

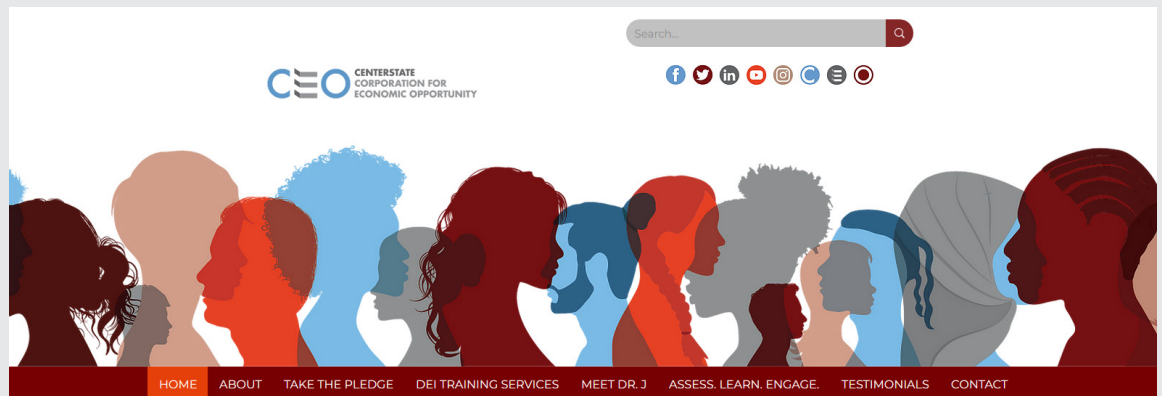
CENTERSTATECEOEQUNITY.COM OFFERS RESOURCES TO BUILD MORE EQUITABLE WORKPLACES

CenterState CEO has created a new website offering a series of comprehensive diversity, equity and inclusion (DEI) tools for Central New York businesses, organizations and individuals. The site, www.CenterStateCEOEquity.com, developed by CenterState CEO and sponsored by Berkshire Bank, offers a dynamic array of information, assessment tools and educational resources to support organizations in their efforts to address racial equity in their workplaces, the community and beyond.

“We know that many companies are taking a closer look at how to develop internal and external strategies for building more inclusive and equitable workplaces,” said Dr. Juhanna Rogers, vice president of racial equity and social impact at CenterState CEO. “To ensure true impact, it is critical for organizations to equip themselves with the knowledge and tools, supported by research and equity principles, to affect positive, long-term change. We are grateful to Berkshire Bank for their support of this effort, which enables us to reach more businesses in our community as they continue this journey.”

Regardless of where a business is on its journey toward equity and inclusion, the site offers a thoughtful space to foster racial equity dialogue and solutions across the region. CenterState CEO invites businesses to further their DEI goals by taking the Business Equity Pledge. The pledge asks business leaders to commit to building welcoming, inclusive and equitable workplaces across Central New York.

continued on page 2



TOWARD RACIAL EQUITY



We are in a moment.

It's time for each of us to reflect on the role we will play in moving our business community, country and society forward. This site provides a deeper understanding of the intersections of race and equity. It will educate, inform, raise awareness, and help build a community that embraces racial equity in the workplace.

CenterState CEO is ready to partner with you on this journey.



CenterState CEO 2021 Legislative Agenda



Economic Forecasters Share Outlook for 2021



SBA Paycheck Protection Program Reopened



CenterState CEO Events

“Advancing greater social, cultural and economic equity requires us to be intentional in our actions and our leadership,” said Rob Simpson, president of CenterState CEO. “Our collective commitment to continuous improvement and education on issues of diversity, equity and inclusion is critical if we are to realize our vision for our region as a place where business thrives, and all people prosper. In recent months, regional employers have shared that they and their employees are looking for further support to advance dialogue and programming on these issues within their organizations. We are excited to offer this new set of resources in an accessible online format, in addition to our DEI professional development training curriculum.”

Through grant support provided by Berkshire Bank Foundation, the site aims to guide leaders toward a greater understanding of racial equity issues and offer ongoing support as they analyze their organizations’ processes and procedures to improve their corporate cultures and advance the pledge goals.

Chris Papayanakos, regional president at Berkshire Bank said, “We have been supportive of this initiative from the onset – assisting businesses in their efforts to instill diversity, equity and inclusion into their workplaces is critical to success. Berkshire Bank and its foundation have prioritized open dialogue and learning around social justice issues and solutions. This initiative is truly in line with the core values of Berkshire Bank, and our strong commitment to communities in Central New York. We applaud CenterState CEO for developing a program to support businesses in this important work.”

The site provides opportunity for self-guided learning, including self-assessment tools, a free micro-course, a guided digital library and other select [online resources](#) to increase awareness, educate and encourage visitors to take action to build social and racial equity for all. It also provides information on CenterState CEO [DEI training services](#), which offers customizable curriculum packages available to businesses and organizations of all sizes.









Led by Dr. Rogers, these DEI training and consultation services are based on research and affirmed methods from leading national diversity scholars, integrating relevant data and historical context to examine the connections between corporate culture and equity issues.

CenterState CEO is available to work with companies wishing to prioritize DEI work for their organization. Questions can be directed to resi@centerstateceo.com.

CATALOG

Click for customized catalog view.

All
C-Suite
Manager
Individual

 <p>ARTICLES</p> <ul style="list-style-type: none"> <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Towards a Racially Just Workplace <li style="border-left: 2px solid #2980b9; padding-left: 5px; margin-bottom: 5px;">Being Black in Corporate America <li style="border-left: 2px solid #2980b9; padding-left: 5px; margin-bottom: 5px;">What Inclusive Leadership Sounds Like <li style="border-left: 2px solid #c0392b; padding-left: 5px; margin-bottom: 5px;">Explaining White Privilege to a Broke White Person 	 <p>BOOK OF THE MONTH</p> <ul style="list-style-type: none"> <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">How to be an Antiracist <li style="border-left: 2px solid #2980b9; padding-left: 5px; margin-bottom: 5px;">Stranger in the Village <li style="border-left: 2px solid #c0392b; padding-left: 5px; margin-bottom: 5px;">The Water Dancer 	 <p>INSIGHTS</p> <ul style="list-style-type: none"> <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Diversity Wins, How Inclusion Matters <li style="border-left: 2px solid #2980b9; padding-left: 5px; margin-bottom: 5px;">What Inclusive Leadership Looks Like <li style="border-left: 2px solid #c0392b; padding-left: 5px; margin-bottom: 5px;">Success Comes From Affirming Your Potential 	 <p>PODCASTS</p> <ul style="list-style-type: none"> <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Towards a Racially Just Workplace <li style="border-left: 2px solid #2980b9; padding-left: 5px; margin-bottom: 5px;">How to be an Antiracist <li style="border-left: 2px solid #2980b9; padding-left: 5px; margin-bottom: 5px;">Opportunities for a Fresh Start on Race <li style="border-left: 2px solid #c0392b; padding-left: 5px; margin-bottom: 5px;">Is it time to say R.I.P. POC
 <p>VIDEOS COMING SOON</p> <ul style="list-style-type: none"> <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Black Cub Production <li style="border-left: 2px solid #2980b9; padding-left: 5px; margin-bottom: 5px;">Black Cub Production <li style="border-left: 2px solid #c0392b; padding-left: 5px; margin-bottom: 5px;">Black Cub Production 	 <p>WEBINARS</p> <ul style="list-style-type: none"> <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">How to be an Antiracist <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Deconstructing White Privilege <li style="border-left: 2px solid #2980b9; padding-left: 5px; margin-bottom: 5px;">How 'White Fragility' Reinforces Racism <li style="border-left: 2px solid #c0392b; padding-left: 5px; margin-bottom: 5px;">I Didn't Tell You 	 <p>WEBSITES</p> <ul style="list-style-type: none"> <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Census Bureau <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Prohibited Employer Policies & Practices <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Race in the Workplace <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">A History on Race & Racism <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Race, Racism & the Law 	 <p>GLOSSARY</p> <ul style="list-style-type: none"> <li style="border-left: 2px solid #e67e22; padding-left: 5px; margin-bottom: 5px;">Glossary

Among its features, the new site offers a curated collection of DEI educational resources for professionals at all levels and across mediums.

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TAKE THE BUSINESS EQUITY PLEDGE!

We are in a moment. While 2020 is behind us, the work remains as we move to address the challenges posed by a global health pandemic, growing economic stressors and workforce concerns. We must continue to stay focused on system change and equitable outcomes. Our new website, www.centerstateceoequity.com, developed with the support of Berkshire Bank, offers a new tool to help you and your organization continue thinking critically about the issues of racial equity and social impact, and to lead with intentional actions. **I encourage business leaders in our community to take the pledge and join us in our efforts to not just talk about equity but take up the mantle to truly lead change.**

The pledge was developed through CenterState CEO's Racial Equity and Social Impact portfolio with guidance from a working group of our board of directors. It seeks to build and promote more diverse, inclusive and equitable workplaces in the region to drive progress on community-wide equity goals, and invites leaders to work in collaboration with us and community partners to achieve this vision.

As we enter February – Black History Month – we challenge you to not just align your efforts during a single month on the calendar. We encourage you – as the pledge does – to commit to creating long-term practices and strategies that embed diverse ideas, persons and efforts into your organization year-round, and well into the future. In addition, we encourage you to explore research-based strategies to achieve these goals. This will promote genuine integration of culturally relevant and diverse approaches that drive equitable outcomes. We also invite you to engage with our programing and services aimed at helping business leaders and their teams broaden their personal and professional ideals on matters of racial equity and social justice, and creating more welcoming and inclusive workplaces.

The goals of CenterState CEO's Racial Equity and Social Impact portfolio, and the new toolkit of resources found at www.centerstateceoequity.com, are to support you as you strive to actualize the aspirations of the pledge, and engage in the critical work of personal reflection, professional development, and development of data driven business strategies. The new equity site can help you and your organizations begin to interact with the data, meet the experts and learn about equity strategies across different areas of expertise. There are resources for all, no matter your business size, or your organization's level of engagement on these issues. Visit the site to:

- [Assess your personal knowledge](#) on matters of equity.
- Grow your understanding of how to lead the work. Look for research and data. [Read articles, listen to podcasts and find book recommendations](#) to expand your professional development and education on these issues.
- Engage with tech-based tools, such as the [free micro-course](#).
- [Submit questions](#) and [reflections](#) about successes, challenges and what you've learned.

Through collective leadership and intentional diversity, equity and inclusion strategies we can achieve our community's equity and social impact goals. I encourage you to visit www.centerstateceoequity.com to not just peruse but engage with the content and materials – then put them into action.



New racial equity and social impact initiatives, DEI training courses and consultation services from CenterState CEO are available. Contact Dr. Juhanna Rogers at jrogers@centerstateceo.com to learn more.

TAKE THE PLEDGE:

1. I pledge to take actions that will drive equitable change regarding race within my business. I understand this is a form of social impact that cannot be ignored.
2. I pledge to dedicate talent and resources to build an inclusive and welcoming work environment that will help retain and attract local and national diverse talent, though professional development and training for leadership and staff on issues of equity and inclusion, and by examining organizational policies and practices.
3. I pledge to collaborate with other organizations and companies to help support the existence of current diversity initiatives designed to identify local talent.
4. I pledge to work with other leaders across the community to understand challenges and barriers to addressing equity.
5. I pledge to work toward transparency in promotion strategies to diversify our leadership.
6. I pledge to invest in minority- and women-owned business enterprises (MWBE) and entrepreneurs of color through strategic partnerships and contracting relationships.

[Click here to confirm your commitment to this pledge](#), or please email your NAME, TITLE and COMPANY/ORGANIZATION to RESI@CENTERSTATECEO.COM.

GOVERNMENT RELATIONS

CenterState CEO 2021 Legislative Agenda



CenterState CEO's Annual Legislative Agenda sets the organization's New York state and federal legislative and policy priorities for the year. It is developed with input from the Government Relations Committee and issues identified by members, as well as key initiatives under consideration in Albany and Washington that will have direct impacts on the region. The 2021 top five are:

Angel Investment Tax Credit - CenterState CEO supports the establishment of a NYS Angel Investment Tax Credit for Investments of up to \$500,000. These are early-stage investments in companies with high growth potential. Even as we see increased investments in many high-growth potential start-ups, we recognize that there is still substantial room for growth to support companies incubated in The Tech Garden and across the region — and who are graduating to become new anchors of the Syracuse economy.

COVID-19 Relief - CenterState CEO supports assistance for impacted state and local governments, liability protection and continuation of effective regulatory relief. A broad range of issues related to COVID relief were highlighted by members as critical to recovering from the pandemic and stimulating the economy to return to economic growth as quickly as possible.

Economic Development - CenterState CEO supports the Endless Frontiers Act, creating opportunities to develop new global tech centers of excellence by targeting mid-sized metropolitan regions, such as Central New York, for investment in research, creation of new companies, manufacturing and high-tech jobs. Syracuse is well positioned to compete for this designation thanks to its high concentration of higher education and internationally recognized leadership in emerging technologies, including unmanned systems.

Transportation & Infrastructure - CenterState CEO seeks to advance the redevelopment of I-81, including a Record of Decision in 2021, as well as advocating for a Community Grid "Plus" solution and supporting community-focused workforce initiatives. With a \$2 billion investment, this project will provide a valuable economic stimulus for the region. With a Record of Decision in 2021, it is hoped that the initial phase of construction could begin in 2022.

NYS Income Tax - CenterState CEO opposes efforts to increase New York state income taxes, this includes proposals to introduce a new "millionaire's tax" or a potential "wealth tax." New York is already a high tax state. Further tax increases create competitiveness issues for talent attraction and for business operations.

CenterState CEO's 2021 Legislative Agenda outlines more than issues across nine policy areas. The Legislative Agenda is available at www.centerstateceo.com. To learn more, contact Kevin Schwab, vice president of public policy and government relations, at 315-470-1944 or kschwab@centerstateceo.com.

RISING EXECUTIVE DIALOGUE, REGISTRATION OPEN

CenterState CEO's Rising Executive Dialogue is a professional development program that creates opportunities for members to share ideas, experiences and opportunities; address business challenges; and gain advanced leadership knowledge in a confidential setting. Program highlights include:

Targets Mid-level Professionals: Designed specifically for rising executives preparing to enter the C-suite within three to five years.

Exclusive, Unique Content: The course delivers access to unique content not found in other professional development programs.

Exclusively for Members: An exclusive added benefit for CenterState CEO members only.

Facilitated and Customized: Experienced facilitators customize the program to focus on goals, objectives and challenges prioritized by participants and their managers, while maintaining confidentiality.

Member Value: This year-long program includes 10 monthly sessions for \$1,299.

Topics taught by Emergent include: Leadership Agility, Conscious Leadership, Emotional Intelligence, The Mindful Leader and Performance-based Team Development.

Register here by the March 1 deadline.



2020 Testimonials:

"Each instructor is so knowledgeable and I appreciate how they all put their own twist on the material presented. I've learned an awful lot about people, their personalities and how to lead effectively, the need to be nimble and most importantly, LISTEN!"

"The [instructors have] been phenomenal. All the moderators did a great job presenting, engaging and teaching. The team streamlined the content and topics and it felt cohesive from one session to the next."

NUAIR ANNOUNCES KEN STEWART AS NEW CEO

NUAIR has hired Ken Stewart as its new president and chief executive officer (CEO). Stewart most recently served as CEO of AiRXOS, part of GE Aviation, and is a well-known innovator and leader within the unmanned aircraft systems (UAS) industry. He will oversee the organization's efforts to safely integrate UAS (drones) into the National Airspace System and keep NUAIR at the forefront of the industry.

Stewart will lead the commercialization of New York's 50-mile UAS Traffic Management (UTM) Corridor and oversee operations of the New York UAS Test Site at Griffiss International Airport in Rome. His leadership will help solidify NUAIR's role within the international UAS industry, making Central New York and the Mohawk Valley the go-to place for all things unmanned, contributing to the economic development of the region.

"I am excited to lead the NUAIR team and support the region's unsurpassed 'innovation friendly' environment for UAS research, testing and operations," Stewart said. "NUAIR has all the elements required and the ability to make a lasting impact on the UAS industry. I'm looking forward to changing the world through innovation and empowering our team to do amazing things."

NUAIR, an organizational partner of CenterState CEO, manages the test site for Oneida County, which owns the facility. It is one of just seven FAA-designated UAS test sites in the country. The organizations are strategically aligned in their efforts to build public and private partnerships to advance leading-edge UAS and UTM technologies, attracting international investments, contributing to the economic development of the Mohawk Valley and Central New York.

"We are extremely excited to welcome someone with Ken's knowledge, experience and passion to the role of CEO at NUAIR," said Rob Simpson, president of CenterState CEO. "His leadership will enable ongoing collaboration and innovative advancement of NUAIR's mission, further expanding its engagement with businesses and experts to advance critical research and development of the sector across Central New York."



COMMUNITY MUST PREPARE NOW FOR I-81 OPPORTUNITIES

The start of 2021 brings a renewed sense of commitment to advancing the I-81 replacement project. Gov. Andrew Cuomo announced he intends for construction to begin in 2022, and Sen. Chuck Schumer has shared with Secretary of Transportation-nominee Pete Buttigieg that the \$2 billion project is a top priority for the state. In a recent tweet from Buttigieg, he referenced the disproportionate impacts transportation projects have had on Black and brown neighborhoods, indicated that the new administration will "make righting these wrongs an imperative." Syracuse Mayor Ben Walsh also recently reached out to Buttigieg to inform him of his support for the Community Grid, and to share the work being done in the community to prepare for this transformative project.



The New York State Department of Transportation (NYSDOT) recommended the Community Grid alternative for the I-81 replacement project in the Preliminary Draft Environmental Impact Statement released in April 2019, also supported by CenterState CEO, with additional enhancements to ensure the replacement solution creates the most opportunities for the community.

An influx of \$2 billion into the Central New York represents an unprecedented opportunity to jump-start the region's economy through jobs and other business opportunities. CenterState CEO remains committed to its vision of achieving transformative outcomes for the region through this project. While there are many steps that need to be taken before construction can begin, collaborative efforts to identify, develop, and implement ways to maximize the impact of this once-in-a-lifetime opportunity are already underway, and must continue in earnest. These include ramping up the local workforce to prepare people for available jobs, certifying minority and women-owned businesses and growing new businesses to better meet the needs of the project. Efforts to ensure the local labor force and contractors are well-positioned to participate on this project are already underway with the convening of community stakeholders to plan and implement systems change to ensure local people benefit from the project. CenterState CEO will continue to work with its partners, affiliates, stakeholders and NYSDOT on these and other priorities related to the project.

The next publicly facing activity in the project timeline will be the release of the Draft Environmental Impact Statement (DEIS) after it is reviewed by the Federal Highway Administration. This will be followed by a public hearing and public comment period. A timeframe for the public hearing will be announced at a later date.

SALT CITY MARKET NOW OPEN, FEATURING UP START ENTREPRENEURS

The Salt City Market has officially opened its doors at the crossroads of downtown Syracuse and the south east gateway. Located at 484 S. Salina St., the \$25 million project, created by the Allyn Family Foundation, has developed an underutilized corner of the city into a mixed-use building that includes a food hall, mixed income housing, and office space for nonprofits, including the Allyn Foundation. The food hall features eight merchants that participated in CenterState CEO's Up Start training program, which through support from the JPMorgan Chase *Advancing Cities* initiative, helped participants build business plans, test their concepts and provided technical assistance to help them build their businesses. More than a building, the market provides diverse entrepreneurs with physical space to launch their businesses, while also offering affordable living options for young professionals.

CenterState CEO is proud to partner with Allyn on its Community Prosperity portfolio and is grateful for Allyn's support of work that drives economic solutions within low-income communities.

CenterState CEO invites members and the public to support the market by ordering takeout, curbside pickup, delivery or visiting for socially distanced in person dining. Five merchants are also featured as part of the Downtown Committee's Delicious Downtown Deals*. To learn more about the market visit <https://saltcitymarket.com>.

- Salt City Market Vendors**
- [Baghdad Restaurant](#)
- [Big in Burma*](#)
- [Cake Bar](#)
- [Erma's Island*](#)
- [Juice + Flowers](#)
- [Firecracker Thai Kitchen](#)
- [Mama Hai](#)
- [Miss Prissy's*](#)
- [Pie's the Limit*](#)
- [Salt City Coffee & Bar](#)
- [Solutions*](#)
- [Syracuse Cooperative Market](#) – coming soon



Salt City Market vendors are ready to greet customers at the newly opened downtown dining destination.

Seventh Annual

Mark J. Palumbo Memorial Clothing Drive

Honoring Nancy Premo

JAN. 29 TO FEB 28



Mark John Palumbo, 11/11/92 - 01/27/14
Nancy Premo, 08/02/65 - 11/15/19

Mark lost his life from hypothermia. This drive, started by his mother, Nancy Premo, and continued in her memory, is a quest to prevent anyone from losing their life from exposure. Thank you for helping us continue this important work in their memory.

3 WAYS TO GIVE

- Make a [direct donation](#) to this initiative through the Rescue Mission to support the purchase of warm clothing items for those in need.
- Bring gently used winter coats, hats, sweatshirts, gloves, scarves, sweaters and warm socks to Rescue Mission [drop-off locations](#).
- Purchase new items on the Rescue Mission [Amazon wish list](#) to support this effort.



ECONOMIC FORECASTERS SHARE OUTLOOK FOR 2021

CenterState CEOs hosted its popular Economic Forecast event to share insights into the region's economic climate from the perspective of regional business leaders and economic experts.

The event's keynote speaker, M&T Bank Regional Economist Gary Keith, provided an analytic assessment of national and regional economic trends from the past year, including the impacts of the COVID-19 crisis, and provided a detailed outlook into 2021. **According to Keith, there is a strong chance for an economic recovery mid to late 2021.**

"As with the nation overall, COVID-19 restrictions have put enormous strain on the CenterState economy," said Keith. "The 2021 outlook will be driven by continued diligence in combatting the virus and successful roll-out of community-wide vaccination programs. A return of normal daily mobility patterns, likely by mid-year, will re-energize economic activity and allow the region's solid upward momentum in output and income to resume."

In his remarks, CenterState CEO President Rob Simpson highlighted the insights shared by this year's forecasters, as well as his perspective on how the strategies that drove progress before the pandemic will be central to the region's recovery.

"Like communities across the country, Central New York has faced a tumultuous year driven by the health and economic ramifications of the COVID-19 pandemic," Simpson said. "Our forecasters have made it clear that the stressors of the pandemic have created lingering challenges and hardships, and shaken confidence. For others, it has opened opportunities to innovate and expand products, services and operations. Amid so much uncertainty, one thing is clear — our region's pre-pandemic trajectory was put in motion by data-driven economic development strategies to guide its growth. Committing to that same strategic approach will be critical to advancing our continued recovery."

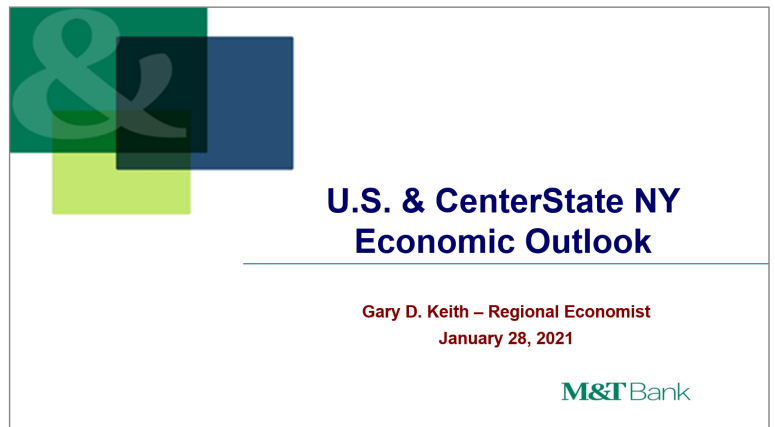
The event marked the release of the **2021 Economic Forecast for Central New York**. The report includes the perspectives and projections of CenterState CEO members and business leaders from across industry sectors, with data and insight on COVID-19 impacts and industry and employment trends.

Through a survey and focus groups conducted by third-party research firm Research & Marketing Strategies, Inc., forecasters reflected on the growth they experienced in 2020 and shared their predictions for 2021:

- 45% described their business in 2020 as being strong or very strong, down 29% from 2019.
- 42% described their outlook for the strength of their business in 2021 as strong or very strong, down 34% from 2020 projections.



[Read CenterState CEO's 2021 Economic Forecast Report](#), and [watch the event recording](#), including remarks from President Rob Simpson and keynote speaker Gary Keith, of M&T Bank.



[Review M&T Bank Regional Economist Gary Keith's presentation.](#)



[Read CenterState CEO President Rob Simpson's remarks.](#)

ECONOMIC FORECASTERS continued from page 8

- 44% anticipate increased sales or revenue in 2021; down 26% from 2020 projections.
- 42% expect to expand product and services in 2021, down 18% from 2020 projections.
- 34% expect to increase capital investments, down 15% from 2020 projections.
- 39% expect an increase in jobs and hiring in 2021, down 26% from 2020 projections.

Forecasters also shared that factors like business development, customer demand and regulatory requirements were those most impacted by COVID-19 in 2020, and that they anticipate little to no change in these impacts for 2021.

Outside of COVID-19, businesses indicated other environmental factors they anticipate will impact their business in the coming year.

Environmental factors expected to positively impact businesses in 2021:

- *Innovation and Technology* – innovations within an industry, and the impact on business operations from advancements in technologies.
- *New Markets, Products or Customers due to COVID-19* – the ability to capture new business opportunities because of the pandemic.

Environmental factors expected to negatively impact businesses in 2021:

- *Government Policy and Regulatory Issues* – such as existing laws, policies, government procedures or the political environment.
- *Social Forces* – the impact of poverty and economic disparity on the region.

Forecasters additionally acknowledged several opportunities and challenges that impact their projections for their business and the regional economy.

Opportunities:

- There is opportunity to capture more of the young workforce and bring those workers to CNY.
- Cooperation among local and statewide political leadership will be integral to the growth of the local CNY economy.
- New product/service development is a critical component to support business growth and expansion into new markets.
- Strategic realignment allows the strengths of leadership and employees to be leveraged.
- Companies must innovate to keep up with technological advancements to improve quality of goods/services and develop new partnerships and/or collaborations.

Challenges:

- Continued difficulty finding key talent, and/or attracting highly skilled labor to the area; retention also remains an issue.
- The region's significant poverty issues create economic disparity that negatively impacts the local economic environment as well as their business.
- The cost of materials and supplies across industries is rising, placing additional strain on already streamlined operational budgets, and creating a concern over reduced revenues.
- Local, regional and/or state policy and/or regulations continue to be a leading pressure for businesses.
- No face-to-face marketing and travel restrictions limits sales and new customer growth.

The 2021 Economic Forecast for Central New York and Gary Keith's presentation can be found at CenterState CEO's website www.centerstateceo.com/Economic-Forecast-Report.

The CenterState CEO Economic Forecast is presented by M&T Bank and St. Joseph's Health. Corporate Sponsors include Dermody, Burke & Brown, CPAs LLC; Exelon Generation; Novelis and Research & Marketing Strategies. Media Sponsor is the Central New York Business Journal.

VIRTUAL GOFCC ANNUAL MEETING, MARCH 4

While the pandemic precludes large social gatherings, the Greater Oswego-Fulton Chamber of Commerce (GOFCC) is planning to safely and responsibly recognize business leaders and growth in the community this spring. The GOFCC will hold its Annual Meeting virtually at 1 p.m. Thursday, March 4. GOFCC Executive Director Katie Toomey and team will highlight members that supported the Oswego County business community in the wake of COVID-19.

The meeting will also feature a recap of programs that took place in 2020 and showcase future projects designed to drive momentum and aid in the resurgence and growth of the business community in 2021. The Chamber will also present awards, including the Community Investor Award, the second annual Nancy L. Premo – Woman of Distinction Award and the President's Award.

Visit www.oswegofultonchamber.com or email sbroadwell@oswegofultonchamber.com for more details.



COVID-19 BUSINESS FUNDING RESOURCES



Several new funding sources, listed below, are available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Please follow the provided links to determine whether your business or nonprofit is eligible to apply. For additional resources, please visit our [COVID-19 Business and Financial Resources page](#).

FEDERAL

SBA Paycheck Protection Program (PPP)

SBA's PPP reopened for new borrowers and certain existing PPP borrowers. See separate article on page 11 for details.

SBA COVID-19 Economic Injury Disaster Loans (EIDL)

Program is extended through Dec. 31, 2021. Provides economic relief to businesses experiencing a temporary loss of revenue due to the COVID-19 pandemic. Loan funds can be used to cover a wide array of working capital and normal operating expenses, such as continuation of health care benefits, rent, utilities and fixed debt payments. [Eligibility and guidelines](#).

USDA Coronavirus Food Assistance Program (CFAP 2)

This USDA Farm Service Agency (FSA) program provides direct relief to producers who faced price declines and additional marketing costs due to COVID-19. The USDA is now expanding CFAP 2 eligibility for some agricultural producers and commodities and updating payments. FSA will be accepting new or modified CFAP applications from eligible producers through Feb. 26, 2021. Certain producers will receive updated payments automatically. [Eligibility and program details](#).

STATE

Raising the Bar Restaurant Recovery Fund

The Raising the Bar Restaurant Recovery Fund is a partnership between New York State, Diageo Wine & Spirits, Southern Glazer Wines & Spirits and The National Development Council (NDC). Reimbursement grants of up to \$5,000 are available to eligible full-service, New York state restaurants for improvements/equipment that help them adjust to New York state's COVID-19 safety restrictions and new mandates. M/WBEs are encouraged to apply. [Eligibility qualifications and program details](#) | [Apply](#)

Pause in Sales Tax for Orange Zone Restaurants

Restaurants designated inside an Orange Zone on Dec. 18, 2020 have three extra months to pay their sales taxes. Restaurants now have until March 22, 2021, to pay sales taxes that were due in December 2020. This relief is not available to any retailer or grocery store that operates a restaurant or other food service establishment within its store. This relief also is not available to any vendor who is a participant in the sales and use tax PrompTax program. [More information](#).

REGIONAL/LOCAL

United Way of Cayuga County COVID-19/Coronavirus Response Fund

The Cayuga Community Fund is partnering with United Way of Cayuga County to support organizations serving Cayuga County residents. The mini-grant program is a flexible short-term response fund to provide relief for a variety of unexpected costs. The first round of grants will support front-line community-based nonprofits that have seen increased demand for services due to the coronavirus outbreak. [Learn more and apply](#).

COMMUNITY FUNDS, FOUNDATIONS, NONPROFIT SUPPORT

Black Ambition Prize

Provides a platform for eligible entrepreneurs to access growth capital, pitch feedback and mentorship. Eligible applicants consist of Black and Latinx founders building across these distinct categories: consumer products and services; design; health care; and tech. There are two prize competitions:

- **The Black Ambition Prize:** funding bold ideas and helping reduce barriers to capital. Black and Latinx entrepreneurs will be eligible to receive mentorship and win up to \$1 million in funding. [More information](#)
- **The Black Ambition HBCU Prize:** For current HBCU undergrad/grad students; recent alumni; and former students (in the last two years). This competition will fund high-potential ideas that can spark and support the next generation of successful entrepreneurs. This prize contains two tracks: 1) entrepreneurs will be eligible for up to \$50,000 in funding; 2) entrepreneurs will be eligible for up to \$250,000 in funding. Entrepreneurs in both tracks will be eligible for mentorship. [More information](#).

Comcast RISE

Applications are due Feb. 7, 2021. Additional recipients will be chosen quarterly. A multi-year commitment to provide marketing, creative, media and technology services to Black, Indigenous and People of Color (BIPOC)-owned small businesses that were disproportionately affected by extended closures in the wake of the pandemic, as well as continued social unrest across the country. [Learn more and apply](#).

SBA PAYCHECK PROTECTION PROGRAM REOPENED

SBA's Paycheck Protection Program (PPP) reopened for new borrowers and certain existing PPP borrowers. To promote access to capital, only community financial institutions were able to make First Draw PPP Loans on January 11, and Second Draw PPP Loans on January 13. PPP is open to all participating lenders. This round closes March 31, 2021.

PPP program updates include:

- PPP borrowers can set their PPP loan's covered period to be any length between eight and 24 weeks to best meet their business needs;
- PPP loans will cover additional expenses, including operations expenditures, property damage costs, supplier costs and worker protection expenditures;
- The program's eligibility is expanded to include 501(c)(6)s, housing cooperatives, direct marketing organizations, among other types of organizations;
- The PPP provides greater flexibility for seasonal employees;
- Certain existing PPP borrowers can request to modify their First Draw PPP Loan amount; and
- Certain existing PPP borrowers are now eligible to apply for a Second Draw PPP Loan.

A borrower is generally eligible for a Second Draw PPP Loan if the borrower:

- Previously received a First Draw PPP Loan and will or has used the full amount only for authorized uses;
- Has no more than 300 employees; and
- Can demonstrate at least a 25% reduction in gross receipts between comparable quarters in 2019 and 2020.

For more information, visit sba.gov/ppp or treasury.gov/cares.

New York State Tax Implications of the Federal CARES Act

In response to questions from members on this issue, there is updated information from the New York State Department of Taxation and Finance. The state will not impose income taxes on forgivable loans secured through the federal PPP program. Accounting firms recently expressed concern as guidance from the state was not yet clear. More information on tax implications of the federal CARES Act, including FAQ's, is available at <https://lnkd.in/edVyJES>.



The region's federal delegation, Sen. Chuck Schumer, Sen. Kirsten Gillibrand and Rep. John Katko, participated in a bipartisan webinar hosted by CenterState CEO to provide community members with an inside look at the latest stimulus deal.

CENTERSTATE CEO ECONOMIC CHAMPION

AT&T

AT&T has a longstanding commitment to supporting education, innovation, economic development, social and racial justice, technology and community well-being across Central New York.

For many years, AT&T has provided free STEM, technology and computer coding camps and programs for under-resourced students across the region. Through its signature \$600 million philanthropic initiative, AT&T Aspire, the company financially supports community organizations that provide needed educational assistance for STEM disciplines. Aspire is one of the nation's largest corporate commitments focused on school success and workforce readiness. It endeavors to create new learning environments and educational delivery systems to help students succeed and prepare them to take on 21st century careers.

AT&T has recently partnered with the Center for Community Alternatives (CCA), in Syracuse, to create an innovative technology and digital literacy education program for formerly incarcerated CNY citizens returning to the community. The program's goal is to help participants better navigate the increasingly digital world while also equipping them with the computer skills necessary for employment and everyday life. The program is part of AT&T's commitment to working with organizations to advance social and racial justice, while creating economic opportunities to foster upward mobility for Black, brown and underserved communities that have faced long-standing social inequities and higher unemployment. This first-of-its-kind program is being made possible by a \$50,000 contribution from AT&T.

"Because our society needs to address racial inequities and social justice, AT&T is committed to supporting meaningful and equitable change for those of all ages in communities across our state and our nation. We look forward to doing more in the region in the near future," said Amy Kramer, president, AT&T New York.

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



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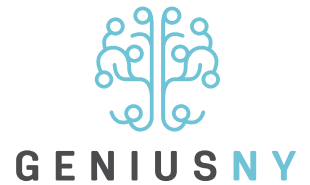
New 2021 Mentors Volunteer Their Time for Tech Garden Startups

This year, The Tech Garden has been fortunate to create its first volunteer mentor pool of local subject matter experts. This exclusive group pays it forward a few hours a month to help the aspiring and existing entrepreneurs at The Tech Garden. The definition of a mentor is someone who gives their time to share experiences, offer support and advice, and engage with members. The mentor-mentee relationship is intentionally informal and unstructured, and can be anything from a one-time meeting to a monthly or less frequently recurring meeting. Members can now schedule office hours with the experts each month. Those interested in becoming a TTG mentor should contact Kara Jones, director of communications at The Tech Garden, at kjones@centerstateceo.com. For a sneak peek at 2021 mentors and entrepreneurs-in-residence, visit www.thetechgarden.com/mentors.



GENIUS NY Applications Close March 31

GENIUS NY is accepting applications for its fifth cohort until March 31, 2021. The accelerator is accepting applications from startups from around the world in unmanned systems, IoT, big data and robotics. To learn more and apply, visit www.geniusny.com.



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GENIUS NY PROGRAM SPARKS GROWTH OF UAS COMPANIES IN CNY

The GENIUS NY in-residence business accelerator competition invests \$3 Million in five companies over the course of a year-long competition. Catering to businesses in Unmanned Aerial Systems, GENIUS NY brings together promising startups to shape the future of Central New York and the Mohawk Valley.



\$12 MILLION
Awarded since 2017



WORLDWIDE
Applicants



22 COMPANIES
Welcomed to CNY

MEMBER ESSENTIALS

Syracuse's **YWCA** receives \$1 million donation from MacKenzie Scott's \$4.2 billion giveaway.

Lockheed Martin buys Aerojet Rocketdyne to better compete with Musk's SpaceX and Bezos' Blue Origin. **Lockheed Martin Owego** awarded a \$12.3 million Navy contract modification.

Barclay Damon announces Connie Cahill has been elected managing partner of the law firm's 475-person organization.

Saab Inc.'s DeWitt plant wins \$18 million modification to Navy contract.

TSA using new 3-D checkpoint scanner to improve explosives detection at **Syracuse Airport**.



AT&T and Center for Community Alternatives partner to create a new technology and digital literacy program for formerly incarcerated Central New York citizens. See page 12.

TCGplayer hired more than 90 people in 2020 and plans to hire at least 50 more this year, in addition to expanding its offices.



IT company **ICS** acquires Massachusetts firm.

Syracuse-based **Helio Health**, Central New York Services and Utica-based Insight House merge into one organization under the Helio Health name.

Upstate University Hospital is working with NUAIR on a drone transportation project.



Photo courtesy of SUNY Upstate

SUNY Oswego sustainability work includes Permaculture Learning Laboratory.

Nascentia Health and Upstate Homecare participate in SPEED pilot program at Loretto.

AmeriCU Credit Union named a top mortgage lender by MortgageYields.

Onondaga Community College Foundation receives \$45,000 gift to support students pursuing career in supply chain-related field.

The Bonadio Group continues growth, adding more than 60 employees and promoting nearly 160 across the firm.

CNY Community Foundation awards more than \$250,000 to 15 Black-led organizations, including CenterState CEO member **Black Cub Productions**.

The **Museum of Science and Technology** received funds as part of a GoFundMe campaign to help small business throughout Syracuse. The initiative was led by former SU basketball player Eric Devendorf.

M&T Bank directs \$120,000 to support critical safety net programs in Central New York and Mohawk Valley regions including CenterState CEO members: **AccessCNY**; **Samaritan Center**; and **Clear Path for Veterans**.

C&S Companies installs solar array at Syracuse headquarters.



Share Member News with Us!

Submit your member news at www.centerstateceo.com/add-member-news.

MEMBER MILESTONES

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

60 YEARS

Morse Manufacturing Co., Inc.
Pen & Trophy Center, Inc.

45 YEARS

Syracuse University
Home Builders & Remodelers of Central New York

40 YEARS

Thru-Way Auto Glass Distributors
Milton J. Rubenstein Museum of Science & Technology (MOST)

30 YEARS

East Coast Properties
The Centers at St. Camillus

25 YEARS

Syracuse Fire Fighters Assoc., Local 280, IAFF

15 YEARS

Giovanni Food Co., Inc.
Keplinger Freeman Associates

10 YEARS

Crouse Community Center, Inc.
Syracuse Housing Authority
The UPS Store DeWitt
Blue Water Capital Management, LLC

5 YEARS

Abundant Life Christian Center
BME Company

CENTERSTATE CEO AMBASSADORS CELEBRATE MEMBERS

CenterState CEO Ambassadors welcome new CEO members and provide recognition to businesses celebrating grand openings, re-openings, company anniversaries, and other important milestones. While the Ambassadors are practicing social distancing during the COVID-19 pandemic, CEO still wants to recognize and celebrate members' special events. Please **contact Sharon Abert at 315-470-1810 or sabert@centerstateceo.com to share your recent milestone** or learn how you can join the Ambassador committee.



COMMITTED TO COMMUNITY

Visions is about people, not profits. Giving back is what we do. Visions supports hundreds of causes with donations that fund good works, employee volunteers who pay it forward, and sponsorships that support community events. Because Visions Cares, where you bank can make a difference where you live.

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Downtown's Growing Residential Population

In 2020, downtown Syracuse introduced four new residential developments and 283 completed units to its landscape. The residential population grew by 7.5%, which is the most downtown's population has climbed in a single year since 2014 when 195 new units were introduced to the market. In the last 10 years, downtown Syracuse experienced an 88% surge in its population.

At this time, 183 units are under construction, and downtown expects an additional 330 units in the next two years. This is expected to raise downtown's population 20% by late 2022.

A greater range of affordable housing options are being developed in downtown Syracuse, including at the new apartments at the Salt City Market (pictured here) and those underway at the former Smith Restaurant Supply building



"Downtown Delicious Deals" All Month Long

Throughout the month of February, the Downtown Committee of Syracuse, Inc. is promoting "Delightful & Delicious Deals" in Downtown Syracuse to celebrate the high-quality restaurants that downtown is known for. Dozens of restaurants are offering specials or packages, which can be found at www.DowntownSyracuse.com.



To accompany the month-long promotion, the Downtown Committee is hosting a contest. As neighbors visit participating restaurants — to pick up takeout, dine in or purchase a special — the restaurants will provide stickers to fill a punch card. Prizes will be awarded based on tiered levels completed. Guidelines are provided at www.DowntownSyracuse.com.



Photo courtesy of Kitty Hoynes

Support Beautification Blooming Throughout Downtown Syracuse

In less than four months, downtown Syracuse will bloom in purple to welcome spring and summer! Support the Downtown Syracuse Foundation by sponsoring a flower basket to dress downtown's streets. Last spring, 335 baskets were installed throughout Cathedral, Clinton, Hanover and Armory squares and the heart of downtown neighborhoods. Each tax-deductible donation of \$50 per basket helps foster a vibrant, thriving downtown Syracuse. To sponsor a basket, mail a check to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St., Syracuse, 13202, or access a link for credit card payments at <http://DowntownSyracuse.com/Get-Involved/beautification-programs>.



Like the Downtown Committee on Facebook ([Downtown Syracuse](https://www.facebook.com/DowntownSyracuse)), follow them on Twitter ([@downtownSYR](https://twitter.com/downtownSYR)) or like them on Instagram ([@downtownsyracuse](https://www.instagram.com/downtownsyracuse)).

Join the conversation with the hashtag, #MyDowntownSYRstory.



New Home for Visit Syracuse

One of the highlights of 2020 was the opening of the new Visit Syracuse/Visit Syracuse Film office in the iconic State Tower Building. Previously, Visit Syracuse shared space at CenterState CEO's Pike Block headquarters on West Fayette Street. As Visit Syracuse moved from being a division of CenterState CEO to an independent organizational partner it also brought the county's film office within its realm. Relocation to the new space provided an opportunity to accommodate the need for greater visibility, available gathering/meeting space, and a visitor-friendly, welcoming storefront-style entrance within its new location.

With smart and efficient planning, the buildout of the trendy and functional new space began prior to the COVID-19 shutdown. While that work stopped temporarily, the timing provided a bit of a silver lining. When construction restrictions were lifted, revised plans for the final buildout included an advanced air filtration system, built-in sanitizing stations, contact tracing software, front-entrance facial recognition security, and all the critical components to make the work environment one of the safest in the county.

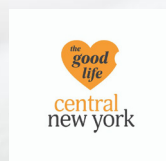
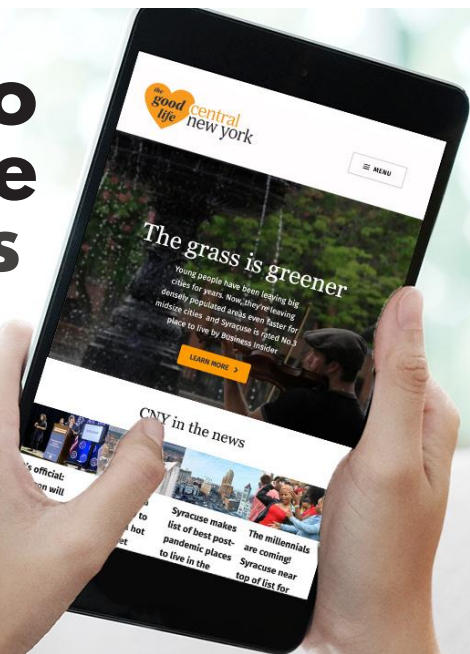
Visit Syracuse's new office is located on the first floor across from City Hall Commons in Historic Hanover Square. The Visit Syracuse team is safely onsite each day, diligently and respectfully adhering to social distancing and mask-wearing requirements. Understanding that the virus is still active, the health and safety of visitors and residents remains a top priority. The team continues to adjust and adapt sales and marketing efforts to constantly changing conditions. Visit Syracuse is committed to supporting local industry partners; demonstrating safe ways to experience the community; and serving as a trusted resource for visitors, meeting and event planners, film and TV production companies as well as partner stakeholders. It also remains united with government leaders to balance travel with safety, working with partners toward a strong and aggressive hospitality industry rebound.



The Visit Syracuse/Visit Syracuse Film office is now located in the iconic State Tower Building, allowing for greater visibility to serve the region.

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Bsio@centerstateceo.com



A project of
CenterState CEO

EVENTS

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

CenterState CEO Annual Meeting Thursday, April 29

Virtual Presentation | Noon

Join CenterState CEO members, business leaders and executives for a virtual presentation featuring the prestigious Business of the Year awards, recognizing companies in five categories:

Member Business
with less than 50 Employees

Member Business
with more than 50 Employees

Community Involvement

Nonprofit

Minority-Owned Business

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

Racial Equity & Social Impact - Session 1, February 9

Exploring the Intersections of Business & Community

Virtual event

9 to 10 a.m.



Join us for the first of a two-part, professional development experience focused on how businesses and organizations can work toward racial diversity and social impact in Central New York. A panel of local and national experts will explore the topics of race, equity and community engagement. Attendees will engage in critical thinking about the intersections of equity work and the business community, and walk away from this training with tips, advice and knowledge of sound practices they can deploy within their companies. Check back soon for this session's featured speakers. Sponsored by Berkshire Bank.

Cost to attend one session: \$15 for members; \$20 for non-members. Cost to attend both sessions: \$25 for members; \$35 for non-members. Proceeds support the development of future equity programs for the benefit of members and the community.

Tech & Culture Speaker Series, featuring Lekia Hill, February 17

Virtual event

5 to 6 p.m.



Join Generation Next for a special event highlighting diversity and women in tech, featuring Lekia K. Hill, community outreach and diversity coordinator for Hueber-Breuer Construction Company. Connect with Lekia and learn more about her professional experience and role as a civic leader. Sponsored by JPMorgan Chase & Co.

Cost: Free. Attendees must register to receive information on how to participate in the webinar.

Tech & Culture Speaker Series, featuring Jim Henderson, February 24

Virtual event

5:30 to 6:30 p.m.



Join Generation Next to connect with Jim Henderson, director of Application Development at Raymour and Flanigan Furniture, to learn more about his extensive background as an established tech professional and experience working with iconic national brands like Kodak, GE and Disney. Sponsored by JPMorgan Chase & Co.

Cost: Free. Attendees must register to receive information on how to participate in the webinar.

Business After Hours with the Syracuse Crunch, February 25

Virtual event

4:30 to 5:30 p.m.

Syracuse Crunch Chief Financial Officer Vance Lederman will provide an update on the Syracuse Crunch and where the team is headed in 2021.

Don't miss this great networking event.

Cost: \$10 for members; \$15 for non-members.



Racial Equity & Social Impact - Session 2, March 16

Race & Women in the Workplace

Virtual event

9 to 10 a.m.



Check back soon for more details and this session's featured speakers. Sponsored by Berkshire Bank.

Cost to attend one session: \$15 for members; \$20 for non-members. Cost to attend both sessions: \$25 for members; \$35 for non-members. Proceeds support the development of future equity programs for the benefit of members and the community.

GREATER OSWEGO-FULTON CHAMBER OF COMMERCE EVENTS

GOFCC Annual Meeting, March 4

Oswego County Restaurant Week, March 14 to 20

Throughout Oswego County

This exciting week-long program drives business to Oswego County restaurants during the colder months. Don't miss the chance to sample the area's many unique menus at a discounted price by exploring new restaurants or by visiting old favorites.

Look for updates at www.oswegofultonchamber.com.



VIRTUAL EVENTS EDUCATE & CONNECT MEMBERS

CenterState CEO brings engaging speakers and critical information to its members and the business community for networking, professional development, community engagement and more. Recent highlights included:

NYS Unemployment Benefits

- NYS Unemployment Benefits - designed for people who are willing and able to work, but for whom no work is available.
- Federal supplement for 11 weeks of extra \$300 per week - 3/14/21 (New: Biden proposal of \$400 extra through 9/30/21)
- Furlough: Generally contemplates a layoff of 6 months or less; employees may be eligible to retain health insurance benefits
- Layoff: Generally contemplates an employment separation; employee eligible for COBRA continuation coverage
- Consider NYS "Shared Work" Program

HANCOCK ESTABROOK

Business Tactics - COVID-19 Employment Law Changes and Strategic Planning 2021

Lindsey Helmer Hazelton from Hancock Estabrook, LLP enlightened more than 20 viewers as she discussed human resource and strategic business impacts resulting from 2020 year-end legislation, including the expiring federal COVID-19 paid sick leave, the addition of new NYS paid sick leave benefits, and other legal challenges employers might expect this year.

SPEAKER SERIES GN
GENERATION NEXT
ECONOMIC OPPORTUNITY

Tech & Culture Speaker Series

Damani Corbin
Vice President of Economic Development at Blacks on Wall Street Inc.

by JPMORGAN CHASE & CO.

CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY

Speaker Series – Tech & Culture speaker Series Featuring Damani Corbin

Hosted by Generation Next, Damani Corbin, vice president of economic development at Blacks on Wall Street Inc., a New York City nonprofit, discussed closing the opportunity gap of underrepresented African Americans in corporate America. More than 40 viewers learned about Corbin's journey through the tech industry and how he helps underrepresented individuals find professional opportunities. Sponsored by JPMorgan Chase & Co.



Networking - Speed Networking

Attendees made new connections from the comfort of their homes and offices. They engage in large and small group dialogue while building relationships with CenterState CEO and Greater Oswego-Fulton Chamber of Commerce members.

WELLNESS SERIES

Mental Health: How it Affects our Community

Presented by Helio Health

CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY

Wellness Series - Mental Health: How it Affects our Community

Helio Health CEO Jeremy Klemanski and Chief Clinical Officer Lisa Mancini led a discussion on how substance use, mental health and housing needs affect employees and their colleagues. They explored the prevalence of these issues in Central New York and what local health systems are doing to offer solutions. They also talked about how to get screened and access care. Sponsored by Nascentia Health.

Wellness Series - Nutrition & Stress presented by Kelly's Choices

More than 25 members attended the first Wellness Wednesday seminar with Registered Dietitian Kelly Springer from Kelly's Choice. Springer discussed contributors to stress in everyday lives, its dangerous health effects, and how food choices and decreased stress levels can work together to prevent adverse health issues. Attendees learned how nutrition affects stress, how several foods can help mitigate stress levels and improve ones' quality of life, and how to be empowered to make positive changes. Sponsored by Nascentia Health.

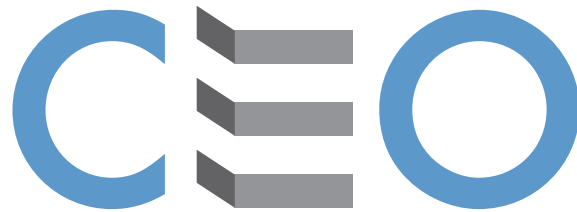
HOW TO EAT FOR STRESS REDUCTION

- ✓ **Quick answer: Eat Whole Foods!**
- ✓ **Eat foods rich in antioxidants to fight free radicals**
 - **Kiwis promote DNA-repairing enzymes**
 - **Berries activate 25 genes relating to physiological stress-reduction response**
- ✓ **Eat foods that promote good sleep!**
 - **Remember *tryptophan***
 - **Avoid sugary foods before bed!**



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