

GENIUS NY BUSINESS COMPETITION: A NEW MODEL FOR STARTUP ACCELERATION & SUCCESS

The application period for the GENIUS NY (**G**rowing **ENT**repreneurs & **I**nnovators in **Up**State **N**ew **Y**ork) business competition kicks off this month, offering more than \$2 million in prizes and a new, two-phased incubator-accelerator model poised to create successful and sustainable technology businesses in Central New York.

To provide the best possible chance for success, GENIUS NY goes beyond substantial direct investment – with three grand prizes of up to \$1 million, \$600,000 and \$400,000 – and offers resources, programming and connections not found in previous businesses competitions. More than \$2 million in programmatic support will provide access to business planning, educational programming, speakers, advisors, developers and other entrepreneur-consumed resources. Additionally, participants will receive stipends for operating capital and subsidized rent. These investments make it among the largest competition of its kind across the globe.

“GENIUS NY combines the resources and industry strengths of Central New York with cash investments and intense incubation programming to create a world-class acceleration experience for high quality companies,” said Rick Clonan, vice president of innovation at CenterState CEO. “The program will also contribute significantly to the evolving innovation ecosystem in and around Central New York by finding, supporting and investing in some of the best startup companies in the world.”

GENIUS NY will target applicants in the fields of unmanned aerial, ground and marine systems; the internet of things; data analytics, and other tech industries – an intentional effort to align the innovation and entrepreneurship ecosystem and promising startups to emerging opportunities in the region, which includes \$250 million designated to Central New York through the Upstate Revitalization Initiative to advance unmanned systems and cross connected platforms.

Also unique to the program are embedded opportunities for startups to learn from and collaborate with existing businesses in the region; connect with investors for follow on funding; and gain exposure to area civic groups and Central New York’s quality of life. These connections will serve to nurture and grow these industries within the region, and encourage the establishment of long term roots in Central New York.

Applications are open June 15 through Sept. 16, 2016, at www.geniusny.com. Six startup teams will be

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GENIUS NY

Applications Open
June 15 – Sept. 16, 2016
www.geniusny.com

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CenterState CEO Welcomes Newly Elected Board Leadership

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CenterState CEO Events



CENTERSTATE CEO CLAMBAKE, AUGUST 4

Hinerwadel’s Grove
5300 W. Taft Road, North Syracuse
4 to 8 p.m.
See page 18 for details.

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GOVERNMENT RELATIONS

Participation in Unmanned Systems Conference Generates New Opportunities



CenterState CEO, the NUAIR Alliance, and partners from Mohawk Valley EDGE and Griffiss International Airport were among the strong representation from New York state at the AUVSI International Unmanned Systems Annual Conference Xponential in New Orleans, in May.

Participation in this event – the largest unmanned aerial systems (UAS) trade show in the U.S. – is strategically important given the region’s initiatives to move the UAS sector forward through the leadership, industry assets and resources in Central New York.

Meetings and briefings were held in the NUAIR booth with companies interested in bringing research and development, testing activities and jobs to New York, which was staffed by representatives of the NUAIR Alliance and New York test site partners from Massachusetts and Michigan. The event provided exposure for the region’s industry leaders to more than 800 exhibitors and 10,000 attendees.

As a result of the conference, the NUAIR team is attracting firms from across the globe to its test site, including an Australia-based firm, Gryphon Dynamics.

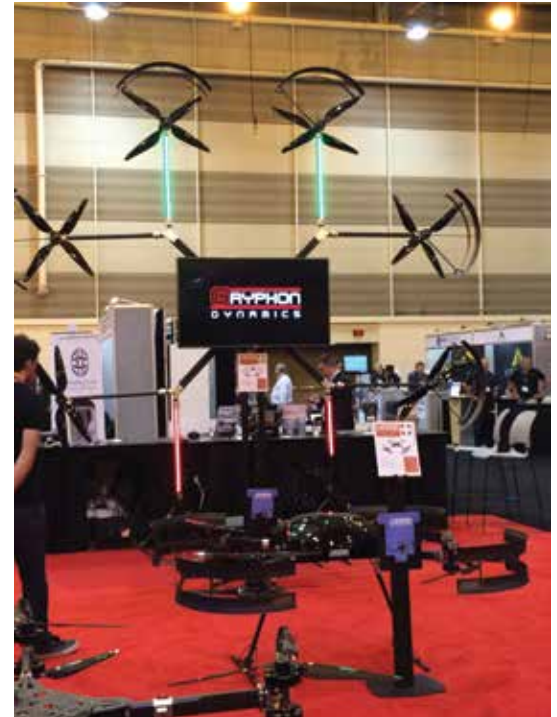


Collaborating with NUAIR will enable Gryphon

Dynamics to gain Federal Aviation Administration (FAA) approval to operate commercially in the U.S., and will help the company perfect the use of UAS applications in the film industry (its aircraft were used in the filming of a Pirates of the Caribbean movie).

The conference also served as a highly targeted venue to promote leading UAS-related initiatives that are part of the Central New York Upstate Revitalization Initiative as well as business attraction incentives available in New York state.

CenterState CEO and the NUAIR team are following up on the new contacts made and opportunities resulting from this year’s conference to leverage the assets and expertise of NUAIR and Griffiss International Airport to meet the emerging needs of firms in the UAS industry.



Gryphon Dynamics – an Australia-based firm interested in New York’s test site at Griffiss International Airport – displays UAS at AUVSI in New Orleans.

Regional Firms and Alliance Members Represented at Xponential:

- AXEnterprise
- Lockheed Martin
- SRC, Inc.
- Gryphon Sensors
- SaabSensis
- Microdrones (encompassing FlyTerra, Avyon, and ProDrones, with a location at Griffiss International Airport)
- DelairTech
- Corning’s Hyperspectral Imaging (HIS)

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selected to enter a 12-month in-residence accelerator at The Tech Garden from January through December 2017, and will be immersed in The Tech Garden's events, support programs and extensive resource pool.

GENIUS NY is funded with the support of Empire State Development. It builds on the successes of previous CenterState CEO business competitions, such as the Emerging Business Competition, Start Up Labs and Germinator, and is funded in a similar fashion to Buffalo's 43North competition.

Be Part of GENIUS NY

Who can apply to GENIUS NY?

Application is open to startups worldwide. Applicants should be:

- a startup business looking for investment
- a team that can leverage technology
- focused on technology sectors such as unmanned systems and cross-connect platforms
- committed to attend the in-residence accelerator for one year and plans to create roots in Central New York

How can I serve as a mentor?

Shared expertise and connections are invaluable to the program. Having a large pool of mentors allows greater potential for connections, involvement and success. Contact Anne Mackenzie at anne@thetechgarden.com.

Can my company be a sponsor?

Yes. Sponsors are a critical asset to the program. The business needs of startups are great and sponsors can support GENIUS NY in multiple, mutually beneficial ways. Contact Anne Mackenzie at anne@thetechgarden.com.



GENIUS NY

www.geniusny.com



NEW SPEAKER SERIES KICKS OFF JUNE 21 WITH SEAN KIRST

CenterState CEO is excited to bring a new biannual speaker series to members, partners and the public: CEO Presents, presented by VIP Structures. Hear compelling talks on diverse topics, engage in exciting discussions and meet notable business executives.

The 2016 series, Breakfast Stories, kicks off June 21 at the Holiday Inn in Liverpool with longtime Central New York journalist, writer and storyteller Sean Kirst, about the power of storytelling, and its impact on individuals and communities.

Then, save the date of November 16 for the series' next speaker, John Stage, founder and chairman of Dinosaur Bar-B-Que, focused on the art of storytelling in business. Learn firsthand about how telling the story behind your company or product can lead to success and create a greater connection with customers.

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CEO Presents: Breakfast Stories, June 21

8 a.m. networking and continental breakfast;

8:30 to 9:30 a.m. program

Cost: \$30 for members; \$45 for non-members.

Register at www.centerstateceo.com/events or contact

Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com.



CEO TALKS FOCUSES ON POVERTY

Last month's CEO Talks, presented by UGI Energy Services, Inc., engaged attendees in a roundtable discussion with local business leaders who are addressing the challenge of poverty in creative and substantive ways.

Speakers included Mark Murphy, senior vice president at St. Joseph's Health; Seth Mulligan, operations manager at TCG Player, Inc.; and Lou Bregou, director of operations at Driver's Village. Dominic Robinson, VP of economic inclusion for CenterState CEO, moderated.

Panelists shared how they are going beyond volunteerism and charitable contributions to contribute to improved quality of life in their communities, particularly among lower-income individuals, while also impacting their bottom line.

TCGplayer.com shared that, in 2016, it is launching a variety of corporate social responsibility efforts. TCGplayer also employs a community engagement specialist that is dedicated to developing employee and community engagement programs for volunteerism, philanthropy and programming.

In addition, TCGplayer offers competitive wages and excellent benefits polices, is located in an area that is accessible to public transportation, provides public transportation and bike subsidies to employees, and is developing career pathways for existing employees and new programs to allow traditionally under-served persons to access jobs and training.

Learn more about building business practices that have a greater community impact. Contact Dominic Robinson at 315-470-1800 or drobinson@centerstateceo.com.



Dominic Robinson, vice president of economic inclusion at CenterState CEO, discusses the importance of addressing poverty and inequality in Central New York beyond the moral imperative, how economic instability can have a negative impact on business, and how businesses can be part of the solution.



Save The Date

CEO Talks, September 21.

Visit www.centerstateceo.com/events for updates.

WORK TRAIN TACKLES CHALLENGES FACED BY FOREIGN-BORN MEDICAL PROFESSIONALS

More than 200 foreign-born medical professionals in Syracuse face a unique set of challenges. They are disconnected from professional networks, unable to access their professional credentials and lack financial and educational resources to continue their studies resulting in an unclear path to re-entering the medical field. However, in a city where health care institutions have a need for primary care providers and culturally attuned medical care, Work Train is partnering with the Healthcare Initiative for Community Inclusion (HICI) to develop long-term solutions to these challenges.



Participants, practitioners and partners at SUNY Upstate Medical University.

This effort builds on the work of Health Train, which provided early solutions by placing international medical graduates (IMGs) into entry-level health care jobs with a tenable career ladder. In May, Work Train, Jobs Plus and the Refugee Assistance Program, with host SUNY Upstate Medical University (UMU) and its Health Sciences Library, convened 52 IMGs for an address with Dr. Laraque-Arena, president of SUNY UMU. In addition to developing networks and identifying professional opportunities, participants toured the Health Sciences Library and were granted ongoing library access typically available to only medical students.

Work Train is currently convening potential partners and facilitating the build out of a workforce development platform for IMGs that will help Syracuse retain this international talent and meet the needs of health care employers in the community.

CENTERSTATE CEO WELCOMES NEWLY ELECTED BOARD LEADERSHIP

CenterState CEO's board of directors unanimously elected O'Brien & Gere (OBG) CEO Jim Fox as its new chairman. Having served as a member of the executive committee and on CEO's board of directors, Fox has a deep understanding of the organization. Fox's expansive leadership credentials make him uniquely qualified for this position. He brings a wealth of business experience with a focus on innovation at a time when CenterState CEO is implementing its new strategic plan; a plan Fox helped develop as a member of the steering committee.

Fox succeeds, Deborah Stanley, president of SUNY Oswego. Stanley was the driving force behind some of CEO's most important accomplishments, including a renewed focus on diversity and the reorganization of staff and board committees following a year-long strategic planning process. Additionally, Stanley led the organization through its commitment to support the successful application for the \$500 million Upstate Revitalization Initiative.

Fox is committed to the growth of the region and will provide dynamic leadership necessary to further the vision and mission of CenterState CEO.

"I am honored to serve CenterState CEO. I am continually energized by the diversity of thought and the collaborative nature of the organization's board of directors, leadership and talented people. Together we have a tremendous opportunity to implement CenterState CEO's strategic priorities that will make a positive impact on the growth and sustainability of our community," said Jim Fox, OBG.

Also elected to the board were Melanie Littlejohn, regional executive director for Upstate New York, National Grid, as first vice chair and Susan LaVallee, senior vice president, AXA Equitable as vice chair.



**CENTERSTATE
CORPORATION FOR ECONOMIC OPPORTUNITY**



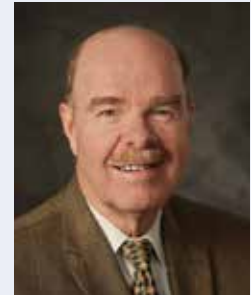
Jim Fox is the CEO and Chairman of O'Brien & Gere (OBG), accountable for overall corporate performance and leading the development and implementation of OBG's Strategic Plan. He is responsible for the strategic direction of the company while working with OBG's leadership team on the people, performance and profitable growth needed to achieve the company's strategic objectives.



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Melanie Littlejohn
*Regional Executive Director
for Upstate New York,
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Stephen Fournier
*President Central New York,
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U.S. AMBASSADOR TO CHILE SHARES TRADE OPPORTUNITIES

U.S. Ambassador to Chile Michael Hammer joined CenterState CEO partner the Central New York International Business Alliance (CNYIBA), to share information on doing business in Chile and Latin America. More than a dozen companies attended the information session, sponsored by Mohawk Global Logistics, to learn about export opportunities in these markets and how their companies could benefit from the Trans-Pacific Partnership (TPP) Agreement, a new, high-standard trade agreement.

Chile is a TPP partner and has negotiated more free trade agreements than any other country. Chileans spend more on U.S. products on a per capita basis than any other country in South America. Companies looking to export to Chile experience low barriers to entry which makes it a good target for exporting. Over the past decade, U.S. exports to Chile have more than quadrupled. Under TPP this would continue on a growth trajectory thanks to the elimination of more than 18,000 tariffs. TPP will also reduce bureaucracy, which is particularly important in drawing small businesses and family farms into new global supply chains.

Expanding global influence and exports is central to the work of the CNYIBA, which provides businesses new resources and information to become more competitive in international markets. Seminars, such as this, export consultation programs and trade missions are among the services available to companies looking to expand their global reach. Learn more at www.cnyiba.net.



U.S. Ambassador to Chile Michael Hammer said the Trans-Pacific Partnership is a win for the U.S. and Chile as it will strengthen existing economic linkages, build new supply chains and it make it easier for small businesses to find customers.

SIMPSON RECEIVES COMMUNITY RECOGNITION

CenterState CEO President Robert M. Simpson was recently awarded the President's Medal of Distinction Award by Morrisville State College. The award is presented to individuals who have made an outstanding contribution to the campus communities of Morrisville State College through their service, leadership and achievements. It is the highest non-degree honor awarded by the college.

Simpson was also recognized last month by the Longhouse Council, Boy Scouts of America with the 2016 Distinguished Citizen award at its annual Boypower Dinner to benefit area youth.



Distinguished Citizen Honoree Rob Simpson at the 2016 Boypower Dinner with (from left) Chair David Schneckeburger, Longhouse Council President Scott Armstrong, Longhouse Council Scout Executive/CEO Grey Rolland and WEBELOS & Cub Scouts from Longhouse Council.



Rob Simpson is recognized during Morrisville State College's commencement for his exemplary service to the community and to the college's students, faculty and staff.

NUAIR COMPLETES COMPLEX NASA DRONE TEST

In the first and largest demonstration of its kind, the NUAIR Alliance collaborated with other FAA-designated unmanned aircraft system (UAS) test sites to assess NASA's rural operations of its unmanned traffic management (UTM) research platform.

Four Indago quadcopter unmanned aircraft were flown simultaneously at the New York UAS test site at Griffiss International Airport, in Rome. All six FAA-designated UAS test sites participated in the test while NASA monitored operations and gathered feedback to refine its UTM research.

Twenty-four drones flew multiple times during the three-hour test with 22 flying simultaneously at one point. In addition to the live aircraft interacting with UTM, NASA introduced dozens of virtual aircraft into the same airspace to further enhance the test. This mixing of live flights with virtual flights provided additional insight for future tests to improve the UTM concept.

"We want to prove unmanned aircraft can be safely flown along with manned aircraft. To see small systems with the technology they have in such a small package do what they do, collect the data here, merge that data, and send it to NASA all in one operation is fantastic," said Russell Stark, Oneida County commissioner of aviation.

The NUAIR Alliance manages the New York UAS test site and leads more than 90 partners working together to operate and oversee UAS testing in New York, Massachusetts and Michigan. New York state has awarded Central New York \$250 million for UAS industry developments through the Upstate Revitalization Initiative. Learn how NUAIR is leading the next generation of unmanned aviation at www.nuairalliance.org.



An Indago quadcopter flies during a test of NASA's UAS traffic management research platform at the New York UAS test site at Griffiss International Airport.



Members of the NUAIR Alliance monitor flights during tests of NASA's UAS traffic management research platform. The newly renovated UAS Operations Center at Griffiss gives the New York UAS test site more UAS testing capability.

A promotional banner for the 2016 NY Tech Summit. The top part has a purple and blue background with the text "2016 NY Tech SUMMIT" in large, bold letters. To the right, it says "SAVE THE DATE JUNE 8-10" and "the Northeast's premier business-driven technology event!". Below this, it says "TURNING STONE RESORT & CASINO | VERONA, NY". The bottom part of the banner shows a collage of photos from the event, including people networking and presentations. At the bottom right, it says "Register today: www.nytechsummit.com" and includes social media icons for LinkedIn, Twitter, Facebook, and YouTube.

Save the Date: Downtown Committee Annual Meeting, June 23

Join the Downtown Committee for a noon luncheon, Thursday, June 23. Keynote speaker Patrick Phillips, the global chief executive officer of the Urban Land Institute will discuss factors driving the renaissance in downtown Syracuse and in downtowns across America. Phillips has ties to Syracuse. He holds a graduate degree in public management and finance from the Maxwell School of Citizenship and Public Affairs at Syracuse University and is a State University of New York College of Environmental Science and Forestry graduate. Downtown Committee Executive Director Merike Treier will provide a downtown report highlighting the incredible investments happening throughout Syracuse. Tickets and more information can be found at www.DowntownSyracuse.com/AnnualMeeting.

Downtown in Bloom

A record number of hanging flower baskets (355!) now dress downtown's streets to welcome the summer season. Thank you to all who sponsored a hanging flower basket and for supporting the beautification work of the Downtown Syracuse Foundation. Each \$50 tax-deductible donation sponsors one flower basket for the 2016 season. Support is still needed! Checks may be mailed to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St., Syracuse, or pay by credit card at <http://downtownsyracuse.com/flowers>.

The Downtown Committee would like to recognize the following organizations for sponsoring 10 or more baskets: Cathedral Square Neighborhood Association, M&T Bank, Key Bank, JF Real Estate and Partnership Properties, Barclay Damon, The Oncenter, First Niagara Bank, MONEY Federal Credit Union, Paramount Realty, Armory Square Association, Cushman Wakefield Pyramid Brokerage, AXA, CBD Companies and Onondaga Tower. The petunias are from Oliver B. Paine Greenhouses, a Downtown Farmers Market vendor.

Partners in Planting

Pioneer Companies and Young Leaders United, a division of the United Way, partnered with the Downtown Committee to revitalize the Hanover Square neighborhood. The Partners in Planting program taps into the pride of downtown employees in the neighborhoods in which they work. By transforming downtown's landscape through beautification and cleanup efforts, participants give back to the community by showing they care about the quality of life and attractive streetscape of Syracuse.



Downtown Farmers Market Returns: June 14 to October 11

The Downtown Farmers Market returns for its 44th season! Starting June 14, 7 a.m. to 3 p.m. every Tuesday, rain or shine, through October 11, dozens of the region's best farmers and produce dealers will converge upon Clinton Square. Here are three reasons to check it out:

- 1. Health and Wellness Initiatives:** The Food Bank of Central New York's Say Yes Program returns with cooking demonstrations to show visitors how to prepare market purchases. The Onondaga County Public Library will resume supplying recipe cards using ingredients purchased from the market. And, Cornell Cooperative Extension will again provide tasty, healthy samples.
- 2. Activities for the Kids:** The Onondaga County Public Library will bring its mobile cart, setting up a booth at the market. Look for crafts and activities for the kids, as well as books that market-goers can sign out each week.
- 3. Your Chance to Win:** Farmers and produce dealers will continue to donate fresh produce, unique products and gift baskets. Each week, market visitors can enter a free drawing to win the item of the week.



DOWNTOWN COMMITTEE ANNUAL MEETING

June 23 at the Oncenter

Join us and hear from our keynote speaker



PATRICK L. PHILLIPS
Global Chief Executive Officer,
Urban Land Institute

For ticket information:
[www.DowntownSyracuse.com/Annual Meeting](http://www.DowntownSyracuse.com/AnnualMeeting)
422-8284





CENTERSTATE CEO ECONOMIC CHAMPION

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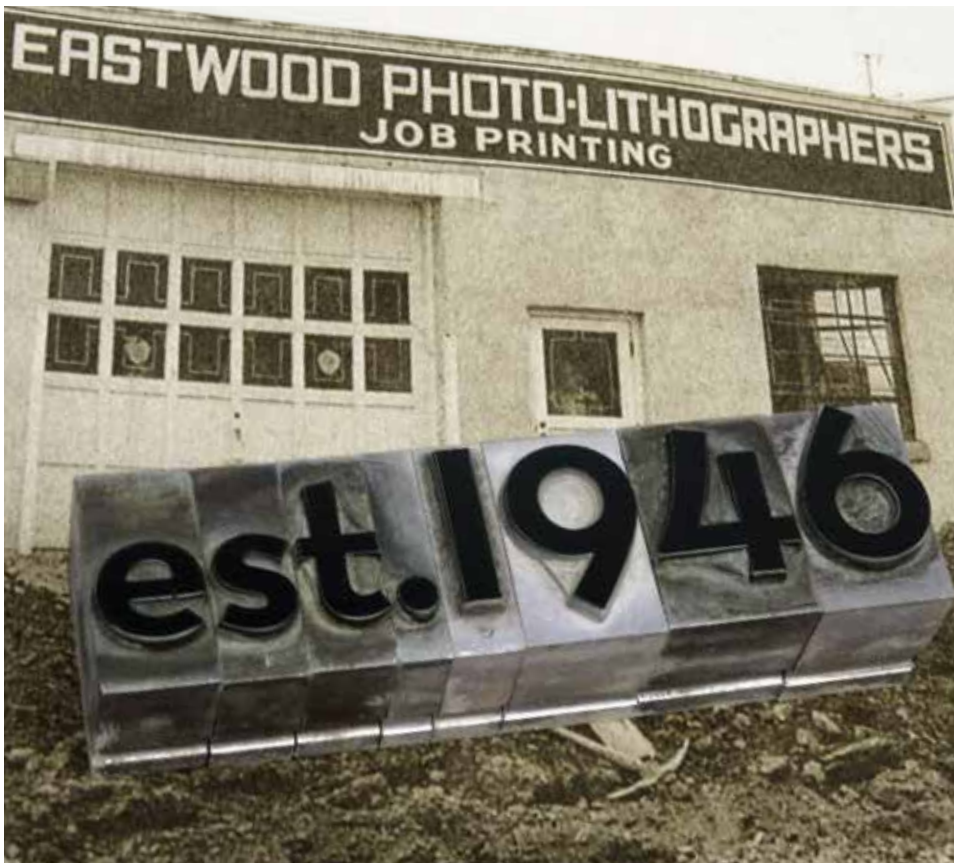
After 120 years in the property and casualty insurance business, Preferred Mutual has evolved and grown, yet stays true to the values of a company built in the interest of its customers. Preferred Mutual is owned by its policyholders. It prides itself on being able to respond to the needs of its policyholder customers and agent partners.

Preferred Mutual employs 277 people, 46 of whom were hired in 2015. The company has three campuses: its home office in New Berlin (Chenango County), its Norwich facility and an office in Latham. It provides home, auto and business insurance products to more than 230,000 policyholders that consist of individuals, families and businesses through 450 independent agents in New York, New Jersey, New Hampshire and Massachusetts.

Preferred earned recognition from industry and economic leaders in 2015. A.M. Best awarded the Company an "A" for excellent rating. Preferred received two "Best of Show" awards: the first from the Insurance Marketing Communications Association (IMCA) for its external rebranding campaign to agents and policyholders, and the second from the National Association of Mutual Insurance Companies (NAMIC) for its Claims Engagement Journey. Preferred was also recognized as a fit-friendly worksite by the American Heart Association for the third consecutive year. And, for growing its workforce in 2014, Preferred was named an Economic Champion in 2015 by CenterState CEO.

Preferred Mutual's vision is to be the most sought-after insurance company, renowned for exceeding the evolving expectations of its customers. www.preferredmutual.com

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



Please join Eastwood Litho in celebrating our 70th year in business. We would like to thank all of our loyal customers for helping us to get to this milestone.

Thank you.



www.eastwoodlitho.com



Visit Syracuse Partners with Break The Ice Media To Attract New Tour Groups

Visit Syracuse is proud to announce a new partnership with Break The Ice Media to promote and coordinate domestic and international group tours to Syracuse. Visit Syracuse President David Holder said there is an increased demand from international group travel planners to include the Salt City on their itineraries to New York state.

Break The Ice Media will serve as an extension of the Visit Syracuse team working with receptive and group tour operators to bring the Syracuse travel product to their prospective markets. Receptive operators help plan and package tourism experiences and services for incoming visitors most often booked through international tour operators.

Break The Ice Media will work to build brand awareness for Syracuse as a destination, develop sales and marketing strategies, and leverage assets of greater Syracuse, Central New York and the Finger Lakes in the development of packages to generate local overnight bookings.

"It's been proven that a great place to live is a great place to visit," said Holder. "As we see development throughout the region, we see a surge in visitor curiosity. Break The Ice Media can help us be proactive instead of reactive."

Break The Ice Media is a Canandaigua, New York-based boutique marketing and public relations firm with a passion for building brands and strategic planning. It works with destinations throughout New York (including enhancing the Finger Lakes Region's public relations program) and has successfully executed travel trade marketing programs for Cayuga County and the Haunted History Trail of New York state.

"The tourism product that Syracuse offers the Travel Trade Market is so diverse, we see it as a perfect fit for any itinerary or interest," said Break The Ice Media CEO Nicole Mahoney.

Break The Ice Media hit the ground running by immediately engaging with new tour operators. In less than a month of partnering with Visit Syracuse, Break The Ice Media:

- Connected a receptive tour operator from Boston with three Syracuse hotel properties as part of a nine-day foreign independent traveler itinerary from New York City to Niagara Falls.
- Helped an Iowa-based tour operator with a group booking at a local hotel.
- Assisted planning the Destinations of New York Travel Show, to be hosted in Syracuse in September 2016.

"Break The Ice Media will help build Syracuse's presence in both the domestic and international group tour markets," said Holder. "The results have the potential to drive local development."



Break The Ice Media team members Nicole Mahoney (right), CEO, and Rhonda Vaccaro, motor coach group tour coordinator, pose at Clark Reservation State Park during a familiarization tour.

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



Receive members-only pricing and special offers.

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Run a Better Business for Less!

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The Tech Garden Welcomes Three New Businesses

Bojaga Studios

Bojaga Studios, an affiliate member of The Tech Garden, is a developer of iPhones and Android apps. Bojaga began with the idea of an app to find local farm stands. Farmstand Finder is the first official app to launch, five apps are under development and 10 ideas are incubating.



The company brings extensive experience in programming and IT/server operations together with skills in education and interviewing that allows them to help clients across many industries.

www.bojagastudios.com



Bojaga staff (from left): Adam Hockenbery, CEO/concept design and business analyst; Justin Jones, CEO/lead programmer; Andrew Hockenbery, CFO/administration and consulting; Alex Jones, CIO/marketing and advertising; and Geoff Jones, CTO/design and programmer.

Codemia, LLC

This spring, The Tech Garden welcomed Codemia as an affiliate. The educational startup offers integrative STEM camps and programs geared toward 8- to 12-year-olds. Codemia works with local schools to add computer science activities to programs and curriculum.



Zoe Koulouris is CCO of Codemia.

This summer, Codemia is partnering with the MOST to offer camps focused on computer science and coding. The series runs weekly from August 1 to September 2. Participants will learn through projects such as programming mobile app games, with Scratch, robotics and competitions. www.codemaniacamp.com

Brainview Technology

Leanne Hirshfield started Brainview Technology in 2013 and became a resident at The Tech Garden in 2016. Hirshfield is the sole employee of the company, working with Mary Ann Tyszko as a senior adviser and three field consultants with expertise in biomedical engineering, optical imaging and computer science.



Leanne Hirshfield, founder of Brainview Technology, with senior adviser Mary Ann Tyszko.

Brainview develops biotechnology sensors and software to measure brain activity in naturalistic, real-life settings and situations. The company's newest sensor measures brain activity remotely, from approximately one meter. The monitored brain activity and collected data are input into machine learning algorithms to make real-time predictions of the individual's cognitive and emotional states.

CORRECTION: Our apologies to Fuz Eller, president of Euphony Inc., for misspelling his name in the The Germinator story in the May newsletter.

Congratulations Clean Tech Center graduates and The Tech Garden clients!

Kohilo Wind, Avatar Sustainable Technologies and Ephesus Lighting were highlighted in New York state's New York is Reforming the Energy Vision video.

Watch the video at:
www.ny.gov/reforming-energy-vision-rev/rev-stories



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 Colette Powers, UBS Financial Services, Inc., The Austin & Alesandro Group. Stephanie Powers, Jefferson Clinton Hotel, is vice chair.

Johnny Rockets

Johnny Rockets is an international restaurant franchise that offers high quality, innovative menu items, including fresh, never frozen 100 percent beef made-to-order hamburgers, Veggie Boca® burgers, chicken sandwiches, crispy fries and rich, delicious hand-spun shakes and malts.
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Lake Forest, CA 92630 315-474-7406
www.johnnyrockets.com
Ms. Kim Nguyen, Coordinator, PR and Social Media

Alpha Security Bureau, Inc.

Providing security systems services and consulting, Alpha Security Bureau is incorporated in the state of New York. A fully customizable guard service provider who creates individualized protection strategies to secure client assets, protecting client interests and limiting liability. Alpha Security Bureau manages its sister company Silent Security Alarms that specializes in Honeywell products, home automation Systems and Keri access control systems.
202 Arterial Road, Suite 202B
Syracuse, NY 13206 315-708-1699
www.alphasecuritybureau.com
Mr. Dwight Hicks, COO

CenterState CEO Members at The Tech Garden

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

ProZ.com, Inc.

Translation Services
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Computers-Software & Software Development
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235 Harrison St., MD 8
Syracuse, NY 13202
315-579-4330
www.collabworx.com
Dr. Marek Podgorny, CEO

Lake Effect Applications

The Tech Garden
235 Harrison St., MD 59
Syracuse, NY 13202
315-481-3237
www.lakeeffectapplications.com
Mr. John Spatola, Founder & CEO

Gena Christian Associates, LLC

Data Storage
The Tech Garden
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Syracuse, NY 13202
Ms. Gena Christian
President & CEO

ChronicleMe, Inc.

Interactive Media
The Tech Garden
235 Harrison St., MD 56
Syracuse, NY 13202
www.chronicleme.com
Mr. AJ Richichi

Mobilyzer

Web Site Development
The Tech Garden
235 Harrison St., MD 53
Syracuse, NY 13202
Mr. Mark Weldon

3 Pound Health

Health Care Services
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Syracuse, NY 13202
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CEO MEMBERS AMONG CNY'S BEST PLACES TO WORK

CenterState CEO members were among the 2016 Central New York's Best Places to Work. This prestigious award was created by BizEventz and sponsored by the Business Journal News Network to identify, recognize and honor the top companies that offer the best places of employment in Central New York, thereby benefiting the state's economy, workforce and business environment. Congratulations!



ABC Creative Group	Driver's Village	Metro Fitness
CH Insurance Brokerage, Inc.	DUMAC Business Systems, Inc.	SUNY Upstate Medical University
CPS Recruitment	Grossman St. Amour CPAs PLLC	Syracuse Orthopedic Specialists
D'Arcangelo & Co., LLP	HOLT Architects P.C.	The Bonadio Group
Dermody, Burke & Brown, CPAs, LLC	ICS Solutions Group	Usherwood Office Technology

MEMBER MILESTONES

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

15 YEARS

Crowne Plaza Hotel & Conference Center

10 YEARS

Tony Baird Electronics, Inc.
R.K. Johnson & Associates Insurance Agency, Inc.

5 YEARS

Ralston Supply Center, Inc.
Ramada Geneva Lakefront

CENTERSTATE CEO MEMBER DISCOUNTS

One of the benefits of CenterState CEO membership is access to cost savings made available through other members. Visit www.centerstateceo.com/save-more to see what's new this month:

Seabreeze Park

4600 Culver Road
Rochester, NY 14622
585-323-1900

www.seabreeze.com

Seabreeze is Rochester's landmark family fun destination. You will find four roller coasters, adult and kiddie rides and a full waterpark with wave pool, slides and more. Enjoy live entertainment, games, great food and cool breezes off scenic Lake Ontario.

Discount: CenterState CEO members can save \$5 off the \$31.99 gate price of a Ride & Slide pass when members buy tickets online at www.seabreeze.com and enter the promo code: STATE (may not be used on any other ride offers or group event tickets). Offer expires September 5, 2016.

Revolutions at Destiny USA

306 Hiawatha Blvd. W.
Syracuse, NY 13204
315-313-6307

www.revolutionsentertainment.com

Revolutions is a 55,000-square-foot multifaceted entertainment venue located in Destiny USA. Revolutions features a full-service restaurant, two bars, The Stadium sports amphitheater, 24 boutique bowling lanes, an arcade and a private theater that can hold up to 200 people. Revolutions also offers group events, ranging from kid's birthday parties to corporate meetings.

Discount: CenterState CEO members receive 50 percent off meeting space, Monday through Friday, with a minimum food package. Offer expires September 1, 2016.

Escape the Estate, LLC

ShoppingTown Mall
3649 Erie Blvd. E.
Syracuse, NY 13214
855-653-7227

www.escapetheestate.com

The first Escape Room in CNY! Fully immersive, live game play, experience where teams must work together to solve clues, decipher riddles and unlock the secrets to ESCAPE! Also, check out our seasonal site Frightmare Farms in Palermo, New York. Group and corporate teambuilding rates available.

Discount: CenterState CEO members receive \$8 off each admission. Tickets must be purchased at www.escapetheestate.com using code CEOSAVE8. Offer is valid at both locations and expires June 30, 2016.

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

CEO ESSENTIALS

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CENTERSTATE CEO AMBASSADORS

CenterState CEO Ambassadors welcome new CEO members, and provide recognition to businesses celebrating important milestones. If your company or organization will be celebrating a special event in the near future, or if you are interested in becoming an Ambassador, please contact Sharon Abert at 315-470-1810 or sabert@centerstateceo.com.



Kate Rolf, president and chief executive officer at **VNA Homecare**, was presented with a certificate of recognition during its Annual Eldercare Foundation Cabaret. The event raised more than \$33,000 for the foundation and honored a patient, physical therapist and Honor Flight Syracuse for their service to the community and nation.



Nunn's Home Medical Equipment, formerly Rothschild's Home Healthcare Center, celebrate new ownership with a ribbon cutting. The company is located at 817 E. Genesee St. in Syracuse.



ANSUN Graphics celebrates its 20th anniversary. The company is located at 6392 Deere Road in Syracuse.



VP Supply Corp. is recognized for its recent expansion and new location at 6166 E. Molloy Road in Dewitt.

Grand Openings

Creole Soul Café, a second location in ShoppingTown Mall, DeWitt

Onondaga Physical Therapy, 6800 E. Genesee St., Fayetteville

Steven Hunsberger's State Farm Agency, 212 S. Manlius St., Fayetteville

Expansions and Relocations

Auto Glass Experts expanded and renovated its facility at 7321 Thompson Road in North Syracuse.

Barton & Loguidice, D.P.C. moved to a new office at 443 Electronics Parkway, Liverpool.

Anniversaries

Eastern Shore Associates, 401 S. Main St. in North Syracuse, 30th

Escapes, 6257 Route 31, Cicero, fifth

Pathfinders CTS, 135 Old Cove Park, Liverpool, 25th

Spectrum Contracting, 18 Creekside Drive, Fulton, 30th

Trendi Korner, 3312 James St., first

EMPIRE FARMSTEAD BREWERY HOSTS DELTA HIGH ALTITUDE BUSINESS AFTER HOURS



The Empire Farmstead Brewery, in Cazenovia, hosted CenterState CEO’s most recent Delta High Altitude Business After Hours. The event offered a first glimpse and behind-the-scenes tour of its new 40,000-square-foot, state-of-the-art brewing and agritourism facility, designed and built by CEO member Feldmeier Equipment, Inc. More than 100 member Investors and Executive and Corporate Partner members enjoyed samples of Empire’s craft beers and delicious appetizers while making great connections. The Empire Farmstead Brewery tasting room, gift shop and restaurant opens to the public this month.



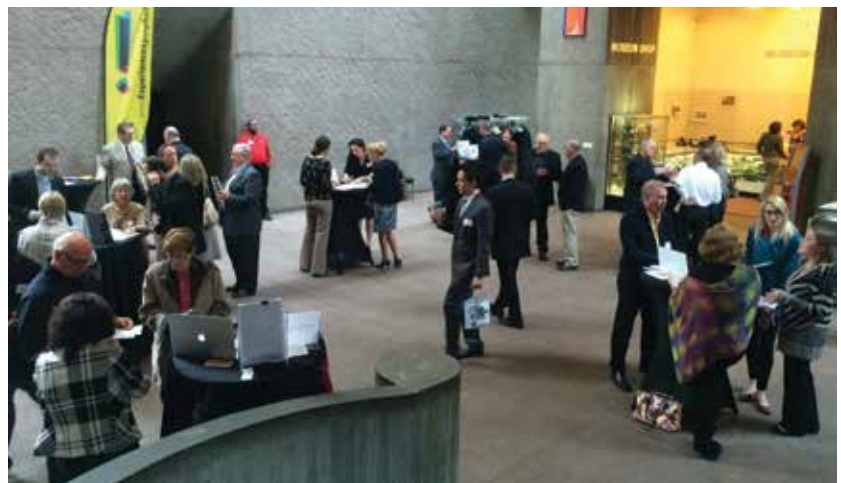
CenterState CEO members and guests connect at the area’s newest and largest craft brewery at the Delta High Altitude Business After Hours.



Congratulations Benjamin N. Larsen of Bell & Spina Architects, winner of a pair of round-trip airline tickets, good for travel anywhere in the continental U.S., courtesy of Delta Air Lines. Pictured from left are Rob Simpson, CenterState CEO; Mike Kroll, Delta Air Lines; Larsen; Amy Blakeman, Delta Air Lines; and David Katleski, Empire Brewing Company.

BUSINESS AFTER HOURS AT THE EVERSON HIGHLIGHTS LOCAL CULTURE

What do giant puppets, opera and historic preservation have in common? They are some of Syracuse’s finest cultural assets managed by passionate people and organizations that care about the community. CenterState CEO members recently had the opportunity to take a look behind the curtain and connect with the Redhouse, Everson Museum of Art, Syracuse Opera, International Film Festival, Open Hand Theater, Symphoria and more at Business After Hours at the Everson Museum of Art. More than 75 members enjoyed delectable appetizers prepared by SKY Armory while discovering some of the most entertaining organizations in town.



More than 75 CenterState CEO members attend a recent Business After Hours event at the Everson Museum of Art.

The evening’s lucky winner of two Delta Air Lines tickets was David Capria with the Simon’s Agency, Inc.

Tabletop displays included:	Landmark Theatre	Stone Quarry Hill Art Park
Civic Morning Musicals & Syracuse Vocal Ensemble	Onondaga Historical Association	Symphoria & Syracuse Opera
CNY Jazz Arts Foundation	Open Hand Theater	Syracuse City Ballet
Everson Museum of Art	Redhouse Arts Center	Syracuse International Film Festival
	Skaneateles Festival	Syracuse Stage

MEMBER ESSENTIALS



St. Joseph's Hospital Health Center adds an additional 20 beds.

Department of Justice and Federal Communications Commission approve Charter Communications' \$78 billion acquisition of **Time Warner Cable**.

Excellus BlueCross BlueShield announces database of \$2.36 million in checks of unclaimed funds that need to be claimed by August. **Excellus BlueCross BlueShield** named seven local organizations to receive community health awards of up to \$4,000.

Arcadis engineering will move 250 employees from DeWitt to downtown Syracuse.

The U.S. Small Business Administration will recognize three CenterState CEO businesses at its Small Business Excellence Awards luncheon. They are: **Heid's of Liverpool**; **N.K. Bhandari, Architecture & Engineering**; and **Custom Lawn-Scapes Inc.**

Syracuse Crunch and the Tampa Bay Lightning announce a six-year affiliation extension.



New York State Society of Professional Engineers announces engineer of the year Orrin B. MacMurray, chairman emeritus at **C&S Companies**.

Kung Fu Tea will open in early June at **Destiny USA**.

Law360 ranks **Harris Beach PLLC** as a top 100 best U.S. law firms for female attorneys.

The Icon Companies win costar power broker awards for top leasing and sales firms by Costar Group, Inc.

Avaya, a producer of unified telecommunications products, names **Northland Communications** a "partner in customer excellence."

Pathfinders CTS, Inc., celebrates 25 years in business.

Solvay Bank Corp., the holding company for **Solvay Bank**, listed among the top 200 American Banker community banks list.

Gaetano Construction receives Butler Building award for exceeding \$20 million in sales and construction.

New **Verizon Wireless** store opens in Liverpool.

Turning Stone Resort named one of the best golf resorts in North and South America by Golf Digest. Casino Player magazine names TS Steakhouse at the **Turning Stone Casino** resort as the "Best Romantic Restaurant in New York."



Lockheed Martin Syracuse lands \$45 million contract by the U.S. Navy and Japan to provide sonar systems for anti-submarine warfare.

Bell & Spina, Architects receive an AIA New York State Excelsior Award for Public Architecture.

Chobani to give employees a 10 percent stake in the company when it goes public or is sold.



Snow Dragon, a Chinese-owned company developing applications for a new type of biometric identification, will open its U.S. headquarters in Syracuse under the state's START-UP NY tax-free zone program. The company is locating at The Tech Garden and exploring ways to partner with **SUNY Oswego Metro Center**.

LeChase Construction Services to purchase Upstate and North Carolina assets of Lendlease Americans Inc

Share Member News with Us!



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



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Vendor Spaces Available for Tech Meets Taste, July 14

Vendor spaces are still available for one of summer's hottest events. Tech Meets Taste, presented by AmeriCU Credit Union, will take place 5 to 7 p.m. July 14, on the patio of The Tech Garden. This event brings together SyracuseFirst and CenterState CEO members, independent local business owners, Tech Garden residents and attendees for networking, local food and beverages, and live music while getting a closer look at regional startup companies.

Vendor costs for a food and beverage booth are \$50 for members; \$65 for non-members. A retail booth is \$75 for members; \$90 non-members. Reserve a space or become an event sponsor by contacting Shannon

Fults at 315-470-1884 or sfults@centerstateceo.com.

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CenterState CEO members can sample food and beverages from local businesses at Tech Meets Taste, July 14, at The Tech Garden.

CANADA'S WINTER WONDERLAND NOVEMBER 10 TO 16

Embark on a winter journey to Canada for your next adventure, November 10 to 16, 2016. Highlights include Jasper, choice of a snowshoe trek or ice walk, Icefields Parkway, Lake Louise and Banff. You'll stay at two of the region's most incredible, historic hotels – the Fairmont Château Lake Louise, a Victorian-style lodge, and The Fairmont Banff Springs, or "Castle in the Mountains."

Eight meals are included, including an authentic "First Nations" dinner in Jasper. Warm up by the fire while you sip hot cocoa and roast marshmallows in Banff after your horse-drawn sleigh ride. Per-person rates are \$3,059 (double) and \$3,559 (single). AAA members receive an additional \$50 off per person. For more information contact Jennie Lombardi at 315-701-2648 or www.centerstateceotravel.com.



The Fairmont Chateau Lake Louise, a Victorian-style lodge in Canada.

PERU: ANCIENT LAND OF MYSTERIES FEBRUARY 11 TO 20

Discover one of South America's treasures on an exciting trip to Peru, February 11 to 20, 2017. Highlights include Lima, San Francisco Monastery, Cuzco, Sacred Valley of the Incas, Pisac Market, Ollantaytambo Ruins, Machu Picchu, a culinary demonstration, Lake Titicaca and Uros Floating Islands. Fourteen meals are included and you will enjoy an authentic Pachamanca dinner in Cuzco. Per-person rates are \$4,649 (double) and \$5,349 (single) if booked by August 11, 2016 (price increases by \$200 after August 11). AAA members receive an additional \$50 off per person. For more information contact Jennie Lombardi at 315-701-2648 or www.centerstateceotravel.com.



Visit some of the world's most ancient ruins on a trip to Peru in early 2017.

EVENTS

CenterState CEO Clambake

August 4, 2016

Hinerwadel's Grove
5300 W. Taft Road, North Syracuse
4 to 8 p.m.

Join CenterState CEO for great food, music and fun!
Cost: \$69/person for CenterState CEO members;
\$79/person for non-members.**

Make it your company picnic!

**Group packages available: 5 tickets
for \$325, 10 tickets for \$650,
15 tickets for \$975.**

Deadline to register is July 27.

Register at www.centerstateceo.com/events or
contact Lisa Metot at 315-470-1870
or lmotot@centerstateceo.com

**After July 27 and at the door, tickets are \$75
for CenterState CEO members; \$85 for non-members
Cancellations after this date will be billed.

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Register online at www.centerstateceo.com/events

Speed Networking, June 15

7:30 a.m. registration; 8 to 10:30 a.m. program

TERACAI, 217 Lawrence Road East, North Syracuse

Bring your business cards and be prepared to engage in small group dialogue while building relationships with other CenterState CEO members. There is time for informal networking and sharing a one- to two-minute "pitch." Breakfast provided by Peppino's Restaurant & Catering Company.

Cost: \$15 for members; \$25 for non-members. Space is limited; please register in advance. For more information, contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



CEO Presents: Breakfast Stories with Sean Kirst, June 21

8 a.m. networking and continental breakfast; 8:30 to 9:30 a.m. program

Holiday Inn, 441 Electronics Parkway, Liverpool

Hear compelling talks on diverse topics, engage in exciting discussions in this biannual speaker series and meet notable business executives. The 2016 series, Breakfast Stories, kicks off with longtime Central New York journalist, writer and storyteller Sean Kirst, about the power of storytelling, and its impact on individuals and communities. Presented by VIP Structures and sponsored by News Radio 570 WSYR Now on 106.9 FM. See page 3 for more details.

Cost: \$30 for members; \$45 for non-members. For more information, contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com.



Downtown Committee Annual Meeting, June 23

Noon to 1:30 p.m.

Oncenter, 800 S. State St., Syracuse

Join the Downtown Committee for its annual luncheon to reflect on a great year for downtown Syracuse, and look ahead to downtown's exciting future. Keynote speaker Patrick L. Phillips, global chief executive officer of the Urban Land Institute, will discuss factors that are driving Syracuse's renaissance, as well as in downtowns across America. Downtown Committee Executive Director Merike Treier will provide the State of Downtown Report, highlighting the incredible investment activity happening in the city's center.

Cost: \$40 per seat; \$320 for a table of eight. For more information, contact Kristine Sherlock at 315-470-1952 or ksherlock@downtownsyracuse.com.



Tech Meets Taste, July 14

5 to 7 p.m.

The Tech Garden Patio, 235 Harrison St., Syracuse

Join SyracuseFirst and CenterState CEO members, independent local business owners, Tech Garden residents and attendees for networking, local food and beverages, and live music while getting a closer look at regional startup companies.

Cost: \$10. Vendor booths and sponsorship opportunities are still available. For more information, contact Shannon Fults at 315-470-1884 or sfults@centerstateceo.com.



Stay Up to Date!

Visit www.centerstateceo.com/news-events for access to:

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We invite you to nominate a leader that you feel is deserving of this recognition.

Questions? Call Joyl Clance at (315) 708-3303
jclance@bizeventz.com

Mark Your Calendars!

Wednesday, November 16, 2016

Time: 10:30 AM - 2 PM

10:30 AM - 11:50 AM:
Registration/Networking Reception & 3rd annual
Nonprofit Alley (optional but encouraged)

12:00 PM - 2:00 PM:
Awards Luncheon & Photos

Location: Oncenter, Syracuse

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