

## AUDIBLE EXECUTIVE TO SPEAK AT CEO'S ANNUAL MEETING, APRIL 29

CenterState CEO invites members and the community to its virtual 2021 Annual Meeting, Thursday, April 29. The event will focus on a theme of *Commit: Progress Through Purpose-driven Leadership*, calling on the business community to lead with a greater community consciousness to achieve economic growth, equitable prosperity and positive social change. The meeting is presented by Equitable, Nascentia Health, Inc., and Tompkins Trust Company.

Aisha Glover, vice president of Urban Innovation at Audible, will deliver the keynote address, sponsored by KeyBank. Audible is the leading creator and provider of premium audio storytelling. Its innovative business mindset is also applied to enacting positive change in the cities and countries in which it operates. Audible's global headquarters is based in Newark, New Jersey.

Glover has more than 15 years of experience as a champion and change agent for economic empowerment and social responsibility. In her leadership role at Audible, she works to develop innovative solutions to exemplify what a company can mean beyond what it does. Glover previously served as president and CEO for the Newark Alliance and Invest Newark. In both roles, she oversaw a range of innovative and community-focused economic development initiatives, in partnership with Newark Mayor Ras J. Baraka. Glover led the city's bid to attract Amazon for selection of its second headquarters, helping position Newark as a major destination city, strengthening the small business ecosystem, supporting a thriving entrepreneurial base and attracting corporations, investors and developers.

"At Audible we've made it our mission to directly improve the lives of students, entrepreneurs and residents

*continued on page 2*



Aisha Glover, vice president of Urban Innovation at Audible, will speak at CenterState CEO's 2021 Annual Meeting. Her work is focused on expanding the company's community and economic initiatives.

3



CenterState CEO Announces Business of the Year Finalists & Health Care Heroes

4



COVID-19 Business Funding Resources

5



Inclusive Communications: Representation Matters

20



CenterState CEO Events: Annual Meeting, April 29

## CenterState CEO Annual Meeting

### *Commit: Progress through Purpose-driven Leadership*

**Thursday, April 29**

**Virtual Event | 12 to 1 p.m.**

Join CenterState CEO for the region's premier annual gathering of business leaders. This virtual event features keynote speaker Aisha Glover, Audible, and will highlight how businesses are called on to lead with purpose and engage in greater community consciousness to achieve economic growth and positive social change. It will also feature the prestigious Business of the Year awards, recognizing companies in five categories: Business with less than 50 Employees; Business with more than 50 Employees; Community Involvement; Nonprofit; and Minority-owned Business, in partnership with the Upstate Minority Economic Alliance.

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

PRESENTING SPONSORS



EQUITABLE



# AUDIBLE EXECUTIVE TO SPEAK AT ANNUAL MEETING

continued from front page

across Newark, as well as encourage employees to live, serve and play in the city," said Glover.

"I'm really looking forward to joining CenterState CEO and the Central New York business community to share the impactful work underway at Audible, and how companies can think more intentionally about the role they play in building stronger communities."

Audible's community initiatives help promote education and literacy, spur the innovation economy, and support local job seekers and business owners. With a focus on hiring local, buying local and living local, the newly created Global Center for Urban Development is focused on expanding the company's community and economic initiatives. Last year, Audible launched Newark Working Kitchens (NWK) to support local restaurants and residents impacted by COVID-19.

"We are thrilled to have Aisha joining us for this event," said Rob Simpson, president of CenterState CEO. "Audible's commitment to bridging business, economic and community initiatives is creating true impact in Newark and can serve as a model for businesses and communities like ours. Her message is particularly relevant as we advance our own workforce, innovation and community investment initiatives here in Syracuse and Central New York."

CenterState CEO's Annual Meeting will also highlight the organization's work in the past year to support its members and respond to the impacts of the pandemic, as well as its priorities moving forward as its members and the region continue their recovery. In addition, CenterState CEO's Business of the Year award winners will be announced. See page 3 for the finalists.

**Register for CenterState CEO's Annual Meeting** or contact Lisa Metot at 315-470-1870 or [Imetot@centerstateceo.com](mailto:Imetot@centerstateceo.com). The virtual program begins promptly at noon.



## PRESENTING SPONSORS



## SPEAKER SPONSOR



## CORPORATE SPONSORS

## MEDIA SPONSORS



## FEATURE STORIES

- CenterState CEO Announces Business of the Year Finalists & Health Care Heroes ..... 3
- COVID-19 Business Funding Resources ..... 4
- Racial Equity and Social Impact: Inclusive Communications: Representation Matters ... 5
- Government Relations: CenterState CEO Advocates for an Infrastructure Plan with Lasting Impact..... 6
- CenterState CEO Tracks Economic Indicators..... 7
- Syracuse Surge: What it Means to be a Smart City ..... 8
- Modeling Strategies to Connect Employers and Jobseekers ..... 8

- Tech & Culture Learning Community Opens Doors to New Connections, Careers ..... 9
- CenterState CEO Members Named Forbes' Best Large Employers ..... 9
- GOFCC: Annual Meeting: Adapt, Innovate and Endure ..... 10
- GOFCC: Continues Project Bloom Presented by Exelon ..... 10
- The Tech Garden: Local Entrepreneurs Tell All in Founders' Chat Series – Rosie Kicks Off First Event ..... 14

## MEMBER NEWS

- Economic Champion, presented by Solvay Bank: Commonsense Work ..... 12
- Member Essentials ..... 13

- Member Milestones ..... 13
- CenterState CEO Ambassadors, presented by VISIONS Federal Credit Union..... 16
- New Partners ..... 17

## PARTNER NEWS

- NUAIR: Lays Groundwork for Autonomous "Flying Taxi Service" ..... 18
- Downtown Committee: Centro Debuts SYRculator, New Free Bus Service Through Downtown Syracuse ..... 19

## EVENTS

- Upcoming Events ..... 20
- Virtual Events Educate & Connect Members ..... 21

# CENTERSTATE CEO ANNOUNCES BUSINESS OF THE YEAR FINALISTS & HEALTH CARE HEROES

CenterState CEO congratulates its **2021 Business of the Year finalists**. The Business of the Year awards celebrate member companies and organizations that have achieved growth and gone above and beyond in the past year to distinguish themselves as leaders in the business community. Finalists were selected from a highly competitive pool of nominations.

“During one of the most trying years, these companies have persevered — achieving growth through new investments, adding jobs and expanding operations; finding new opportunities to serve their customers and constituencies; and showing their commitment and dedication to their community,” said Robert Simpson, president, CenterState CEO. “We are proud to honor these members for their outstanding success and the role they play in strengthening the region. We are also proud to partner with UMEA to present the Minority-owned Business of the Year award. We extend our sincere congratulations to all of these finalists for their achievements.”

“The Upstate Minority Economic Alliance proudly recognizes these minority-owned businesses for their outstanding success,” said Me’Shae Rolling, executive director, Upstate Minority Economic Alliance. “These companies have shown tremendous fortitude during the COVID-19 crisis and have driven impact and helped to strengthen our community.”

**A single company or organization will be recognized in each Business of the Year category at CenterState CEO’s 2021 Annual Meeting, taking place virtually April 29**, for their commitment to growth and creating tangible impacts on the regional economy and community.

This year’s event will also designate **Health Care Heroes** awardees for their front-line response during the pandemic. Through the incredible commitment of the most essential of workers, these CenterState CEO member hospitals and critical testing sites, noted below, responded to the health crisis with vital care and accessible testing for the community.

**For event details visit [www.centerstateceo.com/AnnualMeeting](http://www.centerstateceo.com/AnnualMeeting) or contact Lisa Metot at [lmotot@centerstateceo.com](mailto:lmotot@centerstateceo.com). The virtual program begins at noon.**



CenterState CEO’s Business of the Year Award winner will be announced April 29.

## CONGRATULATIONS

## COMMIT

### BUSINESS OF THE YEAR FINALISTS

#### More Than 50 Employees

HealthWay Family of Brands  
MOWER  
Quadrant Biosciences, Inc.

#### Community Involvement

CH Insurance  
Speach Family Candy Shoppe, Inc.  
Thompson & Johnson Equipment, Co.

#### Less Than 50 Employees

ComSource, Inc.  
N.K. BHANDARI, Architecture & Engineering, P.C  
United Way of Central New York

#### Nonprofit

Central New York Community Foundation  
Food Bank of Central New York  
Hospice of CNY / Hospice of the Finger Lakes

#### Minority-owned Business

*in partnership with the Upstate Minority Economic Alliance*  
Dreissig Company  
Nick’s Landscaping

### HEALTH CARE HEROES

Crouse Health  
Nascentia Health, Inc.  
Oswego Health  
St. Joseph’s Health  
Syracuse Community Health Center  
Upstate University Hospital, and  
Upstate University Hospital at  
Community General  
WellNow Urgent Care

**2021 ANNUAL MEETING  
THURSDAY, APRIL 29**



PRESENTED BY:





# COVID-19 BUSINESS FUNDING RESOURCES

Several new funding sources and program updates, listed below, are available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Please follow the provided links to determine whether your business or nonprofit is eligible to apply. For additional resources, please visit CenterState CEO's [COVID-19 Business and Financial Resources page](#).

## FEDERAL

### SBA Paycheck Protection Program (PPP) - UPDATE

New PPP Extension Act of 2021 extends the application period for PPP to May 31, 2021. Learn more at [sba.gov/ppp](https://sba.gov/ppp) or [treasury.gov/cares](https://treasury.gov/cares).

### Employee Retention Credit (ERC) - UPDATE

Through the 2021 Consolidated Appropriations Act, the ERC is now available to employers who receive, or have received, a PPP loan, and through the American Rescue Plan Act, has been extended through the end of Q1 and Q2 of 2021. Additional program updates through both the CAA and ARP include:

- Credit has increased to 70% of qualified wages.
- Maximum credit per employee for each quarter has increased to \$7,000.
- Definition of a small employer has expanded to include businesses with 500 employees or fewer.
- Extends the availability of Paid Leave Credits through September 2021 for small- and mid-size businesses that offer paid leave to employees who may take leave due to illness, quarantine or caregiving. Businesses can take dollar-for-dollar tax credits equal to wages of up to \$5,000 if they offer paid leave to employees who are sick or quarantining.

While the IRS has yet to update its [FAQs and guidance](#), the agency suggests checking the webpage periodically.

### SBA Shuttered Venue Operators (SVO) Grants

Opening April 8, this grant provides grants to shuttered venues, to be administered by the SBA's Office of Disaster Assistance. Eligible applicants may qualify for SVO Grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million. Two billion dollars is reserved for eligible applications with up to 50 full-time employees. Those who have suffered the greatest economic loss will be the first applications processed. [For more information](#).

### SBA COVID-19 Economic Injury Disaster Loans (EIDL) - UPDATE

Provides economic relief to businesses experiencing a temporary loss of revenue due to the COVID-19 pandemic. Loan funds can be used to cover a wide array of working capital and normal operating expenses, such as continuation of health care benefits, rent, utilities and fixed debt payments. Program is extended through December 31, 2021.

**Update 1:** SBA announced extended deferment periods for all disaster loans, including the COVID-19 EIDL program, until 2022.

- All SBA disaster loans made in calendar year 2020, including COVID-19 EIDL, will have a first payment due date extended from 12 months to 24 months from the date of the note.
- All SBA disaster loans made in calendar year 2021, including COVID-19 EIDL, will have a first payment due date extended from 12 months to 18 months from the date of the note.

**Update 2:** SBA is increasing the maximum amount small businesses and non-profit organizations can borrow. Starting the week of April 6, 2021, the SBA is raising the loan limit from 6-months of economic injury with a maximum loan amount of \$150,000 to up to 24-months of economic injury with a maximum loan amount of \$500,000. Applicants may continue to request additional funds even after the application deadline of December 31, 2021. [See program eligibility and guidelines](#).

## STATE

### Moratorium on Commercial Evictions and Foreclosures - UPDATE

By executive order of the governor, the moratorium prohibits the initiation of a proceeding or enforcement of an eviction of any commercial tenant for nonpayment of rent or a foreclosure of any commercial mortgage for nonpayment. This moratorium has been extended through May 1, 2021 through the COVID-19 Emergency Protect Our Small Businesses Act of 2021 (S471A/A3207). [For more information](#).

## REGIONAL AND LOCAL

### Cortland County Business Development Corporation COVID-19 Business Assistance Loan - UPDATE

Cortland County is still offering business assistance loans from \$10,000 to \$25,000 for those engaged in business for profit and conducting, or proposing to conduct, business in Cortland County. Learn more: [Cortland County Business Development Corporation | Overview | Apply](#).

### City of Oswego COVID-19 Loans Forgiven

Using funding from the American Rescue Plan, the City of Oswego is turning all \$276,000 in COVID-19 loans distributed to small businesses in March of 2020 into grants. Businesses owners who received a loan in 2020 should call the Office of Economic Development at 315-343-3795 or email [nemmons@oswegony.org](mailto:nemmons@oswegony.org). Businesses that have already paid off their loans are also eligible and should contact the office. Additional funds from the city's ARP allocation will be used to replenish the City of Oswego Small Business Commercial Loan Funding Program once the COVID-19 grants are issued.



# INCLUSIVE COMMUNICATIONS: REPRESENTATION MATTERS

In your organization's ongoing efforts to become more inclusive, stop and consider: What does your company's marketing say about its inclusion priorities? Does content on your website speak to your diversity, equity and inclusion (DEI) values? Who is shown in the imagery on your site or other marketing collateral, and what does it say about your brand? Are the people diverse?

## **Diversity matters in your communications. Why?**

More than ever, diversity and inclusion matter in communications. Websites, social media, advertising and other collateral, are an immediate reflection of a business and its values; especially when looking to foster an environment of inclusion.

Diverse and inclusive marketing ensures that your business, and its products and services, reflects the full breadth of your potential audience. It lets consumers know they are valued by your business. It is critical for promoting your business, your product, and your people, as authentically inclusive.

Representation and inclusive marketing are also an important business decision, playing a role in attracting and retaining customers and driving revenue. And customers state it is a priority.

[Research from Marketing Charts](#) reveals that 62% of consumers feel like a brand's diversity (or lack thereof) has a direct impact on how they perceive its products and services. In addition, close to four in 10 consumers are more likely to trust brands with diverse advertising, and 34% will stop using a brand because its advertising did not reflect their identity. These numbers were highest for African Americans, where 53% reported taking this action.<sup>1</sup>

In a Facebook study, 71% of respondents expect brands to promote diversity and inclusion in their online advertising and 59% said they "prefer to buy" from brands that "stand for diversity and inclusion" in their ads.<sup>2</sup>

Racially and culturally diverse external communications are also critically important for cultivating your business' own internal culture and sense of belonging; for staff to feel seen and welcome, and for staff to see its employer's DEI values reflected in its outbound marketing. It can increase your attractiveness as an employer to jobseekers and potential recruits.

## **Underrepresentation persists.**

Even where there is agreement on the value of equal representation in marketing, underrepresentation and misrepresentation persists. Next time you see a commercial or are on a corporate website, pay attention to the voices, perspectives and backgrounds represented. What does their messaging and imagery look like? Consider the following:

- The majority (54%) of consumers surveyed said they do not feel fully culturally represented in online advertising.<sup>3</sup>
- People with disabilities were severely underrepresented in online ads (present in only 1.1% of the ads examined) as were members of the LGBTQ+ community (0.3%).<sup>4</sup>
- Women are 14.1 times more likely than men to be shown in revealing clothing and 6.9 times more likely to be visually or verbally objectified.<sup>5</sup>

- Men are 2.4 times more likely than women to be presented as angry and 1.4 times less likely to be shown as happy.<sup>6</sup>

## **So where can you start?**

Think intentionally about how you can represent your company differently.

Allow staff to share their stories and differences comfortably within the workplace. It's important to provide space for staff to show up with their whole self, to say – I am a son, a father, gay, and how that impacts one's work. Or I am Asian, a woman, adopted and work as the sole female executive in a company of mostly men. Consider sharing the diversity of your team and all they bring to your organization as part of the company's forward-facing communications.

Start fostering a brand message and image that is more reflective of the broader community by considering these simple starter steps:

- Audit your materials to determine who is in front of and behind "the camera" in your campaigns. Diversity on your team and at the creative table will push the creation of more diverse content. Diverse content and diverse external representation will appeal to more customers, jobseekers and community stakeholders that share your DEI values.
- Involve diverse representation on marketing decisions to ensure inclusive ideas, broader audience reach and to check biases and stereotypes throughout the creative process.
- Hire an MWBE photographer or marketing team to create images, social media campaigns and marketing materials that reflect a more diverse and representative demographic.
- Highlight the experiences of diverse staff, customers and clients.

Representation in marketing directly reflects the story a company is telling about its work or products, the makeup of its workforce, and its values when it comes to social issues affecting the local community. By ensuring your marketing reflects the diversity of a firm and its values on equity and inclusivity, you can begin to push boundaries and address the invisibility within organizations in a real way.



*New racial equity and social impact initiatives, DEI training courses and consultation services from CenterState CEO are available. Contact Dr. Juhanna Rogers at [jrogers@centerstateceo.com](mailto:jrogers@centerstateceo.com) to learn more.*

# GOVERNMENT RELATIONS

## CenterState CEO Advocates for an Infrastructure Plan with Lasting Impact



CenterState CEO supports significant federal infrastructure investment to meet critical needs for the region and the nation, and as a means to stimulate recovery from the harmful economic impacts of the pandemic.

Traditional infrastructure improvements often focus on road and bridge projects. CenterState CEO supports these investments — with particular emphasis on a record of decision and full funding for the redevelopment of Interstate 81 through Syracuse, with local hiring provisions ensuring maximum possible local economic benefit from this project. There are opportunities for an infrastructure package to have substantial impacts beyond highway improvements, as well.

CenterState CEO supports inclusion of the **Endless Frontiers Act**. This bipartisan initiative creates opportunities to develop new global tech centers of excellence by targeting mid-sized metropolitan regions, like Syracuse and Central New York, for investment in research, creation of new companies, manufacturing and high-tech jobs. Accelerating American tech leadership across a cross-section of mid-sized markets delivers long-lasting benefits for these regions and enhances the nation's global competitiveness. For example, this would strengthen Central New York's leadership in unmanned systems and could be complemented by investments in unmanned traffic management infrastructure.

Similarly, the **Chips for America Act** supports U.S. tech advances and security through new semiconductor research and development, and incentivizes domestic chip production. With these investments, new opportunities will emerge to advance next generation technologies in artificial intelligence, quantum computing, biomedical research and more.

The recently enacted **American Rescue Plan** makes significant investments to improve broadband access. CenterState CEO encourages the inclusion of infrastructure initiatives to accelerate the expansion of broadband to all areas, particularly in rural communities, and the continued deployment of advanced 5G technologies.

Through a competitive grant program requiring collaborative strategies for distressed housing and commercial properties, the **Restoring Communities Left Behind Act** would engage local governments, land banks, housing development organizations and others. Emphasizing distressed urban communities and rural communities hard hit by the pandemic, this measure would offer critical tools to address abandoned and foreclosed properties, returning them to productive use and enhancing long-term community wealth.

This is also an opportunity to examine new options to develop modern, high-speed rail infrastructure. Syracuse and cities across upstate New York are uniquely situated to benefit from expansion of high-speed rail, better connecting Central New York with markets throughout the northeast and Midwest.

Roads and bridges, water and sewer, transit and energy are essential elements of any comprehensive infrastructure package, as they are critical to the movement and flow of our economy, but we see meaningful opportunities to impact jobs, workforce, technology advancement, national security, housing and community development. CenterState CEO supports investments that have the opportunity to produce lasting, transformational impacts for inclusive economic growth and prosperity.

To learn more, contact CenterState CEO's Vice President of Government Relations Kevin Schwab at [kschwab@centerstateceo.com](mailto:kschwab@centerstateceo.com).



# CENTERSTATE CEO TRACKS ECONOMIC INDICATORS

Each month, the Bureau of Labor Statistics (BLS) releases local jobs and workforce data that provides information about employment, unemployment, changes to the labor force and the impacts to industry sectors. These local job reports have always been a key indicator of the most recent changes in the economy. During the COVID-19 pandemic, tracking specific industry impacts and the pace of the recovery is even more critical.

The economic recovery will continue to have unsteady changes in the labor force, variable impacts to different sectors of the economy and disparate impacts to workers. Local business leaders have indicated through membership surveys and in conversations that locally focused, up-to-date, high-level indicators are valuable pieces of information. A **new feature on the CenterState CEO website** is a set of three, high-level economic indicators that are updated monthly: Unemployment for the City of Syracuse, the metro region, New York state and the nation; employment changes by industry; and overall labor force changes for the past 12 months.

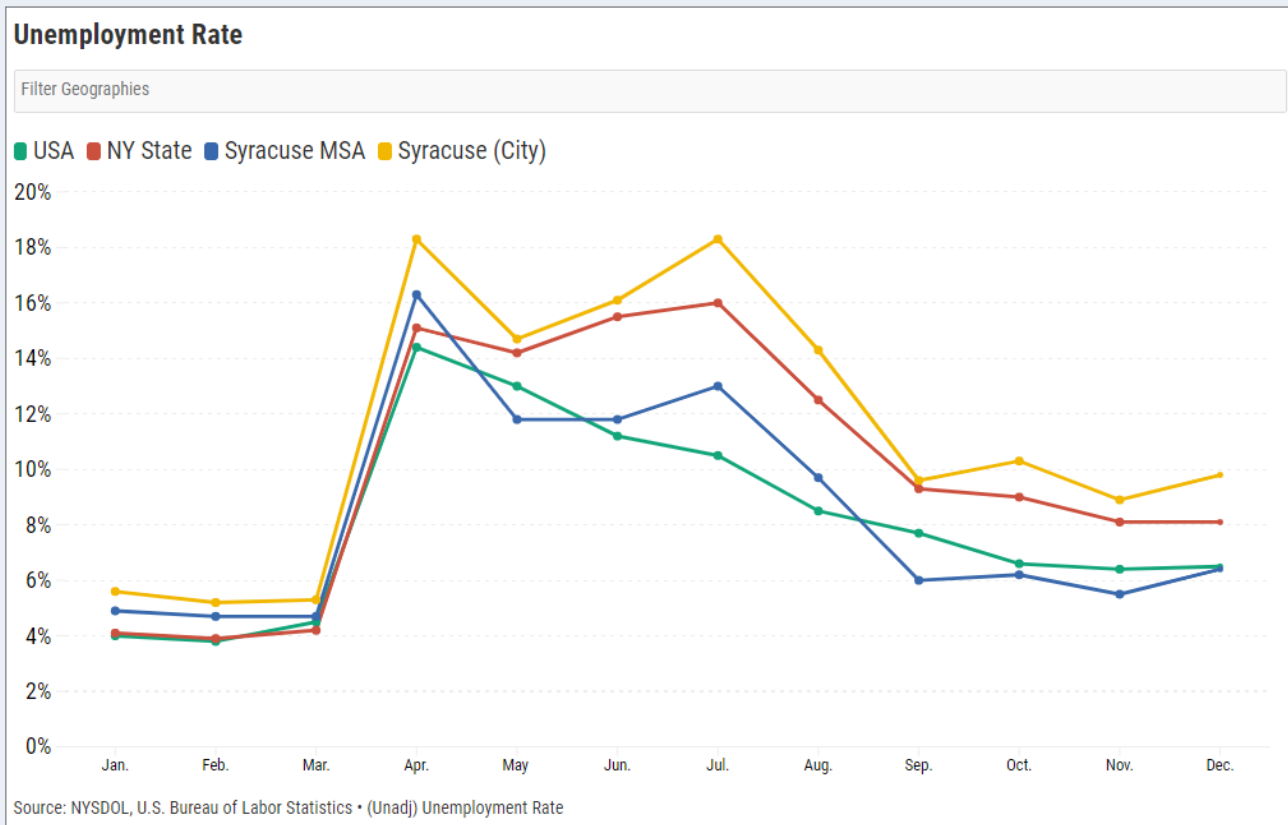
End of the year data was used for the first Monthly Economic Update. Updates from the BLS for January 2021 were released on March 15 and February 2021 updates were released on March 26. Following those updates, BLS updates will occur in the month following the reference month and CenterState CEO will update the **Economic Insights** page of its website as soon as the data is available.

## Monthly Economic Update: December 2020

Unemployment rates increased slightly in December 2020 across the U.S. and in New York state. The residents of the city of Syracuse and the wider Syracuse Metropolitan Statistical Area (Syracuse MSA) both had higher increases in the unemployment rate compared to the U.S. and New York state, and saw the unemployment rate rise by around one percentage point.

Total nonfarm employment in the Syracuse MSA fell by 34,600 compared to 12 months ago, a drop of 10.6%. The food service and hospitality industry continues to have the greatest losses in employment, with more than a 20% drop in employment since December 2019. Every private industry has suffered employment loss because of the COVID-19 pandemic, but manufacturing, health care, utilities, transportation and warehousing have all had a better than average employment loss of less than 9%, compared to one year ago.

Though the unemployment rate has fallen from its high of 16.3% in April 2020, some of that is due to workers exiting the labor force. However, the Syracuse MSA's employment level has risen by more than 20,000 since April and the labor force grew in each month in the final quarter of 2020.





# SYRACUSE SURGE: WHAT IT MEANS TO BE A SMART CITY

In March, nearly 50 business community members received an “Introduction to Syracuse Surge,” participating in a program that featured presenters from CenterState CEO, The Tech Garden, Work Train and the City of Syracuse. This program gave companies, business owners and entrepreneurs a better understanding of what being a “smart city” means for potential opportunities for them, and the city.

Syracuse Surge is an unprecedented series of investments in tech infrastructure that will position Syracuse as one of America’s “smartest” cities and a global leader in the New Economy. This is a mayoral initiative driven by a partnership among the City of Syracuse, Onondaga County and key community leaders across education, philanthropic and commercial sectors.

For more information on CenterState CEO’s Surge programming, please contact Honora Spillane at [hspillane@centerstateceo.com](mailto:hspillane@centerstateceo.com).



One of the key focal points of the Syracuse Surge information session was how companies can engage with the Syracuse Surge initiative. [Watch the session here.](#)

# MODELING STRATEGIES TO CONNECT EMPLOYERS AND JOBSEEKERS

Work Train continues to operate on multiple fronts, deploying partnerships to help bridge jobseekers to meaningful work, and assisting employers with their T.A.R.A (Train, Attract, Retain and Advancement) approaches. This includes connecting employers with partners to reach, hire and retain candidates (particularly in technical, construction, manufacturing and health care fields), as well as for building meaningful opportunities through work experiences, such as internships, that benefit both the company and the individual.

CenterState CEO seeks to model these efforts internally as well, and regularly partners with On Point for College to bring on interns to support the Economic Inclusion team. In response to COVID-19, these internships became fully remote. Most recently, John Patrick, a city of Syracuse resident and virtual cybersecurity student at SUNY Brockport, class of 2023, assisted the Work Train team in mapping out the current training landscape for manufacturing and health care employers in the wake of COVID-19.



John Patrick

“We received feedback from community members that, because of COVID-19, there was confusion on what education and workforce training programs were still operational,” said Meghan Durso, senior manager for Industry Partnerships for CenterState CEO. “John’s work not only supported us in identifying existing gaps in the training spectrum given the pandemic, but it also helped us look at workforce opportunities in a new light to determine programing priorities. We were able to provide him business experience working within a professional team and support the development of his skills and knowledge. We also found that it was not difficult to make the internship virtual, it just required some intentional thinking to create a feeling of belonging and in providing meaningful work to ensure students receive the business experience they need, even during a pandemic.”

Blending virtual learning with business demands continues to be an important part of how businesses are evolving, with much to be discovered by accepting interns from different academic disciplines. [To learn more about connecting to resources to create meaningful internships for local talent, or other local resources/partners, contact Meghan Durso at \[mdurso@centerstateceo.com\]\(mailto:mdurso@centerstateceo.com\).](#)

Join CenterState CEO to learn more strategies to help maximize employee retention and attract the most qualified candidates during [Post Pandemic Inclusive Talent Retention & Attraction Strategies](#), a free webinar at 11 a.m. April 16.



# TECH & CULTURE LEARNING COMMUNITY OPENS DOORS TO NEW CONNECTIONS, CAREERS

CenterState CEO recently launched the first cohort of the Tech & Culture Learning Community. Twelve participants from the city of Syracuse were selected to participate in the five-day, paid experience. Over the course of the program participants learned about the opportunities that Syracuse Surge and city-wide Smart Cities initiatives are creating for residents. The event included presentations from the City of Syracuse, XBE tech entrepreneurs and professionals, and showcased resources aimed at creating opportunities to promote diversity in tech.

“We know there is a ton of untapped talent in our city,” said Dr. Juhanna Rogers, vice president of Racial Equity and Social Impact at CenterState CEO. “These are smart, capable people who may be stuck in low-wage jobs or don’t have the connections they need to tap into all that Syracuse Surge has to offer. The Learning Community is helping to identify these people, connect them to networks and opportunities and position them as ambassadors who can take this information back to their own neighborhoods and networks.”

Participants’ feedback will be used to help refine and expand the program. Participants will also be connected to the Tech & Culture network where they can continue to connect to job training and recruitment opportunities and foster the social networks helpful to continuing their pursuit of careers in tech.



# CENTERSTATE CEO MEMBERS NAMED FORBES' BEST LARGE EMPLOYERS



Congratulations to several CenterState CEO members with headquarters based in Central New York for being named to the **Forbes 2021 America's Best Large Employers** list: Upstate Medical University (No. 35), Cornell University (No. 36) and Wegmans (No. 170).



CEO also congratulates its members selected for the list whose main office is located outside Central New York: Delta; Lockheed Martin; YMCA of the USA; Bank of America; Verizon; iHeart Media; Bristol Meyers Squibb; M&T Bank; Live Nation; Morgan Stanley; Keller Williams; Honeywell; AT&T; ADP; HillRom; and Ernst & Young.



**Benefit Solutions for the people side of your business.**



**One Call. Local. Trusted. Experienced. Complete.**

315-470-1930 | [BusinessSolutionsNY.com](http://BusinessSolutionsNY.com)



# GOFCC ANNUAL MEETING: ADAPT, INNOVATE AND ENDURE

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) recently hosted its 2021 annual meeting. In keeping with this year's theme, members and community leaders were celebrated for their ability to Adapt, Innovate and Endure. During the virtual event, GOFCC Executive Director Katie Toomey highlighted the chamber's programs and ongoing efforts to support members and drive economic recovery in the wake of the COVID-19 economic crisis. The event also featured a keynote discussion with Oswego Mayor Billy Barlow and Fulton Mayor Deana Michaels, moderated by CenterState CEO President Rob Simpson. Lt. Gov. Kathy Hochul also joined to share the state's vision to reimagine, rebuild and renew New York.

[Watch the program here.](#) | [Watch Adapt, Innovate Endure. here](#), featuring Novelis, the Richard S. Shineman Foundation and Oswego Health.

**Thank you sponsors.** Presenting Sponsor: Exelon. Business Sponsors: Oswego Health, Pathfinder Bank and Novelis. Community Sponsor: Oswego County Federal Credit Union. Video and media Sponsors: KR Productions, Step One Creative, and I Heart Oswego. Supporting Sponsors: Elemental, AmeriCU Credit Union and SUNY Oswego.



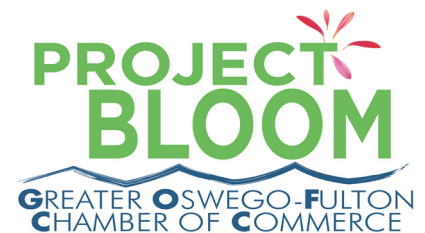
Three awards were given during GOFCC's Annual Meeting. The Community Investor Award was presented to Oswego Health. The Nancy L. Premo – Woman of Distinction Award was presented to Chena Tucker (seated in red), director of SUNY Oswego's Office of Business and Community Relations. The President's Award was presented to Jill Abbott, owner of Uniforms Etc. and Zamp Marketing.



## GOFCC CONTINUES PROJECT BLOOM PRESENTED BY EXELON

As a part of the Greater Oswego-Fulton Chamber of Commerce's (GOFCC) citywide beautification program, Project Bloom — now in its 30th year — continues to bring large, colorful flowers to Oswego County's downtown areas and city parks. This also includes sponsorship banners that will be displayed throughout the city. The campaign showcases Oswego and Fulton as attractive and welcoming places for visitors and as a hometown everyone can be proud of.

Project Bloom is presented by Exelon Generation and is supported through sponsorships provided by local businesses, the City of Oswego and the City of Fulton. Become part of this community effort by sponsoring a basket or banner for the 2021-2022 season. Contact GOFCC Community Events and Member Engagement Manager Sara Broadwell at 315-591-5491 or [sbroadwell@oswegofultonchamber.com](mailto:sbroadwell@oswegofultonchamber.com) for details.







delicious meals,  
**delivered**

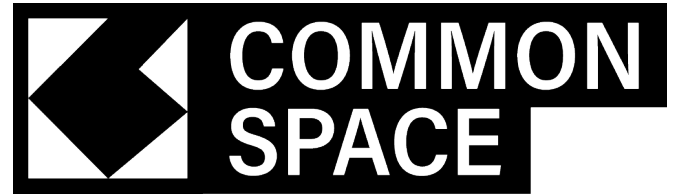
Visit [meals2GO.com](https://meals2GO.com)  
or **download our app**  
and order today for  
carryout, curbside pickup  
or delivery.



# CENTERSTATE CEO ECONOMIC CHAMPION

## Commonspace Work. Premium Flexible Office Space is the Future.

Many business leaders are questioning the future of work – knowing their team works better when everyone is together but respecting the fact that some people may want the option to work from home. Almost all companies are asking if they still need as much square footage or if there is a way to scale down, but still be able to grow without being locked into a long-term lease.



There is now a new alternative to the traditional office model that helps simplify the workplace concerns of the pandemic weary CEO. Commonspace, which has been featured in Forbes, The Atlantic, US News and Time for providing move-in-ready apartments designed to attract the modern workforce, also creates world-class, flexible workspace.

In spring of 2020, CS Work more than doubled its size to more than 25,000 square feet, giving Syracuse companies access to Class A private office space and the resources they need to attract talent with the peace of mind to scale up or down at any time, without risk. Users have access to a variety of modern workspaces, state-of-the-art conference rooms, lounges, a fitness room, a rooftop deck, as well as free coffee and beer on tap.

Commonspace Live also expanded from 20 to 110 apartments, becoming a preferred landing spot for new employees from all over the world. CS Work and CS Live are part of the Commonspace mixed use campus expansion encompassing four buildings in downtown Syracuse.

Learn more at [Commonspace.com/Work](https://Commonspace.com/Work).

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.



A Legacy of Commercial  
& Business Banking



Flexible



Experienced



Responsive



Decisions Made in Central NY

[solvaybank.com/biz](https://solvaybank.com/biz) • 315-484-2209

# MEMBER ESSENTIALS

**Spectrum** adding 70 new jobs at East Syracuse call center.

**WellNow Urgent Care** opens new urgent-care clinic on Syracuse's east side.

**Crouse Health** to use \$125,000 grant for addiction-treatment services.

**M&T Bank** to acquire People's United, will become 11th largest bank in U.S. **M&T Bank** has been recognized as one of the country's top banks for businesses for delivering exceptional customer service by Greenwich Associates.

## M&T Bank

**Onondaga Community College** was named a Military Friendly School by Military Friendly, which is owned and operated by VIQTORY, a service-disabled, veteran-owned small business.

**Lockheed Martin** to add 60 jobs in Salina.



**Syracuse Hancock International Airport** among five in the nation selected to test anti-drone technology.

**ProArch**, an Atlanta, Georgia-based firm has completed its acquisition of **iv4**, a Rochester-based company that has an office in Syracuse.

**ProArch** technology leaders – Michael Montagliano and Murray Foxcroft – have been accepted into Forbes Technology Council.

**Nascentia Health** first in Central New York to offer COVID-19 vaccine shots in-home.

**Nascentia Health** to acquire the Beeches property in Rome to convert it into senior housing.



**Assured Information Security (AIS)**

was awarded a \$49.9 million contract for new and emergent technology with the Air Force Research Laboratory. **AIS** and Griffiss Institute partner on cybersecurity, information-security education series.

**Cooley Group** recognized as a winner of 2021 Best of Print & Digital® for fifth consecutive year.

**Bankers Healthcare Group** to add more than 600 jobs in 2021, many in Syracuse.

**SUNY Upstate Medical University** opens \$7.6 million biocontainment lab for researchers to safely work with potentially deadly infections such as COVID-19, Lyme disease and West Nile virus.



**Bond, Schoeneck & King** to acquire 155-year-old New York City law firm.

**Syracuse University** and **Honeywell** establish partnership to develop air-quality technology.

The **Oneida Indian Nation** has opened Perfect Pour Café, a new coffee house and wine bar at Point Place Casino in Madison County.



Share Member News with Us!

Submit your member news at [www.centerstateceo.com/add-member-news](http://www.centerstateceo.com/add-member-news)

# MEMBER MILESTONES

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

## 45 YEARS

Doubletree Hotel Syracuse

## 35 YEARS

Child Care Solutions

## 30 YEARS

WestRock, Camillus NY Box Plant

## 25 YEARS

ICS Solutions Group

The Galleries of Syracuse

## 20 YEARS

Felix Schoeller North America, Inc.

ONEGROUP

## 15 YEARS

Morrisville State College

## 10 YEARS

Syracuse Time & Alarm Co., Inc.

Rapid Cure Technologies, Inc.

Broadwell Hospitality Group

Cayuga Milk Ingredients LLC

## 5 YEARS

Ramada Carrier Circle - East Syracuse

Candlewood Suites

Embassy Suites Syracuse

Delmonico Insurance Agency



## Local Entrepreneurs Tell All In Founders' Chat Series - Rosie Kicks Off First Event

Last month, The Tech Garden held its first Founders' Chat with local food company, Rosie. Co-founders Nick Nickitas and Michael Ryzewic joined the chat from atop a ski mountain in Park City, Utah. Chat highlights included recently closing a \$10 million raise led by Avenue Growth Partners and nearly doubling its employment since the start of COVID-19. The two also shared with its 15 attendees their fundraising path and offered advice on MVP development, hiring, culture and more.

In 2010, Rosie won CenterState CEO's Startup Labs business competition and they have been scaling ever since. Rosie was also recognized by IBM in 2014 as the top startup in North America for its unique ability to provide streamlined online shopping tools, comprehensive delivery logistics packages and proprietary data analytics.

The Tech Garden's Founders' Chat series is a quarterly event to hear from the stars of The Tech Garden startup ecosystem and learn from their successes, road bumps, and experience of building and scaling their businesses in Central New York. The Rosie recording will soon be available on [The Tech Garden podcast, Making It Happen](#).



Rosie Co-founders: Nick Nickitas (left) and Michael Ryzewic.

## GENIUS NY Extends Applications to April 30

The deadline for the GENIUS NY accelerator has been extended to April 30. As of last month, there were more than 300 submissions from around the globe. GENIUS NY is recruiting for its fifth cohort.

The year-long, in-residence accelerator program is operated out of CenterState CEO's Tech Garden and will invest \$3 million in five finalist companies, including a grand prize of \$1 million. GENIUS NY is funded through the CNY Rising Upstate Revitalization Initiative, the region's award-winning strategic plan to generate robust economic growth and community development. The program also offers company stipends, resources, programming and networking opportunities to assist innovative startups with the tools they need to take advantage of emerging opportunities. GENIUS NY participants are required to operate their business in Central New York for at least one year.

Learn more and apply at [www.geniusny.com](http://www.geniusny.com).

# GENIUS NY

## The World's Largest Business Competition For Unmanned Systems

LEARN MORE AT [GENIUSNY.COM](http://GENIUSNY.COM)

2021 APPLICATIONS EXTENDED

# APRIL 30

### GENIUS NY PROGRAM SPARKS GROWTH OF UAS COMPANIES IN CNY

The GENIUS NY in-residence business accelerator competition invests \$3 Million in five companies over the course of a year-long competition. Catering to businesses in Unmanned Aerial Systems, GENIUS NY brings together promising startups to shape the future of Central New York and the Mohawk Valley.

## Tech Garden Member Spotlight

### SparkCharge Partners with Mark Cuban, Allstate, Spiffy and others to Launch BoostEV

SparkCharge, the creator of the portable electric vehicle charging system the Roadie, is partnering with Allstate Roadside, Spiffy, HONK Technologies, and Mark Cuban to launch BoostEV, the world's first on-demand mobile EV charging network.

SparkCharge was founded in 2017 with the goal to build the world's largest mobile electric vehicle charging network through hardware, software and partnerships. Its Roadie Charging System is a portable modular charging solution that makes charging accessible regardless of infrastructure. SparkCharge was started by Josh Aviv while a student at Syracuse University. The company used local startup resources like Syracuse University's Blackstone LaunchPad and is currently a Tech Garden member and part of the NYSERDA Clean Tech Center.

SparkCharge is launching the new service in 12 cities including New York, Chicago, San Diego, Dallas, Boston, Los Angeles and San Francisco. EV owners can order a charge to be delivered to their vehicles by using SparkCharge's BoostEV mobile app. The company plans to open in a different city every month this year, rolling out the service in 25 cities by the end of 2021.

Learn more at [www.sparkcharge.io](http://www.sparkcharge.io).



Josh Aviv (center), CEO of SparkCharge, at Greentown Labs Demo Day in Somerville, Mass.

### Farm to Flame Wins Competitive \$100,000 EPA SBIR Grant

Farm to Flame Energy recently won a Small Business Innovation Research (SBIR) Phase I EPA Grant for \$100,000 to help commercialize its fuel processor, which provides scalable, end-to-end electricity generation systems for underserved communities. These grants are highly selective, with only one or two awarded per state per cycle.

Farm to Flame Energy is part of NYSERDA's Clean Tech Center at The Tech Garden and has been a member since 2018. The startup was part of Syracuse University's Blackstone LaunchPad, where the team competed in numerous campus events such as the Impact Prize and won the campus Hult Prize competition, advancing to the Hult Prize global regionals.

As the global power generation market continues to grow, hundreds of millions of people are still facing electricity supply deficits. Farm to Flame Energy created a sustainable solution that addresses both resource management and the gap of accessible and affordable renewable baseload capacity.

Learn more at [www.farmtoflameenergy.com](http://www.farmtoflameenergy.com).



Farm to Flame Energy wins award at TransTech Energy Conference.

CONNECT TO  
CENTERSTATE CEO!



Follow us at CenterState  
Corporation for  
Economic Opportunity



Follow us @  
centerstateceo



Like us at  
CenterState CEO



Subscribe to our  
CenterState CEO  
channel



Follow us @  
centerstateceo

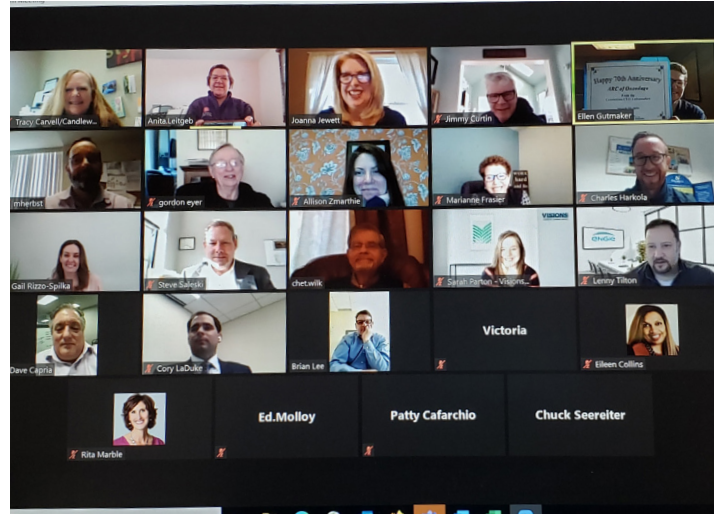


# CENTERSTATE CEO AMBASSADORS

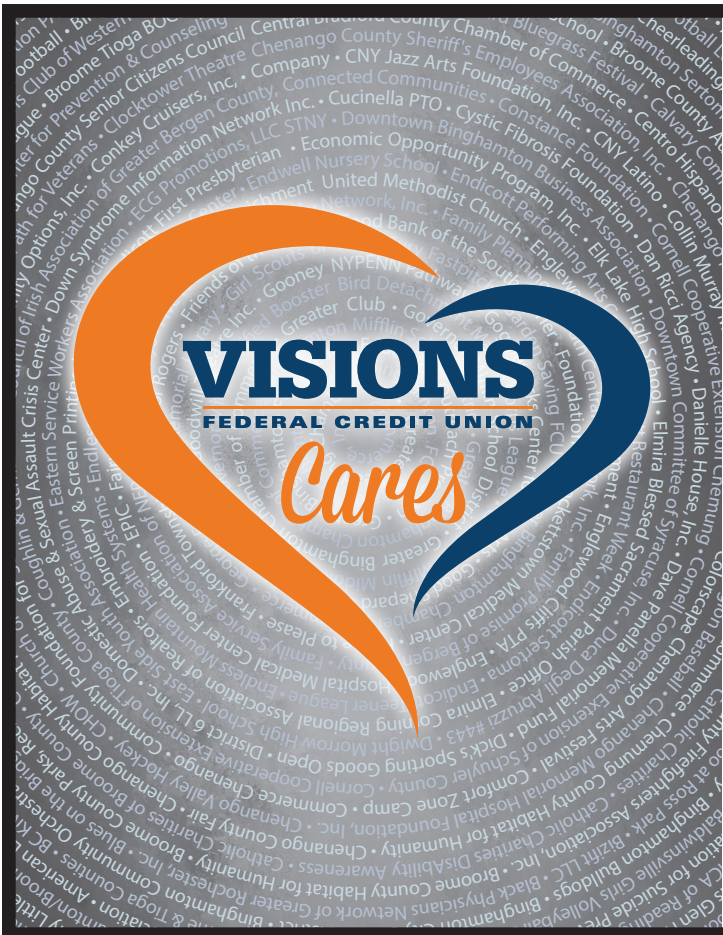
CenterState CEO Ambassadors welcome new CEO members and provide recognition to businesses celebrating grand openings, company anniversaries, and other important milestones. While the Ambassadors are practicing social distancing during the COVID-19 pandemic, we still want to recognize and celebrate your special event. Please contact Sharon Abert at 315-470-1810 or [sabert@centerstatececo.com](mailto:sabert@centerstatececo.com) to share your recent milestone, or find out how you can join the Ambassador committee.



**Option Zero** celebrates its grand opening at 1415 W. Genesee St. in Syracuse.



**ARC of Onondaga** celebrates its 70th anniversary. ARC is located at 600 S. Wilbur Ave. in Syracuse.



## COMMITTED TO COMMUNITY

Visions is about people, not profits. Giving back is what we do. Visions supports hundreds of causes with donations that fund good works, employee volunteers who pay it forward, and sponsorships that support community events. Because Visions Cares, where you bank can make a difference where you live.

*We are proud to support CenterState CEO!*

**VISIONS**  
FEDERAL CREDIT UNION  
[visionsfcu.org/cares](https://visionsfcu.org/cares)

*Come visit us!*

**Cicero Office**  
5788 E Circle Dr.

**Syracuse Office**  
500 Erie Blvd W

**800.242.2120**

Federally insured  
by NCUA

New York | New Jersey | Pennsylvania



# NEW PARTNERS

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

## BLOOMOPTIX

*BloomOptix provides high-resolution, accurate and timely HAB early detection and monitoring. BloomOptix employs a dual unmanned aerial vehicle (UAV) and submersible remotely operated vehicle (ROV) approach for high-resolution and efficient data collection.*

Igor Mrdjen

850 Vine Street #10A

Liverpool, NY 13088

www.bloomoptix.com

440-829-6077

## Mercy Flight Central

*An independent, nonprofit organization of air medical professionals, providing critical care to the sick and injured with three base locations serving the Finger Lakes, Central New York and Mohawk Valley, including service to the lower Adirondacks.*

Brenda Burkett

2420 Brickyard Road

Canandaigua, NY 14424

www.mercyflightcentral.org

585-396-0584

## Road Shield

*RoadShield is a data communication app focused on transparency, accountability and safety in high-pressure situations. RoadShield offers an end-to-end mobile platform that allows officers and civilians to directly connect with each other via video call upon a pullover, mutually record the call and digitally exchange key information. RoadShield is also developing a feature that will allow for electronic ticket receipt and payment.*

Dominic Giacoma

11 Logan St.

Auburn, NY 13021

www.roadshield.app

315-283-5346

## Central New York Lyme and Tick-Borne

### Disease Alliance

*The CNY Lyme and Tick-Borne Disease Alliance is a collaborative of providers, scientists and community members who support research, drive education and promote awareness to combat tick-borne diseases by focusing on four cross-functional pillars – clinical, education, research and environment.*

Royale Scuderi

131 W. Seneca St. #9

Manlius, NY 13104

www.cnylymealliance.org

315-551-2551

## CNY Food Truck Alliance Inc.

*The CNY Food Truck Alliance is a team of enthusiastic people with an equal passion for great food and serving those in need in Central New York. Each food truck is driven to raise awareness of the needs of the community and help spark change within it. "Serving our community by serving our community."*

Donald Beaudry

7201 Jones Road

Syracuse, NY 13209

www.cnyfta.org

315-280-8747

# How to sell CNY's good life to your candidates

Visit [www.GoodLifeCNY.com](http://www.GoodLifeCNY.com)

For everything you need to market

Central New York

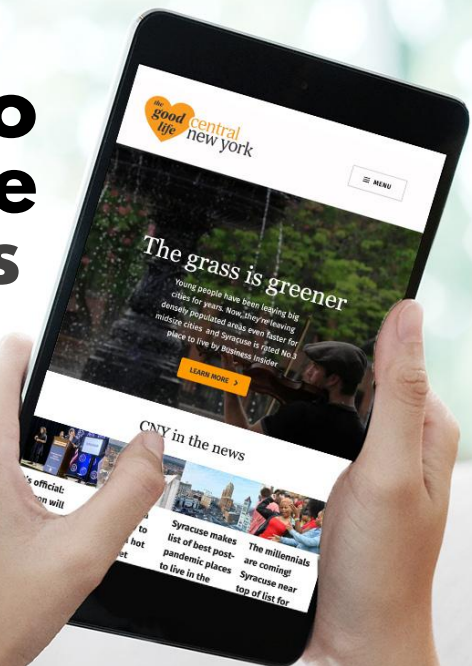
Contact Ben Sio to get involved

315.470.1838

[Bsio@centerstateceo.com](mailto:Bsio@centerstateceo.com)



A project of  
CenterState CEO



## NUAIR Lays Groundwork for Autonomous Flying Taxi Service

NUAIR recently held a virtual conference for more than 70 Federal Aviation Administration (FAA), National Aeronautics and Space Administration (NASA), and unmanned aircraft systems (UAS) industry professionals to discuss the progress NUAIR and its partners have made on NASA's advanced air mobility (AAM) project. The \$897,000 project was awarded to Oneida County and the New York UAS Test Site in August of 2020 to conduct research in automation technology to support high-density vertiport operations that allow for vertical take-off and landing aircraft — really big drones that can transport people across populated areas.

Presenters and participants foresee air traffic consisting of a mix of piloted, semi-automated, and fully automated aircraft safely sharing the same airspace and taking off and landing in their respective areas. The term vertiport refers to an area designated specifically for AAM aircraft to take off and land, much like a heliport is a designated area for helicopters. This event opened the floor to industry colleagues to discuss and give feedback on the 120-plus page concept of vertiport and AAM operations the project group has been developing.

The FAA, NASA and industry participants discussed vertiport standards, facilities, layout designs, infrastructure needs, communication protocols, safety requirements and more. Vertiports could be built on top of buildings or be a stand-alone hub with amenities, like an airport or a simple vertiplace, intended solely for pick-ups and drop-offs. Individual aircraft may have the option of being flown by an onboard pilot or by someone at a "command station" who may be piloting or monitoring multiple aircraft at once.

The project team will use the participants' feedback and continue laying the groundwork for the future of advanced air mobility.



NASA Concept: Advanced Air Mobility and Vertiport Operations. Photo credit: NASA.



## Centro Debuts SYRculator, New Free Bus Service Through Downtown Syracuse

In March, CENTRO introduced the SYRculator Bus Route, a new service to improve mobility and accessibility throughout Downtown Syracuse. The 15-minute continuous loop operates 11 a.m. to 7 p.m. Monday through Saturday. The route is free for all users through Labor Day. There are 15 stops along the route, which travels by several downtown destinations and points of interest including the Salt City Market, restaurants, retailers and arts and cultural institutions. The SYRculator Map and Information Guide may be downloaded at [Centro.org](http://Centro.org) and [DowntownSyracuse.com/Get-Around-Park](http://DowntownSyracuse.com/Get-Around-Park).



Look for the SYRculator logo to indicate where to board the bus.

## Celebrating Earth Week: April 18 to 24

The Downtown Committee will partner with the Downtown Champions (a compilation of neighbors who live in downtown Syracuse) as well as with a handful of downtown employers to promote stewardship and celebrate Earth Week. The Downtown Committee will provide supplies including gloves, trash bags and trash collection tongs for pick-up to promote spring cleaning throughout the eight neighborhoods that comprise downtown Syracuse.



Earth Week will be celebrated in downtown Syracuse April 18 to 24. To get involved in your own neighborhoods, [download the Downtown Committee's Earth Day BINGO Board](#).

**Earth Day BINGO**

Every day is Earth Day. Use these tips to make a difference every day of the year.

|   |  |  |  |   |
|---|--|--|--|---|
| Take a bag on a walk through your neighborhood to pick up litter and recyclables. | Use sidewalk chalk to share Earth Day inspired art and messages with your neighbors. | Take a virtual field trip to learn about rainforests, wildlife and other places.         | Stop using single-use disposable plastics and stop drinking bottled water. | Use recycled paper at home and at work.                                 |
| Save our planet. There are safe things we can do. List them in Haiku.             | Get the kids outside and unplug from electronics.                                    | Replace inefficient incandescent light bulbs with efficient CFLs or LEDs.                | Start a vegetable, herb or flower garden.                                  | Conserve water by turning off the tap and fixing leaks.                 |
| Run the dishwasher only when full.  | Unplug at night.   | Conserve energy by turning off lights when you leave the room.                           | Reduce, Reuse, Recycle! Get down on what you throw away.                   |   |
| Replace plastic straws with a set of reusable ones.                               | Plant a tree that will become an oasis for birds, squirrels and other wildlife.      | The best way to celebrate the earth is to explore it. Find a hiking trail and just walk. | Take a shorter shower and use a water-saving shower head.                  |   |
| Choose non-toxic cleaning products to keep chemicals out of our waterways.        | Eat more food from local sources.  | Use rechargeable batteries.  | Walk or bike to the store.   | Teach kids these earth-friendly practices early; they learn by example. |

## Beautification to Bloom in Downtown Syracuse This Spring

Next month, downtown Syracuse will bloom in purple to welcome spring and summer! Support the Downtown Syracuse Foundation by sponsoring a flower basket to dress streets throughout downtown Syracuse. Each tax-deductible donation of \$50/basket helps foster a vibrant, thriving downtown. Those interested may mail a check to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St., Syracuse, or [pay by credit card](#).



## Downtown Farmers Market: Opening Day is June 8

The Downtown Farmers Market returns to Clinton Square for its 49th season in June. The market starts Tuesday, June 8 and continues weekly through October 12. Every Tuesday, rain or shine, the region's best farmers and produce dealers set up shop in Clinton Square to offer open-air access to fresh and seasonal fruits, vegetables, plants, baked goods and more. Once a month, there will be live music during lunchtime. Organizers will continue to adhere to health and safety guidelines to support the health of shoppers, farmers and staff. Stay tuned to the [Downtown Committee's website](#) for event details.



Like the Downtown Committee on Facebook ([Downtown Syracuse](#)), follow them on Twitter ([@downtownSYR](#)) or like them on Instagram ([@downtownsyracuse](#)).  
 Join the conversation with the hashtag, #MyDowntownSYRstory.





# EVENTS

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

CenterState CEO

## Annual Meeting

Thursday, April 29

Virtual Presentation | Noon

Join CenterState CEO for the region's premier annual gathering of business leaders.

Exploring a theme of **Commit: Progress Through Purpose-driven Leadership**.

Featuring the prestigious Business of the Year awards in five categories:

**Business with less than 50 Employees**

**Business with more than 50 Employees**

**Community Involvement**

**Nonprofit**

**Minority-Owned Business**, in partnership with the Upstate Minority Economic Alliance

Register at

[centerstateceo.com/annualmeeting](http://centerstateceo.com/annualmeeting)

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

Cost: \$40/member; \$50/non-member.

### PRESENTING SPONSORS



### SPEAKER SPONSOR



### CORPORATE SPONSORS



### MEDIA SPONSORS



## Good Morning Downtown Syracuse Progress Breakfast Series, April 1

Virtual event

8 to 9:15 a.m.

The Downtown Committee and Mower invite you to start your morning with downtown Syracuse colleagues and friends!

Help celebrate the forward-thinking that has fueled momentum throughout community. What's changed in downtown since this time last year? Downtown Committee Executive Director Merike Treier will provide an update on trends in downtown Syracuse, including new businesses that have opened as well how the community has come together — even from a social distance.

Submit a question for the panel discussion at [mail@DowntownSyracuse.com](mailto:mail@DowntownSyracuse.com) with "Progress Breakfast" in the subject line. Contact Kristine Sherlock at 315-422-8284 or [ksherlock@downtownsyracuse.com](mailto:ksherlock@downtownsyracuse.com) to register. Cost: \$35. Attendees **must register** to receive information on how to participate in the breakfast.



## Virtual Speed Networking, April 13

Virtual event

9 to 10:30 a.m.

Speed networking has been re-invented so members can benefit from connections from the comfort of their home office. Be prepared to engage in both large- and small-group dialogue while building relationships with other CenterState CEO and Greater Oswego-Fulton Chamber of Commerce members. Cost: \$5 for members; \$10 for non-members. Attendees **must register** to receive information on how to participate in the program.

## Intro to Negotiation: A Crucial Startup Skill, April 14

Virtual event

Noon to 1 p.m.

Join The Tech Garden for a workshop on negotiating, a skill every entrepreneur needs! Topics include a high-level guide to negotiations detailing a paradigmatic approach, best practices, strategies and common pitfalls. Patrick Griffin developed this curriculum based on professional experience and formal training. He is a career finance professional with experience working with a full spectrum of companies from startups through large-cap global firms. Currently a banker, Patrick spent the first 10 years of his career in a strategic and negotiative role in the debt markets on Wall Street. Cost: Free. Attendees **must register** to receive information on how to participate in the program.

## Post Pandemic Inclusive Talent Retention & Attraction Strategies,

April 16

Virtual event

11 a.m. to noon

Join CenterState CEO for a review of current labor market trends and strategies to help businesses retain current employees and attract others. Topics covered include an economic forecast of candidate availability, factoring in unemployment trends, an interactive discussion on tactics used by local and national firms to maximize employee retention and attract the most qualified candidates. Cost: Free. Attendees **must register** to receive information on how to participate in the program.

## Understanding COVID-19 Vaccines, Treatment & Prevention, April 20

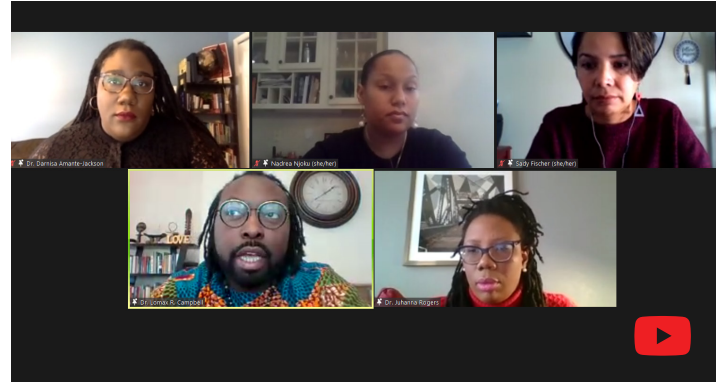
Virtual event

11 to 12 p.m.

CenterState CEO, the Onondaga County Medical Society and Excellus BlueCross BlueShield are hosting an informative discussion about COVID-19 vaccinations and what you need to know about efficacy, availability and up-to-date vaccine-related insight. Attendees will have the opportunity to learn the latest developments in prevention, detection and treatment from these area physicians and experts. Presenters include Dr. Greg Carnevale, chief medical officer and vice president of Value Based Payments at Excellus BlueCross BlueShield, and Dr. Matt Procopio, Onondaga County Medical Society Executive Council member. Cost: Free. Attendees **must register** to receive information on how to participate in the program.

# CENTERSTATE CEO VIRTUAL EVENTS EDUCATE & CONNECT MEMBERS

CenterState CEO brings engaging speakers and critical information to its members and the business community for networking, professional development, community engagement and more. Recent highlights included:



## CEO | Professional Development - Racial Equity & Social Impact Trainings

**Session 1, Exploring the Intersections of Business & Community**, focused on how businesses and organizations can work toward racial diversity and social impact in Central New York. Panelists: Dr. Darnisa Amante-Jackson, racial equity strategist, educator and entrepreneur; Dr. Lomax R. Campbell, City of Rochester; Sady Fischer, Excellus BCBS; and Dr. Nadrea Njoku, Patterson Institute - United Negro College Fund explored the topics of race, community engagement, and the intersections of equity work and the business community. **Session 2: Race & Women in the Workplace**, explored the intersections of race and gender in a thought-provoking discussion with women leaders in their fields: Dr. Malika Carter, SUNY College of Environmental Science and Forestry; Charlene Tarver, Women's Economic Institute, Inc.; Joann Yarrow, Syracuse Stage and Live Animation Studios and Distinctive Voices. Both sessions moderated by Dr. Juhanna Rogers, CenterState CEO. Sponsored by Berkshire Bank.



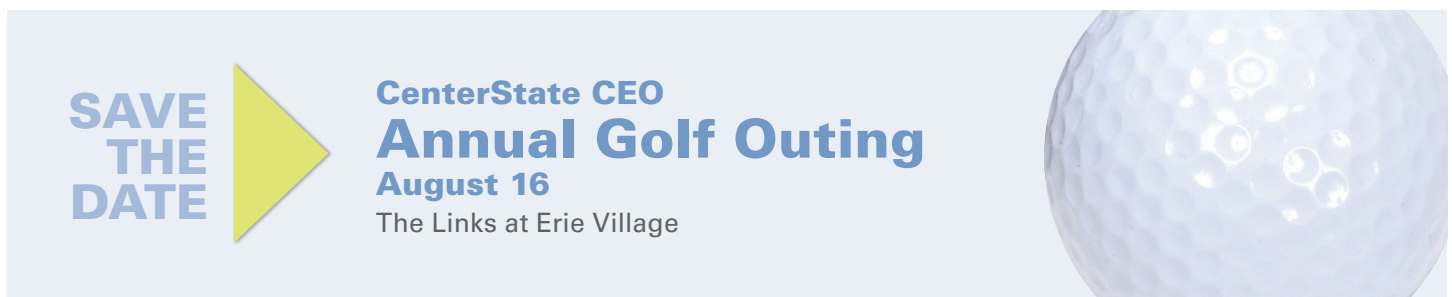
## CEO | Business Tactics - NYS Large Gathering Guidance: What Your Business Needs to Know

More than 75 attendees received New York's latest guidance on large gatherings from Dan Kolinski, Empire State Development deputy director for Central New York, who provided an overview of the new regulations that increase capacity for social gatherings in public spaces from 50 to 100 people indoors, and 200 people outdoors as of March 22, 2021. He also discussed rules of live sports and entertainment venues, and details on the state's proposed Excelsior Pass, which would confirm a person's vaccination or recent negative COVID-19 test.



## CEO | Networking - Construction Roundtable on Talent Challenges

More than 40 construction professionals, academic institutions, economic development and training providers, met to discuss Syracuse Build – a construction training, workforce development and local hiring program. This industry-led virtual roundtable explored challenges to train, attract, retain and advance diverse talent. Key training providers discussed how the region's ecosystem of resources can respond in a more systematic way. The program was followed by networking, where attendees shared successes and obstacles in finding and keeping the best talent.



# *Elite* CEO SUPPORTERS

Special thanks to the following members who are  
2021 CenterState CEO Elite Supporters

*Platinum*

Nascentia   
Health

TOMORROW'S HEALTHCARE TODAY



EQUITABLE

*Gold*

  
AmeriCU

*Silver*

  
HF&C  
HAYLOR, FREYER & COON<sup>INC.</sup>  
Insuring All You Value



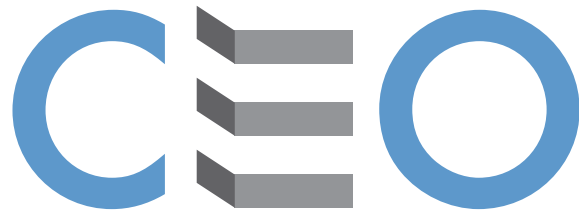
*Bronze*

THALES

SWBR

For more information please contact Beth Savicki at 315-657-0423 or [bsavicki@centerstateceo.com](mailto:bsavicki@centerstateceo.com)





**CENTERSTATE  
CORPORATION FOR ECONOMIC OPPORTUNITY**