

## GREAT PLACE TO WORK EXEC TO SPEAK AT CEO'S ANNUAL MEETING, APRIL 24



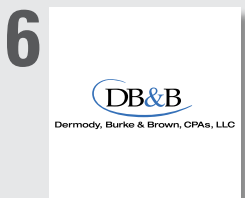
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CenterState CEO Takes UAS Business Attraction Efforts to AUVSI Xponential



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CenterState CEO Events

Intentional leadership is a driving force that links programs, policies and systems to ensure the creation of economic growth while maximizing human potential. With that in mind, CenterState CEO will explore the theme of "leading with intention" at its 2019 Annual Meeting, Wednesday, April 24, at the Oncenter. The meeting is presented by CPS Recruitment, Inc., Nascentia Health, Inc. and Tompkins Trust Company.

**Tony Bond, executive vice president and chief innovation officer of Great Place to Work, will deliver the luncheon's keynote address.** Great Place to Work is the global research and analytics firm that produces Fortune's annual 100 Best Companies to Work For list, and dozens of other distinguished workplace rankings around the world. Bond serves a key role in shaping the organization's culture transformation work, and has served as a trusted adviser for some of the most successful global organizations, including the National Basketball Association, AT&T, Daimler, Coca-Cola, Indeed, Whole Foods, Dow Chemicals and American Express. Bond holds a master's degree in Positive Organizational Development from Case Western Reserve University in Cleveland, Ohio, bringing more than 20 years of diverse leadership experience, and providing strategic advice across industries.

Bond's focus is particularly relevant as the region's businesses prioritize the need to attract and retain talent, and cultivate more inclusive and innovative workplaces. The ability of businesses to remain agile, embrace change and evolve their workplace culture to not only impact their bottom line, but to serve a broader population of those seeking opportunity, serves as a blueprint for driving greater regional prosperity.

"We are excited to welcome Tony to Syracuse as we examine how businesses, and communities, can evolve to create transformational change," said Rob Simpson, president, CenterState CEO. "We challenge the business community to lead with intention to drive innovation. When we maximize business success, and human potential at all levels, we can achieve greater economic prosperity for our region."

Register for CenterState CEO's 2019 Annual Meeting at [www.centerstateceo.com/annualmeeting](http://www.centerstateceo.com/annualmeeting).



Tony Bond, chief innovation officer, Great Place to Work, will keynote CenterState CEO's 2019 Annual Meeting. He has helped companies navigate transformational change, people change, mergers and acquisitions and other initiatives impacting culture and human capital.

### CenterState CEO Annual Meeting

Wednesday, April 24

11:30 a.m. Registration; 12 to 1:30 p.m. Program

The Oncenter

Join the region's largest annual gathering of business leaders; featuring the prestigious Business of the Year awards.

Register by April 17 at [centerstateceo.com/annualmeeting](http://centerstateceo.com/annualmeeting)

PRESENTED BY:



# GOVERNMENT RELATIONS

## City of Syracuse and Onondaga County Launch Hire Ground Workforce Development

Onondaga County Executive Ryan McMahon and Syracuse Mayor Ben Walsh have announced another new collaboration – a day work program for homeless panhandlers called “Hire Ground Workforce Development.” The city and county have come together to jointly address an aspect of local poverty in a unique, creative and positive way that also involves a local nonprofit organization.

Hire Ground is an alternative to panhandling, a stepping stone for individuals to gain confidence, work experience and have access to services to better prepare them for employment and independence. The program will pick up nine individuals several days a week, drive them to a pre-determined worksite within the city for five hours of work for which they will be paid \$50, and provide a lunch and a counselor caseworker to offer support. The idea for Hire Ground emanated as an alternative to recently proposed legislation to ban aggressive panhandling. Modeled after a program in Albuquerque, New Mexico, the majority of the funding has

come from Onondaga County with additional contributions from Richard Lester of Ziebart and Roger Burdick.

“We applaud the city and county for looking at creative solutions to addressing one of our community’s most pressing challenges,” said CenterState CEO President Rob Simpson. “When government agencies, the nonprofit sector and the business community collaborate to address local poverty and provide meaningful work experience and support services, it’s a win-win for the entire community.”

The program starts May 1 and will be operated by John Tumino’s In My Father’s Kitchen and overseen by Syracuse’s Emergency Solutions Grant Office. For more information on Hire Ground, contact In My Father’s Kitchen at 315-308-1561 or P.O. Box 11328, Syracuse, NY 13218 or <https://inmyfatherskitchen.org>.



## FOREIGN TRADE ZONES REDUCE COSTS

Companies that import products, parts and sub-assemblies may have seen an increase in import duties driven by the trade war. Some regional importers report now paying 25 percent more import duties. Companies that also export finished goods, which include components from overseas with higher import duties than overseas customers, are likely seeing additional increased costs.

This upsurge in import duties resulted in interest in establishing a Foreign Trade Zone (FTZ) within manufacturing facilities to reduce and even eliminate some import duties. Benefits of a Foreign Trade Zone may include: duty reduction or elimination; duty exemption on re-exports; duty deferral; duty elimination on scrap; weekly entry cost savings; improved cash flow (store imported parts duty-free until required); and improved inventory management.

The Central New York International Business Alliance (CNYIBA), in collaboration with the Onondaga County Office of Economic Development and Mohawk Global Trade Advisors, is assisting regional companies as they consider, evaluate and develop FTZs within their businesses.

Companies interested in learning about the savings and benefits of establishing an onsite FTZ should contact CNYIBA Executive Director Steven King at [Skimg@cnyiba.net](mailto:Skimg@cnyiba.net). To learn more about the CNYIBA and how it can help your export business, visit [www.cnyiba.net](http://www.cnyiba.net). CenterState CEO members receive 50 percent off CNYIBA membership dues.



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# CENTERSTATE CEO TAKES UAS BUSINESS ATTRACTION EFFORTS TO AUVSI XPONENTIAL

CenterState CEO, in cooperation with the NUAIR Alliance, GENIUS NY, Mohawk Valley EDGE and the New York Unmanned Aerial Systems (UAS) Test Site at Griffiss International Airport, is coordinating the New York State Pavilion again this year at AUVSI Xponential the largest, most comprehensive trade show for unmanned and autonomous systems in the world.

Last year, CenterState CEO and 20 local organizations achieved a strong presence operating under the New York UAS Central brand, [www.uascentral.com](http://www.uascentral.com). New York participants reached hundreds of companies in this sector with the message that New York is the place to be for companies in UAS or related technology arenas.

The UAS sector is key for regional economic development and has resulted in the creation of hundreds of new jobs in Central New York and the Mohawk Valley by companies relocating to or expanding in the area. Xponential is a tremendous opportunity to connect with a myriad of companies in one location, while also learning about the latest UAS developments.

The 2019 AUVSI Xponential is April 29 to May 2 at McCormick Place in Chicago, Illinois. For additional information, contact Mike Novakowski, director of business development at CenterState CEO, at 315-470-1887 or [mnovakowski@centerstateceo.com](mailto:mnovakowski@centerstateceo.com).



CenterState CEO and its partners are preparing for this year's AUVSI Xponential conference and trade show where they will promote UAS Central to UAS and related technology companies from around the world.

# NUAIR PARTNERS WITH GENIUS NY TEAM TO DEMO IMPACT OF WEATHER ON DRONE AIRWORTHINESS

WindShape, a Switzerland-based company, in partnership with the New York State UAS Test Site, GENIUS NY finalist TruWeather Solutions and the NUAIR Alliance, used industry-leading micro-weather stimulations to test the impact of wind on the air worthiness and performance of various types of unmanned aircraft systems (UAS) platforms. The testing took place at the New York State UAS Test Site at Griffiss International Airport, in Rome, New York.

"We know that weather impacts small drones in a variety of ways and these tests enabled us to evaluate that impact and each platform's capacity to reject atmospheric disturbances and maintain safe flight," said Major General Marke F. "Hoot" Gibson (ret), chief executive officer, NUAIR Alliance. "This information is incredibly important to the safe integration of drones in the national airspace and ultimately our ability to unlock the commercial potential of UAS."

WindShape's innovative modular wind generation system enabled partners to evaluate drones within a controlled, safe and repeatable environment for air worthiness and improved platform engineering. These tests are critically important to the development of systems that can perform in a variety of weather, and for furthering the UAS industry's efforts to achieve Beyond Visual Line of Site flights and autonomous drone operation.

For its part, TruWeather has developed technology to better predict micro-weather so UAS pilots can make more informed decisions and advance mission effectiveness. The more it understands how winds affect different UAV platforms the better it can tailor its micro-weather prediction to specific platforms. TruWeather is a GENIUS NY round 2 winner and operates at CenterState CEO's Tech Garden.

"Micro weather is a primary risk to safe and productive drone operations," said Don Berchoff, co-founder of TruWeather. "TruWeather envisions a day when weather alerts and predictions are specifically tailored for each drone. A weather simulator to test and certify drones in varying weather conditions can enable development of drone-specific weather analytics to increase drone safety, productivity and revenue generation."

WindShape will return to Syracuse for additional wind and weather impact tests, including a long endurance flight experiment.





# GENIUS NY TEAMS LEARN FROM LOCAL STARTUPS

GENIUS NY 3.0 teams visited four local tech startups to see firsthand what it's like to build a company from the ground up in Central New York. On the tour, the teams toured Plowz and Mowz, Spincar, The Digital Hyve and TCGplayer. Similar to GENIUS NY teams, these local companies each started with a few employees in small office spaces. Today, the four companies have hired hundreds of talented employees, which serves as a great example for GENIUS NY founders who are in Central New York from parts of New York and Europe.

Each stop on the tour was a learning experience and included advice from Syracuse founders, as well as an opportunity to experience unique locations from a renovated downtown bank to a two-story pirate ship. The teams also asked questions and made connections with the local entrepreneurs.

"Never stop learning," said Andrew Englander, co-founder of Plowz and Mowz. "As a founder, learn and understand each part of your company. Learn the technology and how things work."

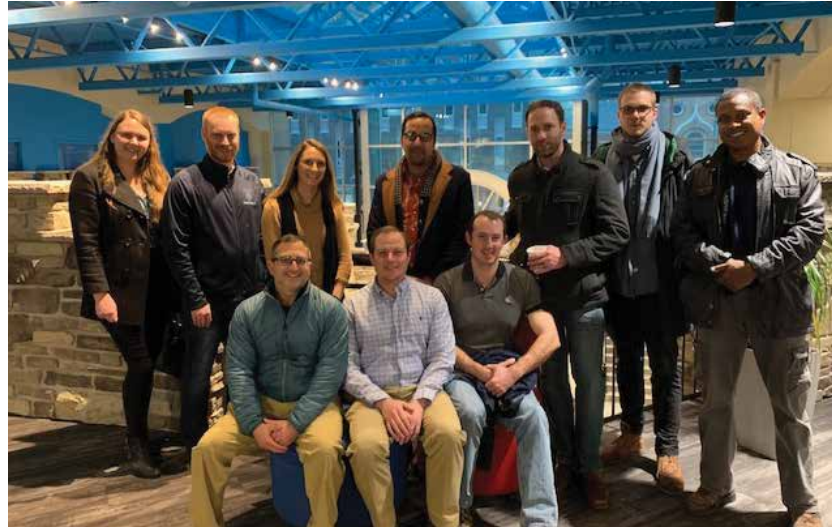
"Plowz & Mowz has a similar business model to Vermeer," said Brian Stroom, CEO of Vermeer — a GENIUS NY 3.0 team. "Hearing about their early challenges is helping us think about how to succeed."

"It was a great opportunity for us to see successful startup companies and learn about their path to success, including the challenges and opportunities during their growth," said Javad Roostaei, co-founder of Quantify — another GENIUS NY finalist.

As the members of GENIUS NY continue the year-long business accelerator, they now understand the strong startup ecosystem in Syracuse. To learn more about GENIUS NY, visit [www.geniusny.com](http://www.geniusny.com).



GENIUS NY



At the last stop of the tour, the GENIUS NY teams got a chance to "geek out" while visiting TCGplayer's newly renovated 44,000-square-foot office in downtown Syracuse. Each workspace is fully decked out in different themes including, Star Wars, Harry Potter and Mario Bros.

## GENIUS NY FINALS NIGHT SET FOR APRIL 9 AT MARRIOTT SYRACUSE DOWNTOWN

This year's GENIUS NY Finals Night is Tuesday, April 9, at the Marriot Syracuse Downtown. It will be an exciting night beginning with drone startup pitches and ending with each team receiving a large cash prize to support its continued growth in Central New York — prizes total \$3 million.

The five GENIUS NY finalists are developing technology in the unmanned aerial systems (UAS) space. The companies will pitch their technology to a panel of judges before a live audience. Judges will score the companies based on technology success, company growth potential and future job creation. The first place team receives \$1 million while the remaining four teams each receive \$500,000.

In its third year, GENIUS NY helps grow UAS startups in Central New York, which creates new jobs for the region. The program, which is one of the world's largest accelerators for UAS, also places Central New York on the map as a global leader in UAS.

For tickets and to learn more about the competing teams visit, [www.geniusny.com](http://www.geniusny.com).



GENIUS NY

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# UNITED AIRLINES ANNOUNCES NON-STOP DENVER-SYRACUSE FLIGHTS

CenterState CEO, the City of Syracuse and the Syracuse Regional Airport Authority announced United Airlines is adding new flights between Denver and Syracuse. These flights, which begin June 6, offer non-stop service between Syracuse and the nation's fifth busiest airport. Syracuse will be the only upstate city with daily United flights to-and-from Denver.

For years, CenterState CEO members have stated that convenient, affordable air service is vital to business competitiveness and CEO recognizes it as a key strategic priority for the region. Surveys completed by members confirmed data that indicates Denver is one of the area's most-traveled business routes that has not had daily, non-stop service. This information was a valuable asset in the effort to bring these flights to Syracuse. The service will benefit some of Central New York's key industries, which have strong ties to Colorado, including aerospace, defense, engineering and higher education. The flights will also create convenient connections to smaller destinations in the mountain west and west coast regions.

"In a globally connected economy, convenient air travel options are more important than ever to business competitiveness," said Robert Simpson, president of CenterState CEO, in Syracuse. "On behalf of the business community, we were pleased to work closely with the airport authority and the City of Syracuse to bring these flights to Hancock Airport."

United's flights will be operated using two-class E-175 jets, with 76 seats. Flights will depart Denver at 8 a.m. and arrive in Syracuse at 1:45 p.m. Flights from Syracuse will depart at 2:30 p.m. and arrive in Denver at 4:30 p.m.

The new United flights add to the significant progress seen recently from major network carriers, including United and Delta Air Lines, as well as discount airlines, such as Frontier and Allegiant.

Members interested in engaging with CEO's air service development efforts should contact Kevin Schwab, vice president of air service development, at [kschwab@centerstateceo.com](mailto:kschwab@centerstateceo.com) or 315-470-1944.



United's new Syracuse to Denver flight will operate using a two-cabin E-175 regional aircraft, pictured above.

## TECH GARDEN STARTUP LAUNCHES MOBILE GAME WORLDWIDE

Lake Effect Applications, a Tech Garden member and the only gaming studio in Central New York, launched its newest mobile game, "Trigger Fist: Global Operations Assault Team (G.O.A.T)." Lake Effect's first game, "StickBo," reached No. 1 on the iTunes App Store in 2010. The follow-up, "Trigger Fist," which has more than 23 million downloads to date, changed people's minds on what was possible on mobile devices in 2012.

Lake Effect Applications was founded in 2010 and has been a member of CenterState CEO's Tech Garden since 2014. John Spatola, CEO and founder of Lake Effect Applications, attests to the value of being part of the local entrepreneurship community.

"Being part of The Tech Garden is an asset to us because they provide quality mentorship, and their ability to reach the local community and spread the word about our products is unparalleled," Spatola said. "Gaming is so prolific now that everyone either plays video games or knows someone who does. It's amazing to walk down the street and see someone playing your game on their iPhone."

"Trigger Fist: G.O.A.T." is available for iOS devices in the iTunes App Store. Help put Syracuse on the gaming world's map. Spread the word or download it now at <https://goo.gl/ygzn7W>

**TRIGGER FIST**  
G.O.A.T.

# NEW INVESTOR FOCUS

PRESENTED BY:



Dermody, Burke & Brown, CPAs, LLC

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

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

## The Bonadio Group

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



**Kristen Clark**, *Managing Partner*

432 N. Franklin St., Suite 60, Syracuse 13204

315-214-2721

The Bonadio Group is a nationally ranked, top 40 CPA firm that brings an integrated world of resources to every client, large or small. Founded in 1978 and led by engaged partners, Bonadio brings a passion and approach to its work that distinguishes the group from others. The Bonadio Group has developed relationships with a diverse range of organizations — from private sector to public, tax-exempt to individual. The Bonadio Group is continually expanding its range of offerings and geographic footprint to ensure your growing needs are consistently met.



## Charter Communications

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



**Noel Dempsey**, *Area Vice President, Field Operations, East Syracuse*

6005 Fair Lakes Road, East Syracuse 13057

315-362-3535

Spectrum is a suite of advanced broadband services offered by Charter Communications, Inc. (NASDAQ:CHTR), a leading broadband communications company and the second largest cable operator in the United States. Spectrum provides a full range of services, including Spectrum TV®, Spectrum Internet® and Spectrum Voice®. Spectrum Business® provides scalable, broadband communications solutions to small- and medium-sized business organizations. Spectrum Enterprise is a national provider of scalable, fiber-based technology solutions serving many of America's largest businesses. Charter is at the intersection of technology and entertainment, facilitating essential communications that connect more than 26 million residential and business customers in 41 states.



## E. Smith Contractors, LLC

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



**Eli Smith**, *Managing Director*

731 James St., Suite 223A, Syracuse 13203

315-802-7704

E. Smith Contractors, LLC is an award-winning construction management and general contracting company. E. Smith Contractors' highly diverse team has more than 30 years of experience in the construction industry. The company provides gold standard service throughout all of North America. E. Smith Contractors' quality services have earned the company numerous awards for successfully managing projects in design build, health care, education, hotel and tourism, retail, and green buildings. E. Smith Contractors were awarded 2018 Entrepreneur of the Year by the NYS Entrepreneurial Assistance Program. Follow on social media for more: @ES\_Contractors.



## Helio Health, Inc.

[www.helio.health](http://www.helio.health)



**Jeremy Klemanski**, *President and Chief Executive Officer*

555 E. Genesee St., Syracuse 13202

315-474-5506

Helio Health is a comprehensive, evidence-based and clinically progressive substance use disorders and mental health disorders services provider. Helio Health operates in Syracuse, Rochester, Binghamton and Utica. Services and programs include both inpatient and outpatient programs: Withdrawal and Stabilization services, Rehabilitation, Substance Use Disorder Clinic, Mental Health Clinic, Compulsive Gambling Clinic, Children & Adolescent Clinic, Opioid Treatment Program, Mobile Health Outreach, Certified Community Behavioral Health Clinic, Community Residences, Supportive Living, Permanent Housing, Recovery Services, Behavioral Healthcare Training Institute, Peer Support and engagement, 24/7 Regional Open Access Center. Helio Health's mission is to promote recovery from the effects of substance use, mental health disorders and other health issues.







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

- Peter Wiltsie, President  
Wiltsie Construction Co.

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



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**dbbllc.com**

## Ichor Therapeutics, LLC [www.ichortherapeutics.com](http://www.ichortherapeutics.com)



**Kelsey Moody**, *Chief Executive Officer*  
2521 US Route 11, LaFayette 13084

315-677-8400

Ichor Therapeutics is a vertically integrated pre-clinical contract research organization that broadly focuses on the study of aging and aging pathways. The company offers a number of services to support its clients and strategic priorities. Ichor operates from its corporate offices and research laboratories in rural LaFayette, NY (south of Syracuse). The company is eager to engage collaborators and clients in industry and academia who share its vision of delivering next generation therapies for the illnesses of aging.



## Million Air Syracuse [www.millionair.com/SYR.aspx](http://www.millionair.com/SYR.aspx)



**Tommy Kimmes**, *General Manager*  
110 Air Cargo Road, Syracuse 13212

315-937-5770

Million Air Syracuse is the newest state-of-the-art fixed-based operator (FBO) in Central New York. It is conveniently located off Interstate 81 on the northwest corner of the Syracuse Hancock International Airport and simple to access. The FBO is beautiful and spacious. There are two large conference rooms for your convenience. There is WiFi in the hangar and on the ramp for the pilot's and passenger's convenience. New features include: heated hangar with LED lights and a white epoxy floor; ramp; lavatory and potable water carts, tow bars and tow heads; Ground Power and Air Starter Units; and crew cars. The airport also features an on-site Customs and Immigration office for the convenience of travelers arriving from abroad.



## United Airlines [www.united.com](http://www.united.com)



**Jill Kaplan**, *President, NY/NJ*  
1212 Avenue of The Americas, 20th Floor, New York 10036

212-295-3294

United Airlines and United Express operate approximately 4,800 flights a day to 353 airports across five continents. In 2018, United and United Express operated more than 1.7 million flights carrying more than 158 million customers. United is proud to have the world's most comprehensive route network, including hubs in Chicago, Denver, Houston, Los Angeles, Newark/New York, San Francisco and Washington, D.C. United operates more than 760 mainline aircraft and together with its United Express carriers, it operates more than 1,320 total aircraft. The airline is also a founding member of Star Alliance, which provides service to 193 countries via 28 member airlines.



## WIRED Telecom [www.Wiredtelcom.com](http://www.Wiredtelcom.com)



**Ed Alberts**, *Owner*  
159 W. First St., Oswego 13126

315-592-8900

WIRED delivers exceptional, standardized IT with a 24/7 unlimited help desk at a cost-effective rate. WIRED is a nationwide designer, integrator and service provider of communication and technology systems for franchises, gyms, restaurants, childcare facilities, spas and wellness franchises. Many companies have boosted their employee efficiency and developed higher customer retention by partnering with WIRED. Successful franchises require reliable standardized IT and communication systems for scalability. As a communications integrator for franchises, WIRED Telecom provides, installs and supports office essentials including VoIP business phone systems, structured cabling, WiFi systems, video security camera systems, background music and data protection systems.





# CENTERSTATE CEO ECONOMIC CHAMPION

## Westlake Development, LLC

Westlake Development, a full-service real estate developer, general contractor, property manager and real estate broker with more than 20 years of local experience has completed a \$7.5 million project that expands space for two companies and helps retain hundreds of local jobs.

Westlake redeveloped several of its managed warehouse properties in DeWitt to accommodate the expansion and continued occupancy of two national tenants. Pepsi and Camfil USA have both agreed to lease extensions as a part of the project, which included the complete remodeling of properties located at 6600 Deere Road, 6010 Tarbell Road and 6060 Tarbell Road.

The redevelopment expanded the Pepsi distribution facility from 100,000 square feet to 126,175 square feet. The Pepsi expansion also included 14 new loading docks, 156 new employee parking spaces and 56 new truck storage spaces.

The project also included the relocation of Camfil USA to a 28,000-square-foot building located at 6060 Tarbell Road that underwent a \$1.4 million redevelopment.

Overall, this allowed Pepsi to retain its roughly 150 employees at the facility they have occupied since 1976. It also allowed for Camfil to remain a tenant in a newly remodeled facility with new offices and conference room, as well as four new loading docks and 25,000 square feet of open warehouse area.

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.



Westlake Development recently completed a \$7.5 million redevelopment project for two of its tenants, including Pepsi.



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## Good Morning Downtown Syracuse Progress Breakfast, March 28

Experience the ways progress is recharging the downtown Syracuse landscape! Join the Downtown Committee for breakfast March 28 to hear from three exciting presenters sharing information about projects that are transforming downtown Syracuse and influencing the region. Tickets are on sale; visit [www.DowntownSyracuse.com/ProgressBreakfast](http://www.DowntownSyracuse.com/ProgressBreakfast) for more information. The 2019 Progress Breakfast Series is presented by Mower and the Downtown Committee.



The Downtown Committee is also planning a Progress Breakfast in October. Share topic ideas at [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com) or through social media.

## Flower Power

In just two months, downtown will bloom in purple and pink. Almost 350 hanging flower baskets, adorned with petunias from Oliver B. Paine Greenhouses – a Downtown Farmers Market vendor – will dress downtown’s streets, a visible sign of vibrancy as the summer season starts. Support the beautification work by sponsoring a hanging flower basket (or several!). Each \$50 tax-deductible donation sponsors one flower basket for the 2019 season. Checks may be mailed to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St. in Syracuse, or by credit card at <http://downtownsyracuse.com/flowers>.



## Volunteer Opportunities

### Downtown Clean-Up for Earth Day is April 27

Help brighten the entrances to downtown Syracuse and give it a spring cleaning. Last year, nearly 400 volunteers signed up for the annual Earth Day Clean-Up. Individuals, families, groups and companies that would like to get involved this year should contact the Downtown Committee at [mail@downtownsyracuse.com](mailto:mail@downtownsyracuse.com) or call 315-422-8284. The Downtown Committee will supply gloves, trash bags, green T-shirts and lunch!



## Partners in Planting

Can't participate in the Earth Day Clean-Up, but want to get involved in beautification efforts, the Partners in Planting Program may be a perfect fit. The Downtown Committee is entering its fifth season offering the program, which combines downtown beautification with employee engagement. So far, State Tower has agreed to support beautification in Hanover Square! For more information on how to join the effort, visit <http://downtownsyracuse.com/flowers> or call 315-422-8284.



Young Leaders United, a division of United Way, rolled up their sleeves to plant flowers throughout downtown Syracuse last year. In Hanover Square, the volunteers weeded and seeded, filling planters with purple petunias.

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



## Overtourism: What Is It Good For

With winter in full swing, summer vacation planning is too. It is important to do research to be certain that we are not only ready to welcome visitors and fulfill their expectations, but that our chosen destinations are prepared to welcome us as well. So what is this buzzword “overtourism” all about?

While overtourism can look different from destination to destination, it carries similar concerns. According to Responsible Tourism Partnership, overtourism describes destinations where hosts or guests, locals or visitors, feel there are too many visitors and that the quality of life in the area, or the quality of the experience, has deteriorated unacceptably.

The tourism industry, like most industries, needs growth. But after decades of potentially uncontrolled growth, problems can arise. From the Airbnb boom making travel more accessible, to a lack of infrastructure to support overcrowding of historical sites, destinations and tourists alike need to seek new ways for tourism to be more responsible and sustainable.

Some experts argue that Instagram and social media influencers are contributing factors to overtourism. The Blue Lagoon in Iceland is a great example of this. Ranked one of the most “Instagrammable” countries in the world, Iceland’s tourist population increased more than six times its national population in 2017 and continues to grow.

It’s important to understand the difference between tourism driving local economics and overtourism taking a toll on communities more than they are benefiting. With the global travel boom that destinations are experiencing, destinations with great landscapes, curated experiences, or a large social media presence must be prepared for continued masses of tourists.

### Quick Tips to Avoid Contributing to Overtourism:

- Visit destinations in the off-season.
- Choose a destination that isn’t posted all over Instagram.
- Take the road less travelled.
- Support the local businesses.



Venice, Italy is an example of a city experiencing overtourism.

## NOW AVAILABLE: 2019 CENTRAL NEW YORK COMMUNITY GUIDE

CenterState CEO has released its 2019 Central New York Community Guide.

The community guide is a magazine that highlights and provides information on housing, education, health care, transportation, business and leisure activities in Syracuse and Central New York. This annual publication is a resource for members to aid in their recruitment efforts and as a tool in CenterState CEO’s economic development efforts.

A complimentary copy is mailed to CenterState CEO members and its affiliates and Greater Oswego-Fulton Chamber of Commerce members. Additional copies may be purchased by calling 315-470-1800 or visiting <http://bit.ly/BuyCommunityGuide>. It can also be viewed and downloaded from the CenterState CEO website at [www.centerstateceo.com/publications](http://www.centerstateceo.com/publications).

Businesses interested in advertising in next year’s community guide are invited to contact Beth Savicki at 315-470-1833 or [bsavicki@centerstateceo.com](mailto:bsavicki@centerstateceo.com).

### Attention Human Resource Depts.

The CNY Community Guide is an excellent recruitment piece. It is also a great resource for new hires to receive during a company’s onboarding process. Call 315-470-1800 or visit <http://bit.ly/BuyCommunityGuide> to place an order.





# MEMBER ESSENTIALS

**Excellus BlueCross BlueShield** selects several Central New York nonprofits to receive community health awards, including Cayuga Centers and Food Bank of CNY.

**Community Bank System** to acquire Kinderhook Bank Corp. in capital district.

Georgia firm to buy **Sunoco LP's Volney Ethanol Plant** and add up to 100 jobs.

**St. Joseph's Health** and University of Rochester Medical Center form venture to focus on population health.

**WCNY** names Mitch Gelman new president and CEO.

Keuka College bachelor's degree in nursing offered at **Cayuga Community College**.

**iV4** opens new office in Buffalo.

**PJ Green** ranked No. 2 in the world by Hewlett-Packard.

**Destiny USA** ends 2018 with record-breaking tourism results.

**Haylor, Freyer & Coon** announces move to revitalized One Park Place in downtown Syracuse.

Baby Asian elephant born at **Rosamond Gifford Zoo**.



**Upstate Golisano Children's Hospital** gets new director - Dr. Gregory P. Conners.

**Onondaga Community College's** teaching restaurant reopens with its latest cuisine – Vietnamese.

**Syracuse Hancock International Airport** launches remote-assistant program for blind and low-vision travelers.

**Everson Museum of Art** opens Danial Family Education Center.

Lufthansa Group hires **Mower** as lead U.S. public relations agency.



Air Force funds **Syracuse University** professor's research in preventing bleeding deaths.

**Dumac Business Systems** acquires Louisiana-based firm that supports about 400 grocery stores.

Schultz Family Foundation donates \$7.5 million to **Syracuse University's Institute for Veterans and Military Families** to expand veteran career preparation program.



**Oswego Health** to use \$15K donation from Fastrac for upcoming health care projects.

Syracuse **HealthConnections** will merge with HealthlinkNY, of Binghamton to span 26 counties in New York state.



# MEMBER MILESTONES

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

## 30 YEARS

Covanta  
Pioneer Companies

## 25 YEARS

Welch Allyn, Inc.

## 20 YEARS

BCI Empire Division  
Cintas Corporation

## 15 YEARS

Environmental Products & Services of Vermont, Inc.

## 10 YEARS

Kitty Hoynes Irish Pub and Restaurant

## 5 YEARS

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# CEO/COE PARTNERSHIP: GREEN DEVELOPMENT

## TEC Innovates Program Accelerates Product Development and Entrepreneurship in Thermal and Environmental Controls

After new initiatives in 2018, more than 50 local Thermal and Environmental Controls (TEC) companies have benefitted from resources including assistance with product development and strengthened regional networking. The improved benefits occurred after a year-long initiative to strengthen innovation and entrepreneurship in Central New York's TEC industry.

The three-year "TEC Innovates" initiative is led by SyracuseCoE in partnership with CenterState CEO, supported by funding awarded by the U.S. Economic Development Administration.

Through its Product Innovations Awards program, TEC Innovates offers Central New York firms assistance with product development, ranging from \$1,000 to \$7,500 for short-term projects that develop and/or test new product proof-of-concepts. These funds may be used to support company testing and validation efforts, engage faculty and/or students in projects such as the Analysis & Design Center, senior capstone projects, or for other product research and development needs. SyracuseCoE staff is available to assist companies with projects to achieve their goals and objectives. Any company in the region's thermal and environmental controls sector within the 12 counties of CenterState New York is eligible to apply for a Product Innovation Award.

TEC Innovates cluster firms also benefit from an extensive regional network. Networking events with industry leaders promote collaboration across the industry, while monthly factory tours provide insight into the cutting-edge capabilities and potential of ongoing innovations that will shape the business in the future. Previous tours have been held at the Carrier Corporation's Innovation Center, INFICON, Fulton Cos., Unimar, Bitzer Scroll, Air Innovations, G.A. Braun and many more.

SyracuseCoE and CenterState CEO invite companies to learn more about the TEC Innovates project at [syracusecoe.syr.edu/tec-innovates](http://syracusecoe.syr.edu/tec-innovates).



More than 50 local TEC companies have benefitted from additional resources to improve their businesses.

## CENTERSTATE CEO AMBASSADORS

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



**Onondaga County CASH Coalition** celebrates the Volunteer Income Tax Assistance Kickoff and Earned Income Tax Credit Awareness Day at ShoppingTown Mall in Dewitt.

### Grand Openings

**Taco Bell**, 55 Second St., Fulton

**Blaze Gymnastics**, 7785 Frontage Road, Cicero

### Expansion

**Tailwater Lodge**, 52 Pulaski St., Altmar



**Source Social Media Management** launches its new business. Visit [www.sourcesocialmedia.biz](http://www.sourcesocialmedia.biz) to learn more.

### Anniversaries

**Meals on Wheels**, 300 Burt St., Syracuse – 60th

**American Heart Association** - Go Red for Women and National Wear Red Day – 15th

# GOFCC ANNUAL MEETING INSPIRES

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) hosted its 2019 annual meeting at the Lake Ontario Event & Conference Center in Oswego. More than 200 people attended to hear Katie Toomey, executive director, outline several new programs and projects that will launch in the coming year, including Oswego County Restaurant Week presented by Eagle Beverage, and Small Business Week.

In keeping with the event's theme *Inspire. Invest. Achieve.*, companies that have embraced change to drive new opportunities for growth were recognized in various ways, including a video highlighting four member businesses: LeRoi, Inc., La Parrilla Grill & Wine Bar, Dental Health Solutions and Gateway Liquor & Wine. Watch the video at <http://bit.ly/InspireInvestAchieve>.

The event also featured a keynote address by Arel Moodie, founder of The Art of Likability, who discussed how a person's perspective leads to how they take action, and when they change their perspective it can change lives and communities.

Three awards were presented during the event to deserving members. The Community Investor award was presented to Terry LeRoi of LeRoi, Inc. for his substantial investment and commitment to the improvement and growth of the communities of Oswego County. The Chamber Commitment award was presented to Nick Canale Jr. of Canale's Restaurant for his unselfish long-term commitment to the GOFCC. The President's Award was presented to Diane Cooper-Currier of Oswego County Opportunities for providing exemplary service above and beyond what is required of a member of the board of directors.

GOFCC thanks Presenting Sponsor: Exelon Generation; Business Sponsors: Pathfinder Bank, Oswego Health, and Novelis; Community Sponsor: Oswego County Federal Credit Union; Video Sponsors: KR Productions and Step One Creative; Centerpiece Sponsor: Morningstar Care Center; and Supporting Sponsors: SUNY Oswego, Sunoco and Mitchell's Speedway Press.



GOFCC Executive Director Katie Toomey (right) and Kerrie Webb, chairwoman of the GOFCC board (left), present Diane Cooper-Currier, Oswego County Opportunities, with the President's Award.



Terry LeRoi (center), LeRoi, Inc., receives the Community Investor award from Katie Toomey (right) and Kerrie Webb.



Arel Moodie, The Art of Likeability, engages the audience during his keynote presentation.

## TOUR CANYON COUNTRY IN SEPTEMBER

Join a travel presentation about the upcoming journey to Canyon Country featuring Arizona & Utah! This presentation will take place at 5:30 p.m., Thursday, February 7 at AAA Camillus, 5103 W. Genesee St.

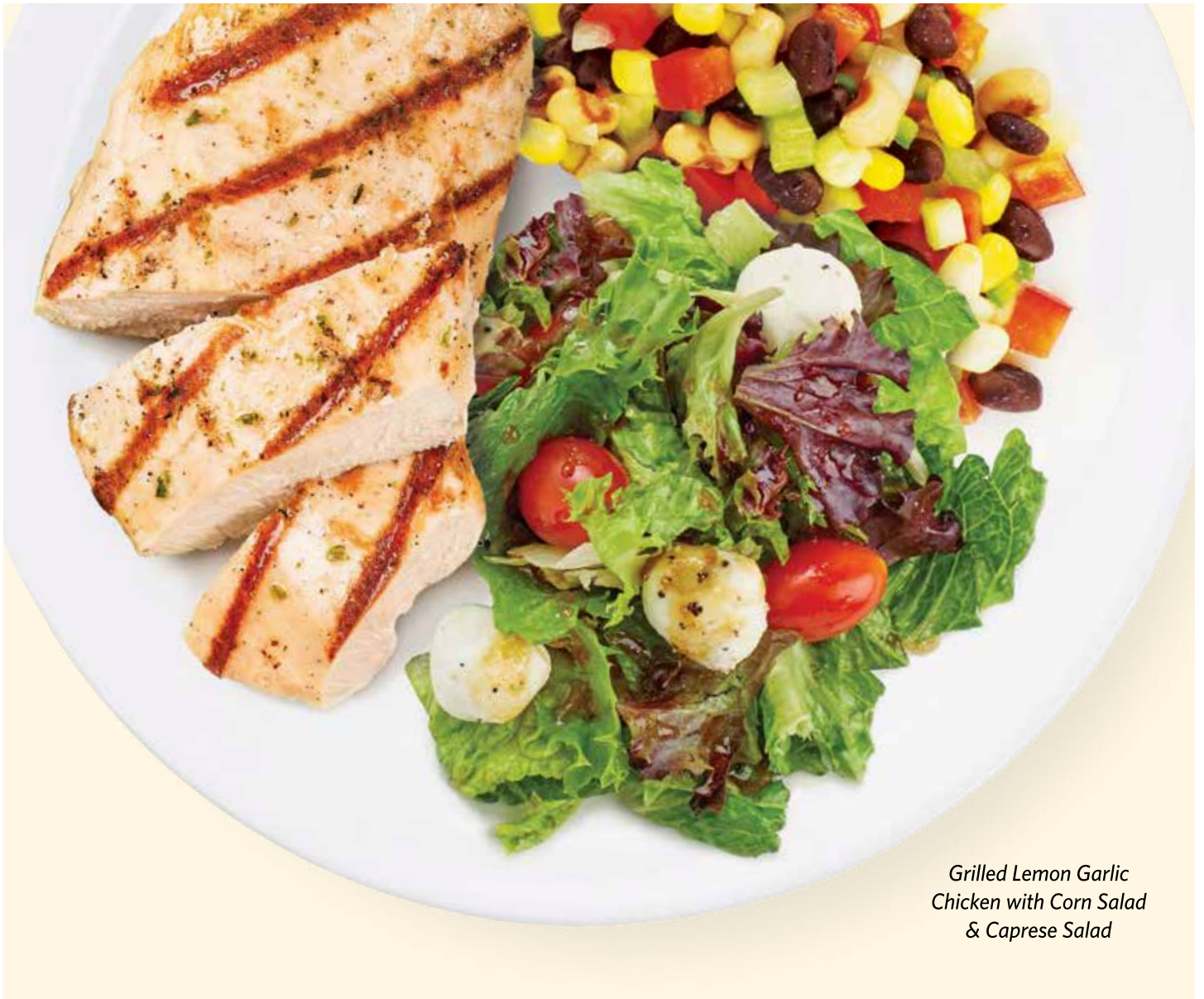
The Canyon Country journey will take place September 11 to 18, 2019. Highlights include Scottsdale, Oak Creek Canyon, Kaibab National Forest, Grand Canyon, Lake Powell, Bryce Canyon National Park, Zion National Park, Las Vegas and more. Price includes round-trip air from Syracuse Hancock International, air taxes and fees/surcharges and hotel transfers. \$3,299 for double and \$4,199 for single. For bookings after March 11 please call for updated rates. AAA Members receive an additional \$50 off per person.

Contact Jennine Lombardi at 315-701-2648 or [jlombardi@nyaaa.com](mailto:jlombardi@nyaaa.com) for more information.



The Grand Canyon is one stop among many on the Canyon Country tour in September 2019.





*Grilled Lemon Garlic  
Chicken with Corn Salad  
& Caprese Salad*

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# NEW PARTNERS

Please join us in welcoming new CenterState CEO Partners. During the next 12 months each new member will be contacted by a volunteer from CenterState CEO's Ambassador Committee, co-chaired by Danielle Mensing, Foundation of the Roman Catholic Diocese of Syracuse, and Rita Marble, Pinnacle Employee Services.

## Athletic Apex Health Clubs



Athletic Apex is a state-of-the-art, all-inclusive health club committed to helping people of all ages and walks of life reach the apex of their bodies' potential. More than 40,000 square feet of premiere space featuring brand new, innovative equipment, multi-level cardio, strength and fitness zones, indoor turf zone, kids zone, more than 80 group classes each week, locker rooms with saunas and towel service, member lounge with Starbucks coffee, fun member events and competitions, seminars and much more!

Jeff Sanders  
10334 Destiny USA Drive  
Syracuse, NY 13204  
www.athleticapex.com

315-925-5051

## Brightside Home Inspections

Brightside Home Inspections in Syracuse offers home inspections, radon testing and more. Using a 217-point inspection checklist, Brightside evaluates real estate so home buyers wake up in their dream home and not a money pit.

Scott Brown  
300 Crestwood Drive  
Camillus, NY 13031  
www.brightsidehomeinspections.com

315-372-0965

## Chick-fil-A Cicero



Chick-fil-A Cicero is a quick service restaurant specializing in chicken sandwiches and entrees. Chick-fil-A serves a full breakfast before transitioning to the lunch and dinner menu. Chick-fil-A offers guests a broad set of catering options for special events. As of 2018, Chick-fil-A is on track to become the third largest fast food chain. The company's corporate purpose is "To glorify God by being a faithful steward of all that is entrusted to us. To have a positive influence on all who come in contact with Chick-fil-A."

Jimmer Szatkowski  
7916 Brewerton Road  
Cicero, NY 13039  
www.chick-fil-a.com/Locations/NY/Cicero

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## Gardner & Capparelli CPAs, LLP

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# EVENTS

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

## CenterState CEO Annual Meeting

Wednesday, April 24

Noon to 1:30 p.m.

The Oncenter, 800 St. State St., Syracuse

Register by April 17 at

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

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

**Keynote Speaker: Tony Bond,**  
Chief Innovation Officer,  
Great Place to Work

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### 2019 Speed Networking, March 7

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

TERACAI, 217 Lawrence Road E., 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 your one- to two-minute "pitch." Space is limited. Please pre-register. Refreshments provided by Salt City Coffee.

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



### Business After Hours and Nonprofit Member Showcase, presented by United Airlines, March 14

5 to 7 p.m.

The Hops Spot, 116 Walton St., Syracuse

Check out one of Armory Square's newest restaurants, The Hops Spot, for a Business After Hours and a Nonprofit Member Showcase. Network with great organizations and explore opportunities to help others in the community. Don't miss your chance to win two round-trip tickets on United Airlines. Contact Beth Savicki to purchase a table at 315-470-1833 or [bsavicki@centerstateceo.com](mailto:bsavicki@centerstateceo.com).

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



### Find Your B2B Connection to the Growing Unmanned Systems Industry, March 21

8:30 to 10 a.m.

The Tech Garden, 235 Harrison St., Syracuse

Join CenterState CEO and Central New York Sales and Marketing Executives for a panel discussion on the Unmanned Systems Industry in Central New York. Hear from four local drone companies about the impact their technologies will have on the future of the Central New York economy, and about the business connections needed to accelerate their future growth in the community.

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

### How Will You Take KARE of Your Business in 2019?, April 3

7:45 a.m. registration; 8 to 9:30 a.m. program

OneGroup, OneGroup Center, 706 N. Clinton St., Syracuse

This Sandler program will help attendees develop a powerful strategy that will identify prospects and clients with one designation – Keep, Attain, Recapture or Expand. Sandler's proprietary KARE model is an invaluable tool that will help prioritize accounts, and apply the specific sales behaviors to enhance sales plans. Learn how to take KARE of business in 2019!

Cost: \$15 for members.

### GENIUS NY Finals Night 2019, April 9

4 to 9 p.m.

Marriott Syracuse Downtown, 100 E. Onondaga St., Syracuse

Don't miss GENIUS NY Finals Night, where five exciting drone startup companies will pitch their technologies to a panel of judges before a live audience, as they compete for a total of \$3 million in cash prizes, including a \$1 million grand prize and four \$500,000 prizes. The five finalists are developing technologies in the unmanned aerial systems space. Sponsorship opportunities are available. Contact Beth Savicki at 315-470-1800 or [bsavicki@centerstateceo.com](mailto:bsavicki@centerstateceo.com) for more information.

Cost: Free.

### GREATER OSWEGO-FULTON CHAMBER OF COMMERCE

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

### Oswego County Restaurant Week, March 10 -17

Countywide – presented by Eagle Beverage



### Elevate Your Communication Skills, Make Better

Connections and Boost Sales, March 13

Cayuga Community College, Fulton – presented by Sandler Training

### Speed Networking, March 27

Location TBD



### Small Business Week, May 5-11

Events include a Panel Discussion, May 7; Perc Club, May 8; and a Small Business Stroll, May 9.



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Distinguished Eagle Scout Award: **Syracuse University Chancellor Kent Syverud**

North Star Award: **Mike McGrew**



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