

SMALL BUSINESSES PRIORITIZED WITH PAYCHECK PROTECTION PROGRAM CHANGES

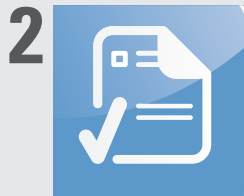
Since the beginning of the pandemic, CenterState CEO has actively worked with local, state and federal leaders to advocate for the resources that its members have said will have the most impact on their successful recovery. CEO knows that small businesses are among the hardest hit by the economic crisis and that targeted, and easy to access resources are critical to their ability to recover. They are also employers of the workforce, a source of new private sector jobs and sustain the vibrancy of the community. Ensuring their vitality is critical to the area's forward progress.

Recent changes made to the Paycheck Protection Program (PPP) target small businesses and aim to provide greater equity in access to relief resources.

To reduce disparities in funding access, PPP applications will be limited to businesses with fewer than 20 employees until March 9, 2021. This exclusivity period allows lenders to focus on providing additional financial support to the smallest of businesses, including sole proprietors, independent contractors and self-employed individuals. In addition, women and people of color own 70% of businesses without employees. These businesses have often been disproportionately impacted by the pandemic or have faced challenges in accessing recovery funding. The loan calculation formula has also been revised to offer more relief to these applicants.

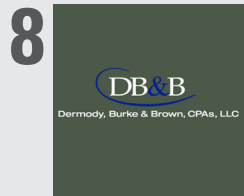
The updated program also includes: a \$1 billion set-aside for sole proprietors, independent contractors and self-employed individuals in low- and moderate-income areas; eliminates the restriction preventing small business owners previously convicted of non-fraud felonies from eligibility; removes the student loan delinquency restriction for small business owners; and ensures access for non-citizen small business owners who are lawful U.S. residents. **The PPP is still scheduled to close for all applicants March 31, 2021.**

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Member Survey: Help Us Identify Diverse Business Leaders



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New Investor Focus



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COVID-19 Business Resources



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CenterState CEO Events: Annual Meeting, April 29

CenterState CEO Annual Meeting

Commit: Progress through Purpose Driven Leadership

Thursday, April 29

Virtual Event | 12 to 1 p.m.

Join CenterState CEO for the region's premier annual gathering of business leaders. This virtual event will highlight how businesses are called on to lead with purpose, push boundaries and engage in greater community consciousness to achieve economic growth, equitable prosperity and positive social change. Featuring the prestigious Business of the Year awards, recognizing companies in five categories:

Business with less than 50 Employees

Business with more than 50 Employees

Community Involvement

Nonprofit

Minority-Owned Business, in partnership with the Upstate Minority Economic Alliance

Register at www.centerstateceo.com/events.

PAYCHECK PROTECTION PROGRAM CHANGES continued from front page

“Throughout this crisis, CenterState CEO has helped businesses navigate the ever-changing landscape of pandemic related legislation and relief options,” said CenterState CEO President Rob Simpson. “We are pleased to see the administration and the SBA taking steps to address equity issues in the lending process, to ensure that necessary relief reaches more individuals, particularly low- and moderate-income populations, and rural, urban and other underserved areas.”

For more information about the changes, [click here](#). Please contact CEO at support@centerstateceo.com for assistance or questions about this and other available COVID-19 recovery resources.

Additionally, CEO has compiled a list of federal, state, local and other resources available for businesses on its [website](#).

Additional resources:

- [SBA Guidance on Accessing Capital for Minority, Underserved, Veteran and Women-Owned Business Concerns](#)
- [Paycheck Protection Program - Participating Lenders \(sba.gov\)](#)
- [SBA Microlenders](#)
- [Biden Administration PPP Reform Fact Sheets](#)

Get Help with Your PPP Application

Borrowers can apply for the Paycheck Protection Program by downloading the [First Draw PPP loan application](#) or [Second Draw PPP loan application](#) and working with a participating PPP lender through the [SBA Lender Match tool](#).

Through SBA’s nationwide district offices, the Agency will work in close partnership with the Administration to further leverage its resource partner network and expand on multilingual access and outreach about the PPP. Updated PPP information, including forms, guidance, and resources is available at www.sba.gov/ppp and www.treasury.gov/cares

MEMBER SURVEY: HELP US IDENTIFY DIVERSE BUSINESS LEADERS

At a time when so many communities are facing the systemic issues behind racial injustice and inequality head-on, CenterState CEO recognizes it has an important leadership role to drive social and economic equity as part of its mission-driven work to create greater opportunity for all. CEO is advancing this work through the newly established Racial Equity and Social Impact portfolio, led by Dr. Juhanna Rogers, and through efforts to implement inclusive business development strategies into Syracuse Surge, funded through JPMC AdvancingCities.



To further these efforts, CenterState CEO is working to identify firms and organizations led by minority, women, veteran and diverse individuals within its membership. The term XBE is used to describe this group of businesses within CenterState CEO. CEO seeks to determine and increase the number of XBEs in its membership in order to identify XBE business leaders to serve as mentors for its Generation Next initiative, help inform business attraction efforts and share XBE business stories and opportunities through events and communications. CenterState CEO invites you to take this [short member survey](#) to update your membership profile and share information about diverse leaders in your organization.

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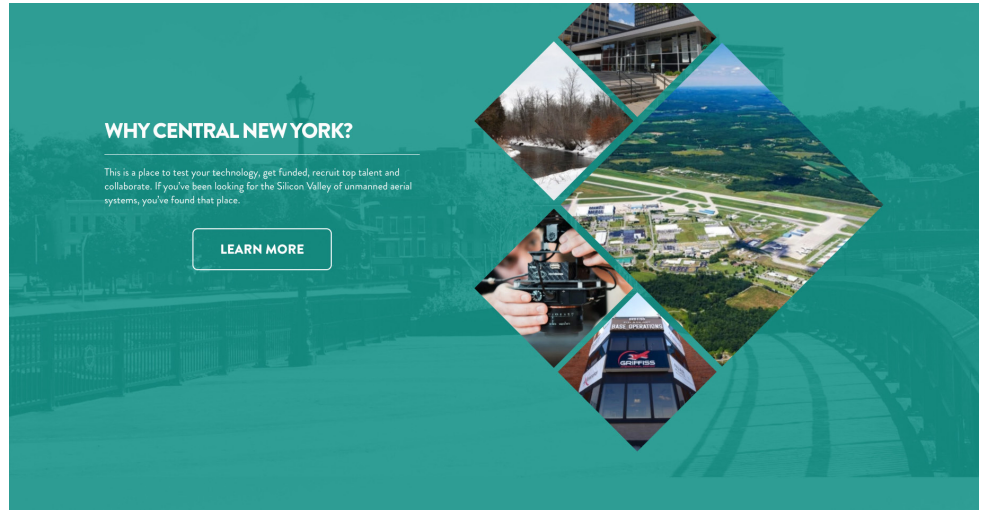
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UAS CENTRAL ADVANCES REGION'S BUSINESS ATTRACTION EFFORTS

UAS Central, whose mission is to increase awareness and economic development in the unmanned aerial systems industry in Central New York, recently participated in Select USA's UAS/UAV (Unmanned Aerial Systems/Unmanned Aerial Vehicles) Virtual Inbound Investment Mission. During the program, Central New York was featured as a prime location for business before an audience of more than 120 European and Israeli companies considering relocation to the United States.

Andrew Fish, senior vice president of business development at CenterState CEO, and Jonathan Daniels, chief of strategy at NUAIR, presented on CNY's quality of life and the many resources for testing, guidance and growth in the UAS industry. UAS Central is a business attraction, development and marketing initiative working to help startups and businesses navigate the regulatory framework of unmanned aerial systems. **UAS Central** serves as the primary hub for information and news about the growing unmanned aerial systems industry in New York state. It includes the coordinated public, private partnerships and initiatives fueled by CNY Rising, including NUAIR, Project U-SAFE and GENIUS NY.

The New York UAS Test Site in Rome, New York, is one of seven FAA-designated UAS test sites in the nation and has world-class instrumentation for real-world application and testing. Additionally, New York state has committed a significant investment in the development and completion of the first 50-mile UAS test corridor in the nation, managed by NUAIR, between Rome and Syracuse, providing the most advanced infrastructure for companies to test both UAS platforms and UTM technologies in real world settings. UAS Central helps organizations learn how to take advantage of these regional assets and expertise to integrate unmanned aircraft safely, cost-effectively and within the current regulatory framework. Learn more at <http://uascentral.com>.

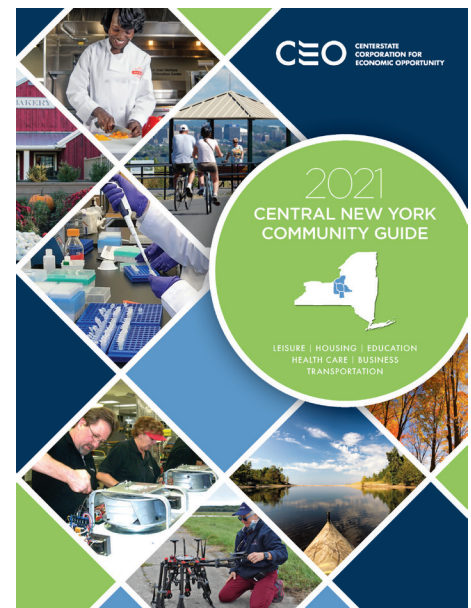


A 2021 RECRUITING TOOL: THE CENTRAL NEW YORK COMMUNITY GUIDE

CenterState CEO has released its *2021 Central New York Community Guide* – a magazine that highlights and provides information on housing, education, health care, transportation, business and leisure activities in Syracuse and Central New York. This annual publication is a resource for members to aid in their recruitment efforts and as a tool in CenterState CEO's economic development efforts.

A complimentary copy is mailed to CenterState CEO and Greater Oswego-Fulton Chamber of Commerce members, and CEO partner organizations. **Additional copies may be purchased by calling 315-470-1800. Members can also download the guide from the CenterState CEO website at www.centerstateceo.com/publications.**

Businesses interested in advertising in next year's community guide are invited to contact Beth Savicki at 315-470-1833 or bsavicki@centerstateceo.com.



Attention Human Resource Depts.

The *2021 CNY Community Guide* is an excellent recruitment piece and great resource for new hires to receive during a company's onboarding process. Call 315-470-1800 to order additional copies today.

GOVERNMENT RELATIONS

CenterState CEO Advocates for I-81 Record of Decision in 2021



As one of CenterState CEO's top five policy priorities for 2021, the organization is advocating for a Record of Decision on the Interstate 81 redevelopment project. Having been the subject of research, modeling and debate for years, it is time for the community to move forward. The redevelopment of I-81 is critical for safe and efficient transportation as the viaduct through Syracuse has reached the end of its projected useful life. As recognized by Gov. Andrew Cuomo in his State of the State message, this project offers opportunities for greater connectivity and economic development as well as valuable economic stimulus and job creation for Syracuse and the region.

CenterState CEO believes the Community Grid option provides the best foundation to achieve the values it defined at the onset of the current NYSDOT design phase, while advancing the region's economic development goals and aspirations for the future. Recognizing, that no single solution will fully or adequately address every concern or opportunity, the Community Grid Plus plan offers 10 points of enhancement to the current Community Grid option, including recommendations to address many of the concerns raised through the evaluation process to

make the Community Grid work for more people, and find common ground among a broader range of regional stakeholders.

Among its key points, the Community Grid Plus solution calls for:

- A comprehensive investment in modern public transit, including bus rapid transit, in parallel with any decision on I-81.
- More significant improvements to the I-481 corridor, and urges other key enhancements, such as improvements to Bear Street in the Inner Harbor.
- An economic mitigation fund for affected stakeholders and municipalities to prepare for the project's potential effects on local businesses.
- A locally led revitalization commission to ensure the redevelopment projects are inclusive, with strong MWBE and local participation, and to encourage mixed-income projects.
- The highest quality design consistent with a vibrant urban setting.
- A coordinated regional approach to shift truck traffic away from towns, villages and the community's drinking water.
- Revisiting the elimination of New York State Thruway tolls in the Syracuse area, among others.

As CenterState CEO advocates for this Community Grid Plus solution, it pledges to work cooperatively with the state, local municipalities, and affected businesses on a comprehensive solution for the region. It also urges the NYSDOT and the Federal Highway Administration to advance this solution as quickly as possible to address transportation needs for Syracuse and the Central New York region, as well as provide a vital infusion of economic stimulus as the area recovers from the economic impacts of the COVID-19 pandemic.

CenterState CEO Members Hear Directly from NYS Lt. Gov. Hochul

CenterState CEO hosted New York State Lt. Gov. Kathy Hochul in a special virtual presentation on the New York State budget. Hochul shared with CEO members and the Central New York community how the budget builds on the state's vision to reimagine, rebuild and renew New York.

The presentation highlighted budget initiatives focused on: supporting the recovery of highly-impacted small businesses, restaurants and the arts and entertainment industries; broadband initiatives for low-income families; rent relief and preservation of affordable homes; investments from the private and public sectors to create green economy opportunities; and the creation of the nation's largest infrastructure plan to drive growth and opportunity for all.

New York will lead with a bold 7-point action plan:

1. Defeat COVID
2. Vaccinate 70-90% of New Yorkers
3. Deal with the short-term economic crisis
4. Plan our long-term economic future
5. Shift our economy toward green energy
6. Capitalize on the coming changes on our society and economy from COVID
7. Address systemic injustices revealed during COVID

ELEVATING THE CONVERSATION ON WOMEN & EQUITY IN THE WORKFORCE

March is the celebration of Women’s History Month. When we think about equity it is critical to remember that women, both white and women of color, continue to navigate the challenges of managing roles, responsibilities and opportunities in the business community.

Prior to 2020, there were signs that women were shattering glass ceilings and making great strides across sectors, however, the presence and voices of women are still few and faint when we examine leadership tables. A Diligent Institute study identifies that board roles for women grew from 19.6% in 2017 to 24.3% in 2019 on Russell 1000 company boards. However, only 22% of board members globally are female, and only 7% are board chairs.¹

The election of our first female vice president in this nation is a major step forward. However, there is more work to do to normalize the role of women in leadership positions. Women leaders are slow to grow into executive leadership roles and retention and turnover rates remain higher for women than men. Additionally, women entrepreneurs often struggle to find the financial capital to be as competitive as male peers in the entrepreneurship ecosystem. In 2017, all-male companies attracted nearly 80% of capital, while companies founded by all women received **only 2% of funding**.² Long story short, the road for women, and women of color, is still one to be paved. And the challenges brought on by COVID-19 has not helped matters.

In recent months, the disproportionate impact of the pandemic on women in the workforce has increasingly become national headlines. As of January 2021, nationally there were 9.8 million fewer jobs than before the pandemic; of those, women lost about 55%.³ Data also shows that these job losses were felt most significantly among Black and Latina women: Latinas have the highest unemployment rate at 9.1%, followed by Black women at 8.4%, compared to white men who have an unemployment rate of 5.4%.⁴ Additionally, 154,000 Black women left the labor force permanently, nationwide (December 2020), marking the largest one-month drop in their labor force size since March and April 2020.⁵ President Biden has also called the women dropping out of the workforce a “national emergency.”

During the pandemic, women have also stepped up to fill the gap in childcare and education for their families. The service industry has been heavily impacted by the pandemic, with many cutting back or closing their doors, again disproportionately impacting women who often fill these roles.

With these challenges, we must ask ourselves, what challenges are ahead of us when it comes to supporting and filling the void of women working in our community? Companies should think critically to consider how these gender nuances impact their staffs, HR policies practices, and hiring/recruitment and retention efforts, and then explore what types of support may be required. Collectively, we must ask what we are doing as a business community to support the presence and well-being of women in the workplace and the economy. If the downward spiral continues what will happen to the role of women, their families and their contributions to our economy?

I invite you to join us for a conversation on March 16 to explore these topics further. Session two of our Racial Equity and Social Impact Trainings explores the intersections of race, gender and business in a thought-provoking panel discussion with women leaders in their fields. Panelists include: Dr. Malika Carter, chief diversity officer, SUNY College of Environmental Science and Forestry; Charlene Tarver, founder and executive director, Women’s Economic Institute, Inc.; and Joann M. Yarrow, director of Community Engagement and Education, Syracuse Stage, founder and CEO of Live Animation Studios and Distinctive Voices. [Register to engage here.](#)



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.

Sources:

¹ www.diligentinstitute.com/wp-content/uploads/2020/03/20200228-Diligent-Institute-Diversity-Report-8B.pdf

² www.forbes.com/sites/forbesbusinesscouncil/2020/05/18/why-women-entrepreneurs-are-critical-to-economic-growth/?sh=67c427584523

^{3,4,5} www.nwlc.org/wp-content/uploads/2021/01/December-Jobs-Day.pdf

TOWARD RACIAL EQUITY
#TakeThePledge

CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY **CenterStateCEOEquity.com**

HEALTHWAY PARTNERS WITH CENTERSTATE CEO TO DONATE AIR PURIFIERS TO LOCAL BUSINESSES

HealthWay Family of Brands, CenterState CEO, the Downtown Committee of Syracuse, the Greater Oswego-Fulton Chamber of Commerce, Syracuse Mayor Ben Walsh and Onondaga County Executive Ryan McMahon announced that 18 local businesses have recently received Intellipure air purification systems. The air purifiers will help to improve air quality in these indoor spaces and promote cleaner air.

The systems were donated and installed by HealthWay, of Pulaski. The Intellipure system is a medical-grade air purification system that captures and permanently removes viral and bacterial particles from the air, down to .007 microns — smaller than the COVID-19 virus — through its disinfecting filtration system technology. Each compact unit protects up to 500 square feet and is individually tested and certified to exceed traditional HEPA filtration, providing the highest level of ultrafine particle and virus removal.

The donation represents an effort to connect local businesses impacted by the pandemic with local solutions to support their safe operations.

“It’s been heartbreaking to see what these businesses have been through,” said Vinny Lobdell, president of HealthWay Family of Brands. “Many of them have supported us over the years in various ways, and so it only made sense. We hope this donation of air purifiers will allow them to better protect patrons and staff, and help them push forward.”

In total, HealthWay’s donations represent a \$20,000 direct investment in businesses that are among the industries hardest hit by the pandemic. The donated purifiers are manufactured by HealthWay in Oswego County. These local small businesses are now using the same world-class, locally developed technology used in schools, health care facilities and other industries globally, to keep their customers and employees safer.

“As a childcare program serving children in the middle of this COVID-19 pandemic, clean air is a critical piece of promoting a safe environment for children to learn and play while parents are working,” said Tanika Jones, owner, It Takes a Village Family Daycare. “We are grateful for the gift of two Intellipure air purifiers that we otherwise may not have been able to afford considering we are a small business operating on a small budget during this difficult time.”

HealthWay worked with CenterState CEO, the Downtown Committee of Syracuse, Inc., and the City of Syracuse to determine where there were needs. The partnership reflects efforts to bring together community leaders in the fight against COVID-19.

“We have heard directly from so many businesses hit hard by the pandemic about the multitude of challenges they face, including battling customer and worker confidence,” said Rob Simpson, president of CenterState CEO. “HealthWay’s decision to pay its successes forward directly supports the safety and viability of these businesses, which are critical contributors to our region’s vibrancy.”

These donations are the company’s latest efforts to step up in the face of the crisis through their technology and products. The company also donated two of its larger units to the Syracuse DPW building and worked closely with the Syracuse City School District to make sure it was possible for them to put units throughout its schools.

To learn more about the businesses operating a HealthWay system to makes their spaces safer, visit [HealthWay’s new website](#).



David Hoyne, owner of Kitty Hoynes Irish Pub & Restaurant, is ready to start using the restaurant’s new Intellipure systems.



Brandon Lagoe (right), owner of La Parrilla Grill & Wine Bar in Oswego, accepts a new Intellipure system from Caelan McCaffery of HealthWay Family of Brands.

Businesses That Received a HealthWay System Include:

Ale ‘n’ Angus, Syracuse

Brandon’s Pub & Grille, Fair Haven

Change of Pace Sports Bar, Syracuse

Darwin on Clinton, Syracuse

Habiba’s Ethiopian Kitchen, Syracuse

It Takes A Village Family Daycare, Syracuse

Jus Sum Jazz Lounge, Syracuse

Kasai Ramen, Syracuse

Kitty Hoynes Irish Pub & Restaurant, Syracuse

La Parilla, Oswego

Onondaga Historical Association, Syracuse

Pastabilities, Syracuse

Pronto Fresh, Syracuse

Steve’s Restaurant, Syracuse

Sweet on Chocolate, Syracuse

The Evergreen, Syracuse

Today’s Special Café, Syracuse

Winnie’s Soul Delicious, Syracuse

GOFCC ANNUAL MEETING MARCH 4: ADAPT. INNOVATE. ENDURE.

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) will host its 2021 annual meeting virtually on March 4, gathering Oswego County’s business and community leaders to celebrate a challenging but productive year. In keeping with the 2021 event theme of “Adapt. Innovate. Endure.” GOFCC Executive Director Katie Toomey will highlight the chamber’s programs and ongoing efforts to support members, as well as initiatives for the year ahead.

The event’s keynote presentation will feature a discussion with Oswego Mayor Billy Barlow and Fulton Mayor Deana Michaels, moderated by CenterState CEO President Rob Simpson. The Chamber will also present several awards during the event, including the Community Investor Award, the President’s Award and the Nancy Premo Woman of Distinction Award.

The Community Investor Award recognizes individuals/organizations who have provided a substantial investment and commitment to the improvement of Oswego County’s communities; The President’s Award recognizes a member of the Advisory Council who has provided exemplary service above and beyond what is required; and the Nancy Premo Woman of Distinction Award celebrates a woman in business whose service has made a positive impact in the community, in honor of Nancy Premo, CenterState CEO’s late vice president of human resources.

Thank you sponsors: Presenting Sponsor – Exelon Generation; Business Sponsors – Novelis Inc.; PathFinder Bank; and Oswego Health; Community Sponsor – Oswego County Federal Credit Union; Supporting Sponsors – SUNY Oswego; and Elemental Management Group; Content Sponsors – Step One; Kyle R Productions; and IHeart Oswego.

The GOFCC Annual Meeting takes place virtually 1 to 2 p.m. Thursday, March 4. [Register to attend.](#)

A photograph of a man in a dark blue jacket holding a yellow and blue drone. The background is a blurred city street.

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\$12 MILLION
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WORLDWIDE
Applicants



22 COMPANIES
Welcomed to CNY

NEW INVESTOR FOCUS

PRESENTED BY:



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.

ABC Creative Group, LLC

www.abcideabased.com



Travis Bort, *Owner/Creative Director*

235 Walton St., Suite 201, Syracuse, NY 13202

315-471-1002

ABC is a full-service marketing agency that combines uncommonly creative individuals with a highly successful idea-based approach to solve problems and grow organizations. ABC is comprised of professional storytellers, expert communicators, master strategists and proud members of the Central New York business community. For more than 30 years from right in Syracuse, ABC has provided diverse local, regional and national clients with award-winning creative content and strategies. From advertising to web development and design to video, ABC's team delivers a full list of services that engage consumers and inspire movement.



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J. Kemper Matt, Jr., *President*

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315-234-7241

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Friends of the Rosamond Gifford Zoo

www.rosamondgiffordzoo.org



Carrie Large, *Executive Director*

1 Conservation Place, Syracuse, NY 13204

315-435-8511

The Friends of the Rosamond Gifford Zoo exists to help the Rosamond Gifford Zoo succeed in its Association of Zoos & Aquariums (AZA) missions of caring for and helping save threatened and endangered species, educating the public about wildlife conservation and the connections between animals, people and the environment, and supporting global wildlife conservation. The Friends of the Zoo, founded in 1970, has become a key partner of the zoo, providing education programs, membership and volunteer services and events, as well as operating The Jungle Café and The Curious Cub Gift Shop to benefit the zoo.



La Parrilla Grill & Wine Bar

www.laparrillaoswego.com



Brandon Lagoe, *Owner*

156 W. 2nd St., Oswego, NY 13126

315-216-4179

La Parrilla is a Mediterranean-style bistro that uses all local vendors and local farm products in its seasonally changing menu. It provides a family atmosphere with great service, so visitors can sit and enjoy being taken care of.



M3 Innovation, LLC

<https://m3-innovation.business.site>



Joe Casper, *Co-founder and Technology Innovation Officer*

727 E. Washington St., Syracuse, NY 13244

315-720-4727

M3 Innovation, LLC is a disruptive technology innovation startup with its headquarters in the SyracuseCoE building. It is comprised of the founders and engineers of Ephesus Lighting, a successful 2010 startup with roots in the SyracuseCoE and The Technology Garden, where it leveraged resources within New York to successfully develop and commercialize LED Lighting globally. M3 Innovation's mission is to disrupt the \$8.5 billion outdoor municipal sports lighting market with innovative product solutions at a significantly lower cost than traditional systems. M3 has and will continue to develop a portfolio of intellectual property for the lighting and IoT markets.





“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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COVID-19 BUSINESS FUNDING RESOURCES

Several new funding sources, listed below, are available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Please follow the provided links to determine whether your business or nonprofit is eligible to apply. For additional resources, please visit the [COVID-19 Business and Financial Resources page](#).

FEDERAL

Employee Retention Credit (ERC) - Program Updates

Through the 2021 Consolidated Appropriations Act, the ERC is available to employers who receive, or have received, a PPP loan and has been extended through Q1 and Q2 of 2021. [FAQs](#)

SBA Shuttered Venue Operators (SOV) Grants

Provides grants to shuttered venues, to be administered by the SBA's Office of Disaster Assistance. Eligible applicants may qualify for SVO Grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million. Two billion dollars is reserved for eligible applications with up to 50 full-time employees. Those who have suffered the greatest economic loss will be the first applications processed. SBA is in the process of setting up the grant program and is **not yet accepting applications**. [For more information](#) | [FAQs](#)

SBA 8(a) Program Extension

SBA published an interim final rule effective January 13, 2021 allowing 8(a) Program participants to elect a one-year program extension in the SBA's 8(a) [Business Development Program](#) due to the challenges of COVID-19. Firms participating in the 8(a) program on January 13 will receive an automatic one-year program extension unless they decline it in writing. Firms participating in the 8(a) Program as of March 13, 2020, but graduated before January 13, 2021, are also eligible for program readmittance. Firms seeking readmittance must notify SBA as soon as possible, but no later than March 15, 2021. [For more information](#). Submit questions to SBA at 8aQuestions@sba.gov.

STATE

Empire State Digital Initiative, Ritual ONE

Ritual ONE, a restaurant technology platform, has teamed up with PayPal to support economic relief efforts in New York state by committing to invest \$1 million in customer incentives to encourage customers to support their favorite local restaurants and eateries. Restaurants and food service establishments that join Ritual through the Empire State Digital initiative can access digital tools to enable them to accept contactless orders for free until March 31, 2021. [Learn more about Empire State Digital](#) | [Learn more about Ritual ONE](#)

New York Forward Loan Fund (NYFLF)

The New York Forward Loan Fund (NYFLF) targets the state's small businesses, nonprofits and small landlords that have seen a loss of rental income because of the COVID-19 outbreak. Recent changes to the program have broadened eligibility to provide greater assistance to some of the hardest hit businesses and organizations. Those with 50 or fewer full-time employees (up from 20) with a maximum of \$5 million in revenue (up from \$3 million) are now eligible. Additionally, prior eligibility restricted anyone that had received SBA Paycheck Protection Program (PPP) or Economic Injury Disaster Loan (EIDL) loans. Now, eligibility includes only those that received more than \$500,000 from PPP or \$150,000 from EIDL. [Visit ESD's site for more information](#) | www.nyloanfund.com | [FAQs](#) | [Overview Presentation](#)

NY Department of Labor Shared Work Program

Designed to help businesses keep trained staff and avoid layoffs. Employees can receive partial Unemployment Insurance benefits while working reduced hours. [Learn more here](#).

COMMUNITY FUNDS, FOUNDATIONS, NONPROFIT SUPPORT

The Barstool Fund

Barstool Sports created the Barstool Fund in support of the 30-Day Fund to help small businesses survive. Small business owners must still be paying their employees and explain what the funds would be used for, such as paying bills or employees. [For more information](#) | [Apply here](#)

Nolet Family USA Relief Program

Run through nonprofit Another Round, Another Rally, this program offers unemployed food and beverage hospitality workers a \$50 eVoucher to be redeemed at a nationwide retailer, to supplement groceries and other much needed essentials. Limit one registration per person per month. [Learn more and apply](#).

Radical Xchange Charitable Gifts for Black Mental Health Relief

Radical Xchange and Another Round, Another Rally have partnered to provide mental health relief to Black hospitality workers living in the U.S. in need. Hospitality workers, for the purpose of this grant, include anyone working, front or back of the house, in a bar, restaurant, cafe, brewery, wine shop/ winery, or popup events dealing with food and beverage, food preparation and food service. [Learn more and apply](#).

CENTERSTATE CEO ECONOMIC CHAMPION

Metis Consulting Group

Metis Consulting Group is a woman-owned, Disability-Owned Business Enterprise (DOBE), certified B Corp, and New York State Public Benefit Corporation. In addition to custom software development, database architecture and marketing technology integration, Metis offers management consulting expertise including social impact-oriented organizational development, training and facilitation services. Metis is committed to sustainable economic development as a primary driver of positive social change, conducting business as a force for good.

In a year of extensive challenges, Metis redoubled its commitment to its founding principles of justice, equity, diversity and inclusion. With these core values as its north star, Metis formally certified as a DOBE, and in honor of this achievement welcomed David's Refuge to share donated office space in Metis' Manlius-based headquarters. David's Refuge, a local nonprofit that provides respite, resources and support to parents and guardians of children with special needs or life-threatening medical conditions, is just one of the many organizations with whom Metis partners to manifest its commitment as a public benefit corporation.

In January 2021, Metis was recognized by Real Leaders magazine as a Top Impact Company based on its third-party audited social impact practices and ranking and a "Best for the World" certified B Corp. The 2021 award winners also include game-changers such as Tesla, Unilever, Beyond Meat, Patagonia and 145 other well-respected impact brands of all sizes and from a variety of industries.

Learn more about Metis at www.metisconsultinggroup.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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Applications for GENIUS NY Close March 31

GENIUS NY is accepting applications for its fifth cohort through March 31, 2021. The accelerator is accepting applications from startups from around the world in unmanned systems, IoT, big data and robotics. [Learn more and apply at www.geniusny.com.](http://www.geniusny.com)



Tech Garden Debuts Founders' Chat with Rosie on March 10

The Tech Garden debuts its recurring Founders' Chat series with staff talking to stars of the startup ecosystem to learn from their successes, road bumps, and experiences of building and scaling their businesses in Central New York.

Rosie founders will have lots to chat about as [it recently closed \\$10 million Series A financing](#) led by Avenue Growth Partners. Rosie is a Tech Garden alum and is the industry-leading online grocery shopping platform for mobile and web. Through strategic partnerships with major retailers, wholesalers, and suppliers across the U.S., Rosie can connect with new customers via digital commerce.



Rosie was recognized by IBM in 2014 as the top startup in North America for its unique ability to provide streamlined online shopping tools, comprehensive delivery logistics packages and proprietary data analytics. Since then, Rosie has built relationships with hundreds of retailers nationwide. [Register for free.](#)

Staff News: Beverly Mack Promoted to Operations Manager

Beverly Mack was recently promoted to operations manager at The Tech Garden. Beverly manages vendor partners and works collaboratively with the facility manager to ensure The Tech Garden facilities are cared for, provides value to members and guests who co-work, lease and rent space. She is often the first person to greet members and visitors to The Tech Garden. Congratulations, Bev!



Tech Garden Member Spotlight

The Tech Garden Welcomes Four New Members

These new Tech Garden members have access to business resources, free events, mentors and funding opportunities.

EZConnect App – creates a custom branded app for small businesses. The business sends positive quotes and messages through the app to customers, giving them a reason to smile every day.

Lift Journal – is a fitness tracking application and a marketplace for trainers and influencers to sell workout programs and offer online coaching. Users can track their own workouts or find a program or work directly with a trainer to follow a plan that integrates seamlessly into the tracking application.

Road Shield – is a mutual safety app focused on transparency, accountability and safety during routine traffic stops. The product enables law enforcement to contact drivers without having to exit their vehicle and have an initial assessment of the situation through a location-based video call to the driver's smartphone. The product also offers the driver the security of being able to communicate in a lower pressure situation with the safety of knowing the video call is being recorded and stored in an easy to access location on their app.

CathBuddy, Inc. – is developing a reusable intermittent urinary catheter system to improve quality of life, reduce urinary tract infections and reduce environmental waste for people living with neurogenic bladder.

NFL Awards \$50,000 to Organic Robotics Corporation

The NFL has awarded a \$50,000 grant to Organic Robotics Corporation (ORC) of Ithaca, New York, for its Light Lace sensors that use light to measure muscle fatigue and respiration. ORC is a Tech Garden member and uses a stretchable sensor that can be integrated into garments or even helmets. www.organicroboticscorp.com



MEMBER ESSENTIALS

Cornell University will use nearly \$2 million in federal funding for food and agriculture research.

Raymour & Flanigan Furniture and Mattresses announced it has named Seth Goldberg as its next president.



Syracuse-based **Mower** named to Ad Age's Best Places to Work list.

Beak & Skiff Research launches a CBD-infused seltzer; it's among the first in the state.

Quadrant Biosciences and **SUNY Upstate Medical University** receive Project of the Year award from MedTech. **Upstate Medical University** to build COVID-19 testing lab at University at Buffalo. **Upstate University Hospital** has been named a Magnet hospital, a designation that recognizes excellent nursing care from the American Nurses Credentialing Center.

ConnexCare announces COO Tricia Peter-Clark to become its president/chief executive officer in June.



Marquardt of Cazenovia, local leader in development and manufacturing services, adds contract manufacturing to its portfolio.

Excellus BlueCross BlueShield is honored for LGBTQ workplace equality by the Corporate Equality Index. **Excellus BlueCross BlueShield** shares free vaccine resources.

Syracuse University offers free tutoring for any Central New York student.

A new pathway to a bachelor's degree connects **Onondaga Community College** and SUNY Polytechnic Institute.



Hard seltzer spike drives **Anheuser-Busch** to invest millions in its Baldwinsville brewery.

VIP Structures names Meg Tidd new company CEO.



Price Chopper and **Tops Markets** to merge.

Wellnow Urgent Care to add 300 jobs in four states, including Syracuse market.

Stickley launches reboot of popular blog.

Upstate Medical University (No. 35), **Cornell University** (No. 36) and **Wegmans** (No. 170) named to Forbes' 2021 America's Best Large Employers list.

Byrne Dairy to build store near Amazon warehouse in Clay.

Empower Federal Credit Union paid \$4 million give-back dividend to members for 2020.

Cazenovia College to offer more merit aid for freshmen students.

Bertram L. Lawson II has been named president and CEO of **YMCA of Central New York**.



The CNY Community Foundation awarded more than \$500,000 in grants to area nonprofits, including CenterState CEO members: **Everson Museum of Art; Museum of Science & Technology; SUNY College of Environmental Science & Forestry; Syracuse Stage;** and **YWCA Syracuse & Onondaga County**.

Syracuse Mets announce unique format for 2021 schedule amid pandemic.



Share Member News with Us!

Submit your member news at www.centerstateceo.com/add-member-news

MEMBER MILESTONES

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

70 YEARS

Solvay Bank

55 YEARS

WCNY-TV/Classic FM

45 YEARS

Cushman & Wakefield/Pyramid Brokerage Company, Inc.

35 YEARS

Reeve Garage Builders, Inc.

Rudy Schmid Inc., TOTAL CAR CARE

25 YEARS

Toggenburg Mountain Winter Sports Center

Brophy Services, Inc.

20 YEARS

Busch Products, Inc.-Granite/Quartz/Solid Surface, WBE

15 YEARS

Vince's Gourmet Imports

10 YEARS

Muscular Dystrophy Association

Syracuse Blue Print Co., Inc.

5 YEARS

1911 Established

Scolaro Fetter Grizanti & McGough, P.C.

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.



New businesses, **Aging Advocates and Aging Advocates Senior Real Estate Specialists**, are recognized. For information about these organizations, visit www.agingadvocatescny.com.



Laura Serway, owner of Laci's Tapas Bar that closed in December, is recognized for 10 years of generosity and commitment to the Syracuse community.



DiBella's Subs, 5805 Bridge St. in East Syracuse, received a Family Business Award from the Central New York Business Journal for partnering with food banks in all its markets. DiBella's donated \$9,000 to the Food Bank of Central New York and donated more than 40,000 meals to essential workers.



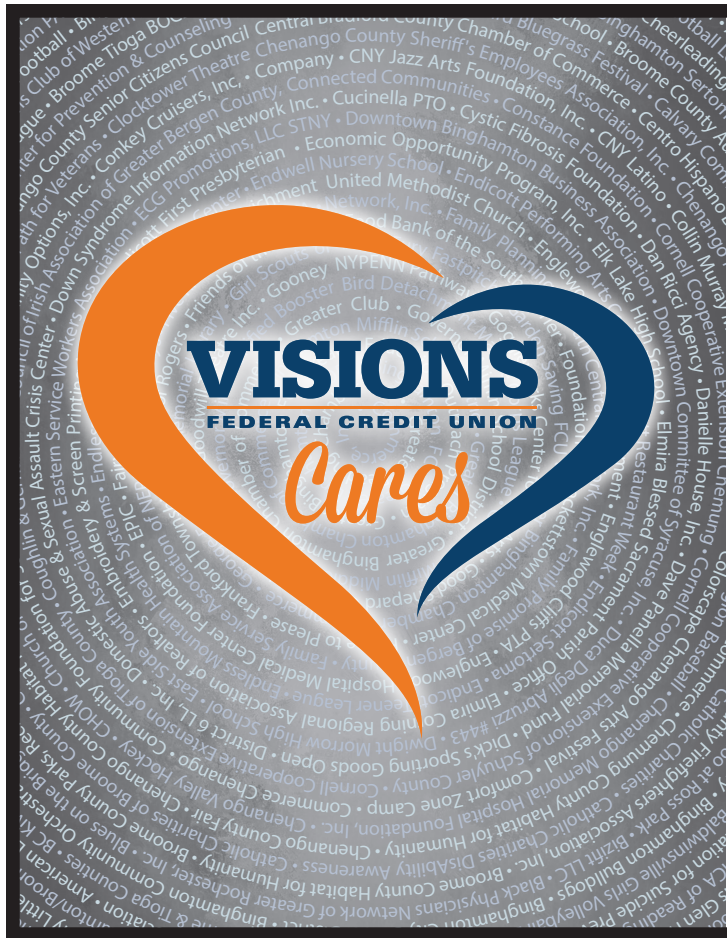
Wild Birds Unlimited of Camillus, located at 5362 West Genesee Road in Camillus, celebrates its grand opening.



VIP Structures, of One Websters Landing in Syracuse, celebrates its 45th anniversary.



Bayberry Automotive celebrates its grand opening at 7613 Oswego Road in Liverpool.



COMMITTED TO COMMUNITY

Visions is about people, not profits. Giving back is what we do. Visions supports hundreds of causes with donations that fund good works, employee volunteers who pay it forward, and sponsorships that support community events. Because Visions Cares, where you bank can make a difference where you live.

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CenterState CEO



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.

AARP New York

AARP is making a difference on your kitchen table issues: financial security, taking care of an aging loved one and fighting for fair utility rate hikes. AARP, helping to make New York a better place to live, work, grow up and grow old.

Randy Hoak
435 E. Henrietta Road
Rochester, NY 14620
www.aarp.org/ny
585-284-8618

Aincobio, LLC

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

Lorenzo D'Amico
841 E. Fayette St.
Syracuse, NY 13210
www.tritonbio.com
832-707-4576

MyHealthHatch

MyHealthHatch is a dedicated patient database and web portal platform for a patient's lifetime medical records, enabling patients to participate more proactively in their health care plan. The platform will be built off of a foundation of medical records, with the long-term goal of building in AI tools for population health and other provider-patient improvements. MyHealthHatch's mission is to increase quality of health, while decreasing the ever-growing healthcare costs.

Shannon Aylesworth
7208 Woodchuck Hill Road
Fayetteville, NY 13066
703-408-5028

BeGroovy

Steph Parks
140 Circle Road
Syracuse, NY 13210
315-559-8484

CathBuddy, Inc.

CathBuddy, Inc. is developing a safely reusable no-touch intermittent urinary catheter system to help catheter users avoid urinary tract infections while decreasing costs and environmental waste.

Paul Souvik
41 Victor Lane
Woodbury, NY 11797
www.cathbuddy.com
516-270-8097

EZConnect App (DOAconnects LLC)

The EZConnect app is designed for small businesses to create a positive connection with their customers and grow their business through customer referrals. The app is a progressive-based app designed to be shareable by a small business's customers with their friends and family. Customers will share because the app will give access to the original business discount as well as with other partner businesses.

David Perry
9450 Chalkstone Course
Brewerton, NY 13029
WWW.EZCONNECTAPP.COM
315-256-1324

Eaze



Eaze is on a mission to deliver good with the goods. As California's largest legal cannabis marketplace, Eaze brings enjoyment and convenience to customers, breaks down barriers to access and cultivates community. With more than six million cannabis deliveries to-date, Eaze is committed to creating a more diverse and sustainable industry through the Momentum business accelerator and Social Equity Partners Program.

Sara Lasner
2800 3rd St.
San Francisco, CA 94107
www.eaze.com

Landon & Rian Enterprises, Inc.

Landon & Rian Enterprises, Inc. (L & R) is a professional services consulting firm servicing the construction industry in both the private and public sectors. L & R provides a unique set of staffing, training, community outreach and compliance services bounded by its core values to meet or exceed our clients MWBE, EEO and safety goals.

Windell Gray
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Rochester, NY 14624
www.landonrian.com
585-202-0808

Landscapes East of Central New York



Landscapes East, Inc. is a leader in professional landscaping and landscape design serving Central New York since 1981. Landscapes East has only the best certified professionals in the industry to design and install awe-inspiring and award-winning landscapes.

James Burt
8012 Sainstville Road
Kirkville, NY 13082
www.landscapeseast.com
315-682-9044

VB Enviro Care

VB Enviro Care provides products and services designed to deliver infection-free environments for businesses, hospitals, manufacturers, schools and universities as well as homeowners. VB Enviro Care makes clinically proven technologies easily accessible to those looking to create a bubble of safety.

Jillian Hyland
Syracuse, NY
www.vbenvirocare.com
518-424-3570

Drone Use Case Demonstrated with Transport of COVID-19 Test Kits

Unmanned aircraft systems (UAS) commonly referred to as “drones,” offer unique solutions to the many challenges faced by health and public safety agencies during the COVID-19 crisis. The COVID-19 Humanitarian UAS Response Partnership (CHURP), consisting of NUAIR, DroneUp, SUNY Upstate Medical University and local partners successfully delivered COVID-19 test kits between facilities on the SUNY Upstate University Hospital Campus in downtown Syracuse.

This operation demonstrated how CHURP provided public health officials the technology for public safety awareness, contactless delivery, and other solutions that enhance response speed and efficiency while also significantly reducing personnel requirements and potential exposures.

DroneUp collaborated with NUAIR to provide drone pilot training at the New York UAS Test Site at Griffiss Airport. NUAIR’s extensive knowledge of local airspace and restrictions, coupled with years of testing at the test site and advanced drone operations within New York’s 50-mile UAS Traffic Management Corridor, helped make these real-life use cases a success.

The first use case was the UAS transport of COVID-19 test kits safely and quickly between facilities on the SUNY Upstate University Hospital Campus in downtown Syracuse. After testing operational procedures and a comprehensive review about COVID-19 related drone delivery, officials learned how to minimize potential exposure to health personnel and members of the public.

The second use case used three UAS in support of New York State University Police at Upstate Medical University to monitor the medical delivery operation described above and identify any potential safety risks on the ground. The information gathered will be used to support future scalable operations for public safety agencies in response to COVID-19 and other emergencies.



The COVID-19 Humanitarian UAS Response Partnership (CHURP) successfully delivered COVID-19 test kits via drone between facilities on the SUNY Upstate University Hospital Campus in downtown Syracuse in January.

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Good Morning Downtown Syracuse Progress Breakfast

Rebuilding the Heart of Our Community

Tickets are on sale for the first Progress Breakfast of 2021. The Downtown Committee of Syracuse, Inc. and Mower are partnering to present the return of the series, which will feature a focus on lessons learned during the last year, and how that has contributed to a positive path forward for downtown Syracuse. The virtual event will feature a panel discussion. Keeping with tradition that attendees have come to expect from the breakfast, panelists will make themselves available after the hour-long event for breakout room discussion.

Visit <http://DowntownSyracuse.com/ProgressBreakfast> for more information. The series receives corporate support from ProArch and SWBR.



Earth Day Clean-Up

This April, the Downtown Committee invites the community to participate in a month-long effort to be better stewards for the Earth. In honor of Earth Day, celebrated nationally on Thursday, April 22, the Downtown Committee will set aside supplies including gloves, trash bags and devices to help collect trash for pick-up to promote spring cleaning throughout participants' neighborhoods. Stay tuned to the Downtown Committee's social media feeds for details.



Beautification to Bloom in Downtown Syracuse This Spring

In three months, downtown Syracuse will bloom in purple to welcome spring and summer! Support the Downtown Syracuse Foundation by sponsoring a flower basket to dress streets throughout downtown. Each tax-deductible donation of \$50 per basket helps foster a vibrant, thriving downtown Syracuse. Those interested may mail a check to the Downtown Syracuse Foundation, Inc. at 115 W. Fayette St., Syracuse, or access a link for credit card payments at <http://DowntownSyracuse.com/Donate>.



Countdown to the Downtown Farmers Market: Opening Day is June 8

The Downtown Farmers Market will return to Clinton Square for its 49th season on Tuesday, June 8, and continue weekly through October 12. Every Tuesday, rain or shine, the region's best farmers and produce dealers set up shop in Clinton Square to offer open-air access to fresh and seasonal fruits, vegetables, plants, baked goods and more. Organizers will continue to adhere to health and safety guidelines to support the health of market shoppers, farmers and staff.

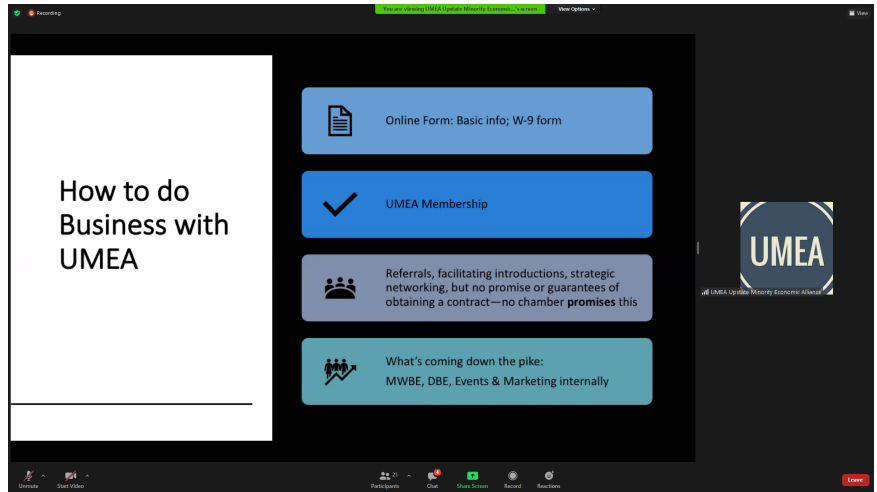


Like the Downtown Committee on Facebook ([Downtown Syracuse](https://www.facebook.com/DowntownSyracuse)), follow them on Twitter ([@downtownSYR](https://twitter.com/downtownSYR)) or like them on Instagram ([@downtownsyracuse](https://www.instagram.com/downtownsyracuse)).
Join the conversation with the hashtag, #MyDowntownSYRstory.



UMEA Members Share Business Tips

The Upstate Minority Economic Alliance (UMEA) recently hosted, “How to Do Business with UMEA and Each Other,” sponsored by KeyBank Business Boost & Build. The webinar, geared toward emerging and growth-oriented entrepreneurs, covered topics such as businesses’ public image (how customers perceive your business), operational functions, administrative support and financial organization. UMEA members Eileen Collins, executive assistant on the run at Admin-On-Call, LLC, and Stacey Bailey, head chef at The Taste of Honey, discussed best practices in the delivery of their products and services. Attendees also learned how to garner additional contracting opportunities and how to become a vendor or independent when the need for one’s services arise. [Learn more about UMEA and how to become a member.](#)



More than 20 attendees learned business tips from UMEA members, in addition to the benefits of being a UMEA member.



GOOD MORNING DOWNTOWN SYRACUSE

ONLINE PROGRESS BREAKFAST

Thursday, April 1, 2021 ■ 8 am






SU FACULTY COLLABORATES WITH LOCAL BUSINESS TO WIN \$1.1M

Upstate Parts & Supply has won a \$1.1 million grant from the U.S. Department of Energy’s Small Business Technology Transfer program to continue developing a high-efficiency residential HVAC air handler. This is the second grant won by the company with assistance from SyracuseCoE’s Thermal and Environmental Controls (TEC) Program and Syracuse University faculty.



In 2018, TEC Innovates identified the potential source of funding and established a partnership for the project between Upstate Parts & Supply and Syracuse University’s Department of Mechanical and Aerospace Engineering.

The product is a more energy efficient air handler for residential HVAC systems. The new Compact, High-Efficiency Air Handling Unit integrates the fan and the heat exchanger, leading to a unit 30% smaller than conventional air handlers while using 35% less energy, ultimately improving performance by 7%.

Upstate Parts & Supply used the \$200,000 Phase I portion of the grant in 2019 to successfully demonstrate feasibility, working with SU faculty and students to test and refine the concept. The Phase II grant will allow them to develop working prototypes and potentially compete for additional grants.

“This revolutionary concept could be a billion-dollar industry,” said Eric A. Schiff, SyracuseCoE Interim Executive Director. “Bringing this product successfully to market could greatly benefit both consumers and the regional economy.”

The TEC Innovates Program, supported with funding from the U.S. Department of Commerce, helps CNY companies develop new and improved products for TEC. Program staff helps companies win funding and provides industry expertise and business guidance.



Syracuse University faculty collaborating with Upstate Parts & Supply at SyracuseCoE. Left to right: Professor Mehmet Sarimurat, Ed Campagna Jr., John A. DiMillo, Edward J. Campagna and Professor Thong Dang.



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VIRTUAL EVENTS INFORM & CONNECT MEMBERS

CenterState CEO brings engaging speakers and critical information to its members and the business community for networking, professional development, community engagement and more. Recent highlights included:



CEO | Networking - Business After Hours with the Syracuse Crunch

More than 25 attendees wrapped up the workday with a fun exchange featuring Syracuse Crunch Chief Financial Officer Vance Lederman, who provided an update on the Crunch's current abbreviated season and where the team is headed in 2021 — hopefully back to a normal 2021-22 season with fans. Lederman also noted it has been exciting to watch past Crunch players play for the Tampa Lightning and win the Stanley Cup in 2020.



CEO | Networking - Tech & Culture Speaker Series, Featuring Buffy Quinn

Buffy Quinn is an associate professor at Onondaga Community College and directs its Geospatial Science and Technology AAS program. She discussed her distinct experiences as a woman rising in the tech field, and shared helpful tips for students considering tech as a career. In addition to teaching at OCC, Quinn serves as the principal investigator on a National Science Foundation grant project to integrate UAV data analysis credentials into that curriculum. The Tech & Culture Speaker Series promotes diversity and inclusion in tech-related fields and is sponsored by JPMorgan Chase & Co.



CEO | Networking - Tech & Culture Speaker Series, Featuring Lekia Hill

Hosted by Generation Next, Lekia K. Hill, community outreach and diversity coordinator for Hueber-Breuer Construction Company, discussed her professional experience and role as a civic leader. More than 20 viewers also learned about Hill's Powerful Voices App that connects citizens to their lawmakers, which she created in 2016 and is currently developing its second generation. The Tech & Culture Speaker Series promotes diversity and inclusion in tech-related fields and is sponsored by JPMorgan Chase & Co.



CEO | Networking - Tech & Culture Speaker Series, Featuring Jim Henderson

Jim Henderson, director of Application Development at Raymour and Flanigan Furniture, talked about his extensive background as an established tech professional and experiences working with iconic national brands like Kodak, GE and Disney. He also shared how he has helped numerous companies launch their initial presence online. Hosted by Generation Next, the Tech & Culture Speaker Series promotes diversity and inclusion in tech-related fields and is sponsored by JPMorgan Chase & Co.



CEO | Business Tactics - Understanding Eligibility Changes to the Employee Retention Credit

More than 75 members learned about recent changes to the Employee Retention Credit (ERC) as presented by Nick Spires, CPA and partner at Dannible & McKee, LLP. The ERC is a tax benefit created by the Coronavirus Aid, Relief, and Economic Security (CARES) Act that helps employers keep employees on their payroll during the pandemic. Recent updates make the ERC retroactively available to employers who received a Paycheck Protection Program loan. Additionally, there is now an extension and enhancement of the credit through the first two quarters of 2021. Spires focused on eligibility considerations and how to claim the credit to take advantage of this refund opportunity.

EVENTS

CenterState CEO
Annual Meeting
Thursday, April 29
Virtual Presentation | Noon

Join CenterState CEO for the region's premier annual gathering of business leaders.

Exploring a theme of **Commit: Progress through Purpose Driven Leadership**, the event will highlight how businesses are called on to lead with purpose, push boundaries and engage in greater community consciousness to achieve economic growth, equitable prosperity and positive social change.

Featuring the prestigious Business of the Year awards, recognizing companies in five categories:

Business with less than 50 Employees

Business with more than 50 Employees

Community Involvement

Nonprofit

Minority-Owned Business, in partnership with the Upstate Minority Economic Alliance

Learn more at

www.centerstateceo.com/events

Contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com to register.

Cost: \$40/member; \$50/non-member.

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

Physical & Mental Wellness While Working from Home, Presented by Blink Fitness, March 3

Virtual event | 8:30 to 9 a.m.

Ensure your physical and mental health is a priority in today's challenging environment. Discover five simple tips that will keep you on track physically and mentally in 2021. This session will include stretching, followed by a brief stress relieving workout and conclude with guided breathing for all. Each attendee will receive a one-month access pass to Blink Fitness! Sponsored by Nascentia Health.

Cost: \$10 for members; \$15 for non-members. Attendees **must register** to participate in the webinar.

Nascentia
Health

TOMORROW'S HEALTHCARE TODAY

How Your Company Can Engage in Syracuse Surge, March 4

Virtual event | 8:30 to 9:30 a.m.

Syracuse Surge is an unprecedented series of investments in tech infrastructure that will position Syracuse as one of America's 'smartest' cities and a global leader in the New Economy. This mayoral initiative is driven by a partnership among the City of Syracuse, Onondaga County and key community leaders across education, philanthropic and commercial sectors. Topics include: Why your company should be involved in this initiative; how to find the right people for your Surge related job openings; and the role of The Tech Garden and startups in advancing Surge.

Cost: Free. Attendees **must register** to participate in the webinar.

Racial Equity & Social Impact Training: Race & Women in the Workplace, March 16

Virtual event | 9 to 10:30 a.m.

As part of Women's History Month, this session explores the intersections of race and gender in a thought-provoking panel discussion with women leaders in their fields. Engage in critical thinking about equity work as it impacts women in the business community, and walk away with sound practices to deploy within your organizations. Panelists: Dr. Malika Carter, chief diversity officer, SUNY College of Environmental Science and Forestry; Charlene Tarver, founder and executive director, Women's Economic Institute, Inc.; Joann M. Yarrow, director of Community Engagement and Education, Syracuse Stage, and founder and CEO of Live Animation Studios and Distinctive Voices. The event will be moderated by Dr. Juhanna Rogers, VP of Racial Equity & Social Impact, CenterState CEO. Sponsored by Berkshire Bank; proceeds support the development of future equity programs for the benefit of members and the community.

Cost: \$15 for members; \$20 for non-members. Attendees **must register** to participate in the webinar.

BerkshireBank

CNY Cares (Upstate Campaign): its Mission to Help Small Businesses, March 23

Virtual event | 1 to 2 p.m.

Join CenterState CEO and former Syracuse University basketball standpoint Eric Devendorf to learn about the CNY Cares (Upstate Campaign) and the importance to its mission to the community. CNY Cares raises money through a local grass roots effort, with \$350K committed to date towards its \$5 million goal, with all money raised goes back to helping small businesses.

Cost: Free. Attendees **must register** to participate in the webinar.

Exclusive Sales Training Series: Why Salespeople Fail, and What to do About it, March 24

Virtual event | 8:30 to 10 a.m.

Learn the Sandler foundations and fundamentals to develop a common methodology and selling process. Understand specific sales behaviors with the right attitude and mindset, along with applying proven selling techniques to elevate sales performance. Objectives: Define sales/selling/ business development; Sandler Success Triangle: B.A.T. – behaviors/attitude/techniques; 3 Components of a selling process: relationship, qualifiers, close; Sandler Rule #41 – "There are no bad prospects, only bad salespeople."

Cost: Members: \$49 for all 4 sessions; \$15 per session if purchased separately. Non-members: \$69 for all 4 sessions; \$20 per session if purchased separately. Attendees **must register** to participate in the webinar.

Disney's Approach to Business Excellence, March 31

Virtual event

Disney Institute is offering an exclusive five-hour Disney's Approach to Business Excellence online live course on March 31, as well as a two-hour Disney's Approach to Business Exclusive online live course on June 2. Presented by Disney Institute leaders, it offers the opportunity to build one's professional knowledge and discover proven Disney business insights from their chain of excellence.

Cost: Please email Lisa Metot at lmotot@centerstateceo.com to receive the special booking code or visit the [Disney Institute website](#) for more details on this course. Hurry, seats are limited! Attendees **must register** to receive information on how to participate in the webinar.

GREATER OSWEGO-FULTON CHAMBER OF COMMERCE EVENTS



GOFCC Annual Meeting, Presented by Exelon, March 4

Virtual event | 1 to 2 p.m.

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) 2021 Annual Meeting is Oswego County's premier virtual gathering of business and community leaders. GOFCC Executive Director Katie Toomey will highlight the chamber's programs and ongoing efforts to support members and will outline exciting initiatives for the year ahead as it focuses on the theme of Adapt. Innovate. Endure. The event's keynote presentation will feature a discussion with Oswego Mayor Billy Barlow and Fulton Mayor Deana Michaels, and moderated by CenterState CEO President Rob Simpson. The event also includes the presentation of several awards: Community Investor Award, President's Award and the Nancy Premo Woman of Distinction Award. Presented by Exelon Generation.



Cost: \$20 for members; \$25 for non-members. Attendees **must register** to receive information on how to participate in the webinar.

Oswego County Restaurant Week, March 14 to 20

Throughout Oswego County

This exciting week-long program drives business to Oswego County restaurants during the colder months. Don't miss the chance to sample the area's many unique menus at a discounted price by exploring new restaurants or by visiting old favorites.

Look for updates at www.oswegofultonchamber.com.

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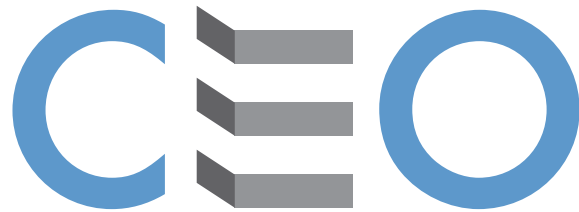
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