

DATA SHOWS POPULATION GROWTH FOR SYRACUSE METRO AREA

2



Dept. Secretary of Commerce, Senate Majority Leader's Visit Highlights Region as Tech Hub

5



A 2022 Recruiting Tool: The Central New York Community Guide

Central New York is known for its affordable and high-quality of life. Strategic investments in high-growth industries and the redevelopment of the region's urban centers have driven progress in the form of new investments, jobs opportunities, talent attraction and, according to recent data, upward trends in population growth.

According to 2020 census data, the population of the city of Syracuse increased by 2.4% and Onondaga County increased by 2% — trends driven in part by millennials; 73% of recent movers

to the Syracuse MSA are millennials. This data is reinforced in a report by CBRE that shows a jump of nearly 70% in the number of New York City area residents who moved to the Syracuse Metro Area in 2020. Additionally, according to data tracking company **Placer.ai**, the Syracuse Metro Area gained a net of 4,169 residents from the New York City Metro area alone from December 2019 to December 2021.

This trend was noted by CenterState CEO's Economic Forecast keynote speaker, Peter Kneis, group vice president of Commercial Planning and Analytics at M&T Bank, earlier this year.

"We are seeing population growth concentrated around cities, such as Syracuse, in contrast to prior decades when outmigration to suburbs and rural areas dominated," said Kneis. "There is a real renaissance around the revitalization of urban areas, particularly with residential growth and increased interest among recent graduates and young professionals seeking to live in those urban settings."

continued on page 3



Syracuse's population grew between 2010 and 2020 — the first time in 70 years, according to U.S. Census Bureau. The city and region are seeing job seekers and new residents from major metros such as New York City, Philadelphia, and Detroit, among others.

14



New Investor Focus

20



CenterState CEO Events: Annual Meeting is April 26

CenterState CEO Annual Meeting

April 26, 2022 | Noon

Join CenterState CEO members, business leaders and executives for CEO's Annual Meeting featuring the prestigious **Business of the Year** awards, recognizing companies in five categories:

- Member Business with fewer than 50 Employees
- Member Business with more than 50 Employees
- Community Involvement
- Nonprofit
- Minority-Owned Business

See page 20 for more information.

PRESENTED BY



TOMORROW'S HEALTHCARE TODAY



DEPT. SECRETARY OF COMMERCE, SENATE MAJORITY LEADER'S VISIT HIGHLIGHTS REGION AS TECH HUB

Last month, CenterState CEO and local partners welcomed U.S. Senate Majority Leader Chuck Schumer and U.S. Deputy Secretary of Commerce Don Graves to The Tech Garden for a roundtable discussion as part of the Build Back Better Regional Challenge (BBBRC). The visit followed the recent announcement that the CenterState NY Smart Systems coalition was named a finalist in the nationwide BBBRC. The region's proposal seeks to position Central New York as a global tech hub by expanding its semiconductor manufacturing industry, growing its existing UAS and quantum computing industries, and creating the potential to attract more than 5,000 new jobs and train workers to enter in-demand fields. If selected as a winner, the region could be awarded up to \$100 million to implement its strategies and projects.

The visit by the federal leaders provided an opportunity to showcase the exciting, growing companies that are contributing to and aligned with regional efforts to develop a "smart systems" cluster, as well emphasize the importance of passing the U.S. Industries and Competition Act. Schumer and Graves also visited JMA Wireless, a U.S.-owned 5G manufacturer based in Syracuse that is bringing high-paying American jobs to Syracuse and global leadership in 5G and 6G.

"It was so wonderful to engage with CenterState's dedicated coalition and learn more about the work they are doing to develop the regional economy and create good-paying jobs in upstate New York," said Graves. "I want to again congratulate CenterState Corporation for Economic Opportunity for being selected as a Build Back Better Regional Challenge finalist, and let you know that the Department of Commerce stands ready to provide you with any technical assistance to continue to develop your plan and drive economic recovery and growth in your region."



Craig Marcinkowski (holding tablet) of Fotokite demonstrates the Fotokite Sigma — a situational awareness system for first responders — during U.S. Senator Schumer and U.S. Deputy Secretary of Commerce Don Graves' visit to The Tech Garden.

FEATURE STORIES

Dept. Secretary of Commerce, Senate Majority Leader's Visit Highlights Region as Tech Hub	2
The GENIUS Teams Hit the Slopes	3
COVID-19 Business Funding Resources	3
Government Relations: Shovel Ready Sites are Vital to New Economic Opportunity for CNY	4
CNY Housing Market Remains Strong	5
A 2022 Recruiting Tool: The CNY Community Guide	5
Local Employers Align with Syracuse Surge Training Programs	6
GOFCC Annual Meeting: Let's GO!	7

Racial Equity and Social Impact: The Power of Mentorship to Advance Women in Leadership	9
SCSD Students Learn About Tech Careers ..	19

MEMBER NEWS

Member Essentials	10
Member Milestones	10
Economic Champion, presented by Solvay Bank: Novelis	11
CenterState CEO Ambassadors, presented by VISIONS Federal Credit Union	12
New Investor Focus	14
New Partners	16

PARTNER NEWS

Downtown Committee: 50+ Restaurants Dish Out Once-a-Year Deals as Downtown Syracuse Dining Weeks Return	17
NUAIR and PABLO AIR to Collaborate on Drone Delivery Solutions	18
CNY Biotech Accelerator: 2022 Medical Device Innovation Challenge, Application Deadline: April 30	19

EVENTS

Discover Northern Italy and its Lakes	16
Upcoming Events	20
Buy Local Bash Returns May 19 – Be a Vendor!	21
CenterState CEO Virtual Events Educate & Inform Members	21

AREA CONTINUES TO ATTRACT NEW RESIDENTS continued from front page

Syracuse.com shared a report last month by Stacker that, based on U.S. Census Bureau data, lists areas that are sending the most people to the Syracuse Metro Area. The report lists metros in ranking order by the estimated number of people who moved between 2015 and 2019. The list includes smaller metro areas from around the state as well as major metropolitan areas across the country from which there is an increase in people moving here, including Baltimore, Detroit, Philadelphia and Chicago, with the highest number of people coming from the greater New York City/Newark/Jersey City area.

Among some of the factors that make the city and region attractive to new residents are affordability (Syracuse's cost of living is about 20% lower than the U.S. average) and easy commutes (the Syracuse Metro Area's average commute time is 18.4 minutes compared to the national average of 26.4 minutes).

The data reported by Stacker and others mirrors trends seen at Goodlifecny.com, and a growing interest in the region's job market.

Since the site launched in October 2019, there have been more than 303,000 unique users with the highest number of users, 27,660, in January 2022. Most of those users reside in Detroit, MI; New York City, NY; Newark, NY; Philadelphia, PA; Boston, MA; and Columbus, OH. Additionally, nearly 40% fall into a millennial age bracket.

"As we look to accelerate these trends, we must continue to advance the strategies that enhance placemaking, support community vitality and increase accessibility to job opportunities at all levels, particularly those in high-demand industries," said Robert Simpson, president of CenterState CEO.

What They Say About Syracuse

- No. 6 of 15 best cities for millennial homebuyers (ThinkAdvisor, 2021).
- No. 3 best Northeast city to live post-COVID; No. 21 in nation (Business Insider, 2021).
- Among top 12 up and coming mid-size markets in the country (Zillow, 2020).
- No. 2 Best Place to Live in New York (U.S. News & World Report, 2021).
- No. 65 Top 100 Best Places to Live in America (Livability.com, 2020).
- 9.2 Annual Best Places Comfort Index (10=best for most comfortable year-round climate).

THE GENIUS TEAMS HIT THE SLOPES

The most recent GENIUS cohort hit the slopes at Greek Peak Mountain Resort in Cortland for a fun day of skiing last month. Getting outside The Tech Garden and exploring the local area is a key component of the GENIUS NY program. By having the teams get out and about, they see Central New York has so much to offer — both for their business and for quality of life. To share ideas for what the GENIUS teams should do next, contact Emma Spector at espector@thetechgarden.com.



GENIUS NY



Fotokite Welcomes New CEO

Coming off a recent \$14.8 million round, Fotokite, a GENIUS NY grand prize winner from 2018, continues to fly high by welcoming Bart Slager, its new CEO. Slager visited Syracuse last month as he began his new position with the company. A fan of cycling, skiing and hiking, Slager is based out of Switzerland but there's no doubt that he'll fit right into the Central New York landscape. [Learn more about Slager and his work with Fotokite.](#)

COVID-19 BUSINESS FUNDING RESOURCES

Program updates are available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Visit www.centerstateceo.com/covid19resources to determine whether your business or nonprofit is eligible to apply.

COVID-19
BUSINESS RESOURCES

CEO CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY

GOVERNMENT RELATIONS

Shovel Ready Sites are Vital to New Economic Opportunity for Central New York



The COVID-19 pandemic has made clear that the U.S. must prioritize domestic production of goods essential to the nation. Whether it's medical equipment and supplies, electric motors or semiconductors, just to name a few, supply chain disruptions have exposed a national vulnerability and the impacts disrupted access to essential components. Product shortages, delays and inflation are among the ongoing effects.

In Washington, addressing supply chain disruptions has been identified as a national priority by Republicans and Democrats. Measures to incentivize re-shoring of critical manufacturing have received bi-partisan support.

With New York's many manufacturing assets, including its rich history of outstanding production, talented labor force, advantageous location, plentiful water and reliable power, Central New York and the state are well positioned to benefit from federal and private investments. However, New York is in competition with states across the country and one of the keys to success will be the availability of suitable, shovel-ready development locations.

Recognizing this opportunity, **CenterState CEO is advocating for New York to include \$500 million for shovel-ready site development in the 2022-2023 state budget.** Shovel-ready sites are commercial and

industrial development locations that have completed a basic checklist to be fully prepared for market opportunities.

- Completed planning, zoning, surveys and title work
- Environmental studies and soil analysis
- Public infrastructure engineering preparation, including transportation, power, water and sewer

CenterState CEO supports the Strategic Site Readiness Fund to fully prepare dozens of sites across the state. Under currently proposed legislation, this \$500 million fund would identify, assess, catalogue and prepare the state's most suitable sites for large-scale development of essential manufacturing opportunities.

True shovel-ready sites dramatically reduce the time it takes to respond to market opportunities and begin construction on a new facility. With this advantage, New York stands to receive a sizeable return on its investment, including: billions in new private investment, new companies, thousands of new jobs, improved infrastructure, steady new streams of state and local tax revenue, and an influx of growth industries that position New York to successfully compete and grow in future generations.



Thank you
**2022 Advocacy and Policy Engagement
Sponsors**



CENTRAL NEW YORK HOUSING MARKET REMAINS STRONG

The housing market broke records nationwide throughout 2021, leaving many wondering if they should buy now or wait in the hope that more homes become available, and at more affordable prices in 2022. Nationally, home prices are up by 18.5% in the third quarter, the highest level in the Federal Housing Finance Agency (FHFA) House Price Index history. At the same time, the number of houses for sale has dropped, creating greater pressure on home prices.

With its growing population and strong job growth, the greater Syracuse area has also experienced a recent uptick in housing prices. The city of Syracuse saw a 22.6% price increase, while nearby suburbs Manlius (18%), Dewitt (11.4%) and Salina (6.6%) also saw increases. According to Deana Ingram, a realtor with The Bollinger Group, some appraisals are adding one percentage of the sale price every month to estimate value: for example, an Onondaga County home that sold three months ago would increase in value by 3%.

However, even with these price increases, according to U.S. News and World Report, the greater Syracuse area is still among the top 25 most affordable places to live in the country. Looking ahead, experts anticipate many of the housing market trends of 2021 will continue in 2022, albeit at a more moderate level. The Greater Association of Syracuse Realtors predicts that strong buyer demand is likely to persist over the next year, and home sales are projected to remain strong in the Syracuse area.

Historical Median Sales Price by Month



Median home prices over time in greater Syracuse. Source: CNY Realtors.

A 2022 RECRUITING TOOL: THE CENTRAL NEW YORK COMMUNITY GUIDE

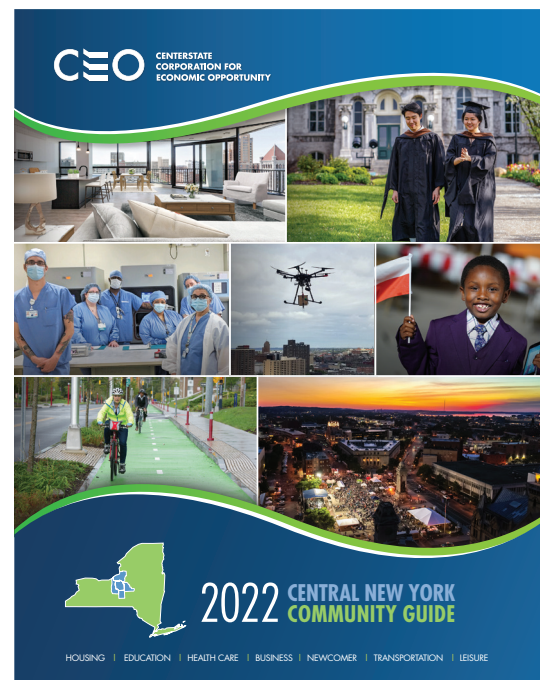
CenterState CEO has released its 2022 Central New York Community Guide – a magazine that highlights and provides information on housing, education, health care, transportation, business and leisure activities in Syracuse and Central New York. This annual publication is a resource for members to aid in 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.**

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 2022 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.



LOCAL EMPLOYERS ALIGN WITH SYRACUSE SURGE TRAINING PROGRAMS

Syracuse Surge training programs are proving to be an effective and successful model for both the employers and participating candidates.

Through targeted industry partnerships, the Syracuse Surge-led workforce training and advancement programs are focused on preparing a diverse workforce for new economy jobs by creating pathways to in-demand, local careers in high-tech manufacturing.

Employer engagement has been integral to the success of the training programs to date, which focus on in-demand skill sets and career opportunities in high-tech industries. Key to the effectiveness of the programs, employers are engaged at the onset, actively participating in program planning by developing candidate profiles to identify skills sought. They begin building relationships with participants early in the application process and take part in the classroom by delivering trainings and presentations. In doing so they strengthen the relationship with participants while showcasing their companies. Candidates learn technical skills as well as what it means to work within these fields. On the final day of the program employers are on site to interview participants, with many participants receiving conditional job offers and invitations for second interviews.

More than eight companies have partnered on three active programs — Surge Advanced Manufacturing, Electric and Mechanical Technician and Digital Customer Service — with more aligning to support a new Surge Coding Apprenticeship program.

This initiative is possible through the partnership and collaboration of training providers, community organizations, employers and the City of Syracuse. CenterState CEO’s Work Train team serves as an intermediary, convening industry partners who work together to continuously improve and scale these strategies. The programs are supported by funding through JPMorgan Chase Foundation and the American Rescue Plan Act, administered by the City of Syracuse.

If you are interested in partnering on the Electric and Mechanical Technician or Surge Advanced Manufacturing programs, contact senior manager of Industry Partnerships for Work Train Meghan Durso at mdurso@centerstateceo.com; or contact Syracuse Surge Workforce Manager Laiza Semidey, lsemidey@centerstateceo.com, about the Digital Customer Service program.



Electrical Mechanical Technician students met with representatives from Westrock, Giovanni Foods, ICM Controls and NexGen Power Systems.



Digital Customer Service graduates interviewed for positions at Excellus BCBS and Rapid Response on the final day of their program.

Training Partners

OCM BOCES
Onondaga Community College
SUNY EOC

Employer Partners

Chimera Integrations
Excellus BlueCross BlueShield
Giovanni Foods
ICM Controls

CITY OF SYRACUSE



NextGen Power Systems
Rapid Response Monitoring Services
Raymond Corporation
WestRock







Surge Advanced Manufacturing students at SUNY EOC experienced a hands-on training module with Chimera Integrations to install high tech sensors.

GOFCC ANNUAL MEETING: LET'S GO!

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) recently hosted its 2022 annual meeting, presented by Constellation. The meeting is Oswego County's premier gathering of business and community leaders.

During the virtual event, GOFCC Executive Director Katie Toomey highlighted the chamber's programs and ongoing efforts to support members and outlined exciting initiatives for the year ahead focused on the theme Let's GO! The event featured a panel discussion with Kathryn Watson, executive director, Children's Museum of Oswego; Mark Southwick, plant manager, Huhtamaki; and Joe Murabito, owner, Elemental Management Group; moderated by CenterState CEO President Rob Simpson.



-  Watch the full program.
-  Watch the panel discussion only.
-  Let's GO! promo video.

The GOFCC also announced its annual award winners at the event:

Small Business Award: **Laurie & Will O'Brien, owners, Port City Café & Bakery** and **The Red Sun Fire Roasting Co.**

Recognizing small business owners that are locally recognized for good customer and employee relations, have achieved milestones, grown their company or made a notable impact through their dedication to Oswego County.

Impact Award: **Oswego Renaissance Association**

Recognizing a nonprofit that demonstrates excellence and has driven significant impact to Oswego County.

Community Investor Award:

Constellation

Recognizing an individual or organization that has made a substantial investment in and commitment to the improvement of Oswego County's communities.

Nancy L. Premo Woman of Distinction Award: **Amy Stone Lear, owner, Man in the Moon Candies**

Celebrating 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.



Robert Simpson, (top left) president of CenterState CEO, moderated a panel discussion with business and community leaders (counterclockwise): Kathryn Watson, executive director of the Children's Museum of Oswego; Mark Southwick, plant manager at Huhtamaki; and Joe Murabito, owner of Elemental Management Group.

Thank You Sponsors

PRESENTED BY



BUSINESS SPONSORS



COMMUNITY SPONSOR



SUPPORTING SPONSORS



CONTENT SPONSORS



Elite CEO SUPPORTERS

Special thanks to the following members who are
2022 CenterState CEO Elite Supporters

Platinum



TOMORROW'S HEALTHCARE TODAY



EQUITABLE

Gold



Silver



Bronze



For more information please contact Beth Savicki at 315-657-0423 or bsavicki@centerstateceo.com

THE POWER OF MENTORSHIP TO ADVANCE WOMEN IN LEADERSHIP

According to the Pew Research Center, 2019 marked the year that women became the majority of the college-educated labor force. Indeed, women are filling more executive roles, but to date, only 6% of Fortune 500 companies have a woman as CEO. There is a commonality among those women who made it to the executive level: they all had mentors. Mentorship is the key to moving up the leadership ladder and is vital for business growth.

Research by DDI, a global leadership consulting firm focused on helping organizations hire, promote, and develop exceptional leaders surveyed more than 318 businesswomen from 19 countries and 30 industries and found:

- 63% of women have never had a formal mentor.
- 56% of organizations have a formal program for mentoring.
- 3 out of 4 women who work for a company with a formal mentoring program reported they always accept mentoring opportunities.

There have been strides in the advancement of women, but women still battle inequities in the workplace like pay gaps, advancement barriers, and family-life imbalance that encompass political, socio-economic, and cultural domains systemically embedded in our society. Mentorship can play an integral role in helping women overcome these challenges. Think about your company and how it enables and supports mentoring women in the workplace. If you have yet to develop a mentoring program within your organizations, consider the reasons why it's time to do so. **Mentorship is not only valuable**

for women in leadership, but for all professionals. Mentors provide guidance on career navigation, skill development and support, which ultimately improves an employee's sense of self, determination and capabilities to succeed in their roles.

In my role as Vice President of Racial Equity and Social Impact (RESI), I know how critical it is to serve as a mentor from the array of mentors I've had throughout my life and career. Within the RESI division, we've created programs that focus on mentorship, like our Generation Next initiative that is designed to empower, support and showcase the talented younger and underrepresented professionals in Upstate New York. One initiative that I'm very proud of is the Tech and Culture Speaker Series, which we started in 2021, to place more emphasis on the representation of professionals of color and women in the tech industry.

Our upcoming Racial Equity and Social Impact Leadership Session panel on March 17, **Advancing Female Leaders: The Power of Mentorship**, sponsored by Berkshire Bank, highlights dynamic women professionals in leadership that advanced through support efforts like mentorship. Please tune in to continue this conversation on the importance of mentorship for women leaders.

Additional resources:

[Why women need mentorship in the workplace | Together Mentoring Software](#)

[Why Mentorship for Women Leaders is Important | Publicis Sapient](#)

[Women in Leadership: A Guide for Women, Their Mentors and Allies | InPower Coaching](#)

CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY
CEO
March. 17
9-10:30 AM
RACIAL EQUITY & SOCIAL IMPACT LEADERSHIP SESSIONS
Advancing Female Leaders:
The Power of Mentorship
Sponsored by: X BerkshireBank
REGISTER TODAY!



Racial equity and social impact initiatives, DEI training courses and consultation services from CenterState CEO are available. Contact Dr. Juhanna Rogers at jrogers@centerstateceo.com to learn more.

CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY
CEO
TOWARD RACIAL EQUITY
#TakeThePledge
CenterStateCEOEquity.com

MEMBER ESSENTIALS

St. Joseph's College of Nursing wins funding from the Sentinel U Nursing Simulation Research Grant program.

Dinosaur Bar-B-Que works with **All Seasonings Ingredients** in Oneida to create a powder version of its slathering sauce for a specialty potato chip. Proceeds benefit the **Food Bank of CNY**.

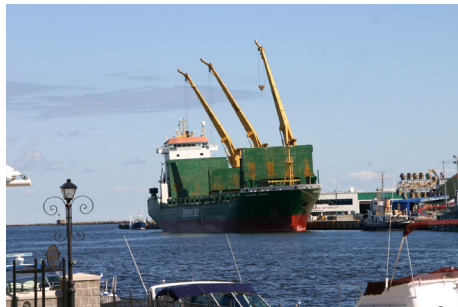


MOST receives \$50,000 funding from **Richard S. Shineman Foundation** for Oswego County Discovery Sessions science program.

The Hayner Hoyt Corp. starts work on mixed-use project at City Center.

Hancock Estabrook, LLP announces Ithaca-based law firm Barney, Grossman & Dubow has joined the firm.

Port of Oswego secures grant funding for study on deepening the harbor.



The **C&S Companies** were recently recognized with the American Council of Engineering Companies of New York's Diversity, Equity, Inclusion and Belonging Award.

Medical Staff at **Oswego Hospital** appoints Elizabeth Bozeman, MD as president. **Oswego Health** raises more than \$4.1 million to complete capital campaign.



Binghamton and **Cornell** universities to use \$1.6 million federal grant to attract international businesses to Southern Tier.

Onondaga Community College receives \$1 million gift to create the Meg O'Connell Center for Social Justice and Community Impact.



Syracuse University receives \$5 million gift for Lally Athletics Complex in honor of Floyd Little.

Syracuse University buys **Crouse Health's** Harry and Lillian Marley Education Center, a building on Irving Avenue that houses its nursing school. **Syracuse's** Whitman School launches new professional-certification program.

Raymour & Flanigan buys Taft Furniture.

Cannon Pools announces that Ari Malzman has been appointed as its new president.



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.

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

Brophy Services, Inc.

20 YEARS

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

15 YEARS

Vince's Gourmet Imports

5 YEARS

Scolaro Fetter Grizanti & McGough, P.C.

CENTERSTATE CEO ECONOMIC CHAMPION

Novelis Inc.

Novelis Inc., the world leader in aluminum rolling and recycling, will invest approximately \$130 million to upgrade its operations in Oswego to meet growing customer demand for sustainable, aluminum flat rolled products. The project enables Novelis to increase hot mill capacity by 124,000 metric tons at the plant, which serves the can, automotive and specialty products markets, as well as enhance finishing capabilities for automotive sheet.

The new investment includes upgrades to the plant's hot reversing mill motors and drive train and hot finishing mill coolant systems, as well as an enhancement of batch annealing capabilities. In line with Novelis' sustainability goal to reduce energy use by 10% by 2026, the project will also enhance energy-efficiency at the plant. These projects will begin in spring 2022 and are expected to be completed in 2024.

This investment follows the successful expansion of significant automotive finishing capabilities and recycling capacity at the Oswego plant over the last decade. These included the addition of more than 300,000 metric tons of state-of-the-art automotive finishing capacity and the expansion of the recycling center, which processes roughly 25 million pounds of automotive aluminum scrap per month.

Novelis is the world's leading provider of aluminum automotive sheet used for making structural components and exterior body panels that can be found in more than 225 vehicle models produced by leading automakers around the globe. Novelis aluminum is designed to support safe, sustainable and cost-effective ways to lightweight vehicles and commercial trucks that result in better performance and agility, increased fuel economy and reduced carbon emissions.

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.

Novelis

Not just aluminum. Novelis Aluminum.™



**A Legacy of Commercial
& Business Banking**



Flexible



Experienced



Responsive



Decisions Made in Central NY

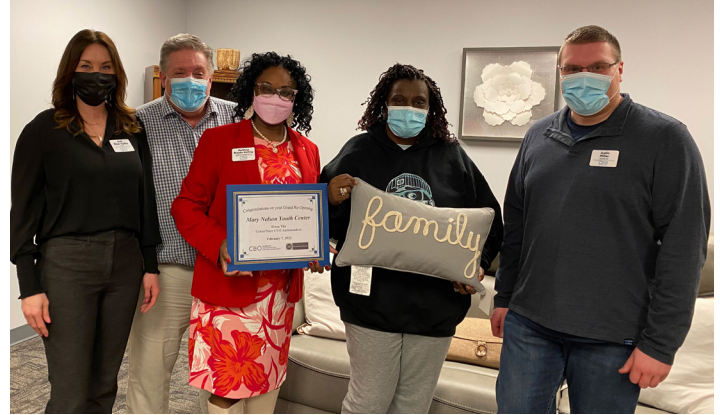
solvaybank.com/biz • 315-484-2209

CENTERSTATE CEO AMBASSADORS

CenterState CEO Ambassadors welcome new CEO members and provide recognition to businesses celebrating grand openings, reopenings, company anniversaries, and other important milestones. CEO wants to recognize and celebrate members' special events. Please contact Justin Miller at 315-470-1818 or ambassadors@centerstateceo.com to share your recent milestone or learn how you can join the Ambassador committee.



ACCESS Dental Laboratories, located at 819 South Salina St., Suite 3000, Syracuse, celebrates its grand opening.



The Mary Nelson Youth Center, located at 2849 South Salina St., Syracuse, celebrates its grand re-opening and renovations.



Matt Graham State Farm Agency, located at 3711 Brewerton Road, Suite 1, North Syracuse, celebrates its new location.



Meier's Creek Brewing Company, located at 720 Van Rensselaer St., Syracuse, celebrates the grand opening of its new Inner Harbor location.



Nectar Espresso Bar & Vintages, located at 217 S. Salina St., Syracuse, celebrates its grand opening.



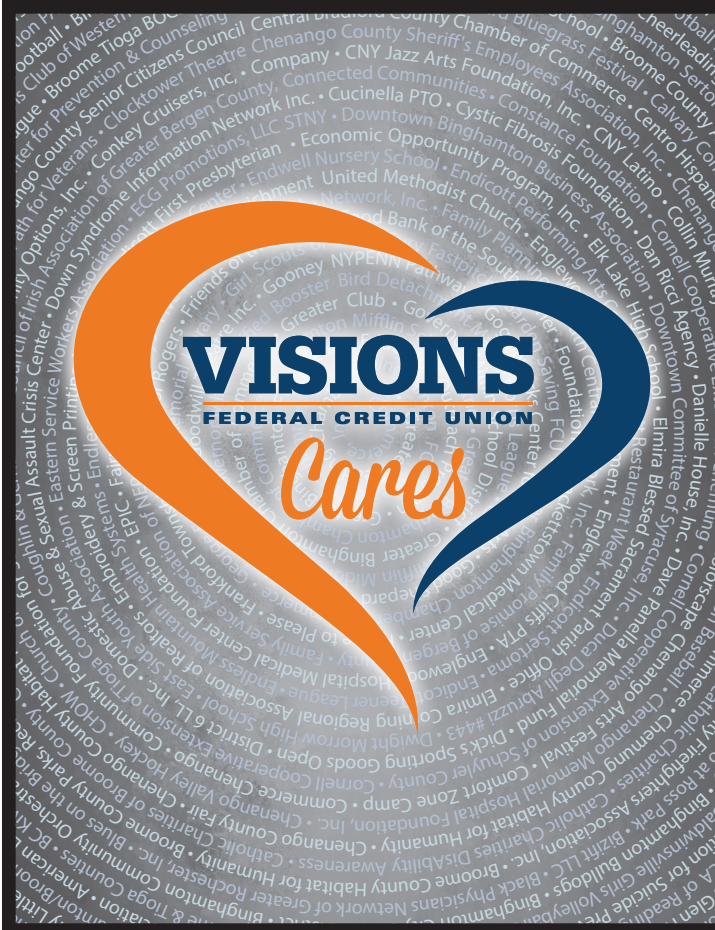
One Park Place, located at 300 S. State St., Syracuse, celebrates its lobby renovations and fitness center grand opening.



Simplistically Holistic, located on the 2nd floor of Destiny USA, Syracuse, celebrates its grand opening.



SMV Recruiting, LLC, located at 351 S. Warren St., #220, Syracuse, celebrates its 5th anniversary.



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.

We are proud to support CenterState CEO!

VISIONS
FEDERAL CREDIT UNION
visionsfcu.org/cares

Come visit us!

Cicero Office
5788 E Circle Dr.

Syracuse Office
500 Erie Blvd W

800.242.2120

Federally insured
by NCUA

New York | New Jersey | Pennsylvania

NEW INVESTOR FOCUS

PRESENTED BY:



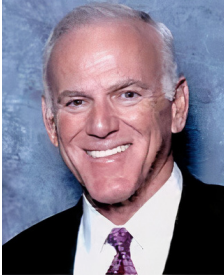
Dermody, Burke & Brown, CPAs, LLC

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.

The AES Corporation

www.aes.com



Eric Will, *Senior Manager, Development*

292 Madison Ave., 15th Floor, New York, NY 10017

866-757-7697

The AES Corporation (NYSE:AES) is a Fortune 500 global energy company accelerating the future of energy. Together with its many stakeholders, they're improving lives by delivering the greener, smarter energy solutions the world needs. AES's diverse workforce is committed to continuous innovation and operational excellence, while partnering with its customers on their strategic energy transitions and continuing to meet their energy needs today. AES is committed to a wide range of social, economic and environmental initiatives that will improve the lives of its customers and their communities; protect the environments in which all operate; and empowers its people and businesses.



Lockheed Martin

www.lockheedmartin.com



Chandra Marshall, *Vice President of Radar & Sensor Systems, General Manager Syracuse*

497 Electronics Parkway, Liverpool, NY 13088

315-456-2700

Headquartered in Bethesda, Maryland, Lockheed Martin is a global security and aerospace company that employs approximately 114,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration and sustainment of advanced technology systems, products and services. In Syracuse, employees perform work for all four branches of the U.S. armed services and partner with nearly 40 countries around the world to help protect their borders, coastlines, and airspace. Whether it's in the air, on land, above or below the sea, the site provides solutions for a wide range of strategic and tactical sensor, radar and electronic warfare challenges.



Quantum Virtual Entertainment

www.quantumexperiences.com

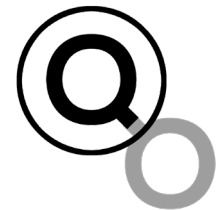


Ryan Lynch, *Partner & Creative Director*

104 George St., Syracuse, NY 13212

315-559-1405

Quantum Virtual Entertainment specializes in creating augmented reality and immersive environments for personal, commercial, touring event and business applications such as restaurants, bars, museums, live events and showcases.



Southwest Airlines Co.

www.southwest.com



Jill Luciano, *Community Outreach*

2702 Love Field Drive, Dallas, TX 75235

718-533-4505

Southwest Airlines Co. operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and hospitality at 121 airports across 11 countries. Celebrating its 50th anniversary in 2021, Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline*.

*U.S. Dept. of Transportation most recent reporting of domestic originating passengers boarded.





Left to Right: Tony Basile, COO, Ken Stewart, CEO, Emily DeMarche, CFO

SOARING TO NEW HEIGHTS –

“In a world that is *forever changing* one thing that has remained *constant* is the support of our accounting firm. Dermody, Burke & Brown provides proactive advice and guidance throughout these turbulent times that is invaluable to our organization.

Northeast UAS Airspace Integration Research Alliance Inc. (NUAIR) is not your typical not-for-profit and Dermody, Burke & Brown is not your typical accounting firm. They take the time to understand the complexity of our organization and offer sound solutions to help further our mission. DB&B is the *consistency* we need as NUAIR continues to evolve and *soar to new heights*. ”

- Emily DeMarche, Chief Financial Officer of NUAIR



Dermody, Burke & Brown, CPAs, LLC

Auburn

Syracuse

New Hartford

Rome



Get the full story at

dbllc.com

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 Michelle Salvagno, The Garam Group.

The Cookie Jar, LLC

The Cookie Jar LLC utilizes sensory marketing through custom sugar cookies. A cookie has the power to take people on an unconscious journey that can be used as a tool to create positive association. Cookies are created based on the details of the business customer.

Rebecca Mehkic
Manlius, NY 13104

315-967-3303

www.cookiejarllc.com/contact

Edward J. Ryan & Son, Inc.

The funeral home was founded in 1938 by Edward J. Ryan. He operated out of a home on Whittier Ave. on the Tipperary Hill section in Syracuse, New York. In 1952, the business was moved to a larger building at 1628 West Genesee St. His son Edward F. Ryan began serving with him in 1968, and his son Martin J. Ryan in 1976. Edward J. Ryan retired in 1980, and the business has since been operated by his sons. The firm was moved to the present location in 2004 to a larger, handicapped accessible facility with ample parking in a residential setting.

Martin Ryan
3180 Bellevue Ave.
Syracuse, NY 13219

315-468-3443

www.edwardjryanandson.com

CONNECT TO
CENTERSTATE CEO!



Follow us at CenterState
Corporation for
Economic Opportunity



Follow us @
centerstateceo



Like us at
CenterState CEO



Subscribe to our
CenterState CEO
channel



Follow us @
centerstateceo

Discover
Northern Italy
and its Lakes

September 14-22, 2022

Highlights: Padua, Venice, a glassblowing demonstration, St. Mark's Square, Lake Garda, Sirmione, Lake Maggiore, Lake Lugano, Lake Como and Bellagio

Includes 10 meals and round-trip air fare from Syracuse Hancock International Airport
Per person prices if booked by March 15, 2022: Single \$4,449; Double \$3,849; Triple \$3,819

Reserve your spot, contact Jennine Lombardi at (315) 701-2648 or JLombardi@nyaaa.com

50+ Restaurants Dish Out Once-a-Year Deals as Downtown Syracuse Dining Weeks Return March 1 – March 13

Experience the flavors and cuisines that have put downtown Syracuse on the map as a dining destination! More than 50 downtown Syracuse restaurants are dishing out once-a-year lunch and dinner deals starting Tuesday, March 1 through Sunday, March 13. A list of participating restaurants and menus is provided at DowntownSyracuse.com. Website users can also sort their preferences according to the cuisines they are craving.

How it Works: Restaurants will serve up three-course dinner offerings for \$35 (or less) and lunch offerings featuring three items for \$15 (or less). In addition, sweet treat stops will participate by offering specials unique to their businesses.

Presented by Visions Federal Credit Union, Downtown Syracuse Dining Weeks is one of the most talked about and anticipated events in the community. The tradition started in February 2005 to generate business during the mid-winter season, which tends to be a slower time of year for restaurants.

The Downtown Committee encourages the community to join the Dining Weeks conversation by following along on Facebook, Twitter, Instagram and LinkedIn. Please use #DiningWeekSYR.



Support Beautification Blooming Throughout Downtown Syracuse

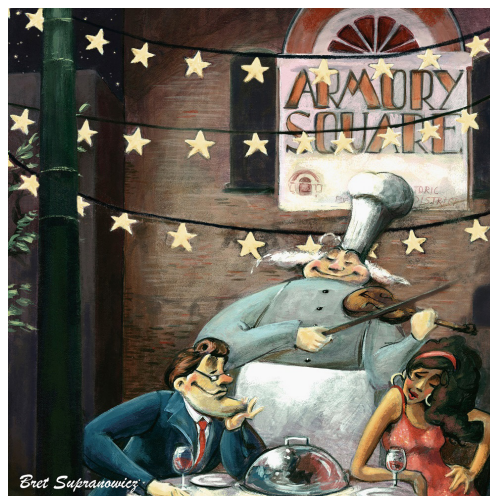
In three months, downtown Syracuse will bloom in purple petunias to welcome the spring and summer seasons as 350 baskets will be installed throughout Cathedral, Clinton, Hanover and Armory Squares and the Heart of Downtown neighborhoods! Support the Downtown Syracuse Foundation by sponsoring a flower basket to dress streets throughout downtown. Each tax-deductible donation of \$55/basket helps to foster a vibrant, thriving downtown Syracuse. Those interested may mail a check to the Downtown Syracuse Foundation, Inc. at 115 West Fayette St., in Syracuse, or [access a link for credit card payments on the Downtown Committee website.](#)



Challenge '22 Gains Momentum

One month into Challenge '22, and already more than 200 people have signed up to participate. Challenge '22 is a new initiative launched by the Downtown Committee to celebrate, promote and drive traffic to incredible businesses and cultural institutions located in downtown Syracuse. Participants must complete 22 tasks from a list of 28 proposed tasks — most tasks are free! As tasks are completed, participants will earn puzzle pieces. When the challenge is complete, participants will have enough pieces to complete a commemorative puzzle, which serves as a great display for your home or office.

The Downtown Committee continues to accept registrations. To sign up, email mail@DowntownSyracuse.com and put "Challenge '22" in the subject line. Include your name, email address, address where you prefer to receive your mail, and preferred social media information. After participants sign up, they will receive a "Starter Kit" in the mail, featuring materials to help complete the tasks. More information can be found at DowntownSyracuse.com.



Participants will receive three pieces to one of six puzzles that depict a Syracuse scene by artists involved in the Syracuse Poster Project series. Two examples are provided here. On the left, a couple dines in Armory Square, depicted by Bret Supranowicz. On the right, musicians play in Clinton Square, with the Gridley Building in the background, depicted by Kerff Petit-Frere.

NUAIR and PABLO AIR to Collaborate on Drone Delivery Solutions

NUAIR and PABLO AIR, a South Korea-based drone service provider, have signed a memorandum of understanding to help develop regulatory compliant commercial drone solutions for United States clients. PABLO AIR will utilize NUAIR's expertise in advanced commercial drone operations to align PABLO AIR systems to U.S. business models and practices that are compliant with Federal Aviation Administration regulations. PABLO AIR's participation in the Central New York uncrewed aircraft systems (UAS) community will further strengthen the local ecosystem and attribute to the global success and integration of scalable, economically viable commercial drone operations.

PABLO AIR systems provide complete solutions for multiple UAS use-cases including package delivery, linear inspection, and public service. PABLO AIR will initially focus on conducting long-range beyond visual line of sight (BVLOS) commercial drone operations in the U.S. market and is collaborating with NUAIR toward BVLOS permission for PABLO AIR to conduct high value, time-critical cargo delivery within New York's 50-mile Drone Corridor.

NUAIR continues to align with organizations that share in the overall goal of safely integrating uncrewed aircraft into the national airspace. PABLO AIR is a great, international addition to the NUAIR Alliance, which collaborates on projects that advance the UAS and Advanced Air Mobility industries including standards development, product testing, drone integration, and real-life use-case scenarios.



NUAIR leadership (left) and PABLO AIR leadership (right) after signing the memorandum of understanding in NUAIR's Syracuse office.

How to sell CNY's good life to your candidates

Visit www.GoodLifeCNY.com

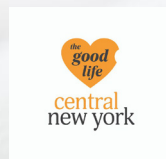
For everything you need to market

Central New York

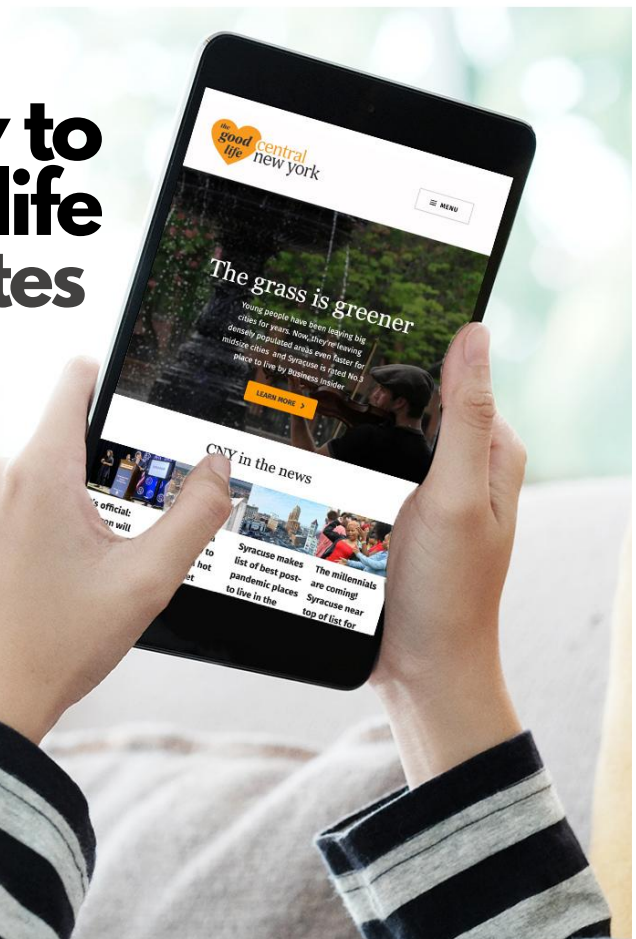
Contact Ben Sio to get involved

315.470.1838

Bsio@centerstateceo.com



A project of
CenterState CEO



2022 Medical Device Innovation Challenge, Application Deadline: April 30

The Central New York Biotech Accelerator (CNYBAC) Medical Device Innovation Challenge (MDIC) is now accepting applications through April 30. The MDIC is a highly competitive six-month intensive mentorship, network expansion and resource rich program for early-stage innovators; five to six teams are selected annually to participate. To date, 26 teams have graduated from the program and have amassed milestone achievements through their participation. The MDIC complements other incubation/acceleration programs.

Those selected for the program receive:

- Virtual or onsite participation options. Onsite participants receive six months of free workspace in the CNYBAC Creation Garage. All selected teams can utilize this facility at any point in time during the program.
- Covered costs of student-based legal and commercialization research through the Innovation Law Center, NYS Science and Technology Law Center, Syracuse University College of Law.
- Mentors assigned to each team based on specific goals to be accomplished (regulatory, commercialization, CEO, product development experts, etc.).
- Coordinated access to SUNY Upstate Medical University legal research partners and Core Facilities.
- Access to 3D printer/wash station, onsite equipment.
- Access to an extensive ecosystem of targeted resource assistance and networking opportunities.
- Events designed specifically in support of the MDIC.
- Access to additional networking opportunities, exhibiting, competitions, partner events.

Applications are reviewed through a due diligence process performed by The Innovation Law Center, Syracuse University. Participants are selected by the MDIC Review Committee. The program starts Aug. 1. [Learn more.](#)

2021 Medical Device Competition Won by Startups Targeting Autism, Bedsores

JelikaLite and Rubitection were chosen as winners of the 2021 CNYBAC Medical Device Innovation Challenge.

Rubitection has developed an optical device to measure skin health. Bedsores are a serious health care problem troubling more than 2 million people a year leading to 60,000 deaths. The solution could also help with skin issues, including wounds, psoriasis and eczema, etc.

JelikaLite is developing a non-invasive near-infrared light therapy for those with autism. The lights allow non-invasive brain stimulation through the skull, and has been granted breakthrough device designation by the Food and Drug Administration.

Each company was awarded \$2,250. A portion of the awards was made possible by support from CenterState CEO.

SCSD STUDENTS LEARN ABOUT TECH CAREERS



Coordinated by Economic Inclusion Fellow Marcus Webb (kneeling), students from Syracuse City School District participated in a Surge Learning Community during winter break. Students learned about the tech landscape in Syracuse and about what careers and opportunities exist for them. Students also networked with local tech professionals and connected with training and educational opportunities to help them take the next steps to pursuing a career in tech. Thanks to JPMC Foundation and the Syracuse City School District.

EVENTS

CenterState CEO

2022 Annual Meeting

Save the Date!

Tuesday, April 26

12 p.m.

Join CenterState CEO members, business leaders and executives for a presentation featuring the prestigious Business of the Year awards, recognizing companies in five categories:

**Member Business
with fewer than 50 Employees**

**Member Business
with more than 50 Employees**

Community Involvement

Nonprofit

Minority-Owned Business

Check

www.centerstateceo.com/events
soon for more information
or contact Lisa Metot at 315-470-1870 or
lmotot@centerstateceo.com

PRESENTED BY

Nascentia 
Health

TOMORROW'S HEALTHCARE TODAY

TOMPKINS 
Trust Company



EQUITABLE

MEDIA SPONSOR

The Central New York
BUSINESS JOURNAL

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

Construction Company Growth Accelerator, See dates below

3 to 5 p.m. | Virtual

Attendees do not need to be in the construction industry to take advantage of this valuable series offered by the Upstate Minority Business Alliance (UMEA). Content is suitable for emerging, growth-oriented and mature business enterprises. Attendees are encouraged to sign up even if unable to attend all the sessions. Presented by the Syracuse Builders Exchange.

March 3 - Session 8: **Banking & Financials** – Community Bank

March 10 - Session 9: **Marketing** – IMR Solutions

Cost: Free. **Learn more and register.**



Business After Hours with a Virtual Twist, March 8

4:30 to 5:30 p.m. | Virtual

Join us for a casual virtual networking opportunity to close out the workday. Connect with colleagues from the business community, and hear from Speach Family Candy Shoppe Inc. President and Head Chocolatier Michael Speach will share their unique process of making delicious chocolate for more than 100 years! Sponsored by Spectrum Reach.
Cost: \$5 for members; \$10 for non-members. **Register.**



Racial Equity & Social Impact Leadership Sessions

Advancing Female Leaders: The Power of Mentorship, March 17

9 to 10:30 a.m. | Virtual

This session will focus on the experiences of female leaders in corporate spaces, the challenges faced and why mentorship is key to growth. Through a dynamic panel, explore the intersection of gender in the workplace and the gradual emergence of professional women in leadership positions in the CNY community and beyond. Take away lessons on how to further advance your leadership trajectory and foster growth opportunities for others in your organization. Panelists TBA. Moderator is Dr. Juhanna Rogers, VP of Racial Equity & Social Impact, CenterState CEO. Sponsored by Berkshire Bank.
Cost: \$15 for members; \$20 for non-members. Proceeds support the development of future equity programs for the benefit of members and the community. **Register.**



Tech & Culture Speaker Series featuring Daniel Scott, March 23

5:30 to 6:30 p.m. | Virtual

Meet Daniel Scott, a young dynamic tech professional who is a program manager at Microsoft where he works on developing AI driven products and services. Prior to Microsoft, Scott attended Syracuse University's School of Information Studies, where he earned a B.S. in Information Management and Technology, and an M.S. in Applied Data Science. Scott was deeply involved in the community during his time as a student. He served as president of BLISTS, partnering with local organizations and entrepreneurs to improve technology accessibility and computer literacy. Hosted by Generation Next, the Tech & Culture Speaker Series promotes diversity, inclusion and belonging in tech-related fields through diverse speakers who are leading in the tech industry. The series invites speakers to share their personal stories to inspire, motivate and transform the mindset of the diverse audiences. Sponsored by JPMorgan Chase & Co.
Cost: Free. **Register.**



"The Formula" for Achieving Improved Results, March 24

9 to 10 a.m. | Virtual

Learn how strategies focused on positive behavioral changes, developing new thought habits, and thinking differently at the subconscious level can lead to improved outcomes — personally, professionally and for your organization. Mark O'Donnell, owner, Operations Excellence, LLC, will explain the "Formula" that has been used for decades to achieve improved results. Learn why some individuals and organizations are successful in driving the positive behavior changes necessary to achieve desired outcomes, and why some fall short. Q&A will follow the presentation.

Cost: \$10 for members; \$20 for non-members. **Register.**

Attract, Retain & Engage Employees - How to be an Employer of Choice, March 29

9 to 10:30 a.m. | Virtual

It is a job seekers market. Learn how to be an employer of choice, through the recruiting, interviewing, and onboarding process. Presenter Rose Miller, senior director of Strategic Relationships for GTM Payroll Services, Inc., will share strategies to improve employer branding, recruitment marketing, enhancing job postings and what tools garner results. She will define what employee engagement looks like, qualities of successful leaders and the role of the HR executive in influencing their peers and top leaders in their organizations. The session will also cover how HR executives can streamline processes for sourcing, selecting and onboarding; the most critical leadership traits in leaders that support a positive culture; and changes in the labor market and new ways of thinking about the way we work. Presented in partnership with CNY SHRM.

Cost: \$15 for members; \$25 for non-members. **Register.**

BUY LOCAL BASH RETURNS MAY 19 – BE A VENDOR!

BUY *Local* BASH

After a two-year hiatus, the Buy Local Bash presented by AmeriCU is back – live and in person, May 19 at the F Shed at the Central New York Regional Market. This fun and festive, one-of-a-kind, social, shopping and tasting event features local merchants and vendors for a unique shopping experience.

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

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

PRESENTING SPONSOR



MEDIA SPONSOR



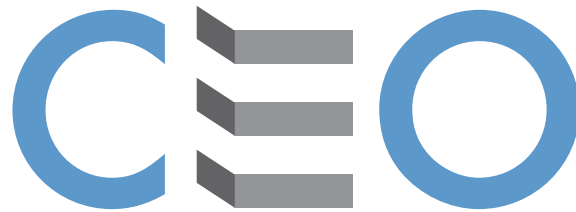
CENTERSTATE CEO VIRTUAL EVENTS EDUCATE & INFORM MEMBERS

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 | PROFESSIONAL DEVELOPMENT - Racial Equity & Social Impact Leadership Session - Inclusive Communications: Representation Matters

Clockwise starting top left: Aleesha Smalls-Worthington, Scotch Porter; Dr. Juhanna Rogers, CenterState CEO; Nikita Jankowski, Belesai Communications; and Stephanie Crockett, Mower, explored why representation matters in communication strategies. They also discussed how diversity, inclusion and representation in communications is critical to advancing an organization's equity work, as well as staying competitive and achieving customer loyalty. Sponsored by Berkshire Bank.



**CENTERSTATE
CORPORATION FOR ECONOMIC OPPORTUNITY**