

THE GERMINATOR: CENTERSTATE CEO'S NEW BUSINESS COMPETITION NOW ACCEPTING APPLICATIONS

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CenterState Region Readies for Medical Tourism

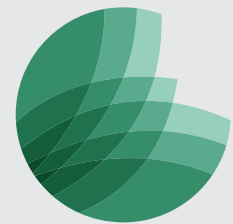
CenterState CEO's latest regional business competition, The Germinator, is underway. **The region's largest and most comprehensive annual business competition will award a total of \$600,000 during an intense two-year period, beginning with a \$10,000 investment to six competitors.**

Teams competing in The Germinator have the opportunity to win a maximum investment of \$250,000. As each six month round of the competition ends, participants will face either elimination or additional funding in demo day events called "Greenhouses." Teams that make the cut in each Greenhouse will receive increased funding. Those eliminated will compete for the Best of the Rest award, a \$50,000 investment.

Presented by National Grid with additional support from lead sponsors, M&T Bank and CenterState CEO, The Germinator competition is a longer, stage-funded program for startups that encourages participants to establish roots in CenterState New York. In addition to funding, teams will receive training on topics including marketing, intellectual property, sales, financing and fundraising. Participants will also receive one-on-one mentoring with The Tech Garden's team of experts and access to the DevBox, a team of in-house software developers that can assist in building software and application products.

"The scale and scope of The Germinator competition is unlike anything we have provided to our region's entrepreneurs before," said Robert Simpson, president of CenterState CEO. "It brings together the successful elements of the Emerging Business Competition and Startup Labs to create a thorough and rigorous program to best prepare entrepreneurs to meet the challenges of growing their business. From seed capital, to mentorship and technical support, to multiple investments, this program validates teams' business models to later-stage investors."

For eight years, CenterState CEO has hosted an annual business plan competition to grow the region's entrepreneurial culture and stimulate job creation and business development through financial and in-kind resources to companies. Through seven prior competitions, more than \$1.5 million in privately raised dollars has been awarded to high potential businesses in the region.



The Germinator

Learn more and apply at thegerminator.net, or contact Tony Kershaw, at 315-470-1977 or tkershaw@centerstateceo.com.

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CenterState CEO Events

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CENTERSTATE CEO ANNUAL MEETING

Join us for the region's largest annual gathering of business leaders, and the prestigious Business of the Year awards, including the new Minority Owned Business category.

Thursday, April 2, 2015 • 11:30 a.m. Registration; 12 p.m. Program

Nicholas J. Pirro Convention Center at Oncenter — See page 18 for details.

GOLD SPONSOR:



ERIC MOWER + ASSOCIATES

PRESENTED BY:



GOVERNMENT RELATIONS

Governor Cuomo's 2015 Opportunity Agenda Proposes Relief for Small Businesses

During the last two years, CenterState CEO has provided Gov. Andrew Cuomo and the state legislature with input on regulatory relief and policies to improve the state's small business climate.

Small businesses comprise 43 percent of private sector employees and 35 percent of private sector wages in New York. Governor Cuomo, in his 2015 Opportunity Agenda, has proposed a number of actions to support this critical sector of the state's economy.

- **Reduce Income Tax Rate** – businesses with fewer than 100 employees and net income less than \$390,000 who file under Article 9-A would see their net income tax rate drop from 6.5 percent to 2.5 percent over three years. An estimated 42,000 taxpayers could benefit from the new rates.
- **Create "NY Business Express"** – a one-stop shop for small businesses focused on cutting red tape, reducing duplication between various state agencies, and providing a single point-of-contact for businesses to access assistance and information without confusion or delay.
- **Host a "New Small Business Summit"** allowing industry and government to come together to identify priority challenges and opportunities and map a plan to implement needed changes.
- **Appoint a New York State Chief Small Business Officer** to coordinate among agencies and external stakeholders to ensure that the state is delivering the highest level of assistance.



- **Create Supply Chain Support for Small and Medium-Sized Businesses** by launching the Small and Medium Sized Enterprise (SME) Supplier Development Fund to help small businesses bridge the gap created by a pay lag of up to 90 days. In partnership with Empire State Development, FuzeHub and IBM's Supplier Connection, New York will develop a new program that prepares small businesses to become suppliers to large companies and capture outsourced work that is coming back to the United States.

Members are urged to express their support and share comments with their representatives and the New York State Assembly and Senate at <http://assembly.state.ny.us> and www.nysenate.gov. CenterState CEO will include these proposals in its 2015 Legislative Agenda, in its advocacy efforts and provide updates to members as the state budget process moves forward. To learn more, contact Deborah Warner, CenterState CEO vice president for public policy and government relations, at 315-470-1845 or dwarner@centerstateceo.com.

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"This new business competition is unlike anything being done in the country and advances the work we began eight years ago, best meeting the ever-changing needs of our region's entrepreneurs," said Seth Mulligan, vice president of innovation at CenterState CEO. "The Germinator focuses on the big picture growth of companies and better integrates them into our community by providing long-term incentives and exposure to resources from across CenterState New York."

The Germinator At-A- Glance

- \$600,000 grand total distributed among six participants over two years
- \$250,000 total investment in grand prize winner
- \$150,000 total investment in runner-up
- \$130,000 total investment in best of the rest winner
- All teams have access to The Tech Garden incubation space and its portfolio of services and networking opportunities.



CenterState CEO VP of Innovation Services Seth Mulligan explains how The Germinator business competition will incubate and accelerate the growth of companies through a unique blend of staged investments, mentoring and development resources.

Growth Through the Greenhouse

Competition Start: "Get Seeded"

- Six (6) applicants entering the competition each receive a \$10,000 investment from CenterState CEO in addition to access and space in The Tech Garden

Round 1: "Core and More: Intellectual Property"

- Six (6) applicants compete for a \$20,000 investment from CenterState CEO
- Five (5) applicants continue on to Round 2 of the competition
- One (1) applicant becomes eligible for "Best of the Rest" Round

Round 2: "Show and Tell"

- Five (5) applicants compete for a \$50,000 investment from CenterState CEO
- Three (3) applicants continue on to Round 3 of the competition
- Two (2) Applicants become eligible for "Best of the Rest" Round

Round 3: "Dollars and Deals"

- Three (3) applicants compete for a \$70,000 investment from CenterState CEO
- Two (2) applicants continue on to Round 4 of the competition
- One (1) applicant becomes eligible for "Best of the Rest" Round

Round 4: "Sales and Scale"

- Two (2) applicants compete for a \$100,000 investment from CenterState CEO
- One (1) applicant shall be chosen as the Grand Prize Winner

Consolation Round: "Best of the Rest"

- Four (4) applicants not chosen to compete for the Grand Prize in Rounds 1-3 compete for a \$50,000 "Best of the Rest" investment from CenterState CEO

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CENTERSTATE REGION READIES FOR MEDICAL TOURISM

A new kind of tourist will soon visit CenterState New York: the medical patient. According to a recent study by Electric Strategies, an Ottawa-based research team, this region is primed to receive medical patients from eastern Ontario, where many Canadians now face long wait times for treatments and procedures.

CenterState CEO teamed with the University Hill Corporation and the Syracuse Convention & Visitors Bureau for the study. Also participating in the study are many of the region's health care providers: St. Joseph's Hospital Health Center, Crouse Hospital, the State University of New York Upstate Medical Center, and physician groups including Syracuse Orthopedic Specialists and Hematology-Oncology Associates of Central New York.

The study gathered data on popular procedures in Canada with the longest wait times. That data was compared to this region's health care system's willingness and capacity to provide the same services. Among the study's other significant findings:

- While Ontario's public health care system successfully provides high-quality health care, changes in health care delivery, technology, demographics and public expectations have forced policymakers to consider the sustainability of the system in the future.

- In 2010, 8.1 million Ontario residents (about two-thirds of Ontario's population) have some private insurance.
- Faced with budgetary restrictions and rising costs, provincial governments have moved to institutionalize rationing of non-life threatening health care services. As a result, wait times have increased across Canada.
- According to the Ontario Medical Association, the physician shortage in Ontario could double in the next 10 years. Medical tourism will become a more increasingly viable and practical option to Ontarians.

CenterState New York has the advantages of easy access to eastern Ontario, familiarity with the region amongst Ontario residents, high quality medical services and available hotel rooms for follow-up care.

In the next phase of the study, Electric Strategies will assist with devising a marketing strategy to reach physicians and patients in Canada. Those wishing to receive a copy of the study should contact Dave Mankiewicz, senior vice president and director of infrastructure and urban initiatives, at dmankiewicz@centerstateceo.com or 315-470-1942.

CENTERSTATE ECONOMIC CHAMPION

JADAK Technologies, Inc.

JADAK's mission is simple – to make people's lives better by creating products that improve the safety of medical devices and health care systems. We do this while always adhering to our core values: Customer Service, Integrity, Quality, Teamwork and Visionary Thinking.

JADAK provides medical device manufacturers both off-the-shelf and optimized product solutions that solve unique scanning, inspection and tracking challenges. To support its customers, JADAK has developed a portfolio of technologies that include barcode scanners, machine vision cameras, Radio Frequency Identification Readers and Printer technologies.

Founded in 2000, JADAK is celebrating its 15th year in business. The JADAK headquarters, which houses engineering, operations, manufacturing and sales is located in North Syracuse. In addition to the Syracuse facility, JADAK has offices in the U.S., Europe and Asia. In 2014, JADAK expanded its Syracuse location to facilitate continuous growth by adding 30,000 square feet. Currently employing more than 160 people worldwide, JADAK continues to create jobs in Syracuse and is always looking for skilled people to join its team.

An ever-expanding product portfolio, combined with manufacturing excellence and a flexible business model, positions JADAK to deliver valuable and competitive solutions for a diverse list of medical manufacturers. To learn more, visit www.jadaktech.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.

CEO TRADE MISSION TO CHINA LEADS TO NEW PARTNERSHIP, PRODUCT DEVELOPMENT FOR LOCAL BUSINESS

Empire Brewing Company in downtown Syracuse is serving up a new, unique craft beer that it plans to sell on the other side of the world, thanks in part to CenterState CEO's efforts to offer international exporting opportunities to local businesses.

The beer—called Two Dragons—is named after Empire owner Dave Katleski and Mr. Ji, founder of the JingWei Fu Tea Company in China. Katleski and Ji were both born in the year of the dragon. The two businessmen met during a CenterState CEO-led trade mission to China in late 2014. Katleski was among an eight-member, local delegation who traveled to China to explore new business connections and opportunities to penetrate the growing Chinese market.

During their meeting, Katleski and Ji decided to join forces to brew a one-of-a-kind beer made with tea, which is full of rich, earthy flavors as well as an impressive range of health benefits. The hope was to create a craft beer unlike anything on the American or Chinese market today. The two men will work together to export and distribute Empire's Two Dragons beer in China and to explore distribution of JingWei tea in the United States.

"This innovative and one-of-a-kind, East-meets-West beer is a truly unique experience," said Tim Butler, Empire's master brewer. "Combining American craft brewing techniques with the history and precision of the JingWei Fu Tea producers, Empire Brewing Company has created a beer like no other."

"'Made in America' is a powerful brand in China, and there is significant opportunity for business of all sizes and industries to tap into these foreign markets," said CenterState CEO President Rob Simpson. "Empire's new collaboration and resulting opportunity to develop and market its products to the global marketplace is a tangible example of what is possible for other businesses in the region. We are excited for David and his team and proud of the role CenterState CEO played in making these connections happen."

The beer is on tap at Empire Brewing Company in Armory Square and Katleski plans to brew more of it later this year at his Empire Farmstead Brewery, soon to be under construction in Cazenovia.

Think Globally, Act Locally

To learn how your business can grow in international markets, or about CenterState CEO's partnerships in China, please contact a member of our staff.

Exports

Steven King
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Foreign Direct Investment

Mike Novakowski
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Tourism

David Holder
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Entrepreneurship

Seth Mulligan
smulligan@centerstateceo.com



From left: Mike Ruggiero, lead chemist, Empire Brewing Company; Tim Butler, director of brewing operations, Empire Brewing Company; Ben Walsh, deputy commissioner, division of business development, City of Syracuse; David Holder, president, Syracuse Convention & Visitors Bureau; Rob Simpson, president, CenterState CEO; David Katleski, president and founder, Empire Brewing Company; and Luo Ping, vice president, JingWei Fu Tea Company, raise a toast to the new Two Dragons beer.

CEO/COE PARTNERSHIP: GREEN DEVELOPMENT

Cool Innovation: Local Team Wins National Award to Develop Personal Air Conditioner

The CenterState New York region's industry cluster in thermal and environmental controls got a boost recently from the U.S. Department of Energy, which awarded \$3.2 million to a team led by Syracuse



University that will develop a pioneering system for saving energy used to heat and cool office buildings.

The "micro-environmental control system" is designed to provide personalized cooling or heating for individual workers. The unit provides thermal comfort for workers at their desks while enabling temperatures in offices to be set to achieve overall energy savings of more than 15 percent.

The new system will provide heating and cooling via a box about the size of a small suitcase. A high-efficiency micro vapor compression system will use an evaporator embedded in a phase-change material. This material will store the heating or cooling produced by the micro vapor compression system at night, releasing it as a breeze to make occupants more comfortable during the day.

Led by Dr. H. Ezzat Khalifa, NYSTAR distinguished professor and chair of mechanical and aerospace engineering at Syracuse University, the team includes collaborators from CenterState CEO members Syracuse University, Syracuse Center of Excellence, Air Innovations and Cornell University. Additional collaborators include Bush Technical and United Technologies Research Center.

"This award allows us to develop a transformative technology that could alter the way we approach heating and cooling buildings," said Dr. Khalifa. "Ultimately this system will create a much more affordable and energy efficient way to ensure individual occupant comfort."

To learn more visit <http://tinyurl.com/o2zkhmv>.



This micro-environmental control system could save more than 15 percent of the building energy provided for heating and cooling.

40 BELOW LAUNCHES NEWLY DESIGNED WEBSITE

40 Below, the premier local organization for young professionals supported by CenterState CEO, launched its new brand last month, complete with a fresh, new look to the group's website. Former steering committee member and talented designer Tommy Lincoln helped bring life to the new site. His goal was to provide community members an easier way to learn about what 40 Below does, its mission and how to get involved.

The more user-friendly site serves as a vehicle to better engage Syracuse's young professionals and will ultimately help 40 Below further its mission to make changes, instill a sense of pride in the community and promote the region as a vibrant place to live, work, learn and play.



Visit the new site at www.40belowsyracuse.com.

MEMBER ESSENTIALS

The **Northwest Family YMCA** is hosting a job fair on March 24 and 28 to fill 300 jobs.

Human Technologies announces leadership transition, Sebastian to head Manassas, VA social enterprise.

ABC Creative Group client, Brew Central, secures a \$500,000 grant to grow craft brew tourism in the Central New York Vacation Region.

GORGES, a custom software developer in Ithaca, acquires Push Interactive.

Wegmans ranks No. 1 for reputation according to national Harris Poll. Branding and marketing expert says

Wegmans is a food shopping experience.



Colgate University to build a \$21 million art gallery and anthropology museum in downtown Hamilton.

Oneida Indian Nation begins hiring for new Chittenango casino.

Margaritaville opens at **Destiny USA**.

Excellus Blue Cross Blue Shield reports that Upstate New York's health insurance coverage for residents younger than 65 exceeds the national rate by seven percentage points.

Novelis recently unveiled its new \$48 million aluminum recycling facility in Scriba.



Café Kubal hosts Water Ball to raise money for clean water in developing nations.

Hotel Syracuse begins work on \$57 million renovation.

POMCO looking to fill 55 new jobs in 2015 at corporate headquarters in Eastwood.

Good Nature Brewing to expand with new larger brewery in Madison County.

New Minnesota Vikings Stadium to install high output LED lighting from **Ephesus Lighting**.

eSavvy Tech Shop opens at **Hancock International Airport**.

Syracuse.com ranked America's No. 1 newspaper website.

Everson Museum of Art plans to open a lounge, relocate lobby café and organize tour groups and events.



Jodie Phaneuf and Jeannie Lay Vice are the new owners of **Allied Spring & Services, Inc** and are also in the process of completing the Women Owned Business Certification Process.

Goodwill plans to open a new, 24,000-square-foot-store in Cicero.

Share Member News with Us!

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



THE MEMBERS' CORNER: CATERERS

CenterState CEO periodically features member companies from a particular category of the CenterState Chamber Alliance Business Directory. This month, The Members' Corner highlights companies that provide catering services to businesses. When deciding what company to hire for your next event or business meeting, be sure to support fellow CEO members.

Ale "n" Angus Pub.....	www.alenanguspub.com
American Food & Vending	www.afvusa.com
Attilio's Restaurant	www.attiliosyracuse.com
Cantina Laredo	www.cantinalaredo.com
Dinosaur Bar-B-Que/A Genuine Honky Tonk Rib Joint.....	www.dinobbq.com
Dolce Vita	www.dvcuse.com
Dominicks Foods Inc.....	www.dominicksrestaurant.net
Firudo Asian Food and Bar.....	www.firudous.com
Franco's Pizzeria & Deli.....	www.francospizzeriaanddeli.com
Frankie's Piccolo Bistro, Inc.....	www.frankiesnybistro.com
Green Hills Farms	www.greenhills.com
Jake Hafners Restaurant & Tavern.....	www.jakehafners.com
Laci's Tapas Bar.....	www.lacistasapasbar.com
Liehs & Steigerwald.....	www.liehsandsteigerwald.com
M2R Management LLC/Moe's Southwest Grill	www.bartrich.com

Mission Restaurant.....	www.themissionrestaurant.com
Nikos Family Italian Restaurant & Deli.....	www.mynikos.com
Panera Bread	www.paneracatering.com
Peppino's Restaurant & Catering Company.....	www.mypeppinos.com
Premier Catering/Green Shutters Restaurant.....	www.premiercatering-cny.com
Price Chopper/Golub Corporation	www.pricechopper.com
Salsarita's Fresh Cantina.....	www.salsaritas.com
Santangelo's Restaurant	www.santangelosrestaurant.com
The Sherwood Inn	www.thesherwoodinn.com
Small Plates.....	www.smallplates.com
Smoke Incorporated BBQ.....	www.smokeincbbq.com
Tim Hortons	www.timhortons.com
TOPS Friendly Markets	www.topsmarkets.com
Twin Trees Restaurant (Original).....	www.originaltwintrees.com
Vince's Gourmet Imports	www.vincesgourmet.com
Wegmans Food & Pharmacy.....	www.wegmans.com

Full Circle Feed Celebrates First Anniversary by Introducing Doggy Croutons

Michael Amadori, founder and owner of Full Circle Feed, is selling his Doggy Bag Treats at 20 local businesses, as well as local markets, festivals and online. The treats are so popular it encouraged Amadori to introduce Doggy Croutons – smaller, bite-size treats made using 100 percent human-quality food.

Full Circle Feed has grown its company with assistance from the innovation ecosystem supported by CenterState CEO and The Tech Garden. The company began in the Syracuse Student Sandbox in 2012, and went on to receive investments and support through Grants for Growth and the Startup Labs business competition. Most recently, Full Circle Feed was named a NYSERDA Clean Tech Center company, which will allow him to receive a variety of early stage support in the development of his sustainable business.

Amadori, a 2012 SUNY ESF graduate, always had a passion for finding a way to use restaurant leftovers. He now visits Turning Stone Resort and Casino weekly and picks up its buffet leftovers to process into dog treats. The prepared mixture is rolled into a large pan, cut and stamped with the Full Circle Feed emblem. Once the treats are made, workers from Madison-Cortland ARC weigh and fill the boxes for market. Amadori compliments ARC employees' work and encourages others to use this talented group of individuals.

"Dogs should enjoy food that's good enough for people," Amadori says. The treats are healthy, delicious, and environmentally sustainable. Last year, more than 3,000 pounds of food was reused to make the treats.

To learn more about Full Circle Feed, find retailers or order online, visit www.fullcirclefeed.com. For more information on Madison-Cortland ARC, visit www.madisoncortlandarc.org.



CenterState CEO Ambassadors Mark Sovocool (left) of Stevens Office Interiors and Mick VanVranken (right) of AXA Advisors, LLC, congratulate Michael Amadori, Full Circle Feed founder, on the company's first anniversary.

VISIT THE SOUTH PACIFIC! EXPLORE STOPS IN SYDNEY AND FIJI

CenterState CEO's next exciting adventure invites travelers to A Taste of the South Pacific, scheduled for October 18 to November 1, 2015. The 15-day trip includes tours of: Cairns, the Great Barrier Reef, Tjapukai Aboriginal Cultural Park, Hartley's Crocodile Farm, Sydney, Sydney Opera House, Sydney Harbor Cruise and Fiji. The trip includes first class and deluxe hotel accommodations, 16 meals (10 breakfasts, one lunch and five dinners) as well as roundtrip airfare from Hancock International Airport in Syracuse. Rates are: \$5,399 for a double; \$6,479 for a single; and \$5,349 for a triple. Book now for discounted rates: \$4,999 for a double; \$6,079 for a single; and \$4,949 for a triple.

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



Sydney Harbour Bridge, Australia

Dermody, Burke & Brown, CPAs, LLC Makes the 10% SHIFT

SyracuseFirst's campaign, 10% SHIFT, encourages members of the greater Syracuse community to shift 10 percent of their spending to locally owned, independent businesses in an effort to create a vibrant local economy. Dermody, Burke & Brown, CPAs, LLC is a SyracuseFirst member that is committed to being part of the solution to create a thriving community with a sustainable economy. Dermody CEO Madelyn Hornstein, CPA, partner, shares her insights below:

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

In our 55+ years, Dermody, Burke & Brown has had a steady working relationship with family-owned businesses throughout CNY. One of our core values is community involvement. That encompasses not only our time commitment on local boards, our donations to local charities, but also supporting the area's economy with our dollars for products and services.

What products and services does your company buy locally?

We purchase all of the office supplies, insurance, advertising and printing, legal and IT equipment we can locally, and have been doing so for a number of years.

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

When SyracuseFirst introduced the 10% Shift concept, Dermody, Burke & Brown looked at its spending and found that we didn't have that much that needed to be shifted. We simply made sure that all of our staff making purchasing decisions in our Syracuse, Auburn

and New Hartford locations were mindful to seek local alternatives before making any purchases outside our region. We truly believe there is not a lot that can't be done locally.

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

In 2014, more than 90 percent of our goods and services were sourced locally.

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

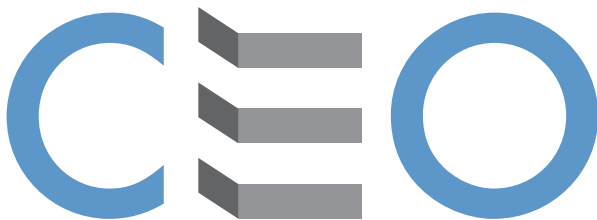
The Buy Local campaign and the benefits to everyone in our community from the trickle-down effect is a concept everyone can embrace. I think it does a lot for employee morale to know that the firm they are working for is committed to giving back to the local economy, which in turn helps them, their families and their friends. Despite the ability to expand your reach into other markets, it still boils down to relationships that you make with people. There is a pride ingrained in us by living in Central New York and an embedded trust that local representatives will not let you down. Dermody, Burke & Brown is growing and vibrant in many areas, but we are still grounded in this regard and committed to our small-town roots. We are proud to be a part of the SyracuseFirst SHIFT and join together with the community as we work toward an integrated economic solution.



Dermody, Burke & Brown, CPAs, LLC



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



Employee Services | Benefit Services | Operational Services

Run a Better Business for Less
Learn more at www.MemberAdvantageNY.com

We Listened

Notice anything new about our look? The Syracuse Convention & Visitors Bureau - now known as Visit Syracuse - has unveiled the new regional destination brand.

Months of research provided a clear context for developing the brand. Visitors told us they come here to experience what our residents enjoy every day – authentic character, cultural gems and unmatched outdoor spaces in a place to connect and reconnect with what matters. Capturing and reshaping that expressed emotion led to one simple message:

SYRACUSE. DO YOUR THING.

“Branding is exactly what the name implies and, if done properly, can be extraordinarily powerful,” said Visit Syracuse President David Holder. “The fact that the brand is not derived from us, our partners or our stakeholders, but from our customers (visitors) enables the brand to reflect authority and power.”

The “Syracuse. Do Your Thing.” brand is a bold, open-ended, action-based challenge to the over-used, under-effective slogan, “Something for Everyone.” “Syracuse. Do Your Thing.” reverses and customizes that message to speak specifically to the target audience of Visit Syracuse. With a fresh modern logo, “Syracuse. Do Your Thing,” is an open invitation for personalized activity.

Visit Syracuse invites all CenterState CEO members to view the new “Syracuse. Do Your Thing.” video at www.VisitSyracuse.com, and implement the brand into your own company messaging. Download the brand/logo style guide in the site’s Media Center.

The Brand Promise



It’s time to rally your passion.

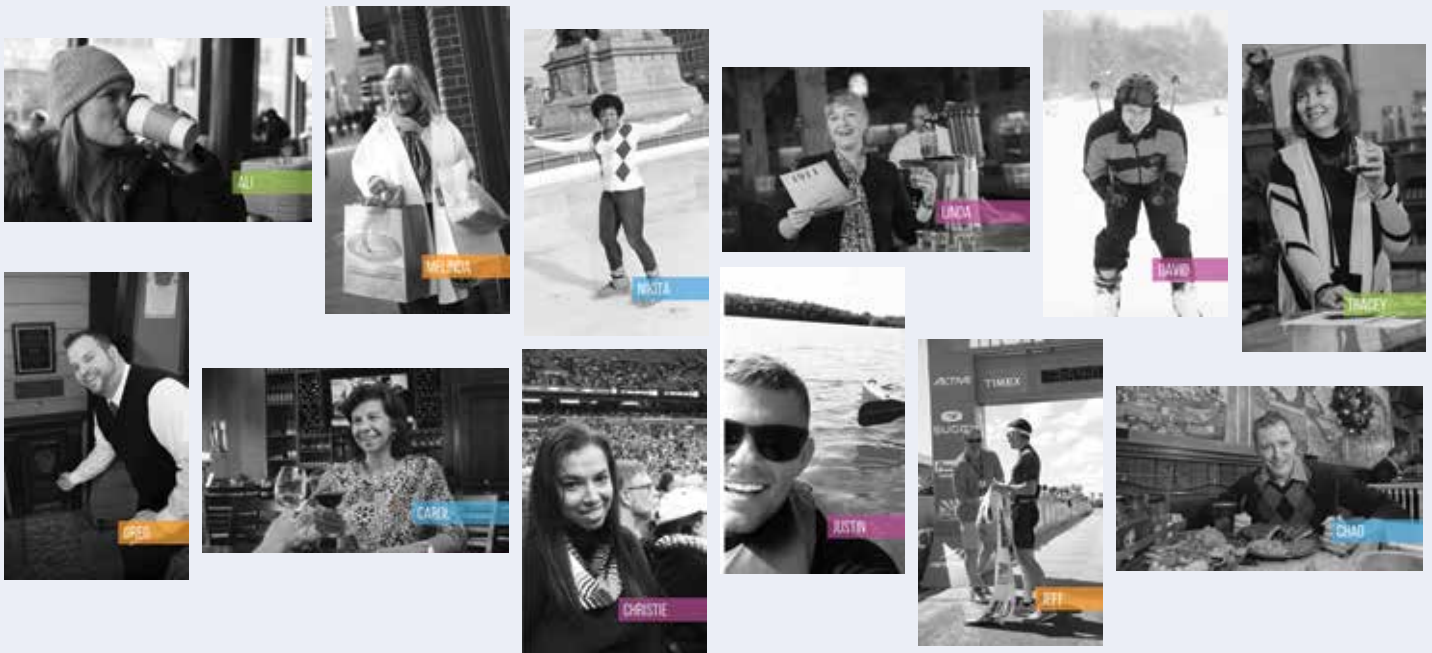
Find life’s shining moments and celebrate them in a place where true colors never fade. A place where independent spirits and an energetic community come together in perfect harmony.

Here is where you find your center. Reconnect the dots with the things that truly matter and make memories on historic streets.

Do what makes you happy.

**Syracuse
Do Your Thing**

This is how the Visit Syracuse team enjoys the region. How do you? #DoYourThing



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.



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

-Dr. Robert Kiltz MD
Owner, CNY Fertility Center



See Dr. Kiltz full testimonial
at www.dbbllc.com



Dermody, Burke & Brown, CPAs, LLC

dbbllc.com

Auburn | Syracuse | New Hartford

To DB&B, each client is unique—

Dbbllc.com provides industry-specific information ensuring that our clients stay ahead of the curve and receive quality information with expert, hands-on support.

Visit and see for yourself...

NEW INVESTOR FOCUS

PRESENTED BY:



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.

Dairy Farmers of America, Inc.

www.dfamilk.com



Brad Keating, Senior Vice President

5001 Brittonfield Parkway, E. Syracuse, NY 13057

800-926-2667

Dairy Farmers of America, Inc. (DFA) is a leading milk marketing cooperative and dairy food processor. We serve nearly 15,000 dairy farmers members from across the United States through our core business of marketing dairy farmers' milk, paying a competitive price and being a leader in the dairy industry. In addition we offer programs and services that make it easier and more profitable for our members to farm. Our location in East Syracuse is our Northeast Area office, which serves more than 2,000 dairy farmer members.

Ernst Young, LLP

www.ey.com



Lou Mosher, Office Managing Principal

5 Times Square, New York, NY 10036 (Corporate Office)

710 Bausch & Lomb Place, Rochester, NY 14604

585-987-4610

We are 190,000 people based in 728 offices in 150 countries, organized into 28 regions and four areas. All of our people work in one of our service lines – Assurance, Advisory, Tax, Transaction Advisory Services (TAS) – or in Core Business Services (CBS), which provides internal operational support such as HR and IT services. EY is committed to doing its part in building a better working world. Our values define who we are. They influence the way we work with each other, our clients and regulators, and our communities, where we use professional skills to create positive change close to home and around the world.

HSBC Bank USA NA

www.us.hsbc.com



Joseph L. Cunningham, Vice President, Area Director

250 S. Clinton St., 5th floor, Syracuse, NY 13202

315-741-3296

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Jodi Bellinger, *Vice President of Customer Support*
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Founded in 1978, Innovative develops software and provides advancements to integrated library automation systems which support libraries, their staff and the patrons in the community. Innovative's software can be found in 9,500 libraries, spanning the globe in 66 countries including the Onondaga County Public Library System. In 2014 the company acquired Polaris Library Systems, a leading provider of technology to public libraries in the U.S., and VTLS, a custom library automation solutions provider with customers in 44 countries. Innovative offers great resources to customers solving the challenges of library automation.

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Amy Collins, *General Manager*
1030 James St. Syracuse, NY 13203

315-477-9611

WSTM NBC3, WSTQ CW6, WTVH CBS5 and CNYCentral.com provide news, weather, sports and entertainment programming to the greater Central New York region. Our footprint stretches beyond the Syracuse market, into the Watertown and Utica DMAs reaching more than 650,000 households and more than a million people. We are committed to our viewers, community and business partners.

WHITE HOUSE SEEKS CEO MEMBERS' FEEDBACK ON PRESIDENT'S TRADE AGENDA

In January, the Obama Administration invited leaders of American companies to the White House to seek their feedback on the president's export and international trade agenda. U.S. Secretary of Commerce Penny Pritzker, SBA Administrator Maria Contreras-Sweet, Deputy U.S. Trade Representative Robert Holleyman and other senior administration officials met with U.S. business leaders, including representatives from three local companies – INFICON, SRC and ConMed.

The roundtable meeting organized by the White House Business Council and Business Forward focused on two pending trade agreements: the TransPacific Partnership (TPP), which includes the United States, Canada, Mexico, Peru, Chile, New Zealand, Australia, Brunei, Singapore, Malaysia, Vietnam and Japan; and the TransAtlantic Trade and Investment Partnership (T-TIP), between the United States and the European Union.

According to the Office of the U.S. Trade Representative, the TPP agreement would touch a population of roughly 800 million and dynamic economies that generate nearly 40 percent of global GDP. The T-TIP agreement seeks to unlock opportunity for American families, workers, businesses, farmers and ranchers through increased access to European markets for Made-in-America goods and services. This will help promote U.S. international competitiveness, jobs and growth.

Steven King, executive director for the Central New York International Business Alliance (CNYIBA), said the meeting was invaluable to him and the other local business leaders in understanding the government's position and interest in the proposed trade agreements, both of which appear to offer tremendous growth potential for American companies.

The CNYIBA, a CenterState CEO affiliate, is the region's lead agency in providing export services and guidance to CenterState New York companies. For more information about how the CNYIBA can help your business, contact Steven King at 315-470-1800.



From top left, Peter Meier, INFICON; Steven King, CNYIBA; and Alan Fink, ConMed Corporation participate in an export and international trade discussion at the White House.

NEW PARTNERS

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

Apex Solar Power



Apex Solar Power is a local company that has emerged as a Solar Energy leader throughout Upstate New York. Our project coordinators provide free solar energy consultation to home owners and commercial businesses enabling full service sales, leases and installations of Solar Photovoltaic and Solar Thermal systems. Free quotes provide 110 percent electrical coverage and various purchase and financing options.

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HEALTH CARE ESSENTIALS

An Eye on Employee Wellness

Initiatives that target improving or maintaining employee health cost an estimated \$50 to \$150 per employee per year – or about \$6 billion, annually (source: RAND Corporation). Yet industry still finds a significant gap between wellness program visions and reality.

Gallup recently asserted that only 24 percent of employees at companies that offer a wellness program actually participate. And only 12 percent of employees strongly agree that their employer contributes substantially to “higher overall well-being.” Worse yet, a majority of employees actually view their job as a detriment to the achievement of well-being.

Gallup postulates three areas determine if a wellness program succeeds or fails:

- how the company defines well-being,
- how the company culture supports well-being, and
- the role managers play in promoting well-being.

Employee’s perception of how much they believe their company cares about their well-being has a significant influence on the likelihood of program participation. Businesses that take a holistic view of well-being and make that view an integral part of their identity, will see greater success.

Gallup-Healthways suggests that companies “embrace all the elements that enable employees to live a thriving life,” and identifies five dimensions of well-being:

- **Purpose:** liking what you do each day and being motivated to achieve your goals.
- **Social:** having supportive relationships and love in your life
- **Financial:** managing your economic life to reduce stress and increase security.
- **Community:** liking where you live, feeling safe and having pride in your community.
- **Physical:** having good health and enough energy to get things done daily.

What’s good for employees is good for business. When employees feel good they will be more engaged and more productive.

Organizations that take wellness seriously can gain a competitive advantage from improved performance, reduced turnover and increased focus.



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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.



CenterState CEO Ambassadors join the celebration at the second birthday party for **Believe in Syracuse**.



VF Outlet in Destiny USA celebrates its grand opening with help from the CenterState CEO Ambassadors.



CenterState CEO Ambassadors congratulate **Syracuse Woman Magazine** as they celebrate their fourth anniversary at Café 407 in Liverpool.



Revolutions, located at Destiny USA, celebrates its one-year anniversary with a visit from CenterState CEO Ambassadors.

MEMBER MILESTONES

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

50 YEARS

AXA

30 YEARS

Business Journal News Network

JPW Companies

25 YEARS

Syracuse Catholic Press Association - The Catholic Sun

20 YEARS

Advanced Network Designs, Inc.

K.W. Reagles & Associates

RockTenn Solvay Mill

15 YEARS

Airport Lighting Co.

Staples Office Superstore

Transcion Medical, PC

10 YEARS

Aspen Dental Management Inc.

McQuade & Bannigan

5 YEARS

Battery World

Crown Risk Management, LLC

Ephesus Lighting, Inc.

Owera Vineyards

Prime Steak House

Rounded



Ish Guitars holds its grand opening celebration at 410 S. Franklin St. in Armory Square with CenterState CEO Ambassadors.



CenterState CEO Ambassadors congratulate **InterFaith Works of Central New York** as they settle into their new location at 1010 James St., Syracuse.



Venturetechnica, LLC is a new business located at 120 Madison St., Syracuse. CenterState CEO Ambassadors congratulate the staff on its grand opening.



CenterState CEO Ambassadors congratulate new business, **Arboxy Creative Group**, at its offices in The Galleries, 441 S. Salina St., Syracuse.

CENTERSTATE CEO MEMBER DISCOUNTS

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

Mark Bennington Photography

200 Green St.
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818-635-5840

www.markbenningtonphotography.com

One of the top corporate photographers in the country is now based in Syracuse; specializing in natural-looking corporate and business headshots for all social media. “In today’s market, branding a visual identity is paramount and a picture is worth more than 1,000 words when it’s the first thing that clients, employers and investors see.”

Discount: Members receive 25 percent off all photography. Offer expires June 15, 2015.

Matrix Communications

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www.matrixcommunications.com

Matrix Communications is a locally owned telecommunications integrator specializing in NEC equipment & services. With 30 years of telecom & IT infrastructure experience and offices in Syracuse, Rochester and Albany, we offer business communication solutions to companies of all sizes.

Discount: Members who contact Matrix for a voice communications needs analysis will receive a \$50 gift card. Offer expires May 31, 2015.

All the Rage Health & Fitness

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315-558-3049

All The Rage Health & Fitness offers personal training with a twist. We empower a healthier YOU by incorporating the proper fitness AND nutrition plans as a part of your everyday lifestyle.

Discount: Members receive 50 percent off of a nutritional or personal training consultation. Offer expires April 30, 2015.

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

EVENTS

Register online at www.centerstateceo.com/events

CenterState CEO Annual Meeting

April 2, 2015

Nicholas J. Pirro Convention Center at Oncenter,
800 S. State St., Syracuse

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

Join us for the region's largest annual gathering of business leaders, and the prestigious Business of the Year awards, recognizing companies in the following categories:

- Member Business with 1-50 Employees
- Member Business with over 50 Employees
- Community Involvement
- Non-Profit Agency
- Minority Owned Business – NEW!

Cost: \$65/person for CenterState CEO members; \$625/table of 10.
\$80/person for non-members; \$775/table of 10.

Register by March 25, 2015 at
www.centerstateceo.com/events, or
contact Lisa Metot at 315-470-1870
or lmetot@centerstateceo.com.

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Doing Business in China, March 2

Syracuse Center of Excellence, 727 E. Washington St., Syracuse

8:30 to 11 a.m.

Experts will discuss IP rights, laws, protection practices and litigation; E-Commerce; and getting paid for exporting to China. There will also be a country briefing by the U.S. Commercial Services and a panel discussion.

Cost: \$25 for CNYIBA members; \$35 for non-members.

For more information and to register, visit www.cnyiba.net/events-calendar.



Developing a Compelling Pitch, March 3

The Tech Garden, 235 Harrison St., Syracuse

8 to 9:30 a.m.

Learn tips and tricks to effectively and concisely communicate what you and your company does. Presented by the Tech Garden's Entrepreneur in Residence, John Liddy, attendees will learn how to create a stronger pitch - which is essential to gaining customers, obtaining funding, or finding potential partners/employees.

Over the last five years, Liddy has helped launch more than 120 companies and has assisted over 50 firms in strategizing their growth.

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

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



Beyond the Border: Facilitating Canada to New York Trade, March 19

Mohawk Global Logistics, 123 Air Cargo Road, Hancock Airport, North Syracuse

3 to 5 p.m.

Canada's Consul General from New York, John Prato, will co-host a business roundtable in partnership with the CNY International Business Alliance focused on introducing the Central New York business community to the "Beyond the Border Action Plan" and the Regulatory Cooperation Council. Prato will also provide information about the Consulate General of New York's priorities in CNY and the state. Contributing panelists will provide information on conducting importing/exporting business in Canada.

Cost: \$25 for CNYIBA members; \$35 for non-members

For more information and to register, visit www.cnyiba.net/events-calendar.



"Local Thirst" - a Coffee and Beer Pairing, March 19

Café Kubal - Downtown, 401 S. Salina St., Syracuse

5:30 to 8:30 p.m.

Sample local craft beers from SyracuseFirst members: Empire Brewing Company, Good Nature Brewing, Eastwood Brewing Company and more. Café Kubal will offer selections from its new menu. As a bonus, there will be beer made with coffee!

Cost: \$15 through March 18; \$20 day of event. Space is limited.

For more information contact Lisa Metot at 315-470-1870 or lmetot@centerstateceo.com.



Speed Networking, March 25

Maplewood Inn & Suites, 400 Seventh North St., Liverpool

7:30 a.m. Registration; 8 to 10 a.m. Program

Launch yourself into a new circle of people! Bring your business cards for this great opportunity to network in a small group setting with other CenterState CEO members. In addition to informal networking, attendees will have the opportunity to share their one to two minute "pitch" with other participants.

Cost: \$10 for members; \$25 for non-members.

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



Business After Hours and Member Showcase, March 26

Dinosaur Bar-B-Que, 246 W. Willow St. Syracuse

5 to 7 p.m.

Don't miss this great night of food and networking. Unique to this event, a limited number of tabletop displays are available for purchase by CenterState CEO Members. Attendees also have a chance to win two round-trip tickets on Delta Air Lines.

Attendee cost: \$15 for members; \$25 for non-members.

For more information contact Lisa Metot at 315-470-1870 or lmetot@centerstateceo.com.

Tabletop cost: \$300; contact Beth Savicki at 315-470-1833 or bsavicki@centerstateceo.com for details.



NYS Utility Energy Efficiency Programs, April 16

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

The current round of New York state utility energy efficiency programs will expire at the end of 2015. A new round of programs will be available to commercial and residential customers starting 2016. Hear from an expert on how the programs will change; how the transition of programs is planned; and what enhanced offerings will be available in the new programs. This information will benefit your business as you learn new strategies to plan for energy efficiency and sustainability. Presented by Jim Stapleton, CEM, Manager- Energy Efficiency Execution, National Grid.

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

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



Effective Community Leadership, May 7

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

Is leading in the community different than leading at work? The answer is YES! Thankfully, resources are available in CNY to help you and your organization be an effective community leader. Leadership Greater Syracuse Executive Director Pam Brunet will share her insights and 20+ years of civic engagement experience.

Cost: \$10 for members and \$20 for non-members

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



METRO FITNESS HOSTS BUSINESS BEFORE HOURS

More than 40 people enjoyed breakfast pastries and coffee at the recent Business Before Hours event at Metro Fitness in downtown Syracuse. The event was held early in the day to allow members to mix and mingle before business hours, and learn about what Metro Fitness has to offer including tips on how to get in shape in 2015.

Learn more about Metro Fitness by visiting their website, www.getmetrofit.com. Visit www.centerstateceo.com/events for information on other upcoming events.



More than 40 CenterState CEO members attended the Business Before Hours event at Metro Fitness, 205 S. Salina St., Syracuse.

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