

CENTERSTATE CEO CELEBRATES 295 BUSINESSES AS 2016 ECONOMIC CHAMPIONS



CenterState CEO (Re) Introduces BSNY

CenterState CEO recognized **295** companies as 2016 Economic Champions at its annual luncheon for their collective hiring of **3,163** employees, more than **one million square feet** of expansions, and over **\$650 million** in capital investments. In keeping with the event's theme, **Celebrating Business Beginnings**, 68 companies were also recognized for opening the doors to a new business.

"It takes grit and guts to start a business," said CenterState CEO President Robert Simpson. "To have the patience and drive to mold a

single idea into a carefully thought out plan. To study the market. To weigh the risks. To save, to find partners, to pursue loans and investments and then to act. It is in that final step, of moving forward and keeping moving, that value is created and our entire region is impacted."

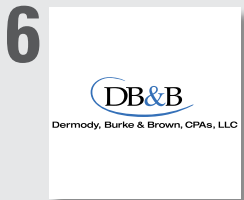
The CenterState CEO Community Visionary Award, sponsored by Wegmans, was presented to St. Joseph's Health. This award is given to a person, company or association that embodies the vision of economic opportunity and has had a significant impact on community prosperity. "Over the past decade, St. Joe's has invested more than \$250 million in its campus to help spur growth on Syracuse's north side and it has been a leader in developing training and employment opportunities for the residents of its neighborhood and beyond," said Wegmans Director of Community Relations Evelyn Carter. "Wegmans is proud to support CenterState CEO's Community Visionary Award and to recognize St. Joseph's Health for all their efforts."

The luncheon also featured remarks from Wiley Cerilli, co-founder and CEO of Good Uncle — a food delivery

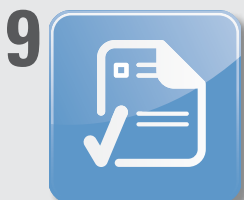


Wiley Cerilli, co-founder and co-CEO of Good Uncle, talks about returning to Syracuse to start Good Uncle and his experiences as a serial entrepreneur and venture capitalist.

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Investor Focus



2017 Regional Economic Forecast: Share Your Expertise!

ECONOMIC FORECAST BREAKFAST, JANUARY 11

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

Nicholas J. Pirro Convention Center at Oncenter

See page 22 for details.



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CenterState CEO Events

22

GOVERNMENT RELATIONS



CenterState CEO Members Talk Issues with Candidates and Challengers

CenterState CEO members connected with local politicians at the recent Meet the Candidates reception Upstairs at the Dinosaur Bar-B-Que in Syracuse. Regional candidates on hand included Representative John Katko; New York State Senator David Valesky; New York State Assembly members Will Barclay, Gary Finch, Pamela Hunter, Bill Magnarelli, and Al Stirpe; Syracuse Common Councilor Joseph Nicoletti; and challengers Colleen Deacon, Diane Dwire, Vincent Giordano and Norman Snyder.

This annual event is a fundraiser for CenterState CEO’s political action committee, Syracuse Tomorrow. It offers a casual, non-partisan atmosphere for CEO members to meet and interact with incumbent representatives and challenging candidates from all parties for local, state and federal offices representing the region.

Great attendance demonstrated the value of networking with future policy makers. To learn more about Syracuse Tomorrow, contact CenterState CEO’s Vice President of Public Policy and Government Relations Deb Warner at dwarner@centerstateceo.com.



U.S. Representative John Katko talks with attendees, including Ron Peckham, P.E., and chairman at C&S Companies, Inc., at the Meet the Candidates reception at the Dinosaur Bar-B-Que.



Colleen Deacon, U.S. Representative challenger, speaks with Syracuse Common Councilor-at-Large Joe Nicoletti.

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Tuesday, Nov. 8

Confirm your polling place at www.elections.ny.gov

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startup — who spoke of his own experiences as a serial entrepreneur and his latest startup venture. Good Uncle launches in Syracuse this month.

“Starting any new venture can be a scary prospect. It takes focus, determination and risk,” Cerilli said. “But if you surround yourself with great people — whether it’s investors, other entrepreneurs, mentors and partners — that risk can pay off in dividends. At Good Uncle, as with any startup, we are constantly looking at new markets and new opportunities and we are excited to be growing our new company in Central New York.”

The Economic Champions Luncheon brought together a sold-out crowd of more than 600 CenterState CEO members, community leaders and guests to the Nicholas J. Pirro Convention Center at Oncenter.

See a complete list of the 2016 Economic Champions at <http://tinyurl.com/html9b>.



CenterState CEO President Rob Simpson highlights some of the 295 Economic Champions at this year’s luncheon at the Convention Center at Oncenter.



CIRCARE representatives, one of this year’s 295 Economic Champions.



Watch the 2016 Economic Champions Celebrating Business Beginnings video at <http://tinyurl.com/hp6ofzz>



Kathy Ruscitto, president and CEO of St. Joseph’s Health, accepts the Community Visionary Award presented by Wegmans. Pictured from left are CenterState CEO President Rob Simpson, Ruscitto and Evelyn Carter, director of community relations at Wegmans. **Watch the video at <http://tinyurl.com/jaqmksu>**

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CENTRAL NEW YORK: A LEADER IN ROBOTIC TECHNOLOGY

Central New York is playing a leading role in the development of robotic technology sparked by the interest in unmanned aircraft systems (UAS). Drone enthusiasts of all ages attended Central New York's first Drone Informational Day last month at Griffiss International Airport in Rome, N.Y. The event was hosted by CNY Drones, a volunteer group and information hub promoting STEM-based drone exhibitions, competitions, educational opportunities and safe practices. The NUAIR Alliance provides drone operation safety advice to CNY Drones.

STEM is a curriculum that educates students in four disciplines: science, technology, engineering and mathematics, and in this case applying those studies to the research and development of drone technology. More than 400 people attended the event to view demonstrations from drone engineers and enthusiasts and a chance to fly in a confined area and experience a flight simulator.

"We've seen how robotics has exploded in areas of the country where there's a local tie. With drones, there's Oneida County leading the charge with a test site at Griffiss, area companies contributing to drone technology and a great workforce pipeline already started with drone camps and a new degree program at MVCC," said CNY Drones Administrator Lisa Payne. "We're taking the STEM aspects of drone design, building, programming, flying and strategizing and creating a series of fun competitive activities for students right through college."

The NUAIR Alliance is a New York-based nonprofit coalition of more than 100 partners and manages the Griffiss International Airport, FAA authorized, Unmanned Aircraft Systems Test Site in New York, Massachusetts and Michigan. Visit NUAIRalliance.org and learn how it's leading the next generation of aviation and what they can do for your business.



AX Enterprize, LLC demonstrates how to build a racing drone at the Drone Informational Day at Griffiss International Airport in Rome, New York.

Be part of the next era of aviation.

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Syracuse, November 8-10, the only event focusing on UAS Traffic Management (UTM).

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Dr. Parimal Kopardekar, NASA

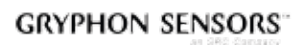


Marke "Hoot" Gibson, FAA



Lisa Ellman, Hogan Lovells LLP

For more information, visit UTM2016.com • #UTMConvention



CENTERSTATE CEO (RE) INTRODUCES BSNY

Small employers and sole proprietors can easily be overwhelmed by the rules, regulations and costs associated with the people side of their business. For more than 40 years, Benefit Specialists of NY (BSNY) has been a solution to one part of this dilemma - proudly becoming the small business source for employee benefits. But times change, needs change, technology changes and now BSNY is changing too.

BSNY is now Business Solutions of NY and with its new name and fresh look comes a myriad of exciting new services. At BSNY, companies now find payroll, human resources, compliance, and benefits answers all in one place.

BSNY also recognizes employers live in an always connected world. Staff wants 24/7 access to their information all year-round, not just during open enrollment, and the ability to make changes and updates from any connected device. At the same time, employers want to have control and oversight – plus easy tracking and reporting. BSNY's new Employee Navigator platform offers all this and more.

While BSNY is now much more than just employee benefits, rest assured its commitment to service remains the same. BSNY provides a fully customizable “people side of the business” solution - with the technology and the local high-touch service companies’ need. All at an incredibly affordable price.

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

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

Byrne Dairy, Inc.

www.ByrneDairy.com



Nick Marsella, *Chief Technology Officer and Senior Vice President*
2394 U.S. Route 11, LaFayette, NY 13084

315-475-2121

In 1933 Byrne Dairy began selling high quality milk in glass bottles and delivering it to Central New York homes in horse-drawn wagons. The commitment to exceptional quality, innovation and producing and delivering the finest products every day to its customers is part of the Byrne Dairy culture. Byrne Dairy is a fourth generation, family owned producer of a large variety of dairy products. Byrne Dairy has four manufacturing facilities including a Fresh Dairy Plant and Ice Cream Plant in Syracuse, N.Y, an Ultra High Temperature (UHT) Pasteurization Plant in DeWitt, N.Y., and a Cultured Plant in Cortlandville, N.Y.



Cayuga Centers

www.cayugacenters.org



Edward Myers Hayes, *President and Chief Executive Officer*
101 Hamilton Ave., Auburn NY 13021

315-253-5383

Cayuga Centers has served children and families since 1852. Its programs have evolved, meeting the demands of societal and cultural changes, helping in ways others are not able to do. Headquartered in Auburn, N.Y., it serves children and families throughout New York state, Delaware and Palm Beach County, Florida, offering a variety of evidence-based, research informed and therapeutic programs, residential and foster care treatment, and services for persons with developmental disabilities.



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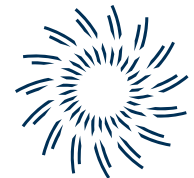


Janie Goddard, *President*

7279 William Barry Boulevard, North Syracuse, NY 13212

315-701-0678

JADAK specializes in machine vision, RFID, color measurement, barcode and printing products for original equipment manufacturers. The company designs and manufactures data collection solutions that help customers solve unique inspection, tracking, scanning and documenting challenges. JADAK employs 186 people at its headquarters and manufacturing facility in Syracuse, New York, and in sales and technical locations across the globe. JADAK was acquired by Novanta Inc. (NASDAQ: NOVY) in 2014 and has since acquired or merged with General Scanning Printer Technologies, Photo Research and SkyeTek RFID.



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Kevin Shutt, *Plant Manager*

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www.UniversalMW.com



John Sharkey IV, *Vice President*

159 Hubbard St., Fulton, NY 13069

315-598-7607

The year 2015 was a momentous year for Universal Metal Works highlighted by the completion of a 20,000-square-foot expansion, which includes a new sand blast room, a third 10-ton crane and a new industrial paint booth. Future plans include the addition of a laser that would complement the existing water-jet machines. UMW is a leading custom metal fabrication facility. UMW specializes in the design, engineering and complete assembly and pre-assembly of a range of custom metal products. The company offers a diverse knowledge base and professional team with more than 300 years of combined fabrication experience. Products made by UMW are recognized industrywide for quality, strength and reliability.



“Early on we recognized we needed a strong, reputable firm with a regional presence.

Dermody, Burke & Brown took the time to understand our business challenges and offered us valuable advice that was critical to our long-term growth and success.”

- John F. Currier
President, Currier Plastics, Inc.



“Our accounting firm through multiple expansions”



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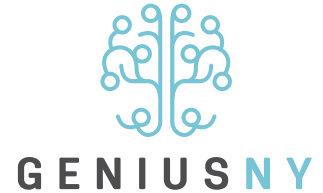
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That's a Wrap... For Now!

GENIUS NY applications have officially closed and teams from around the world have submitted their technologies for consideration. More than 250 registrations were completed after a strong marketing effort to promote the program. More than 36,000 page views were tracked on www.geniusny.com, nearly 15 percent of those from foreign countries. The promotional video was viewed nearly 450,000 times on Facebook and Twitter and a successful social media campaign reached more than three million impressions. The promotion resulted in high quality applications that will now compete for \$2.75 million in funding.

Teams have submitted applications across three categories including unmanned system, cross-connected platforms and Internet of Things (IoT). The application reviews begin this month; finalists will be announced in December. The six finalist teams will be welcomed to The Tech Garden starting in January 2017. CenterState CEO members will have an opportunity to meet the finalists at Business After Hours at the Dinosaur Bar-B-Que at 5 p.m. on January 19. See page 22 for details.



Tech Garden Welcomes SportsXpress

SportsXpress, Inc., North America's leading community sports network with magazines, websites and events dedicated to local community sports, has launched its charter U.S. franchise at The Tech Garden.

Central New York is the perfect location for the company, since the region possesses some of the most passionate sports fans in the country with large percentages of youths and adults participating in sport activities year round. There is also a strong business community that supports local sports activities.

"As a start-up with limited funds, The Tech Garden provides numerous opportunities including reasonably priced downtown office space with many perks. We are also excited to network, brainstorm and possibly partner with other like-minded businesses and explore funding opportunities as we build our U.S. team. We look forward to participating in all of the programs The Tech Garden has to offer," said Rob Bennett, Syracuse principal.

SportsXpress provides sports organizations a multimedia distribution system. It also offers businesses opportunities to target, reach and interact with families who participate in sport-related activities. SportsXpress was formed in 2016 in the United States, expanding upon a Canadian business model that has operated for seven years. <http://sportsxpress.com>



Rob Bennett, Principal,
Syracuse SportsXpress

CENTERSTATE CEO ANNOUNCES NEW MEMBER BENEFIT

CenterState CEO is partnering with Staples, Inc. to offer a new members-only program – Staples Business Advantage® – providing exclusive discounts to CEO members.

CenterState CEO members are eligible to save on business supplies and solutions purchases. Office supply programs should work for business, that's why CEO has partnered with Staples to provide all members customized solutions. With a wide assortment of product options to choose from Staples helps CEO members save time and money.

CEO members have access to all of the products and services they need. That's in addition to getting fast, free delivery on all orders over \$50, an easy online return process, a dedicated account manager, reporting capabilities, value-added services and easy net billing.

The CenterState CEO Staples Business Advantage program includes:

- ✓ **Every value:** Low, customized CenterState CEO pricing on all items.
- ✓ **Every product:** More than 500,000 business essentials to choose from.
- ✓ **Every answer:** Industry experts by each members' side.
- ✓ **Every convenience:** Shop online, in-store and on the go.

For more information, please contact CenterState CEO's Account Manager Chris Murphy at chris.murphy@staples.com or Karen DeJoseph at kdejoseph@centerstateceo.com.



2017 REGIONAL ECONOMIC FORECAST: SHARE YOUR EXPERTISE!

Understanding our regional economy is a valuable asset for business and economic planning. That's why, once a year, we seek your expertise to get a clear and comprehensive picture of our region's economic trends as we prepare the 2017 Economic Forecast for CenterState New York.

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

We invite you to participate by taking a short, five to seven minute survey at www.rmsresults.com/survey/economicforecast. Focus groups will also be held with industry leaders at C&S Companies on December 7 following the completion of the survey fieldwork. You will have an option to sign-up for these focus groups at the end of the survey. The valuable input provided by our members is key to developing a detailed and broad perspective report, and we look forward to your participation.

The information collected will be used to create the 2017 Economic Forecast for CenterState New York, which will be released at the CEO's Economic Forecast Breakfast, January 11, 2017 (see page 22). The event will also feature an overview by Gary Keith, vice president and chief economist for M&T Bank, on trends in the national and state economies, and their impact on the CenterState region. We invite you to join hundreds of fellow CenterState CEO members, business leaders and executives for this presentation.

For more information on the 2017 Economic Forecast survey and focus meetings, contact Christa Glazier at 315-470-1800 or cglazier@centerstateceo.com.



Take the 2017 Economic Forecast Survey
www.rmsresults.com/survey/economicforecast



Register for the Economic Forecast Breakfast

www.centerstateceo.com/events
 Wednesday, January 11, 2017
 7:30 to 10 a.m. • The Oncenter

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For more information, please contact CenterState CEO's Account Manager, Chris Murphy, at chris.murphy@staples.com or 315-741-3779.



Downtown Syracuse During the Holidays

With the Clinton Square Holiday Tree and Menorah as centerpieces, downtown Syracuse is a festive place to be for holiday shopping and activities; it's a place where family traditions are established.

Look for the return of holiday decorations and the Downtown Committee's holiday commercials by the week of Thanksgiving, capturing the sense of community, tradition and magic the holiday season evokes downtown.

The Clinton Square Holiday Tree Lighting is scheduled for 7 p.m. Friday, November 25. After the lighting, join the Downtown Committee for a holiday-themed family movie at the Landmark Theatre.

Throughout the season, whether you're walking through the Festival of Trees at the Everson Museum, building a gingerbread house at the Erie Canal Museum, or searching for that perfect gift for a loved one, keep your cameras ready. The Downtown Committee would love to see your pictures! Send Downtown Committee staff your pictures and join the conversation! Follow the Downtown Committee on Facebook (Downtown Syracuse), Twitter (@DowntownSYR), Instagram (downtownsyracuse) and Pinterest (@DowntownSYR).



The Clinton Square Holiday Tree lighting is scheduled for 7 p.m. Friday, November 25.

Art in the Windows

Thanks to a \$10,000 grant from the CNY Community Foundation, the Downtown Committee's Art in the Windows program will reach new heights in the next year! The program showcases available storefronts, while highlighting the talents of local artists. Art in the Windows strives to beautify downtown's streetscape, generating foot traffic and interest in the potential of available retail storefronts. The program also raises awareness about the local arts community, reaching downtown residents, shoppers, employees and visitors.

If you have a ground-floor retail property that is not currently leased, the Downtown Committee staff can match you with artwork contributed by local galleries to help enliven your storefront space(s). To get involved, please call 315-470-1958 or email mail@downtownsyracuse.com.



The first-ever Art in the Windows display was installed in June in VIP Structures' Pike Block, located at 308, 310 and 320 S. Salina St. The artwork is from ArtRage Gallery, featuring pieces by local photographers.

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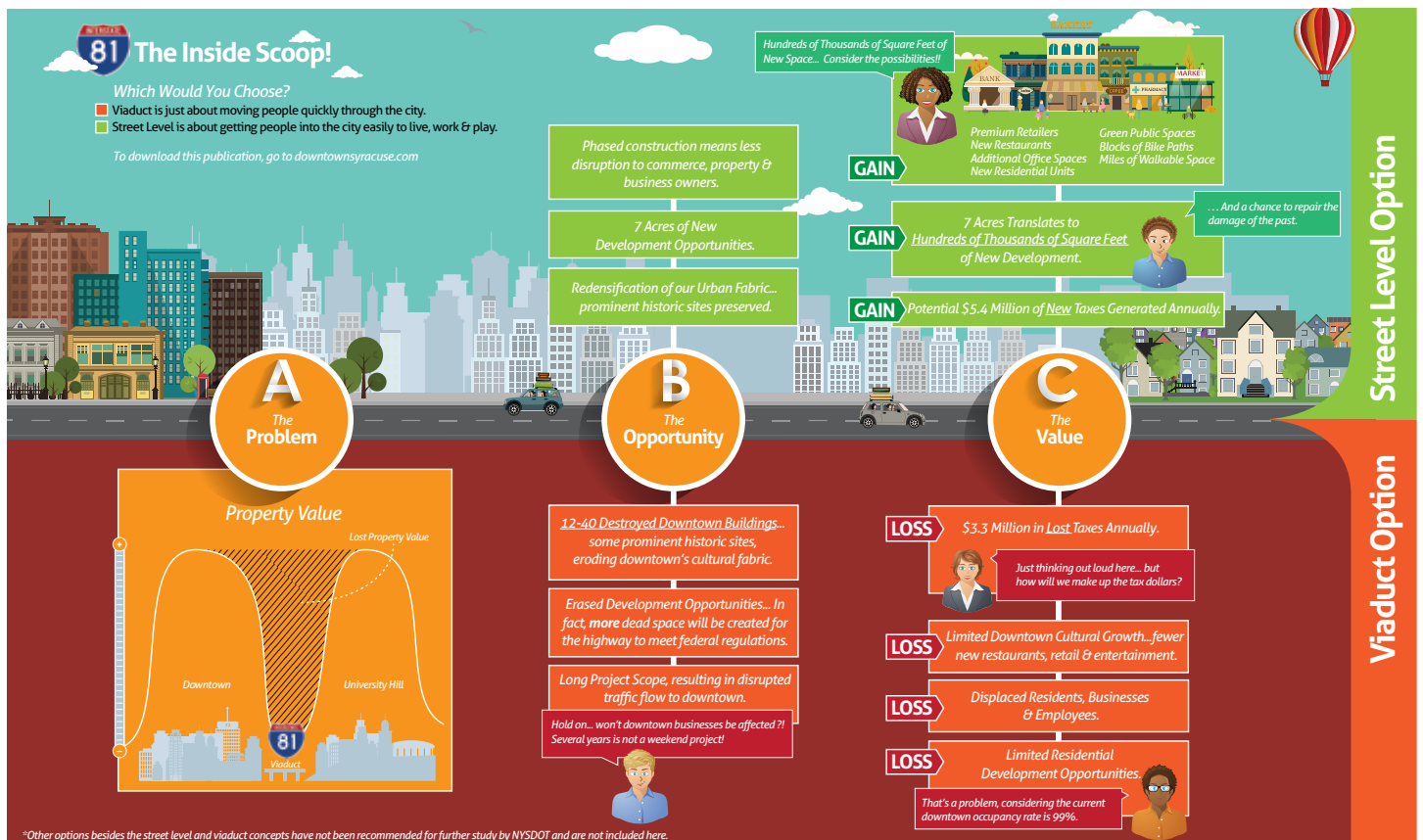
Scan our QR Code to visit our website and view our product offerings.

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The Future of I-81

The community continues to look forward to a decision from the New York State Department of Transportation (NYSDOT) related to the future of Interstate 81, expected early in 2017. The NYSDOT is creating a draft environmental impact statement identifying its preferred alternative to the existing, deteriorating highway. Recently, NYSDOT announced it's looking at two options: replace the current viaduct with a wider version or remove the elevated portion of the highway to disperse traffic onto a city street grid.

In March 2015, the Downtown Committee released this infographic, I-81: The Inside Scoop, comparing the viaduct and community street grid options. The infographic educates the community about the options presented by the two proposals and reinforces the once-in-a-lifetime opportunity the community has to recharge the city center. The Downtown Committee has advocated for the city street grid as the option that is required to pave the way for future development opportunities and downtown's continued revitalization. By recharging the city's street grid and eliminating the current barrier, the community will be able to increase connections between neighborhoods, provide multiple access options for destinations and lay the foundation for future growth to occur, generating new, sustainable, long-term revenue for the region. For more information on the Downtown Committee's infographic, please visit www.downtownsyracuse.com.



This Downtown Committee infographic illustrates the two proposed options for I-81's reconstruction.



Follow the Downtown Committee on Instagram @downtownsyracuse and share what you love about downtown using the hashtag #CelebrateDowntownSyr.

Meeting Planners Hope to Do Their Thing In Syracuse

Never underestimate the power of meetings. New York state's oldest convention and visitors bureau, Visit Syracuse, recently hosted a dozen influential, nationally based meeting and event planners that have the potential to bring an extra \$3 million in travel spending to the region.

Visit Syracuse Vice President of Sales and Services Tracey Burkey said feedback from the meeting planners was phenomenal. The planners, who traveled from as far as California, Georgia and Texas, were looking to include Syracuse as a destination option for future events. They represent a wide variety of groups, including dance, religious, sports, LGBT, rehabilitation and education.

The Do Your Thing tour included local hotels, meeting venues, Destiny USA, Armory Square and more. Plus, a surprise ride on the new Big Yellow Fellow from Armory Square to Dinosaur Bar-B-Que, kept everyone captivated.



Meeting planners enjoy a downtown walking tour with Michael John Heagerty, CCO and founder of NOexcuses Tours, Inc.

Meeting planner testimonials:

"I thoroughly enjoyed myself in your great city and can't wait to do it all over again! I was just bragging (about) you guys in Syracuse over lunch, with some great planners during my trip to Mesa. You may very well receive some calls because they were all trying desperately to book soon, too."

~ Teri Chandler, Our Little Miss, Inc., Louisiana.

"Syracuse gave me a wow moment and left me with the impression I need to return to bring a group. Lots offered, lots to do!"

~ Patricia Harrison, Church of Christ Written in Heaven, Quincy, Florida.

"Brilliant! Touched everything you needed to know and showcased your city with incredible love and pride! Very impressed!"

~ Bonnie Skifstad, Empower Network, St. Petersburg, Florida

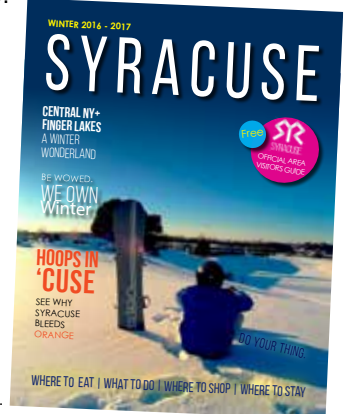
Visit Syracuse currently hosts or assists more than 100 meetings, groups, events and conventions annually.

WOW!

Did you know that in Chinese, the Mandarin characters that make up the word "Syracuse" translate into "Snow City"? As one of the snowiest cities in the country, that's pretty accurate.

Visit Syracuse is taking a different approach to promoting winter this year by celebrating all that it has to offer. For starters, claiming it with a We Own Winter (Wow) campaign. There's more to come but for now, check out the new winter visitor's guide.

The 100-page guide offers a variety of unique stories, trivia, attractions, restaurants and fun facts about the area and endless options of things to do. What began as a visitor's guide has evolved into a multipurpose guide for residents and local businesses. To order yours, call 1-800-234-4797.



The winter visitor's guide celebrates the snowy season.

Congratulations

Visit Syracuse's Nikita Jankowski was recently elected to the board of directors of the Public Relations Society of America's (PRSA) Travel and Tourism Section. It is the world's largest and foremost organization of public relations professionals in the travel and hospitality-related industries. Her term begins in January 2017.

Nikita Jankowski with fellow board members during the annual planning retreat site tour in Palm Springs.



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.

CEO/COE PARTNERSHIP: GREEN DEVELOPMENT

Syracuse University, SyracuseCoE and CenterState CEO Team up with Partners to Explore Sustainable Transportation in Syracuse

Reducing greenhouse gas emissions (GHG) in Syracuse will increase the vitality and livability of the region, particularly in the downtown area.

A study led by Syracuse University and SyracuseCoE to assess the feasibility of these efforts has begun by surveying individuals who live, work or visit downtown to examine their perceptions, desires and behaviors regarding alternative modes of transportation.

“Feasibility Assessment of Sustainable Transportation (FAST): Syracuse” is a study of alternatives to single-occupancy automobiles for mobility within the city of Syracuse. The goal of the study is to reduce GHGs by promoting walking and biking, shared vehicles and the use of public transportation.

The yearlong FAST: Syracuse study is funded by the New York State Energy Research and Development Authority (NYSERDA) and the New York State Department of Transportation.

The study team includes faculty and students from the School of Architecture, faculty and staff from the SyracuseCoE in partnership with CenterState CEO member engineering and environmental planning firm Barton & Loguidice, as well as Clean Communities of Central New York, the Downtown Committee of Syracuse, Hitachi Consulting and others.

More than \$80 million in recent investments in multimodal transportation infrastructure, a new energy master plan and additional recent developments in the city of Syracuse all contribute to the potential success of this project that aims to examine the reduction of greenhouse gasses and improving public health and well-being of downtown Syracuse through sustainable transportation alternatives.



FAST: Syracuse is an infrastructure investigation of downtown Syracuse to examine the ideas, wants and needs of residents about alternative modes of transportation.

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NOVEMBER 16

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7 HABITS OF 7 HIGHLY SUCCESSFUL PEOPLE

CenterState CEO's 7 Habits of 7 Highly Successful People drew more than 100 attendees to the Everson Museum of Art to hear community leaders share the personal and professional habits that have helped them become the people they are today. Attendees walked away with 49 tips to apply to their own lives and careers. *Editor's favorite picks.



Danielle Laraque-Arena, MD, FAAP, *President, SUNY Upstate Medical University*

- 1) Organizational preparedness – create the right leadership team.
- 2)* **Go outside your comfort zone – but never be unprepared.**
- 3) Learn from everyone – including those who do not support you or actively oppose you.
- 4) Be honest – keep the public trust.
- 5) Go where your beliefs lead you and be willing to walk away.
- 6) Be generous/be a mentor/think of the future.
- 7) Understand your impact.



Gwendolyn Webber-McLeod, *President/CEO, Gwen, Inc. and Founder, You Can't Fail, Inc.*

- 1) Be on a mission: Develop a mission statement to guide professional and personal decisions.
- 2) Ignore all noise and press on: Do not allow intentional negative speech deter you from living your wildest dreams.
- 3) Create and sustain an inner circle: Keep people who help you be courageous.
- 4) Actively seek and be open to feedback: Feedback keeps leaders humble.
- 5) Your career is but a grain of sand on the beach of your life: Learn the skill of work and life counterbalance.
- 6) Believe you already have what is needed to be successful: If you believe you can do something, then you will.
- 7)* **Legacy build: Build a legacy of leadership that enables you to make a difference in the world and paves the way for emerging leaders following you.**



Jeff Knauss, *Co-founder, The Digital Hyve*

- 1)* **Take risks: Evaluate the risk, make a decision, and be single minded in your campaign to make that risk pay dividends.**
- 2) Work hard: Forget the 'get rich quick' scheme. Put in the time and the work.
- 3) Understand the value of money: Money should be saved and used as an asset to take risks and follow your passion.
- 4) Embrace 'paranoid positivity': Don't let the positivity allow you to 'recline' in life. Be aware (paranoid) that a tough situation is around the corner and be prepared for it.
- 5) Be bored: Only boring people get bored.
- 6) Find great companions: Surround yourself with great people to have a great life.
- 7) Think of and act for others first: Success and happiness must be given to others before it can be achieved for yourself.



Billy Barlow, *Mayor, City of Oswego*

- 1) Brand and market yourself.
- 2) Just go for it, take risk.
- 3) Be curious and ask questions.
- 4) Listen more, talk less.
- 5) Details matter.
- 6)* **Don't mistake motion with progress.**
- 7) Turn it off.



Sean O'Keefe, *University Professor, Syracuse University*

- 1) Plan to spend half your time on people issues: Recruiting, training, developing, mentoring, succession planning and retaining . . . otherwise, more than half your time will be on enforcing, adjudicating, disciplining and apologizing.
- 2) Adopt the response "Yes, if . . ." rather than "No, because." Helps to visualize where you want to go.
- 3) Lead by walking around: You learn a lot about how and where colleagues live and work, and it saves meetings by addressing issues early.
- 4) Communicate, communicate, communicate.
- 5)* **Be inclusive. All of us will always be smarter than any one of us. This fosters input, opinion, feedback and open inquiry.**
- 6) Rest – take time for yourself: Non-stop activity causes you to lose your edge and run down your battery yielding less than your best.
- 7) Be Self Aware: What you do, say and how you act is often observed by others for guidance, establishing role models and observing consistency.



Matt Mulcahy, News Anchor/Managing Editor, CNY Central

- 1) Don't panic under pressure. Slow down. Respond.
- 2) Muss up your hair. Offer a sail. Be humble. No one person is better than the next. If you're the one with the boat, share it.
- 3)* **Practice slowly. Be generous with your talents. Keep auditioning. Stay focused to improve.**
- 4) Connect with co-workers. Carry on meaningful casual conversation. Keep your point of view grounded. Appreciate everyone's abilities. Enjoy people.
- 5) Use awards as goals. Feel the joy of winning. True success is internal.
- 6) Plan and prepare. Be confident. Visualize the outcome. When the individual is given the platform to succeed the collaborative team can excel.
- 7) Run your own path. Create an environment for clarity and creativity. Stretching the body frees the mind. Take time to care for yourself and renew your energy.



Mac Cummings, CEO and Co-founder, Terakeet

- 1) Think big, but start small.
- 2) Write down goals, wake up thinking about them, and write down what you did to get closer to achieving them at end of each day.
- 3) Build a personal ROI model. On left side of paper write down what you do every day. On right side write down what you should be doing to add the most value.
- 4) Understand your core competency. Stick to what you know and scale it.
- 5)* **B.E.D. Make sure you get better every day, otherwise you're not evolving.**
- 6) Embrace adversity. Business is iterative. Each challenge and painful event is a future hurdle for competition if you overcome it.
- 7) Be self-aware. Know the root of your own downfall, identify it and solve for it.



INNOVATIVE CEO PARTNERSHIPS GIVE WAY TO NEW WITH LOVE RESTAURANT AND INCUBATOR

A new restaurant and culinary teaching facility in Syracuse opens its doors to the public on November 11, offering a diverse menu of food inspired by its first featured country: Pakistan. The With Love restaurant and kitchen classroom facility, located at 435 N. Salina St. in Syracuse, features a first-floor restaurant and a classroom on the second floor. The previously vacant location was secured and developed through the Onondaga Community College Workforce Development Department in partnership with the Up Start Business Development Program at CenterState CEO.

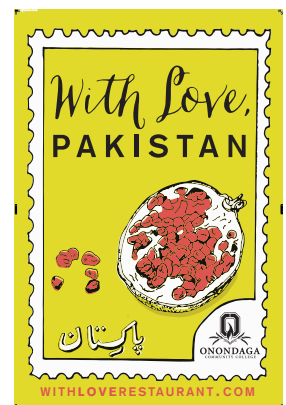
Adam Sudmann, My Lucky Tummy founder and Up Start alumnus, will launch the Teaching Restaurant and Entrepreneur Incubator. OCC Workforce Development students will staff the operation and a new entrepreneur will manage the restaurant every six months featuring a different regional or national cuisine.

"This project is significant for many reasons," said Dominic Robinson, vice president of economic inclusion at CEO. "It revitalized a tax-delinquent commercial property, accelerates a pathway for career success for residents in our community, and will offer local entrepreneurs exposure and experience to help them generate greater sales when they launch. We also hope that by showcasing underrepresented cultures and cuisines, we'll help foster a more vibrant and inclusive community."

The opening celebration will feature a tour of the facility, food samples and a chance to meet the restaurant's staff and its inaugural "owner:" Sarah Robin from Lahore, Pakistan. The full name at launch, "With Love, Pakistan," reflects the fare that will be served during her management. The latter part of the restaurant's name will change after every term to reflect each entrepreneur's specialty. Robin (and her successors) will preserve access to Up Start's technical assistance, professional services, real estate connections, lending opportunities and CEO network.

To learn more about Up Start, contact Daniel Cowen at DCowen@CenterStateCEO.com.

Note: OCC's Food Service Management Program has been funded under a \$2.5 million United States Department of Labor TAACCCT Grant, whose purpose is to facilitate greater employment by improving workforce education. This program is an equal opportunity program; auxiliary aids are available upon request to individuals.



Colgate University inaugurates Brian Casey as school's 17th president.



Cornell University starts food safety center in Geneva with help from \$1 million state grant. U.S. Department of Agriculture and National Institute of Food and Agriculture gives **Cornell University** a \$1 million grant to support agricultural research.

Utica College installs Laura Casamento as its new president.

HealthWay Products, a family-owned manufacturer of medical-grade air cleaning and filtration systems, announces that its newest product will be produced in Oswego County.



Lockheed Martin opens bioenergy plant in Owego. U.S. Navy awards **Lockheed Martin** a \$148.9 million contract to begin full production of electronic warfare defenses for its ships.

Saab Defense to add 50 jobs in DeWitt after landing \$38 million U.S. Navy contract.

The award-winning hit musical *Jersey Boys*, presented by **Famous Artists**, had an economic impact of more than \$2 million during the show's run at the Landmark Theatre this fall.

Three local companies were recognized for creating a healthy workplace for employees: **Dermody, Burke & Brown, CPAs, LLC; Tops Markets, LLC; and Fust Charles Chambers FCC**. The recognition was sponsored by Excellus BlueCross BlueShield and Syracuse Media Group.

The Open Hand Theater and International Mask and Puppet Museum puts historic mansion home up for sale in hopes of moving to a new home to accommodate growth.



New York State Health Department report shows that **St. Joseph's Health** has the lowest death rate in the state for heart valve surgery from 2011 through 2013. **St. Joseph's Health Foundation** nets more than \$173,000 from its annual golf classic fundraiser.

Welch Allyn will invest \$4.2 million and create 100 jobs in Skaneateles in exchange for up to \$13.5 million in state and local funding.

Small Business Association gives \$100,000 grant to Syracuse University's Institute for Veterans and Military Families for Entrepreneurship Bootcamp for Veterans with Disabilities program.

ABC Creative Group partners with Dumbstruck, which uses facial recognition to bring a new layer of measurement to marketing.

Chobani yogurt maker announces plans to offer all employees paid parental leave.



Power management company Eaton announces it will install **Ephesus** LED lighting in American Airlines Arena in Miami, Florida – home to the Miami Heat.



The Central New York Community Foundation awarded \$487,819 in grants to nonprofit programs including CenterState CEO members: **Crouse Community Center; Hope for the Bereaved; The Rescue Mission; Syracuse Habitat for Humanity; PEACE, Inc.; and United Way of Central New York**. The Community Foundation also awarded grants to measure nonprofit performance to CenterState CEO members: **WCNY; ProLiteracy Worldwide; McMahon/Ryan Child Advocacy Center; and The Samaritan Center**.

St. Joseph's College of Nursing earned the National League for Nursing's prestigious designation as a Center of Excellence in Nursing Education™ for the years 2016-2019.

Countryside Federal Credit Union was named to the 2016 edition of the Top 200 Healthiest Credit Unions in America by DepositAccounts.

Share Member News with Us!

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



CEO ESSENTIALS

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Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	0	0
Total Free or Nominal Rate Distribution	0	0
Total Distribution	2205	2151
Copies not Distributed	200	200
Total	2405	2351
Percent Paid	100	100

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.

Digital Hyve



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Grant Kyle
89 York St.
Auburn, NY 13021 315-834-9390
www.northbrookdairy.com

S&L Specialty Contracting, Inc.



National general contractor for acoustical retrofit, multi-family government housing renovation, government building renovations and commercial window system projects. S&L is also a developer of mix-use properties in the City of Syracuse.

Jim Leana
315 S. Franklin St.
Syracuse, NY 13202 315-478-9746

Site-Seeker, Inc.



Site-Seeker, Inc. is a full-service provider of digital marketing solutions. The team is made up of many diverse, talented individuals who live and breathe digital marketing specializing in SEO (search engine optimization), online advertising, social media strategy/management and web development.

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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.



Willey Lumber Company, Inc. is recognized for its 95th anniversary. Willey Lumber is located in East Syracuse at 100 Hartwell Ave.



Full Boar Craft Brewery & Tap Room is now open at 628 S. Main St. in North Syracuse.



Two new businesses, **Lipo Spa** and **SkinLaze, LLC**, located at 4939 Brittonfield Parkway in East Syracuse, celebrate their grand opening.



The Events Company celebrates its 20th anniversary at their office, 332 S. Salina St., Syracuse.



CIRCARE, formerly Onondaga Case Management, celebrates its new name. CIRCARE is located at 620 Erie Blvd. W.



HR One Consulting, Inc. celebrates its 30th anniversary located at 220 W. Manlius St. in East Syracuse.



Dermody, Burke & Brown, CPAs, LLC, 443 N. Franklin St., celebrates its 60th anniversary.

MEMBER MILESTONES

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

40 YEARS

Raulli & Sons, Inc.
Whitacre Engineering Company

35 YEARS

Condren Realty Management Corporation
Mack Brothers Boiler & Sheet Iron Works
Mid-Lakes Navigation
Frank Tartaglia, Inc.

30 YEARS

Northeast Natural Homes, Inc./Northeast Green Building Consulting LLC

25 YEARS

CHA, Inc.
MultiMed Billing Service, Inc.
Syracuse Scenery & Stage Lighting Co., Inc.

20 YEARS

Home HeadQuarters, Inc.
IV4.com

15 YEARS

Century Heating & Air Conditioning, Inc.
Coldwell Banker Prime Properties
Confidata
Stafkings Healthcare Systems
TYPE Partners, Inc.
TYPE Partners, Inc.

10 YEARS

Allman Promotions, LLC
Eastern Managed Print Network
McMahon Ryan Child Advocacy Center
Olums Appliance Gallery
Paramount Realty Group, LLC

5 YEARS

African & Caribbean Central Market
Days Inn Brewerton
East Syracuse Chevrolet
Feldmeier Equipment, Inc.
Hampton Inn Geneva
Knowles Cazenovia
Laci's Tapas Bar
MassMutual Central New York
Netegrity Consultants, LLC
New Hope Mills Mfg.
Onondaga Small Business Development Center
Sauro Photographic Art
Solon Quinn Studios
TJMG Properties, LLC
TL Brown Management Group, LLC

CENTERSTATE CEO ECONOMIC CHAMPION

Johnson Brothers Lumber Co.

Founded in Cazenovia in 1937 and still operating at the original sawmill facility, Johnson Brothers Lumber Co. is focused on its future as a producer of quality northern hardwoods for customers around the globe. Products produced are sold to distribution yards in larger metropolitan areas, as well as manufacturers of cabinets, furniture, flooring, mouldings and custom millwork. With requests for specialty products on the rise, Johnson Brothers constructed a new sawmill and handling facility to increase production and efficiencies, while adding jobs.

With greater production, Johnson Brothers needed to increase its drying capacity. The solution was just 15 miles away at the Madison County Solid Waste facility in Canastota. Here, Waste Management Inc. owns and operates a gas-to-energy plant burning methane from the county landfill.

With help from the Madison County Solid Waste Authority, the Madison County IDA, NYSEDA and Empire State Development, Johnson Brothers made an interconnection to Waste Management's CoGen. The company is now using excess heat from the Waste Management facility to fire its new 200,000-board-foot-capacity drying facility. This second location allows Johnson Brothers to produce, dry and prep for shipment more than 400 additional trailer loads of lumber annually.

With increased global population among emerging markets and speculated growth in the domestic housing market as many millennials will become homeowners, Johnson Brothers Lumber Co. plans to help meet the demand for hardwoods among the next generation of homeowners worldwide.

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.



The Johnson Brothers Lumber Co. new kiln for drying lumber is located in Canastota.

CENTERSTATE CEO ENHANCES ONLINE BUSINESS DIRECTORY; OFFERS NEW VISIBILITY OPTIONS

Enhanced Online Business Directory Replaces Printed Directory

CenterState CEO's new and improved website, www.centerstateceo.com, now offers enhanced visibility opportunities for members on its two most visited sections – Events and the Business Directory.

The online directory of CEO members now includes all enhancements previously found only in the printed directory including reds, bolds and logos, as well as a new "featured listing" option. New spaces for live banner ads are also available.

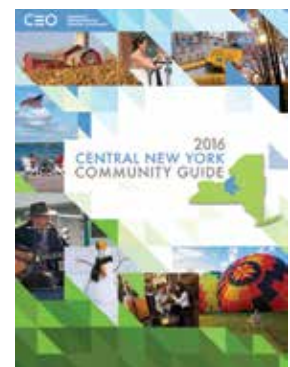
This month, CEO representatives are calling members to update their contact information and offer online advertising and directory enhancement opportunities. Companies that purchased an enhancement in the 2016 printed Business Directory can visit www.centerstateceo.com/business-directory to review their online presence.

Be sure to capitalize on the new online opportunities to get your company visibility with clients, customers and prospects, as the printed Business Directory will no longer be produced.

2017 Central New York Community Guide

CenterState CEO's Central New York Community Guide contains information on leisure, housing, education, health care, relocation, business and transportation that is valuable to those new to the area. It is also used for professional recruitment and business attraction. Companies working with businesses outside the region will find the guide is a valuable resource about the area and its resources.

As a CEO membership benefit, members receive a copy of the publication with the option to purchase more. Companies interested in visibility opportunities in the 2017 guide or the online directory should contact Beth Savicki at 315-470-1833 or bsavicki@centerstateceo.com.



University Hill Corp. Announces Wheatly is Keynote

University Hill Corporation is pleased to announce that Syracuse University's new vice chancellor and provost Dr. Michele G. Wheatly will be the featured speaker at the University Hill Corporation's 53rd annual meeting. The meeting will be noon to 1:30 p.m. Tuesday, November 29 in the Grand Ballroom at Drumlins Country Club.

Wheatly was provost at West Virginia University from 2010 to 2014. While provost, she led the development and execution of the new strategic vision and plan and oversaw 22 colleges, 200 degree programs, 32,000 students, 20,000 employees and a \$2.5 billion budget. After her tenure as provost, Wheatly served as special assistant to WVU President Gordon Gee. She began her role at Syracuse University on May 16. Wheatly is expected to address the university's new academic strategic plan at the annual meeting.

Tickets to the meeting are \$40 per person or \$300 for a table of eight. Purchase tickets at www.university-hill.com or contact Kristine Sherlock at 315-475-7244 or ksherlock@university-hill.com. RSVP by November 23.



SPEED NETWORKING CREATES CONNECTIONS

In this fast-paced, ever-changing digital world, face-to-face conversations are all the more critical. That's probably why so many CenterState CEO members enjoy and take advantage of regular speed networking events that allow members to interact, make connections and create new business. For additional upcoming networking opportunities, visit the events calendar on page 22.



The most recent CenterState Speed Networking event drew 60 people, which was sponsored by TERACAI. Peppino's Restaurant and Catering Group catered the event.

BUSINESS AFTER HOURS: NETWORKING WITH A VIEW

A Business After Hours and Member Showcase event was held on the rooftop of Merchant Commons in downtown Syracuse. The event was sponsored by C.H. Insurance Brokerage Services Co. and Centolella Lynn D'Elia & Temes. Life of Reilley and Empire Brewing Company provided beverage samples and Liehs & Steigerwald provided the food for dozens of CenterState CEO members looking to network and socialize with fellow members.

Mark Bell from Lincoln Moving and Storage was the winner of two round-trip tickets from Delta Air Lines.



Attendees connect with fellow CenterState CEO members at the Business After Hours and Member Showcase while enjoying beautiful views from the rooftop of Merchants Commons.

Member Showcase:

ACC Technical Services, Inc.

Alzheimer's Association

C.H. Insurance Brokerage Services Co.

Metro Fitness Club

S.S.P. Manufacturing (Selflock Screw Products)

Sheraton Syracuse University Hotel & Conference Center

Syracuse Media Group

EVENTS

The Power of Storytelling in Business



Breakfast Stories with Dinosaur Bar-B-Que Founder and Chairman John Stage

Wednesday, November 16

8 a.m. Registration and Continental Breakfast;
8:30 to 9:30 a.m. Program
Holiday Inn Liverpool
441 Electronics Parkway, Liverpool



Stage will talk about the art of storytelling in business. Learn how telling the story behind a company or its product can lead to success and create a greater connection with customers.

Cost: \$30 for members; \$45 for non-members.
Contact Lisa Metot at 315-470-1870 or
lmetot@centerstateceo.com.

Get Your Tickets Today!
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MEDIA SPONSOR



Register online at www.centerstateceo.com/events

CEO Talks – Creating Successful Startups in CNY, November 3

8:30 to 9:30 a.m.

The Tech Garden, 235 Harrison St., Syracuse

Take part in meaningful roundtable discussion focused on evolving initiatives at The Tech Garden to create successful startups. Gain insight on the building blocks of a successful incubator and accelerator; hear the latest on the GENIUS NY business competition; and weigh in on opportunities to accelerate growth of the region's start-up scene.

Presenters: Rick Clonan, VP of Innovation and Entrepreneurship at CenterState CEO, and Jonathan Parry, director of GENIUS NY.

Cost: Free for members; \$25 for non members. Contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



2016 UTM Convention, November 8-10

Times vary

Griffiss International Airport, Rome, NY; Oncenter, Syracuse; Carrier Dome, Syracuse

Want to be part of the next era of aviation? This UAS Traffic Management (UTM) convention will include expert panelists and keynote briefings from NASA, the FAA and more.

Cost: Varies. Save \$50 on the Griffiss Test Site Tour and UAS Demos on Nov. 8 with coupon code: GriffissDay. For more information, visit www.utm2016.com.



SyracuseFirst's Buy Local Bash, November 21

5 to 9 p.m.

Central New York Regional Market, 2100 Park St., Syracuse

SyracuseFirst's Buy Local Bash, presented by AmeriCU, brings together community members and local merchants for a one-of-a-kind social, shopping and tasting event to highlight the locally owned, independent businesses of Central New York. This unique festival and fundraiser helps spread awareness about the importance of educating the community about buying local. It also kicks off Buy Local Month, an effort to increase support for local independents during the holiday season.

Cost: \$25 in advance; \$30 at the door. Contact Shannon Fults at 315-470-1884 or sfults@centerstateceo.com for additional information on sponsorships and/or vendor opportunities. For more information, visit <http://buylocalbash.syracusefirst.org>



Economic Forecast Breakfast, January 11

7:30 to 10:30 a.m.

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

Join hundreds of fellow CenterState CEO members, business leaders and executives for the presentation of the region's 2017 Economic Forecast.

Keynote Speaker, Gary Keith, chief economist for M&T Bank, will present an overview of trends in the national and state economies, and their impact on the 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 6, 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. Contact Lisa Metot at 315-470-1870 or lmetot@centerstateceo.com.



Business After Hours and Showcase... Meet the Finalists, January 19

5 to 7 p.m.

Dinosaur Bar-B-Que, 246 W. Willow St., Syracuse

Meet the six teams selected as GENIUS NY finalists. The technology-based startups from around the country are competing for more than \$2 million in funding to develop their companies related to unmanned systems. Learn about their exciting new ventures and welcome them to Syracuse as they make this their new home for growth. Attendees have a chance to win two roundtrip tickets on Delta Air Lines.

Cost: \$15 for members; \$25 for non-members. Contact Karen DeJoseph at 315-470-1997 or kdejoseph@centerstateceo.com.



PERU: ANCIENT LAND OF MYSTERIES FEBRUARY 11 TO 20

Discover one of South America's treasures on an exciting trip to Peru. Highlights include Lima, San Francisco Monastery, Cuzco, Sacred Valley of the Incas, Pisac Market, Ollantaytambo Ruins, Machu Picchu, a culinary demonstration, Lake Titicaca and Uros Floating Islands. Fourteen meals and an authentic Pachamanca dinner in Cuzco are included. Per-person rates are \$4,849 double and \$5,549 single. AAA members receive an additional \$50 off per person. For more information contact Shannon Fults at 315-470-1884 or sfults@centerstateceo.com.



Visit some of the world's most ancient ruins on a trip to Peru in early 2017.

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Since the start of the program in 2003, over 139 organizations have received \$6.9 million in Main Street program incentives to transform unrealized potential and to implement unique projects that impact their competitive viability, attract investment, and capitalize on their distinct development potential.

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