

CNY WINS \$500 MILLION IN UPSTATE REVITALIZATION INITIATIVE

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New Mission, Vision and Structure Means Greater Opportunity for Members

The Central New York region has been named an Upstate Revitalization Initiative (URI) Best Plan Awardee for its strategic plan, CNY Rising. The region will receive \$500 million over five years, in addition to economic development funds announced through Round 5 of Gov.



Members of the CNY Regional Economic Development Council join elected officials and Gov. Andrew Cuomo after being named a URI \$500 million Best Plan Awardee.

Andrew Cuomo's Regional Economic Development Council competition.

CNY is among three regions in the state selected as a URI Best Plan. **This round's award brings New York state's investment in the region to \$844 million – among the most to be competitively awarded to any region in the country for economic development from a local, state or federal entity.**

"This is an extraordinary moment in time for this region," said CenterState CEO President Rob Simpson, co-chair of the Central New York Regional Economic Development Council. "Through this investment, we now have the opportunity to significantly alter our economic trajectory. This award is a validation of our strong track record of success, and our bold and ambitious plan for the future. We are excited to begin implementing our community-created vision to ensure our region's forward momentum continues."

In the first year of implementation, this plan will leverage more than \$889.9 million in private investment and a total five-year payroll of more than \$765.8 million, for a more than 16-to-1 return on New York state's investment. Over five years, CNY Rising's components will create nearly 6,000 jobs. Its impact will support the ongoing economic transformation seen across New York state.

"I am truly grateful to Gov. Andrew Cuomo and the state of New York for this award," said Simpson. "I also want to thank my council co-chair, Syracuse University Chancellor Kent Syverud, fellow council members, and the hundreds of community partners, business leaders and members of the public who contributed to this process. Central New York is truly a community on the rise."

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Rick Clonan Named CenterState CEO Vice President for Innovation and Entrepreneurship

Economic Forecast Breakfast, January 13

7:30 a.m. Registration; 8 a.m. Breakfast
 Nicholas J. Pirro Convention at Oncenter
 See page 19 for details.

CORPORATE SPONSORS:



PRESENTING SPONSOR:



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Nominate a 2016 Business of the Year

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CenterState CEO Events: Economic Forecast Breakfast

GOVERNMENT RELATIONS

CenterState CEO and CNYIBA Support COOL Repeal



The Country of Origin Labeling (COOL) law was recently repealed by Congress. CenterState CEO and the CNY International Business Alliance (CNYIBA) advocated in Washington, D.C. on behalf of members adversely impacted by the law.

If imposed by Canada, the tariffs would have threatened regional exporters such as Cayuga Milk Ingredients (CMI), which sells its high-protein liquid milk product in Canada and Mexico, generating \$33 million annually, and O-AT-KA, a western New York dairy processor that exports about \$36 million of its product to Canada. Through these two companies alone, up to 150 local dairy farms would have been impacted as the companies reduced their milk purchases and lost a profitable market.

CenterState CEO worked with elected representatives to underscore the impact of this particular provision of international

trade policy on the regional economy and its members. Special thanks to U.S. Senators Charles Schumer and Kirsten Gillibrand and Representatives John Katko, Richard Hanna and Elise Stefanik who successfully advocated for its full repeal as part of the Omnibus budget bill passed by Congress and signed by President Obama. Gov. Andrew Cuomo's Washington, D.C. office also assisted in this effort.

COOL was enacted in 2008. Since then Mexico and Canada have asserted it has cost them \$3 billion in lost revenue. On December 7, 2015 the WTO authorized Mexico and Canada to impose more than \$1 billion in retaliatory tariffs on U.S. exports, making the timing of the repeal critical.

To learn more about how we can assist with trade or export opportunities, contact Steven King, CNYIBA export director, at sking@cnyiba.net.

2015 CenterState CEO Legislative Agenda Success Highlights

FEDERAL

- **Ex-Im Bank** was restored until 2019 benefiting local exporters.
- **Medical Device Tax** received a two-year suspension benefiting manufacturers such as Welch Allyn.
- **Interstate 81** was named a "priority corridor" for federal funding.
- **The 174th Attack Wing** made aviation history last month when it remotely piloted an "MQ9," large unmanned aerial vehicle, the first in the U.S. to take off and land from a commercial airport.
- **Fort Drum** was spared drastic force reduction and the new Gray Eagle UAS mission became operational.
- **The NUAIR Alliance and Griffiss** test site won a five-year contract with NASA for research and development for UAS traffic management.

STATE

- **The Upstate Revitalization Initiative** was funded, with Central New York winning a \$500 million, five-year investment.
- **The Port of Oswego/Inland Port Project** received \$40

million for intermodal infrastructure that has potential to create up to 2,000 jobs in the region.

- **The NYS Fairgrounds** received \$50 million to redevelop and transform its facilities into a 21st century year-round venue.
- **Brownfield tax credits** were extended; combined with Superfund funding, these benefits create greater certainty for projects at many eligible sites throughout Upstate New York.

REGIONAL AND LOCAL

- **The Consensus Commission** completed intensive committee work and will release its recommendations this month.
- **Tourism** funding increased for Visit Syracuse; improved services has increased visitors to the region, generating more sales tax and room occupancy tax for Onondaga County.
- **Local municipal taxes** remained stable.



What legislative, regulatory, policy and other government-related issues will impact your business in 2016? We want to hear from you. Contact Vice President for Public Policy and Government Relations Deb Warner at dwarner@centerstateceo.com.

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CNY'S URI INVESTMENTS TO DRIVE JOBS, BUSINESS GROWTH & REGIONAL COMPETITIVENESS continued from front page

The \$122.4 million awarded this round will support 93 projects and URI strategies across Cayuga, Cortland, Madison, Onondaga and Oswego counties. **The CNY REDC's URI plan will invest in six strategic areas:**



Global Center for Unmanned Systems and Cross-Connected Platforms



National Veterans Resource Complex



New York-Grown, New York-Certified—Safe and Market-Ready



Consensus Commission on Government Modernization



Global Manufacturing and Logistics Hub



Alliance for Economic Inclusion

Additional projects supported in this round of funding include:	Award
Ascension Gaming Network, Inc. (AGN) (Onondaga County) is expanding its office and warehousing space and purchasing related equipment to allow AGN to expand its collectible trading card website development company into the international marketplace. AGN is the parent company of TCGplayer.	\$50,000
CEA Holdings, Inc. (Onondaga County) will construct a modern, environmentally controlled indoor farm on 100 acres in the White Pine Industrial Park, an as-yet undeveloped industrial site controlled by the Onondaga County IDA.	\$3,000,000
Cortland Plastics International, LLC (Cortland County) will construct and equip an addition to its existing plastics manufacturing plant. The company is currently operating three shifts, and cannot handle growth with existing capacity.	\$250,000
Empire Farmstead Brewery Inc. (Madison County) will construct and fit a cellar for production and storage of its products. Locally sourced barrels, fermentation vessels and ancillary equipment will be purchased.	\$250,000
Summit Biorefining , a subsidiary of SR Energy, LLC, (Oswego County) will open an Integrated Biomass Processing Facility to produce sustainable bio-products out of regionally sourced, non-food biomass. The project will be located at the former Miller Brewery in Volney and includes specialized equipment, laboratory and infrastructure.	\$500,000
Sunoco, Inc. (Oswego County) will renovate and equip a portion of its facility into a 30-metric-ton-per-week grain malting facility in Fulton.	\$700,000
Terakeet , wholly owned by Earned Visibility (Onondaga County), will renovate a new location in downtown Syracuse. The project will include purchasing and installing new furniture, fixtures and equipment.	\$600,000
The Inns of Aurora (Cayuga County) will add a spa in a restored mansion, an event center on current farmland, a new support facility for all the Inn's properties and improvements to Village of Aurora infrastructure.	\$1,500,000



Terakeet (left) and Ascension Gaming Network Inc. (right) will receive Round 5 Regional Economic Development Council funding to expand operations and grow their workforce.

LOCKHEED MARTIN PERFORMS UNMANNED AERIAL FIREFIGHTING



Lockheed Martin recently demonstrated its ability to integrate unmanned aircraft system (UAS) operations into the National Airspace System (NAS) using its prototype UAS Traffic Management (UTM) capabilities at Griffiss International Airport. During the demonstration, the Stalker XE UAS provided precise geolocation and other data that enabled the unmanned K-MAX cargo helicopter to conduct water drops to extinguish a fire, while the UTM tracked the UAS operations and communicated with Air Traffic Control in real time to ensure safety on the ground and in the air.

“This demonstration represents the path forward for flying UAS in the NAS using Flight Service-based UTM capabilities to extend the technology and systems that air traffic controllers know and understand,” said Paul Engola, vice president, Lockheed Martin Transportation & Financial Solutions. “We were able to successfully modify the existing K-MAX and Stalker XE ground control software to connect to the UTM services and conduct the firefighting mission.”

For more than 80 years, manned aircraft have supported firefighting missions during daylight hours. Because unmanned K-MAX can fly day and night, in all weather, its insertion into firefighting operations offers the potential to triple the amount of time ground firefighters can receive aerial support.

This is the second time Lockheed has tested its ability to aid in aerial firefighting operations at the New York UAS Test Site managed by the NUAIR Alliance. Visit www.nuairalliance.org for up-to-date information on UAS testing being conducted in New York, Massachusetts and Michigan. The mission of the NUAIR Alliance is to safely integrate UAS into the national airspace.



Lockheed Martin demonstrates its unmanned K-MAX cargo helicopter, which conducted water drops to extinguish a fire. Its stable, high-definition imaging capabilities enable day and night firefighting operations.

REGISTER UNMANNED AERIAL VEHICLES

The NUAIR Alliance discussed unmanned aerial vehicle (UAV) operation and regulations with Central New York residents and business owners recently at The Tech Garden. NUAIR leaders Larry Brinker and Col. Anthony Basile lead the educational session on how to operate a UAV safely and responsibly according to Federal Aviation Administration regulations.

The FAA’s new web-based registration system for small unmanned aircraft systems (UAS) is now active. **Hobbyists and recreational users who fly UAS, which include remote controlled aircraft, may register at www.faa.gov/uas/registration. Owners must register small UAS weighing more than 0.55 pounds and less than 55 if they are to be flown outdoors for hobby or recreation.**

The FAA anticipates more than 1 million drones or UAS to be sold over the recent holiday season. With an increase in recreational and commercial use comes a need to ensure safe and responsible flying. Visit www.nuairalliance.org for more information on flying responsibly.



Larry Brinker (left) and Col. Anthony Basile discuss how to safely operate and register unmanned aerial vehicles, one of this season’s most popular gifts.

NEW MISSION, VISION AND REALIGNED STRUCTURE MEANS GREATER OPPORTUNITY FOR MEMBERS, REGION

Following a year of analysis and strategic planning, which included the engagement of hundreds of CenterState CEO members and community partners, the organization has created a new mission and vision statement to be more responsive to the needs of members and the region it serves.

Our Mission: CenterState CEO is an independent and forward-thinking economic development strategist, business leadership organization and chamber of commerce; dedicated to the success of its members and the prosperity of the region.

Our Vision: CenterState NY is a vibrant and globally connected region recognized as a place where business thrives and people prosper.

CenterState CEO has reoriented its structure and established four primary organizational concentrations around its new mission and vision: business development; innovation and entrepreneurship; economic inclusion; and research, policy and planning.

The formation of a single business development team – by combining the membership and economic development into the largest team focused on economic competitiveness in Upstate New York – enables CenterState CEO to better deliver services to its members. At the same time, CEO renews its focus on innovation and entrepreneurship to provide resources to businesses at every stage of growth; and the development of a new research, policy and planning area recognizes and formalizes the role it has come to play in supporting the region’s strategic economic development efforts.

Additionally, the elevation of economic inclusion as a major focus area highlights the collective need to address some of the region’s most pressing challenges and builds on a key initiative included as part of the Central New York Regional Economic Development Council’s Upstate Revitalization Initiative plan.

Through the organization’s strategically aligned and streamlined structure, CenterState CEO will remain at the leading-edge of its field – improving economic growth and opportunity for the region and providing maximum value to members, while developing new and sustainable revenue streams to advance the organization’s work.



Look for an all new CEO website in 2016, providing greater access to business resources and information to support your business.

www.centerstateceo.com

CEO EXAMINES IMPACT AND OPPORTUNITY OF REGION'S FDI

Research conducted by CenterState CEO over the last several months, in partnership with the Brookings Institution and JPMorgan Chase, on foreign direct investment (FDI) and foreign-owned enterprises (FOEs) in the region has revealed that strengthening FDI has the potential to bolster the economy, provide financial and marketing support to firms in the region and create well-paid positions in advanced industries.

CenterState CEO is conducting the research on FDI and FOEs given the significant economic impact they have on both the regional economy and the opportunities they can provide for a company. FDI has the potential to:

- Provide a major cash infusion to otherwise struggling companies;
- Forge partnerships in advanced industry sectors, particularly in areas that grow STEM-based businesses;
- Create greater access to foreign markets and increase regional exports;
- Increase average wages; FOEs tend to pay higher wages than domestically owned companies; and
- Attract investment to local companies by foreign investors looking for a foothold into the U.S. market, with a goal of continued investment and growth for that company.

Employment Change, 2000-2012 (all firms)			
	<u>CENTERSTATE</u>	<u>NEW YORK</u>	<u>US</u>
Management Scientific and Technical Consulting Services	175%	28.8%	57.2%
Computer Systems Designs	67%	15.3%	24.1%
Scientific Research and Development	51.9%	7.1%	19.2%
Architecture and Engineering Services	7.3%	10.7%	7.4%

Data collected illustrates that the region outperforms the rest of the state and the U.S. for foreign investment in “advanced industries.” Interviews conducted with foreign-owned enterprises in the region and data provided by Brookings also showed that 72 percent of the region’s FOEs and 79 percent of its FOE employment originate in Europe, indicating an area the region should look to grow FDI. Additionally, more than 400 FOEs have been operating in the region since before 1991 – a core set of companies that the region can look to for connection to businesses who many have an interest in locating here.

CenterState CEO will now begin to refine and document the findings to develop fact-based strategies to increase FDI in the region as part of its ongoing efforts to grow global connectivity for the region.

The work is part of the Global Cities Initiative, sponsored by the Brookings Institution and JPMorgan Chase. CenterState New York is just one of six regions nationwide, including Atlanta, “Upstate South Carolina,” Milwaukee, Des Moines and Los Angeles, competitively selected to develop Metro Foreign Investment Plans to increase the regional global fluency and enhance the region’s ability to attract investment from around the world. To learn more about the initiative, contact Mike Novakowski, director of business development, at mnovakowski@centerstateceo.com.



Many of the region’s largest and fastest growing companies are FOEs, including Marquardt Switches Inc. (left), Novelis (right), National Grid and AXA. Findings indicate that companies locate in the region due to: acquiring a distressed company in their industry for an expansion opportunity, or to establish a foothold in the U.S.; purchasing a company with a unique technology that can provide a competitive advantage; the unique experience and skill sets available in the region’s workforce; or personal connections.

CENTERSTATE CEO ECONOMIC CHAMPION

Cayuga Milk Ingredients, LLC

Cayuga Milk Ingredients, LLC (CMI) has completed construction on the \$4 million state-of-the-art facility it began October 2012, making CMI's total investment \$106 million.

The plant, which sits on a 25-acre site adjacent to Auburn, produces milk protein concentrates and isolates, milk powders, milk powder blends for the global food and nutrition industries and liquid cream, which CMI has exported to Mexico, Canada, Uruguay, Pakistan, Egypt, France and Malaysia.

Completion of the 108,000-square-foot manufacturing facility has provided numerous benefits in its infancy, including the use of renewable energy in its process and reducing operating costs to farmers. Ultimately, the biggest impact has been the creation of 66 local jobs.

The facility is also beginning another expansion, to include an additional milk silo and more equipment in order to handle the milk supply more efficiently.

One of CMI's objectives is to become the world leader of quality products, a trait that has already piqued interest from numerous customers. Working together with Ingredia Inc. and Cornell University, CMI is finding ways to create superior quality products using the newest technology and improving sanitation practices.

The plant also recently obtained a Safe Quality Foods (SQF) Level 3 accreditation. Several other global companies have performed their own audits of the facility.

CMI was created in April 2012 by the collective efforts of the Board of Managers of Cayuga Marketing, LLC and CEO Kevin Ellis. Twenty-one member farms make up CMI. These family owned farms milk about 31,000 cows and employ more than 600 workers in the Finger Lakes region.

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



Cayuga Milk Ingredients, which has invested more than \$106 million in its facility outside Auburn, recently completed a \$4 million expansion and plans to add another milk silo soon.

MEMBER MILESTONES

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

60 YEARS

Hinerwadel's Grove
OBG
Roto-Rooter Service/Bauer Plumbing

55 YEARS

Bond, Schoeneck & King, PLLC
J.R. Clancy, Inc.
National Grid
Onondaga County Medical Society

35 YEARS

March of Dimes Foundation

25 YEARS

Bellows Lock Corp.
Nice N Easy Grocery Shoppes, Inc.

20 YEARS

Arc of Onondaga
Progressive Expert Consulting, Inc.

15 YEARS

SRIM Enterprises
Syracuse Community Health Center, Inc.

10 YEARS

Historic Oakwood Cemetery Preservation Association
Olums Appliance & Electronics
Securitas Security Services USA, Inc.

5 YEARS

Antique Automobile Literature
Best Tile Distributors Of Syracuse, Inc.
Cayuga Economic Development Agency
Family Care Medical Group
PostNet Printing
Quest Diagnostics



Rick Clonan Named CenterState CEO Vice President for Innovation and Entrepreneurship

The Tech Garden welcomes Rick Clonan as its new vice president for innovation and entrepreneurship. Clonan brings a unique background from the private sector, startup experience and military service to the job. He has a demonstrated track record of developing ideas into successful businesses, and has nurtured multiple ventures from concept stages to full operations.

He most recently worked for C&S Companies as vice president, Board Advisory Group member and intrapreneur. Before joining C&S Companies he started Slide Systems LLC, a developer of aftermarket automotive parts. Under his leadership, the company attained three patents and won multiple best in category awards for its products. Clonan earned a bachelor's degree in physics from Syracuse University and served in the United States Air Force and Air National Guard.

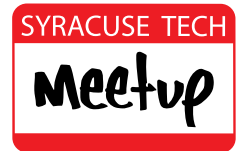


Rick Clonan

With Clonan's leadership and vision, The Tech Garden will continue to stimulate high-tech entrepreneurship, foster the development of emerging companies and support technology commercialization in the region. Contact Clonan at rclonan@centerstateceo.com

Tech Garden Grows Tech Meetups

The Tech Garden and AT&T announced a new partnership to enhance and expand the reach of Syracuse Tech Meetups by providing Tech Garden businesses deeper access to AT&T mentors to reach their business goals.



The group has hosted more than 100 meetups since its inception in 2010. The events range from broad and highly attended events, like the 2015 Tech Meets Taste and 10th anniversary celebration of The Tech Garden, to focused educational presentation on topics such as management, growth hacking or business funding.

"Attending The Tech Garden's Tech Meetups has allowed me to grow my network, my skills and learn a number of business tips," said Glenn Allen, software architect at Excelsior Solutions, LLC, and one of the earliest members of the Tech Meetup group, which has 1,285 members.

Resident News

New York Business Development Corporation (NYBDC), a partner resident, recently announced the Excelsior Growth Fund, its new funding source available to small businesses. The fund promotes economic development and job creation in New York state with the goal of providing access to capital to small businesses that do not meet the requirements for traditional financing. NYBDC has served Tech Garden affiliates, residents and Central New York businesses since locating at The Tech Garden in 2013. www.nybdc.com; www.excelsiorgrowthfund.org



Launch NY, a partner resident, is thrilled to announce the company exceeded its \$100,000 goal during Giving Tuesday on December 1. Interested in opening a new business? Paul Brooks is Launch NY's entrepreneur-in-residence for Tech Garden residents and affiliates. He also assists entrepreneurs and startups throughout Central New York. Learn how Launch NY helps startups at <http://launchny.org>.



LaunchNY

M. A. Polce Consulting, an anchor resident, now offers Digital Signage Solutions – smart, intuitive content creation and management tools. It allows users to create eye-catching digital signage, and design and manage a complex, interactive multimedia display system. M. A. Polce Consulting, Inc. provides high-quality, cost-effective solutions in IT consulting in various network and systems disciplines, including information security, managed services and cloud services. M. A. Polce opened at The Tech Garden II in October 2014. www.mapolce.com



Book The Tech Garden Theater for Your Next Event

Remember The Tech Garden Fibertech Networks Theater for your next business meeting, social event or workshop. Contact tgadmin@thetechgarden.com for more information.



New University Hill Student Housing Generates Local Economic Impact

Five new private, student-housing complexes are in the works in Syracuse's University Hill area that will house up to 500 residents. As the demand for student housing outpaces the supply at many local colleges and universities, communities are realizing the benefits of housing students in areas where they engage with the local economy.

Currently with 30 units, work on another 64 units is underway at the former Rosewood Heights at 614 S. Crouse Ave. The building will accommodate up to 200 people in units that range from 400 square-foot efficiency apartments to 1,800 square-foot, five-bedroom residences. The project will be completed March 2016. <http://universityarea.com>

The Woodbine Group recently opened 80 studio apartments at Skyler Commons, 908 Harrison St. Each 400-square-foot unit will be fully furnished. <http://housingsu.com/skylercommons>

The Woodbine's property at 1027 E. Genesee St., the former Ronald McDonald House, is set up as a shared living facility with 17 bedrooms, nine bathrooms and common living spaces and kitchens. <http://housingsu.com/tentwentysevencommons>

New housing project, #BLVD404, at 404 University Ave. will feature 54 furnished, two-, three-, and four-bedroom apartments, to house 163. Leases are available for fall 2016. www.blvd404.com

Another new project is Fayette Place at 712-714 E. Fayette St., set to open in March. The project will house 39 one-bedroom, one-bath apartments ranging between 650 and 775 square feet.



Skyler Commons



Fayette Place

CEO/COE PARTNERSHIP: GREEN DEVELOPMENT

SyracuseCoE Study Discovers Better Air Quality Improves Decision-Making by Knowledge Workers

In a pioneering study conducted at SyracuseCoE by collaborators from Harvard University, Upstate Medical University and Syracuse University, improved indoor environmental quality was found to double scores of knowledge workers on cognitive function tests. The study was conducted in SyracuseCoE's unique Total Indoor Environmental Quality Lab, which was configured to conduct a double-blind study of 24 office workers who experienced indoor air quality conditions found in conventional buildings, green buildings and green buildings with enhanced ventilation.

"The Impact of Green Buildings on Cognitive Function" study found that participants' cognitive performance scores averaged 101 percent higher in green building environments with enhanced ventilation compared to a conventional building environment. Among the findings:

Crisis response scores were 97 percent higher for the green environment and 131 percent higher for the green environment with enhanced ventilation and lower carbon dioxide levels compared to the conventional environment.

Information usage scores for green and enhanced green environments were 172 and 299 percent higher than in the conventional environment, respectively.

For strategy, green and enhanced green scores were 183 and 288 percent higher than the conventional environment.

A follow-up study was published and found that doubling the ventilation rate in typical office buildings can be reached at an estimated annual energy cost of \$14 to \$40 per person, resulting in as much as a \$6,500 equivalent in improved productivity per person per year.

The full studies are available at www.CHGEHarvard.org/COGfxStudy and www.theCOGfxStudy.com.



CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY



SYRACUSECOE center of excellence

syracusecoe.org



Downtown Syracuse Beautification Programs

It's never too early to start thinking spring! When the snow melts, downtown Syracuse sees new life. The Downtown Committee undertakes beautification efforts such as the Hanging Flower Basket Program and the Partners in Planting Program to maintain an attractive and welcoming streetscape experience for downtown residents, employees, businesses and visitors.

Hanging Flower Basket Program: June 2015 marks six years since its inception. Last year, 334 baskets were installed throughout Cathedral, Clinton, Hanover and Armory squares and the heart of downtown. Basket sponsorship is available with a tax-deductible donation of \$50 per basket. Checks may be mailed to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St., Syracuse, NY 13202 or pay by credit card at: <http://downtownsyracuse.com/flowers>



Young Leaders United plant flowers in downtown Syracuse.

Partners in Planting Program: This popular program returns in the spring to combine employee engagement and downtown beautification. In 2015, a group of employees from Young Leaders United – a division of the United Way – planted four flowerbeds at the intersection of Washington and Warren streets, in partnership with Pioneer Companies and the Downtown Committee. To get involved, call (315) 422-8284 or email mail@downtownsyracuse.com. For more information, please visit www.downtownsyracuse.com/flowers.

Dash Goes on Holiday

Thank you for following the adventures of Dash, the Downtown Committee's All-Star Elf, as he dashed around Downtown Syracuse during the holidays. Each day, Dash was photographed in a different downtown location, exploring all of the great retail, restaurant and cultural offerings of the center of the city. Each correct guess regarding Dash's whereabouts earned an entry into a weekly drawing to win a \$50 gift certificate redeemable at a downtown business.



Celebrate 2016 by Getting Involved with the Downtown Committee

Renzi Downtown Dining Weeks

February 15 to 28, 2016

Next month, more than two dozen restaurants will dish out the once-a-year deal of a three-course meal for \$25 or less, presented by Renzi Foodservice and the Downtown Committee. Menus from participating restaurants will be posted to www.DowntownSyracuse.com.



Downtown Cleanup for Earth Day

April 23, 2016

Join the Downtown Committee to make sure the gateways to downtown Syracuse are clean to welcome spring! Last year, more than 180 volunteers helped give downtown a spring cleaning as part of Earth Day. To participate, please email mail@downtownsyracuse.com or call (315) 470-1953.



Downtown Living Tour: 10th Anniversary Edition

May 21, 2016

This year, the Downtown Committee is rolling out the red carpet to highlight 10 tour stops to showcase the newest, finest and most unique examples of urban living in downtown. Check <http://downtownsyracuse.com/downtownlivingtour> for updates.



Greg Snell Recognized as a “40 Under 40” Industry Leader by Rejuvenate Magazine

Visit Syracuse congratulates Convention Sales Director Greg Snell for being recognized as an industry leader. Snell was featured in the September/October 2015 issue of Rejuvenate Magazine’s “40 Under 40.” Rejuvenate Magazine is a national, B2B (business-to-business) magazine that provides resources and ideas to planners in the faith-based meetings industry.

“We are extremely proud of Greg – this is outstanding,” said Visit Syracuse President David Holder. “He goes above and beyond to bring events to Syracuse and to be recognized nationally for his work is truly deserved.”

Snell was nominated by peers in the faith-based meetings and events world and selected from a list of nominees received from across the country. The award honors young leaders who have earned respect from industry professionals and media.

“I feel honored and humbled by the recognition,” said Snell. “I find it easy to work hard for any group that spends money in my hometown and faith-based groups can generate up to \$4 million a year for the Syracuse economy.”

Snell accepted the recognition at the 2015 Rejuvenate Marketplace in November, in Dallas, Texas. See all the honorees at www.rejuvenatemeetings.com/40-under-40-2015.



Greg Snell

David Holder Appointed to International Post

Visit Syracuse President David Holder has been appointed vice chairman of the international Destination Marketing Accreditation Program (DMAP), a two-year term. DMAP’s globally recognized accreditation is a visible industry distinction that defines quality and performance standards in destination management.



David Holder

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

GOVERNOR NAMES PIKE BLOCK A HISTORIC PRESERVATION AWARD WINNER

Gov. Andrew M. Cuomo recently announced that the Pike Block development project was among seven projects from around the state to receive a 2015 New York State Historic Preservation Award. Established in 1980, the state preservation awards are given each year to honor excellence in the protection and rejuvenation of New York’s historic and cultural resources.

CenterState CEO and its affiliate, MDF Property Holdings, took a leading role in this transformative project for downtown Syracuse by acquiring the properties in 2007, packaging them and negotiating their redevelopment as one project. In 2009, VIP Development was selected as the developer. Since then, VIP has been working to renovate and restore the collection of four 19th century buildings. The more than \$25 million development, which utilized various sources of funding including preservation tax credits, has transformed the abandoned buildings into a vibrant commercial and residential complex.



CenterState CEO President Rob Simpson (third from left) and the VIP Development Associates team accept a New York State Historic Preservation Award for the Pike Block project. Pictured from left are Rose Harvey, commissioner of the New York State Office of Parks, Recreation and Historic Preservation; Ruth Pierpont, deputy commissioner for Historic Preservation, New York State Office of Parks, Recreation and Historic Preservation; Rob Simpson, CenterState CEO; and Bob Garner, Kate Hoefft, Charlie Wallace and Chuck Wallace of VIP Structures.

NEW PARTNERS

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

Dale Carnegie Training of CNY



The professional development company that started it all in 1912, Dale Carnegie® Training has evolved from one man's belief in the power of self-improvement to a performance-based training company with offices worldwide. For more than 50 years, Dale Carnegie® Training of CNY has assisted Upstate New York businesses with developing their leaders to insure successful market share. Connecting time and statistically proven solutions with real-world challenges, Dale Carnegie® Training is recognized internationally as the leader in developing the people-side of business. Through on-site trainings, public programs, and executive coaching, Carnegie delivers measurable results that build positive, steady, and profitable outcomes. Good for People, Great for Results.

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Successful global b2b and funding connections company, brings businesses together for their mutual benefit and introduces companies to financial, new business, acquisition, partnership opportunities. Along with its local, national, and global strategic partners works with companies in a business and strategic development consultative basis.

Alyse Holstein
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Infinity Wellness Center

A wellness treatment center where individual's physical and emotional well being are catered to. Services such as massage therapy, foot bath detox, sound healing, aromatherapy, reiki, life coaching and other services are available.

Jami Bisesi
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www.infinitywellnesscenter.com

Keller Williams Syracuse, Gina Burrows

Education drives success at Keller Williams. KW is rooted in belief around clients and how to conduct business with them. Keller Williams emphasizes bringing value and exceeding expectations. Gina Burrows has 20 years experience putting herself in her clients shoes and listening to their needs. Her clients always come first.

Gina Burrows
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Kinahan Associates LLC



Kinahan Associates LLC provides strategic and sustainable facilities planning and management to federal, state, public and private entities. Kinahan has experience in many facets of FP&M such as project management, space planning for renovations/new construction, furniture/fixtures and equipment selection, procurement and management, and relocation logistics management. Kinahan has the capabilities to understand, support and improve a client's business operations independently or through a team environment. Kinahan will support projects from conception and/or work within a client's existing operations; recognizing the complexity and providing solutions based on the client's unique needs.

Kelly Kinahan
PO Box 35853
Syracuse, NY 13235 315-572-2308
www.kinahanassociates.com

Anne LaBarbera, Esq.

Anne LaBarbera has a bachelor of laws degree in Scots Law and a master of laws degree in International Commercial Law from the University of Aberdeen in Aberdeen, Scotland. Anne also has experience in the independent film industry and has a background in the arts. LaBarbera was admitted to practice law in New York in January of 2015.

Anne LaBarbera
109 S. Warren St.
Syracuse, NY 13202 315-748-5411

George Mango/RealtyUSA

Looking to move into or relocate from the Greater Syracuse area? George Mango offers skilled real estate assistance specializing in relocation, residential and commercial sales in the greater Syracuse and Onondaga County areas. Become a member of the MangoSellsHomes.com fan club and join the many satisfied clients.

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CENTERSTATE CEO MEMBER DISCOUNTS

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

Diamond Catering

4221 Fay Road
Syracuse, NY 13219
315-487-0647

www.diamondcatering.us

From elegant events to casual gatherings, trust Diamond Catering to exceed your catering expectations. A customized approach to event planning ensures that like diamonds, every event is unique.

Discount: CenterState CEO members receive a 10 percent discount off catering. Offer expires February 29, 2016.

Research & Marketing Strategies, Inc. (RMS)

15 E. Genesee St., Suite 210
Baldwinsville, NY 13027
315-635-9802

www.RMSresults.com

Research & Marketing Strategies (RMS) is a full-service marketing and market research firm located in Baldwinsville. RMS provides an array of research methodologies that result in actionable analytics and recommendations for the client to enhance decision-making. RMS is also home to QualiSight, a premier focus group and interview research facility, and RMS ViewPoint, a leading consumer research panel in Central New York.

Discount: CenterState CEO members receive \$250 off their first online survey. Offer expires March 31, 2016.

Catering at the Zoo

1 Conservation Place
Syracuse, NY 13204
315-435-8511

www.cateringathezoo.org

Catering at the Zoo offers a unique venue for your next meeting, conference or special event. Our team is focused on making your event a success and will assist you every step of the way. The zoo offers free, convenient parking.

Discount: CenterState CEO members receive a 50 percent off banquet room rental (a \$200 value) if you book an event by April 30, 2016.

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

Sixth Annual Buy Local Bash a Smashing Success

SyracuseFirst's sixth annual Buy Local Bash, presented by AmeriCU Credit Union, was a great success. More than 750 people attended the event at the Regional Market where over 110 vendors showed their local wares.

The annual event brings community members and local merchants together for a one-of-a-kind social, shopping and tasting event to highlight the locally owned, independent businesses of Central New York. This unique and festive event spreads awareness and support for SyracuseFirst's mission of educating the community about the importance of buying local, and kicks off Buy Local Month, which supports local businesses during the holidays.



More than 750 people attend the sixth annual Buy Local Bash at the F Shed of the Regional Market.

The Buy Local Bash wouldn't be possible without the support of its sponsors: AmeriCU Credit Union (presenting sponsor), BlueRock Energy, China Towne Furniture and Mattress, KMase Productions, TERACAI, HighPoint Advisors, Cazenovia Farmers Market, Gannon Pest Control, Onondaga County Office of Economic Development, Pinnacle Employee Services, Sutton Companies, The Marrone Law Firm, Urban Life Athletics, Hueber-Breuer Construction, Open Atelier, CSM Finishing, Plus Sign & Graphics, CNY Central, Syracuse New Times, Syracuse Media Group, Galaxy Communications. The next Buy Local Bash will take place on November 21, 2016.

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Savings for the New Year

CenterState CEO membership can save you money, time and resources on:

- ✓ Payroll & HR Services
- ✓ Office Supplies
- ✓ Employee Assistance Plan
- ✓ Energy Services – Gas & Electricity
- ✓ 401K Plan
- ✓ Credit Card Processing
- ✓ Background Checks
- ✓ Web Conferencing
- ✓ Insurance Benefits
- ✓ Mobile Device Management

Let us know your business needs, and we will connect you with one of our partners to receive members-only pricing and special offers.

memberadvantage@centerstateceo.com

www.memberadvantagency.com

SPEED NETWORKING AT TERACAI

More than 50 business professionals attended the recent Speed Networking event at TERACAI in North Syracuse. The event was a tremendous opportunity to engage in small group dialogue and make connections with CenterState CEO members. The event included informal networking and an opportunity to share a brief pitch with others. Café Kubal provided refreshments. Check www.centerstateceo.com for upcoming networking and business opportunities.



Dozens of CenterState CEO members attend a recent Speed Networking event at TERACAI to connect with other local business leaders.

AREL MOODIE SEMINAR HIGHLIGHTS HOW LIKABILITY IMPACTS BUSINESS

The Tech Garden recently hosted a seminar by Arel Moodie on “The Art of Likability.” Moodie spoke to 50 CenterState CEO members. According to Moodie, increased likability improves leadership, closes more sales and builds deeper relationships. It’s not about what or who you know. It’s about who knows you and likes you.

Moodie’s high-five tips included:

- Smile (make people smile);
- Special (make people feel special);
- Sincerity (be authentic and truly care);
- Satisfied (deliver on your promise); and
- Standards (acknowledge the best in others and yourself).

Moodie, who founded the College Success Program, is an accomplished speaker and author who conducts a regular podcast for Forbes and The Huffington Post about how to achieve more success and happiness. He is the author of an Amazon bestselling self-help book and has given TED talks on the topics of likability and innovation.

Check the CenterState CEO events listings at www.centerstateceo.com for additional training and educational opportunities.



Accomplished speaker and author Arel Moodie presents to 50 CenterState CEO members about The Art of Likability at The Tech Garden.

EXECUTIVE LEADERSHIP DEVELOPMENT SERIES: INFORMATION MEETING, JANUARY 8

CenterState CEO is offering members a comprehensive leadership program in 2016. The Executive Leadership Development Series helps executives and rising managers reach the next level by enhancing critical thinking, communication and empowerment skills.

The program is presented CenterState CEO with a curriculum that combines academic expertise from local colleges and universities with real world insight from some of the region’s top business leaders.

There is an information meeting at 9 a.m. on January 8, at CenterState CEO. To register, visit www.centerstateceo.com. For additional information or an application, contact Lisa Metot at (315) 470-1870 or lmotot@centerstateceo.com.

Important Dates

Information session: January 8
Application deadline: January 28
Decision day: February 12

CENTERSTATE CEO AMBASSADORS

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



Firehouse Subs opens its first local location at 5308 W. Genesee St. in Camillus.



CMC Dance Company, located at 6092 Route 31 in Cicero, celebrates its recent expansion.



The Evergreen restaurant opens at 125 E. Water St., Syracuse.



Wolff's Biergarten, 106 Montgomery St., hosts a grand opening celebration.

Grand Openings

- Barnes & Capozzi Painting**, 5102 Coffee Tree Ln., Syracuse
- Ole Ole Mexican Restaurant**, 2803 Brewerton Road, Mattydale Shopping Center.
- Rock USA Cutlery**, 65 Main St., Camillus.

Special Recognitions

- Koenig & Selzer Asset Management Group** and **Marathon Financial Advisors, Inc.** have merged.
- The **2015 Syracuse International Film Festival** and **FILMHOUSE** hosted a Filmmakers Forum.

Anniversaries

- SKY Armory**, 351 S. Clinton St., first.
- Eskapes**, 6257 Route 31 in Cicero, fifth.
- C.H. Insurance Brokerage Services Co., Inc.**, 15th.

Expansions and relocations

- Simon's Agency** has a new location at 4963 Wintersweet Drive, Liverpool. The company is also celebrating its 50th anniversary this year.
- The Samaritan Center, Inc.** has a new space at 215 N. State St., Syracuse.
- McDowell Insurance** has a new office at 133 Albany St., Cazenovia.
- Maplewood Suites Extended Stay** renovated its facilities at 400 7th North St. in Liverpool.
- PACE CNY - McAuliffe Health Center** has a new building at 115 Creek Circle Road in East Syracuse.
- The Bonadio Group** has a new location at The Foundry, 432 N. Franklin St., Syracuse.

MEMBER ESSENTIALS

Speach Family Candy Shoppe celebrates its 95th anniversary.

Excellus BlueCross BlueShield recognizes several local companies for creating a healthy workplace for its employees. CenterState CEO members recognized were:

Welch Allyn, G&C Food Distributors, Lockheed Martin, CPS Recruitment, Crouse Hospital, Aneese & Associates, Inc. and Dermody, Burke & Brown, CPAs.

Destiny USA announces, **Lululemon** opened and Johnny's Burger Factory, a new restaurant concept from Johnny Rockets, will open this month. Other recent openings include: CilantroMex, Finger Lakes Coffee Roastery, Georgio's Furs and an expanded Verizon Wireless store. The International Council of Shopping Centers recently recognized Destiny USA as the Sustainable Gold winner in the Renovations and Expansions Design category.

Indium Corporation celebrated National Manufacturing Day with more than 60 other exhibitors at the SUNY Poly Manufacturing Day Expo in Marcy. **Indium** also recently teamed with OHM Boces P-TECH students to design real-world solutions.



Michael Haynie, director of the **Syracuse University Institute for Veterans and Military Families**, was featured on Syracuse.com.

King + King Architects to design new law offices in HSCB Tower in downtown Syracuse, which was purchased last year by CBD Cos. and Cadaret, Grant & Co. Inc. **King + King Architects** also announces Kirk Narburgh appointed CEO/managing partner.

The DeClutter Coach announces TV show and news segments are now reaching a national audience.

MACNY, Onondaga Community College and Lockheed Martin all celebrate National Manufacturing Day, hosting multiple events for students throughout Onondaga County.

VanKeuren Square, which was built and opened by **Housing Visions**, is recognized by the White House for helping eradicate homelessness for veterans in Syracuse.



Jackson Welding & Gas Products acquires **Delo Welding & Industrial Supply Corp.**, which has been a family owned business and market leader in Syracuse for more than 76 years.

Onondaga County Industrial Development Agency agrees to give **Onondaga Community College** free rent for downtown facility it plans to rent and renovate for food service management training program.

HealthWay, the global leader in air purification, equipped a demonstration building at the International Green Building Conference in China.



Onondaga County Water Authority offers 93,000 residential customers a repair service plan that helps cover the stretch of water line that is the homeowner's responsibility.

The Visiting Nurse Association of Central New York, a division of **VNA Homecare**, has been named to the Top 500 of the 2015 HomeCare Elite™.

Onondaga Historical Association is behind efforts to restore the home of famed furniture maker Gustav Stickley, whose furniture is the basis for the **Stickley, Audi Company. The Central New York Community Foundation** is also donating to the renovation effort.

Rapid Response Monitoring hires six new employees.

The Marriott Syracuse Downtown, which will open in the renovated Hotel Syracuse, is now accepting reservations for July 4, 2016. The hotel also announces Paul McNeil as general manager.

Confidata, a trusted local source for confidential document shredding, purchases a new mobile shredding truck.

Le Moyne College receives a \$6.5 million gift from alumni John and Kathy Purcell. It is the school's third largest gift in history.

The former Sam Dell Dodge location in Syracuse, which is now owned by **James Ranalli, CEO of United Auto Supply**, will gain a new tenant in Edge Strength, Conditioning and Weight Loss Center.

The National Endowment for the Arts announces \$105,000 in local grants including **\$10,000 to CNY Jazz and \$10,000 to Syracuse Stage.**

Redhouse Arts Center announces it has raised 90 percent of its \$9.8 million fund for its future home at City Center, formerly Sibley's department store.

Empire Brewing Co. launches second beer using traditional Asian tea ingredients.

Cayuga Lake Wine Trail unveils a new logo.



Bank of America announces it will bring 150 new jobs to Utica.

The C&S Companies

announces a \$15,000 donation to food banks across the country, including \$5,000 to the Food Bank of Central New York.

Metro Fitness announces a new location in Fayetteville.

The **2015 Syracuse International Film Festival** and FILMHOUSE hosted a Filmmakers Forum on the new FILMHOUSE soundstage completed by **COR Development**. The soundstage was used in the upcoming film, American Dresser.



Share Member News with Us!

Do you know of a CenterState CEO member company that has celebrated a recent achievement, experienced growth, added jobs, or won a prestigious award? Share your stories with us at membernews@centerstateceo.com!

2016 BUSINESS OF THE YEAR NOMINATION FORM

Nominate an outstanding Business - even your own - for CenterState CEO's 26th Annual Business of the Year Awards in one of five categories.

- **Member businesses with 1-50 employees**
- **Member businesses with over 50 employees**
- **Community Involvement Award**
- **Non-Profit Agency Award**
- **Minority Owned Businesses**

CenterState CEO membership IS required for nomination, except Minority Owned Businesses. Companies that have won within the last five years cannot be nominated in the same category.

Nominations are due January 30, 2016!

A questionnaire will then be emailed to nominated companies.

Completed questionnaires are due February 19, 2016.

For more details, visit www.centerstateceo.com



Name of Business _____
Principal Officer _____
Address _____
City, State, Zip _____
Phone _____ E-mail _____
Submitted by _____
Company _____
Address _____

Award being nominated for:

- 1-50 employees
 Over 50 employees
 Community Involvement
 Non-Profit
 Minority Owned Business



Mail to:

CenterState CEO
Attn: Business of the Year
115 W. Fayette Street
Syracuse, NY 13202

Fax to: 315-471-8545

Email to:

kdejoseph@centerstateceo.com

Questions:

Karen DeJoseph 315-470-1997

The 2016 Business of the Year Awards will be presented at the CenterState CEO Annual Meeting on April 6, 2016 at the Oncenter.

ENJOY A HOLLAND AND BELGIUM RIVER CRUISE

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



Kinderdijk Windmills, Holland

Economic Forecast Breakfast

Wednesday, January 13

7:30 a.m. Registration; 8 a.m. Breakfast

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

Join hundreds of fellow CenterState CEO members, business leaders and executives for the presentation of the region's 2016 Economic Forecast.

Keynote Speaker: Gary Keith, vice president and chief economist for M&T Bank, will present an overview of trends in the national and state economies, and their impact on the CenterState New York region.

Cost: \$40 for members or \$400 for a table of 10; \$50 for non-members or \$500 for a table of 10. After January 4, the cost is \$45 for members or \$450 for a table of 10; \$55 for non-members or \$550 for a table of 10.

Register by January 8 at www.centerstateceo.com or contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com.

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Executive Leadership Development Series Information Session, January 8

9 to 10 a.m.

CenterState CEO, 115 W. Fayette St., Syracuse

Learn how the Executive Leadership Development Series helps executives and rising managers reach the next level by enhancing critical thinking, communication and empowerment skills.

Cost: Free. For more information contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com.



Trade Agreements and How They Help U.S. Business, January 15

9 to 11 a.m.

The Tech Garden, 235 Harrison St., Syracuse

The Trans-Pacific Partnership (TPP), a comprehensive trade agreement with 11 other countries in the Asia Pacific will eliminate all foreign import taxes on industrial and consumer goods, benefiting New York's top export sectors. The Transatlantic Trade and Investment Partnership (T-TIP) is a groundbreaking free trade agreement between the United States and the European Union. Hear from Robert Manogue, director of Bilateral Trade at the U.S. State Department, on how these two trade agreements pending approval will impact your business exports to these regions.

Cost: \$25 per person; free for CNYIBA members. Registration is required. For more information, contact Kathy Hallahan at 315-470-1948 or khallahan@centerstateceo.com.



REDISCOVER CUBA; TRAVEL PRESENTATION JANUARY 11

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

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

For more information, attend a travel presentation at 5:30 p.m. on January 11, 2016 at the Maplewood Suites Extended Stay, 400 7th North St. in Liverpool. RSVP to 315-701-2648 to attend.



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



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

CEO ESSENTIALS

The advertisement is set against a background of a basketball's pebbled orange surface. A large, black, stylized letter 'L' is positioned in the upper center, with two horizontal teal brushstroke-like marks extending from its top arm. Below the 'L', the text 'EASTWOOD LITHO, INC.' is written in a white, bold, sans-serif font. Underneath that, the phrase '#1 in Syracuse Printing' is written in a large, white, italicized serif font. A thin white horizontal line is placed below the main headline. At the bottom, the website 'www.eastwoodlitho.com' and phone number '315-437-2626' are listed, followed by the address '4020 New Court Ave. Syracuse, NY 13206' in a white sans-serif font.

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