

CENTERSTATE CEO & PARTNERS ADVANCE IN \$100M COMPETITION FOR FEDERAL ECONOMIC DEVELOPMENT FUNDS

The Central New York/Mohawk Valley region is among just 60 finalists selected from more than 500 nationwide applications to the Build Back Better Regional Challenge (BBBRC), a central component of the U.S. Economic Development Administration’s American Rescue Plan. **As a phase 1 finalist, the region is on a path to compete for up to \$100 million in federal economic development funds. CenterState CEO led a coalition of partners, including the CNY Regional Planning and Development Board, on the collaborative BBBRC application that outlines opportunities in the region’s emerging “smart systems” cluster.** The proposal seeks investment for eight, interconnected projects, including site readiness to support the attraction of a significant semi-conductor manufacturer, and large-scale workforce development programs to ensure that regional growth is inclusive and equitable. The \$1 billion nationwide BBBRC aims to boost economic pandemic recovery and rebuild American communities.

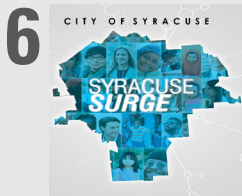
“I am immensely proud of how our region has come together to make us competitive for these large-scale awards,” said Rob Simpson, president, CenterState CEO. “Through those partnerships, sound strategies and regional expertise — and now, with the potential of game-changing Build Back Better investments — the CenterState New York region is uniquely positioned to accelerate it’s already strong growth trajectory as a smart cities hub.”

The regional application focuses on becoming a global tech hub by expanding its semiconductor manufacturing industry, and growing existing UAS and quantum computing industries, creating the potential to attract more than 5,000 new jobs and the ability to train workers to enter in-demand fields. The eight priority projects in its *Growth of the CenterState NY Smart Systems Cluster* proposal include:

1. Supporting Infrastructure Investments at the Transformational White Pine Megasite
2. Building a Flex Space Facility at Marcy Nanocenter at SUNY Polytechnic Institute



Nominate a Business of the Year



Syracuse Surge Launches Workforce Training Programs



CenterState CEO Legislative Priorities for 2022



CenterState CEO Events: Racial Equity & Social Impact Leadership Sessions

CenterState CEO Economic Forecast

January 26, 2022
9 to 10 a.m.

Virtual Presentation

Join CenterState CEO members, business leaders and executives for a presentation of the region’s 2022 Economic Forecast. Featuring guest speaker: Peter Kneis, group vice president, M&T Bank, with an overview of trends in the national and state economies, and their impact on the Central New York region.

PRESENTING SPONSORS



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WHERE TO START – THE VALUE OF DEI METRICS

Many businesses rely on metrics for measuring outcomes and results and assisting with their decision making. Successful businesses realize the value of metrics and key performance indicators (i.e., KPIs) as measures of the activity and effectiveness that drives results. As an organization, we utilize metrics to measure progression, output targets, and overall, the organization’s success. As the Racial Equity and Social Impact (RESI) portfolio moves toward its second-year anniversary, we recognize the importance of leading diversity, equity and inclusion (DEI) work with real metrics that drive change. Metrics allow us to clarify client service expectations. In other words, metrics serve as a baseline of understanding the clients’ diversity, equity and inclusion needs. When engaging with clients, we utilize metrics to help us understand:

- Where the company has been in relation to internal DEI work.
- What the company hopes to learn or attain from the CenterState CEO RESI experience.
- Whether there are areas of DEI advancement for the business.
- The business’s intended next steps of engagement in the DEI journey.

These baseline points help inform the decision making that allows us to lead successful, impactful, and meaningful engagements with local and national clients.

Businesses spend more than \$8 billion a year on diversity, equity and inclusion work¹, yet many of these efforts have been unsuccessful due to ineffective measurable tools. We recognize the importance of creating spaces for safe and sincere conversations, but we also enhance our engagement through one of our standard metrics, a Cultural Climate Assessment (CCA). Many businesses don’t know where to start when it comes to strategic and long-term DEI planning. A CCA is one of many ways we utilize metrics to help support and guide businesses through their DEI journey. Let us help your organization create a customized plan to turn intentions into measurable actions through interviews and focus groups, internal policy analysis, internal needs assessment and strategy development assistance, to set the stage for your business to create meaningful change.



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 to learn more.

¹ We need real metrics, not heartfelt conversations, to tackle workplace diversity (yahoo.com)
 Meaningful Metrics for Diversity and Inclusion | Include-Empower.Com (cultureplusconsulting.com)

TOWARD RACIAL EQUITY
#TakeThePledge
 CenterStateCEOEquity.com

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3. Driving Oswego County Supply Chain Site Readiness at Oswego County Industrial Park
4. Completing the Center City Innovation Hub at the CenterState CEO Tech Garden
5. Enhancing UAS Infrastructure at the New York UAS Test Site
6. Launching the Smart Systems Cluster Advanced Manufacturing Training Consortium
7. Building the STEAM School at Central Tech
8. Investing in Quantum Computing Research and Infrastructure (Griffiss Institute, Syracuse University)



“The Build Back Better program creates opportunity to scale our support of existing industries and those looking to find growth within our region, while doing so in a way that aligns with our vision of equitable progress,” said Simpson. “This phase 1 award validates that our region is poised for smart systems industry growth, and well positioned to connect those growth opportunities to the resources and talent needed to succeed. We are incredibly grateful to Senator Schumer for his stalwart dedication to this community, and for his leadership and vision that made this program possible.”

Learn more about the **CenterState NY Smart Systems Cluster** proposal, or read **U.S. Senator Charles Schumer’s press release**.

Build Back Better Regional Challenge: Growth of the CenterState NY Smart Systems Cluster

The CenterState NY Smart Systems coalition, led by the CenterState CEO, has prioritized eight interconnected smart systems cluster projects that aim to support the successful development of this industry by:

- Supporting the growth of existing Smart Systems industries by investing in the development of emerging market verticals such as UAS and Smart Cities;
- Bringing geo-political resiliency and security to the cluster supply chain through the development, and expansion, of trusted semiconductor chip manufacturing facilities;
- Investing in quantum computing to improve both the volume of processing power and the security of data that is processed within IoT;
- Spreading the economic benefits of the Smart Systems cluster to residents of urban and rural geographies, especially those from historically marginalized populations, through large-scale workforce training to access quality jobs and startup assistance across the full life cycle of business formation, growth and expansion.



Read the **CenterState NY Build Back Better Coalition’s Concept Proposal**.

Coalition Members:

CenterState CEO (lead) | Cayuga Community College | City of Syracuse | CNY Regional Planning and Development Board | Griffiss Institute | Mohawk Valley Community College | Mohawk Valley EDGE | NUAIR | OCM BOCES | Oneida County | Onondaga Community College | Onondaga County | Oswego County | SUNY Educational Opportunity Center | SUNY Upstate Medical University | Syracuse City School District | Syracuse University

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SYRACUSE, ONEIDA EACH TO RECEIVE \$10M IN DOWNTOWN REVITALIZATION FUNDS

The cities of Syracuse and Oneida have been selected as winners of the fifth round of the Downtown Revitalization Initiative (DRI), part of the state's Regional Economic Development Council initiative. Each will receive \$10 million in funding to boost their post-pandemic economies by transforming downtowns into vibrant neighborhoods.

The Syracuse DRI application focused on the Southwest Gateway District, seeking to expand the vibrancy of downtown to the south and west of the Central Business District into an urban, walkable part of the city. The Syracuse DRI investment aims to:

- Accelerate economic growth inside the district and reinforce investments just outside of the area;
- Enhance and reinforce the safety, walkability, and quality of life in an expanded downtown area, drawing in consumers, visitors, and investors from the central business district (CBD) and the more residential neighborhoods to the south and west;
- Create affordable housing and amenities for a growing workforce to meet the needs for new jobs created in and just outside of this district; and
- Facilitate redevelopment with an aim toward sustainability and green standards.

In Oneida, the city aims to energize connections between its arts communities and their nationally designated historic districts, to enhance cultural and entertainment activities and strengthen the local economy. Oneida endeavors to continue the momentum by improving its parks and infrastructure and creating new mixed-use spaces.

Each city will develop a strategic plan through a bottom-up, community-based planning process that articulates a vision for the revitalization of its downtown and identifies a list of signature projects that have the potential to transform the downtown and leverage further private and public investments. DRI funds will then be awarded for selected projects.

"With a number of recent and planned investments in downtown Syracuse and on the southside, this DRI investment will create even greater opportunities to connect and transform the Southeast Gateway district," said Rob Simpson, president of CenterState CEO and CNY Regional Council member. "We are excited to see these funds put to work to support transformative projects that will help achieve our community's collective vision for the future of the neighborhood."

Governor Hochul doubled funding this DRI round from \$100 million to \$200 million statewide, allowing each of the state's 10 Regional Economic Development Council districts to receive \$20 million for transformative and catalytic downtown redevelopment projects.



New York State Thruway Authority Executive Director and former mayor of Syracuse Matthew J. Driscoll joins local leaders and community partners to present the Downtown Revitalization Initiative award to the city of Syracuse. Photo courtesy: Office of NYS Governor Kathy Hochul.

CNY RECEIVES ADDITIONAL REGIONAL COUNCIL FUNDING

Governor Kathy Hochul announced additional Round XI Regional Economic Development Council (REDC) awards, putting the total investment for the region so far this round at more than \$21 million for nearly 60 projects. Awards for Central New York — Cayuga, Cortland, Madison, Onondaga and Oswego counties — start on Page 12 of the project award list.

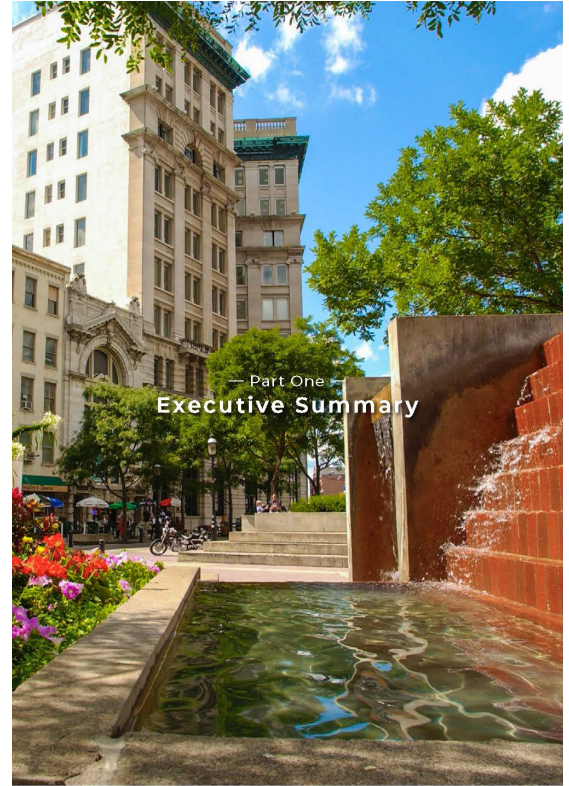


**Central New York
Regional Economic
Development Council**

Additionally, as part of this REDC round, the state announced that the cities of Syracuse and Oneida are recipients of \$10 million in funding each, as the Central New York region's winners of this year's Downtown Revitalization Initiative awards. See Page 4 for further information.

"These investments highlight the strength of our regional collaborations and validate the data-driven strategies we've worked to develop to alter the trajectory of the region's growth," said Rob Simpson, president of CenterState CEO and CNY REDC member. "They also position the region to attract additional investments and seize new, emerging opportunities on the horizon."

**Read the CNY REDC
State of the Region
Annual Report.**



Business of the Year Awards 2022

**Nominations Now Open
Deadline: Jan. 22, 2022**

Nominate at:
[www.centerstateceo.com/
business-of-the-year](http://www.centerstateceo.com/business-of-the-year)

Award Categories:

- Businesses with 1-50 Employees**
- Businesses with 50+ Employees**
- Community Involvement**
- Nonprofit**
- Minority Owned Businesses
(in partnership with UMEA)**

A questionnaire will be emailed to eligible nominated companies. Completed questionnaires are due Feb. 18, 2022.

SYRACUSE SURGE LAUNCHES WORKFORCE TRAINING PROGRAMS

A unified group of employers and educational partners, led by the City of Syracuse and Work Train, have aligned to launch a series of Surge-led workforce training and advancement programs that connect untapped talent in the city to in-demand, local careers in high-tech manufacturing, software and coding, and digital customer service.

The Syracuse Surge strategy has resulted in an unprecedented series of investments from the public, private, and nonprofit sectors in tech infrastructure positioning Syracuse as one of America's "smartest" cities and a global leader in the New Economy. Connectivity and a STEM-related New Economy call for more skilled talent, workforce development, XBE (minority, woman, veteran or disabled owned) business development, and community engagement. Syracuse Surge, initiated by Mayor Ben Walsh and the City of Syracuse, is working in collaboration with Onondaga County and leading local institutions to ensure inclusive growth in the city to meet this emerging demand.

The training programs are being developed with local employers including Terakeet, Thales, TCGplayer (software), Giovanni Foods, Anheuser Busch, NexGen Power Systems, Chimera Integrations and ICM Controls (advanced manufacturing). This ensures talent is trained for the jobs that are in demand and with skills that employers are seeking.

The programs are being funded through the investment of public and private funds from the City of Syracuse, Onondaga County, Work Train funder collaborative, and the JPMorgan Chase Foundation. Several of the training programs will offer participants stipends through investments made by the American Rescue Plan Act, administered by the City of Syracuse.

Programs are led by educational partners including Le Moyne College, SUNY EOC, Onondaga Community College and BOCES. Each program provides opportunities for training, career exploration, networking and connections to employers. All the programs are providing participants with access to a Surge Career Navigator to help them navigate the pathway into their chosen career. This includes help with resume writing, interviewing skills, and how to successfully manage the application process.

For more information, contact **Laiza Semidey** (software/coding) and **Meghan Durso** (advanced manufacturing).



Pictured from left are Laiza Semidey, Syracuse Surge workforce manager, CenterState CEO; Hon. Ben Walsh, mayor, City of Syracuse; Aimee Durfee, director, Workforce Innovation, CenterState CEO; Tim Penix, vice president, SUNY EOC; Amanda Miles, director, Erie21; and Linda LeMura, president, Le Moyne College.

SECOND COHORT GRADUATES SYRACUSE BUILD PATHWAYS TO APPRENTICESHIP PROGRAM

Syracuse Mayor Ben Walsh, Onondaga County Executive Ryan McMahon, CenterState CEO and other community partners celebrated the graduation of the second class of Syracuse Build's Pathways to Apprenticeship program. Sixteen city of Syracuse residents participated in the second cohort of the paid 11-week program that readies Syracuse city residents for careers in a broad range of construction fields. These graduates join 15 others who graduated from the program's first round in August.

The comprehensive apprenticeship readiness training program focuses on preparing women, people of color and veterans to help them gain access to the Building Trades' registered apprenticeship programs. Eleven of the graduates from the first cohort are in active apprenticeships with unions, more are expected to join in March 2022 when additional unions accept new classes.

"We are excited for this group of graduates to be able to take the skills and experiences they have gained through this program and move into the next phase of their training," said Dominic Robinson, vice president of Economic Inclusion at CenterState CEO. "As we have seen through the success and advancement of the first cohort, this program is an important resource to prepare people from our community for the in-demand jobs that currently exist in the construction fields. We know this demand will only grow and we look forward to being able to connect more people from diverse backgrounds to these opportunities and expand the impact of the program."

All graduates are now in the process of applying to apprenticeship programs or jobs in the construction field. Throughout the Pathways to Apprenticeship program, participants have gained physical and technical skills needed to be competitive and successfully apply to a registered union apprenticeship. Entering a union-sponsored registered apprenticeship can be highly competitive; throughout the program, participants received exclusive networking opportunities with local trade unions and coaching and preparation for the registered apprenticeship application process.

Syracuse Build is a community initiative launched by Mayor Walsh to support local construction activity by connecting job seekers from Syracuse's historically marginalized communities with career pathways in construction-related fields. Syracuse Build's goal is to align local government, unions, anchor institutions, and construction firms in a coordinated network of community, training and workforce partners. Work Train at CenterState CEO serves as an intermediary, bringing resources and partners to develop both the Syracuse Build initiative and the Pathways to Apprenticeship program.

Funding for the Pathways program comes from several community partners recognizing the need to prepare the local workforce, including the City of Syracuse, Greater Syracuse HOPE, Empire State Poverty Reduction Initiative, North America's Building Trade Unions, Central New York Community Foundation, United Way of Central New York, and the Alliance for Economic Inclusion.

The next class of the Pathways to Apprenticeship program will begin accepting applications later this month.



Graduates and supporters gather to celebrate the second graduating class of Syracuse Build's Pathways to Apprenticeship program.

GOVERNMENT RELATIONS

CenterState CEO Legislative Priorities for 2022

CenterState CEO's Annual Legislative Agenda sets the organization's New York state and federal legislative and policy priorities for the year. It is developed with input from the Government Relations Committee and issues identified by members, as well as key initiatives under consideration in Albany and Washington, D.C. that will have direct impacts on the region.

The Legislative Agenda features nine focus areas with the greatest opportunities and impacts on business and economic growth:

- Business Competitiveness
- Climate Change
- Economic Development
- Health Care
- Housing
- Labor
- Transportation and Infrastructure
- Unmanned Systems
- Workforce Development

The 2022 Top Five Issues:

- **Anti-trust Reform:** CenterState CEO *opposes* legislation that proposes to change New York's current anti-trust standard from "monopolistic behavior" to an "abuse of dominance" standard. This measure would also require state review for any business acquisitions of more than \$9.2 million.
- **Climate Leadership and Community Protection Act Implementation:** The Climate Action Council is releasing its report and preparing recommendations to meet the goals set forth in the CLCPA. This will have enormous economic impacts on businesses across New York. CenterState CEO *advocates for* market-based solutions; supports energy-intensive and trade-exposed industries; and urges tools to promote and fund New York-based environmental technology innovations.
- **New York State Historic Rehabilitation Tax Credit:** Given the positive impacts demonstrated from the expanded state historic rehabilitation tax credit across upstate New York, CenterState CEO *supports* expansion of eligibility for this credit to include all central business districts in municipalities with fewer than one million residents.
- **Accelerated Preparation of New York's Shovel Ready Development Sites:** With the investment of federal funding to spur private capital investment and re-shoring of essential manufacturing, New York must be ready to meet market demand for siting new manufacturing facilities. CenterState CEO *supports* renewed investment in identifying, planning and infrastructure for the state's top development sites.
- **U.S. Innovation and Competition Act / CHIPS for America / The FABS Act:** This federal legislation will provide a level playing field for the U.S. in the international competition to develop and manufacture advanced semiconductors to support a broad range of industrial sectors. Central New York is well prepared to meet this need, however passage of this legislation is crucial to domestic expansion of the semiconductor industry. CenterState CEO *supports* this vital legislation.

In addition to the identified issues, CenterState CEO's Legislative Agenda communicates the organization's mission and strategic principles with elected and administrative officials on behalf of its members. The Legislative Agenda will be available at www.centerstateceo.com and updated as additional issues arise. To learn more, contact Kevin Schwab, vice president of public policy and government relations, at 315-470-1944 or kschwab@centerstateceo.com.

Infrastructure Investment and Jobs Act Benefits CNY

As the largest federal investment in history for Upstate New York roads, bridges, rail, water systems, transit and broadband internet development, the Infrastructure Investment and Jobs Act (IIJA) will have a tangible impact on the region. Many of the items addressed in the bill have been identified as priorities by the business community for years.

Reliable transportation networks are critical for businesses looking to locate in Central New York, attract and retain workforce. Highlights include:

- **\$27 million for Syracuse Hancock International Airport** to expand its parking and passenger terminals and make runway and safety improvements.
- **\$74 million for Centro in Syracuse and Utica–Rome** (\$55.8 million in Syracuse; \$18.2 million in Utica–Rome). Includes \$8 billion for DOT’s Capital Investment Grants Program, which could help advance Bus Rapid Transit in Syracuse.
- **\$24.89 billion for roads and bridges in New York** over the next five years, including a 43% increase in 2022.

High speed broadband, accessible ports and waterways, and clean water are also a priority for economic growth and greater prosperity in the region.

- **\$42.5+ billion for Broadband Deployment Grants** and additional funding for USDA’s ReConnect Program, as well as funding to help Central New York families in rural and low-income communities with the affordability of high-speed internet.
- **Ports and Waterways** – Additional funding for the U.S. Army Corps of Engineers will help advance pending projects in Oswego, Little Sodus Bay, Greater Sodus Bay and across Lake Ontario.
- **Clean Water and Drinking Water** – According to the National Association of Clean Water Agencies, nearly half of the \$23.5 billion in new federal investment the IIJA provides for the Clean Water and Drinking Water State Revolving Funds (SRF) over the next five years will come in the form of grants or forgivable loans.

To learn more, contact Kevin Schwab, vice president of Public Policy and Government Relations, kschwab@centerstateceo.com.



CenterState CEO President Rob Simpson highlights the regional benefits of the Infrastructure Investment and Jobs Act. U.S. Congressman Katko (far left) joins business leaders at the Syracuse Hancock International Airport to support the IIJA and the local impact these investments will generate for regional economic growth and jobs.

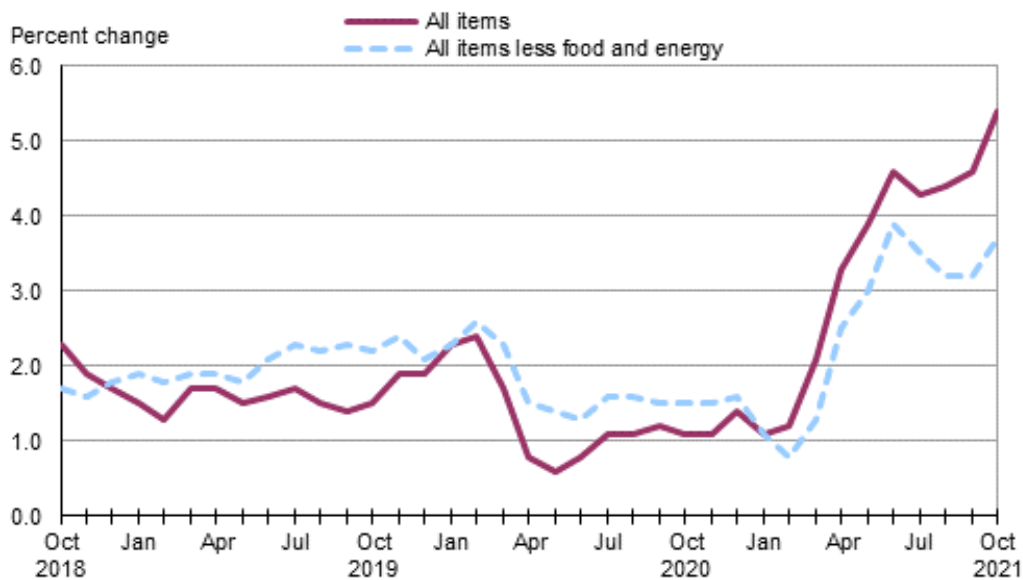
SUPPLY CHAIN ISSUES FUEL INFLATION

U.S. inflation hit a three-decade high in October, delivering widespread and sizable price increases to households for everything from groceries to cars due to persistent supply shortages and strong consumer demand. The Labor Department said the consumer-price index in the Northeast region — which measures what consumers pay for goods and services — increased 5.4% over the last 12 months, and .6% in October, the largest such increase in just over 13 years.¹

Federal Reserve policymakers insist that the recent spike in inflation is largely driven by supply chain bottlenecks caused by an unprecedented demand for physical goods flowing through major chokepoints, combined with a lack of labor and a limited supply of transportation capacity. While, there are no quick fixes to resolving these issues, the Infrastructure Investment and Jobs Act, promoted by President Biden and recently passed by Congress, will help. The roughly \$1.2 trillion bill contains an estimated \$550 billion in new transportation spending above baseline levels. This spending will include \$17 billion for upgrading ports — an urgent need as a backlog of ships waiting to dock at major transit hubs has been a major factor fueling inflation. Under the bill, New York state will receive \$59 billion for rail funding, \$24 billion for roads and bridges, and approximately \$937 million for airports, including \$27.3 million that has been specifically set aside for Syracuse Hancock International Airport.² See Page 9 for more on how the bill stands to impact Central and Upstate New York.

By financing significant upgrades to America’s roads, bridges, airports, seaports and rail systems, the Infrastructure Investment and Jobs Act will alleviate many of the supply chain bottlenecks plaguing the country. Unfortunately, many of the projects financed by the bill could take years to be completed. In the meantime, CenterState CEO will continue to closely monitor these issues and will continue to bring the latest economic news and forecasts to its members.

Chart 1. Over-the-year percent change in CPI-U, Northeast region, October 2018–October 2021



Source: U.S. Bureau of Labor Statistics.

¹ https://www.bls.gov/regions/mid-atlantic/news-release/pdf/consumerpriceindex_northeast.pdf.

² <https://www.schumer.senate.gov/newsroom/press-releases/schumer-bipartisan-infrastructure-deal-delivers-record-billions-to-ny-infrastructure-from-gateway-penn-access-second-ave-subway-east-river-tunnels-and-more-funds-will-also-ensure-mta/lirr-airports-bridges-highways--other-means-of-transit-get-more-money-from-feds-than-they-have-in-decades>

2022 CNY POLITICAL LEADERSHIP INSTITUTE REGISTRATION IS OPEN

Interested in learning how to navigate the political process? Citizens thinking about running for public office or simply want to help a friend with a campaign for school board can register for the CNY Political Leadership Institute (CNY PLI). CenterState CEO is proud to sponsor this program again in 2022 in an effort to produce the best candidates for local offices, regardless of political affiliation. During its 11-year history, dozens of CNY PLI graduates have run for office, are active in the community and hold offices in Central New York.



CNY
Political Leadership Institute

This nonpartisan training series involves speakers and representatives from all parties. The program is co-chaired by Joe Rossi (D) and David Knapp (R). There are eight evening sessions.

The 2022 schedule:

- Feb. 8 – Program Overview
- Feb. 15 – Getting on the Ballot
- Feb. 22 – Being on a Team/Building a Team
- March 1 – Fundraising and Campaign Finance
- March 8 – Messaging
- March 15 – Social Media/Media
- March 22 – Get Out the Vote (GOTV)
- April 5 – Wrap Up Celebration

REGISTRATION IS NOW OPEN. All sessions are from 6 to 8 p.m. Registration is \$150 and is first come, first served and is limited. This program is only being offered in person. All COVID-19 restrictions will be followed.

For more information, contact Pam Brunet of Leadership Greater Syracuse, at 315-422-5471 or pam@leadsyr.org. To learn more about the curriculum, visit CNY Political Leadership Institute.

COVID-19 BUSINESS FUNDING RESOURCES

New programs, 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 or visit www.centerstateceo.com/covid19resources.



STATE

NYS Tourism Return-to-Work Grant Program - Opening Soon

Grants to provide financial incentive and assistance to hire workers are available to help support employment growth among for-profit businesses and not-for-profit organizations that attract and support tourism and suffered economic hardship due to the COVID-19 pandemic. Businesses and organizations will be eligible for grants of up to \$5,000 per net new full-time employee increase, and up to \$2,500 per net new part-time employee increase during 2022. Employment increases will be based on total employment and not specific individual employees. **For more information including access to the application once it is available.**

NATIONAL

Verizon Small Business Digital Ready Platform & Grants

Verizon has developed a free online curriculum, coaching, and peer mentoring platform to help small businesses succeed. Personalized learning modules cover a host of topics, including search engine optimization (SEO), working remotely and finance management. Small businesses that complete two curriculum modules or coaching events are eligible to apply for a \$10,000 grant. For more information. **Register for the platform.**

SOUTHEAST GATEWAY REAL ESTATE GRANTS AWARDED

CenterState CEO's Southeast Gateway (SEG) Initiative has awarded three \$5,000 grants to two businesses and a nonprofit organization to support property improvements within the Southeast Gateway Neighborhood.

With the support from this grant initiative, The **Dunbar Center** will renovate restrooms and install artwork and a security system helping improve access and safety, and restoring programming in a safe, clean and inspiring environment. **Evergreen Folders** will invest in site improvements around its facility, which will improve safety and aesthetics in the neighborhood. **Punch and Die Metal Fabrication** will make exterior improvements to its new facility in the former Atlas Linen building on West Taylor Street.

These grants will help recipients improve their own facilities, and support projects that positively impact the community. Each project will support the neighborhood by increasing safety, providing better public access or adding to the character of the neighborhood through art installations.

The program builds on other large-scale development projects happening in or near the Southeast Gateway Neighborhood including the \$2 billion I-81 project, JMA Wireless' \$52 million renovation of the Coyne Building, the \$11.3 million investment in the mixed-use Salina 1st facility, and the more than \$300 million Blueprint 15 redevelopment.

For more information on the Southeast Gateway, contact Cal Corriders at ccorriders@centerstateceo.com.



Cal Corriders with Renee Musso, owner, Evergreen Folders.



Cal Corriders, manager of Neighborhood Economic Development, CenterState CEO, joins Karla Green, executive director, Dunbar Center, outside the facility.

GOFCC RECEIVES GRANT TO PROMOTE OSWEGO COUNTY BUSINESSES

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) was recently awarded a generous grant by The Richard S. Shineman foundation to promote the Oswego County business community through a comprehensive advertising and social media campaign. The *Oswego* campaign included television, radio and social media ad buys that focused focus on the small business community during a very important time of year.

“Small and locally owned businesses are what makes this community vibrant and a great place to live,” said Katie Toomey, executive director, Greater Oswego-Fulton Chamber of Commerce. “We are incredibly grateful to the Shineman Foundation for its support of the *Oswego* campaign. Through this initiative we can highlight our members like Southern Fare, Rooftop Bar & Lounge, Hair We Are, River Walk Pizza, Flourish, Man in the Moon Candies and RiverSide Artisans, among other businesses. We are also working alongside local elected leaders who support shopping local to drive additional foot traffic to small businesses that are the backbone of our regional economy.”




Thank you to at StepOne Creative and K.R. Productions for their support on the *Oswego* campaign. To learn more, contact sbroadwell@oswegofultonchamber.com.



Pictured are Katie Toomey (left), executive director, Greater Oswego-Fulton Chamber of Commerce, and Karen Goetz, executive director, Richard S. Shineman Foundation.



Check out the new *OswegoGO* 30-second commercials!

-  Go Savor Our Food.
-  Go Shop.
-  Go Support Local.



GOFCC Annual Meeting, Feb. 10

Save the date! The Greater Oswego-Fulton Chamber of Commerce (GOFCC) Annual Meeting is noon to 1:30 p.m., Thursday, Feb. 10, at the Lake Ontario Event Center, 26 East First St. in Oswego. Join the GOFCC for this annual gathering of business and community leaders. For more information, contact sbroadwell@oswegofultonchamber.com.

Density Reaches \$1B Valuation Making it The Tech Garden’s First Unicorn

CenterState CEO member and Tech Garden anchor tenant **Density** recently announced a \$125 million capital raise led by Kleiner Perkins. This investment brings the startup’s valuation to \$1.05 billion, officially making it the first “unicorn” — a privately held startup company valued at more than \$1 billion — to come out of The Tech Garden. With just over 900 “unicorns” worldwide, and less than 450 in the U.S., this is a remarkable accomplishment.

Density’s people-counting, AI-powered sensors, manufactured within The Tech Garden’s hardware center, anonymously measure how people use space, allowing customers to build better workplace experiences. In addition to this Series D raise, it also announced it acquired HelixRE, a technology that creates a digital representation of buildings to streamline data collection. Since March 2020, Density has experienced more than 500% growth, and expanded its employee base by 300% since the start of 2021, with plans to double its headcount in the next year.



Tech Garden is Re-designated a NYS Innovation Hot Spot

The Tech Garden was recently re-designated as a NYS Innovation Hot Spot. The Hot Spot program is a 5-year tax incentive program designed for formative stage companies in the tech and manufacturing industries.

The \$1.25 million Hot Spot award was made as part of the state’s recent Regional economic Development Council announcements. By offering the NYS Innovation Hot Spot program, The Tech Garden increases its professional services resource pool for members and community partners in order to: increase outreach to veterans and diverse entrepreneurs; increase the number and types of workshops and programs; design and implement a new Commercialization Course; provide startups with access to professional business development services at no cost; improve access to capital; improve the tracking of impact data; and improve regional communication around the sharing of best practices.

Clean Tech Center & SyracuseCoE Selected as EnergyTech UP Regional Convening Partners

The U.S. Department of Energy’s (DOE’s) Office of Technology Transitions has selected The Tech Garden’s Clean Tech Center and SyracuseCoE as the TriState Regional Convener Partners of the EnergyTech University Prize (EnergyTech UP). The Clean Tech Center and SyracuseCoE will host the competition’s Explore Events in February for students in the surrounding geographic locations.

During the first phase of EnergyTech UP — a collegiate competition challenging multidisciplinary student teams to develop and present a business plan — students explore business and energy technology opportunities and present their findings at an Explore Event. At the end of the event, judges will identify the top team selected to move on to the national competition in March. Students interested in competing for part of more than \$250,000 in cash prizes through EnergyTech UP, are encouraged to **register a team and submit a concept** by Jan. 31, 2022.



DOE EPIC GEB Program is Open, Apply Now

The U.S. Department of Energy (DOE) Energy Program for Innovation Clusters (EPIC) Buildings “Grid-Interactive and Energy Efficient Buildings” (GEBs) program is **accepting applications**.

CenterState CEO and its Clean Tech Center, in partnership with Syracuse University, administer the GEB Venture Accelerator program. The program promotes entrepreneurship in Central New York through a focus on developing energy hardware innovations for next-generation grid-interactive efficient buildings while addressing equity, diversity and inclusion.

Members of The Tech Garden will become part of the GEB Venture Accelerator Program, hosted out of The Clean Tech Center.

The GEB Venture Accelerator Program includes, but is not limited to: assistance with business planning and strategic action items provided by an Entrepreneur-in-Residence (EIR); assistance with development of an integrated business plan; connections to assistance available in the regional innovation ecosystem; and delivery of educational programs and workshops. To support venture acceleration, companies and team members may also be selected to receive support of the development of outreach materials and travel for participation in trade shows, investment opportunities, and other events to showcase product development and engage in the development of customer relationships, both for potential pilot demonstrations and/or sales.

The Clean Tech Center is a NYSERDA-funded incubator that supports companies commercializing environmental and clean energy technologies, including access to the entrepreneurship resource pool for start-up companies; investment readiness assistance and introductions to investors; support for participation in trade shows and meetings with potential investors; and more.

For more information, contact Sarah Hood, senior director of operations at The Tech Garden at shood@thetechgarden.com.

GENIUS NY FINALIST AIRIAL ROBOTICS TAKES UAVS TO NEW HEIGHTS **AT THE HIMALAYAS**

GENIUS NY 2021 finalist, Aerial Robotics, looked to test and prove the suitability of its new Unmanned Aerial Vehicle (UAV), the CT30 Cargotrak, so they sought out the extreme altitude and weather conditions of the Himalaya mountains.

The objective of the mission, “Himalaya Express,” was to lift 10 kilograms (22 pounds) of freight from a takeoff height of more than 4,000 meters (14,000+ feet) under the extreme weather conditions, icy temperatures and stormy winds typically found among the rough mountainous region. **Watch the video of the successful flight.**

Aerial Robotics was recently awarded \$500,000 as one of five GENIUS NY 2021 finalists. The yearlong competition is the largest business accelerator for the UAS industry in the world. The accelerator is funded by Empire State Development and housed at CenterState CEO’s Tech Garden incubator in downtown Syracuse. The program continues to help its portfolio companies hit growth milestones, attract outside investments, make connections, create local partnerships, and fill job openings within the region. **Learn more.**



GENIUS NY



LEADERSHIP GREATER SYRACUSE ANNOUNCES CLASS OF 2022

Each year, Leadership Greater Syracuse (LGS) selects a new class of about 50 people to participate in its yearlong training program to expose them to key community leaders and organizations and the most important issues facing the community. Now in its 32nd year, the program teaches participants about community leadership, empowerment, group dynamics, community opportunities and trends. CenterState CEO is proud to have Shannon Fults, an economic development specialist, selected in this year's class. LGS was founded by CenterState CEO, Onondaga County, the City of Syracuse and Onondaga Community College. To learn more, visit <http://leadershipgreatersyracuse.org>.



Class of 2022 participants are:

Elana Agrasto
Daniella's Steakhouse

Nathan Antonacci
*Saab, Inc.**

Chioma Bekwelem
*Bristol Myers Squibb**

Lindsay Bentley
*Excellus BlueCross BlueShield**

Kelly Berger
*SUNY ESF**

Erin Bolsei
*SUNY Upstate Medical University**

Samuel Burgess
*Bond, Schoeneck & King PLLC**

Carrie Carapella
*SRC, Inc.**

Matthew Cook
*OCM BOCES**

Kelly Covert
*Symphoria**

Callie Cushman
*Hueber Breuer Construction**

Shaun Dolbear
*Dairy Farmers of America**

Aubrey Francis
*Turning Stone Resort Casino**

Shannon Fults
*CenterState CEO**

Kim Gailor
*SUNY Upstate Medical University**

Emily Greene
*SIDEARM Sports**

Katie Hanlon
*United Way of CNY**

Dana Harper
*Central New York Community Foundation**

Ryan Hartnett
*Mackenzie Hughes LLP**

Meredith Howe
Pyramid Management Group LLC

Devin Howell
NY State Senate – Office of Senator John W. Mannion

Eric Hunter
*Bankers Healthcare Group**

Charles Iavarone
*American Medical Response**

Deidre Keefe
*SUNY Upstate Medical University**

Julie LaFave
City of Syracuse

Chad Martin
Goodroot Inc.

Megan Melkioty
*St. Joseph's Hospital**

Jennifer Mullane
*VIP Structures**

Ryan Noone
*Bowers & Company, CPA's**

Kaitlyn Nowodvorski
*C&S Engineers**

Joelene Orlando
WHOLE ME, Inc.

Rianne Parker
*Carrier**

Austin Philleo
*Mower**

Rebecca Phillips
Byrne Dairy

Jessica Pitcher
*Syracuse University**

Flagan Prince
*Onondaga Community College**

Robert Reilly
North Eastern Rescue Vehicles

Gregory Riley
*KeyBank**

LaShea Abdul Sabur
*Empower Federal Credit Union**

Gil Schnorr
Parish Maintenance Supply

Charles Shubert
*Syracuse Community Health Center**

Adam Soper
*AccessCNY**

Michael Squier
*174th Attack Wing**

Shelly Thompson-Liedka
*M&T Bank**

Wenona Timmons
YWCA of Syracuse & Onondaga County Inc.

Kelly Vaccaro
*Hematology-Oncology Associates of CNY**

Nathan Van Wie
*C&S Companies**

Vincent Vullo
*Empower FCU**

Dan White
*Lockheed Martin**

Brian Winchell
City of Syracuse

Ryan Woodruff
*Clear Path for Veterans**

James Zino
*SRC, Inc.**

* CenterState CEO Member

EXECUTIVE LEADERSHIP DEVELOPMENT SERIES GRADUATES 2021 CLASS, APPLICATIONS OPEN FOR 2022

Seven CenterState CEO members recently graduated from the 2021 Executive Leadership Development Series. The seven-month program is presented by CenterState CEO, with curriculum support from the Columbia College of Missouri - Hancock Field, Syracuse University, Le Moyne College, SUNY Empire State College, TEDCenter at University College, SUNY Oswego and Leadership Greater Syracuse. Congratulations:

Donna Knapp, Prevention Network

Debra Marshall, Syracuse Airport Authority

Dawn Miller, Equitable

Jo Miller, Nascentia Health

Laiza Semidey, CenterState CEO

Alissa Sykes Tulloch, AmeriCU

Megan Walradth, Prevention Network

CenterState CEO members interested in reaching the next level as an executive or rising manager by enhancing critical thinking, communication and empowerment skills are encouraged to join the 2022 program. Applications are due Jan. 31. To learn more, contact Lisa Metot for at lmotot@centerstateceo.com.

NEW PARTNERS

Please join us in welcoming new CenterState CEO Partners. During the next 12 months, each new member will be contacted by a volunteer from CenterState CEO's Ambassador Committee, chaired by Michelle Salvagno, The Garam Group.

FlynnStoned Cannabis Co.



Angela Flynn
219 Walton St.
Syracuse, NY 13202
www.flynnstoned.com

315-247-1842

Growth Mode Technologies

Growth Mode Technologies is a Syracuse-based business to business technology company unlike any other. Growth Mode Technologies offers a wide variety of technical products and services to businesses, charities and organizations of all types.

Matt Masur
404 Oak St., Suite 101
Syracuse, NY 13203
www.growthmodetech.com

315-333-0999

LHCM Solutions

As a Predictive Index Certified Partner, LHCM Solutions is an expert at helping organizations design and implement a people strategy to match its business strategy. LHCM helps leaders facilitate self-awareness through the talent optimization discipline and Predictive Index methodology.

David Langevin
Liverpool, NY 13090
www.lhcmsco.net

315- 546-6768

Pearl Technologies



Started in 1985, Pearl Technologies designs and builds standard and custom high-speed machine attachments for punching holes, perforating and slitting for the converting industry. It also offers blown film extrusion process enhancements that improve film quality at higher outputs and reduces maintenance.

Jane Coyne
13297 Seneca St.
Savannah, NY 13146
www.pearltechinc.com

315-365-3742

PNJ Technology Partners

A proud second generation company, PNJ Technology Partners was founded in 1984 by Paul Joralemon, which gives PNJ Technology Partners more than 30 years of experience providing IT support in Albany. PNJ Technology Partners has grown and thrived for more than three decades because we're not afraid to adapt; moving beyond traditional break/fix services to a more proactive approach.

Liz Foster
426 New Karner Road
Albany, NY 12205
www.pnjtechpartners.com

518-459-6712

MEMBER MILESTONES

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

60 YEARS

KeyBank N.A.
Intivity (formerly Stevens Office)
Greater Syracuse Association of Realtors
Syracuse Mets Baseball Club

25 YEARS

New York Air National Guard 174th Attack Wing
Excellus BlueCross BlueShield
The Image Press

20 YEARS

Exelon Generation
A.A.A. Exterminators/The Critter Ridders
Gifford Foundation

15 YEARS

Shady Brook Plaza
SEFCU
Emergent
Community Bank, N.A.

10 YEARS

HealthWay Family of Brands
Pemco Group, Inc.
Port of Oswego Authority
Housing Visions

5 YEARS

Burdick Porsche of Syracuse
Altenew, LLC
World Gen/Pharmasphere, Inc.
Syracuse City School District

CENTERSTATE CEO ECONOMIC CHAMPION

Briggs & Stratton

Briggs & Stratton's business is booming in New York. Just two years ago, the company opened its state-of-the-art manufacturing plant in Sherrill where it produces commercial turf equipment. Additionally, within the past year, the company has moved much of its residential zero-turn mower production from its headquarters in Milwaukee, Wisconsin to Sherrill and plans to move tractor production to its existing facility in Munnsville, New York, in the coming months. Between the two facilities, products from legacy brands Ferris®, Snapper®, Simplicity® and some from Billy Goat® are produced.

Many opportunities remain available to be a part of this iconic company with a renewed focus on innovation, new products, quick action and growth. Briggs & Stratton offers a comprehensive benefits package for employees including a wide array of health and wellness options, a generous employer matching 401(K) plan, paid holidays and vacation time, annual incentives, continuous career development and much more.

To join the great team in New York, visit careers.basco.com.



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



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MEMBER ESSENTIALS

Idea Kraft's founder, Ewelina Zajac-Holdrege, named 2021 Entrepreneur of the Year in statewide competition.



The Syracuse Educational Opportunity Center

proposes a new work force training facility for Syracuse's South Side.

SUNY Morrisville adds an Agricultural and Clean Energy Technology Center to campus.

Wegmans tops list of best places to work in retail according to Great Place to Work and Fortune Magazine.

Syracuse University's Institute for Veterans and Military Families was awarded a \$5 million federal grant to assist small businesses.



Excellus BlueCross BlueShield recipients of 2021 Health Equity Awards include CenterState CEO members, **The Upstate Foundation at Upstate Medical University** and **United Way of Central New York**.

Price Chopper and **Tops Markets** complete merger with nearly 300 stores.

Modern Healthcare ranks **RMS** as the 8th largest patient-satisfaction measurement firm in the U.S.

Syracuse Community Health Center opens an urgent care center at 819 S. Salina St., Syracuse.

Oswego Health will use a \$25,000 grant to help fund renovations to the third and fourth floors of Oswego Hospital.

Haun Welding Supply and Specialty Gases announces Joshua Haun and Erich Haun will be jointly stepping into the role of co-president, making Haun a fourth generation owned and operated company.

Port of Oswego completes flood-resiliency projects. **Port of Oswego Authority** to build a new \$1.8 million marina. Completion is expected spring 2022.

Syracuse Hancock International Airport reports Southwest Airlines to begin seasonal nonstop service from Syracuse airport to Tampa in the spring.



Liberty Resources Inc. will use a \$5 million federal grant to strengthen its school-based mental-health program.

SRC wins \$14.5 million Air Force contract for Multi-Domain Agile Condor Enhancements software prototype/hardware.

Bond, Schoeneck & King opens Westchester County office.

SEFCU to expand in 2022 through a merger with CAP COM.

Horizons FCU of Binghamton is now a division of **Empower FCU**.

Housing Visions and partners complete \$22 million Winston Gaskin Homes project in Syracuse.

Advance Media New York wins international video awards as well as 20 statewide creative awards in 2021. **Syracuse.com** wins Emmy Award for AA investigation video series.

More health and auto tech program coming to **Onondaga Community College**.



The Bonadio Group finalizes merger agreement with New York City-based Ganer + Ganer.

Syracuse University athletics to renovate and expand Manley Field House into the Lally Athletics Complex.

Home Builders & Remodelers of CNY induct Michael Pettinato as its new president.

Oneida Indian Nation sets opening date for \$35 million lakefront vacation resort.



Syracuse Community Health Center and AMR ambulance partner on program to ease ER crunch.

AmeriCU opens education and administrative center in Liverpool.

Baxter International completes acquisition of Welch Allyn owner **Hillrom**.

Le Moyne College extends Dr. Linda LeMura's term as president through 2026.

Fulton Savings Bank names Pamela D. Caraccioli as its new president and CEO.



People's Equal Action and Community Effort Inc. (PEACE Inc.) announces the appointment of Carolyn Brown as its executive director.

Empire State Development awards the **Everson Museum of Art** an \$800,000 grant to renovate the "community plaza" and the **Museum of Science & Technology** a \$250,000 grant to help convert the IMAX Omnitheater into a "state-of-the-art digital planetarium and theater."



Cornell University receives grant to support female student research in computing.

Pinnacle Employee Services expands with in-house recruiting division called Pinnacle Talent Solutions.

Indium Corp. launches apprenticeship program.

Electric-vehicle charging plugs installed on **SUNY's College of Environmental Science and Forestry** campus in **National Grid** program.

Onondaga County Resource Recovery Agency appoints Kevin Spillane as its new executive director.

SUNY Oswego to use **Novelis** donation for scholarships.

CENTERSTATE CEO AMBASSADORS

CenterState CEO Ambassadors welcome new CEO members and provide recognition to businesses celebrating grand openings, reopenings, company anniversaries, and other important milestones. CEO wants to recognize and celebrate members' special events. Please contact Justin Miller at 315-447-7826 or ambassadors@centerstateceo.com to share your recent milestone or learn how you can join the Ambassador committee.



The Ambassador committee selected **The Samaritan Center** to receive a \$500 donation in the giving spirit of the holidays. The Samaritan Center is located at 215 N. State St., Syracuse and is an interfaith effort of community members who are committed to serving the hungry and those in need in Central New York in order to promote their welfare, dignity and self-sufficiency. Congratulations to all the staff and volunteers for making the community a better place to live.



AmeriCU Credit Union, located at 7466 Oswego Road, Liverpool, celebrates the grand opening of its new Administrative and Education Center.



The Cookie Jar, LLC, located at 138 Washington St., Manlius, celebrates its grand opening.



Steve Chirello Advertising, located at 121 S. 1st St., Fulton, celebrates its 25th anniversary.



Buff City Soap, located at 3409 Erie Blvd E., Unit 165, DeWitt, celebrates its grand opening.



Frameology Optical, located at 5781 Bridge St., East Syracuse, celebrates its 8th anniversary.



HighPoint Advisors, LLC, located at 5900 N. Burdick St., Ste 100, East Syracuse, celebrates its 10th anniversary.



Industry Standard USA, located at 7842 Goguen Drive, Liverpool, celebrates its new location.



Jamaica Cuse, located at 117 E. Fayette St., Syracuse, and **Simmons Ink & Stitch**, located at 523 W. Manlius St., East Syracuse, celebrate their grand openings at the Upstate Minority Economic Alliance's Holiday Reception.



Toss & Fire Wood-Fired Pizza, located at 315 N. Main St., North Syracuse, celebrates the 5th anniversary of its North Syracuse restaurant.



Weiss, Savedoff & Ciccone, Doctors of Optometry, PC, located at 60 Presidential Plaza, Syracuse, celebrates its 70th anniversary and welcomes **Dr. Laura Davis** to the practice.

CENTERSTATE CEO AMBASSADORS



Key Advising, located at 187 Chestnut St., Phoenix, celebrates its 5th anniversary.



Metro Fitness, located at 205 S. Salina St., # 1A, Syracuse, celebrates its 25th and 26th anniversaries, and the grand opening of Metro Pilates.



Melvin & Melvin, PLLC, located at 217 S. Salina St., #700, Syracuse, celebrates its 100th anniversary.



Witty Wicks Candles & Gift Shop, located at 190 Township Blvd., Suite 20, Camillus, celebrates its 10th anniversary.



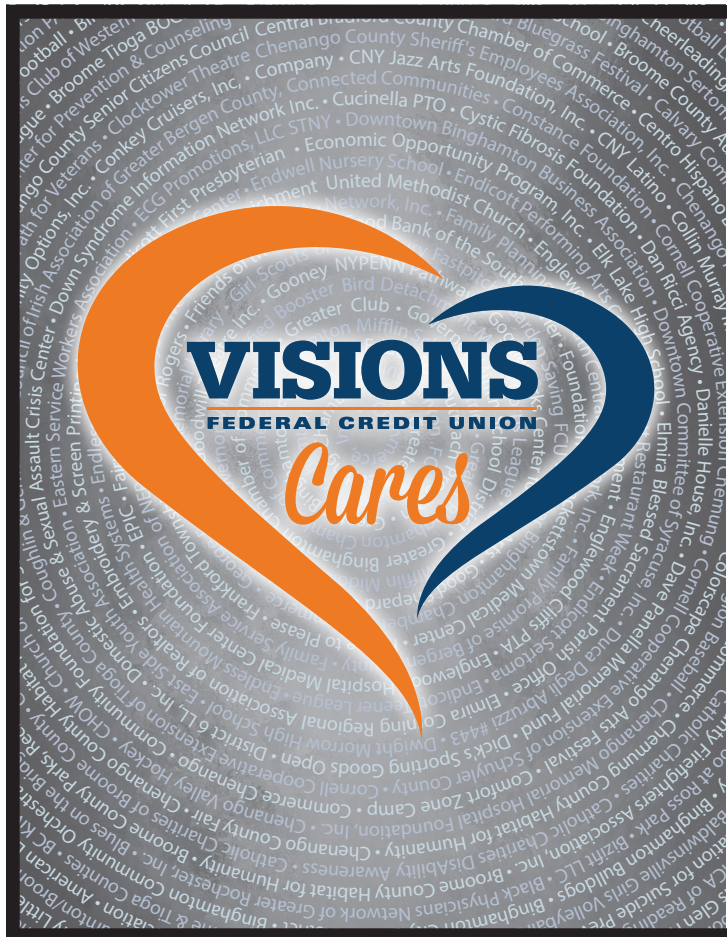
Northwestern Mutual, located at 34 Aspen Park Blvd., East Syracuse, celebrates its grand re-opening.



Pinnacle Holding Company, located at 5845 Widewaters Parkway, Suite 300, East Syracuse, celebrates its 25th anniversary and opening of a new location.



David's Refuge, located at 8195 Cazenovia Road, Manlius, celebrates its 10th anniversary.



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.

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Introducing the '22 Challenge

The Downtown Committee of Syracuse, Inc. wishes everyone a Happy New Year! If supporting local businesses is a favorite New Year's Resolution, consider participating in the Downtown Committee's '22 Challenge. The Downtown Committee has shared 22 suggestions to help enthusiasts support downtown Syracuse businesses over the next few months. The Downtown Committee will award prizes for every challenge item completed. Read about all the fun at DowntownSyracuse.com.

The Downtown Committee's weekly newsletter is a great way to stay up to date with all things happening in downtown Syracuse. Interested in subscribing? Email mail@DowntownSyracuse.com to sign up. The newsletter will be sent out every Tuesday afternoon. Check out the most recent edition.



New Restaurant Guide

In 2021, 32 new retail businesses opened in downtown Syracuse. Of those, 21 were new restaurants or cafes, adding to downtown's diverse cuisine scene. Whatever ones' tastebuds crave is represented across downtown Syracuse's menus. The Downtown Committee recently rolled out a new Restaurant Guide highlighting and sorting options according to five categories: Coffee, Teas, Bakery & Sweets; Global Cuisine; Fast Casual; Casual Dining; and Fine Dining. Check it out.



Are You Interested in Becoming a Downtown Enthusiast?

As we look forward to 2022, it's clear that partnerships are the reason that the Downtown Committee has been able to support its downtown Syracuse core. The Downtown Committee has launched its 2022 Downtown Enthusiast Program, which helps keep valuable partners in-the-know and connected with downtown initiatives. This program pairs attendance and participation with programs into an annual package that makes it as easy as possible to plan for the year ahead. Those interested in learning more about the program and joining an increasing list of Downtown Syracuse Enthusiasts, should email mail@downtownsyracuse.com.



CNYBAC to Host MDIC “Pitch Event,” Jan. 25; Application Open for 2022

CenterState CEO organizational partner the Central New York Biotechnology Accelerator (CNYBAC) and SUNY Upstate Medical University will host a virtual Pitch Event from 1 to 4 p.m., Tuesday, Jan. 25. The event is the culmination of the Medical Device Innovation Challenge (MDIC) for 2021 – a competitive, mentor-intensive program assisting selected early-stage medical device teams with product development, regulatory guidance, intellectual property and startup advice. The program mentors and CNYBAC staff also help new firms match to needed resources and expand connections to the supportive New York state innovation network.

The Pitch Event spotlights the Biotechnology Accelerator’s MDIC graduates and their exciting technologies. The teams, which have successfully completed the program, have achieved remarkable milestones and are now ready to seek incubation, investment and partners to bring their innovations to the market. The MDIC is supported in part through the Empire State Development (ESD) Certified Business Incubator program grant. In addition to CenterState CEO, event sponsors include TDO; Syracuse University’s Innovation Law Center; FuzeHub; Upstate Venture Connect; ESD’s Division of Science, Technology and Innovation; and Upstate Capital Association of NY.

Four of the six MDIC graduates presenting at the Pitch Event are:

- **Dancing Eyes** - Eye Movement Disorder Technology
- **JelikaLite** - Precision Autism Technology
- **Rubitection** - Skin Health Assessment Technology
- **MindTrace** - 3D Neurosurgery Brain Mapping Technology

During the past five years, 26 teams have graduated from the MDIC. The Pitch Event will also include presentations by graduates of previous programs: Souvik Paul, CEO and founder of Aurie; Dwight Cheu, CEO of ZephyRx; and Longsha Lieu, CEO and co-founder of Vita Innovations.

Register in advance to participate Jan. 25.

Additionally, the CNYBAC is now accepting applications for the 2022 MDIC challenge through April 1, 2022. Eligibility and application are available at www.cnybac.com.

2022

CNYBAC Medical Device Innovation Challenge

Application Submission:
January 1 – April 1, 2022

The NYS Empire State Development grant-supported CNY Biotech Accelerator (CNYBAC) Medical Device Innovation Challenge (MDIC) is now accepting applications. Eligibility and application are available at: www.cnybac.com

The CNYBAC MDIC program has graduated 26 early-to-mid stage innovation teams to date. Selected participant teams can participate virtually or elect to work in the CNYBAC Creation Garage at no cost during the 6-month program. The MDIC intensive mentor program serves to expand teams’ innovation ecosystem network, gain introductions to research, product development and regulatory experts, access Upstate’s CORE Facilities, as well as receive support from NYSTAR assets.

MDIC Selected Teams may access many resources:

- Intensive mentorship based on team goals
- Innovation Law Center commercialization research
- I-Corps regional courses
- University engineering capstone programs
- Research and regulatory expertise
- Manufacturing resources such as FuzeHub and TDO
- CNYBAC Virtual Concept to Commercialization Monthly Series
- Innovation and Investment Networks
- Pitch events and business plan competitions

“MDIC provided a diligent and highly accomplished interdisciplinary team of industry professionals who provided the needed mentorship, connections, and perspective to help my company accelerate its growth and development. Time and time again, these mentors have been invaluable to our success and I offer my most enthusiastic support for this incredible program.”

— Longsha Liu, CEO & Co-founder
Vita Innovations
MDIC 2020 Graduate

“We are so grateful for the help that MDIC has provided to us. They introduced us to Syracuse University - where we worked both with the biomedical engineers in the Capstone program on the redesign of the prototype and with the Law Department on patent review. They introduced us to investors. They provided invaluable feedback and advice. We are incredibly lucky that we got accepted into the program and recommend it wholeheartedly to anyone in the early stages of developing their medical device.”

— Katya Sverdlov, CFA, Esq.
Co-Founder, CEO, JelikaLite Corp.
MDIC 2021 Graduate



CENTRAL NEW YORK
Biotech Accelerator
UPSTATE MEDICAL UNIVERSITY

841 E. Fayette St., Syracuse, NY 13210 • 315-464-9288
cnybac@upstate.edu

DISCOVER THE NATIONAL PARKS OF AMERICA & NORTHERN ITALY

CenterState CEO travel is back with two exciting travel opportunities in 2022.

The National Parks of America tour will take place May 19 to 30, 2022. Highlights include Scottsdale, Lake Powell, Grand Canyon, Bryce Canyon, Choice on Tour, Zion, Salt Lake City, Jackson Hole, Grand Teton and Yellowstone National Parks, Old Faithful, Sheridan, Bighorn Mountains, Crazy Horse Memorial and Mount Rushmore. This 12-day journey includes 16 meals and roundtrip air from Syracuse Hancock International Airport. Pricing: Double \$4,799 per person; Single \$6,249; Triple \$4,849 per person.

The Northern Italy and Its Lakes tour will take place Sept. 14 to 22, 2022. Highlights include Padua, a glassblowing demonstration, Venice, St. Mark's Square, Lake Garda, Sirmione, Lake Maggiore, Lake Lugano, Lake Como and Bellagio. This nine-day journey includes 10 meals and roundtrip air from Syracuse Hancock International Airport. Pricing if booked by March 15, 2022: Double \$3,849 per person; Single \$4,449; Triple \$3,819 per person.

CenterState CEO is pleased to work with AAA Member Choice Vacations to offer these amazing opportunities to travel the world. To help travelers navigate the ever-changing list of international travel and testing requirements, CEO's partners have compiled resources to provide travel information and COVID-related requirements. [Visit the travel requirements resource page.](#)

For more information or to reserve your spot, contact Jennine Lombardi at 315-701-2648 or jlombardi@nyaaa.com.



Grand Canyon National Park, Arizona.



Padua, Italy.

NUAIR Northeast UAS Airspace Integration Research Alliance is an organizational partner of CenterState CEO
www.nuair.org



NUAIR Hires Two to Advance NY's 50-Mile Drone Corridor

NUAIR has established two new positions to facilitate rapid business growth and advancement of New York's 50-Mile Drone Corridor. NUAIR welcomes John Gustafson as its director of corridor operations and Melinda Marion as its director of business development. The unmanned aircraft systems (UAS) or drone industry continues to flourish in Central New York as more companies realize the economic value of commercial drone operations. Gustafson and Marion will help keep NUAIR at the forefront of the industry and enable NUAIR to help more companies integrate drones into their daily operations.

John Gustafson started his career in manned aviation as a flight instructor. For the last 11 years his involvement in the UAS industry has touched many different verticals and has created and led UAS integration programs. The safe integration of UAS into the national airspace has been a key focus for Gustafson, and at NUAIR he will focus on operationalizing New York's 50-Mile Drone Corridor.

Melinda Marion has been in the aviation and UAS industries for more than 20 years, supporting the development, funding, and deployment of emerging technologies. She was previously the director of business development and flight support for MUASC and continues to serve as a technical commercial representative to Michigan's UAS Taskforce. At NUAIR, Marion will focus on strategic company objectives to keep it at the forefront of UAS and advanced air mobility development and integration.

NUAIR continues to advance the technologies and capabilities of New York's 50-Mile Drone Corridor, including the integration of 5G and cross-communication technologies needed for safe, commercial drone operations. NUAIR's expertise coupled with its alliance of partners continues to advance the UAS industry. The addition of Gustafson and Marion will help expedite the reality of routine commercial drone operations.



Drone recently tested at the New York UAS Test Site in Rome, New York.

CENTERSTATE CEO VIRTUAL EVENTS EDUCATE & INFORM 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 | SPEAKER SERIES – Tech & Culture Speaker Series, Featuring Cassandra Dell

Cassandra Dell talks about her experiences transitioning from high school to earning a master's degree in bioengineering at Syracuse University, followed by her position as regional pricing lead at Eaton's Crouse Hinds Business where she is responsible for ensuring the completion of pricing requests, driving price realization in the Gulf States region, and working with district managers and the regional vice president to drive key project initiatives. Hosted by Generation Next; sponsored by JPMorgan Chase & Co.



GOFCC | WEBINAR SERIES – Meet the Officials Roundtable with Congressman Katko

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) hosted Congressman John Katko, NY-24. Congressman Katko shares a high level overview of his current work, focusing on infrastructure and his role as Ranking Member of the U.S. House of Representative Homeland Security Committee. Attendees provided feedback and had the opportunity to ask questions. The event was open to GOFCC and CenterState CEO members, and the public.



CEO | PROFESSIONAL DEVELOPMENT – Eyes on the Future: Being Engaged in Positive Change

Onondaga County Executive Ryan McMahon; Rob Simpson, president, CenterState CEO; and Nancy Kern Eaton, president, United Way of Central New York, reveal how they have faced challenges head on to empower others and drive positive change. Moderated by Evelyn Ingram, Wegmans Food Markets. In partnership with Generation Next and presented by CPS Recruitment, Inc.



CEO | PROFESSIONAL DEVELOPMENT – Eyes on the Future: Navigating the Return to "Normal"

Louise Hand, site human resources manager, Exelon; FitzPatrick Nuclear Power Plant; Monifa Wilcox, vice president of Human Resources, CenterState CEO; and Susan Crossett, CEO, CPS Recruitment, Inc., share their experiences and offer guidance as employees return to the office while continuing to navigate pandemic-life. Moderated by Sara Broadwell, Greater Oswego-Fulton Chamber of Commerce. In partnership with Generation Next and presented by CPS Recruitment, Inc.



Is there a topic you would like to see presented at an upcoming webinar?

Let us know!

Contact Lisa Metot at lmotot@centerstateceo.com

EVENTS

CenterState CEO 2022 Economic Forecast

January 26
9 to 10 a.m.
Virtual Presentation

Join CenterState CEO members, business leaders and executives for a presentation of the region's 2022 Economic Forecast. Featuring guest speaker: Peter Kneis, group vice president, M&T Bank, with an overview of trends in the national and state economies, and their impact on the Central New York region.

Register by January 24 at www.centerstateceo.com/events or contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com
Cost: \$20 for members, \$30 for non-members.

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Register at www.centerstateceo.com/events or call 315-470-1800.

Virtual Speed Networking, Jan. 13

9 to 10:30 a.m. | Virtual

Our traditional Speed Networking has been reinvented so you can benefit from the connections from the comfort of your office or remote work location. Engage in both large and small-group dialogue while building relationships with other CenterState CEO and Greater Oswego-Fulton Chamber of Commerce members.

Cost: Free to members; \$15 for non-members. **Register.**

Tech & Culture Speaker Series Featuring Holly Schadt, Jan. 19

5:30 to 6:30 p.m. | Virtual

Meet Holly Schadt, an application analyst specializing in Enterprise Resource Management (ERP) and Electronic Data Interchange (EDI) at **JPMORGAN CHASE & CO.** Byrne Dairy, Inc. She has been with Byrne for 17 years and has been involved in major IT projects including building new manufacturing plants, data center moves, Office 365, phone system replacement, networking, software, and hardware. During the global pandemic, Schadt also beat breast cancer in 2020 while continuing to work. Hosted by Generation Next, the Tech & Culture Speaker Series promotes diversity, inclusion and belonging in tech-related fields through diverse speakers who are leading in the tech industry. Sponsored by JPMorgan Chase & Co.

Cost: Free. **Register.**

Racial Equity & Social Impact Leadership Sessions:

Inclusive Workspaces: The Latinx Experience, Jan. 20

9 to 10:30 a.m. | Virtual

Explore the Latinx Experience through a dynamic panel discussion **✶BerkshireBank** featuring Latinx leaders and the opportunities and challenges that arise in the workplace.

Panelists: Hugo Acosta, founder and owner, CNY Latino Media; Bea Gonzalez, former Common Council president and Syracuse University vice president (retired); and Diana Jaramillo, principal and owner, Kin Architecture Studio, PLLC. The Racial Equity & Social Impact Leadership Sessions focus on what it means to be an ally in the workplace, how to be a more inclusive manager or colleague and how equity work can drive business success. Sponsored by Berkshire Bank.

Cost: \$15 for members; \$25 for non-members. **Register.**

CNYBAC Medical Device Innovation Challenge Pitch Event, Jan. 25

1 to 4 p.m. | Virtual

The Pitch Event spotlights the CNY Biotechnology Accelerator's (CNYBAC) MDIC graduates and their exciting technologies. The MDIC is a competitive, mentor-intensive program assisting early-stage medical device teams with product development, regulatory guidance, intellectual property and startup advice. See Page 25 for details. Hosted by CEO's organizational partner the CNYBAC, and SUNY Upstate Medical University. Supported by Empire State Development. Sponsors: CenterState CEO; Innovation Law Center at Syracuse University; FuzeHub; TDO; and Upstate Venture Connect. **Register.**

Racial Equity & Social Impact Leadership Sessions:

Inclusive Communications: Representation Matters, Feb. 17

9 to 10:30 a.m. | Virtual

Explore why representation matters in your communication **✶BerkshireBank** strategies during this thought-provoking panel discussion with leaders in their fields. Engage in thinking critically about how diversity, inclusion and representation in communications is critical to advancing your organization's equity work, as well as staying competitive and achieving customer loyalty. Walk away with knowledge of practices to deploy within your organization. Panelists:

- Stephanie Crockett, president and chief operating officer, Mower;
- Tamisha Hallman, account supervisor, Edelman; and
- Nikita Jankowski, director of marketing, Destiny USA.

Moderator: Dr. Juhanna Rogers, VP of Racial Equity & Social Impact, CenterState CEO. Sponsored by Berkshire Bank.

Cost: \$15 for members; \$20 for non-members. Proceeds support the development of future equity programs for the benefit of members and the community. **Register.**

COMING SOON...

Buy Local Bash, Spring 2022

F Shed, CNY Regional Market, 2100 Park St., Syracuse

CenterState CEO and SyracuseFirst are taking the Buy Local Bash, sponsored by AmeriCU, back to the streets this spring with a LIVE shopping event. This is a one-of-a-kind local shopping and sampling event you won't want to miss. Follow **Facebook** and **Instagram** for more information about the return of the Bash! In the meantime, don't forget to shop local!



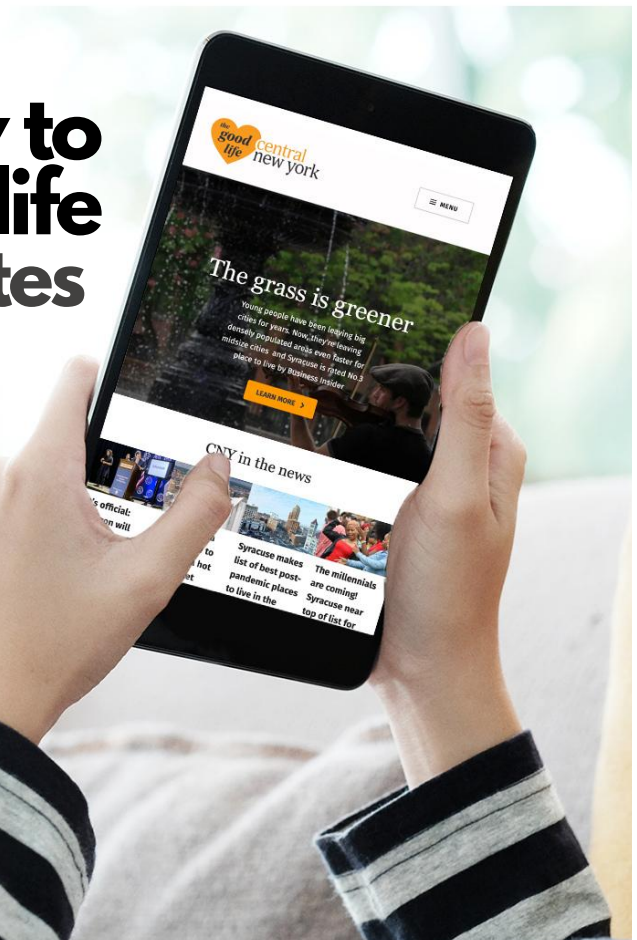
BUY Local BASH

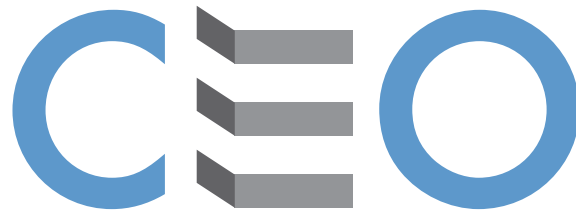
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