

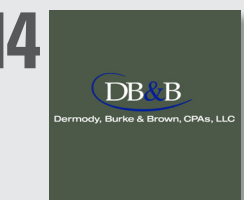
SYRACUSE SURGE PROGRESS LAYS GROUNDWORK FOR FUTURE ADVANCEMENTS



2021 Regional Economic Forecast: Share Your Expertise!



CenterState CEO Developing DEI Toolkit to Support Members



New Investor Focus



CenterState CEO Events: Virtual Buy Local Bash is Nov. 18-24

Syracuse Surge, a partnership among the City of Syracuse, Onondaga County and key community leaders across education, philanthropic and commercial sectors, has resulted in an unprecedented series of investments in tech infrastructure to position Syracuse as one of America's "smartest" cities. Its focus on



workforce development and digital skills is designed to enable inclusive economic opportunity for the region's workforce. Through its JPMorgan Chase *AdvancingCities* grant, CenterState CEO is helping to drive Surge's inclusive growth strategies through workforce development, minority-, veteran- and women-owned business development and community engagement.

Throughout 2020, CenterState CEO's Economic Inclusion staff have worked with government, educational, community and business partners to design and move these strategies forward. CenterState CEO's Syracuse Surge Workforce Manager Laiza Semidey convened a tech industry partnership where business, education and community partners collaborate to develop workforce solutions that connect local residents, particularly from underrepresented communities, to career pathways in the New Economy. Major accomplishments

continued on page 3

2020 Economic Champions Celebration

**Thursday, November 19
Noon to 1 p.m. | Virtual**

Join us to virtually celebrate outstanding businesses and organizations for driving the region's economy forward. The event will recognize businesses that added jobs, opened their doors, expanded or invested in their operations, and more, including those that showed innovation and resilience in the wake of COVID-19.

The Community Visionary Award, sponsored by Wegmans, will be presented to the Allyn Family Foundation.

Don't miss a chance to be part of this uplifting event.

Cost: \$20 for members; \$30 for non-members

Register here or see page 26 to learn more.

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VISUAL TECHNOLOGIES

2021 REGIONAL ECONOMIC FORECAST: SHARE YOUR EXPERTISE!

Each year CenterState CEO seeks your expertise to get a clear and comprehensive picture of the region’s economic trends as we prepare the Economic Forecast for Central New York. We want to hear your perspectives for this important annual survey, particularly in the wake of such an unprecedented year, as your insight is a valuable resource for business and economic planning.

CenterState CEO is again partnering with Research & Marketing Strategies, Inc. (RMS), a third-party market research firm, to survey members across industries to provide insights on the current economic climate and the challenges and opportunities they expect to see in the year ahead.

We invite you to participate by taking a short, five to seven minute online survey at www.RMSresults.com/EconomicForecast. Respondents will also have an option to sign-up for an in-depth interview at the end of the questionnaire.

The input shared by our members through the survey and interviews is key to developing the 2021 Economic Forecast for Central New York, and provides a valuable resource for business and economic planning. This report will be released in conjunction with CenterState CEO’s **Economic Forecast Presentation to be held virtually January 28**, presented by St. Joseph’s Health & M&T Bank. We invite you to join CenterState CEO members, business leaders and executives for this presentation.

For more information on the 2021 Economic Forecast survey and interviews, contact Research & Marketing Strategies, Inc. (RMS) at Research@RMSresults.com, and reference the Economic Forecast Survey.

We look forward to your participation.



Take the 2021 Economic Forecast Survey
www.rmsresults.com/EconomicForecast



Interested in Sharing More Detailed Insight?
Contact **Research@RMSresults.com** about participating in this year’s in-depth phone interviews with members.



Register for the Economic Forecast Presentation
centerstateceo.com/events

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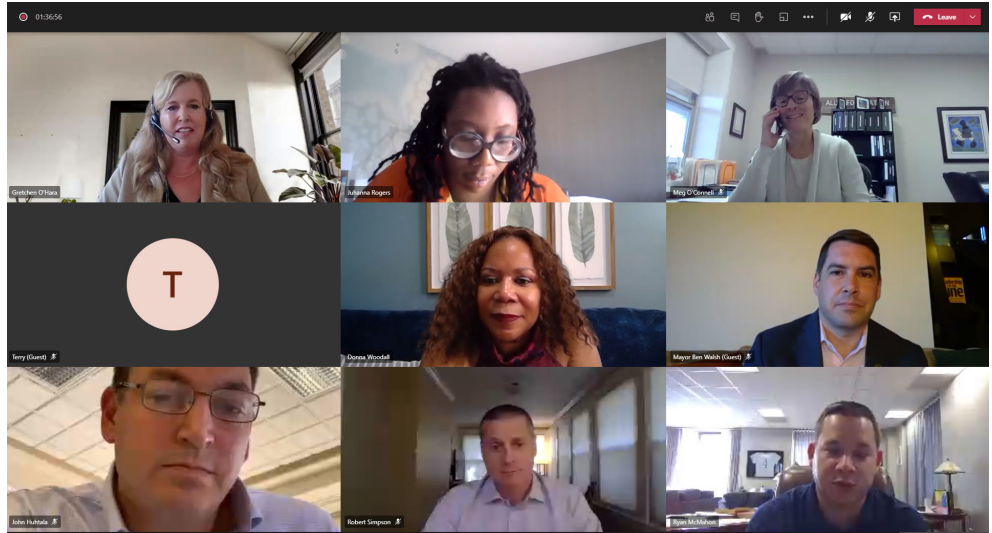
SYRACUSE SURGE PROGRESS continued from front page

include the design and launch of a digital customer service training program with SUNY EOC; a new partnership with Le Moyne College's ERIE21 and Hack Upstate, through which coding training will be offered in 2021; and the creation of a Film Production Assistant CTE curriculum in partnership with the Syracuse City School District, the Visit Syracuse Film Office and CNY Film Professionals.

Through the Surge initiative, CenterState CEO is also identifying strategies to support minority-, women-, veteran- and disabled-owned businesses (XBEs). Research in 2020 is focused on understanding what businesses and industries exist in the region and where Syracuse can leverage existing strengths to drive XBE business development. In the coming months, CenterState CEO will conduct a survey to identify XBEs within its membership and will complete a research project with the JPMC Virtual Service Corps to identify tech industries that will drive growth in the region. Staff is also leveraging the strengths of The Tech Garden and piloting a program designed to meet the needs of XBE entrepreneurs. In 2021, CEO will accelerate these efforts by activating economic development partners across the city and helping existing XBEs become tech enabled.

Community engagement is vital to the Surge initiative. CenterState CEO's Generation Next initiative was conceived to attract and retain diverse talent in Central New York, foster opportunities for career advancement and connect talented professionals through social engagement and networking opportunities. Generation Next's Tech & Culture group focuses on creating talent connections in the tech industry. Under the leadership of Dr. Juhanna Rogers, VP of racial equity and social impact, and Marcus Webb, economic inclusion fellow, a robust Tech & Culture networking series and two speaker series were launched in 2020. In 2021, the group will pilot a gaming tournament and learning community, both designed to connect underserved communities with Surge.

CenterState CEO will continue to update its membership on Syracuse Surge initiatives and encourages members to get involved. To learn more about Surge workforce initiatives, contact Laiza Semidey at lsemidey@centerstateceo.com. To connect with Tech & Culture, contact Marcus Webb at mwebb@centerstateceo.com. To engage in XBE business development strategies, contact Dominic Robinson at drobenson@centerstateceo.com.



Leadership shares perspectives during Syracuse Surge Summit on progress toward inclusive growth.

JPMC ADVANCINGCITIES WRAPS UP 2020 WITH SYRACUSE SURGE SUMMIT

CenterState CEO, in partnership with the City of Syracuse, Syracuse University iSchool and Microsoft, recently hosted the first Surge Summit. The two-day online event drew nearly 150 registrants. Presentations highlighted initial research; progress made during the last 18 months; and discussions with Surge partners on workforce, business development and talent attraction strategies to create an inclusive tech ecosystem in Syracuse.

Day one featured remarks from Mayor Ben Walsh and a keynote address from Mark Muro, senior fellow, Metropolitan Policy Program at the Brookings Institution. Day two spotlighted experiences of diverse young tech entrepreneurs working in Syracuse and was facilitated by Anthony Frasier, an entrepreneur and author with more than a decade of experience building and incubating an inclusive tech economy in Newark. A second summit will be held in 2021, focusing on a larger audience to position Syracuse Surge on a national platform. [A recap and recording of the event can be viewed here.](#)

The summit was made possible with catalyst funding from the JPMorgan Chase *AdvancingCities* grant, through which CenterState CEO is helping to drive inclusive growth strategies in Surge through workforce development, minority-, veteran-, women- and disabled-owned (XBE) business development and community engagement.

CLONAN LEAVES STRONG FOUNDATION OF PROGRAMS TO SUPPORT ENTREPRENEURS

Rick Clonan, CenterState CEO vice president of innovation and entrepreneurship, recently stepped down from his role with the organization to pursue his own startup venture. During his five years with CenterState CEO and The Tech Garden (TTG), Clonan oversaw a significant expansion of the organization's innovation programming and helped position TTG as a leading voice in the tech and incubation space in Upstate New York.

Clonan was instrumental in overseeing the successful GENIUS NY program, expanding Tech Garden membership, growing The Clean Tech Center, and developing improved and consistent processes for regional entrepreneurs to navigate not only CenterState CEO startup programs and resources, but the regional innovation ecosystem at large. CenterState CEO is grateful for the leadership and expertise that he brought to the organization.

Members of the portfolio staff will jointly lead operations and programming of the Innovation and Entrepreneurship portfolio: Caitlin Moriarty, Tech Garden director of operations; Jeannine Rogers, Tech Garden director of programs; Kara Jones, Tech Garden director of communications; and Jeff Fuchsberg, director of GENIUS NY. CenterState CEO is eager to advance its support of entrepreneurs and startups through a number of ongoing and new initiatives in 2021, including the expansion of The Tech Garden, development of new innovative lending and funding models for regional startups and other firms, and targeted events and programs.

If you have any questions about CenterState CEO innovation and entrepreneurship programming, please visit www.thetechgarden.com or contact a member of the TTG team.

COVID-19 BUSINESS FUNDING RESOURCES

Several funding sources and other resources are still available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Here's what's new:



Grants Available for Local Restaurants

The Trust for Cultural Resources of Onondaga County, a public benefit corporation, is making a total of \$200,000 in grants available to local restaurants that purchase equipment designed to extend the outdoor dining season (for example shelters, heaters, and fire pits). The Trust will reimburse 50% of the cost of such equipment up to \$5,000. Applications are available at <https://www.ongoved.com>.

PPP Borrowers Potentially Eligible for New York Forward Loan Fund

Effective immediately, small businesses and nonprofits that received a Paycheck Protection Program (PPP) loan of \$50,000 or less can be eligible for a NYFLF loan. An eligible small business must:

- Employ 20 or fewer full-time equivalent (FTE) employees;
- Have gross revenues of less than \$3 million per year;
- Must not have received a U.S. Small Business Administration Paycheck Protection Program of greater than \$50,000 or an Economic Injury Disaster Loan (EIDL) for COVID-19 of any amount, except for EIDL advance grant of up to \$10,000;
- Have suffered a direct economic hardship as a result of COVID-19 related social distancing policies and stay-at-home order that have materially impacts on their operations;
- Been in business for at least one year as of the date of the application; and
- Be located in the state of New York.

SBA and Treasury Announce Simpler PPP Forgiveness Application

The Small Business Administration, along with the Treasury

Department, released a simpler loan forgiveness application for Paycheck Protection Program (PPP) loans of \$50,000 or less. The goal of the streamlined application process is to provide financial and administrative relief to America's smallest businesses while also ensuring sound stewardship of taxpayer dollars. For instructions and further guidelines, [click here](#).

State Partners with Global E-Commerce Companies to Support Small Businesses in the Digital Economy

Empire State Digital, a new initiative to accelerate New York state-based small businesses' ability to grow their online presence through a first-in-the-nation program with leading global e-commerce enablers, including Shopify, Square, Clearbanc and Etsy. The partners selected by Empire State Development to participate will offer specialized solutions such as education, free resources, marketing support and discounted pricing. Additional information can be found on Empire State Digital's [website](#).

Recovery Tax Credit Program

New York leads the nation with the first ever Recovery Tax Credit Program. Eligible employers are those that pay corporate finance taxes in New York state. Employers must submit the RFA to be eligible. Eligible employees must be in recovery from a Substance Abuse Disorder and hired on or after April 12, 2019. Employees must work at least 500 hours at an eligible employer and remain employed until 2020. Two million dollars in tax credits (up to \$2,000 per eligible employee) will be available for eligible employers for the 2020 tax year. Deadline is December 1. [FAQs](#). [Apply here](#).

BUY LOCAL BASH GOES VIRTUAL NOV. 18-24

For 11 years, the Buy Local Bash, presented by AmeriCU, has featured local merchants and vendors for a unique shopping experience that supports and spreads awareness about the importance of buying local while kicking off Buy Local Month, an effort to increase support for local independent businesses during the holiday season.

This year, CenterState CEO will host a virtual, week-long Buy Local Bash Marketplace Wednesday, November 18 through Tuesday, November 24. Instead of interacting with potential customers and clients face-to-face, the virtual event will drive shoppers to vendors' websites and/or storefronts. This is a one-of-a-kind opportunity to shop from the comfort of one's home and get to know the locally owned, independent businesses of Central New York.

The virtual Buy Local Bash Marketplace puts small businesses in front of thousands of potential clients and customers, and reminds them that supporting local businesses creates jobs in Central New York! There are two ways to participate:

Become a virtual vendor: Showcase local products or services in front of thousands of community members. There are multiple social media and traditional media outlets that will promote local business as a holiday shopping venue to Buy Local Bash followers.

Participate as a shopper: Check out the websites and/or social media pages of Buy Local Bash vendors. Watch videos of some cool local entrepreneurs. Enjoy the bash 24/7 November 18 to 24.

The Buy Local Bash is an initiative of CenterState CEO's SyracuseFirst programming. SyracuseFirst encourages citizens to "Think Local First" by supporting locally owned, independent businesses and organizations. SyracuseFirst focuses on buy local initiatives and awareness about how buying local can have a dramatic impact on the local community, economy and environment.

For more information on the Virtual Buy Local Bash Marketplace or to learn how to become a virtual vendor, contact Beth Savicki at bsavicki@centerstateceo.com or 315-657-0423.

BUY *Local* BASH

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WEDNESDAY, NOV. 18TH–24TH

BUY *Local* BASH

VIRTUAL EVENT!



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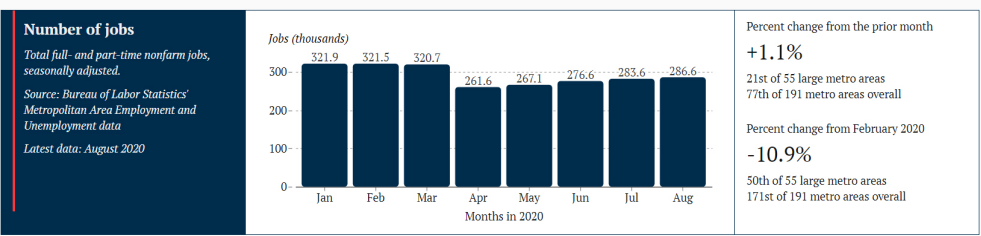


Visit the websites and ecommerce shops for your favorite Buy Local Bash vendors and shop at your leisure! Take advantage of special deals available only during the week-long Bash! Learn more at: buylocalbash.syracusefirst.org!

LABOR MARKET, CONSUMER SPENDING CONTINUE TO RECOVER

Jobs continue to flow back into the economy in Syracuse (MSA) at a steady pace since hitting a low in April. Like most places in the United States, COVID-19 impacts have had a dramatic effect on mobility, consumer spending and employment. By using tools like

Labor market: Syracuse, NY
A large metropolitan area (500,000 to 1 million residents)



Brookings Metro Recovery Index and the Opportunity Insights Economic Tracker, CenterState CEO can communicate information about the economy in real-time while informing program decisions and tracking the impacts of efforts to assist businesses, drive economic activity and mitigate impacts to the labor force. The most recent data shows the region making steady progress toward a recovery and making above-average improvements at the end of the summer.

From April to August, 25,000 total full and part-time (non-farm) jobs have been added back into the economy. The most recent monthly increase (seasonally adjusted) was 1.1%, which was 21st best among similar-sized metro areas nationwide and 77th out of all 191 U.S. metro areas. Though the decline in jobs since February is currently at 10.9%, the region continues to see growth in employment in the second and third quarters of 2020.

Other encouraging signs of regional recovery are seen in August increases in economic activity measured in mobility and consumer spending. Airport passengers increased by 9.4% from July to August, a rate that was 14th highest in similar sized metros. Mobility to workplaces in Syracuse continue to increase and from August to September there was a 1.9 percentage point increase in visits to workplaces.

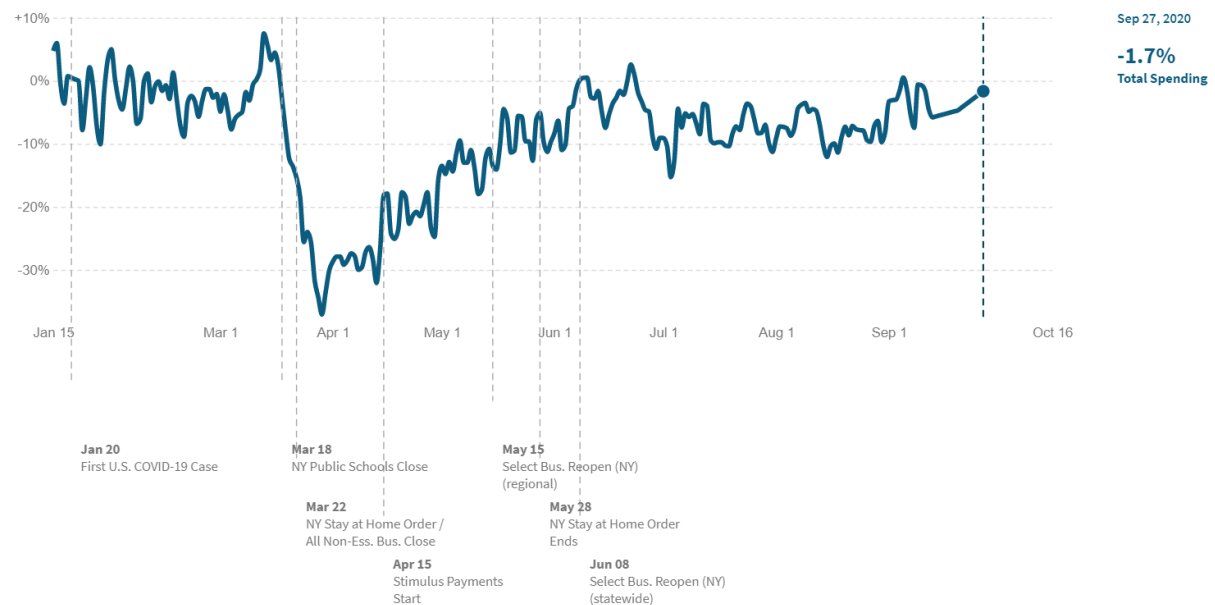
After hitting a low of a 37% decrease in April, consumer spending in Onondaga County rebounded to within 1.7% of January's activity. Onondaga County has moved from between 2.6 and -15.3% indexed to January, but has generally trended toward pre-COVID-19 levels.

Job postings and job demand continues to be strong, despite major challenges in the workforce. Job postings overall are up since February after dipping sharply in April. Since February, unique job postings are up 5.6% to 24,310 postings. A large increase in postings in August has given way to some slight moderation in September, but demand in the labor market remains strong with many regional employers seeking to hire.

OPPORTUNITY INSIGHTS ECONOMIC TRACKER | HARVARD UNIVERSITY | BROWN UNIVERSITY | BILLE & MELINDA GATES FOUNDATION

Percent Change in All Consumer Spending*

In **Onondaga**, as of **September 27 2020**, total spending by all consumers **decreased** by **1.7%** compared to January 2020.



*Change in average consumer credit and debit card spending, indexed to January 4-31, 2020 and seasonally adjusted. This series reflects daily data through September 12th, 2020 and weekly data after September 12th, 2020. This series is based on data from Affinity Solutions.

last updated: **October 08, 2020** next update expected: **October 16, 2020**

visit tracktherecovery.org to explore

TOOLS OF INCLUSION: LOOK TO YOUR MANAGERS

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

The most courageous thing you can do at this moment is start!

That was my fundamental message to business leaders last month, as more and more organizations strive to chart their path for tackling issues of diversity, equity and inclusion in their workplace.

We know that advancing equity work it is not just about the statements we make, it's about the intentional actions and strategies that are deployed to create a new way of existing in a space. Perhaps you've begun to take steps to better understand the dynamics of diversity. You've completed readings or participated in some awareness activities. Maybe you and your team engaged in the CNY 21-Day Racial Equity Habit Building Challenge last month. However, if you are still unsure about how to apply the understanding of diversity and inclusion in the workplace into action, rest assured you are not alone. It requires management and practice. I encourage you to look at some of the key players — your leadership and management staff — and ask how you are equipping them to be part of the efforts to foster an inclusive workspace within your organization for all people. Are you aware of their level of understanding of issues of race, equity or diversity in the workplace?

As organizations develop diversity and inclusion plans, they must consider how they will include equity and diversity goals within their organization's vision. Accountability for delivering those goals is critical. Corporate leaders have a clear role to play in providing managers with the tools they need to be part of this work, and in holding their teams accountable for helping build an inclusive culture.

To do so, managers and directors need to know the company's expectations on diversity, and how their inclusive management can create a welcoming environment for all people, which in turn helps attract, retain and engage diverse talent. Professional development and equity work go hand in hand, therefore managers should also be trained to facilitate open and authentic conversations on race and equity.

Consider, how are managers cultivating a team that feels inclusive while accounting for diversity within the work environment? What does diversity look like on their teams? How do they celebrate the unique approaches that are reflected in the vast experience and knowledge across their teams? These are among the important questions that will help you begin to have conversations with your staff, to identify the gaps in knowledge and awareness, and see where action is needed. The gaps will help you build a bridge.

CEO's Lead for Change series is a creative solution to get managers on the same page and begin action planning around inclusion and diversity in an equitable way. The series is a four-week experience that will help your organization not just talk about diversity, but implement strategies that drive change.

CenterState CEO's Racial Equity and Social Impact portfolio is here to help you excel on these matters.



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.

CENTERSTATE CEO DEVELOPING DEI TOOLKIT TO SUPPORT MEMBERS

CenterState CEO is developing a comprehensive Diversity, Equity & Inclusion (DEI) Toolkit to provide Central New York businesses and organizations with information, tools and resources to support their efforts to address racial equity in their workplaces.



Through grant support provided by Berkshire Bank, the toolkit will help companies outline targeted goals and objectives; provide tools to guide leadership toward a greater understanding of racial equity issues, including readings, assessments and draft policies; and offer ongoing support for companies as they analyze their own processes and procedures to improve their corporate cultures.

"We know that many companies have condemned racial injustice and are taking a closer look at how they can develop internal and external strategies for building more inclusive and equitable institutions," said Dr. Juhanna Rogers, vice president of racial equity and social impact at CenterState CEO. "To ensure true impact, it is critical for organizations to equip staff with the skills, knowledge and tools to implement positive, long-term change. We are grateful to Berkshire Bank for their support of this critically important work that will enable us to further support the business community in this journey."

CenterState CEO is interested to know more about your company's priorities around DEI work, its challenges, and the type of tools and support that would be helpful to your DEI efforts. Share your questions and feedback with jrogers@centerstateceo.com.

HEALTH CARE INDUSTRY PARTNERSHIP PREPARES TALENT FOR ESSENTIAL CAREERS

Work Train's Health Train partnership recently launched a newly developed virtual "Health Train" class at the Syracuse SUNY Educational Opportunity Center (SUNY EOC), combining online training and independent work. In this new class format, participants can earn a badge certifying their skills. The badge is administered by Health Train partner, CNY Works.

Restrictions created by COVID-19 created the need for Work Train partners to move to online classes. In doing so, SUNY EOC has seen the number of students who do not live near the campus increase. This new format is making classes more accessible to the region thereby increasing opportunities for job seekers and employers.

Facilitated by Work Train, 10 local employers will participate in the next iteration of Health Train, sharing information about their companies and job offerings with students, four of which — Loretto, Van Duyn Center for Rehabilitation and Nursing, Upstate Medical University and St. Joseph's Health — will present live during a class session. This is a critical opportunity for employers to join the class as partners and get to know potential candidates and the community they serve.

However, the new online format is not without challenges. Many who access Health Train live in underserved neighborhoods and lack access to computers and reliable internet. To help bridge this gap, CenterState CEO leveraged funding from an Onondaga County Alliance for Economic Inclusion grant to acquire 80 laptops that are now available for SUNY EOC students to borrow free of charge. SUNY EOC further aided students by connecting them with the Onondaga County Public Library system from which they may borrow hotspots for Internet access. This virtual transition aligns with Syracuse Surge initiatives and was made possible, in part, through funding from JPMC *AdvancingCites* and the 1199 SEIU Training Fund.



Pictured are members of the Health Train team involved in analyzing employers' needs and students' skill sets, then creating programs to fill the gaps. Top row: Tonya Graham, Work Train coordinator, Syracuse Community Center Collaborative; Meghan Durso, senior manager of industry partnerships, CenterState CEO; Laiza Semidey, Syracuse Surge workforce manager, CenterState CEO. Middle row: Arati Rudd, program counselor, SUNY EOC; Alissa Tubbs, strategic operations manager, CenterState CEO; Chris Montgomery, program counselor, SUNY EOC. Bottom row: Cody Maggi, career planning & development - Work Train, SUNY EOC; Carol Hill, director of workforce development, SUNY EOC.

UAS CENTRAL REBRAND STRENGTHENS CNY'S VISIBILITY AS A NATIONAL HUB

UAS Central is positioning Central New York as the national hub — think Silicon Valley — for unmanned aerial systems (UAS) with its recent rebranding that features a [new website](#) and logo. The easy-to-navigate website demonstrates how UAS Central is a single source for funding, talent acquisition, testing, policy development, startups and news. It also supports direct access to suppliers and raw materials necessary for profitable, sustainable success.

UAS Central rolled out its new brand at AUVSI XPONENTIAL 2020, the world's largest (virtual) event for unmanned and autonomous systems. During the event, UAS Central connected with industry leaders from around the world and held roundtable discussions about New York's UAS industry and its plans for 2021.

UAS Central [partners](#), including representatives from CenterState CEO's Innovation and Entrepreneurship and Business Development teams, participate in this event annually as part of its ongoing efforts to pursue UAS as a strategic industry for business development opportunities, attraction of jobs and regional growth. Learn more at www.uascentral.com.



CEO EMBRACES CNY 21-DAY RACIAL EQUITY HABIT BUILDING CHALLENGE

CenterState CEO proudly partnered with the United Way of Central New York and WCNY for the CNY 21-Day Racial Equity Habit Building Challenge. The program educated more than 30 CEO staff and raised awareness around racial equity. Participants were challenged to use what they have learned to create habit changes in the community from an interpersonal level to a systemic level.

To expand CEO's commitment to this program, employees divided into seven teams that met weekly to reflect, share thoughts, feelings and experiences, and have critical conversations about the resources reviewed. Teams shared they have a heightened awareness of their own privileges and learned ways to use this knowledge to help others. The challenge also deepened the participants' knowledge of the barriers and trauma that people experience and must overcome due to racial inequities, in addition to better understanding the layers themselves. Many shared appreciation for the valuable, informative and eye-opening exercises, and the opportunity to gather in a safe space for discussion.

The challenge wrapped up with a community conversation event with Ibram X. Kendi who discussed antiracism and critical social issues. Kendi's presentation was followed by a live-streamed, moderated conversation with questions from community members.

As racism and inequality continue, so does CEO's commitment to fight it. Its Diversity and Inclusion Council offers organization-wide programming for all staff to continue its journey to learn the benefits of diversity, equity and inclusion and what can be done to enhance it individually, as an organization and as a community.

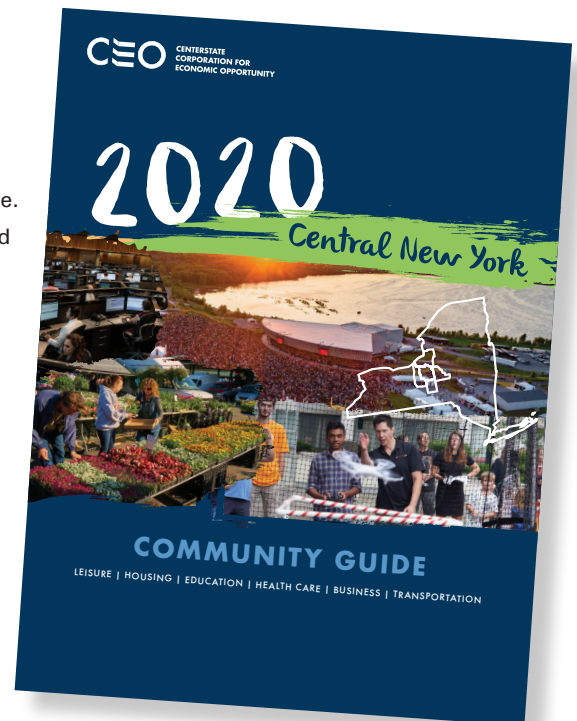


2021 CENTRAL NEW YORK COMMUNITY GUIDE: VISIBILITY OPTIONS AVAILABLE

Work has begun on CenterState CEO's 2021 Central New York Community Guide. The guide is a promotional piece created with CenterState CEO members in mind to aid in their talent attraction efforts. The publication's focus on the region's leisure, housing, education, health care, relocation, business and transportation assets makes it a valuable professional recruitment tool for employers. Companies working to attract talent will find the guide a useful resource to educate those new to the area — and even current residents — about the area and its vast resources.

As a benefit of CEO membership, members will receive a complimentary copy of the 2021 publication. To purchase additional copies, [click here](#) or contact Sharon Abert at 315-470-1810 or sabert@centerstateceo.com.

Companies interested in visibility opportunities in the guide should contact Beth Savicki at 315-657-0423 or bsavicki@centerstateceo.com.



LEADERSHIP LESSONS FROM 7 INSPIRATIONAL INFLUENCERS

This fall, attendees gathered virtually for CenterState CEO's interactive take on its popular 7 Habits event to hear seven influential executives and community leaders share leadership lessons that have shaped how they manage, motivate themselves and others, and build success in their lives and careers. The session was moderated by Stan Linhorst, weekly leadership columnist, Syracuse.com and The Post-Standard.

Andy Breuer, *President, Hueber-Breuer Construction Co., Inc.*

Breuer's top leadership lessons come from a Norman Mailer quote: "The small businessman is always taking his chances. He leads an existential life. He's gambling that his wit, his energy, and his ideas of what will work in the marketplace will be successful. He can be a sonofabitch, but at least he's out there in the middle of life." Wit – don't take yourself too seriously. Energy – energy and attitude are the key to life and problem solving. Ideas of what will work in the marketplace – creativity and innovation are critical. Small businessmen – be firm, but fair – you can do so as long as you are consistent. A bonus lesson included: embrace the things that matter the most to your team and get engaged in what makes people passionate.



Stephanie Crockett, *Executive Vice President - Managing Director, Mower*

Crockett's leadership advice comes from her parents, peers, friends and other leaders; she advises we are all constantly learning. Her first lesson is to not worry about fitting in a box that someone has created for you. Be yourself. Embrace adventure and the uniqueness of the experience. Don't worry about detours. Rather, focus on what you can learn from an experience; and how you can grow. Recognize peoples' differences and celebrate them. Live by The Platinum Rule – treat people how they want to be treated. Leadership is not a position or a title. Leadership is recognizing those around you and giving them what they need by removing barriers so they can achieve their goals.



Calvin L. Corriders, *Regional President, Syracuse Market Pathfinder Bank*

Corriders' primary leadership lessons were instilled by his family – be humble and be courageous. Leaders bring people together; they work collaboratively. Corriders also recommends hiring people who are smarter than you are. He makes a point to laugh every single day and reminded people to never do anything illegal, unethical or immoral. Remembering "it's not about me, it's about us." Corriders says to be aware that everyone in the room knows something that you don't, and it's important to value all thoughts. Lastly, he suggests leaders inspire and help others aspire by walking the walk — always be a role model.



Tamika Otis, *Director, KeyBank Business Boost & Build Program powered by JumpStart*

One of Otis' mentors described her as "an unexpected leader" because of her non-traditional path to leadership, which led to her two favorite lessons, first: allegiance to the mission. Otis left college to pursue a singing career, then on the brink of success left the music industry because it did not align with her goal to live a purpose-filled life. Otis wanted to be an effective and influential leader — like the one she never had. Second, human capital is the most important capital. How do we engage, relate to and respect people? How you treat others and in turn how you are treated is a direct reflection of the leader you are. Otis' parting thought: do you want your legacy to be about the awards you won or about the people you empowered?



Andreas Frank, *SVP, President, Front Line Care, Hillrom*

Frank's primary leadership theme focused on the importance of getting uncomfortable. Get uncomfortable by having a point of view. Be transparent. Be comfortable in expressing your opinion, and be kind and respectful in how you do it. Punch the topic, not the person. Get uncomfortable by taking a risk on people. Put people in positions that may be outside their traditional career path, especially those you trust. Get uncomfortable by being human. Be approachable. Stay humble. Leading is not about you, it's about everyone around you. Frank shared that being a leader is like being the conductor of an orchestra, who doesn't make a sound, but depends on their ability to make others powerful to enable his/her own power.



Sheena Solomon, Executive Director, Gifford Foundation

Solomon's leadership lessons are inspired by a mentor who took a risk on her and reminded her that everyone is born with a tool belt. Some are born with tools in the belt, some are not, and you can't win every fight with the same tool. Solomon's collection of tools include: proximity — some people are chosen for leadership, some work really hard at it, it's important to talk and relate to real people, understand what constituents deal with on a daily basis. Empathy — it makes you stronger when you connect with others. Vulnerability — be willing to say what you have to say. Patience — be patient with people who haven't shared the same experiences. Intentionality — if we are going to change the way things are we must be intentional. Courage — listen, learn, be present and be willing to take risks.



Michael Speach, Jr., President & Head Chocolatier, Speach Family Candy Shoppe, Inc.

In Speach's 100-year-old family business, his leading lesson is learn how to manage the family and employee dynamic. Find the balance. Delegate responsibilities for each person. Using their strengths for your business allows employees to feel confident as they move forward. Step outside your business. Learn from other leaders, see how they manage. Learn by proxy. Leaders should take time for themselves every day that is not related to their business. Encourage employees to do the same. Bonus lesson: over prepare because you never know what's going to happen.



SMALL BUSINESS STROLL PROMOTES & SUPPORTS LOCAL BUSINESS IN OSWEGO COUNTY

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) is excited to announce the Small Business Stroll, presented by Novelis, November 29 to December 6, 2020. The program is designed to drive traffic into local Oswego County businesses and eateries. Businesses are encouraged to offer incentives during the week-long event, which will be promoted through the GOFCC website and the Small Business Stroll initiative. There is no charge to participate. Oswego County businesses should contact [Sara Broadwell](#) to be included in the event.

Members of the community and participating businesses are invited to promote the event on social media by using #StrollOswegoCounty.

As the community visits local establishments to shop, dine and save during the Small Business Week Stroll, please follow all New York state regulations (face coverings and social distancing).

Visit the [GOFCC website](#) for updates on the initiative and participating businesses.



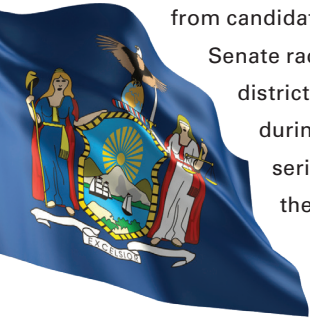
GOFCC FARMERS MARKETS' SEASON A SUCCESS

The GOFCC Oswego-Fulton Farmers Markets presented by Oswego Health has concluded for the 2020 season. The two-phased opening plans ensured the community had open air access to fresh produce June through October while adhering to all public health guidelines set by New York state. This would not have been possible without the support of Oswego Health and collaborations with the Richard S. Shineman Foundation, The Fulton YMCA, The Oswego YMCA, the cities of Fulton and Oswego and countless volunteers. Thank you to all our local farmers, vendors, patrons and community members for helping the markets run safely during unprecedented times.



GOVERNMENT RELATIONS

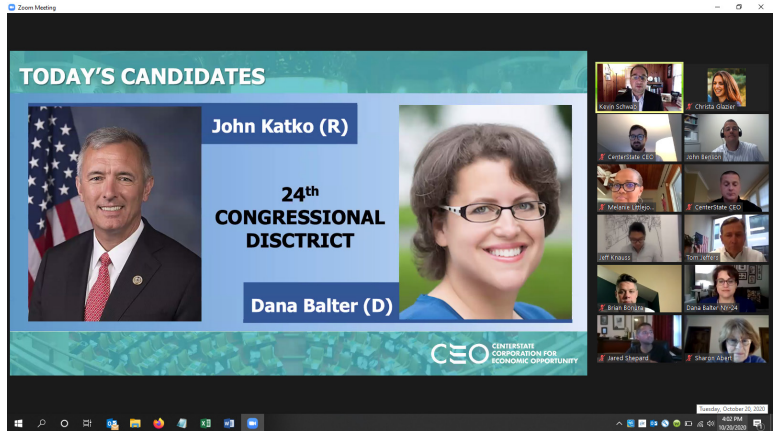
2020 Candidates Pitch to CenterState CEO Members



More than 200 CenterState CEO members heard directly from candidates in key contested State Assembly and Senate races, as well as the 24th congressional district race between Dana Balter and John Katko during the Election 2020 Candidate Series. The series concluded with analysis and outlook on the presidential election and important U.S. House and Senate races from John Zogby of John Zogby Strategies.

A panel of three CEO members questioned candidates on topics during each session, including: COVID-19 response, economic development, budget, infrastructure, race and equity matters, and district-specific issues.

The Election 2020 Candidate Series was made possible thanks to sponsorships from: Brown & Brown Insurance, Excellus BlueCross BlueShield, Hillrom, Nascentia Health, TruCare Connections and Syracuse Tomorrow.



CenterState CEO Testimony Supports Members on CLCPA

As the New York State Department of Environmental Conservation (DEC) begins its work to implement provisions of the Climate Leadership and Community Protection Act (CLCPA), CenterState CEO testified in support of member businesses in energy intensive and trade exposed industries.

The DEC recently held a public hearing inviting comments on its work to establish New York's 1990 emissions baseline. Under the CLCPA, the state must reduce its total CO2 emissions to 60% of 1990 emissions by 2030, and to 15% of that level by 2050. CenterState CEO supports New York's efforts to reduce carbon emissions, but noted it is important to establish a full and accurate baseline of the 1990 emissions that will serve as the measuring point for this law. In his testimony, Kevin Schwab, vice president of public policy and government relations, noted that there are competing models for emissions related to energy imported into the state, as well as other emissions sources.

Schwab noted that establishing an accurate baseline will have important implications for a range of energy intensive industries in Central New York, including metals production, tech industries and others. For trade exposed industries in the region, costs associated with meeting CLCPA benchmarks could also have an impact on their long-term competitiveness. CenterState CEO will continue to engage the CLCPA Council and advisory workgroups, as well as state agencies, as this process proceeds in the coming months.

To learn more, contact Kevin Schwab at kschwab@centerstateceo.com.

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Making it Happen Podcast – New Episodes Now Live

Hear from local startups growing their footprint at The Tech Garden and Central New York. Listen to the Making It Happen podcast available on [Apple](#), [Spotify](#) or other podcast services.

Tech Garden Member Spotlight

The Tech Garden Welcomes Three New Members

Last month The Tech Garden welcomed three new members that now have access to business resources, free events, mentors and funding opportunities. Fotokite, the winner of GENIUS NY 2018, also recently expanded into another 1,000-square-foot space at The Tech Garden. Fotokite technology uses a tethered drone for public safety use. The new members are:

DIEMlife - A platform to create events, launch fundraising campaigns and achieve goals all in one place. The startup calls each one a Quest®. Its mission is to help people understand each other better so that their interactions are more purposeful and impactful.



Empower Equity, Inc. - EMPEQ has built a sales and financing platform that streamlines the slowest and most painful parts of the sales cycle for the HVAC industry. It isn't your typical SaaS business in that it also incorporates substantial financial brokerage fees into its revenue model.



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.



SparkCharge Shines on ABC's Shark Tank

Last month, local electric vehicle startup SparkCharge appeared on Shark Tank. The company is enrolled in NYSERDA's Clean Tech Center at The Tech Garden. SparkCharge makes portable, ultrafast modular charging stations for electric cars and is set to release a new portable charger called the Roadie, an on-demand mobile charging app called BoostEV later this year.



During Shark Tank, co-founders Joshua Aviv and Christopher Ellis landed a \$1 million offer with Mark Cuban and Lori Greiner. In return, Cuban and Greiner will each get a 7% stake (5% + 2% advisory shares) in the company, as well as a seat on the board of directors. The investment will help them with their latest 20 kW Roadie portable DC fast EV charging system as well as a smaller, less expensive unit that will be consumer-focused.

New "Uber" for Auto-Parts Startup Seeks Local CNY Drivers

Tonquin, an on-demand auto parts delivery startup, recently expanded its local footprint and is looking for local drivers to continue to scale. Tonquin is changing the way auto parts are delivered by providing on-demand pick-up and delivery for auto part stores and dealerships.

The advantage to drivers is that they only work during normal business office and don't have to worry about people in their cars as they are only transporting auto parts. To learn more about Tonquin or to become a driver visit, www.tonquin.com.



NEW INVESTOR FOCUS

PRESENTED BY:



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At Dermody, Burke & Brown, we understand the importance of focusing on business and community today for a vibrant economy tomorrow. For that reason, we are proud to recognize and sponsor *New Investor Focus*.

CenterState CEO wishes to recognize the following members who have joined as Investors in the last quarter.

AmeriCU Credit Union

www.americu.org



Ronald Belle, *President and Chief Executive Officer*
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315-356-3380

AmeriCU is a credit union headquartered in Rome, New York. AmeriCU serves over 140,0 members, have 19 financial centers located throughout Central and Northern New York, and offer a complete line of financial services – including savings, consumer and real estate loans, credit cards, online banking, kiosk services, our own proprietary ATM network and more.



Crown Castle

www.crowncastle.com



Ashley Greenspan, *Public Affairs Manager*
30 Meridian Centre, Rochester, NY 14618

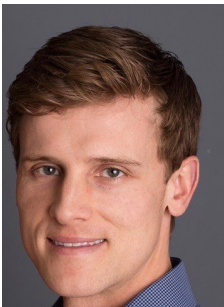
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Crown Castle owns, operates and leases more than 40,0 cell towers and approximately 80,0 route miles of fiber supporting small cells and fiber solutions across every major U.S. market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service – bringing information, ideas and innovations to the people and businesses that need them.



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www.kristechwire.com



Graham Brodock, *President*
80 Otis St., Rome, NY 13441

315-339-5268

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SRC, Inc.

www.srcinc.com



Kevin Hair, *President & CEO*
7502 Round Pond Road, North Syracuse, NY 13212

315-452-8000

SRC, Inc., a not-for-profit research and development company, combines information, science, technology and ingenuity to solve “impossible” problems in the areas of defense, environment and intelligence. Across its family of companies, it apply bright minds, fresh thinking and relentless determination to deliver innovative products and services that are redefining possible® for the challenges faced by America and its allies.





“Providing Us Advice for the Future”

“Cathedral Candle Company has been in existence for over one hundred years and over fifty of those years have been with Dermody, Burke & Brown. As our fourth and fifth generation of Steigerwalds take the lead, our accounting firm continues to provide us with proactive, insightful advice that contributes to our current and future growth – lighting the way for our next one hundred years.”

- Louis Steigerwald III, President of Cathedral Candle Company



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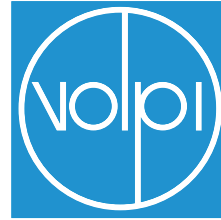


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Light. Insight. *Life.*

Volpi technology has been at the forefront of the fight against COVID-19, providing its optical technologies for instruments conducting rapid and reliable COVID-19 detection, antibody testing and blood gas analysis.

To further fuel Volpi's already rapid growth and meet demanding quality standards, the company recently completed a \$2 million construction project, renovating 15,000 square feet at its Auburn campus. The renovation involved adding cleanrooms, a new HVAC system to provide optimal temperature, humidity, and positive pressure control, as well as particle monitoring and re-routing of electrical, cabling, plumbing and processing gas throughout the facility, a more efficient layout/flow and upgraded production and IT equipment.

"We're very excited to have completed this very important project," said Max Kunz, CEO of sales and strategy. "This will greatly increase our production capacity and optical module assembly and test capabilities for our critical in vitro diagnostics and life sciences customers globally."

Part of that additional capacity included the growth of Volpi's team by 20% during the last 18 months.

Learn more about the Volpi Group at volpi-group.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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2020 ECONOMIC CHAMPIONS CELEBRATION

Thursday, November 19, 2020
12 – 1 pm

A virtual celebration of business innovation and resilience

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- **Community Visionary Award** recipient **Allyn Family Foundation**, for embodying a vision of economic opportunity and its commitment to supporting community prosperity.

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MEMBER ESSENTIALS

Visions Federal Credit Union expects new Ithaca office to open in early 2021.

Wegmans' next 10 stores will be located in Maryland, Washington, D.C., Virginia and North Carolina.

Upstate Medical University announces new mental-health program for adolescents.



Spectrum to add 50 jobs in East Syracuse.

Barton & Loguidice expands into New England with acquisition of Anchor Engineering Services Inc.



Loretto's LPN apprentice program graduates first class.



EPA awards **TDO** funding to support anaerobic-digestion project at Auburn facility.

Excellus BlueCross BlueShield issues \$21 million in premium refund credits as part of its COVID-19 pandemic response. **Excellus BlueCross BlueShield** is introducing three new programs to reduce the cost of diabetic medications for members in 2021.

Empire Drone owners receive award from Rochester Police Department.



St. Joseph's Health Hospital named one of America's 50 Best Hospitals for Cardiac Care and Vascular Surgery.

WellNow Urgent Care opens second location in Camillus.

Bankers Healthcare Group is named to Fortune magazine's 2020 list of the nation's best small and medium workplaces.

Terakeet is named one of the 2020 Best Small/Medium Workplaces by Great Place to Work® and Fortune.



Oswego Health is recognized by Healthgrades as a 5-star recipient for C-Section Delivery.

Oswego Health is a recipient of the Healthgrades 2020 Patient Safety Excellence Award™.

Syracuse Hancock International Airport unveils new, faster high-tech exit portals.



Share Member News with Us! **Submit your member news at** www.centerstateceo.com/add-member-news.

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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.

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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.



JRD Inc. dba CAM's Pizzeria, located in Camillus at 112 Kasson Road, celebrates its 40th anniversary.



Gino & Joe's Pizza, located in Baldwinsville at 48 E. Genesee St., celebrates its 35th anniversary.



Welcome new business **Pawsitivitea CNY**, a café and cat lounge located at 2100 Park St. in Syracuse. Relax with some cool cats or adopt a new family member today!



Congratulations to the **Friends of the Rosamond Gifford Zoo** on its 50th anniversary. To learn more, visit www.syracusezooevents.org/our-story.



Sugar Top Bake Shoppe, 408 Old Liverpool Road in Liverpool, celebrates its 1st anniversary.



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

MEMBER MILESTONES

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

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Thompson & Johnson Equipment Co., Inc.

40 YEARS

United Way of Central New York

25 YEARS

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The Inn Between Restaurant

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Air Temp Heating & Air Conditioning, Inc.

Bon-Ton of Syracuse, Inc.

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Taco Bell/District Offices

15 YEARS

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Century Club

Plus Sign & Graphics

10 YEARS

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Steri-Pharma

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Upstate Minority Economic Alliance (UMEA)

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Downtown Syracuse During the Holidays

Downtown is the place to be for family traditions and holiday shopping activities. The community can expect to see holiday decorations debut the week of Thanksgiving, helping capture the sense of community and tradition the holiday season evokes throughout downtown Syracuse.

Every Monday throughout the holiday season, starting **November 23**, the Downtown Committee distributes a special holiday-themed electronic newsletter, highlighting seasonal specials and promotions that downtown Syracuse retailers, restaurants, cultural institutions and other businesses are offering. Businesses are encouraged to share what they're planning with the Downtown Committee. Sign up for the newsletter at mail@downtownsyracuse.com.



Photo courtesy of Dennis Fernando

Elves Return to Downtown Syracuse

Just in time to celebrate the holidays, the Downtown Committee will welcome back its seasonal staff members, Dash, and his wife, Dot, later this month. The elves will visit various places – keeping social distance – throughout their stay through December 24. The elves will pop into the newest retail shops and restaurants, and say hello to old friends at their favorite places. Their purpose is to spread holiday cheer and raise awareness about downtown Syracuse as a holiday shopping and holiday experience destination. Each day, the Downtown Committee shares the elves' adventures on its social media platforms.



One of the most memorable adventures that the elves participated in during the 2019 season was visiting Wildflowers Armory and playing the piano, "Big" style.

Spirit of Downtown Awards: Call for Nominations

The Downtown Committee is seeking nominations for its annual Awards of Excellence, honoring those who have contributed to downtown's growth, diversity and vitality. This year, in the context of COVID-19 challenges, the awards will recognize businesses, organizations and individuals who demonstrated resilience and a commitment to downtown Syracuse; those who have risen to the challenge to help survive this pandemic and help the neighborhood thrive. The awards will recognize those who embody the "Spirit of Downtown" through finding creative ways to endure, keeping their businesses afloat and/or showing support for the downtown community during the pandemic.

Nominations are being accepted through November 16 for the following awards:

Urban Innovation Award: Given for a trail-blazing activity. This category recognizes new efforts, continued and expanded work, and/or a creative, unusual achievement.

Perfect Partner Award: Given for advocacy and commitment that positively impacts downtown Syracuse.

Heart of Downtown Award: Given for efforts that positively affect how people feel about downtown Syracuse. The Heart of Downtown Award recipient actively contributes to the growth, vitality and overall appeal of downtown Syracuse.

For the 2020 nominations, consider businesses and team members that:

- 👉 Have contributed to helping address the challenges of the pandemic.
- 👉 Have made efforts to continue operations and why those efforts have been so meaningful.
- 👉 Support and promote a culture of diversity and inclusion.
- 👉 Have assisted in navigating through the confusion with helpful and useful information.
- 👉 Have invested in downtown during the pandemic.
- 👉 Used innovative thinking and creativity to address restrictions.
- 👉 Worked behind the scenes to get things done and felt they are just doing their jobs.

Please send nominations to the Downtown Committee at mail@DowntownSyracuse.com by Monday, November 16. The Downtown Committee will announce the winners in a special newsletter on Giving Tuesday, December 1.

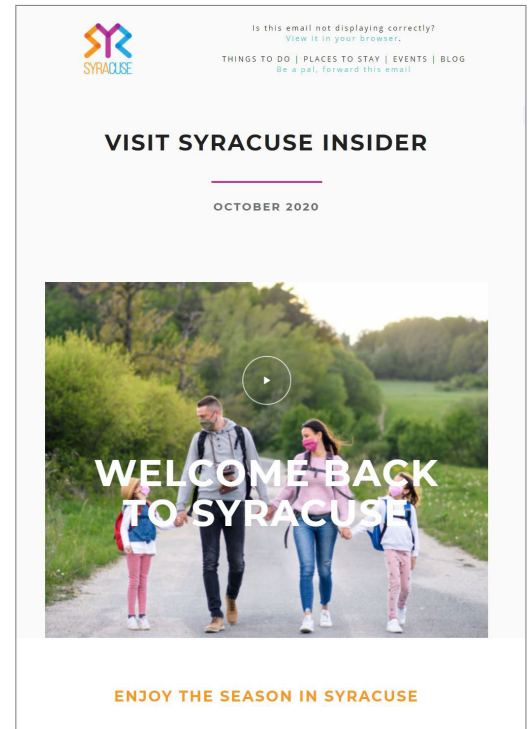
Visit Syracuse Continues to Spread the Good Word

Communication is the key when it comes to encouraging visitors and residents to safely enjoy the abundant variety of leisure activities in Syracuse and Central New York. The **Visit Syracuse Insider** is a seasonal consumer e-newsletter available to those looking for new leisure activity ideas or updates on traditional experiences that make the region appealing to so many.

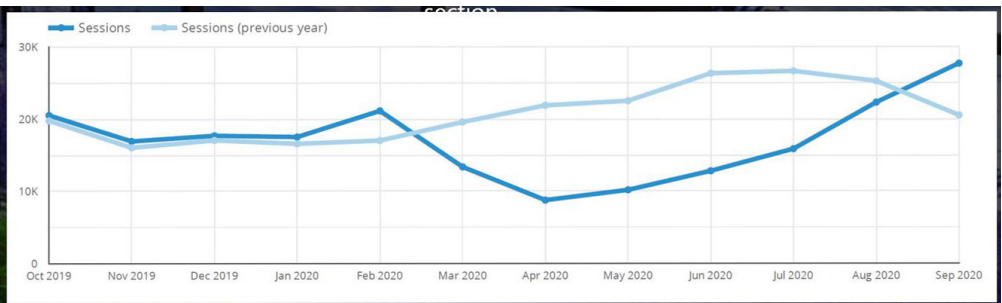
The recent Visit Syracuse Insider fall edition features the **“Welcome Back to Syracuse”** safety video, produced in-house by the Visit Syracuse marketing team with content provided by hospitality industry partners. The video assures potential visitors with a genuine and authentic message directly from the attractions, accommodations, restaurants, breweries, wineries, etc. that Syracuse and Central New York is a safe, warm and welcoming community.

Add to this the ongoing Syracuse - Step Out! digital ad campaign ([see CEO Essentials - September issue](#)), and the new fall edition of the digital **Syracuse Visitors Guide**, it is clear that interest in the area is growing as noted by an increase in visits to VisitSyracuse.com.

Interested in receiving future editions of the Visit Syracuse Insider? [Click here.](#)



VisitSyracuse.com
Sessions Year over Year
 Web traffic is almost fully recovered, with over 27K sessions in September, compared to a low-mark of 8K sessions in April.



CEO ESSENTIALS		Editor (Name and complete mailing address).....Christa Glazier 115 W. Fayette St., Syracuse, NY 13202		Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	
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		Copies not Distributed		92	165
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		Percent Paid		100	100

SYRACUSECOE AWARDS \$40,000 FOR COVID-19 RELATED COMMERCIALIZATION

SyracuseCoE has awarded four partner companies \$10,000 grants from the latest round of the Innovation Fund competition. This award program helps partner firms commercialize potentially transformative products and services. For this round, partners were asked for proposals that address the COVID-19 pandemic.

The winning projects:

- **Acumen Detection**, a startup partner co-located at the SyracuseCoE research facility, will provide an rt-PCR machine, positive controls and other reagents, and advice, guidance and support to SyracuseCoE researchers developing a test for COVID-19 in room air. This will allow schools, offices and other gathering places to detect if someone with COVID-19 has entered the space.
- **Air Innovations, Inc.**, a CenterState CEO member, is enhancing its HEPAirX ventilating air purifier and HVAC unit to reduce disease transmission with negative pressure settings and UV-C light. After conducting the redesign, marketing materials will be created to address the needs of the dental market.
- **Elizion Tech**, based in Ontario, Canada, will develop medical grade, bio-based thermoplastic elastomers for the manufacture of sustainable, biodegradable and recyclable filtration materials. Several sources will be assessed for their feasibility of processing into a source component for subsequent manufacturing of the antipathogenic filtration technology. Such materials can be useful in the production of personal protective equipment.
- **M3 Innovation** is a startup partner, co-located at the SyracuseCoE research facility that is developing a revolutionary platform for sports venues to provide efficient, high-quality lighting and also use ultraviolet lighting to sterilize the facilities from bacteria and viruses (specifically COVID-19).

Industry members of the SyracuseCoE Partner Program fund these awards. To date, \$527,000 has been awarded to support 49 projects at 30 companies. The next RFP will be in Q1 of 2021. Contact Tammy Rosanio at tlrosani@syr.edu for more information.



Josh Aviv, founder of SparkCharge, pitches to the Innovation Fund judges.

NUAIR *Northeast UAS Airspace Integration Research Alliance is an organizational partner of CenterState CEO*
www.nuair.org



“Flying Taxi” Research Being Conducted at NYS UAS Test Site

Oneida County has been awarded an \$897,000 task order for advanced air mobility development through a NASA contract with its unmanned aircraft systems (UAS) test site at Griffiss International Airport. The New York UAS Test Site in Rome — one of just seven FAA-designated UAS test sites in the United States, will conduct research for NASA in automation technology to support high-density vertiport operations that allow for vertical take-off and landing aircraft or “flying taxis.”

The work conducted will help support NASA’s Advanced Air Mobility Project in understanding barriers to the operation of vertiports, developing infrastructure requirements needed to increase their scale and maturing automation technologies to support the growth of their traffic.

The goal of the research is to develop technology that will support safe, secure, resilient and efficient heavy-lift UAS cargo delivery and passenger carrying. The task is the latest in a line of orders from NASA and will be executed during the next year. Additional work is expected to be awarded as a result.

NUAIR looks forward to its continued collaboration with Oneida County and working with the following partners on this task order to advance the UAS industry: 5-Alpha, LLC, Boeing, Crown Consulting, Deloitte, General Aviation Manufacturers Association (GAMA), Helicopter Association International (HAI) and Mosaic ATM, Inc.



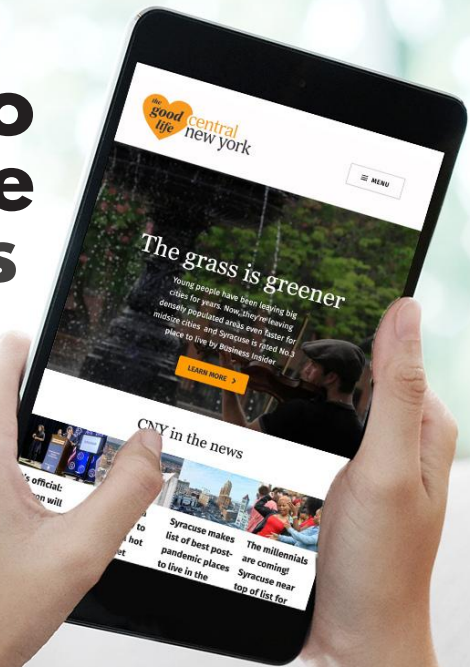
NASA concept of Advanced Air Mobility.

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EVENTS

CenterState CEO Economic Champions Celebration

Virtually on Thursday, Nov. 19
Noon to 1 p.m.

Register by November 17 at
www.centerstateceo.com/events
or contact Lisa Metot at 315-470-1870 or
lmotot@centerstateceo.com.

Celebrate outstanding businesses and organizations for having hired new employees, expanded, relocated or made capital improvements, received awards, or celebrated a significant milestone or anniversary.

New this year: **Innovation Excellence** recognitions, sponsored by AmeriCU, will acknowledge companies that made a significant innovation in response to COVID-19 that contributed to growth or improved quality of life in Central New York. **Resilient Response** recognitions, sponsored by Dannible & McKee, LLP, will acknowledge businesses that quickly adapted to respond to the COVID-19 crisis.

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

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Tech Garden Webinar: 2020 Accounting & Tax Prep for Startups, November 4

11 a.m. to Noon

Accounting professionals from Firley, Moran, Freer & Eassa, CPA, P.C. will offer their expertise on how to best prepare startups for tax season and what to expect. Topics will include: Steps to take to complete a startup tax return. What's new this year? What tax code changes do I need to know about? Do unprofitable startups need to file a tax return? What forms are needed to file a seed stage startup tax return? How much does it cost to have a professional prepare my startup tax return? What are the most common mistakes seed stage companies make when filing? Do I really need to hire someone to prepare and file a return for my early stage startup or can I do it on my own?

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



Firley, Moran, Freer & Eassa, CPA, P.C.

Eyes on the Future: Skills to Help you Further Your Career, November 5 through December 3

9 to 10:30 a.m.

During this virtual series for young professionals, attendees will gain strategies and knowledge to further their career. Leaders from different business sectors will share their experiences, successes, failures and lessons they've learned – and how they've used these experiences to grow themselves and their companies. Visit the website for the **speaker line up**.

Sponsored by CPS Recruitment. The series began in October. Remaining sessions include:

- Lending Your Expertise on Nonprofit Boards, November 5
- Three C's of Mentorship – Consultant, Counselor and Cheerleader, November 12
- Making Moves, November 19
- Defining Personal Leadership, December 3

Cost: \$59 per member; \$79 per non-member; \$49 per student. Attendees **must register** to receive information on how to participate in the webinar.



Buy Local Bash Goes Virtual, November 18 to 24

24 hours per day for 7 days!

New this year, the Buy Local Bash Marketplace, presented by AmeriCU, is going virtual. This is a one-of-a-kind opportunity to shop from the comfort of your home and get to know the locally owned, independent businesses of Central New York. The virtual event will drive shoppers to vendors' websites and/or storefronts.

This festive fundraising event also spreads awareness about the importance of buying LOCAL while also kicking off Buy Local Month, an effort to increase support for local independents during the holiday season. To participate as a vendor or shopper, visit <https://buylocalbash.syracusefirst.org> for more information.

BUY Local
BASH

2021 Executive Leadership Development Series Information Session, December 4

9 to 10 a.m.

The virtual information session will outline the members-only seven-month comprehensive leadership series. The program is presented by CenterState CEO, with curriculum that combines academic expertise from local colleges and universities with real world insight from some of the region's top business leaders. The **Executive Leadership Development Series** helps executives and rising managers reach the next level by enhancing critical thinking, communication and empowerment skills.

Info session cost: Free. Attendees **must register** to receive information on how to participate in the webinar. To learn more, contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com or **click here for additional program information**.



Disney's Approach to Business Excellence, December 9

Disney Institute is offering an exclusive two-hour Disney's Approach to Business Excellence online live course, as well as a five-hour Disney's Approach to Business Exclusive online live course for CEO members and the community. Presented by Disney Institute leaders, Disney's Approach to Business Excellence course offers the opportunity to build one's professional knowledge and discover proven Disney business insights from their chain of excellence. The presentation will include Disney best practices in leadership excellence, employee engagement and quality service that can be adapted and applied to one's profession, team or organization to achieve greater results.

[Register here](#) to receive the special booking code or [visit the Disney Institute website for more details on this course](#). Hurry, seats are limited!



SAVE
THE
DATE

Economic Forecast, January 28

VIRTUAL EVENTS EDUCATE & CONNECT MEMBERS

CenterState CEO brings engaging speakers and critical information to its members and the business community for networking, professional development, community engagement and more. Find event recordings at www.youtube.com/CenterStateCEO. October highlights included:

IS THE BUSINESS READY? - OPTIMIZE COMPANY

Critical areas of considerations when preparing your business for exit

Business Tactics - What's next? Financial Succession & Transition Planning Strategies

Despite its challenges, the COVID-19 era presents a unique opportunity for closely held and family owned business owners to plan and execute on strategies to become a better and more valuable business. This presentation and discussion led by UBS Financial Services provides business owners with a number of estate, financial, succession and transition planning strategies that can be implemented to achieve personal wealth management planning goals and objectives.

Practical Steps to Reduce the Risk of Cyber Fraud

- ✓ Patch every 30 days!
- ✓ Anti-malware, firewalls, and intrusion prevention on ALL Endpoints
- ✓ Encryption
- ✓ Passwords
- ✓ Anti-spam e-mail filtering
- ✓ Multifactor Authentication
- ✓ Computer Hygiene
- ✓ Comply with the NY SHIELD Act
- ✓ Written Information Security Plan
- ✓ IT and Employee Related Policies
- ✓ Employee Security Awareness Training
- ✓ Penetration & Vulnerability Testing
- ✓ Disaster Recovery
- ✓ Implement Physical Controls

Business Tactics - Fraud Didn't Stop for COVID-19 Neither Should Your Risk Management Strategy

This webinar covers emerging types of fraud and how to efficiently reduce risks. Topics include: important changes in IT security since COVID-19 changed our world, how to implement internal controls/checks and balances for IT fraud, technology fraud, phishing, and more, and what to do if a fraud incident occurs in the current environment. Instruction led by The Bonadio Group's Fraud & Forensics practice and FoxPointe Solutions.

DIVERSITY & WOMEN IN TECH

Featuring
JAMIE STERNLICHT FUSS
Director of Technology, Data & Policy
The Alvina Group

CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY GN GENERATION NEXT

Networking - Diversity and Women in Tech with Jamie Sternlicht Fuess

Generation Next highlights the distinct experience that women have in Tech. This session features Jamie Sternlicht Fuess, director of technology, data and policy at the Alvina Group, a NYS and federally certified WBE, Syracuse-based technology consulting company. Jamie discusses her current role and past experiences as a mechanical and aerospace engineer, and work in the U.S. Senate to translate data and technology to policymakers. Sponsored by JPMorgan Chase & Co.

PROFESSIONAL DEVELOPMENT SERIES

Eyes on the Future: Skills to Help Further Your Career
A Six-week Program for Young Professionals

GN CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY

Professional Development - Eyes on the Future: Skills to Help Further Your Career

More than 50 participants learned how to leverage the power of stories to let their voice be heard, and how their social media brand can impact their professional and personal career whether it is getting or maintaining a position. Panelists included: Andy Orr, partner and designer, Lab Creative; Nikita Jankowski, director of marketing, Destiny USA; and Amy Bleier Long, magazine editor, Advance Media NY.

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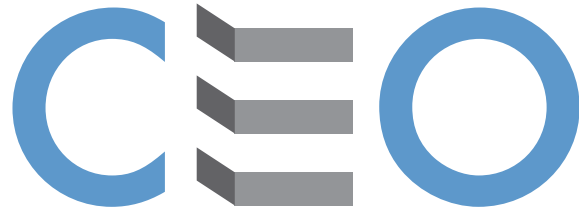
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BROADWAY IN SYRACUSE

For more information please contact Beth Savicki at 315-470-1833 or bsavicki@centerstateceo.com



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