

\$900B COVID-19 RELIEF PACKAGE: ADDITIONAL PPP, EIDL FUNDING FOR BUSINESSES

Federal agencies begin 2021 with the task of implementing a \$900 billion COVID-19 relief package approved by Congress and signed by President Trump in late December, which includes several provisions to support small businesses and individuals, and funding for testing and vaccine distribution that will be vital to the nation's economic recovery in the coming months.

Here are some of the key provisions of the package:

The largest section of the package focuses on assistance for small business. Businesses and nonprofit organizations with 300 or fewer employees are eligible for a second round of the Paycheck Protection Program (PPP), if they demonstrate a loss

of 25% of gross receipts in any quarter during 2020 when compared to the same quarter in 2019. PPP has been extended to several business and nonprofit classifications that were initially excluded from the program.

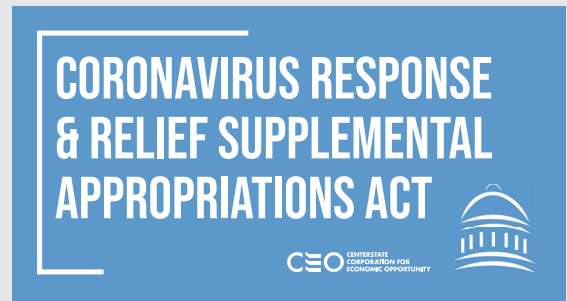
The relief package also provides \$20 billion to reopen the Economic Injury Disaster Loan (EIDL) Advance grant program. This popular program provides EIDL Advance grants of up to \$10,000 to eligible small businesses and nonprofits. Businesses that received previous EIDL Advance grants are eligible to receive a second grant, up to the maximum amount, if their first award was less than \$10,000.

Arts and cultural institutions — including live performance venues, independent movie theaters and others — are eligible to apply to the Small Business Administration (SBA) for a special grant program open to this industry.

Tax benefits in the package include extension of the Employee Retention Tax Credit through July 1, 2021. The extended credit now applies to businesses with up to 500 employees and reduces the year-over-year decline in gross receipts from 50% to 20%.

Debt relief assistance is also available to COVID-impacted businesses with loans under the SBA 7(a) and 504 programs.

continued on page 5



GENIUS NY: Now Accepting Applications for Round 5



COVID-19 Business Funding Resources



Business of the Year Nomination Deadline is January 22



CenterState CEO Events: Economic Forecast

2021 Economic Forecast

Thursday, January 28
9 to 10 a.m. | Virtual Program

Speaker: Gary Keith, Vice President & Regional Economist, M&T Bank

See page 24 for details.

Register at www.centerstateceo.com/events

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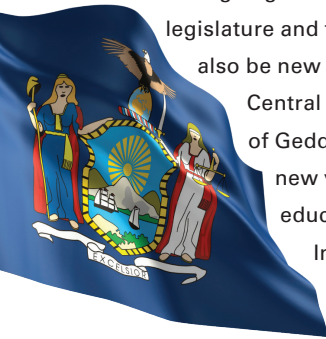
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GOVERNMENT RELATIONS

Albany 2021: New Faces, New Issues



When New York begins its 2021 state legislative session Jan. 6, Albany will look very different from when it opened session in 2020, including beginning this year with largely remote operations. Due to the COVID-19 pandemic, new priorities will impact the way the legislature and the administration operate. New issues will also rise to the top of the agenda, while others will recede. There will also be new faces.

Central New York has a new state senator, filling the seat vacated by Bob Antonacci, who is now a judge. John Mannion, of Geddes, now represents the 50th senate district and becomes part of a freshman class that provides Democrats with a new veto-proof majority, with 42 of the Senate’s 63 seats. Mannion plans to focus on jobs, economic development and education.

In the 126th Assembly district, Assemblyman Gary Finch, who represented the district for more than 20 years, has retired. Republican John Lemondes, of LaFayette, won the race to succeed Finch. Lemondes plans to focus on reducing taxes and spending, as well as economic development, particularly for agriculture and small businesses.

The pandemic and New York’s economic recovery will dominate the agenda as the state works to resolve a more than \$10 billion budget deficit for the current fiscal year and the likelihood of another large deficit for the next fiscal year. Simply maintaining operations will be a challenge in the near term.

As a result, Governor Cuomo and state legislators will seek new revenue sources. First, New York and many states are looking to Washington for additional COVID relief and stimulus funding. Beyond federal funding, several options to raise new state revenues are under consideration including: marijuana legalization, a “millionaire’s tax,” remote sports betting and new casinos in the downstate region. Budget cuts are also under consideration and are likely, if there is no additional federal relief funding.

Also due to the pandemic, issues like election reforms, homelessness prevention, aid for small business and business interruption insurance are likely to become more prominent, while contentious and costly issues like the adoption of a statewide single-payer health care system are less likely to be top agenda items.

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FEATURE STORIES

Government Relations: Albany 2021: New Faces, New Issues	2
GENIUS NY: Now Accepting Applications for Round 5	3
CenterState CEO Supports 2021 CNY Political Leadership Institute	3
COVID-19 Business Funding Resources	4
CenterState CEO Continues to Track Critical Regional Economic Indicators	6
Racial Equity and Social Impact: A Community Approach to Change	7
Executive Leadership Development Series Graduates 2020 Class	8
Leadership Greater Syracuse Announces Class of 2021	9
New Wellness Center Ready to Empower Women	10

Nominate 2021 Business of the Year	10
The Tech Garden: Venture NY Series A Showcase: First Partnership of Its Kind	11
GOFCC: Inaugural Small Business Stroll a Success	13
Applications Open: 2021 CNYBAC Medical Device Innovation Challenge	13
Buy Local Bash Goes Virtual	18
CenterState CEO Celebrates 295 Businesses as 2020 Economic Champions	22

MEMBER NEWS

Economic Champion, presented by Solvay Bank: Kelly’s Choice	12
Member Essentials	14
Member Milestones	14
New Partners	15

CenterState CEO Ambassadors, presented by VISIONS Federal Credit Union..... 16

PARTNER NEWS

UMEA: Convenes Virtual Annual Meeting....	7
Downtown Committee: Recognizing the Spirit of Downtown Award Winners	20
Visit Syracuse: Staying Current: Hospitality Industry Information Updates, Investments and Brand Changes	23
NUAIR: New York UAS Test Site Completes its Most Technologically Complex Drone Operation to Date	23

EVENTS

CenterState CEO Virtual Events Inform & Connect Members	18
Upcoming Events	24

GENIUS NY: NOW ACCEPTING APPLICATIONS FOR ROUND 5

GENIUS NY — the world’s largest business accelerator competition focused on unmanned systems — is now accepting applications for its fifth round. The year-long, in-residence accelerator program is operated out of CenterState CEO’s Tech Garden in downtown Syracuse and will invest \$3 million in five finalist companies, including a grand prize of \$1 million. GENIUS NY is funded through the *CNY Rising* Upstate Revitalization Initiative, the region’s award-winning strategic plan to generate robust economic growth and community development. The program also offers resources, programming and networking opportunities to assist innovative startups with the tools they need to take advantage of emerging opportunities. GENIUS NY participants are required to operate their business in Central New York for at least one year.



Applications are currently being accepted at www.geniusny.com through March 31, 2021, from tech startups focused on unmanned systems, internet of things (IoT), big data and robotics. Subsets may include precision and remote sensing, data collection and analytics, guidance or communication systems, and sensors, among other technological categories.

“The GENIUS NY accelerator program has proven to be a critical element of the region’s growing UAS and UTM ecosystem,” said Jeff Fuchsberg, director of GENIUS NY. “At a time when our community has felt the economic challenges caused by COVID-19 firsthand, it is exciting to see investment in this sector, which is a proven jobs creator. The teams we will welcome through this round will be selected in no small part because of their potential to create jobs and support the region’s growing tech sector.”

Applications will be evaluated by a panel of judges and 15 to 20 semi-finalists will be selected to present demos and pitches this spring. Five companies will advance to participate in the competition, which is structured as a unique programmed incubator and accelerator experience. These five teams will enter the in-residence accelerator at CenterState CEO’s Tech Garden in 2021, and will be immersed in the incubator’s events, resource pool and mentoring. Applicants should be prepared to relocate to Central New York to participate in the program starting in May. Delays to the start of the program may be created by COVID-19.

Geopipe of New York City was named as the round four winner of the GENIUS NY \$1 million grand prize in **September 2020**. Other round four winners who are now operating in Central New York include BotsAndUs from the United Kingdom; Droneseed from Seattle, Washington; Skyy Network from Australia; and Eget Liber from Syracuse.

“Startups from four prior cohorts have come from around the world to participate in this program and be immersed in Central New York’s strong unmanned systems ecosystem. I have no doubt that this round’s finalists will find this region to be the best place to grow their company,” said Rob Simpson, president of CenterState CEO. Our support will enable them to create high-skilled jobs and contribute to the regional economy.”

CENTERSTATE CEO SUPPORTS 2021 CNY POLITICAL LEADERSHIP INSTITUTE

Interested in learning how to navigate the political process? Citizens thinking about running for public office or simply want to help a friend with a campaign can register for the CNY Political Leadership Institute (CNY PLI). CenterState CEO is proud to sponsor this program again in 2021 in an effort to produce the best candidates for local office, regardless of political affiliation. During its 10-year history, dozens of CNY PLI graduates have run for office, are active in the community and hold offices in Central New York.



This nonpartisan training series involves speakers and representatives from all parties. The program is co-chaired by Joe Rossi (D) and David Knapp (R). There are eight evening sessions.

The 2021 schedule:

February 9 – Program Overview	March 9 – Messaging
February 16 – Getting on the Ballot	March 16 – Social Media/Media
February 23 – Being on a Team/Building a Team	March 23 – Get Out the Vote (GOTV)
March 2 – Fundraising and Campaign Finance	April 6 – Wrap Up Celebration

REGISTRATION IS NOW OPEN. All sessions are 6 to 8 p.m. Registration is \$125 and is first come, first served.

For more information, call Pam Brunet with Leadership Greater Syracuse, at 315-422-5471. To learn more about the curriculum, visit www.cnypolitics.org.

COVID-19 BUSINESS FUNDING RESOURCES



A number of new funding sources are available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Please review the list below and follow the provided links to determine whether your business or nonprofit is eligible to apply.

FEDERAL

USDA Rural Energy for America Program (REAP)

Provides Renewable Energy Systems, Energy Efficiency Improvements and Energy Efficient Equipment and Systems assistance to agricultural producers and rural small businesses. Applications for funding from current appropriations are due on March 31, 2021. Applications and more information can be obtained through the [New York State Rural Development Office](#), through the [Federal Register Notice of Solicitation of Applications \(NOSA\)](#), or through grants.gov (search "USDA Rural Energy for America").

STATE/REGIONAL

SEDCO COVID-19 Small Business Grant Program

The Syracuse Economic Development Corporation (SEDCO) is working to secure additional funds to expand this program and provide additional grant awards beyond the initial \$150,000 funding. This program awards grants of between \$2,500 and \$10,000 to small businesses in the city of Syracuse with 50 or fewer employees. Neighborhood organizations that provide support to local small businesses are eligible for grants up to \$25,000. Funds can be used to purchase outdoor equipment such as tents, awnings, enclosures, or heaters, and can include technology systems for online ordering and e-commerce. Expenditures can also be made on HVAC upgrades and sanitizing supplies or equipment; marketing and advertising to promote takeout and online options; and indoor equipment to optimize social distancing and safe operations. Click [here](#) for an informational [webinar](#). Applicants not awarded in the first round do not need to resubmit. Applications would be reviewed in the order in which they are or were received. Applicants must fill out the application, additional required materials (listed on Page 3 of the SEDCO application), and an informational sheet all available [here](#). Application materials should be sent to business@syr.gov.

COMMUNITY FUNDS, FOUNDATIONS, NONPROFIT SUPPORT

Comcast RISE

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. Selected businesses could receive consulting, media, and/or creative production services and/or a technology makeover. Grant funding is anticipated to be available in 2021. For more information and the application click [here](#).

GoFundMe Coronavirus Small Business Relief Initiative

Provides \$500 matching grants for U.S. GoFundMe fundraisers benefiting small businesses. The business must be independently owned and operated and not nationally dominant in the field of operation for that business and must use funds to either help care for its employees/workers or pay ongoing business expenses. Fundraisers must have at least \$500 raised; have the business owner set up as the beneficiary to the fundraiser (if they aren't raising funds themselves); have withdrawals set up; and add the hashtag #smallbusinessrelief to the fundraiser story. For more information click [here](#).

LISC-Lowe's Rural Relief Small Business Grants

Rounds 10 and 11 application windows for the LISC Rural Relief Small Business grants are open December 29, 2020 – January 5, 2021 and January 26, 2021 – February 2, 2021, respectively. This program provides between \$5,000 and \$20,000 to small businesses located in rural communities (population of 50,000 or less). The grants target small businesses in underserved communities, including those led by entrepreneurs of color and women and veteran-owned businesses that often lack access to flexible, affordable capital. Grants can be used for: payables to include rent and utilities; meeting payroll (to include the applicant); paying outstanding debt to vendors; other immediate operational costs. Visit [LISC's website](#) for more details on selection criteria and subsequent rounds of funding, including [FAQs](#). [Register](#) to be notified when each round opens and gain access to the application.

Licensing International Small Business Global Grants Fund

This program is designed to help small business employers in the brand licensing sector to create and maintain safe, healthy and sustainable work environments during and beyond the global pandemic. This fund provides \$5,000 grants to companies with between three and 20 employees that have been harmed financially by the COVID-19 pandemic. Applications are due January 29, 2021. For more information and to apply, click [here](#).

Partnership for Community Development Rural Business Technology Grants

\$1,000 to \$10,000 grants designed to use technology to help farm- and forestry-based businesses grow. Eligible projects will incorporate new technology into your business model to assist with logistics and marketing. Open to farm- and forestry-based businesses in the towns of Hamilton, Lebanon, Eaton, Madison, and Brookfield, and the villages of Hamilton, Earlville, Madison, and Morrisville. Preference will be given to businesses within 10 miles of the Village of Hamilton. Applications due January 27, 2021 at 4pm. For more information and the application click [here](#).

COVID-19 RELIEF PACKAGE continued from front page

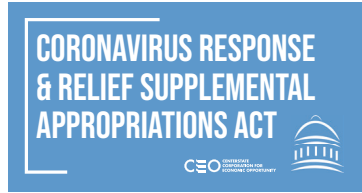
Provisions for individuals include extension of unemployment insurance benefits through March 14, 2021, with additional payments of \$300 per week. Direct payments of \$600 are being delivered to Americans earning up to \$75,000 a year, with lesser amounts for those earning up to \$99,000. An extra \$600 is being paid to those with eligible dependents.

While direct aid to state and local governments is excluded from the relief package, there is \$82 billion, which will flow through state governments, to support education. There is also \$69 billion to help state and local governments offset the costs of testing, tracing and vaccine deployment.

Highlights of the funding included in the package:

- **Small Business Loans:** \$325 billion
- **Direct Economic Relief for Workers and Families:** \$286 billion
 - \$120 billion in unemployment insurance
 - \$166 billion in economic impact payments
- **Support for Community Development Financial Institutions and Minority Depository Institutions:** \$12 billion
- **Transportation:** \$45 billion
- **Vaccines, Testing and Tracing, Community Health and Health Care Provider Support:** \$69 billion
- **Schools:** \$82 billion
- **Rental Assistance:** \$25 billion
- **Nutrition and Agriculture:** \$26 billion
- **U.S. Postal Service:** \$10 billion (loan converted to payment)
- **Child Care:** \$10 billion
- **Broadband:** \$7 billion
- **Additional Provisions:** Coronavirus Relief Fund extension; extension of the Employee Retention Tax Credit; special “lookback” for EITC and CTC; Contractor Pay extension.

The stimulus comes at a time when new COVID-19 cases continue to rise, impacting people, straining health care institutions, forcing businesses to make difficult decisions and leading to an increase in workers seeking unemployment benefits. Given the scale of ongoing economic disruption, it is anticipated that Congress and the new administration will attempt to negotiate additional relief or stimulus funding in the coming months. Significant focus is likely to be on aid to state and local governments, infrastructure investments and COVID-19 liability protections for business. CenterState CEO will continue to work with federal, state and regional leaders to advocate for the region’s priorities in future legislation.



CenterState CEO is Here to Support Your Business

CenterState CEO recognizes that COVID-19 is at the top of every business owner’s mind as they strive to manage all the elements involved in running a business. We are tracking ongoing developments and will continue to share resources, information, tools and programming as more details emerge on the relief bill and how businesses can access funding.

We want businesses of all sizes to understand the resources available to them. Whether you need clarification on how to access capital through local or government programs, connections to distribute or acquire personal protective equipment, or have questions on the new stimulus package, we are here to help. Contact us at support@centerstateceo.com, or visit our [COVID-19 page](#) for information on resources and other [best practices](#) for keeping yourself, your employees and your business protected.

CenterState CEO remains committed to assisting businesses and members of the community through the four-pronged approach we launched last spring to assess, respond, mitigate and recover from this crisis.

COVID-19 BUSINESS FUNDING RESOURCES continued from previous page

The Professional Beauty Association COVID-19 Relief Fund

Provides \$500 to licensed beauty professionals who are unable to work due to COVID-19. The funding is intended to be emergency aid for short-term immediate needs such as food and bills. Applications will be awarded on a lottery system. For more information and to apply, click [here](#).

SO GAL Black Founder Startup Grants

\$5,000 and \$10,000 grants for Black women-owned and Black nonbinary-owned entrepreneurs. Grantees will also receive “tactical help navigating the fundraising environment at large so that they will have a more equitable opportunity at scaling the next billion-dollar idea” and “lifetime ‘ask-me-anything’ access to the SoGal Foundation and SoGal Ventures teams.” For eligibility requirements and more information click [here](#). Grantees are chosen at random each month after filling out a quick application [here](#).

CENTERSTATE CEO CONTINUES TO TRACK CRITICAL REGIONAL ECONOMIC INDICATORS

The unemployment rate for those living in the Syracuse MSA (Madison, Onondaga, Oswego counties) rose slightly to 6.4% in October, but was still lower than in New York state (9.2%) and lower than the U.S. unemployment rate of 6.9%. The unemployment rate in the city of Syracuse rose by nearly a full percentage point to 10.5% in October; 4.1 percentage points higher than in the broader Syracuse MSA. These upticks in unemployment rates at the city and regional level are the first increase following two months of declines from July peaks of 18.3% in the city of Syracuse and 13% in the Syracuse metro region.

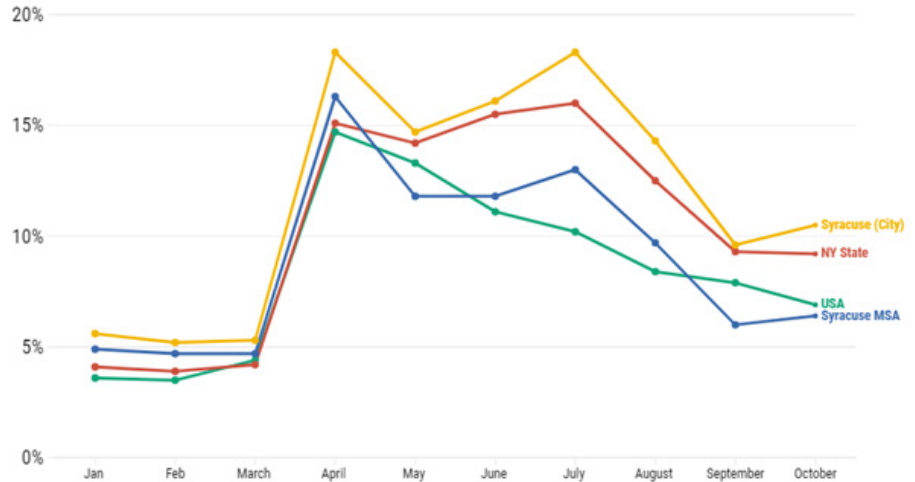
Data adjusted for seasonal changes in the labor force show that overall, there were 290,600 in the labor force in October compared to 295,600 in September. This marked the fourth consecutive month of a labor force decrease and a loss of 24,800 workers since July. From September to October the Syracuse MSA added 900 to the unemployment rolls while overall employment fell by 5,900, and 5,000 workers left the labor force.

Though the impacts are across the entire economy, the greatest impacts from the COVID-19 pandemic continue to be focused on accommodation and food services, retail trade, leisure and hospitality. Total October jobs in the Syracuse MSA were down 10.6% compared to the previous year with accommodation and food services down 20.2%, retail trade down 18.5%, and leisure and hospitality down 18.8%. Jobs in hospitals, utilities, financial activities and manufacturing were all down compared to the previous year, but job loss in these sectors were not as severe as the job losses across the economy as a whole.

CenterState CEO is working to keep the community informed, tracking its membership’s concerns and responding to challenges. Companies in need of guidance or additional information should contact support@centerstateceo.com.

Unemployment Rate Syracuse Metro Area

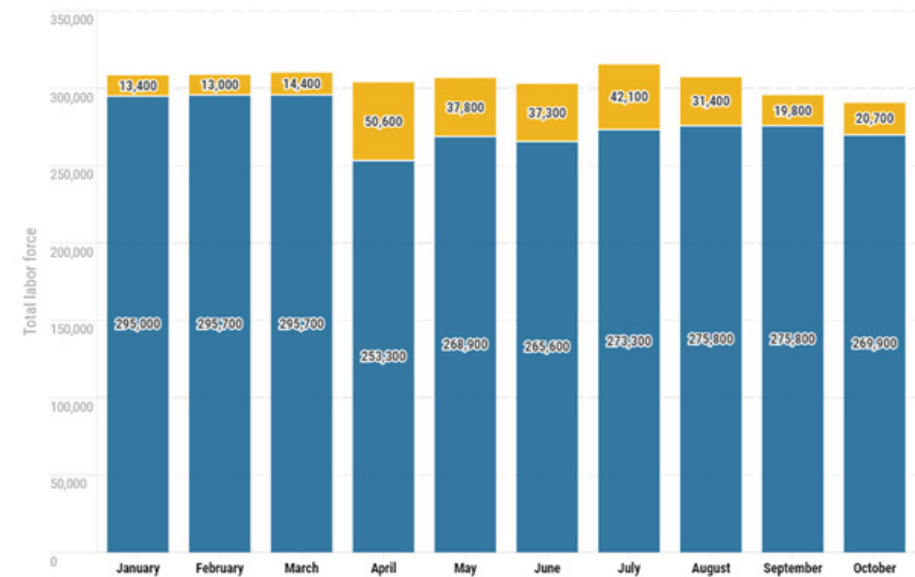
Madison, Onondaga, Oswego counties



Source: NYSDOL | U.S. Bureau of Labor Statistics

Labor Force Data Syracuse MSA

■ Employed ■ Unemployed



Source: Local Area Unemployment Statistics - Smoothed Seasonally Adjusted

A COMMUNITY APPROACH TO CHANGE

By Dr. Juhanna Rogers, VP of Racial Equity and Social Impact

As we continue our collective journey to achieve racial equity and social impact, there is a critical need for understanding the distinction between diversity, equity and inclusion.

Diversity is recognizing we are all different. Equity is taking into account how those differences affect one's life. And inclusion is developing the strategies to keep us involved and acknowledges the unique experiences of our lives.

These three distinct areas require our intentional focus and development. Being intentional requires us to think about diversity, equity and inclusion, personally and professionally as we strive for our own growth. How else are we to turn the tide toward greater equity and inclusion in our workplaces and communities? Now is the time! We must prepare ourselves and our organizations for building more inclusive and diverse leadership that will lead us forward.

In the year ahead, we are providing the following tools to help further your growth and that of your organizations:

Thanks to our lead sponsor Berkshire Bank and our colleagues at Excellus Blue Cross and Blue Shield that support our content, we created a new online space for the business community to think critically about equity and social impact.

Panels and workshops, including our Lead for Change series for managers and directors, offer opportunities for the leaders within your organization to take a greater role in driving institutional change around racial equity.

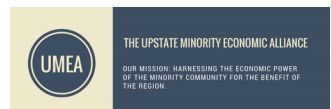
Events and speaker series will target learning and growth, including discussions with a CenterState CEO team of experts about living, working and building lives in Central New York; a focus on diversity in higher education; and continuation of our Generation Next Tech and Culture series.

When I look around Central New York, we have the makings of a great community. Our region can create a model for workplace inclusion. We also have the potential to create a region that embraces its diverse community in more inclusive ways. With engagement from members and community partners, we can create a region where the next generation of leaders will want to build their lives and careers. Not a week goes by where we aren't learning about the launch of another company, a program that retains graduates, or a new cutting-edge opportunity showing leadership in this space. We are on a path forward, and we look forward to continuing this work with you in 2021.



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.

UMEA Upstate Minority Economic Alliance is an organizational partner of CenterState CEO
www.upstatemea.com



UMEA Convenes Virtual Annual Meeting

The Upstate Minority Economic Alliance (UMEA) conducted its annual meeting virtually last month. It was well attended by a cross-section of community leaders and stakeholders, grantors, members, prospects, etc. The theme centered on how far the organization has come, where it is now, and the 2021 strategic outlook. Opening welcome and closing remarks were provided by Calvin Corridors, UMEA board president and president of the Syracuse Regional Market, Pathfinder Bank.

Me'Shae Brooks-Rolling, UMEA executive director, provided an overview of the organization's mission and vision statements; value proposition of the pandemic webinar series; UMEA's target audience and geographic scope; demographics; signature programming; economic impact of minority businesses; finances; metrics; performance indicators; legislative advocacy and impact; testimonials; and press coverage. She thanked sponsors and partners/collaborators for their generous support and shared photos from UMEA's pre-pandemic events in hopes of revival in 2021.

Learn more about UMEA at www.upstatemea.com.

EXECUTIVE LEADERSHIP DEVELOPMENT SERIES GRADUATES 2020 CLASS

Ten CenterState CEO members recently graduated from the 2020 Executive Leadership Development Series. The seven-month program is presented by CenterState CEO, with curriculum support from Onondaga Community College, Syracuse University, Le Moyne College, Wells College, TEDCenter at University College, SUNY Oswego and Leadership Greater Syracuse. Congratulations:

Ryan Blehar

Nascentia Health, Inc.

Stephanie Shattuck

Upstate Medical University

Geoffrey Miller

Onondaga County Water Authority

Christine Woodcock Dettor

BOUSQUET HOLSTEIN PLLC

Tim Andersen

C&S Companies

David Filicia

M.A. Polce Consulting, Inc.

Brandon Brooks

M.A. Polce Consulting, Inc.

Stephanie Joncas

Equitable

Erik Jankowski

CenterState CEO

Jeannine Rogers

CenterState CEO

CenterState CEO members interested in reaching the next level as an executive or rising manager by enhancing critical thinking, communication and empowerment skills are encouraged to join the 2021 program. **To attend the complimentary virtual orientation January 14, contact Lisa Metot for at imetot@centerstateceo.com or visit www.centerstateceo.com.**



PROFESSIONAL DEVELOPMENT MEMBER EXCLUSIVE

**Executive Leadership Development Series
2021 Information Session**

7 SESSIONS

- Cultivating Professional Relationships
- Empowering Your Workforce
- Cultural Diversity in the Workplace
- Critical Thinking
- Transformational Leadership
- Civic Engagement
- Work Life Balance

**INFORMATION SESSION
JANUARY 14**

Sign Up by contacting
Lisa Metot
at **315.470.1870**
or
imetot@centerstateceo.com

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LEADERSHIP GREATER SYRACUSE ANNOUNCES CLASS OF 2021

Leadership Greater Syracuse (LGS) announced the LGS Class of 2021.

Each year, LGS selects a new class of about 50 people to participate in its yearlong training program to expose them to key community leaders and organizations and the most important issues facing the community. Now in its 31st year, the program teaches participants about community leadership, empowerment, group dynamics, community opportunities and trends. CenterState CEO is proud to have two of its talented staff members selected in this year's class: Cal Corriders, manager of neighborhood-economic development, and Jeannine Rogers, director of programs, The Tech Garden.

LGS was founded by CenterState CEO, Onondaga County, the City of Syracuse and Onondaga Community College. To learn more, visit <http://leadershipgreatersyracuse.org>.



Class of 2021 participants are:

Haji Adan

Refugee & Immigrant Self-Empowerment

Joseph Alfieri

Syracuse University*

Michael Becallo

MedConsult LLC

Alexander Behm

Clear Path for Veterans*

Thomas Bezigian Jr.

Bond, Schoeneck & King PLLC*

Charles Brooks

C&S Engineers*

Hillary Charton-Bartholomew

Cornell Cooperative Extension of Onondaga County*

Benjamin Conger

M&T Bank*

Gerianne Corradino

Central New York Community Foundation*

Calvin Corriders

CenterState CEO*

Angi Daiuto

174th Attack Wing*

Christine Dillingham

Empower Federal Credit Union*

Michael Dunne

Empower Federal Credit Union*

El Hadji Fall

KeyBank*

Nicole Gumtow

North Eastern Rescue Vehicles

Elizabeth Henderson

Advocates, Incorporated**

Cynthia Hernandez

VIP Structures*

Elizabeth Hradil

City of Syracuse

Jerry Jean-Louis

Bristol Myers Squibb*

Ryan Kanavy

Loretto*

Shantina Hines Kyles

Community advocate

Chelsey Lavere

Turning Stone Resort Casino*

Christopher Lindstrand

Mohawk Global

Barbara MacDonald

Bristol Myers Squibb*

Kristin Mannion

The Alvina Group*

Breeana McDonald

174 Attack Wing – Air National Guard*

Sarah Milligan

Pyramid Management Group*

Ashley Montanaro

Mower*

Brian Petranchuk

KeyBank*

Kraig Rando

SRCTec LLC

Joseph Rocco

Bowers and Company CPAs*

Jeannine Rogers

CenterState CEO*

Terri Rogers

Hematology Oncology Associates of CNY*

Stefanie Savory

AccessCNY*

Michelle Saya

SUNY Upstate Medical University*

Nicholas Sherwood

Dairy Farmers of America*

Sarah Shute

Onondaga Historical Association*

Stephanie Vavonese

SMV Recruiting*

Nichole Warner

Burns Bros Contractors LLC*

Michael Watrous

Food Bank of Central New York*

Matt Wierbinski

Lockheed Martin*

Joshua Withrow

Lockheed Martin*

Henry Zachery

Syracuse City School District*

* CenterState CEO Member

**Greater Oswego-Fulton Chamber of Commerce Member

NEW WELLNESS CENTER READY TO EMPOWER WOMEN

CenterState CEO's Northside Urban Partnership (Northside UP), in collaboration with St. Joseph's Health, the YMCA of Central New York, M.S. Hall and Associates, and several neighborhood partners announced the completion of the long-awaited **Northside Women's Wellness Center** (the Center). Operated by the YMCA, the Center is located at the corner of Butternut and North McBride streets.

This project is an example of how CenterState CEO's Economic Inclusion team successfully uses facilitation models to convene community stakeholders to implement strategies and build programs that empower residents and revitalize neighborhoods. The need for a Women's Wellness Center was identified after a series of health and wellness conversations between St. Joseph's Health and neighborhood residents revealed an alarming trend in which women felt isolated and unable to access outlets of exercise. The Center now offers a welcoming, safe and empowering place for all women to improve their health and the health of their families. The women-only, culturally appropriate space includes fitness equipment, programming and on-site drop-in child watching for mothers using the facility. The project is funded by awards from Trinity Health's Transforming Communities Initiative, the Central New York Care Collaborative, the Mother Cabrini Health Foundation and the Nazareth Fund.

The construction and renovation of the space was delayed for several months due to the COVID-19 pandemic. During this time, additional modifications and upgrades were made to the HVAC system to ensure the health and safety of all guests in the space. After a July start, the construction was completed in early November. Plans to introduce the Northside Women's Wellness Center to the community include virtual tours and a speaker series slated to launch in February 2021. An in-person soft opening will also be planned in accordance with strict COVID-19 safety protocols and social distancing guidelines for early 2021, with an anticipated grand opening event later in 2021. Designed as an inclusive, holistic wellness space with residents' voices at the forefront, the Northside Women's Wellness Center will be an important resource for women's health in the Syracuse community.



Treadmills, ellipticals, weight machines, bikes, an exercise room and more, await women interested in improving their health at the Northside Women's Wellness Center.



— N O M I N A T E —

2021 Business of the Year

Nominations Now Open for
CenterState CEO's Business of the Year Awards
in the Following Categories:

- Businesses with 1-50 Employees
- Businesses with 50+ Employees
- Community Involvement
- Nonprofit
- Minority Owned Businesses (in partnership with UMEA)

Nominations are due January 22, 2021.

A questionnaire will be emailed to nominated companies.
Completed questionnaires are due February 19, 2021.

Nominate at:
www.centerstateceo.com/business-of-the-year



Venture NY Series A Showcase: First Partnership of its Kind

The Tech Garden and GENIUS NY joined other New York state accelerators and Upstate Capital recently for a *Venture NY Series A Showcase*. The partners included 43North, 76West, Grow-NY and Luminate, and featured some of New York's fastest-growing startups. Local participants included ResilienX, Geopipe and EagleHawk.

The partnership is the first collaboration of its kind in New York and there are plans for more pitch events in 2021. "Attracting venture capital from outside the region has been part of Upstate Capital's mission since 2003 when the organization was founded. This is an amazing opportunity to collaborate with several pillars of the broader regional entrepreneurial ecosystem and highlight how far Upstate New York has come in developing entrepreneurship and high-growth businesses here," said Noa Simons, executive director of Upstate Capital.



Virtual Careers in Code Cohort Moves Forward with Le Moyne College ERIE 21 Partnership

CenterState CEO and The Tech Garden are proud to support another year of Careers in Code, a bootcamp that teaches computer programming to women and minorities to help combat poverty in Central New York. This year's program expanded to include a partnership with **Le Moyne's ERIE 21 initiative**. Hack Upstate's Careers in Codes program provides students with technical skills to obtain internships and entry-level software development jobs with local employers after 24 weeks of instruction.

In 2019, Hack Upstate launched Careers in Code in partnership with Onondaga County, the Alliance for Economic Inclusion, CenterState CEO and The Tech Garden. The first cohort of Careers in Code has generated profoundly rich and life-changing opportunities for 11 un- and under-employed women and minority students. It has also helped to offset the current talent shortage the region faces in hiring software developers and engineers.

To learn more, visit <https://careersincode.org>.



Tech Garden Member Spotlight

TTG Welcomes 24 New Members in 2020 to Grow CNY Innovation Footprint

The Tech Garden welcomed 24 new startup members in 2020, five of which are XBE (minority-, women-, veteran- and disability-owned businesses). The Tech Garden encompasses 102 members, including December's new members:

Aincobio, LLC - is creating a machine for diagnostic laboratory directors in hospital-based labs to accelerate antibiotic sensitivity testing from days to just 60 minutes, thereby providing rapid and actionable test results for clinicians to treat patients with bloodstream and urinary tract infections.

The Health Hatch - is increasing the quality of health, while decreasing ever-growing health care costs by developing a dedicated patient database and web portal platform for patient lifetime medical records, enabling patients to participate more proactively in their health care plan.

NutraFiki - is a creative toolkit that targets making nutrition-related health care accessible. Access to professional nutritional care for many individuals is hampered by distance, time and financial burdens. Conversely, nutrition professionals are looking for effective and efficient means to dispense their services. Nutritional services can be accessed remotely using the m-health platform NUTRAFIKI, thus bridging the gap between the client and the provider.

Organic Robotics Corporation - integrates its one-of-a-kind Light Lace stretchable sensor technology into garments to measure muscle fatigue, track performance and better assess injury risk factors. The Light Lace sensors are washable, inexpensive and can bend and twist with the human form.

Peregrinus Solutions LLC - uses autonomous technology to improve the world by creating a paradigm shift in collective thought processes that are catalyzed by autonomous technology products, services and employment. Each of its products is designed to be manufactured using primarily autonomous methods leaving only minor and straightforward assembly to humans.

CENTERSTATE CEO ECONOMIC CHAMPION

Kelly's Choice

Kelly Springer created Kelly's Choice in 2012 as a way to bring her knowledge of nutrition and health to a wider audience. Today, this collective of registered dietitians, nutritionists and educators works with 4,000 clients and is dedicated to improving the community by transforming diets. The company employs 14 people including five new hires this year.

Using a holistic approach, Kelly's Choice offers customized nutrition coaching programs for schools, workplaces, medical facilities and athletes. Kelly's Choice added three new services in 2020: an Intensive Wellness Program, the Stay On Track Virtual Program and a Nutrition Masters Series.

"Kelly's Choice nutrition plans make ample use of real, unprocessed foods and seek to supply vitamins and nutrients from the foods we eat," according to the company. "We strongly believe that a person who adjusts their diet to 'real' food will live a healthier life – and we have the research to back up that belief."

The professional nutrition experts and coaches at Kelly's Choice help clients, companies, schools and medical centers address areas such as: how diet adjustments are unique to a person's physical conditions; reasonable expectations from a change in diet; lifestyle changes that can accelerate – or slow – the benefits of a better diet; and how to incorporate better nutrition and food choices.

Springer has been featured on PBS, FOX, ABC, "Good Morning America," Inside Lacrosse, NewsMax TV and is a regular on WSYR's "Bridge Street." In December, Kelly's Choice allowed companies to sign up for its Workplace Wellness Platform at no cost.

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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INAUGURAL GOFCC SMALL BUSINESS STROLL A SUCCESS

GOFCC's inaugural Small Business Stroll, presented by Novelis, wrapped up a successful week-long program during the holiday season to drive traffic into local Oswego County businesses



and eateries. Specials and promotions were offered by small shops across Oswego County and promoted on the GOFCC website. Several large employers also incentivized their employees to shop local and take part in the Small Business Stroll. For a full list of businesses who participated, please visit www.oswegofultonchamber.com.

The GOFCC Small Business Stroll, presented by Novelis, was made possible by generous sponsorships from Eastern Shore Associates, SUNY Oswego, Eagle Beverage, StepOne Creative, iHeartOswego, The Palladium Times & Valley News, Mitchell's Speedway Press.



The Greater Oswego-Fulton Chamber of Commerce's inaugural Small Business Stroll, sponsored by Novelis, encouraged people to shop local this holiday season.

APPLICATIONS OPEN: 2021 CNYBAC MEDICAL DEVICE INNOVATION CHALLENGE

The Central New York Biotech Accelerator (CNYBAC) is holding the fifth round of its successful Medical Device Innovation Challenge (MDIC). Applications will be accepted by the CNYBAC until April 30, 2021. CenterState CEO works closely with the CNYBAC to build the innovation ecosystem for biotechnology firms.

The CNYBAC will select up to five MDIC U.S.-based teams to receive intensive mentorship by quality, regulatory, CEO and other experts throughout the six-month program. Teams may elect to participate virtually or receive free workspace on-site within the CNYBAC Creation Garage with access to its Stratasys F170 3D Printer and shared equipment. To be eligible to apply, an applicant must be a U.S. citizen, and have an idea or be in early-stage commercialization of a medical device per [Food and Drug Administration medical device definition](#). Additional opportunities include:

- Paid stipend for commercialization services through the Syracuse University College of Law Innovation Law Center
- Access to Student Engineering Capstone Design Programs
- Food and Drug Administration Regulatory Guidance
- Expansive Innovation Ecosystem and Networking opportunities
- CNYBAC Concept to Commercialization Virtual Series and Manufacturing Workshop

This program has been successful at launching entrepreneurs and their device ideas into businesses that can attract investors. A graduate of the program, Souvik Paul of CathBuddy, had this to say about MDIC: "The connections to universities and organizations in the Central New York area and beyond has been invaluable for us. The program helps us be capital efficient while making a lot of progress. We've also connected with engineering/product development and regulatory mentors through the program, which has enabled us to make a ton of progress in a relatively short period of time. I couldn't recommend the MDIC program enough."

[Click to learn more.](#) Applications are accepted online until April 30.



Sheridan Heinrichs, a 2018 MDIC graduate, markets her product — the Patient Transfer Scale — through a partnership with Marsden and Health o meter.

MEMBER ESSENTIALS

New **Spectrum** store opens in Clay.

Rapid Response Monitoring Services

plans to construct a mixed-use building in Franklin Square that will contain 30 market-rate apartments and more office space for its company.

WellNow Urgent Care to hire 75 people for Syracuse-area locations.

Joanie Mahoney named president of **SUNY College of Environmental Science and Forestry**.



Food and Drug Administration names **SUNY Upstate Medical University's** saliva test as one of the best in detecting COVID-19.

Dr. Mantosh Dewan named president of **Upstate Medical University**.



Loretto opens new \$8 million apartment building for people with dementia at The Nottingham in Jamesville.

Excellus BlueCross BlueShield

provides funding to domestic violence prevention organizations as part of COVID-19 response.

Barton & Loguidice has been selected as a winner of the 2020 PSMJ Premier Award for Client Satisfaction.

M&T Bank opens its new Armory Square Branch at 250 S. Clinton St., Syracuse in the historic Armory Square District.

HealthWay Family of Brands makes 28,000 air purifiers for Chicago schools.

Research & Marketing Strategies, Inc. (RMS) has again been recognized nationally as one of the Top 10 largest patient-satisfaction measurement firms in the country by Modern Healthcare.

CenterState CEO members **National Grid and OneGroup** receive CNY BEST Talent Development Awards.

Metis Consulting Group, a woman-owned New York State Public Benefit Corporation was recently certified as a Disability Owned Business Enterprise.

Crave Dessert Studio, an Upstate Minority Economic Alliance member, wins spot on Food Network Christmas Cookie Challenge.



The TSA checkpoint at **Syracuse Hancock International Airport** is using new technology that confirms the validity of a traveler's identification (ID) and their flight information in "near real time."

Capital Collection Management makes 2020 Inc. 5000 list.

Turning Stone Resort Casino won the prestigious Condé Nast Johansens 2021 Award for Excellence in the Best for Meetings and Conferences category.



Oneida Indian Nation and Oneida County expand "New Year, New Career" recruitment campaign from Orlando to New York City and Atlantic City, in an effort to fill 250 positions.

Paulus Development Co. is converting the former Smith Restaurant supply building into luxury apartments. **Rich & Gardner Construction Co.** is the general contractor.

St. Joseph's Health Cardiovascular Institute has opened a heart-failure clinic in DeWitt.

Bryant & Stratton College to launch first nursing degree program at Clay campus.

Cryomech completes construction, relocation to new DeWitt facility.

Pastabilities was featured for a second time on the Food Network with Guy Fieri of "Diners, Drive-in and Dives."

Ed Heslop joins **Quadrant Biosciences** as president of Viral Testing Division.

SUNY Oswego awarded SUNY grant funding for pandemic projects.



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 January and for supporting CenterState CEO for many years to enrich and improve the business community.

65 YEARS

Ramboll
Roto-Rooter Service/Bauer Plumbing

60 YEARS

Bond, Schoeneck & King, PLLC
National Grid
Onondaga County Medical Society
Wenger Corporation - Syracuse

30 YEARS

Bellows Lock Corp.

25 YEARS

Arc of Onondaga

20 YEARS

Syracuse Community Health Center, Inc.

15 YEARS

Securitas Security Services USA, Inc.

10 YEARS

Family Care Medical Group
PostNet
Best Tile Distributors Of Syracuse, Inc.
Cayuga Economic Development Agency

5 YEARS

GC Hanford Mfg. Company
Byrne Dairy, Inc.

NEW PARTNERS

Please join us in welcoming new CenterState CEO Partners. During the next 12 months, each new member will be contacted by a volunteer from CenterState CEO's Ambassador Committee, co-chaired by Rita Marble, Pinnacle Employee Services, and Charles Harkola, Nurse Connection Staffing, Inc.

Admin-On-Call, LLC

Admin-On-Call, LLC provides administrative and business development services that are designed to help you run and grow your business. Admin-On-Call is your virtual office manager and offers executive level office administrative solutions that save you time, money and alleviates your administrative pain points. Admin-On-Call manages your day-to-day affairs and rids you of the time-consuming details of running a functional back office.

Eileen Collins
Syracuse, NY 315-760-9377
www.adminoncallny.com

Cleantec Services



Cleantec's No. 1 priority is providing a clean and healthy environment for clients. Customer satisfaction scores more than 95% demonstrate Cleantec's passion for service excellence. Cleantec consistently exceeds expectations across the portfolio of services, from recurring janitorial and post-construction cleanup, through emergency deep-cleaning deployments in response to COVID-19 exposure events. With more than 45 years in the industry, Cleantec meets the challenges of a post-COVID world by using cutting-edge technology and providing comprehensive, ongoing training and support for its valued staff members. Cleantec's quality control methods make the company stand out from the competition offering real-time solutions. Cleantec also has strong relationships with suppliers with better access to PPE such as sanitizer, gloves and face masks that can benefit clients. Cleantec's services include janitorial cleaning, facility maintenance and more.

Marty Coyne
PO Box 99
DeWitt, NY 13214 315-463-5353
www.cleantec.us

East Genesee Regent Association

The East Genesee Regent Association (EGRA) is an organization whose members include the property owners, businesses, nonprofit organizations, and health care, cultural and religious institutions concerned with the future of the East Genesee and East Fayette community in the City of Syracuse. The association works to promote the area, to encourage economic and community development, and maintain the physical environment and security of the area.

Alan Rothschild
821 E. Genesee St.
Syracuse, NY 13210 315-475-3148

GreenSpark Solar



GreenSpark Solar, loyal to people and loyal to planet, creates fiercely local, cost-effective clean energy options in Central and Western New York. Since 2002, GreenSpark has helped businesses and institutions make profits greener through solar power. GreenSpark Solar is a local Certified B Corp and a proud member-owner of the Amicus Solar Cooperative – these titles signify that the company maintains the highest ethical and sustainable business practices while providing industry-best pricing on quality technology.

Mary Nicholas
318 Timothy Lane
Ontario, NY 14519 585-265-2384
www.greensparksolar.com

Mr. Patrick A. Mannion

Patrick Mannion
Fayetteville, NY 13066 315-727-9579

Next7Gens LLC

Next7Gens is a holding company of "snowbelt" manufacturers that are transforming to support the demands of the fourth industrial revolution while retaining their roots and culture.

Karen Sammon
DeWitt, NY 13214 315-725-4086

No Slip Products

Mechanical device that can be incorporated into canes, crutches or walker to help prevent slipping.

Vernon Greene
60 Presidential Plaza, Suite 705
Syracuse, NY 13202 315-886-3016

NutraFIKI

A digital toolkit that aims to make nutrition-related healthcare accessible to bridge the gap between client and provider.

Thalma Orado
523 Clarendon Road
Syracuse, NY 13210 315-928-8966
www.nutrafiki.com

Organic Robotics Corporation

Organic Robotics Corporation integrates its one-of-a-kind Light Lace stretchable sensor technology into garments to measure muscle fatigue, track performance and better assess injury risk factors. Light Lace sensors are washable, inexpensive and can bend and twist with the human form.

Ilayda Samilgil
15 Ogden Road
Ithaca, NY 14850 347-821-0613
www.organicroboticscorp.com

Peregrinus Solutions

Peregrinus Solutions has autonomous product and service solutions for sea, land and air, but are focused on commercializing its DaywalkER Ultraviolet C (UVC) Air and Surface Disinfecting Products for fighting COVID-19, and future harmful viruses, bacteria, molds, spores and allergens.

Christian Seemann
4160 West Shore Manor Road
Jamesville, NY 13078 315-559-0696
www.peregrinuss.com

PuroClean of Syracuse North



PuroClean of Syracuse North provides full water damage remediation services. Facing water damage can be daunting, which is why the IICRC certified experts at PuroClean provide timely water damage remediation. PuroClean also provides fire damage restoration, mold remediation and biohazard cleanup. PuroClean works with customer service and full transparency so that you can get back to your normal life with peace of mind. PuroClean is ready for your call anytime, day, or night

Jim Moreth
250 Commerce Blvd.
Liverpool, NY 13088 315-314-9090
www.puroclean.com/liverpool-ny-puroclean-syracuse-north

SoCiti, Inc.

SoCiti is a curated, collaborative, cloud-based engagement management platform compatible with desktop, mobile, iOS, and Android. It has a robust and customizable back-end system that gives clients the ability to automate processes and maximize resources. The front end seamlessly connects with the back-end. The front end's easy to use design immerses users into that platform

Michael Gray
350 East Ave.
Rochester, NY 14604 585-350-4467
www.sociti.co

CENTERSTATE CEO AMBASSADORS

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



Chelsea's is now open at the location of the former Kelley's Bar & Restaurant, 5076 Velasco Road on Onondaga Hill.



Winnie's Soul Food Delicious, 123 Marshall St., is recognized at its grand opening.



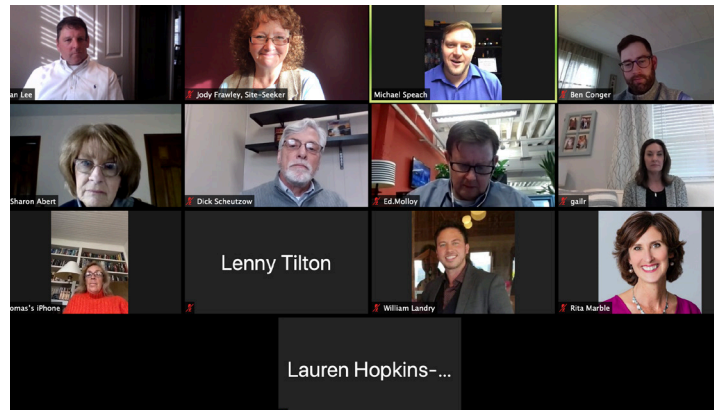
Enfoqué Photography, located at 841 State Fair Blvd. in Syracuse and is recognized for its 10th anniversary.



The Kia Foundation, located at 2546 James St. in Syracuse, celebrates its grand opening.



Sip Sip Hooray, holds a grand opening celebration at Destiny USA on the first floor under the carousel.



Speach Family Candy Shoppe, celebrates its 100th anniversary. The store is located at 2400 Lodi St. in Syracuse



Paladino's THE DELI celebrates its grand opening at 210 W. Genesee St. in Syracuse.



Congratulations to new business **Syracuse Drains Inc.**, located at 1900 W. Genesee St., Syracuse.

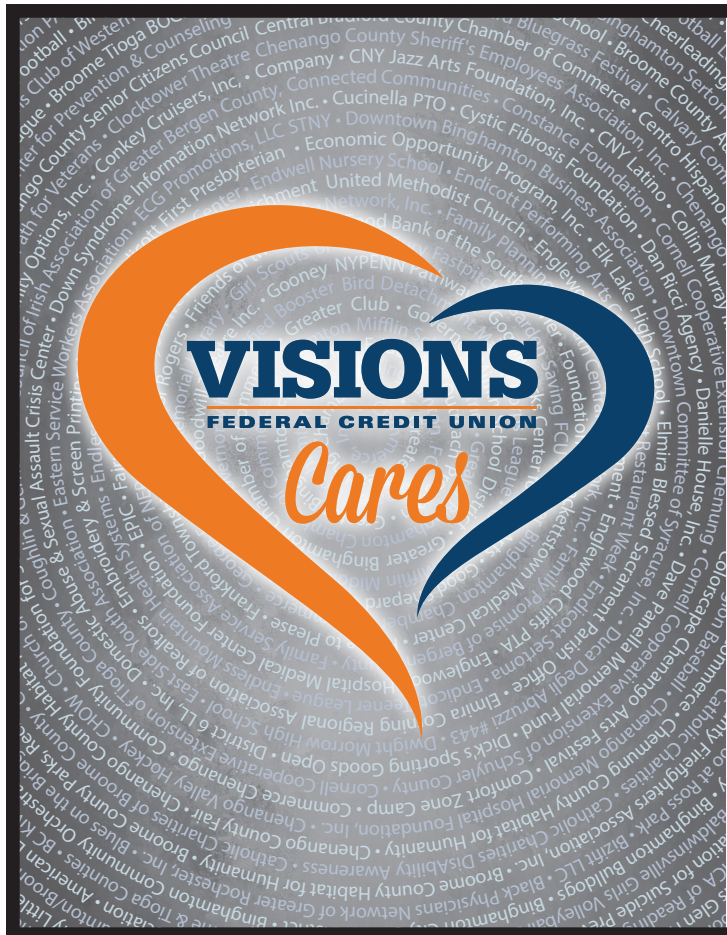
Acknowledgement

Peppino's Restaurant & Catering Company, 1849 Grant Blvd., Syracuse, pivots to new menu and catering options.

Anniversaries

Farm to Fork 101, fifth

Pinnacle Employee Services, 507 Plum St., Syracuse, fifth as a CEO member



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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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CENTERSTATE CEO VIRTUAL EVENTS INFORM & 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:

BUSINESS TACTICS

TARA Webinar
Training, Attraction, Retention & Advancement
With Hack Upstate and Le Moyne's ERIE21

ERIE 21
Education for our Rising and Incoming Economy

HACK UPSTATE

WORK TRAIN

CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY

Business Tactics – Syracuse Surge TARA Webinar (Training, Attraction, Retention, Advancement)
ERIE21 and Hack Upstate explained how they work together to create pathways to jobs in tech and generate a diverse local talent pool to feed growing demand for computing and software skills. Program representatives shared information on the skills and opportunities offered through their training. Participants learned how to connect with these programs and how the Syracuse Surge Industry Partnership can help strengthen and improve access to a local pool of diverse, skilled workers. Sponsored by JPMorgan Chase & Co.

SPEAKER SERIES GN
GENERATION NEXT TECHNOLOGY

Tech & Culture Speaker Series

Darin L. Price
Co-founder Right Price Companies, Inc. and
Right Price Company Technology DBA

Sponsored by
JPMORGAN CHASE & CO.

CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY

Networking – Tech and Culture Speaker Series with Darin L. Price
Darin L. Price, co-founder of Right Price Companies, Inc. and Right Price Company Technology DBA, shared how he and his wife, Paris, founded Right Price 16 years ago with very limited resources, and have built it into a multimillion-dollar company. He discussed the development and growth of Rite Price Company Technology DBA, which specializes in technology supplies and service, supplying fiber optic cable, technology products and more. Sponsored by JPMorgan Chase & Co.

Reimagine your recruiting message to be more relevant to candidate concerns during a pandemic

- Safety on site- following CDC Guidelines
- Their health and family's health
- Childcare complexities
- Flexible Schedules
- Ability to work remote
- Tools to create remote workspace
- Collaboration strategies to feel connected to the company
- What a remote onboard might look like.
- What to expect during the remote interview

Business Tactics – Recruiting Candidates During a Pandemic
Attendees learned how the local landscape of hiring candidates has changed in recent months with companies and organizations still struggling to fill job openings while several thousand Central New Yorkers are unemployed. Staff from CenterState CEO and Advance Media of New York discussed how to get the attention of candidates; what candidates need to hear from potential employers during their job search; barriers that job seekers face; and what recruitment messaging and marketing tools companies should incorporate into their job postings.

Networking – Business After Hours with a Virtual Twist with Peppino's
Members enjoyed a casual virtual networking opportunity by connecting with individuals from the business community and sharing best practices on tackling the "new normal." John Vigliotti of Peppino's Restaurant & Catering showed attendees its unique dough-making process as well as how to make a PS2 pizza, which won second place in the WORLD at an international pizza conference. Several attendees also won \$20 gift certificates from Peppino's.

BUY LOCAL BASH GOES VIRTUAL

While 2020 did not allow for a traditional in-person event, a virtual Buy Local Bash, presented by AmeriCU, was held November 18 to December 1. More than 50 vendors promoted their products, services and special deals online drawing a record number of shoppers to the Buy Local Bash and vendor websites, which provided vendors the opportunity to interact with new customers.

Organizers hope to be back at the Regional Market in November hosting a live 2021 Buy Local Bash. Special thanks to the vendors who participated in the virtual event. Visit these local companies at <https://buylocalbash.syracusefirst.org/vendors-and-sponsors>.



BUY Local BASH

NOW ON SALE



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Become an Elite Supporter or Select Partner to maximize your visibility at CenterState CEO's most popular events and programs while saving money!

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Nacentia Health ■ Thales ■ Haylor, Freyer & Coon
Mony FCU ■ Famous Artists Series

➤ Continuous Promotions

All packages include continuous promotion of ALL CenterState CEO events (signage), on our website, at CenterState CEO headquarters and in select issues of our monthly membership newsletter, CEO Essentials.

➤ Tickets to Major Events

Receive tickets to major CenterState CEO events (live or virtual) like the Annual Meeting, Economic Forecast Breakfast and Economic Champions Luncheon.

➤ Available Sponsorships

Packages include a la carte dollars to be used for event sponsorship or advertising opportunities.

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or contact Beth Savicki at bsavicki@centerstateceo.com or 315-657-0423

Recognizing the Spirit of Downtown Award Winners

The Downtown Awards of Excellence are a tradition for the Downtown Committee of Syracuse, and traditionally awarded at the Annual Meeting every June. Though the Annual Meeting was postponed in the midst of COVID-19, the Downtown Committee of Syracuse decided to close out 2020 by putting a different twist on the awards. Presented with support from PathFinder Bank, the Downtown Committee is pleased to recognize efforts of resiliency through the Spirit of Downtown Awards:



Urban Innovation Award

Given for a trail-blazing activity that includes a visionary, creative, or unusual element.

Downtown businesses continue to demonstrate agility in continuing to serve the community through the pandemic. The Downtown Committee celebrates the many creative ideas including: curbside pickup zones, online ordering systems and reimagined outdoor dining set-ups that create personalized, unique memorable experiences. One of the most innovative examples of a reimagined dining space are the parklets outside of Funk 'n Waffles, Kitty Hoynes Irish Pub and Restaurant and Pastabilities.

The recipients of the Urban Innovation Award are the people and partners who made these experiences possible: SWBR Architects and volunteers at Parklets for the People including Matt Lupiani and Yang Song, a project architect and project designer at SWBR Architects respectively, as well as Stephen Rice, Kitty Hoynes maintenance supervisor; Maddi Mincozzi of Next Level Creative; Vincent Ryan of Keplinger Freeman & Associates Landscape Architecture; Kelly McDermitt-Wise, a landscape designer and gardening coach; and Michael John Heagerty, an entrepreneur and Wildflowers Armory founder.



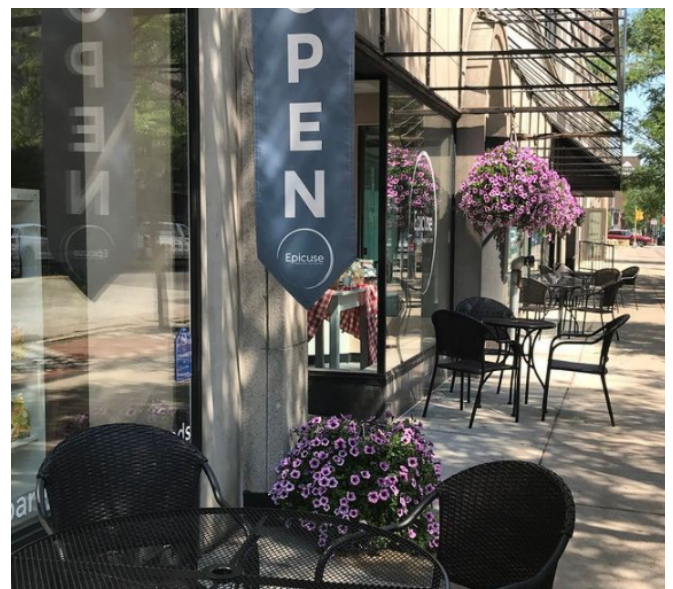
The Parklet outside Kitty Hoynes Irish Pub and Restaurant was a great place to enjoy downtown while social distancing. Photo courtesy of Kitty Hoynes.

Heart of Downtown

Recognizes an individual or an organization whose efforts actively contribute to the growth, vitality and overall appeal of downtown Syracuse.

Nicole Samolis — founder of Epicuse and Sky Armory — lives and works in the Heart of Downtown Syracuse. When Epicuse, a grocery store and cafe along South Salina Street celebrated its grand opening in November 2019, it was the first of its kind in downtown. Just four months later, the business was deemed essential in the pandemic, providing necessary and convenient goods for downtown residents. Epicuse and SKY Armory creatively pivoted in other ways to serve neighbors.

During the summer, Epicuse launched “Wine Down Wednesdays,” inviting downtown Syracuse residents, employees and visitors to catch up at its outdoor patio. In the winter, Samolis took a popular one-night event model — Night Market at Sky Armory — and extended it into a month-long holiday shopping experience through The Pop Up Shoppes at Sky Armory. Samolis is being recognized with this award because of her resilient spirit that contributes to a vibrant community.



Epicuse invited downtown Syracuse residents, employees and visitors to catch up at its outdoor patio last summer for “Wine Down Wednesdays.”

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.



Perfect Partner Award

Given for advocacy and commitment that positively impacts downtown Syracuse.

In September, Mower partnered with the Downtown Committee team to raise awareness about how members of the community can safely and responsibly return to their favorite places as part of the “Put the ‘U’ Back in Syracuse” campaign. Through a series of creative messages showcased on billboards and in digital advertising realms, as well as a socially distant scavenger hunt, “Put the ‘U’ Back in Syracuse” stirred momentum.

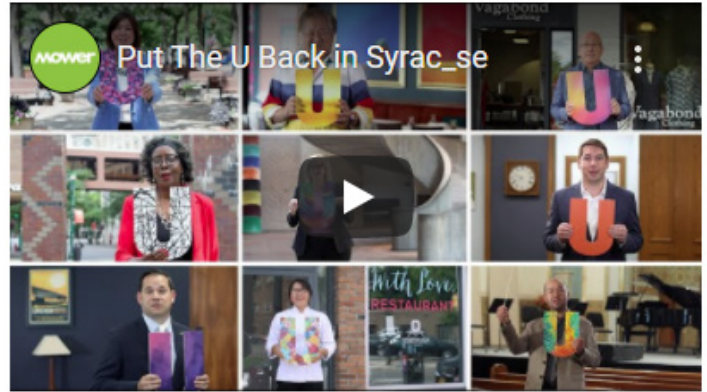
Several Perfect Partners made this possible. The creative concepts behind the campaign were developed by Mower, with Onondaga County, the City of Syracuse and Visit Syracuse supporting as part of the campaign steering committee. This campaign would not have been possible without the incredible partnership and support of 11 media partners who carried the community message across digital, print and social media channels and into the community’s households through donated advertising space.

Downtown’s Newsmakers

Acknowledging those generating a positive buzz during trying times in the community.

Since mid-March, 14 new businesses have opened in downtown Syracuse, demonstrating a belief in the community, and emerging as a symbol of resilience. The following new businesses are recipients of the Downtown Committee’s Newsmaker Award:

A Cador Project Optical & Concept; Alamo’s Wine and Liquor; Antique Underground; Bee Unique Gift Shop; Empire Syracuse Barbershop & Pub; Gypsy Freedom; Hand in Health Massage Therapy; Jessica Elizabeth Skincare; Paladino’s The Deli; Peace, Love, and Cupcakes; Pita Dream; Scottie D’s; Three Lives; and Vagabond Clothing (Women’s).



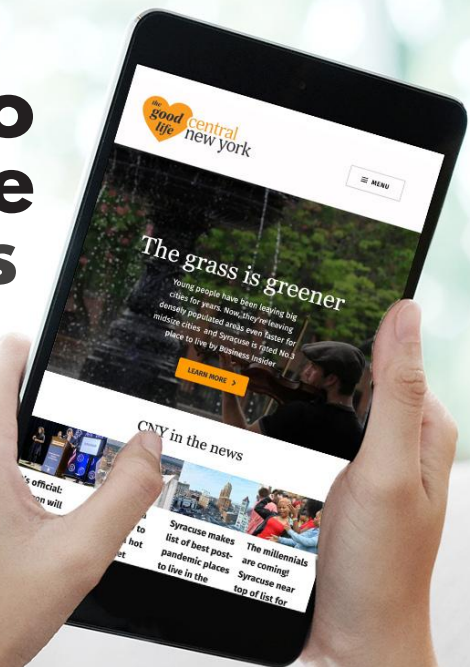
The “Put the ‘U’ Back in Syracuse” campaign encouraged the community to return to their favorite places in Syracuse safely and responsibly.

How to sell CNY's good life to your candidates

Visit www.GoodLifeCNY.com
For everything you need to market
Central New York
Contact Ben Sio to get involved
315.470.1838
Bsio@centerstateceo.com



A project of
CenterState CEO



CENTERSTATE CEO CELEBRATES 295 BUSINESSES AS 2020 ECONOMIC CHAMPIONS

CenterState CEO recognized 295 companies as 2020 Economic Champions for their collective hiring of more than 2,400 employees, nearly 5.6 million square feet of expansions and \$752 million in capital investments. A record 88 new businesses were recognized for opening their doors and 40 were highlighted for celebrating a milestone anniversary.

During the virtual Economic Champions celebration, CenterState CEO presented its Community Visionary Award, sponsored by Wegmans Food & Pharmacy, to the Allyn Family Foundation for embodying a vision of economic opportunity, and whose work has had a significant impact on community prosperity. The Allyn Foundation philanthropic philosophy is focused on achieving permanent social change. Among its many impacts, this year it advanced construction of the \$25 million Salt City Market, a mixed-use building at the crossroads of downtown Syracuse and the south east gateway that will include a food hall, mixed income housing, and office space for nonprofits and the foundation. The project creates opportunity for diverse entrepreneurs through its partnership with CenterState CEO's Up Start training program and provides them with physical space to launch their businesses.

This year's virtual event also recognized organizations that have demonstrated resilience and innovation during the COVID-19 pandemic. The accomplishments were celebrated virtually with CenterState CEO members, community leaders and guests. [See a complete list of the 2020 Economic Champions.](#)

CenterState CEO thanks the 2020 Economic Champions luncheon sponsors. Presenting: Fust Charles Chambers, LLP; Corporate: C&S Companies, CPS Recruitment, Lockheed Martin, National Grid, and SWBR; Community Visionary Award: Wegmans Food & Pharmacy; COVID-19 Innovation Excellence: AmeriCU Credit Union; COVID-19 Resilient Response: Dannible & McKee, LLP; Media: Central New York Business Journal, News Radio 570 WSYR Now on 106.9 FM, and Visual Technologies.

Watch Videos from the Virtual Event



Watch all the Economic Champions recognition videos highlighting just some of the 295 organizations recognized this year for: Business Beginnings; New Jobs, New Opportunities; Invest, Expand, Grow; and Milestones & Achievements.



Community Visionary Award, sponsored by Wegmans Food & Pharmacy, presented to the Allyn Family Foundation whose work achieving permanent social change, including construction of the Salt City Market complex, is making a significant impact on community prosperity.



Innovation Excellence recognitions, sponsored by AmeriCU, acknowledged businesses and organizations that made a significant innovation in 2020 in response to COVID-19 that contributed to growth or improved quality of life for the people of Central New York.



Resilient Response recognitions, sponsored by Dannible & McKee, acknowledged those that quickly adapted a product, service or program to respond to the COVID-19 crisis that exemplified its business resiliency and resulted in company growth or public benefit.

Staying Current: Hospitality Industry Information Updates, Investments and Brand Changes



As the hospitality industry continues to dramatically feel the impact of COVID-19 in the face of an ever-changing world, the team at Visit Syracuse has made it a priority to keep visitor information as current and accurate as possible.

Visitation to www.VisitSyracuse.com continues to increase, with year-over-year sessions almost fully recovered from a low mark in April 2020. As meeting and event planners, as well as leisure visitors, begin to think about future travel plans, a thorough audit of industry partners that appear on the site is progressing. While direct outreach is underway, partners are encouraged to review their listings and contact Melinda Young at myoung@visitsyracuse.com with updates.



Visit Syracuse is also promoting, through a variety of marketing efforts, new developments within the hospitality industry, including the following investments and brand changes:

- **Embassy Suites Carrier Circle:** full renovation and reopening.
- **Marriott Syracuse Downtown:** continued construction of additional rooms, for a new total of 315, and proposed reopening of the Rainbow Room as a steakhouse.
- Scholar Hotel (formerly the Genesee Grande) is now the **Collegian Hotel and Suites by Wyndham.**
- **Maplewood Suites Extended Stay** is now an IHG affiliate property.



New York UAS Test Site Completes its Most Technologically Complex Drone Operation to Date

The New York UAS Test Site at Griffiss International Airport in Rome, New York completed phase two of the Federal Aviation Administration’s (FAA) unmanned aircraft traffic management pilot program (UPP). UPP Phase Two (UPP2) showcased capabilities and services that will support safe, high-density unmanned aircraft systems (UAS), or drone, operations.

The capabilities demonstrated included: remote identification services that will allow observers to identify nearby UAS, detect and avoid technology to prevent collisions, and public safety operations — pushing the boundaries of unmanned aircraft systems and enhancing Central New York’s leadership in the booming UAS industry.



NUAIR Pilot Elise Hereth breaks down her drone after a day of testing.

More than 40 people from 13 organizations came together, both physically and virtually, to complete the work outlined in UPP2.

Three weeks of testing included more than 100 live and simulated flights of both manned and unmanned aircraft. The UPP2 team reached its goal of high-density urban drone operations, with a peak density of 18 aircraft (15 live and 3 simulations) in the air at the same time, within 0.2 square miles of airspace over downtown Rome.

New York state continues to invest and support Central New York’s surging UAS and advanced technology ecosystem. Support began in 2015 as part of Gov. Andrew Cuomo’s Upstate Revitalization Initiative, aptly named CNY Rising, which included an unprecedented \$35 million commitment for the creation of a UAS test corridor between Syracuse and Rome. Governor Cuomo announced the completion of the 50-mile UAS corridor in 2019. Thanks to these investments and others, Central New York continues its path of increasing jobs, regional wealth and UAS advancement.

Visit www.nuair.org/news to learn more about this momentous achievement.

EVENTS

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

CenterState CEO
2021 Economic Forecast
Thursday, January 28
9 to 10 a.m.

Virtual Presentation

Join CenterState CEO members, business leaders and executives for a virtual presentation of the region's 2021 Economic Forecast. Gary Keith, vice president and regional economist for M&T Bank, will present an overview of trends in the national and state economies, and their impact on the Central New York region.

Register by January 27 at
www.centerstateceo.com/events
or contact Lisa Metot at 315-470-1870 or
lmotot@centerstateceo.com.

Cost: \$20 for members, \$30 for non-members.

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The Central New York
BUSINESS JOURNAL

2021 Virtual Speed Networking, January 7

9 to 10:30 a.m.

Virtual event

Make new connections from the comfort of your home office.

Be prepared to engage in large and small group dialogue while building relationships with CenterState CEO and Greater Oswego-Fulton Chamber of Commerce members. Space is limited.

Please preregister — only one employee per company, per session.

Cost: members \$5; non-member \$10.



Understanding the New Stimulus Deal, January 7

1:30 to 2:30 p.m.

Virtual Event

Join CenterState CEO and federal representatives, Rep. John Katko and Sen. Chuck Schumer, for an overview of the new stimulus deal and what it could mean for local businesses.

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



Wellness Wednesdays: Nutrition & Stress, January 13

9 to 10 a.m.

Virtual Event

A registered dietitian from Kelly's Choice will walk through 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 will learn 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. Wellness Wednesdays are presented by Kelly's Choice each Wednesday in January starting January 13. Webinars will focus on members' wellness including physical wellness, mental wellness and nutrition.

Cost: \$10 for members; \$20 for non-members. Attendees must register to receive information on how to participate in the webinar.



Tech and Culture Gaming Tournament Featuring NBA 2k21, January 14

5 to 6:30 p.m.

Virtual Event

Ready to focus on the lucrative video game industry? Whether it's development, animation or testing software, the video game industry garnishes billions of dollars annually, and this number is only expected to rise in the future. Generation Next has partnered with Microsoft and Kinetic Consulting to illustrate how to break into this field with little to no experience. This event is designed to connect community members, who demonstrate a proficiency for tech work through gaming, with training and career opportunities in the tech sector. Participants will compete in a single elimination tournament featuring popular sports game NBA 2k21. Sponsored by JPMorgan Chase & Co.

Cost: Free. Attendees must register to watch the live stream through a provided Zoom link.



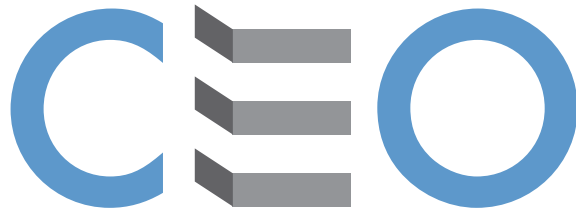
GREATER OSWEGO-FULTON CHAMBER OF COMMERCE EVENTS

GOFCC Annual Meeting, March 2021

Oswego County Restaurant Week, March 14-20

Look for updates at www.oswegofultonchamber.com.





**CENTERSTATE
CORPORATION FOR ECONOMIC OPPORTUNITY**