Nearly 1,100 business and community leaders came together at CenterState CEO’s Annual Meeting to embrace “Re:invention,” and its impact on the region - past, present, and future.

At the meeting, CenterState CEO President Rob Simpson challenged members to commit to the ongoing success of this region, its businesses, and its people, by engaging directly in reinvention:

- Export or grow into a new market
- Develop a new product or service
- Help a new business get off the ground by investing in the region’s new venture fund
- Mentor an emerging business
- Train and hire someone through Green Train or Health Train; help lift someone in the community out of poverty
- Hire an intern via Project-ION, www.project-ion.com
- Commit to spending at least 10 percent with independent local businesses
- Make new business connections
- Advocate for modern and efficient government by supporting the Commission on Local Government Modernization

“Through reinvention, our region is transforming and seeing real progress,” said Simpson. “However, there is no resting point in our efforts to build more successful businesses and more prosperous communities. This region will always face new challenges that move the benchmarks of success and how we get there. We each have a role to play that requires we be persistent in our efforts, and committed to our continuous evolution.”

continued on page 3
CenterState CEO Goes to Washington

CenterState CEO members and staff travel to our nation’s capital to participate in a series of meetings and appointments every spring to address key policies and priorities, make new connections and network, and identify new resources to help grow the region’s economy. This year’s trip is May 22-23.

To further the CenterState Metropolitan Export Initiative’s goal of doubling the region’s exports over five years, this year’s agenda includes a unique opportunity for businesses to participate in a one-of-a-kind session, “Doing Business with the U.S. Department of Commerce.” In connection to CEO’s work with The Brookings Institution, participants will attend an exclusive three-hour session featuring roundtable discussions and presentations with the U.S. Department of Commerce to address:

- Export financing
- Overseas contracting
- Overseas trade barriers and regulations
- Insourcing and foreign direct investment
- Market research and country specific insights
- Free trade agreements
- Overseas assistance/Gold Key Service
- Working with the Defense Department

Participants will also meet with the staffs of Senator Gillibrand, the President’s Export Council, and Representatives Maffei and Hanna, on “Overcoming Obstacles to Exporting.” The discussion will target regulatory and administrative changes to enhance and streamline exporting. CEO members will provide real world experiences to illuminate this effort.

Increasing opportunities for member businesses to sell to the Department of Defense and its prime contractors is the focus of a meeting with Representative Richard Hanna and the House Small Business Committee. Rep. Hanna is chair of the House Subcommittee on Contracting and Workforce.

Additional appointments are scheduled with Senators Charles Schumer and Kirsten Gillibrand, and House Members Dan Maffei, Richard Hanna, and Bill Owens, and Governor Cuomo’s D.C. representatives Alexander Cochran and Rachel Lipsey. Agenda items include:

- Update on the NUAIR project to win an FAA test site for unmanned aerial systems
- Retention/expansion of military infrastructure in the CenterState region
- Proposed Inland Port Project
- Infrastructure funding and the future of I-81
- Immigration and Visa reform issues

For more information, please contact Deb Warner at (315) 470-1845 or dwarner@centerstateceo.com.

2013 Lobbying Directory Now Available

CenterState CEO publishes the only annual, comprehensive regional directory of local, state and federal elected officials and their staffs. The updated edition:

- Includes federal, state and county information for all 12 counties in the CenterState region
- Is downloadable at www.centerstateceo.com

The directory will be distributed throughout the 12-county region to every elected representative and their staff, as well as hundreds of business leaders. To request a complimentary copy of the 2013 CenterState CEO Lobbying Directory, contact squinn@centerstateceo.com.
Keynote speaker Kevin Warren, president of Xerox Corporation’s U.S. Client Operations, spoke of how Xerox’s success in mastering the art of change and reinvention has been instrumental in transforming the company from a seller of copiers to a leading business services provider. Warren spoke about reinvention as a process: seeing the challenges, building solutions, executing on them, and committing to success and continuous improvement. “The key to sustainability and growth is being open to reinvention and the opportunities that come with it,” said Warren. “Regardless of industry, businesses must be skilled at changing. There is tremendous opportunity with change, but most people associate change with loss because it’s a disruption. No one can avoid disruption, but we can choose how to drive change.”

Warren’s comments ring true for individual businesses and the region’s economy as a whole. While persistent challenges remain, the region has not lost sight of its innovation history, and there are notable signs of progress.

There are more than $1.4 billion in investments taking place across the city of Syracuse; a new $25 million venture fund is in the works to support the region’s talented entrepreneurs; and CenterState CEO members are leading the way with capital improvements, new innovations, and job creation.

“What remains, is the most difficult,” said Simpson. “Knowing how to reinvent our region is not our challenge. We must not only identify changing trends, but plan and execute on sound strategies with a commitment to building on our progress.”

Kevin Warren, president of U.S. Operations, Xerox Corporation, delivered several key messages on change and reinvention during his keynote address:

- Change is everywhere...and it’s not going away. So you have to stay nimble—or get nimble—or someone else is going to take advantage of the opportunities that await.
- We have to reframe change...and see it as an opportunity. When you do that, you’ll get caught up in excitement ... and that energy will drive your success.
- If you want to make change sustainable, you have to think differently to DO differently — and keep on top of that phenomenon all the time ... or you’ll never reach the place you set out to reach when you framed your strategy.
- None of us are exempt from disruptive change, and all of us have to keep pace with it.

See the Videos
Scan to watch Rob Simpson and Kevin Warren’s remarks; view the Business of the Year Winners and Startup Labs videos; and read CenterState CEO’s annual report.

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RESOURCES
Following its Startup Labs Syracuse win, Nick Nickitas, CEO of Rosie, was invited to speak at the 2013 Ad Age Digital Conference in New York City, a premier national event in marketing, technology and media, where the biggest brands meet the most innovative startups and the new technologies that are transforming business. CenterState CEO awarded Rosie, of Ithaca, $200,000 in cash and prizes in its Startup Labs Syracuse competition. Rosie receives a $150,000 cash prize and the Market Ready Award presented by Eric Mower + Associates, for a suite of marketing and branding services valued at $50,000. Both awards were presented during CenterState CEO’s Annual Meeting in April.

Rosie’s online shopping tool learns household items customers buy most and alerts them when they are running low. Through Rosie’s website or iPhone application, customers can quickly order these items at the lowest price and pick them up in the store.

“Winning this award is great recognition of what we’ve accomplished as a company, and we’re thrilled to receive this endorsement from one of the industry’s most innovative accelerator programs,” said Nick Nickitas, Rosie founder and CEO. “Startup Labs has demonstrated the importance of outstanding mentors and the amazing impact they can have on our business. Through our work with Eric Mower + Associates, we developed consistent messaging and branding, while CenterState CEO and National Grid connected us to business leaders across the region to accelerate our progress.”

Rosie was one of five finalists selected from a field of 97 applicants. The five finalists received an initial $30,000 investment and completed Startup Labs’ intensive 22-day program culminating in Demo Day in early February. Companies were judged based on presentations, advancement of their ideas, and how they have engaged with more than 50 mentors and advisors over the course of the program.

Startup Labs’ unique formula provides each of the five finalists (Full Circle Feed; Pretty Padded Room; Rosie; SnagMobile LLC; and Yorango Inc.) with ongoing support from Startup Labs. Startup Labs will provide the leading 20 percent of any future investment - typically the most challenging for early stage companies. Additionally, the five finalists become part of a global Startup Labs’ network and can connect with other companies, investors and mentors from any of its international programs.

For more information, visit www.rosieapp.com or www.thetechgarden.com/programs/startup-labs.

Thank You Startup Labs Sponsors!
MEET THE 2013 BUSINESSES OF THE YEAR

CenterState CEO congratulates four members honored with its 2013 Business of the Year Awards.

“We are proud to recognize these members for their outstanding achievements over the past year,” said CenterState CEO Chairman Allen Naples. “These businesses and organizations have excelled in job creation, made new investments, and were leaders in community engagement.”

Each award was presented by Dr. Paul Kronenberg, president and CEO, Crouse Hospital; Rob Simpson, president, CenterState CEO; and Allen Naples, chairman, CenterState CEO. Awards were accepted by: Frank Curci, president and CEO, TOPS Friendly Markets; Patrick Danial, CTO and co-founder, Terakeet; Eric Persons, associate vice president, government and community relations, Syracuse University; and Gregg Tripoli, executive director, Onondaga Historical Association.

**TOPS Friendly Markets**, More than 50 Employees

TOPS Friendly Markets is a leading full-service grocery retailer in upstate New York and northern Pennsylvania operating 134 full-service supermarkets, including 28 in the 12-county CenterState region that employ approximately 2,300 associates. TOPS strives to be a leader in bringing new, local products to market and expanding their distribution.

**Syracuse University**, Community Involvement

Syracuse University is committed to forging sustained engagements with its local and global communities. SU leverages its assets to work with partners to ensure that the region thrives. Signature engagement activities, include the Near West Side Initiative, the South Side Innovation Center, Syracuse Student Sandbox, the Connective Corridor, and Say Yes to Education.

**Terakeet**, Less than 50 Employees

Terakeet provides a uniquely integrated approach to earned web visibility, providing holistic marketing solutions for brands and businesses online. In 2012, the company assisted the Obama for America election effort by working with staff to develop innovative search marketing strategies for the campaign’s digital efforts. The company also recently expanded its offices and hired nearly 20 full-time employees.

**Onondaga Historical Association**, Not-for-Profit

Onondaga Historical Association brings the great stories of Onondaga County’s history to the community and a worldwide audience by encouraging the exploration, appreciation, and utilization of the past. In the past year, OHA experienced a 246 percent increase in attendance and grew membership by 10 percent.
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.

**Anheuser-Busch, LLC**

*Nickolas Mills, Senior General Manager*

2885 Belgium Road, P.O. Box 200, Baldwinsville 13027  
(315) 635-4100

Anheuser-Busch InBev is the leading global brewer and one of the world’s top five consumer products companies. AB InBev’s dedication to heritage and quality originates from the Den Hoorn brewery in Leuven, Belgium dating back to 1366 and the pioneering spirit of the Anheuser & Co brewery, with origins in St. Louis, USA since 1852. Geographically diversified with a balanced exposure to developed and developing markets, AB InBev leverages the collective strengths of its approximately 116,000 employees based in 23 countries worldwide. The company strives to be the Best Beer Company in a Better World.

**Auburn Memorial Hospital**

*Scott Berlucchi, FACHE, NHA, President and Chief Executive Officer*

17 Lansing Street, Auburn 13021  
(315) 255-7011

Auburn Community Hospital (ACH) is a not-for-profit, 99-bed acute care facility serving a population of approximately 80,000. Our mission is to provide compassionate quality care to our community. Over 95 percent of the physicians on staff are board certified in at least one specialty. ACH is the sole provider of acute and general hospital services in Cayuga County and the surrounding areas, located in the Finger Lakes region of Central New York. Founded in 1878 by a group of community-minded individuals who recognized the growing health care needs of Auburn and Cayuga County, the original 13-bed hospital was called Auburn City Hospital, located at the current site on Lansing Street.

**Bank of America Merrill Lynch**

*Michael Brunner, Senior Vice President*

One Clinton Square, 100 North Salina Street, Syracuse 13202  
(315) 477-5826

Bank of America is one of the world’s leading financial institutions, serving individuals, small- and middle-market businesses, large corporations, and governments with a full range of banking, investment management and other financial and risk management products and services. We serve approximately 52 million consumers, clients and small businesses. Businesses—both small and large—have a critical role in driving our economies forward. We realize that we have the capacity to help businesses create and retain jobs, offer new products and services and generate new ideas and opportunities for their own customers and investors.

**Bond, Schoeneck & King, PLLC**

*Richard Hole, Managing Partner*

One Lincoln Center, 110 West Fayette Street, Syracuse 13202  
(315) 218-8000

Bond, Schoeneck & King, PLLC began providing legal services to the New York business community in 1897. Since then, the firm has grown to become Upstate New York’s largest law firm, with 210 attorneys and 31 practice areas in nine cities plus offices in Florida and Kansas, by providing a local focus, statewide resources and nationally recognized quality service to large and small businesses, health care and higher education institutions, high-tech and manufacturing companies, municipalities, not-for-profit organizations, professionals and individuals. Bond develops and nurtures long-term relationships with its clients through a consistent dedication to service, commitment and value.

**Bristol-Myers Squibb**

*John Mosack, Executive Director / General Manager*

6000 Thompson Road, East Syracuse 13057  
(315) 432-2000

Bristol-Myers Squibb is a global BioPharma company firmly focused on its mission to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. Bristol-Myers Squibb history and roots trace to Central New York. Bristol-Myers was incorporated in Clinton, NY in 1887. In 1989, the company merged with Squibb. Today, in Syracuse, BMS employs approximately 450 people and is a manufacturing and development center for biologics pharmaceuticals.
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James Freyer, Jr., Chairman and CEO
231 Salina Meadows Parkway, P.O. Box 4743, Syracuse 13221  (315) 703-9147
Haylor, Freyer & Coon, Inc. is celebrating 85 years of “delivering quality insurance protection with distinctive and exceptional service” and supporting the communities where we live and work. With eight CNY offices and 200 employees, we rank in the top 100 independently owned insurance agencies in the U.S. HF&C is 100 percent employee owned and is one of the few insurance operations in the country to be certified to ISO 9001 quality standards. HF&C is a full service insurance agency providing risk management for commercial insurance, employee benefits, and personal insurance. Haylor, Freyer & Coon, Inc. “Insuring All You Value.”

Johnson Brothers Lumber Co.  www.johnsonbrotherslumber.com

Michael Johnson, Vice President
2550 Ballina Road, Cazenovia 13035  (315) 655-8824
Johnson Brothers Lumber supplies Central New York hardwood for the global furniture, flooring and cabinetry industries. With access to over 500,000 acres of timber within a 25 mile radius, our Cazenovia facility processes wood to meet exacting customer specifications. JBL ships more than 750 truckloads of lumber each year to customers around the globe. JBL is a family-owned business driven by a relentless pursuit to please our customer with a consistent, quality product and personalized service.

KS&R (Knowledge Systems & Research, Inc.)  www.ksrinc.com

Michael Nash, Principal
120 Madison Street, 15th Floor, Syracuse 13202  (315) 470-1350
Founded in 1983, KS&R is a full-service, privately held market research and consulting firm. KS&R creates and executes global, custom, market research initiatives for some of the best-known corporations in the world in more than 100 countries and 50 languages. The company’s diverse clients span industries that include technology, telecommunications, healthcare/medical devices, transportation, and finance/insurance. Typical projects include obtaining market/customer data to inform decisions around brand awareness, advertising, new concept development, pricing strategy, customer satisfaction, etc. KS&R is headquartered in Syracuse, with offices in metro New York, Atlanta, Memphis, and Frankfurt, Germany.

Loretto  www.Loretto-cny.org

Bruce Buchanan, President and CEO
700 East Brighton Avenue, Syracuse 13205  (315) 413-3279
As Central New York’s most comprehensive continuing care organization for elders, Loretto serves over 6,000 clients and is the employer of choice for more than 2,400 employees. Loretto is an integrated part of the Central New York community committed to transforming elder care in Central New York. Services include a broad spectrum of care from independent living, assisted living and adult medical day programs to skilled nursing care and rehabilitation therapy, with every option in between including 2,830 individuals at home and in the community.

MVP Health Care  www.mvphealthcare.com

David Crosby, Executive Vice President
AXA Tower II, 120 Madison Street, Syracuse 13202  (585) 327-2211
Founded in 1983, MVP Health Care is a community-focused, not-for-profit health insurer serving members in the states of New York, Vermont and New Hampshire. Through its operating subsidiaries, MVP Health Care provides fully-insured and self-funded employer health benefits plans, dental insurance, and ancillary products, such as flexible-spending accounts, to more than 650,000 members.

Morrisville State College  www.morrisville.edu

William Murabito, Ph.D., Interim President
PO Box 901, Morrisville 13408  (315) 684-6044
Morrisville State College sets the world in motion for students. An action-oriented, interactive learning lab, Morrisville is a national leader in technology – integrating it into all aspects of campus life. Students and faculty engage in ways that go beyond the traditional classroom with a 17 to 1 student-professor ratio; while curriculums are enriched with applied learning and pave the way for opportunity at both the Morrisville and Norwich campuses. With more than 75 bachelor and associate degrees, the college provides a hands-on learning environment and internships for all bachelor degree graduates - a major key to student success after graduation.
For over 90 years, Morse Manufacturing has offered the most extensive line of drum handling equipment anywhere in the world and has introduced virtually every major product innovation in the drum-handling marketplace. Morse Manufacturing is focused exclusively on designing, manufacturing, and marketing drum handling equipment and has a designated team of engineers developing custom solutions to individual applications. Every product Morse produces is of superior quality and is manufactured in the United States by workers in the Central New York community.

Paramount Realty Group, LLC

Robert Doucette, Partner
108 West Jefferson Street, Syracuse 13202 (315) 422-5381
Paramount Realty Group, LLC is a real estate leasing, management and development company.

Rural/Metro Medical Services

Michael Addario, Division General Manager
PO Box 999, 488 West Onondaga Street, Syracuse 13201 (315) 701-7013
Rural/Metro Medical Services is a respected leader in emergency medical services throughout Syracuse and Central New York and is the area’s only CAAS Accredited Ambulance service. Rural/Metro provides both emergency 911 ambulance service as well as interfacility ambulance transportation, CPR and AED training and Emergency Medical Technician training. Rural/Metro’s certified paramedics and emergency medical technicians arrive on the scene with the skills and expertise to rapidly administer care, coordinate with on-scene first responders, communicate with emergency department physicians and transport patients to the most appropriate facilities. Our educational programs are taught by experienced and certified providers.

Strategic Financial Services, Inc.

Alan R. Leist, III, CFA, Managing Director
114 Business Park Drive, Utica 13502 (315) 724-1776
Strategic Financial Services was founded in 1979 under the premise that investors are entitled to the highest level of service possible in the management of their finances. We have grown to a team of 26 professionals managing and advising clients on assets of over $850 million. Areas of focus include investment management, financial planning and corporate retirement plans. With headquarters in Utica, we have additional offices in Syracuse and West Palm Beach, FL. The Strategic team has been recognized by Barron’s magazine as one of the nation’s Top 100 Financial Advisors three times and also as one of the nation’s Top 100 Independent Financial Advisors three times.

Sugarman Law Firm

Samuel Vulcano, Esq., Managing Partner
211 West Jefferson Street, Syracuse 13202 (315) 474-2943
The Sugarman Law Firm is a full service law firm serving professionals, businesses and individuals from its offices in Syracuse, Auburn and Buffalo. The attorneys at Sugarman are proud to carry on a tradition of quality legal representation and community involvement that dates back to 1909. Handling a full range of matters, including business formation, litigation, commercial and residential real estate transactions, estate planning, labor and employment, contract negotiation, defense of professional liability, family law, personal injury and criminal law, Sugarman strives to provide each and every client the individualized representation they deserve.

Time Warner Cable Business Class

Joella Wind, Vice President Product Management and Marketing – East Region
6601 Kirkville Road, East Syracuse 13057 (877) 478-8203
Time Warner Cable Business Class, a division of Time Warner Cable (NYSE: TWC), offers a full complement of business communications tools to small- and medium-sized businesses and enterprise-sized companies. Its phone, Internet, Ethernet, cable TV and security solutions are enhanced by award-winning customer service and local support teams. Through its NaviSite subsidiary, the company also offers managed and outsourced information technology solutions and cloud services. Time Warner Cable Business Class was founded in 1998. Today, it serves approximately 550,000 business customers throughout Time Warner Cable’s markets.
CEO/COE PARTNERSHIP: GREEN DEVELOPMENT

Students Help Local Manufacturers Cut Energy Costs

CenterState CEO and SyracuseCoE collaborate to create jobs in Central New York by accelerating development of innovations to improve energy efficiency and environmental quality throughout the region. The collaboration leverages assets at universities, such as the Syracuse University Industrial Assessment Center (SU-IAC), which provides no-cost assessments for small- to medium-sized manufacturing companies. SU-IAC assessments identify opportunities to improve productivity, reduce waste, and save energy.

The SU-IAC has served New York manufacturers since 2000 with funding from the U.S. Department of Energy (DOE). In 2011, DOE awarded $1.5 million to extend SU-IAC activities for an additional five years. In addition, SU-IAC was expanded to engage engineering students from Clarkson University.

Since its inception, the SU-IAC has engaged with over 200 client companies in New York state. As manufacturers implement SU-IAC’s assessment recommendations, the resulting cost savings are tracked and used as a metric of performance. The energy savings are expected to translate into improved competitiveness and economic viability, and enhance employment stability within the industrial communities served. The payback periods for implementing assessment recommendations have been as short as eight months to one year, making a company’s investment well worthwhile. Energy cost savings average $100,000 annually per facility.

If your company is interested in receiving a no-cost assessment from SU-IAC, visit www.iac.syr.edu, or contact iac@ecs.syr, or Fred Carranti, P.E., at (315) 443-4346.

CAP AWARDS ACCELERATE COMMERCIALIZATION OF GREEN PRODUCTS

Five CenterState New York companies have received awards totaling $250,000 to promote the commercialization of innovative green and clean technologies. The awards were made in the seventh round of the SyracuseCoE’s Commercialization Assistance Program and are expected to create or retain approximately 100 jobs.

The CAP award winners are:

- **Air Innovations**, of North Syracuse, for the commercialization of a "green" metal hydride for air conditioning. www.airinnovations.com
- **Cortland Research, LLC**, of Homer, for the direct commercialization of the POUNCE system, an energy conservation system that provides data and autonomous control for reducing energy costs. www.cortlandresearch.com
- **Healthway Home Products**, of Pulaski, for the commercialization of disinfecting filtration system technology for schools, health care and LEED-certified commercial buildings. www.healthway.com
- **O’Brien & Gere**, of Syracuse, to accelerate development of an innovative water quality monitor to detect taste and odor. www.obg.com
- **WavElectric**, of Ithaca and Syracuse, to develop and test the first WE50 integrated wave-energy converter prototype. www.waveelectric.com

Established in 2001, CAP is made possible with a grant secured by Assemblyman Bill Magnarelli, and is administered through SyracuseCoE and CenterState CEO. National Grid provided $100,000 in support of CAP as part of its CleanTech Incubation Program.
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- Small business tax credits—who’s eligible for them and how to claim them.
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Contact Karen DeJoseph
Phone: (315) 470-1997
Email: kdejoseph@centerstateceo.com

Congratulations to this year’s
Business of the Year
nominees!
Contemporary Personnel Staffing and Professionals Inc.

Twenty-four years ago, CPS opened its doors with two employees. In 1996, owner Laurie Liechty recognized the need for executive level recruitment services and founded Professionals Incorporated. Today, they employ 33, and provide temporary staffing and executive recruitment services in the fields of administration, accounting/finance, manufacturing, engineering, government contracting, human resources, and information technology, as well as sales and marketing.

Together, CPS and Professionals Incorporated form the largest independently owned, full service staffing and recruitment firm in Central New York. In the past 10 years alone, they have helped place over 17,000 people both regionally and internationally. These placements represent payroll wages in excess of $80 million being infused into the local economy.

In 2008, CPS added its very successful Boomerangers program which is geared towards candidates that are returning to the workforce after a period away from full-time employment. This can include individuals that would like to supplement their income after retirement, raising a family or caring for a family member.

CPS and Professionals Incorporated foster an atmosphere of giving back. To date, their volunteer activities have benefited: Francis House, Susan G. Komen Race for the Cure, Ronald McDonald House, American Heart Association - Go Red for Women, Vera House, Make a Wish, The Leukemia and Lymphoma Society, and the Women’s Opportunity Center, among others.

CPS and Professionals Incorporated, is certified through the Women’s Business Enterprise National Council (WBENC) as a Woman-Owned Enterprise. Their status as a Woman-Owned Small Business (WOSB) brings added benefits to organizations seeking to meet diversity spend requirement.

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.
As part of its work on the Brookings Metropolitan Export Initiative, CenterState CEO is a city-state partner of the Export-Import Bank of the United States. Ex-Im Bank has announced two new programs to support export sales and to insure receivables for small businesses, Global Credit Express and Express Insurance.

**Global Credit Express** is an innovative way to deliver short term working capital loans directly to creditworthy small business exporters that may be eligible for a six or 12 month revolving line of credit up to $500,000. The program:

- Provides working capital to fund export activities
- Supports businesses that directly export U.S. made goods and services, as well as those which export indirectly by selling to other U.S. exporters
- Offers streamlined processing and quick turn-around on loan applications
- Provides fixed-rate financing at relatively low interest
- Allows options to renew at the end of the initial loan
- Provides for Ex-Im to finance in a second lien position on export activity

Ex-Im makes loans to both product manufacturers and service firms that are generally not well suited for asset based lending, such as architects, designers, law firms, consultants, software or intellectual property companies, or wholesale or trading companies. Ex-Im provides same-day response to determine eligibility, and underwrites loans in five days once a completed application is received.

**Express Insurance** is a “named buyer” short-term policy that insures foreign receivables so exporters can recover 95 percent of their receivables due to a commercial loss (non-payment) or a political loss. The policy:

- Helps small businesses expand into new foreign markets or add new buyers
- Simplifies small business access to export credit risk insurance on their foreign accounts receivable
- Provides payment risk protection
- Allows the extension of competitive credit terms to foreign buyers
- Enables small businesses to obtain lender financing of those receivables through the assignment of policy proceeds

These programs can greatly reduce the risk and increase the liquidity for businesses that want to increase their foreign sales. For more information or program applications, contact Dave Mankiewicz at (315) 470-1942, dmankiewicz@centerstateceo.com or Ben Sio at (315) 470-1838, bsio@centerstateceo.com.

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### Is Your Company Eligible?

**Global Credit Express, an exporter must:**

- Meet the Small Business Administration’s definition of a “small business”
- Have a minimum of three years revenue producing operations
- Have one year of exporting experience
- Have no tax liens or judgments

**Express Insurance, a business must:**

- Meet the Small Business Administration’s definition of a “small business”
- Have an average of less than $7.5 million in export credit sales over the last three years (excluding sales to Canada and those on letters of credit, cash, or sight payments)
- Have at least one year operating history and a positive net worth
- Have a DUNS number with Duns & Bradstreet
- Have 20 or less foreign buyers sold to on credit terms

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**BOEHEIMS TO SPEAK MAY 8**

40 Below is pleased to welcome Jim and Juli Boeheim to its monthly speaker series to discuss “50 Years in CNY.” Jim and Juli will share what Central New York means to them, how it has shaped them, and what they see as the future of the area.

40 Below, a CenterState CEO affiliate, is partnering with the Turning Stone Casino, the event host, to present the speaker series. There is a networking reception from 6:15 to 7:00 p.m.; the program is 7:00 to 8:00 p.m. with a Q&A to follow. Tickets are $20 and include hors d’oeuvres; a cash bar will be available. Tickets and transportation options are available at [www.40belowsyracuse.com](http://www.40belowsyracuse.com) or contact Katie Bresnahan at kbresnahan@centerstateceo.com.

Looking ahead: 40 Below and the Turning Stone Casino will host a charity poker tournament in October 2013 to benefit the Jim & Juli Boeheim Foundation. Stay tuned for details.
CenterState CEO Ambassadors are volunteers that help welcome new CenterState CEO members, as well as provide recognition to area 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 congratulate Northstar Toastmasters as they celebrate 25 years dedicated to communication and leadership skill development.

Henry Wilson Jewelers has moved into its new location at 5795 Bridge Street, Syracuse. CenterState CEO Ambassadors drop by to welcome them.

CenterState CEO Ambassadors toast the Mandana Inn’s renovations and new menu. The restaurant is located at 1937 West Lake Road, in Skaneateles.

CenterState CEO Ambassadors join staff at Gentile’s Restaurant to celebrate its 1st anniversary at 313 North Geddes Street, in Syracuse.

CenterState CEO Ambassadors visit a new business, Emerald Beauty Supply, in the “Valley” at 4726 South Salina Street, in Syracuse.

Cupcakes & Smiles is recognized by CenterState CEO Ambassadors on its 5th anniversary. They are located at 5380 W. Genesee Street, in Camillus.
CenterState CEO Ambassadors recognize the **Crowne Plaza Hotel & Conference Center** for receiving the 2012 President’s Circle Award for Hotel of the Year. The hotel is located at 701 East Genesee Street, in Syracuse.

**Comfort Windows** celebrates its 30th anniversary. CenterState CEO Ambassadors visit their facility at 3624 John Glenn Boulevard, in Syracuse, to congratulate them.

Aerus (formerly Electrolux) has relocated to Hinsdale Plaza, 3704 Milton Avenue, in Syracuse. CenterState CEO Ambassadors pay a visit and welcome them to their new facility.

The **Baldwinsville Volunteer Center** celebrates 15 years of connecting volunteers with volunteer opportunities. Who better to congratulate them than CenterState CEO Ambassadors – all volunteers!

CenterState CEO Ambassadors help **Bull & Bear Road House** celebrate its grand opening at 6402 Collamer Road, in East Syracuse.

CenterState CEO Ambassadors congratulate **Aspen Dental** as they cut the ribbon at their new location, 8075 Brewerton Road, in Cicero.

**Aerus** (formerly Electrolux) has relocated to Hinsdale Plaza, 3704 Milton Avenue, in Syracuse. CenterState CEO Ambassadors pay a visit and welcome them to their new facility.
Hackers Invade Tech Garden
Seventy-five participants from Buffalo, Rochester, Binghamton, Syracuse, Albany, and Ithaca, gathered at The Tech Garden last month for Hack Upstate. During the weekend hackathon, developers, innovators and designers pitched their ideas for new software with the goal of gaining team members for the weekend’s program. Eight ideas were chosen. The winning team developed a new Google Chrome add-on that would allow two individuals anywhere on the globe to connect their Chrome browsers virtually and share documents without downloading or paying for programs such as Dropbox or Box.com that are fee-based. Sponsors included the iSchool at Syracuse University, Rain Agency from NYC, and SUNY Oswego.

Hack Upstate facilitates collaboration among the Upstate New York hacker community to contribute to the growth of Upstate New York’s technology sector, and to create a robust network of technologists and regional technology companies. For more information, visit www.hackupstate.com.

Syracuse Startup Weekend companies win at Emerging Talk
Each year, Emerging Talk draws over 250 attendees, half of which are students with ideas or ventures, many from the Student Sandbox at The Tech Garden. This year, two of the weekend’s winning companies originated at Syracuse Startup Weekend at The Tech Garden last fall. The Elbow Room, founded by a team that includes Ryan St. Pierre won $5,000 in the High Tech category of the RvD IDEA competition; plus $3,000 in the College of Engineering and Computer Science’s Invention and Creativity Competition. Elbow Room will now advance to the NYS Business Plan finals. The venture is a people-counting infrastructure that takes information about the physical world and turns it into actionable data that can be used to solve micro-scale and macro-scale problems. For more information, visit http://emergingtalk.syr.edu.

SoulScarf – One of “America’s Coolest College Start Ups”
Inc.com has selected SoulScarf, a student sandbox participant, among the top 12 “America’s Coolest College Start Ups.” Inc.com’s roster includes the most promising college ventures. SoulScarf’s mission is to knit together the threads of fashion and philanthropy one customer, charity, and scarf at a time. For every thick wool scarf that Syracuse University student and SoulScarf founder Celeste Currie sells, she donates 20 percent of the proceeds to a charity of the customer’s choice. Founded in October 2012, she had already donated more than $2,000.
Tech Garden names Maria Rizzo next Artist-in-Residence/Curator

Ty Marshal is passing the torch to local artist Maria Rizzo, who will serve in the unpaid position for one year. Rizzo’s paintings have been exhibited in solo and group exhibitions in galleries and museums throughout New York and abroad. [http://www.mariarizzoart.com/](http://www.mariarizzoart.com/)

Since November 2012, Marshal has served as artist-in-residence/curator of The Tech Garden. The residency provides artists with space to hone their curatorial skills in an innovative and professional atmosphere. During this time, Marshal has curated various showcases featuring the work of local, national and international artists, exploring the intersection of visual art, technology and commerce.

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TECH GARDEN EVENTS

**Rounded Presents: Ralph Simone - Optimizing Planning and Goal Setting, May 3**
12:00 p.m.
Ralph will discuss how to utilize the PLS planning process (Productivity Funnel) to create more “white space” in your calendar to work on things that are energy gaining for you. The process aims to help put context, purpose and meaning into your life. The presentation is open to the public. To register, [http://www.meetup.com/Syracuse-Tech-Meetup](http://www.meetup.com/Syracuse-Tech-Meetup).

**Tech Meet Up, May 7**
4:30 to 6:30 p.m.
What’s new with the latest version of Microsoft Office 365 cloud based solution? What four ways can Salesforce.com & CRM help you grow your business? What’s the ROI? You will hear all this and more from experts from SparkOrange, LLC, and ICS Solution Group. Complete details are at: [www.meetup.com/syracuse-tech-meetup/events/114007802](www.meetup.com/syracuse-tech-meetup/events/114007802).

**Government Contracting for Women & Minority Small Businesses, May 21**
8:30 a.m. to 12 p.m.
A fast paced, information-packed, conference with a panel of experts, workshops, exhibitors, and one-on-one discussions. For more information or to register visit [http://openingdoors52113.eventbrite.com](http://openingdoors52113.eventbrite.com).

**Art Opening, May 30**
5:00 to 7:00 p.m.
Join us for the opening reception of “They Left 150 Years Ago,” by Jason DeBose, a show commemorating the sesquicentennial of Finnish migration to North America. The exhibit recently received Arts Promotion Centre Finland’s grant for international projects. It features photographs of Americans of Finnish heritage from more than 15 U.S. states and contrasts them with native Finns of today. For more information, [www.thetechgarden.com/about-us/facilities/gallery](www.thetechgarden.com/about-us/facilities/gallery).

**Tech Meet Up: Mingle with Incubator and Accelerator Leaders from across New York State, June 6**
5:00 to 7:00 p.m.
Time to network, network, network with individuals from several entities: members of the Business Incubator Association of NYS, student sandbox participants, and entrepreneurs from The Tech Garden, including members of 40 Below CoWorks. More information and to register visit, [http://www.meetup.com/Syracuse-Tech-Meetup/events/110154652](http://www.meetup.com/Syracuse-Tech-Meetup/events/110154652).

**SCORE Counseling for Business Owners, first Friday of month**
9:00 a.m. to 12:00 p.m.
SCORE counselors provide free, confidential individual business mentoring to prospective or current business owners. There is no fee; registration is required. For more information or to schedule an appointment, contact Lynn Hughes at (315) 470-1969 or lynn@thetechgarden.com. Learn more at [www.Syracuse.SCORE.org](http://www.Syracuse.SCORE.org).

**SBDC Counselors Help Start or Grow Your Business, first Wednesday of month**
9:00 a.m. to 5:00 p.m.
Book a one-on-one meeting with an SBDC (Small Business Development Center) business counselor to discuss how you can launch a new business idea or grow your existing business. Get free advice from an experienced business advisor on how to find new markets, refine your business concept or create a business plan. There is no fee; registration is required. For more information or to schedule an appointment, contact Lynn Hughes at (315) 470-1969 or lynn@thetechgarden.com.

*All events will be held at The Tech Garden, 235 Harrison Street, Syracuse.*

View Tech Garden events at: [http://events.thetechgarden.com](http://events.thetechgarden.com).
Making Connections at the Media Marketplace

The Syracuse Convention & Visitors Bureau joined more than a dozen destinations from throughout New York state for an evening of networking with travel media and tourism executives at the I Love NY Summer Media Marketplace held in Manhattan. Carol Eaton, vice president of marketing, represented Syracuse and had the opportunity to share details about the area’s incredible assets for summer travel with more than 20 members of the travel media community. The SCVB is currently coordinating Onondaga County familiarization tours for several journalists thanks to connections made at the event. I Love NY will organize a similar event in July to promote the state’s fall travel opportunities and the SCVB plans to participate.

Cross-Border Connections

The first quarter of 2013 included a successful infiltration of the Greater Ottawa, Ontario media marketplace and blogosphere by the SCVB and several of its industry partners. Here’s a look at some of the proactive activities that took place with our friends north of the border.

Advertising campaign - The SCVB coordinated an integrated advertising campaign in the Ottawa Citizen that featured five full-page advertisements and online banner advertisements on the newspaper’s website. Each full-page spread offered a message of Sleep, Play, Shop, Stay to the Ontario community encouraging visitation to Syracuse. The SCVB thanks industry partners: Destiny USA, Pole Position Raceway, The MOST, Ramada Inn, Holiday Inn Express & Suites, Candlewood Suites-Syracuse Airport, Maplewood Inn, Hampton Inn Syracuse North, and the Crowne Plaza for their participation. If you are interested in showcasing your visitor-friendly business in a future advertising campaign, contact SCVB Vice President of Marketing Carol Eaton at CEaton@VisitSyracuse.org.

Tradeshows - The SCVB participated in two tradeshows targeting the leisure travel market at the Ottawa Convention Centre. In March, the SCVB partnered with the Maplewood Inn, High Peaks Hospitality and Destiny USA at the Travel & Vacation Show, and in April, the SCVB teamed up with Destiny USA to promote the Greater Syracuse area at the Ottawa Women’s Show.

Travel Media - The SCVB collaborated with a variety of media outlets representing Ottawa, Ontario in the first quarter resulting in media coverage for the destination in Ottawa at Home magazine, Ottawa Parenting Times, the Ottawa Citizen, OttawaMommyMagazine.ca and more. The SCVB is currently finalizing details on several upcoming FAM tours with Ottawa travel media. To view the articles, go to the Media section at www.VisitSyracuse.org.

The Syracuse Convention & Visitors Bureau (SCVB) 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.org.

SCVB SALES HIGHLIGHTS

MARCH

Requests for Proposals (RFP): . . . . . . . . . . . . . . . . 22
RFP Room Nights: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 7,878
Number of Bookings: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 6
Booked Room Nights: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 9,158
Downtown Committee Annual Meeting, June 12

2012 was an exciting year for downtown Syracuse. Major projects like the Centro Transit Hub, Creekwalk, and Landmark Theatre expansion, numerous retail and restaurant openings, businesses locating downtown, and the continued demand for downtown residences, enhance downtown Syracuse as a destination. Tangible signs of progress can be seen throughout the city center, where more than $265 million is currently being invested. People are optimistic and excited about what’s happening and the momentum shows no signs of stopping.

Join us at the Downtown Committee of Syracuse’s 2013 Annual Meeting to learn where this momentum leads. Keynote speaker Joe Minicozzi, of Urban3, is a sought after lecturer on city planning issues and will discuss the impacts of downtown investment and what it means for the future of our community. His work has been featured at the Congress for New Urbanism, the American Planning Association, the International Association of Assessing Officers, and New Partners for SmartGrowth conferences.

To register, visit www.downtownsyracuse.com after May 5 or contact mail@downtownsyracuse.com.

Spring Cleaning

More than 125 enthusiastic volunteers filled over 200 trash bags during the Downtown Committee’s Earth Day Cleanup last month. Volunteers received a complimentary t-shirt and lunch, and the satisfaction of knowing they brightened seven areas around downtown Syracuse and University Hill.

Think Downtown Syracuse

Did you know that 37.4 percent of all jobs in the Metropolitan Statistical Area are within three miles of downtown?! Learn more interesting facts or view the complete brochure about downtown Syracuse in Think Downtown Syracuse at www.downtownsyracuse.com.

Selling Syracuse on the Road

Members of the SCVB team are on the road this spring participating in educational opportunities and sales missions, making fresh connections, and securing new business, in Albany, Niagara Falls, Louisville, KY, and Washington, DC. Some of the organizations staff are engaging with include Convention Sales Professionals International; Destination Marketing Association International - Destinations Showcase; Empire State Society of Association Executives - Meetings Institute; National Association of Sports Commissions - Sports Event Symposium; NYS Destination Marketing Organization - “I Love New York” Meetings Celebration & Reception; and NYS Travel & Vacation Association – 2013 Empire State Tourism Conference.
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 Stephen Saleski, Prudential CNY REALTY. Mick VanVranken, AXA Advisors, LLC, is the vice chair.

Bliss Bridal and Formal Wear
A one-stop formal wear boutique for females of all ages. We offer gorgeous gowns, pant suits, accessories, perfectly matched shoes and an alterations professional. We will “wow” every audience from your head to your shoe!
Gina Bush
www.bliss-bridalandformalwear.com
4 W. Genesee St.
Baldwinsville, NY 13027 (315) 638-5200

CNY & Syracuse FunFlicks
A full service indoor and outdoor movie event provider for municipalities, parks and recreation departments, schools, pools, neighborhoods, churches, apartments, birthdays, graduations, weddings, and bar mitzvahs. We provide quality equipment along with expertise in the field of audio production and projection for movie and video gaming.
Timothy Bennett
www.funflicks.com/syracuse-outdoor-theater-rental.html
PO Box 685
Cortland, NY 13045 (315) 663-5005

DJB Associates, LLC
Bill Reilly
315-327 N. Salina St.
Syracuse, NY 13203 (315) 673-2132

The Eagle Insurance Agency, LLC
The Eagle Insurance Agency, LLC is a professional risk management consulting and insurance brokerage firm. Privately owned, our risk / cost reduction services are predicated upon bringing maximum value and benefit to our clients in the health care, senior living, energy, technology and manufacturing industries. We strive to be recognized as the preferred and most trusted resource for risk management and insurance services to the industries we specialize in and to the valued clients we serve.
Doug Ross
www.eagleins.org
202 Walton St., Ste. 203
Syracuse, NY 13202 (315) 479-8237

GiGi’s Salon
Gina Scaffido
www.gigislittleitalysalon.com
613 N. Salina St.
Syracuse, NY 13208 (315) 474-4447

Kasson Place
Brand New Vintage Landmark Apartments. See historic preservation on two of Syracuse’s most beautiful buildings. Select your new home from two uniquely different historic landmark buildings fully restored to their original grandeur and beyond! Marvel at the gracious Renaissance Revival architecture and the upscale, contemporary interior finishes designed for your comfort.
Kimberly Hillard
www.kassonplace.com
PO Box 6201
Syracuse, NY 13217 (315) 579-2084

KinaneCo Printing Co.
Providing customized print, design, large format, mailing and marketing solutions for over 40 years in the Central New York area.
Greg Kinane
www.kinaneco.com
2925 Milton Ave.
Solvay, NY 13209 (315) 468-6201

Mr. D’s Landscaping
Mr. D’s Landscaping has been providing quality lawn maintenance and landscaping services in Central New York since 2004. We provide lawn maintenance; tree and shrub maintenance; new landscape design and installation; and patio, walkway, and retaining wall design and installation.
Mark Diecuch
www.mrdslanscaping.com
4223 Stepping Stone Ln.
Liverpool, NY 13090 (315) 440-2618

Nagle Athletic Surfaces, Inc.
Nagle Athletic Surfaces is your premier athletic and specialty surface company since 1992. Having achieved a reputation for providing unparalleled quality, outstanding service and exceptional value, we have installed and maintained athletic surfaces in over 2,500 venues. Whether you need a new installation or a grooming and cleaning of your existing artificial turf, running track or acrylic game court – we strive to bring you a top-quality product and unsurpassed service every single time.
Paul Nagle
www.nagleathletic.com
7709 Malta Dr.
Liverpool, NY 13090 (315) 622-1313

Operation Oswego County, Inc.
Operation Oswego County’s focus is to create and retain jobs, to expand the economy of Oswego County by providing comprehensive assistance to our local businesses, and to proactively seek out and assist new business locating in the county. OOC provides staff support for the County of Oswego IDA and is an SBA Certified Development Company. Services include site selection assistance, zoning and permitting coordination, assistance in accessing special incentive programs, specialized research and technical assistance, and financial packaging. OOC also acts as a liaison between firms and governmental agencies. Specialties include industrial parks, business incubators and Micro-Enterprise training.
L. Michael Treadwell
www.oswegocounty.org
44 West Bridge St.
Oswego, NY 13126 (315) 343-1545

WE MEAN BUSINESS IMPROVEMENT
www.CEOMeansBusiness.com

WE MEAN BUSINESS LEADERSHIP
www.CEOMeansBusiness.com
MEMBER ESSENTIALS

Hezel Associates announces new CEO, Kirk Knestis. Founder Richard Hezel will continue as chairman and strategic consultant.

AXA SA’s MONY Life Insurance unit to be sold later this year. Employees to stay in Syracuse.

Anaren receives bid to buy company from one of its own. The company has locations is DeWitt, New Hampshire, Colorado, and China.

Onondaga Community College hires new leader. Dr. Casey Crabill arrives from Raritan Valley Community College in Branchburg, NJ.

Oneida Indian Nation celebrates 20th anniversary of agreement to create Turning Stone Resort. Three new entertainment venues are scheduled to open this summer.

Critz Farms and Beak & Skiff Apple Farms happy with start of 2013 growing season. This year’s spring indicates apple crop is on track.

Mohawk Global Logistics expands in Midwest. MGL is based in Salina.

Connective Corridor opens second round of façade funding. Eligible properties can receive up to $25K.

Wellen (formerly PPC) in DeWitt to gain 50 jobs. Company closes plant in Horseheads.

Kasson Place Apartments opens 30 residences. Developer converts historic house into luxury units.

COR Development to redevelop vacant Mercy Hospital site. Developers likely plan a mixed-use project incorporating retail, office and residential elements.

Lockheed Martin wins $13M contract extension. Award will be used to upgrade helicopter electronic systems.

Cayuga Community College is developing a plastics-technology program. CCC is working with Currier Plastics of Auburn to create an advanced-manufacturing project in the plastics industry.

Greek Peak sold. New owners say they’ll keep all of the nearly 1,000 jobs.

The Balduzzi Group wins Pollie Award for Obama advertisement. Firm also announces new media services.

Verizon Wireless increases cellular coverage in Syracuse. Twenty-one locations receive new or expanded 4G LTE service.

Cameron Group given go ahead on Township 5 project. Development will include offices, apartments and retail, including the area’s first Costco.

COR Development Co. finishing apartments in Watertown. Units are nearly filled and help meet area’s high demand.

Otis Technology is certified as an AS 9100:2009 facility. Otis manufactures gun cleaning systems.

TOPS Friendly Markets expands to Mexico. Plans include store expansion.

Onondaga Community College to offer nuclear-energy tech degree program.

Welch Allyn launches new blood pressure cuff.

Saab Sensis to develop aviation-safety research scenarios for NASA.

Lockheed Martin in Salina wins $57M Navy contract. Work involves protecting ships from missiles.

Cayuga Marketing to receive low-cost power. Power to be used at dairy processing plant in Aurelius.

Agrana to build plant in Lysander, bring new jobs. Product will be used in fruited yogurt.

Strategic Communications adds new strategic update service. Benefit fills lobbying gap for small- to medium-sized businesses.

HealthWay Home Products brings 25 jobs home from China. Receipt of federal loan will be used to expand manufacturing plant.

Best Cities for Young Entrepreneurs announced. Syracuse ranks #8 in small city category.

Lockheed Martin $380M anti-missile program is approved. U.S. Senator Schumer instrumental in securing funding for Salina plant.

Bonadio extends investment banking practice across country.

Tim Hortons to open in Pike Block. Restaurant is first retailer to commit to the residential/retail project.

Cayuga Community College receives grant. Funds will support learning outside classroom.

Dinosaur BBQ to open new restaurant in Buffalo. An October opening is planned.

Jadak to add new jobs. Facility to triple in size.

Synapse agrees to sell EVPass and CNY Destination Network.

Scotstman closes Pennysaver. Company to focus on commercial printing.

CXtec to open office in Rochester. Expansion creates 16 new jobs.

NBT Bank receives SBA preferred lender status.

Dynamax moves Cortland facility to Canandaigua. Larger location will accommodate planned growth.

Novelis names new plant manager. Chris Smith replaces Luc Bovin.
ConeRstate 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:

**Cannon Pools**
5210 West Taft Street
North Syracuse, NY 13212
(315) 458-3150
www.cannonpools.com

Cannon Pools has been a local family-owned company for over 40 years. Our experienced employees have installed over 20,000 swimming pools - more than any other inground / aboveground pool builder in the Eastern U.S. What started as a small local company has become the premier pool and spa builder in the northeast. Cannon Pools has five CNY locations to service your every swimming pool and spa need. We offer complete service and supply chemicals, accessories and parts.

**Discount:** Receive 10 percent off any NON-SALE chemical shop item; $250 off any spa purchase. Offer expires December 31, 2013.

**EarQ**
1900 West Genesee Street
Syracuse, NY 13204
(315) 468-1926
www.earq.com

For over a decade, EarQ has been Central New York’s premier hearing health care provider. EarQ is dedicated to supporting its patients in their journey to better hearing, from the first evaluation to routine device maintenance. EarQ offers the most advanced hearing technology available for any budget, and is committed to leading the industry in our community.

**Discount:** CenterState CEO members and their families are eligible to receive 35 percent off EarQ hearing devices. In addition, the cost savings program includes a 4-year warranty and a free annual hearing checkup. Offer expires December 31, 2013.

**TSYS Merchant Solutions**
5701 E. Circle Drive
Cicero, NY 13038
(315) 437-8708
www.tsysmerchantsolutions.com

TSYS Merchant Solutions is a top 10 payment processor with over 50 years of experience in the payment acceptance industry. From card terminals to health care payment processing, our products provide the optimal payment acceptance solution. Whether you need to accept credit, debit or gift cards, or electronic checks, or need an e-commerce solution, we have outstanding products and unparalleled customer service.

**Discount:** The $99 application fee is waived for CenterState CEO members. Call Debra Angarano for an analysis on how TSYS can improve your current situation. Offer expires May 31, 2013.

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

MEMBER MILESTONES

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

**55 YEARS**
Eagle Metalcraft, Inc.

**40 YEARS**
Lamacchia Honda

**35 YEARS**
CXTec
Dumac Business Systems, Inc.

**30 YEARS**
Parsons-McKenna Construction Co.

**25 YEARS**
Prevention Network/OCAA
Staff Leasing, Inc.

**20 YEARS**
CNYRTA
Audubon Maintenance, Inc.

**15 YEARS**
Harbor View Liquors, Inc.
Kerner & Merchant Pipe Organ Builders, Ltd.

**10 YEARS**
FOX86 WSYT-MY43 WNYS
Kinney Drugs, Inc.
Ron Bush Oil, Inc.
Rugby Square, LLC

**5 YEARS**
ASAP Checks, Forms & Supplies
CBD Companies of CNY, LLC
CalSource
Camping World RV Sales
Children’s Consortium
Comfort Suites Syracuse/Cicero
Crouse Federal Credit Union
Diversified Wealth Strategies, LLC
The Edgewater Company, LLC
Empower Associated Services
Fairmount Glen Miniature Golf
Function One
Gear Motions
GoVo Biofuels, LLC
The D.A. Grannis Group, Inc.
Hanley & Associates
Hope For Bereaved, Inc.
Kelley’s Bar & Restaurant
LPS Design Associates, Inc.
Lend Lease (US) Construction Inc.
Lender Consulting Services
Lerentech Solutions
McKie
Ots Technology
Panera Bread
Property Management Alliance
Sherman Construction Inc.
Summit Software
Sun Development and Hospitality Management
Syracuse Behavioral Healthcare
Timber Banks Golf Club & Marina Community
Town Mechanical, Inc.
SYRACUSEFIRST NEW ECONOMY SUMMIT: GROW YOUR BUSINESS, BUILD COMMUNITY

SyracuseFirst and AmeriCU Credit Union present the New Economy Summit, a regional conference to help independent local businesses, and those who support Central New York’s fast-growing buy local movement, grow through the benefits of a locally focused economy. This first-of-its-kind summit is May 22, 2013 at the Genesee Grande Hotel, in Syracuse.

SyracuseFirst, a CenterState CEO affiliate, is bringing together community and business leaders, Local First advocates from North America, and well-known economic development experts to develop solutions for a stronger local economy and greater success for independent, local business.

“We all share the goal of fostering vibrant, sustainable local economies,” said Chris Fowler, executive director of SyracuseFirst. “Many people and organizations are working hard to support local businesses and entrepreneurs, but imagine how much more we could accomplish if we shared ideas and best practices.”

Through the New Economy Summit, participants will:
- Understand the true impact of local businesses on the local economy
- Hear best practices to support local businesses
- Learn and share strategies on how to attract consumers to local businesses

The summit is an interactive program for business owners, purchasing managers, senior and mid-level executives to hear, ask, and see the successes of a new economy. Learn how independent businesses can thrive through collaborative efforts, including campaigns about doing business locally and organizing collaborative purchasing and marketing campaigns. Other topics include a breakout session on B Corps, a new type of corporation that uses the power of business to solve social and environmental problems.

Presenting sponsor is AmeriCU Credit Union. Corporate sponsor is Darco Manufacturing Co. For more information or to register, visit www.syracusefirst.org/summit

New Economy Summit Speakers

Keynote speaker Judy Wicks was named one of America’s 25 most fascinating entrepreneurs by Inc. magazine in 2004. She is an international leader and speaker in the local-living-economies movement and co-founder of the original Free People’s Store, now well known as Urban Outfitters. Wicks will share her experiences as an entrepreneur and how local economies that value people and place, as much as commerce, can make communities not just interesting, diverse and prosperous, but also sustainable.

Additional speakers include: Elisa Miller-Out, CEO of Singlebrook Technology, a web and mobile development company based in Ithaca, NY; Joe Grafton, founding executive director and board member at Somerville Local First; and Peter Fleischer, executive director of Empire State Future.

Michael Benny, anchor and managing editor for WTVH5, will moderate.

Business After Hours and Syracuse Local Thirst, May 22

Sponsored by the Genesee Grande Hotel enjoy local food and beverages after the New Economy Summit.

For more information, see page 26.

CenterState Connect App: Get Listed – It’s Free and Easy!

Secure three months of FREE offers on the new CenterState Connect 2.0 mobile business directory. It’s easy! Just email us your company’s:

1. Logo
2. 15 word description of the offer
3. URL or contact info associated with the offer

The free offer promotion is in addition to the free basic listing on the app which includes the name of the business, phone number, website and affiliations.

CenterState Connect 2.0 offers easy access to more than 4,000 businesses and attractions across the entire 12 county region of CenterState New York.

It is a free download for: iPhone, iPad, BlackBerry and Android devices.

To get your FREE listing and three months of FREE offers, contact Elle Hanna at ehanna@centerstateceo.com.
Join Us for One of Our Upcoming Sessions of 
LeadFORWARD
The Bridge to Transformational Leadership

LeadFORWARD is a year-long journey designed for CNY business leaders interested in transforming their leadership & organizations. The program is designed and taught by PLS’s senior team of Master Certified Executive Coaches and Leadership Development Experts.

LeadFORWARD Program Highlights:
• LeadFORWARD is designed for CNY business leaders interested in influencing positive organizational change
• A yearlong journey of learning & practicing Integrated Intelligence.
• Includes ongoing executive coaching support & participation in a Master Mind Alliance group of peers.
• Multiple retreat experiences for reflection, learning, action & collaboration.

Please consider joining us at one of the next informational sessions:
May 7th, 8:30 a.m. - 9:30 a.m. or
May 15th, 12:00 p.m. - 1:00 p.m.

HEALTH INSURANCE - IT’S TIME TO MAKE A CHOICE

On January 1, 2014, businesses with 50 or more full-time equivalent employees will be required to offer health insurance or pay a penalty, as stated in the 2010 Affordable Care Act.

The affordable care act is complex. Even the condensed version is hundreds of pages long. Every business will have to examine its health care benefits to determine whether it’s in compliance and what the best course of action will be in 2014. For most businesses with 50 or more full-time equivalent employees, currently offering health coverage, the options will fall into three broad categories:

• Status quo - An employer currently offers all full-time employees (those working more than 30 hours per week) health insurance. The employer makes no changes and keep everything status quo.
• Opt out - An employer may choose to NOT offer health insurance. Businesses making this choice would pay a penalty to the government. Individuals would then need to purchase their own health insurance from a state or federal entity called a Health Insurance Exchange.
• Middle of the road – Similar to the above opt out scenario, an employer may decide NOT to offer health insurance and would incur a fine. However, the business may offer employees an allowance/bonus to help pay for their health insurance. If structured properly, a business could pay a penalty AND offer allowances to its employees, and still end up with the same final expense.

The best news is, businesses with less than 50 full-time equivalent employees are exempt, and may be eligible for a tax credit. CenterState CEO can help you navigate changes to the health care system and help you make the best choices for your company. For more information, contact Karen DeJoseph at (315) 470-1997 or kdejoseph@centerstateceo.com.

BUSINESS AFTER HOURS – WISE SYMPOSIUM

More than 500 attendees joined CenterState CEO members at Business After Hours at the WISE Symposium. CEO partnered with the WISE Symposium to co-sponsor the networking reception during the WISE Business Expo at the Oncenter. Attendees enjoyed complimentary hors d’oeuvres and refreshments while connecting with more than 100 exhibitors.
**ADVENTURE TO COSTA RICA in OCTOBER**

Visit the volcano areas, rain forest and beaches of Costa Rica, October 16-24, 2013! This nine-day trip includes round trip air; eight nights accommodations (three nights Arenal volcano area, three nights Monteverde rain forest area, and two nights Guanacaste beach area); breakfast, lunch and dinner daily; and a local guide for the duration of the trip to share knowledge and information about the sights visited.

Highlights include the Arenal Lake boat tour, Don Juan Coffee Tour and warehouse visit, Safari Boat Tour to Pena Blanca River, Selvature Park tour, sightseeing in Fortuna, SkyTram tour, half-day Catamaran Tour with snorkeling, Steam Train tour above Cloud Forest, and more! This trip includes some active sightseeing and hiking options, and is recommended most for travelers with an active lifestyle and comfortable mobility.

Per person rates are $2,899 double occupancy (single rates available upon request). For additional details and to reserve your space, please contact Jennifer DeFuria at BTI Travel at Jdefuria@btitravel.com or (315) 234-1442.

**DISCOVER PORTUGAL – SOLD OUT!**

Thanks to everyone who signed up to discover Portugal, this trip is now sold out!

CenterState CEO is coordinating its next trip – Portugal! Explore the Estoril Coast and Algarve, November 1-10, 2013. This 10-day adventure features 15 meals and five UNESCO World Heritage Sites.

Highlights include: Cascais, Lisbon, Jeronimo’s Monastery, Sintra, Obidos, Fatima, a folkloric Fado dinner show, Evora, Monsaraz Alentejo, Algarve, Lagos, Sagres, Cork Museum, Azeitao, a cooking demonstration, countryside stay, and winery tour. There is also an optional Madeira Island post tour extension.

**TRAVEL TO CUBA in JUNE**

Last year, CenterState CEO sent over 60 travelers to explore Cuba – an island of culture, unique history and beautiful landscapes. The adventure was so successful that CEO is offering another trip departing June 28 for eight days. Highlights include: Old Havana Tropicana Show, Museum of the Revolution, Cuban Literacy Museum, Vinales Valley, Hemingway Farm, National Museum of Arts, visits to a cigar factory and tobacco farm, and much more.

Become part of a privileged few to legally travel to this island nation. The cost trip is $3,599 per person. For more information, contact Lisa Metot at (315) 470-1870 or lmetot@centerstateceo.com, or visit www.centerstateceo.com/travel.
Business After Hours, May 9
IBEW Local Union Electric #43, 4568 Waterhouse Road, Clay
5:30 to 7:00 p.m.
CenterState CEO members and guests are invited to see what IBEW is all about and take a tour of their training facility. One lucky attendee will win IBEW’s raffle of a flat screen television during the event.
Cost: $10 for members; $20 for non-members. For more information, contact Lisa Metot at (315) 470-1870 or lmetot@centerstateceo.com.

NAFTA: Friend or Foe, May 14
Hampton Inn, 155 Commerce Park Dr., Watertown
8:30 to 9:00 a.m., Sign in & breakfast; 9:00 to 11:00 a.m., Seminar
If your goods qualify for NAFTA, your company may be exempt from Canadian and Mexican duties. Join us as we help demystify the basics of NAFTA. Presentation by Jim Trubits of Mohawk Global Trade Advisors. Sponsored by Mohawk Global Trade Advisors, M&T Bank, and Jefferson County IDA.
Cost: FREE (includes breakfast). To register, contact Renee Zimmer by May 7, at (315) 552-5478 or rzimmer@mohawkglobal.com.

Business After Hours and Syracuse Local Thirst, May 22
Genesee Grande Hotel, 1060 Genesee Street, Syracuse
4:30 to 6:30 p.m.
Network while enjoying local food and beverages. The exclusive event will take place after SyracuseFirst’s New Economy Summit. Entertainment will be provided by a local musician. Event sponsor is the Genesee Grande Hotel.
Cost: $10 for members; $20 for non-members. For more information, contact Lisa Metot at (315) 470-1870 or lmetot@centerstateceo.com.

Business BEFORE Hours, May 23
SEFCU, 401 S. Salina Street - DeY’s Building, Syracuse
8:00 to 9:30 a.m.
Learn the difference between credit unions and banks while networking with fellow CenterState CEO members. SEFCU will give away a gift certificate to one lucky winner! Refreshment sponsor is Panera Bread.
Cost: $10 for members; $20 for non-members. For more information, contact Lisa Metot at (315) 470-1870 or lmetot@centerstateceo.com.

Social Media Boot Camp, May 30
The Tech Garden, 235 Harrison Street, Syracuse
8:00 to 10:30 a.m.
Strengthen social media strategies, and apply best practices to your business’ social media efforts. Attendees will attend three 30-minute seminars on Facebook, Twitter, and Emerging Technologies. Facebook, Twitter, and other social media outlets have changed traditional marketing and advertising in the business world. This session will focus on how companies can effectively use social media to achieve overall business objectives, engage customers, promote brand recognition, and increase visibility.
Cost: $20 for members; $40 for non-members. For more information, contact Karen DeJoseph at (315) 470-1997 or kdejoseph@centerstateceo.com.

Maximize Your CEO Membership, June 4
CenterState CEO, 572 S. Salina St., Syracuse
8:30 a.m. to 9:30 a.m.
Make the most of your CEO membership by learning:
• How to save your company money
• How to use our networking events to your advantage
• How to increase your company visibility
Cost: FREE for members. Reservations are requested. Light refreshments will be available. For more information contact Karen DeJoseph at (315) 470-1997 or kdejoseph@centerstateceo.com.

Business After Hours, June 20
SUNY College of Environmental Science and Forestry, Gateway Center, 1 Forestry Drive, Syracuse
5:30 to 7:00 p.m.
Join us for the unique opportunity to connect with CenterState CEO members and tour one of the region’s green technology hot spots.
Cost: $10 for members; $20 for non-members. For more information, contact Lisa Metot at (315) 470-1870 or lmetot@centerstateceo.com.
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