

AMAZON: WELCOMING 1,000 JOBS DURING THE ECONOMIC CRISIS

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Amazon’s announcement as tenant of the \$350 million, 3.8-million-square-foot state-of-the-art fulfillment center under construction in the town of Clay is a major economic win amid predominantly negative COVID-19 related economic news.

The project will bring 1,000 new full-time jobs to Central New York at a time when the economic crisis has driven the unemployment rate above 15%. It will also generate \$400 million of new payroll over 10 years. These jobs will pay a minimum of \$15 an hour for

some roles and higher wages for others, and include health insurance, 20 weeks of parental leave and other benefits. Amazon also offers education and training for its employees, even if those future opportunities aren’t at the Amazon facility.

CenterState CEO has long advocated for and pursued opportunities to draw a major warehouse and logistics facility to the region, given Central New York’s strategic location, available workforce and other warehouse and distribution assets. Further, Central New York’s Upstate Revitalization Initiative calls for investing in this industry, aligning job demand with available workers, addressing the skills gap, and locating jobs in proximity to public transit.

“The importance of creating good-paying, accessible jobs with a low barrier to entry for the un- and underemployed in our community was a critical part of the discussion with Amazon from the beginning,” said Rob Simpson, president of CenterState CEO. “Enabling more of our region’s available workforce to directly benefit from these employment opportunities, at a location connected to an existing Centro service line, are key measures to achieving that goal.”

CenterState CEO’s Work Train team has begun research on best practices in warehousing employment to ensure that the whole community is able to maximize opportunities for local residents to benefit from Amazon’s investment.



Photo courtesy of Amazon.

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COVID-19 BUSINESS RESOURCES

CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY

Stay up to date on relevant news and information on COVID-19-related business resources and CenterState CEO’s response efforts at www.centerstateceo.com/covid19resources.

Contact CEO’s team at support@centerstateceo.com with questions, information needs, or with resources or solutions you can deploy, particularly as more businesses reopen and resume operations.

GOVERNMENT RELATIONS



CenterState CEO Advocates for COVID-19 Relief and Business Resources

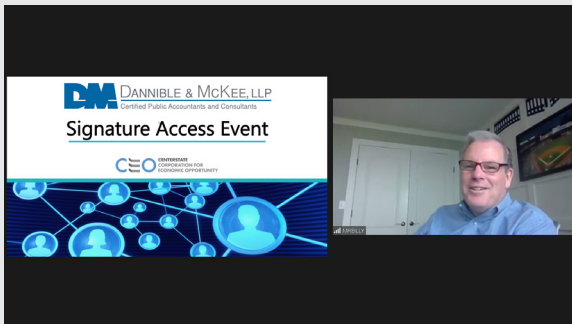
CenterState CEO continues its direct engagement with elected leaders in Albany and Washington for resources needed to ensure a safe and successful recovery, and facilitating opportunities for members to have their voices heard.

Jeff Knauss, president of Digital Hyve, in Syracuse, testified before a first-ever remote video hearing of multiple Assembly and State Senate committees to discuss COVID-19’s impact on businesses. The hearing, chaired by Assemblyman Al Stirpe and several of his colleagues from across the state, also examined the impacts of federal relief efforts on New York’s businesses as well as what legislation will be needed at the state level. Additional hearings were scheduled in late May with Vinny Lobbell, Jr, president of Healthway Family of Brands and CenterState CEO President Rob Simpson was invited to offer testimony.

Among CenterState CEO’s focal points:

- Federal relief for state and local governments. With large unbudgeted expenses and even larger revenue shortfalls due to the COVID-19 pandemic, direct relief is necessary for these levels of government to maintain vital services.
- COVID-19-related legislation in Albany, including:
 - Creation of direct IDA loans to small businesses and nonprofits during a declared health emergency, guaranteed by New York state. This legislation, sponsored by Assemblyman Stirpe and Senator Rachel May would permit easily accessible loans of up to \$25,000 during health emergencies.
 - COVID-19 liability for businesses. As communities and businesses work to recover from the pandemic, it’s important that operations not have undue liability burdens placed on them if they are following guidelines from state and local leaders.
 - Efforts to incentivize, promote and re-shore the production of critical supplies in New York. At the state and federal level, there are opportunities to drive new economic development and fortify supply chains for items necessary to respond to national emergencies.

CenterState CEO will continue to advocate in Albany and Washington for these measures and new strategies to drive inclusive growth and a sustainable recovery for the region. Questions or issues regarding these advocacy efforts may be directed to Kevin Schwab, vice president of public policy and government relations, at kschwab@centerstateceo.com or 315-470-1944.



Mike Reilly, Dannible & McKee, LLP, during May’s Signature Access event.

Dannible & McKee Signature Access Event

CenterState CEO members recently participated in the Signature Access Event, sponsored by Dannible & McKee, LLP. After hearing from CenterState CEO President Rob Simpson, participants took advantage of targeted networking conversations with fellow business leaders during virtual breakout sessions. Signature Access Events bring invitation-only programming to CenterState CEO Investors, Executive Partners and Corporate Partners, and their guests.

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NEW YORK FORWARD REOPENING PLAN: WHAT BUSINESSES NEED TO KNOW

New York Forward is Gov. Andrew Cuomo's phased plan for reopening the state. The plan focuses on getting people back to work and easing social isolation without triggering renewed spread of the virus or overwhelming the hospital system. Under the plan, the state will reopen on a regional basis as each region meets the criteria necessary to protect public health as businesses reopen. Central New York began reopening last month.

Businesses should review the following as they reopen:

Industries Phased Reopening - Current list of industries that are able to restart operations under each phase.

<https://on.ny.gov/3guSc5V>

Reopening Lookup Tool - Businesses can input the location and nature of their operations to determine if their business is eligible to reopen. The tool provides the relevant guidance materials for reopening safely, and the public health and safety standards with which the business must comply. The tool can be used for both essential and non-essential businesses. <https://on.ny.gov/2TMT1NQ>

Detailed Guidelines - To begin reopening, businesses need to review the state's guidelines specific to their industry, and provide a digital signature affirming they have read and understand the document. <https://on.ny.gov/36OBKcp>

Safety Plan Template - Businesses reopening must develop a written safety plan by filling out a provided template or developing their own safety plan. <https://on.ny.gov/2Be9yUB>

ESD FAQs - Empire State Development has issued Frequently Asked Questions (FAQ) on New York Forward and Business reopening.

<https://esd.ny.gov/nyforward-faq>

Criteria for Regions to Open - The state has issued metrics to guide determinations on regional reopenings.

<https://forward.ny.gov/metrics-guide-reopening-new-york>

Regional Monitoring Dashboard - Communities can track progress toward reopening. <https://on.ny.gov/3cbBS6P>

CenterState CEO has also prepared a comprehensive Back to Business Reopening Toolkit, www.centerstateceo.com/re-openingtoolkit and a one-page overview checklist – a new free resource to guide businesses as they develop reopening plans as required by the state. See page 6 for more details. For questions about reopening, contact support@centerstateceo.com.

The screenshot shows the top navigation bar of the New York State website with the logo and links for Services, News, Government, and Local. Below this is a dark blue header for the 'New York Forward Business Reopening Lookup Tool'. The main content area has a large blue heading for the tool. The text explains that businesses in each region will be able to re-open in phases, with essential businesses remaining open. It notes that guidelines apply to both non-essential businesses in permitted regions and essential businesses throughout the state. Eligibility is determined by health metrics for each region. The tool helps determine if a business is eligible to reopen and the standards it must follow. A 'Get Started' button is provided at the bottom of the text block.

Businesses can use the state's lookup tool for guidance on when their industry can reopen. Access the tool here: <https://on.ny.gov/2TMT1NQ>

PHASE 2 COVID-19 BUSINESS IMPACT SURVEY RESULTS

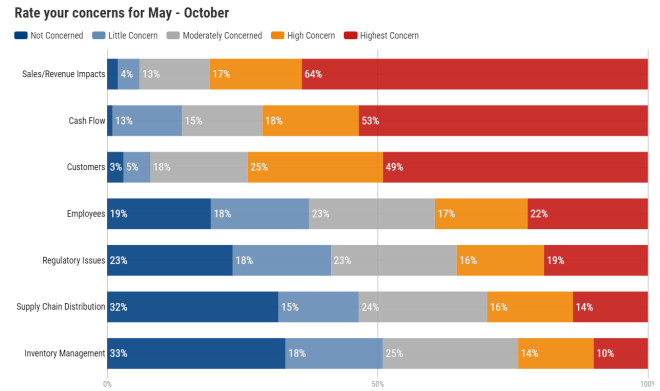
More than 140 Phase 2 COVID-19 Business Impact Survey responses were received between April 8 and April 30, updating CenterState CEO with additional critical, real-time insights into the disruptions businesses and nonprofits are experiencing.

Among the Phase 2 results, the survey shows sales, cash flow and customers continue to be top concerns for business leaders, but with concerns easing since April 8. Fewer respondents ranked these aspects of their business as the highest level of concern.

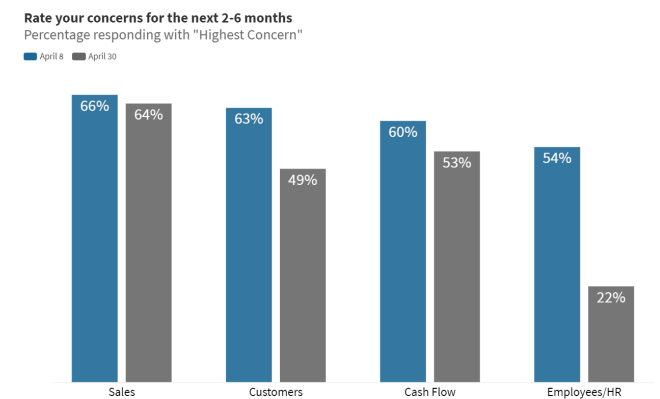
Business leaders were asked to rank their level of concern for COVID-19 impacts on critical aspects of their business. Sixty-four percent of business leaders gave a ranking of "highest concern" for sales and revenue, compared to 66% in the Phase 1 survey, indicating that sales and revenue remain a top concern for businesses. Business leaders in the Phase 2 survey are less worried about cash flow than in those surveyed earlier, but this worry is now greater than concern surrounding customers.

Concerns ranked "highest" regarding customers dropped from 63% to 49% in the Phase 2 survey, indicating lower levels of concern about customers. Mostly significantly, those who say that employees and human resources concerns are at the highest level decreased from 54% in the first survey to 22% in the Phase 2 survey.

This data continues to inform CEO's response efforts and guides conversations with elected officials at every level. The survey results represent a cross-section of industries and a broad range of company sizes. The full results of the Phase 2 survey are posted at www.centerstateceo.com/news-events/ceo-news.



Source: CenterState CEO Covid-19 Business Survey - Results: 4/9/2020 - 4/30/2020, N = 150

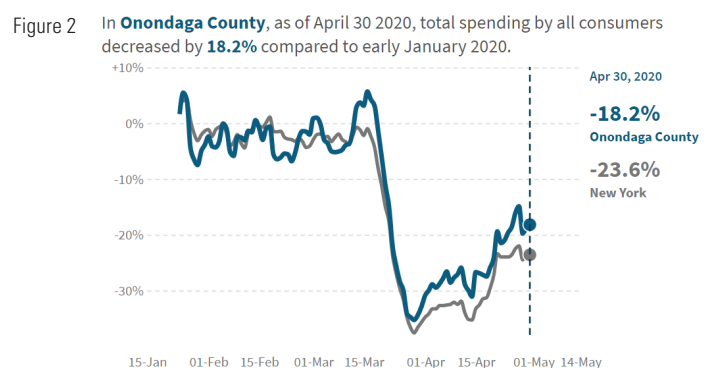
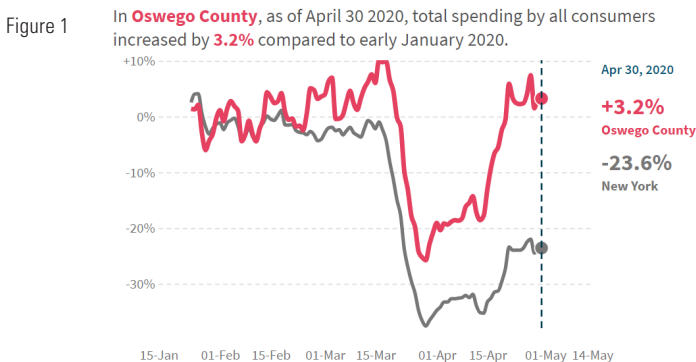


ECONOMIC INDICATOR ILLUSTRATES CONSUMER SPENDING SINCE START OF COVID-19 OUTBREAK

The Opportunity Insights Economic Tracker showed consumer spending increased by more than 10% in Onondaga County following the passage of economic stimulus bills in early April. Consumer spending is down nearly 18.2% in Onondaga County since January 20 (first U.S. COVID-19 case), compared to -23.6% for all of New York state. Figure 1 shows Oswego County is one of only two counties in New York state to have an increase in consumer spending since January 20. Figure 2 indicates that although spending fell in line with all of New York following school closures and stay-at-home orders, it has rebounded with the stimulus to slightly higher levels than on January 20.

The Opportunity Insights Economic Tracker is a real-time data set available through Brown University. The tracker provides the most current economic data, and pulls from multiple public and private sector sources to present a daily picture of economic activity, much of it at the county level.

CenterState CEO uses the tracker along with publicly available government data sources and local surveys to monitor economic change.



STIMULUS RESOURCES STILL AVAILABLE: APPLY FOR PPP BY JUNE 30

Forgiveness applications for the SBA's Paycheck Protection Program are due by June 30. Small business borrowers can review how to apply for forgiveness of their PPP loans at <https://bit.ly/2ZpXWrv>, consistent with the CARES Act, at the conclusion of the eight-week covered period that begins with the disbursement of their loans.

The PPP Loan Forgiveness Calculation Form and instructions include several measures to reduce compliance burdens and simplify the process for borrowers, including:

- Options for borrowers to calculate payroll costs using an "alternative payroll covered period" that aligns with borrowers' regular payroll cycles.
- Flexibility to include eligible payroll and non-payroll expenses paid or incurred during the eight-week period after receiving the PPP loan.
- Step-by-step instructions on how to perform the calculations required by the CARES Act to confirm eligibility for loan forgiveness.
- Borrower-friendly implementation of statutory exemptions from loan forgiveness reduction based on rehiring by June 30.
- Addition of a new exemption from the loan forgiveness reduction for borrowers who have made a good-faith, written offer to rehire workers that was declined.

As many regulations pertaining to the program are still forthcoming, additional guidance is expected. CenterState CEO will continue to update its COVID-19 Business Resources page as information develops, <http://centerstateceo.com/covid19resources>.



SBA Paycheck Protection Program Quick Links

SBA's Paycheck Protection Program:

<https://bit.ly/CEO-PPP>

Loan forgiveness application:

<https://bit.ly/2ZpXWrv>

Participating SBA lenders:

<https://bit.ly/CEO-LENDERS>

SBA's PPP FAQs:

<https://bit.ly/3cX4zoX>

AMAZON *continued from front page*

Additionally, the project will generate \$28 million in new tax revenue for local municipalities, all the more critical to maintaining local municipal operations given current projected tax shortfalls resulting from COVID-19. It is also expected that the project will lead to other opportunities for new investment and jobs that are a direct spinoff from Amazon's investment.

"I'm proud of the role that CenterState CEO has played to help bring this project to fruition, and I am incredibly grateful to our community partners — particularly County Executive Ryan McMahon — who rallied around this opportunity with unified vision and commitment," said Simpson. "Collectively, we endeavored to learn and de-conflict the potential challenges projects like these often face and established our community as a committed partner. Our ability to demonstrate a strong local team unified in its support of the project and working toward a shared vision helped ensure our success."



Photo courtesy of Amazon.

CENTERSTATE CEO'S FREE TOOLKIT OFFERS REOPENING STRATEGIES FOR BUSINESSES

CenterState CEO has launched a Back to Business Reopening Toolkit: www.centerstateceo.com/Reopeningtoolkit, to assist businesses in safely returning to on-site operations in accordance with state guidance.

New York state requires businesses to develop plans to protect employees and consumers, make the physical work space safer and implement processes that lower risk of infection in the business. CEO's toolkit provides recommendations and procedures for developing safe, effective and thorough reopening plans, including preopening, operational and strategic considerations. In addition to the comprehensive online toolkit, a one-page Reopening Overview <https://bit.ly/2TwZkEO> provides a high-level checklist of things businesses should consider.

"There is both an opportunity and challenge with preparing your business and workforce to interact with customers under an entirely different set of circumstances," said CenterState CEO Senior Vice President of Business Development Andrew Fish. "From thinking about placing orders for protective equipment and signage, to providing new training for employees, to immediate and longer term strategic considerations, the toolkit intends to offer a detailed look at the many factors impacting business operations in the current and post-COVID-19 crisis."

The toolkit guidance is intended for informational and planning purposes only. All businesses should also refer to CDC guidance, Gov. Andrew Cuomo's New York Forward reopening guidelines, and local authorities for the phased reopening of industries, and current health and safety protocols.

For questions about the toolkit or to share feedback, contact: support@centerstateceo.com.

BACK TO BUSINESS RE-OPENING TOOLKIT



Toolkit Connections

With a focus on its members, CenterState CEO is identifying local providers of products and resources to assist businesses as they begin to return to onsite operations, develop their reopening plans, and ensure the safety of their employees, customers and clients. Ten listings are linked within the toolkit to provide connections to these businesses:

Building Management & HVAC System Services

<https://bit.ly/2WRyXvr>

Communications, Advertising, Marketing & Printing

<https://bit.ly/2LP7T9I>

Financial Services

<https://bit.ly/3bYC1dw>

Human Resources, Human Services & Employee Relations

<https://bit.ly/3c1dJzO>

Janitorial Services & Cleaning Supplies

<https://bit.ly/3ebf9Jn>

Office Furniture, Interior Design & Signage

<https://bit.ly/3gcHWiz>

PPE & Critical Supplies

<https://bit.ly/3ebdK5E>

Retirement & Financial Advisors

<https://bit.ly/36kf1oe>

Telecommunications & IT Tech Support

<https://bit.ly/2LQo5rt>

Travel

<https://bit.ly/2Tuf5wd>

CEO HELPS HEALTHWAY NAVIGATE RELIEF PROGRAMS TO MEET PANDEMIC DEMANDS

At the outbreak of the COVID-19 crisis, CenterState CEO Member Healthway Family of Brands in Pulaski, New York, experienced skyrocketing demand for its air cleaning and purification products. Working with CEO's Business Development team, Healthway successfully applied for grant funding and employment tax credits to support the expansion of its manufacturing facility and new employment needs.

Since 2004, Healthway has manufactured purification machines that provide solutions for removing particles, bacteria, mold, viruses, volatile organic compounds and other pollutants as small as .007 microns from the air. Initially, Healthway manufactured machines as an original equipment manufacturer. In 2004, Healthway introduced its Disinfectant Filtration System (DFS) technology into machines bearing the Healthway Brand. Presently, the Healthway Family of Brands can provide indoor air quality solutions for any indoor space from the size of a small room to a multi-floor commercial building.

The Business Development team coordinated information needs for Empire State Development's application process, provided regional economic information and guidance on strategic responses. In addition, Business Development staff partnered with Healthway's leadership to draft responses to quickly and accurately complete the application and meet ESD's approval deadline.

For assistance with COVID-19-related business impacts, contact support@centerstateceo.com.



Healthway Family of Brands' workers build purification machines, pre-pandemic. Photo courtesy of Healthway.

PROVIDER LIST OF PPE & OTHER CRITICAL SUPPLIES NOW AVAILABLE

As part of its Back to Business Reopening Toolkit, www.centerstateceo.com/Re-openingtoolkit, CenterState CEO is identifying companies that can provide critical personal protective equipment (PPE) and other supplies as businesses begin to return to on-site operations, while ensuring the safety of their employees, customers and clients.

A listing of local providers of PPE and other supplies is available at <https://bit.ly/3ebdK5E>. These companies are selling: protective surgical masks/surgical gowns; N95/KN95 masks; hand sanitizer; eye/face shields; cleaning and disinfecting supplies/services; partitions/containment solutions; or offering critical services, such as coronavirus testing.

CenterState CEO continues to seek local sources of PPE and other supplies to assist businesses and their employees.

Companies able to supply or make personal protective equipment (PPE) and are interested in donating or selling it locally are asked to contact CenterState CEO with details on the type of PPE you have to offer. Please also let CEO know if you are an essential business trying to acquire PPE for your workforce, including the types and quantities needed by contacting David Mankiewicz at dmankiewicz@centerstateceo.com.



GENERATION NEXT'S CNY LIVE EVENT BRINGS COMMUNITY TOGETHER

Generation Next, CenterState CEO's new initiative to attract and retain diverse young talent in Syracuse, recently partnered with OneGroup to present CNY LIVE, an online event celebrating the essential workers, businesses and organizations keeping the community running during the COVID-19 epidemic. Community members submitted words of support and performances, which were featured during the event. More than 250 people viewed the event live. While most viewers were from Central New York, the event also reached viewers in New Jersey; Nashville, Tennessee; Florida; Ohio; Los Angeles, California; and Portland, Oregon. A replay of the event can be viewed on CenterState CEO's YouTube page at https://youtu.be/_RISumXoaeU.



The idea for CNY LIVE grew from discussions during OneGroup's monthly Leadership Forum. CenterState CEO's Economic Inclusion team, including Economic Inclusion Fellow Marcus Webb, a 2020 graduate of Syracuse University, worked with Black Cub Productions and CLLCTVE, Generation Next firms, to produce the event. This collaboration is an example of how Generation Next creates opportunities for young professionals living and working in the region. For more information on Generation Next contact Dr. Juhanna Rogers at generationnext@centerstateceo.com.

UP START ADMINISTERING NEW SYRACUSE SMALL BUSINESS EMERGENCY RELIEF GRANT PROGRAM

CenterState CEO's Up Start program recently partnered with KeyBank Boost and Build, powered by JumpStart, to deploy \$150,000 in emergency relief funding to small businesses in Onondaga County. The Syracuse Small Business Emergency Relief Grant Program fills gaps in available emergency relief funding for woman- and minority-owned businesses, while also providing wrap-around services in the form of technical assistance and one-on-one business consultation through the C.U.S.E. Collaborative.



More than 200 applications were received from businesses in the health and wellness, service, hospitality, and lifestyle industries. A committee including KeyBank, CenterState CEO staff and C.U.S.E. Collaborative partners are reviewing applications. Grants of up to \$5,000 per business will be awarded while funds last, with prioritization toward Boost and Build program participants, businesses that have been unable to access federal relief funding sources, and those demonstrating entrepreneurial resolve in the face of crisis.

For more information on the Syracuse Small Business Emergency Relief Grant Program, contact Clara Cedeno at ccedeno@centerstateceo.com.

HEALTH TRAIN PILOTING AN ONLINE PROGRAM

Due to COVID-19, many Work Train partners had to put their job training programs on hold, however employers are still hiring. There are currently hundreds of open jobs in health care locally. In order to continue to serve employers and jobseekers, Work Train is partnering with SUNY EOC and CNY Works to create an online Health Train program.

The class will run daily for two weeks. Students will be responsible to attend online classes in the morning. This will be supplemented by independent work on the Metrix platform, resume development and application support taking place in the afternoon. Students will have access to financial and legal support through a class session with Cooperative Federal and remote one-on-one counseling with the Volunteer Lawyer Project.

The new program model, which was piloted in May, will build on the existing job readiness curriculum and Certified Nursing Assistant career path, adding training on COVID-related health and safety issues and introducing career pathways in environmental and nutritional departments.

For more information on Health Train, contact Meghan Durso at mdurso@centerstateceo.com.

CENTERSTATE CEO MEMBERS MAXIMIZE VIRTUAL EVENTS

CenterState CEO introduced a new Roundtable Series to its collection of webinars, virtual networking, professional development and business tactics events. These virtual interactions have drawn more than 3,000 participants since businesses shut down or started working remotely in March.

The Roundtable Series – Nonprofits: Sharing Strategies for Serving the Community During a Crisis – was capped at 25 to provide participants a meeting place to discuss challenges and successes during the pandemic. The conversation was led by Dr. Chris Allen, president and executive coach with Insight Business Works.

The Webinar Series drew nearly 400 attendees in May. Topics included: Modeling Future Impacts of the Coronavirus in CNY; Reopening CNY’s Economy and Your Business; Keeping Workers Safe as Businesses Reopen: Lessons from the Front Line; and New York Federal Reserve Update and Economic Outlook.

The Networking Series featured, CEO Virtual Speed Networking with a Twist; a Tech and Culture Happy Hour; and the GOFCC Business After Hours with a Virtual Twist. More than 50 members attended.

The Business Tactics Series featured, So You Want to Start a Podcast?; Navigating Your Brand to Survive and Thrive in Challenging Times; and Using PPP to Your Business’ Greatest Advantage.

One of May’s highlights was Generations Next’s CNY LIVE: Home. Safe. Together. event, presented by CenterState CEO and OneGroup. More than 300 viewers enjoyed a community celebration of essential workers and businesses that included performances from Symphoria and Syracuse Stage; business owner profiles; and recognition of the region’s 2020 graduates.

Rounding out the month were professional development opportunities: Leading with Agility and Purpose by Ralph Simone of Emergent; Control the Uncontrollable: Navigate Your Business During the Pandemic by Arel Moodie; Pragmatic & Altruistic Leadership During COVID-19 by Dr. Kim Townsend at Loretto; and two Sales Training Webinars by Sandler Sales Training.

Stay up to date on CenterState CEO events at www.centerstateceo.com/events.



Drawing nearly 100 attendees, Arel Moodie challenges attendees to reflect on their personal and professional routines to address what they can control. Check out Moodie’s presentation and others at www.youtube.com/CenterStateCEO.

CENTERSTATE CEO MEMBERS RECOGNIZED FOR WORKPLACE & BUSINESS EXCELLENCE

CenterState CEO members are among Central New York’s Best Places to Work for 2020. This award was created by BizEventz and sponsored by the CNY Business Journal to identify, recognize and honor the top companies that offer the best places of employment in Central New York, thereby benefiting the state’s economy, workforce and business environment.



In addition, two CEO members made Inc.’s Best Workplaces of 2020: Bankers Healthcare Group and Terakeet. Inc.’s results are based on a survey of how workers feel about their employers. Special congratulations to Terakeet for making both lists.

CenterState CEO Members Named as 2020 CNY Best Places to Work Recipients:

Under 10 Employees

- Nave Law Firm
- Secure Network Technologies, Inc.

10 to 50 Employees

- Advanced Business Systems, Inc.
- Appel Osborne Landscape Architecture
- BME-Business Machines & Equipment, Inc.
- Digital Hyve
- Gardner Capparelli
- HOLT Architects
- iV4

- JAS Recruitment
- N.K. BHANDARI Architecture and Engineering PC
- Oswego County FCU
- Rockbridge Investment Management
- Seneca Savings
- Site-Seeker, Inc
- United Way of Central New York, Inc.
- Westelcom

51 to 100 Employees

- Bowers & Company CPAs
- Dannible & McKee, LLP

- Environmental Design and Research
- Reagan Companies
- The Bonadio Group
- Usherwood Office Technology

100+ Employees

- Assured Information Security AIS
- Bankers Healthcare Group
- Driver’s Village
- NBT Bank
- Syracuse Orthopedic Specialists
- Terakeet
- Thompson & Johnson Equipment Co. Inc.



Listen to The Tech Garden's New Podcast About Local Startups in CNY

The Tech Garden recently launched its new podcast, "Making It Happen," now available on all streaming platforms. Hear the stories behind building a tech startup outside Silicon Valley from local startups. You can learn more and listen to the podcast at www.thetechgarden.com/makingithappen. Current episodes include stories from Spincar, Density, Dropcopter, Imajion, Geopipe and ResilienX.



WexEnergy Wins The New York Community Trust Impact Prize to Help Reduce Carbon Emissions in Cities

WexEnergy, a Clean Tech Center participant developing energy-saving window retrofit solutions for residential, institutional and commercial buildings, was awarded The New York Community Trust Impact Prize to help reduce carbon emissions in cities. The Urban Future Prize Competition showcases the world's most revolutionary cleantech innovations. The event was held online by its Urban Future Lab – New York City's longest-running cleantech incubator program, which is funded by the New York State Energy Research and Development Authority (NYSERDA). To learn more, visit www.wexenergy.com.

EagleHawk Begins Drone-Enabled Disinfectant Spray Operations to Help Combat COVID-19 Spread

EagleHawk, a GENIUS NY finalist and current TTG member, has engineered a safe, effective and efficient process for disinfecting large areas against COVID-19, using drones. Last month, the company started testing at the Upstate Medical University Arena at Onondaga County War Memorial. EagleHawk is currently spraying at large stadiums and facilities across the country. To learn more, visit www.eaglehawk.io/drone-enabled-disinfectant-spraying.



Grants for Growth Helps Sound Reading Solutions Offer Free Online Reading Programs to Schools

Sound Reading Solutions is an online reading intervention program focused on building underlying speech, language and listening skills. The company is doing its part during COVID-19 by providing online reading programs to schools for free until August 31, 2020. Sound Reading Solutions supports school districts across the United States and Mexico, including New York City, Chicago and Atlanta. Sound Reading Solutions has been a member of The Tech Garden since 2015 and gained funding through Grants for Growth. The Cornell-based company has been helping children to develop reading skills since 2003 out of its offices in Ithaca, New York. Interested schools should contact Sound Reading Solutions at 800-801-1954, www.soundreading.com or info@soundreading.com.

SAVE
THE
DATE



GENIUS NY Finals Night Set for September 17

Finals Night is set for Thursday, September 17. The five current GENIUS NY teams will pitch live for a chance at the \$1 million grand prize. More information coming soon!



GENIUS NY

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GOFCC FARMERS MARKETS EMBRACE “PRE-ORDER TO PICK UP”



The Greater Oswego-Fulton Chamber of Commerce (GOFCC) will offer a “Pre-order to Pick up” Farmers Market in June for the 2020 Oswego-Fulton Farmers Market, presented by Oswego Health. The GOFCC developed a two-phased approach to launch the markets in both communities as a result of ongoing regulations due to COVID-19.

Through collaborations with Oswego Health, The Oswego YMCA, The Fulton YMCA and the Richard S. Shineman Foundation, the 2020 markets will promote patron safety while supporting local farmers.

“The safety of our staff, volunteers, vendors and patrons is our priority during these unprecedented times,” said GOFCC Executive Director Katie Toomey. “Our team developed a plan that includes COVID-19 safety protocols and procedures, to ensure this long-standing tradition takes place. This would not be possible without the support of our presenting sponsor Oswego Health, donations from the Richard S. Shineman Foundation and the generous support of the Oswego and Fulton YMCAs, which will act as pickup locations and provide staff during phase one of our market roll out.”

In June, the Oswego and Fulton YMCAs will act as drop off locations during abbreviated Thursday afternoon and Saturday morning pickup hours. Oswego and Fulton YMCA employees will assist GOFCC staff during designated pickup hours. The GOFCC will provide an online list with direct links to farm vendors’ contact information. Patrons are encouraged to contact farms ahead of time, but pre-ordering is not required.

The format will allow shoppers to pick up produce in a crowd-controlled environment. Patrons will be directed by GOFCC and YMCA staff to leave upon purchasing food. Additional precautions include sign in, social distancing, hand washing and personal protective equipment.

GOFCC “Traditional Market” July 2020 – October 2020

Beginning Thursday, July 12 in Oswego (West 1st Street) and Saturday, July 14 in Fulton (Canal Landing Parking Lot), the markets will move to their traditional locations. Market times will be announced later. Patrons will be directed by market staff to leave upon purchasing food. As with phase one, sign in, social distancing, hand washing and personal protective equipment protocols will be enforced at all times. Customers will not be allowed to touch produce and vendors will be socially distanced.

Learn more at www.OswegoFultonChamber.com or contact sbroadwell@oswegofultonchamber.com.

GOFCC Farmers Markets, Pre-order to Pick Up

Oswego Market Pick Up:

Oswego YMCA, 265 W. 1st St.
3 to 5 p.m., June 4, 11, 18 & 25

Fulton Market Pick Up:

Fulton YMCA, 715 W. Broadway
10 a.m. to noon, June 6, 13, 20 & 27



The GOFCC collaborated with the Oswego and Fulton YMCAs and the Richard S. Shineman Foundation to develop COVID-19 related safety protocols and procedures for the 2020 Oswego-Fulton Farmers Markets, presented by Oswego Health. File photo.

MEMBER MILESTONES

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

45 YEARS

Northwestern Mutual

40 YEARS

BOUSQUET HOLSTEIN PLLC
Cooley Group, Inc.

35 YEARS

Hansen QP

20 YEARS

On Point for College, Inc.
Urist Financial and Retirement Planning
CNY SHRM

15 YEARS

Holiday Inn Express Syracuse/Fairgrounds

10 YEARS

Environmental Design & Research, Landscape
Architecture, Engineering & Environmental
Services, D.P.C.
SWBR
FASTSIGNS

5 YEARS

Cayuga Community College
S.S.P. Manufacturing (Selflock Screw Products)
The Lab Creative, LLC

Keep an Open Mind

As news of a phased reopening continues to dominate the airwaves, it has become more and more apparent that the immediate future holds certain limitations in the area of leisure and recreational activities. As of this writing, low-risk activities including tennis; non-motorized boat use and rentals such as row boats, kayaks, and canoes; along with golf courses and driving ranges, are considered safe within the guidance for essential businesses released by Empire State Development. With a commitment to highlight both virtual and real-time leisure experiences as they become available, Visit Syracuse continues to keep its growing number of social media followers current and up-to-date with weekly ideas emphasizing the importance of leisure activity during this most unusual time.

With today's added stresses, it's more essential than ever to remember the importance of physical and mental health. With that in mind, the team at Visit Syracuse encourages everyone to follow them on Facebook, Instagram and Twitter for some fun and interesting ideas to recharge one's batteries.

Spring has arrived. Many area garden centers are offering curbside pickup and/or are welcoming customers back into their retail stores, greenhouses and nurseries with safety measures in place. Having (or learning to have) a green thumb allows for increased creativity, and the end result could be beautiful, delicious or both!

Motivation can be challenging, but working out at home creates a judgement-free zone. Regardless of pace or level of experience, no one is watching that new yoga stretch or ab workout, except maybe the dog, so take advantage of this time to uplift your spirits.

Remember how carefree it was to color outside the lines? Coloring as an adult has been proven to ease anxiety. Unplug from technology and allow those creative juices to flow. Local artist Issac Bidwell, is offering this **downloadable coloring book**, <https://bit.ly/3c5VyZv>, free of charge.

Whether discovering new virtual experiences, venturing out to partake in approved recreational activities, or finding ways to make the new normal enjoyable, when your appetite calls, Visit Syracuse encourages everyone to continue to support the delicious local takeout available at the area's restaurants, and stay Syracuse Strong!

\$1.6 MILLION CONTRACT TO DRONE INTEGRATION WORK

The Federal Aviation Administration (FAA) recently awarded a \$1.6 million contract that will advance unmanned traffic management (UTM) at the New York Unmanned Aircraft Systems (UAS) Test Site. CAL Analytics will lead a team of five commercial companies, in partnership with NUAIR and Oneida County, to develop and test a single, integrated contingency management platform (CMP) technology to address specific safety and risk mitigation concerns for operating unmanned systems in the national airspace.

Cyber-physical systems-of-systems, like UTM, rely on a multitude of data from various sources to make decisions, often with real-world safety implications. The CMP will offer important protection protocols and situational awareness, alerting operators of faults, failures and severe weather to help ensure the safe flight of all unmanned aircraft.

CAL Analytics will lead system integration among:

- Monitoring and mitigation software from **ResilienX***, of Syracuse, New York.
- Cybersecurity software provided by **Assured Information Security (AIS)***, of Rome, New York.
- Situational awareness display systems from Kongsberg Geospatial, of Ottawa, Ontario.
- Micro-weather services from **TruWeather***, of Syracuse, New York.

***CenterState CEO members**

Validation testing will be managed by NUAIR, which manages operations at the Oneida County-owned New York UAS Test Site at Griffiss International Airport in Rome, NY, one of just seven FAA-designated UAS test sites in the United States. The team will also leverage the state's 50-mile UAS Corridor installed with radars and advanced technologies to facilitate advanced drone operations.

The contract is part of the FAA's efforts to perform vital drone integration safety work at the FAA's federally designated UAS test sites. The project was awarded after a competitive acquisition process and intended for "qualified companies who can work at FAA UAS testing sites to forward essential integration technologies such as sense and avoid capabilities, geofencing and unmanned traffic management."





How to Support Downtown Syracuse

As the community continues to work together to #StoptheSpread of COVID-19, the Downtown Committee keeps its constituents informed about how it can continue to support and engage with downtown businesses. The Downtown Committee is sending its newsletter on Tuesdays and Thursdays, providing updates on business offerings, specials and opportunities to virtually engage. To subscribe, email mail@DowntownSyracuse.com. For real-time updates, follow the Downtown Committee on social media and check its website, <http://DowntownSyracuse.com>.

Four Ways to Support Local Businesses:

1. Order takeout and delivery from local restaurants and bars. Visit <http://DowntownSyracuse.com> for a list of the opportunities available downtown.
2. Buy gift cards to your favorite salons, stores and/or restaurants.
3. Purchase memberships and avoid canceling existing memberships.
4. Leave positive online reviews for your favorite businesses.

Downtown Farmers Market Returns to Clinton Square

The Downtown Farmers Market will return for its 47th season this month. Every Tuesday, rain or shine, June 9 through October 13*, the region's best farmers and produce dealers set up shop 9 a.m. to 3 p.m. in Clinton Square. This season, the Downtown Committee is following guidance provided by New York state in response to COVID-19 and implementing new safety protocols to support the health of farmers and guests. Keep up with all market happenings by subscribing to the electronic Downtown Farmers Market newsletter, distributed every Monday during the market season. Email mail@downtownsyracuse.com to subscribe. *All events are subject to change. Check <https://downtownsyracuse.com> for the most up-to-date details.



Three Things to Smile About

Downtown Back in Bloom: As New York state transitions from Pause to Back to Business, hundreds of flower baskets dress downtown Syracuse streets to welcome summer and businesses reopening. The hanging flower basket program is part of the Downtown Committee's overall beautification efforts and is supported by more than 50 downtown friends, businesses and property owners.

Outdoor Dining Season: As Central New York moves through the phases of reopening, the community is encouraged to get creative when it comes to dining al fresco. The Downtown Committee suggests ordering food from a favorite restaurant, and enjoying lunch sitting fountain-side – Clinton Square, Hanover Square and Columbus Circle provide fabulous backdrops – or park-side in one of downtown's greenspaces. Order dinner to go, bring a blanket and have a picnic!

The Hum of Construction: Right now, \$125 million in construction projects are happening in downtown Syracuse. Work on 426 apartment units is also underway.



Patrons pick up to-go orders from Eden, a restaurant in downtown Syracuse's Hanover Square.

CENTERSTATE CEO ECONOMIC CHAMPION

Xyfection

Established in 2018, Xyfection is a Syracuse-based firm offering electrostatic disinfection services to commercial, industrial, municipal and select residential customers across Upstate New York. Founder Robert Blount's CleanStart Systems company and associated franchises have served the Upstate region for 35 years. Today, Xyfection employs 12 full-time disinfection technicians, project estimators and staff.

Experiencing a significant uptick in demand for its services resulting from the COVID-19 pandemic, Xyfection is well-positioned for growth in this era of heightened need for disinfected public, work and living spaces. Customers include Upstate Medical University Arena at Onondaga County War Memorial, Onondaga County, AmeriCU FCU, Empower FCU and Auburn Memorial Hospital.

Using the concept of electrostatic disinfection – a no-touch process that involves spraying and enveloping furnishings, equipment and other surfaces with a safe, odorless and electrostatically charged disinfectant – Xyfection effectively eliminates and stops the transition of pathogens that cause illnesses like influenza, MRSA, HIV, Staph and C-Dificile.

The system's other benefits include quick application; reduced cleaning supplies compared to traditional "mop, spray, and wipe" techniques; and a choice of EPA-listed disinfecting agents ranging from botanical ingredients to hospital/veterinary-strength compositions.

"We have enormous sympathy for the countless companies and organizations who've closed due to the coronavirus outbreak," says Xyfection CEO Robert Blount. "That said, we're also excited, honored and prepared to help many return to operation and productivity with confidence in the post-COVID era ahead."

Learn more at www.xyfection.com.

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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MEMBER ESSENTIALS: RESPONDING TO COVID-19

1911 Established/Beak & Skiff Apple Orchards give away thousands of bottles of hand sanitizer to the community.



Density, a Syracuse startup, is ready to help stores manage occupancy limits.

EagleHawk, a Tech Garden member and past GENIUS NY finalist, begins drone-enabled disinfectant spray operations to help combat COVID-19 spread, including large venues such as the **Upstate Medical University Arena at Onondaga County War Memorial**.

Galaxy Media offers free marketing tools during COVID-19 to Utica businesses.

WellNow Urgent Care is providing COVID-19 testing at all its locations.

Upstate University Hospital's mammography van to be used for COVID-19 testing.

Pulaski-based **Healthway Family of Brands** provides medical-grade air cleaning systems to the United Arab Emirates to assist with coronavirus surge.



INFICON lands \$45 million Pentagon contract for medical equipment.

Stickley Audi & Co. donates 400 meals to **Crouse Health**.

Oneida Health to use \$25,000 **CNY Community Foundation** grant for PPE, testing supplies.

Spectrum looks to hire 125 workers in Syracuse to fill customer service jobs driven by the pandemic.

Syracuse Mets helped deliver 300 pounds of hot dogs and franks from Hofmann Sausage Company to Syracuse's **Rescue Mission**.



Onondaga Community College will teach students using a "Real-Time Remote" method and traditional online classes during the summer 2020 session.

Centro to receive \$28 million in federal coronavirus relief aid.

Food Bank of Central NY to get \$2.1 million from state program to buy produce and dairy from local farms.

MEMBER ESSENTIALS

AmeriCU names Ron Belle its new CEO.



Barton & Loguidice moves up on list of top 500 design firms in U.S.

Ashley McGraw Architects launches Vaysen Studio.

TERAKEET named one of Inc. magazine's 2020 Best Workplaces.

Onondaga Community College's "College Credit Now" program allows high school students to earn college credit receives reaccreditation.

Beak & Skiff Apple Orchards launches Beak & Skiff Research to develop a hemp-growing and processing program.



Wegmans rolls out new way to scan and bag groceries as you shop at DeWitt, NY store.



Share Member News with Us!

Submit your member news at www.centerstateceo.com/add-member-news or share your stories with us at membernews@centerstateceo.com!

United Way of CNY elects Mower's Stephanie Crockett as board chair.



ICS — an information-technology (IT) support firm — has acquired Brightworks Computer Consulting of Ithaca.

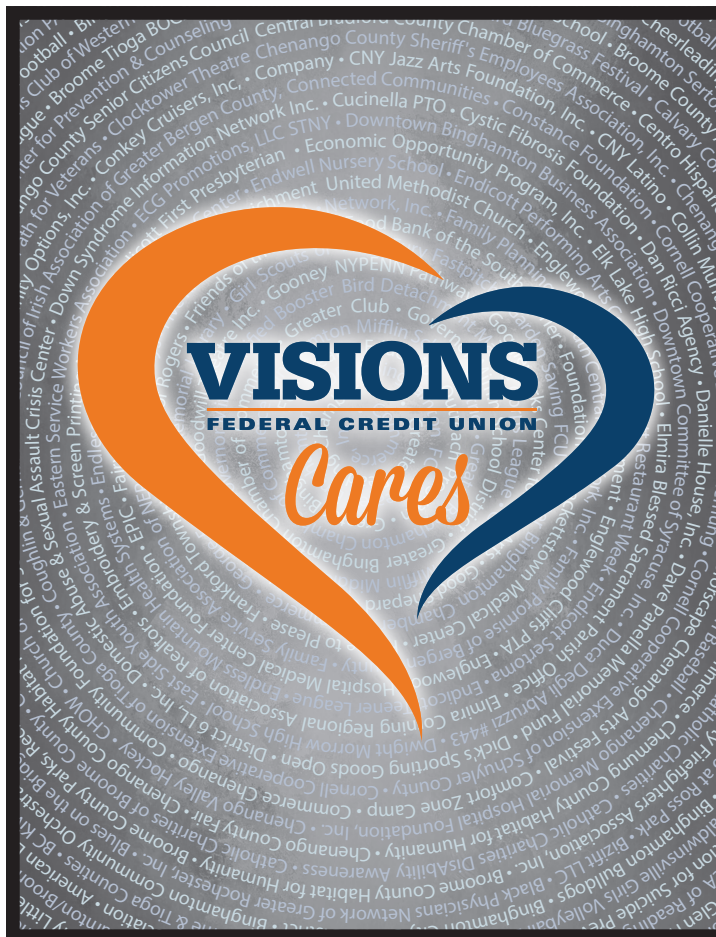
Excellus BlueCross BlueShield selects nine Central New York nonprofits to receive 2020 Community Health Awards, including **Loretto/PACE CNY; Rescue Mission Alliance of Syracuse; Help Me Grow Onondaga/United Way of CNY; and The Upstate Foundation/Upstate Medical University**.

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.



CenterState CEO Ambassadors virtually present **Brick-N-Barrel**, a new restaurant open for takeout at 7 Syracuse St. in Baldwinsville, with a congratulatory certificate. Brick-N-Barrel can be reached at 315-720-3859.



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Restaurants: Regulatory Guidance & Reopening Strategies, June 1

2 to 3 p.m.

During a roundtable discussion, Melissa Fleischut, president & CEO of the New York State Restaurant Association, will provide recent regulatory updates impacting the industry, plus tips and best practices as restaurants prepare to reopen. There will be opportunities for participant dialogue; be sure to bring ideas and insights for the discussion.

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

**Generation Next Presents: Tech and Culture Happy Hour, June 3**

5:30 to 6:30 p.m.

Join a series of virtual happy hours to build relationships with diverse tech professionals in Central New York. Come together and use each other's resources and connections to get Syracuse Surging. Sponsored by JP Morgan Chase & Co.

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

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Building Personal Resilience to Effectively Respond to Adversity, June 4

10 to 11 a.m.

Lindsey Zajac, principal, Ahern, Murphy & Associates, will explore how our response to adversity is both within our control and something that can be improved upon. Attendees will learn how to: Define adversity quotient (AQ) and how it applies to your personal and professional life; Assess the human response to adversity (quitters, campers & climbers); Identify how you and your team typically respond to adverse situations; review characteristics of highly resilient people and organizations; and discover ways to strengthen resilience.

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

**Recruiting & Hiring in a Remote Work World, June 10**

1 to 2 p.m.

Hiring and recruiting during the current business climate has taken on new meaning. This session will cover common employer concerns and best practices about hiring during COVID-19, including how to hire a remote worker and conduct interviews virtually. Attendees will hear from a human resource professional and a labor lawyer during the session. Panelists include: Carol Fletcher, president, Fletcher & Associates; Susan Crossett, CEO, CPS Recruitment; Rob Didio, director of human resources, Pyramid Companies; and Laura Harshbarger, labor attorney, Bond, Schoeneck & King.

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

**Intellectual Property Overview by the SU Innovation Law Center, June 17**

11 a.m. to 12 p.m.

The Innovation Law Center at Syracuse University will discuss patents, trade secrets, copyrights and trademarks. The presentation includes the requirements for protection, information on when infringement arises and more.

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

**Sandler Sales Training: Why Should Prospects Do Business With You?, June 18**

12 to 1:30 p.m.

Learn how to best validate your business with prospects during Sandler Sales Training. The Tech Garden hosts ongoing Sandler Sales Training lunch and learn workshops that build from a foundation of the core concepts to selling. Join one or all workshops! If you choose to attend the entire series you will learn the fundamentals, strategies, and tactics that will help you in the development of your own business development and selling process, drawing from strategic concepts and elements of psychology.

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

**Sandler Sales Training: Let's Talk About Budget & Money, June 25**

12 to 1:30 p.m.

Learn how to discuss budgets and money with your prospects during Sandler Sales Training. The Tech Garden hosts ongoing Sandler Sales Training lunch and learn workshops that build from a foundation of the core concepts to selling. Join one or all workshops! If you choose to attend the entire series you will learn the fundamentals, strategies, and tactics that will help you in the development of your own business development and selling process, drawing from strategic concepts and elements of psychology.

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



EVENTS

Sandler Training: How to Qualify & Close the Deal When Selling Remotely, June 3

10 to 11 a.m.

Discuss sales scenarios and learn Sandler strategies and tactics to apply to your selling process. Learn how to better control the sales process, assess the competition, and uncover information to qualify or disqualify doing business.

Cost: Free. Space is limited to 25 participants. Attendees must register to receive information on how to participate in the webinar.



Annual GOFCC Golf Social, September 21

Oswego Country Club

Team registrations and sponsorship opportunities will be available soon. Contact Shannon Fults at sfults@centerstateceo.com for more details.



GENIUS NY Finals Night, September 17

GENIUS NY is the world's largest business accelerator for unmanned systems. Sponsorship opportunities are available, contact Beth Savicki at 315-470-1800 or bsavicki@centerstateceo.com for more information. Special thanks to our sponsors for their continued support!

Event Sponsors: Thales; Visual Technologies; Hancock & Estabrook; and ONEGROUP. Exclusive Giant Check Sponsor: Dermody Burke & Brown; Supporting Sponsor: AIS; and Cocktail Reception Sponsor: Newman & Lickstein.

Cost: Free. Registration is required. For more information, contact Kara Jones at kjones@centerstateceo.com.



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Companies interested posting jobs to the site or connecting with job seekers in the talent network should contact CenterState CEO Chief of Staff Ben Sio at 315-470-1838 or bsio@centerstateceo.com.

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