

ECONOMIC FORECASTERS PREDICT STEADY GROWTH FOR 2016



Economic forecast keynote speaker M&T Bank Regional Economist Gary Keith said Central New York must focus on expansion and diversification in new economy sectors to make the economy unique and move the needle forward.

CenterState CEO's 2016 Economic Forecast predicts steady growth for 2016. The report was released at CEO's sold-out Economic Forecast Breakfast at the Nicholas J. Pirro Convention Center at Oncenter, in Syracuse, where business and community leaders gathered to gain insights into the economic climate of the region from their peers and experts.

The report includes the perspectives and projections of business leaders from 14 industry sectors, and includes key market data from Manpower Inc. on industry, occupation, employment and earning expectations through 2019.

Through a survey and focus groups conducted by third-party research firm Research & Marketing Strategies, Inc., forecasters reflected on the growth they experienced in 2015 and shared their predictions for 2016:

- **58% experienced growth in 2015**
- **63% anticipate increased sales or revenue in 2016**
- **58% expect to expand product and services in 2016**
- **47% expect profits to increase in 2016**
- **44% expect an increase in jobs and hiring in 2016**

The 2016 CenterState Economic Forecast for CenterState New York additionally identified several opportunities and challenges that forecasters say impact their projections for their business and the regional

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Options and Preliminary Recommendations Released to Modernize Local Governance

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Enhance Your Professional Skills & Engage with Industry Leaders in 2016

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CenterState CEO Debuts New Website

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CenterState CEO Events

CenterState CEO Annual Meeting

Wednesday, April 6, 2016

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

Nicholas J. Pirro Convention at Oncenter, 800 S. State St., Syracuse | See page 14

PRESENTING SPONSOR:



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OPTIONS AND PRELIMINARY RECOMMENDATIONS RELEASED TO MODERNIZE LOCAL GOVERNANCE

Consensus, the commission on local government modernization in Onondaga County, has published its highly anticipated set of draft Options and Preliminary Committee Recommendations to the community. The full report and executive summary are available at: www.consensuscny.com.

The report features more than 50 preliminary recommendations that, if enacted, could create more sustainable, effective and efficient local government structures and services.

The report aligns with the focus areas of each committee within the Consensus commission:

- Economic Development
- Governance
- Infrastructure
- Municipal Operations
- Public Safety

These committees have worked for months, collecting and evaluating data, meeting with local officials, subject matter experts and representatives of other communities who have successfully transformed their local services.

Residents can comment on the recommendations at www.consensuscomments.com, or by joining the conversation on Facebook.

During the next month and a half, Consensus will hold meetings to hear questions and gain feedback from residents across Syracuse and Onondaga County on its recommendations. The commission is also soliciting opportunities to speak with companies, organizations and civic groups. To date, Consensus has held dozens of meetings with more than 2,000 people.

“Whether it’s our 911 Center, public library system, or a community recycling program that’s a national model, we’ve shown that — with community input and will — we can make meaningful changes that provide real benefits for everyone in our community,” said Melanie Littlejohn, regional executive at National Grid and chair of the Consensus Public Engagement Committee. “Now, as the first county in New York to thoroughly examine local governance, we need hard questions, thoughtful comments, and passion from our community. Through active and inclusive engagement, we can create a new model for others to follow.”



Meet Consensus — Consensus members are available to deliver presentations to community groups across the county to raise awareness about its work and gather community input. The Commission welcomes requests to speak. If you know of a group that would like to host a Consensus presentation, please contact info@consensuscny.com.

REQUEST YOUR COPY OF THE 2016 LOBBYING DIRECTORY

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 12 counties in the CenterState New York region.

Thanks to sponsors, this document is distributed free to members and is circulated 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 2016 CenterState CEO Lobbying Directory, contact Deb Warner, vice president for public policy and government relations, at dwarner@centertataceco.com. The directory is also available at www.centerstateceo.com/business-resources/advocate-business.



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- Welch Allyn

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economy, including advancements in technology that can create competitive advantages and new efficiencies; collaboration and realignment possibilities that enable competitiveness and growth; and new tourism attractions that draw people to the region.

Forecasters also noted persistent challenges such as attracting and retaining skilled talent; managing the increasing costs of benefits; and navigating an increasingly complex local, state and national regulatory environment.

Forecasters were optimistic that a potential investment made by the state through the Upstate Revitalization Initiative could dramatically change perspectives on growth and opportunity. Shortly after forecasters submitted their projections, the state awarded Central New York \$500 million for economic development.

In his remarks, CenterState CEO President Rob Simpson echoed forecasters' confidence that the \$500 million award given to Central New York provides an unprecedented opportunity to dramatically accelerate the trajectory of the region's economy.

"The predictions and sentiments shared by our forecasters tell the tale of how our economy has performed for too long – slow and steady. The truth is, we have not seen any major growth curves for several decades," said Simpson. "But I believe there is reason for new hope given the monumental investment in Central New York by the governor's Upstate Revitalization Initiative. **We have a clear vision of a future where we are more than who we are today; we are daring to be better,**" said Simpson.

Simpson charged attendees to get behind CNY's plan and work collaboratively to apply the \$500 million investment so that the words "moderate, static and stagnant" are no longer representative of the regional economy five years from now.

M&T Bank Regional Economist Gary Keith presented the event's keynote address. Keith provided an analytic assessment of national and regional economic trends from the past year, and an outlook moving forward.

"The CenterState New York regional economy continued to evolve and slowly expand in 2015, but activity remained behind the U.S. norm," said Keith. "Diversification and investment in 'new economy' sectors, rather than 'slow growth' industries on which it has typically relied, is a key pathway to energizing economic growth in Central New York."

According to Keith, "Policies focused on attracting and deriving a larger portion of output from high potential industries like education and health care, advanced manufacturing, business services and tourism can lead to stronger employment and personal income growth. Reshaping our economic base to become more like the rest of the country in this respect, aided by funding from the recent Upstate Revitalization Initiative competition, will help accelerate this process."

The CenterState CEO Economic Forecast is presented by M&T Bank. Corporate Sponsors include Dermody, Burke & Brown CPAs LLC, Time Warner Cable Business Class, Manpower, Inc. and RMS; Media Sponsors are Syracuse Media Group, News Radio 570 WSYR Now on 106.9 FM, Business Journal News Network and Visual Technologies.



CenterState CEO President Robert Simpson discusses the impact of winning \$500 million through the Upstate Revitalization Initiative and encourages the community to support the plan's implementation.



Download the 2016 Economic Forecast Report at:
<http://tinyurl.com/zzdonsp>



See Gary Keith's presentation at:
<http://tinyurl.com/jhb8hyc>

GOVERNMENT RELATIONS

Legislative Agenda Highlights Government Advocacy Priorities for 2016

The CenterState CEO 2016 Legislative Agenda encompasses federal, state and local issues of importance to businesses in the region. Highlights include:

FEDERAL



NUAIR – CenterState CEO supports extension of the designation of UAS test sites through 2020, additional federal resources for research and data gathering, finalization of the Federal Aviation Administration’s rules for small UAVs and funding for NASA and

the FAA to create the traffic management system needed for commercial operation of UAS in the national airspace.

Medical Device Tax – Although the Consolidated Appropriation Act of 2016 placed a two-year moratorium on this tax, CenterState CEO is seeking its full elimination given its impact on American manufacturers of medical devices.

Inland Port – The proposed Inland Port will provide more efficient and cost effective freight movement between the CenterState New York region and the Port of New York/New Jersey, enhancing the region’s export capacity and ability to serve as a distribution hub. In addition to providing global connectivity, the project could create as many as 2,000 new jobs, providing opportunities for unemployed and underemployed residents. CenterState CEO will work with federal representatives to secure additional funds to facilitate the development and operations of the port.

STATE

Small Business Tax Reductions – For several years, CenterState CEO has called for fairness in state taxation policy of unincorporated small businesses, which are currently required to include their business revenue in personal income tax returns. CenterState CEO supports Governor Andrew Cuomo’s plan to reduce the applicable rate from 6.5 to 4 percent, combined with a 15 percent income exemption for partnerships and s-corporations. This action will result in overall tax savings of \$300 million.

Upstate Transit Funding Formula (S.5967 DeFrancisco/A.8242 Brennan) – Upstate transit systems have been in a financial crunch for several years with consistent declines in their sources of revenue and increasing overhead. CenterState CEO supports the passage of this bill, which would establish a new, sustainable formula and funding source for Upstate’s public transit systems, including Centro.

Tourism – CenterState CEO supports the proposed 10 percent funding increase in the I Love New York program, which will help expand tourism and its economic impact in Central New York.

Network Transportation – Changes to New York state insurance law are needed to enable 21st century transportation business models to operate in Upstate cities, such as those deployed by Uber and Lyft that offer convenient, safe and affordable transportation alternatives. It is an aspect of the rapidly emerging shared services economy that New York will benefit from embracing.

Municipal Consolidation Competition – In furtherance of the work of the Consensus Commission, CenterState CEO supports the Executive Budget’s proposed \$20 million appropriation to encourage local government modernization. This competition is designed to bring forth aspirational modernization ideas that will change the structure of local government, one that Central New York is well positioned to implement.

REGIONAL/LOCAL

Consensus Commission Recommendations – CenterState CEO supports the work of the Commission and the opportunity to develop a new, more effective and efficient form of governance, rather than the current fragmented system of service delivery and operation. The Commission’s options report was released last month to the community for public discussion and comment, with final recommendations expected in April. The culmination of this effort may result in a countywide referendum in November.

Tourism – CenterState CEO advocates for another year of ongoing support of Visit Syracuse and the tourism industry in Onondaga County. The redevelopment of the New York State Fairgrounds, enhancements to the Onondaga Lakefront and the opening of the Marriott Syracuse Downtown will attract more visitors to the area, thus increasing local sales tax and room occupancy tax revenues that support tourism marketing and help offset reliance on local property taxes.

The CenterState CEO Legislative Agenda can be found at www.centerstateceo.com/business-resources/advocate-business. For more information contact Deborah Warner, vice president for public policy and government relations, at dwarner@centerstateceo.com.

ENHANCE YOUR PROFESSIONAL SKILLS & ENGAGE WITH INDUSTRY LEADERS IN 2016

CenterState CEO strives to connect its members and their employees to leadership and professional development opportunities. CEO is pleased to offer several new and enhanced programs in 2016 that will allow you to gain valuable insight from fellow CenterState CEO members, executives and community leaders in a variety of sessions. Mark your calendar for these topics in 2016:

CEO Talks

Dates: March 24, May 18, September 21, October 19 and November 16.

Cost: Attendance is free to members. Space is limited to 20 attendees per session. Further details coming soon.

Take part in meaningful roundtable discussions focused on key strategic initiatives that have a significant impact on the growth and sustainability of businesses in our region. Topics include: hospitality and tourism; economic inclusion; human resources; communications; and innovation and technology.



Professional Skills Development Program

Dates: March 31, April 7 and 14, from 8:30 a.m. to 4:30 p.m. Includes continental breakfast, lunch and parking.

Cost: Open to CenterState CEO members only. Early bird tickets are \$1,195 through March 1. Registration is \$1,395 after March 1.

Join a new program in partnership with the TEDCenter at University College at Syracuse University. Participants will begin the workshop by assessing their professional skills, and identifying strengths and opportunities for improvement related to core competencies. Nine workshop modules will introduce participants to proven practices in leadership, emotional intelligence, communications, coaching/mentoring, conflict management, time management, facilitation and negotiation, and change management.

The program is taught by the TEDCenter at University College, Room 307, 700 University Ave., Syracuse.

Have an idea for a topic or have questions about these programs? Contact Imetot@centerstateceo.com.

CENTERSTATE CEO DEBUTS NEW WEBSITE

CenterState CEO recently underwent a complete website redesign focusing on the needs of its members and the community. After realizing the prior site was difficult to navigate and did not provide the information most requested by members, the CEO team worked with member Cowley Associates to create a streamlined site map that focuses on the organization's core initiatives, a business resource section that assists members in attaining the most value from their membership, and an updated and easily searchable business directory.

Members can now more clearly see the relationships between CenterState CEO and its organizational partners, find information more easily and connect with the corresponding staff person for assistance.

The site is now fully responsive on mobile devices, so users can access all the site's features from their smart phones and tablets.

While the main launch is complete, more aspects are being developed, including a site search function and a live chat feature, allowing members easier access to CenterState CEO team members.



Get a behind the scenes look at the new site with Cowley Associates at <http://tinyurl.com/zabhmof>

CENTERSTATE CEO MEMBERS LEAD 40 UNDER FORTY

40 Under FORTY, produced by BizEventz, Inc., a division of The Business Journal, recognizes 40 ambitious, hard-working, civic-minded individuals, who are younger than 40, and who are driven, talented and amazing individuals who go above and beyond at their workplace, and in the community.

CenterState CEO congratulates the following member 40 Under Forty 2015 honorees:

- | | |
|--|--|
| Scott Aminov, American Red Cross | Timothy R. Kelly, HealtheConnection, RHIO of Central New York |
| Michael Becallo, HealtheConnections, RHIO of Central New York | Jamie L. Keiser, The Bonadio Group |
| Christina Brozyna, M&T Bank | Jerry Kezar, SRC, Inc. |
| Brian Bund, New York Business Development Corporation | Tara T. Lynn, Skaneateles Area Chamber of Commerce |
| Zack Clark, Pinckney Hugo Group | Melissa McLean, AAA Western and Central New York |
| Paul Dominski, Bousquet Holstein PLLC | Katie Mondrick, Loretto |
| Katie Duerr, Pinckney Hugo Group | Andrew Sabbaghzadeh, The Salvation Army |
| Davis Haas, Learning Disabilities Association of CNY | Andrew Schuster, Ashley McGraw Architects |
| Jim Hazelton, CXtec | Sara C. Temes, Bond, Schoeneck & King PLLC |
| Gustavo Hernandez, The Hayner Hoyt Corporation | Eva Wojtalewski, Bousquet Holstein PLLC |
| Cristina Jardine, AccessCNY | Lindsay Weichert, M&T Bank |

WHY IT'S TIME TO BRING A 401(K) PLAN TO YOUR SMALL BUSINESS

The trend to reduce traditional pension and defined benefit plans has increased the need for employees to shoulder more responsibility for their retirement. A 401(K) plan allows employers the opportunity to assist their workforce in gaining long-term financial stability.



Myth: "My employees will not fully appreciate or value a retirement plan."

Fact: 58 percent of employees whose employer doesn't offer a retirement plan said they would leave their job for a nearly identical position that offered one.

Myth: "Offering a retirement plan is expensive."

Fact: New approaches can aggregate assets and administration.

Myth: "I don't have time for retirement plan administration."

Fact: Virtually all of your administrative tasks can now be delegated.

Myth: "My business will receive no tax advantage from offering a retirement plan."

Fact: Company contributions may be tax-deductible as a business expense.

More companies understand the importance of offering fringe benefits, such as a 401(K) plan, as an additional method for employees to save for retirement. Benefits to employees include a greater incentive for owners to save for retirement, the affordability and ease of obtaining a 401(K) plan, tax savings for the business and employee recruitment and retention.

As a small business, you can now partner with a plan sponsor to ease the hassle of administering your retirement plan, and receive support to help meet certain due diligence obligations. There is very little paperwork involved and both owners and employees can select investment options and contribution amounts. The plan provider can handle the IRS reporting requirements, keeping the time and effort involved by the owner to a minimum.

For more information about 401(K) plans contact Benefit Specialists of NY at 315-470-1930 or visit www.benefitspecialistsny.com

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CENTERSTATE CEO ECONOMIC CHAMPION

Bowers & Company CPAs

Since its establishment in 1977, Bowers & Company CPAs has been a leading regional firm of certified public accountants offering a wide range of services in the areas of accounting, auditing, taxation and consulting. The firm has experienced strong, steady growth to its present size of 17 partners and a total staff of more than 70 professionals, representing clients with operations in more than 35 states and international locations.

That growth has led to the creation of more than 28 new jobs in the past three years by recruiting locally for each office. To accommodate this growth, in 2015 Bowers moved to new offices in both Syracuse and Watertown. In Watertown, Bowers built a new office building at 1120 Commerce Park Drive East, and the Syracuse office moved to the 17th floor of AXA Tower II.

The firm has seen client growth in all industries they serve; in particular construction, manufacturing, transportation, nonprofit and governmental areas. While offering traditional tax and audit services, Bowers has continually expanded specialized service offerings that now include IT support, business valuation, financial planning, accounting/bookkeeping and fraud examination.

In 2015, Bowers proudly announced two new partners in the firm, Elizabeth A. Bush, CPA in the Watertown office, and Nicole M. Teska, CPA, CFE in the Syracuse office.

Bowers' philosophy of achieving strategic planned growth has been possible due to maintaining a comprehensive knowledge of the industries served, committing to consistent client account teams, and providing a personalized, timely approach to client services.

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.



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.

55 YEARS

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

40 YEARS

Home Builders & Remodelers of Central New York
Manpower, Inc.
Syracuse University

35 YEARS

Museum of Science & Technology
Thruway Auto Glass Distributors

25 YEARS

The Centers at St. Camillus
East Coast Properties

20 YEARS

Syracuse Fire Fighters Assoc., Local 280, IAFF

15 YEARS

Yardsmith

10 YEARS

Giovanni Food Co., Inc.
Keplinger Freeman Associates

5 YEARS

Blue Water Capital Management, LLC
Crouse Community Center, Inc.
Kilinfusion Studio
SB Bookkeeping Service
Syracuse Housing Authority
The UPS Store Dewitt
Washington St. Partners, Inc.
The Wladis Law Firm, P.C.

Renzi Downtown Dining Weeks

February 15 – February 29

Starting February 15, nearly two dozen restaurants will dish out the once-a-year deal of three courses for \$25 or less. Presented by Renzi Foodservice and the Downtown Committee, Downtown Dining Weeks is now in its 12th year. Check www.DowntownSyracuse.com for menus from participating restaurants as they come in.

New this year, the Downtown Committee has launched an interactive contest to help entertain restaurant guests while they wait for their meals. Each participating restaurant will hide a chef's hat, somewhere in their dining area(s). If you can find it, take a picture of it and email it — or send a thorough description — to mail@downtownsyracuse.com, explaining where and in what restaurant you saw the chef's hat. All correct guesses will be entered into multiple drawings held during Renzi Downtown Dining Weeks. Winners will receive a gift certificate to one of the participating restaurants.

PS: The Downtown Committee just published a new downtown restaurant guide, available on www.downtownsyracuse.com, showcasing the variety of places to eat in Downtown Syracuse. The new guide, which includes a complete listing of cafes and bakeries, casual dining, lunch, deli or take-out, ethnic and fine dining options — will be available following Renzi Downtown Dining Weeks.



Looking Ahead: Good Morning Downtown Syracuse Progress Breakfast

TBA in March

Next month, the Downtown Committee will shine a spotlight on exciting downtown projects. With a focus on entrepreneurship, the Downtown Committee will introduce three innovators who will present their work. More details and ticket information will be shared through the Downtown Committee electronic newsletter. Email mail@downtownsyracuse.com to subscribe.

Mark Your Calendars: Downtown Cleanup for Earth Day

Saturday, April 23

This Earth Day, join the Downtown Committee to make sure the gateways to Downtown Syracuse are clean and attractive to welcome the new season. If you, your company, or a group of your friends would like to get involved and sign up to tackle a particular neighborhood, send the Downtown Committee an email at mail@downtownsyracuse.com or call (315) 470-1953. Last year, more than 180 volunteers rolled up their sleeves to brighten downtown's entrances!



Partners in Planting

The Downtown Committee's Partners in Planting Program, combining employee engagement and downtown beautification, returns this spring. Please call (315) 422-8284 or email mail@downtownsyracuse.com to learn more about sponsorship opportunities. For more information, please visit <http://downtownsyracuse.com/flowers>.



Downtown Living Tour: 10th Anniversary Edition

Saturday, May 21, Noon to 5 p.m.

To celebrate 10 years of residential growth, the Downtown Committee is rolling out the red carpet to highlight 10 tour stops showcasing some of the newest and unique examples of urban living throughout Downtown Syracuse. From new amenities to historic charms, see why nearly 3,200 people call Downtown Syracuse home. Last year, the Downtown Living Tour sold 2,100 tickets. Mark your calendars and reserve Saturday afternoon, May 21, for the self-guided tour. Check <http://downtownsyracuse.com/downtownlivingtour> for updates and ticket information.



Plant Seeds to Make Downtown Bloom

Every June, almost 350 flower baskets are installed throughout Downtown Syracuse. Support the beautification work of the Downtown Syracuse Foundation and plant your own seeds of vibrancy by sponsoring a hanging flower basket. Each \$50 tax-deductible donation sponsors one flower basket for the 2016 season. Checks can be mailed to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St. in Syracuse, or paid by credit card at <http://downtownsyracuse.com/flowers>.



Visit Syracuse, Destiny USA and Julie Taboulie Team Up to Attract Tourists

Tourism promotion started off strong for 2016 as Visit Syracuse, Onondaga County's leading tourism organization, hit the road with two tourism partners to promote the region. Visit Syracuse combined forces with one of the state's largest attractions, Destiny USA, and Celebrity Chef Julie Taboulie at The New York Times Travel Show in New York City last month.

The trio was among 500 exhibitors from 150 countries. The show enabled the team to share information with more than 28,000 travelers and industry professionals over three days. The New York Times Travel Show is a one-stop-shop for travel enthusiasts, featuring hotel, transportation, attraction and destination information from around the world. Visit Syracuse Communications Manager Nikita Jankowski said New York state destinations had an advantage for tourism promotion.

"You would be surprised at how many people are looking for an inexpensive, quick and close weekend getaway out of the city, and how many high level journalists/bloggers are looking to write/blog about it," said Jankowski. "When we interacted with show attendees, most of them were amazed at how much was offered just three to four hours from them, in their own state."

This was the second time Visit Syracuse and Destiny USA partnered for the show. They shared an informational booth in the New York state aisle, alongside several other tourism destinations from throughout the state. They also participated in two culinary panel discussions for consumers and media/trade audiences.



The Syracuse delegation educates travelers and industry professionals on all the fun things to see and do in Central New York. Pictured from left are Hind VanDusen (Julie's mom); Celebrity Chef Julie Taboulie; Aiden McGuire, Destiny USA; and Nikita Jankowski, Visit Syracuse.

Impressive Tourism Numbers

Destiny USA brings in more than **25 million visitors to the region annually**; making it the fourth most visited destination in the state.

Julie Taboulie's audience of more than **90 million viewers spans the United States and Canada** on American Public Television and Create TV.

Visit Syracuse helps stimulate more than **\$863 million, annually**, of direct visitor spending in the local economy.

The **2014 Tourism Economics Report** revealed that **Syracuse had the second highest tourism growth rate (6.8 percent)** in New York state, among metropolitan areas. Albany came in first place at 7.4 percent.

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



29 Restaurants
3 Courses - \$25 or less



FEBRUARY 15 - 29, 2016

www.DowntownSyracuse.com/DiningWeek



Congress Passes PATH Act, Benefits Small Business Owners

Congress recently passed the Protecting Americans from Tax Hikes Act of 2015 (PATH Act) extending the provision to allow small businesses larger tax deductions for equipment. Small businesses have always been able to deduct the cost of equipment. However, the IRS code puts a limit on how much can be deducted in the year the equipment is purchased—the rest of the deduction is taken gradually over the life of the asset using a depreciation schedule. For small business owners, taking the whole deduction in the first year (known as “expensing”) can make all the difference in whether they can afford new machines, office equipment or software. In 2010, Congress raised the limit on expensing from \$25,000 to \$500,000. That provision expired in 2014, but recently, members of Congress voted to extend the provision. This means small business owners can now use the full \$500,000 limit for 2015 and beyond.



think local. buy local. be local.

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

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SageMyLife™ Has Hit the Marketplace

A year after SageMyLife™'s successful crowdfunding campaign, the company has launched its network maps for parents of infants and young children. SageMyLife™ started in 2014 at The Tech Garden. In 2015, the company hired staff and moved into its own office space. The company provides web-based apps, products and services to help people recognize, understand and more effortlessly manage their personal networks to create more success and satisfaction in their lives. www.sagemykids.com, www.sagemylife.com and www.sagemypets.com

The Sage My Life team is, from left: Cheryl Baldwin, manager, operations; Nancy Bloeser, vice president of business development; Glenna Crooks, CEO and founder; Kelly Herzog, manager of marketing.



Syracuse CoWorks' New Commonsplace Receives National Attention

Syracuse CoWorks, a Tech Garden partner, announces that Commonsplace will open at the corner of South Warren and Jefferson streets in May.

Commonspace brings a community living feature to the building's current co-working amenities, adding private living space, common areas and shared services for residents.

The project's announcement has garnered interest from potential investors, residents, job seekers and the national media. In an article in The Atlantic, Alana Semuels notes that the project comes at a perfect time in the market, when "millennials are staying single longer than previous generations...living on their own in apartments, rather than marrying and buying homes." Read the article at: <http://tinyurl.com/n9laqo8>.

Commonspace will feature 21 micro units on the fourth and fifth floors of 201 E. Jefferson St. in downtown Syracuse, each with a kitchen, bathroom, bedroom and living space, and access to a common chef's kitchen, game room and TV room. A manager will schedule regular events to build community, such as group dinners.

Syracuse Coworks, sponsored by Harris Beach PLLC and Pathfinder Bank, currently operates on the second floor, provides access to flexible space and shared amenities for independent workers, entrepreneurs and freelancers, creating a collaborative environment for new businesses ventures. Real estate developer Troy Evans also opened additional co-working space this month. Learn more at www.commonspace.io and www.syracusecoworks.com.



Syracuse CoWorks at 201 E. Jefferson St., home of co-working since February 2015.

Total Health Pharmacists is Entrepreneur of the Week

Total Health Pharmacists, a year-old start up at The Tech Garden, provides businesses with a complete health and wellness program managed by pharmacists. They were recently featured as the Entrepreneur of the Week by LaunchNY, a venture development organization covering the 27 western-most counties in Upstate New York.

www.TotalHealthCounts.com, www.launchny.org



Ryan Bouchard, PharmD, co-founder and director of business development.



Nick Bouchard, PharmD, co-founder and director of operations.

NEW PARTNERS

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

B&B Albany Pallet

Brent Booher
4800 Solvay Road
Jamesville, NY 13078 315-492-1786

B&B Lumber Co.

Brigham Booher
4800 Solvay Road
Jamesville, NY 13078 315-492-1786

Catholic Schools Office: Diocese of Syracuse



The Catholic Schools of the Diocese of Syracuse carry out the mission of Jesus Christ, bearing witness while proclaiming the Gospel message. Together with families and parishes, its schools provide an education rooted in the teachings of the Roman Catholic Church that is "living, conscious and active." Syracuse Diocese Catholic Schools enlighten students to live their faith with compassion, integrity and respect for people and the world in which they live. Its schools promote academic excellence, strong moral conscience and enable students to meet lifelong challenges in a rapidly changing world. Visit the website to find a school for your student.

William Crist
240 E. Onondaga St.
Syracuse, NY 13202 315-470-1450
www.syrдио.org

Cell Phones for Less



Cell Phones for Less is an authorized retailer for Cricket Wireless and one of its largest retailers in Upstate New York. Cricket Wireless is owned and operated by AT&T and uses one of the best wireless spectrums in the world. All rate plans have taxes and fees included and there are great incentives for family members to bundle their accounts together. Join to save money without compromising the quality of your wireless service.

Ivan Rentas
1021 W. Genesee St.
Syracuse, NY 13204 315-802-6352
www.mycellphonesforless.com

Cornerstone Digital Solutions

Providing digital marketing services designed to attract, retain and delight prospects and customers. Strategies include responsive website design, content marketing, SEO, mobile and inbound marketing.

Bruce Reeves
121 Winners Way
Warners, NY 13164 315-727-3652
www.cstonedigital.com

Joseph's House for Women, Inc.

Joseph's House promotes the sanctity of life and the dignity of women by providing a nurturing home for mothers facing an unplanned pregnancy. The physical, emotional and spiritual well-being of the mother and her baby are cared for through the loving direction of staff members and access to resources.

Maria Miller
1101 Burnet Ave.
Syracuse, NY 13203 315-701-4981
www.jhfw.org

Marriott Syracuse Downtown

The Marriott Syracuse Downtown (formerly the Hotel Syracuse) is a historic hotel originally opened in 1924, located at 100 E. Onondaga St. in Syracuse. The hotel closed in 2004, and now the Hotel Syracuse Restoration Company is renovating the property to integrate the landmark's historical components with modern amenities – providing a unique, upscale experience for business and leisure travelers as well as a new local venue for corporate meetings, weddings and social events including a community meeting room for use by local nonprofits. The hotel is also the official headquarters hotel for the Onondaga County Convention Center. The property will have 261 guest rooms, 43,000 square feet of meeting, wedding and event space including a modernized Finger Lakes ballroom, two historic ballrooms, five distinctive in-house restaurants and bars, and eight meeting spaces designed to adhere to IACC's strict requirements.

The Hotel Syracuse restoration team is dedicated to preserving the memories of the City of Syracuse's past while creating a vision for the future.

Paul McNeil
500 S. Warren St.
Syracuse, NY 13202 315-424-6091
www.marriottsyracusedowntown.com

Premier Hardwood Products

Brigham Booher
4800 Solvay Road
Jamesville, NY 13078 315-492-1786

Roberts Office Furniture Concepts, Inc.



An environmentally responsible office furniture and office systems manufacturer providing the quality, style and value in workspace solutions that today's office environment consumers' demand. Roberts Office Furniture Concepts is one of only two certified remanufacturers throughout the U.S. specializing in office furniture products and materials to deliver warranted options that are indistinguishable from brand new. Without compromising natural resources, we provide eco-friendly workspace options that meet and often exceed expectations. Distinguishing Roberts from the competition is a passion for service that begins with the first two-way conversation with our in-house office design specialists—one directed by your needs, preferences and requirements.

Richard Shaw
7327 Henry Clay Blvd.
Liverpool, NY 13088 315-451-9185
www.robertsofc.com

U-Cut Enterprises

John Storrier
4800 Solvay Road
Jamesville, NY 13078 315-492-1786

CENTERSTATE CEO AMBASSADORS

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



Branch by Bellangelo, which recently opened at Destiny USA, is a wine store that also offers tastings.



Nordstrom Rack opened a brand new location in the canyon section at Destiny USA.



Dr. Callahan trades places with CenterState CEO Ambassadors as they celebrate the 60th anniversary of **Dr. Callahan, Flanagan, Smith & Stock Orthodontics** at 404 E. Genesee St., Fayetteville.



Infinity Wellness Center celebrates its opening at 442 South Bay Road, North Syracuse.

CENTERSTATE CEO MEMBER DISCOUNTS

One of the benefits of CenterState CEO membership is being listed on the CenterState CEO website at www.centerstateceo.com. Your company can gain additional exposure by offering discounts and incentives to fellow CenterState CEO members. **New this month:**

The DJ Company

8 South St., Floor 1
Camillus, NY 13031
315-876-5443

www.thedjcompany.org

With several years in the business and satisfied clients from The Finger Lakes to the Adirondacks, The DJ Company is Central New York's No. 1 DJ & Event Company! We cater to your heart's desire and pride ourselves on our customer service.

Discount: Receive 20 percent off your first event – up to \$200! Weddings, private parties, company parties, corporate events, speaking engagements, anniversaries, graduations, up lighting, audio visual services and fundraising events, including Rock & Roll Bingo.

Maplewood Suites Extended Stay

400 7th North St.
Liverpool, NY 13088
315-451-1511

www.themaplewoodinn.com

A 137-room property with recent upgrades. Conveniently located at the crossroads of I-81 and I-90 just two miles from Destiny USA. Amenities include continental breakfast, indoor pool, fitness center, complimentary Internet, complimentary shuttle, evening snack from 5 to 7 p.m., Monday through Thursday for overnight guests, and banquet space.

Discount: Receive 35 percent off a guest room stay. Not valid on Jacuzzi suites. Offer expires April 30, 2016.

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

EVENTS

CenterState CEO Annual Meeting

Wednesday, April 6, 2016

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

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

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

- Member Business with 1-50 Employees
- Member Business with over 50 Employees
- Community Involvement
- Nonprofit Agency
- Minority Owned Business

Cost: \$65 for members or \$625 for a table of 10;
\$80 for non-members or \$775 for a table of 10.

Register by March 31 at
www.centerstateceo.com/events
or contact Lisa Metot at 315-470-1870

PRESENTING SPONSOR:



CORPORATE SPONSOR:



MEDIA SPONSORS:



Register online at www.centerstateceo.com/events

CNYIBA Networking for Exporters, February 18

5:30 to 7:30 p.m.

Clark's Ale House, 100 E. Washington St., Syracuse

Join the CNYIBA team to network with exporters, export service providers, potential clients, vendors and support organizations that can help with your exporting. If you are an exporter or a company that provides services to exporters, this is the event for you. CNYIBA members and board members will be in attendance.

Cost: Free with advance registration. Email khalahan@centerstateceo.com to register.



Business After Hours and Member Showcase, February 24

5 to 7 p.m.

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

Join CenterState CEO for a night of great food and networking at one of the most popular restaurants in town! Unique to this event, a limited number of tabletop displays are available for purchase by CenterState CEO members. Attendees will have an opportunity to visit each table display table for a chance to win two round-trip tickets on Delta Air Lines.

Cost: \$15 for members, \$25 for non-members to attend; display tables cost \$150.

Contact Beth Savicki at bsavicki@centerstateceo.com or 315-470-1833 for details on reserving your table. Contact Lisa Metot for additional questions and registration at lmotot@centerstateceo.com or 315-470-1870.



Speed Networking, March 16

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

TERACAI, 217 Lawrence Road East, North Syracuse

Bring your business cards and be prepared to engage in round table discussions while building relationships with other CenterState CEO members. There is time for informal networking and sharing your one-to-two-minute "pitch."

Cost: \$15 for members, \$25 for non-members. Space is limited. Please pre-register. Contact Karen DeJoseph, 315-470-1997 or kdejoseph@centerstateceo.com.



Save the Date!

Annual Clambake – August 4

Hinerwadel's, North Syracuse

REDISCOVER CUBA, TRAVEL PRESENTATION, FEBRUARY 9

CenterState CEO is happy to refer Collette's Rediscover Cuba travel program taking place September 15 to 23, 2016. This nine-day trip includes round-trip airfare from Syracuse Hancock International Airport and 17 meals (eight breakfasts, three lunches, six dinners).

Highlights include Cayo Santa Maria Island, Sugar Museum, Remedios, Cienfuegos, Botanical Gardens, Cuban Cigar Factory, Havana, Literacy Museum, Cuban Fine Arts Museum, Salsa Dancing and Casa Fuster. Per-person rates are \$4,449 (double), \$4,949 (single).

For more information, attend a travel presentation at 5:30 p.m. on February 9, 2016 at the Maplewood Suites Extended Stay, 400 7th North St. in Liverpool. RSVP to 315-701-2648 to attend. Learn more at www.centerstateceotravel.com.



Havana, Cuba is known for its colorful sights. Attend a travel presentation on January 11 to Rediscover Cuba!

MEMBER ESSENTIALS

Excellus BlueCross BlueShield makes \$87,000 in community health awards available to nonprofits in Upstate New York.

The Central New York Playhouse has been nominated as the Best Community Theatre company in the state by NY Theatre Guide.

Good Nature Brewing Company in Hamilton plans to add a brewery and tasting room in the spring. The expansion is expected to cost \$4 million and create 16 new jobs.

Tessy Plastics Corp. plans a \$31.5 million expansion to its factory in Van Buren, creating at least 50 jobs if the state grants it tax credits.

Cazenovia College names new president, Ronald Chesbrough, Ph.D. He is currently the president of St. Charles Community College in Cottleville, Missouri, and will assume this position July 1, 2016.



Anaren, Inc. has been awarded a \$7 million contract to provide advanced beamforming technology for Airbus Defence and Space in support of the Eutelsat Quantum satellite program.

AmeriCU Credit Union named one of the Best Companies to Work for in New York State for 2016 by a partnership of the NYS Society for Human Resource Management (NYS-SHRM), The Business Council of New York, Best Companies Group and Journal Multimedia Corporation.

Ephesus Lighting selected to install LED lighting at Miami's Sun Life Stadium.

Cornell University is awarded a \$10 million grant to help launch multi-institutional virtual research lab

Visions for Change donates car to veteran after the organization received an anonymous donation in October.

Metro Fitness Health Club opens east side location in Fayetteville with grand opening celebration.



Doctors at **Upstate Medical University** work with a \$12 million federal grant from the Army to build a new vaccine for dengue fever. **Upstate** also receives \$2.35 million award for the new Center of Excellence for Alzheimer's disease.

Upstate Medical University's Roger P. Greenberg, Ph.D, has been selected to receive the 2016 American Psychological Association Career award for distinguished contributions to education and training in psychology. Leonard B. Weiner, M.D., recently received an award for lifetime contribution in infectious diseases education by the American Academy of Pediatrics.

National Grid updates iconic downtown building with LED lighting.

Novelis partners with Cayuga Community College to develop advanced manufacturing institute and corporate training center. **Novelis** announces it will make aluminum at its Scriba plant for new Ford truck series.



Greek Peak Mountain Resort opens for the season, looks forward to a snowy year.

Le Moyne College opens a new space for occupational therapy classes in Hanover Square in downtown Syracuse.

St. Joseph's Hospital Health Center offers 32 positions to recent nursing graduates.

C&S Companies announces new Albany office.

Speach Family Candy Shoppe launches new app.



Share Member News with Us!

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

ENJOY A HOLLAND AND BELGIUM RIVER CRUISE

CenterState CEO invites travelers on a seven-night Springtime Tulip River Cruise featuring Dutch and Belgian Waterways, **April 6 to 14, 2016**. Highlights include Amsterdam, Volendam, Arnhem, Middelburg, Ghent, Bruges, Antwerp, Kinderdijk Windmills and Keukenhof Gardens. River cruise tours feature small, intimate vessels for personal experiences as you travel the waterways. Trip includes round-trip airfare from Syracuse Hancock International Airport, seven-night cruise, and 20 meals: seven breakfasts, six lunches and seven dinners. Per person rates are: lower outside double \$4,199; middle outside double \$4,449; upper outside double \$4,699; suite double \$4,999. For additional information, contact Shannon Fults at 315-470-1884 or sfults@centerstateceo.com. Learn more at www.centerstateceotravel.com.



Kinderdijk Windmills, Holland



115 W. Fayette Street
Syracuse, New York 13202
Tel: 315-470-1800
www.centerstateceo.com

CEO ESSENTIALS

The advertisement is set against a close-up background of an orange basketball with a black stripe. In the center, there is a large black letter 'L' with a teal, distressed texture. Below the 'L', the text 'EASTWOOD LITHO, INC.' is written in a white, bold, sans-serif font. Underneath that, the phrase '#1 in Syracuse Printing' is written in a large, white, italicized serif font. A thin white horizontal line is positioned below the main headline. At the bottom, the company's website and address are listed in a white, bold, sans-serif font.

EASTWOOD LITHO, INC.

#1 in Syracuse Printing

www.eastwoodlitho.com • 315-437-2626
4020 New Court Ave. Syracuse, NY 13206