certification courses. Instructors have decades of real world experience that allows us to provide a very high-quality and relaxed training environment.

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

CEO ESSENTIALS
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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.



IHOP celebrates its grand opening at Destiny USA.



StayMonet Opulent Events and **Humble Abode Styling Emporium** open new businesses at 4520 S. Salina St., Syracuse.



IPD:Engineering celebrates its fifth anniversary. IPD:Engineering is located at One Webster's Landing, Syracuse.



Michaels hosts the store's grand opening at Destiny USA.



Parrott Towing & Recovery is a new business – with a very big truck – located at 6305 Court Street Road in East Syracuse.



Syracuse CoWorks opens its new space at 201 E. Jefferson St., Syracuse.



Apex Solar Power at the grand opening of its Syracuse office, 6660 Joy Road in East Syracuse.



CNY Dental Arts holds a grand opening celebration at 475 Irving Ave., Syracuse.



à la Maison and **The Changing Room** celebrate their first anniversary at 425 S. Warren St. in downtown Syracuse.



Good Nature Brewing, Inc., 37 Milford St. in Hamilton, NY, shows off the expansion of its brewery.



Northeast Green Building Consulting, LLC is recognized for being the first Certified B Corp in Syracuse. The company is located at 5100 Velasko Road, Syracuse.



New Court Deli & Grill, 3712 New Court Ave., Syracuse, holds its grand opening.

CENTERSTATE CEO AMBASSADORS continued from page 19



Montessori School of Syracuse, 155 Waldorf Parkway in Syracuse, celebrates its 20th anniversary.



Caliber Patient Care opens its new business in Skaneateles.



K&C Auto Service, 1207 Willis Ave., Syracuse, celebrates its grand re-opening following a fire in March 2014.



Community Bank N.A. celebrates the grand opening of a new branch at 5821 Bridge St., East Syracuse.



Gannon Pest Control, 2925 Milton Ave., Solvay, receives the Angie's List Super Service Award for 2014 — its fourth consecutive win.

Special Recognition

Allied Spring & Services, Inc., 6800 Manlius Center Road, East Syracuse is now owned entirely by women.

The Jefferson Clinton Hotel, 416 S. Clinton St., Syracuse, is named a No. 1 hotel on TripAdvisor for 13 consecutive years.

Titan Security, 6305 Court Street Road, East Syracuse, adds four new staff.

Anniversaries

AMS Models, 5701 E. Circle Dr. #311, Cicero, 15th
Cavalry Club, 4801 Troop K Road, Manlius, 50th

CONSENSUS WANTS YOUR PRIORITIES FOR GOVERNMENT MODERNIZATION

Consensus – the commission on local government modernization in Onondaga County – is turning to the public for comments on services currently offered by local governments and for the community’s future priorities.

The commission recently released its “Preliminary Baseline Review: Who Does What and What it Costs,” with input from the City of Syracuse, Onondaga County and towns and villages throughout the county. With this work complete, the public now has access to a thorough review of current local services, which sets the stage for an informed and engaged community discussion.

In addition to public meetings across the county, the commission is making members available to meet with community groups who would like to receive a presentation and share their priorities for government modernization. “There is no substitute for a robust community dialogue in this process,” said Melanie Littlejohn, chair of the Consensus Public Engagement Committee.

To read the baseline report or request a presentation, visit www.consensuscny.com or email info@consensuscny.com. Members of the community are also invited to sign up for weekly Consensus email updates and to follow the commission on Twitter and Facebook.

Onondaga County is the first in the state to examine opportunities for government modernization on a county-wide basis. Several communities across the U.S. have gone through this process to develop more streamlined operations and improved service delivery. In many cases, this process has also resulted in economic development benefits as businesses find it easier to navigate updated local government processes.

The commission is gathering input from the public and analyzing data as it prepares to make recommendations by the end of this year.



Members of the public learn about the findings from the Consensus baseline report and provide feedback for government modernization in Onondaga County.



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

VISIT THE SOUTH PACIFIC, STOPS IN SYDNEY AND FIJI

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

For additional information on the trip please contact Shannon Fults at 315-470-1884 or sfults@centerstateceo.com



Sydney Harbour Bridge, Australia

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CenterState CEO Clambake

August 6, 2015

Hinerwadel's Grove
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4 to 8 p.m.

Join CenterState CEO for great food, music and fun!

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

Member group packages are available: 5 tickets for \$325, 10 tickets for \$650, 15 tickets for \$975.

Starting July 27, tickets are \$75 for CenterState CEO members; \$85 for non-members. Cancellations after this date will be billed.

Register at www.centerstateceo.com/events or contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.

MEDIA SPONSORS:



Save the Dates!

Tech Meets Taste, **July 16**
The Tech Garden

7 Habits of 7 Highly Successful People,
September 11

B2B Marketplace, **October 14**
Convention Center at Oncenter
www.centerstateb2bmarketplace.com

Economic Forecast Luncheon, **October 14**
Convention Center at Oncenter

Buy Local Bash, **November 23**

Effective Community Leadership, May 7

CenterState CEO, 115 W. Fayette St., Syracuse
8 to 9:30 a.m.

Is leading in the community different than leading at work? The answer is YES! Thankfully, resources in CNY are available to help you and your organization be an effective community leader. Leadership Greater Syracuse Executive Director Pam Brunet will share her insights and 20+ years of civic engagement experience. Cost: \$10 for members; \$20 for non-members. For more information contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



eCommerce Forum, May 7

MACNY, 5788 Widewaters Parkway, Syracuse
11:30 a.m. to 1:30 p.m.

Learn how you can leverage the internet to market to distributors; how to drive conversions on your website (B2B); and the different types of e-Commerce sites and channels from expert speakers: Margaret Graniero, vice president of eCommerce, Mele & Co., and Matthew Ford, vice president of operations, Site-Seeker.

Cost: \$25 for CNYIBA members; \$35 for non-members. Lunch provided. For more information visit www.cnyiba.net/events-calendar.



Effective Ways to Use Your CEO Membership, May 13

CenterState CEO, 115 W. Fayette St., Syracuse
8:30 to 9:30 a.m.

Every business joins CenterState CEO for different reasons: leadership, connections, cost savings, training and education, visibility, economic development and networking. Join us to get a broader understanding of how you and your employees can effectively engage in the programs and services offered by CenterState CEO and its affiliates.

Cost: Free. For more information contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



Business After Hours, May 14

SKY Armory, 351 S. Clinton St., Syracuse
5 to 6:30 p.m.

Wondering what it's like to party in the SKY? Now you can find out! Enjoy a night of networking, an exclusive tour of Central New York's newest event venue, complimentary hors d'oeuvres and a glass of wine.

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



9th Annual Downtown Living Tour, May 16

Pike Block – Tour Headquarters, 320 S. Salina St., Syracuse
Noon to 6 p.m.

Get an inside look at the projects that are transforming downtown Syracuse; presented by the Downtown Committee of Syracuse. All participants must visit the Pike Block tour headquarters on May 16 to obtain a wristband for access to all the residential stops. No wristbands are mailed.

Cost: Pre-sale tickets are \$12 until May 14; \$15 day of event (cash or check). Children ages 10 and under are free. For additional information contact Kristine Sherlock at 315-422-8284 or ksherlock@downtownsyracuse.com.



B2B Marketplace - Lunch & Learn, May 28

CenterState CEO, 115 W. Fayette St., Syracuse
Noon to 1:00 p.m.

Bring a bagged lunch and learn how to maximize your business' participation at the second annual B2B Marketplace presented by Time Warner Cable Business Class, October 14 at the Oncenter. This unique event, back by popular demand, connects buyers and sellers for 18 pre-arranged meetings throughout the day.

Cost: Free. For more information contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



SyracuseFirst's New Economy Summit, June 3

Genesee Grande Hotel, 1060 E. Genesee St., Syracuse
8 a.m. to 12 p.m.

Learn the secrets of Zingerman's nationally recognized customer service program: ZingTrain's famous Pathways to Extraordinary Customer Service. Connect with locally owned, independent business owners and celebrate the winners of the AmeriCU Local Business Visionary Award and the Sparky Mortimer Humanitarian Award.

Cost: \$65 for members (SyracuseFirst, CenterState CEO, Alliance) or \$80 with lunch; \$85 non-members or \$100 with lunch. For more information contact Chris Fowler at 315-470-1964 or chris@syracusefirst.org or visit www.syracusefirst.org.



LinkedIn 101, June 4

The Tech Garden, 235 Harrison St., Syracuse
8:30 to 9:30 a.m.

Learn the core features and functionality of LinkedIn to grow your professional network. We will explore the purpose of LinkedIn; personal profile formatting; strategies for connecting with professionals; LinkedIn posts and updates; as well as groups and communities. Presented by Tony Kershaw, innovation specialist at The Tech Garden.

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



Tour: Port of New York & New Jersey, June 10

7 a.m. Depart Syracuse; 7:30 p.m. Return (times are approximate)

Join the Central New York International Business Alliance on a tour of Maher Terminal – the largest container shipping terminal in the Port of New York & New Jersey, one of the busiest ports in the world. Learn how they manage loading and unloading thousands of ocean shipping containers each day; how they use x-ray to inspect shipments; how they trans-load to and from rail and truck; and how they cooperate with U.S. Customs and Border Protection to insure the safety of supply chains. Sponsored by Mohawk Global Logistics.

Cost: \$95 for CNYIBA members; \$125 for non-members. Lunch provided. For more information visit www.cnyiba.net/events-calendar.



Business After Hours, June 11

Dave & Buster's, Destiny USA, Syracuse
5 to 6:30 p.m.

Attendees will enjoy a complimentary appetizer buffet, happy hour prices on beverages and a Power Card with unlimited video game play for the evening. (Good for non-ticket/non-redemption games.)

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

For more information or to register contact Karen DeJoseph at 315-470-1979 or kdejoseph@centerstateceo.com.



Speed Networking, June 18

CXtec, 5404 South Bay Road, Syracuse
7:30 a.m. Registration; 8 to 10 a.m. Program

New format receives rave reviews for the enhanced opportunity to build relationships! Bring your business cards to share as you engage in small group dialogue, network and make your one to two minute "pitch" with other attendees. Space is limited. Please pre-register.

Cost: \$10 for members; \$25 for non-members. For more information contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



MEMBERS LEARN ABOUT NYS UTILITY ENERGY EFFICIENCY PROGRAM CHANGES

Jim Stapleton, CEM and manager of energy efficiency execution at National Grid, recently shared a presentation with CenterState CEO members about new energy efficiency programs that will be available to commercial and residential customers in New York state starting next year.

Stapleton provided insights on how programs will change, the transition process and enhanced offerings of the new programs. About 20 member companies attended the session, which allowed representatives to learn new strategies to plan for energy efficiency and sustainability for their businesses. To learn more visit <http://tinyurl.com/kk2elr6>



Jim Stapleton, of National Grid, offers insight on how CenterState CEO members can prepare for upcoming changes in energy efficiency programs that impact commercial and residential customers in New York state.

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