

DR. JUHANNA ROGERS PROMOTED TO CENTERSTATE CEO MANAGEMENT TEAM

CenterState CEO announces the promotion of Dr. Juhanna Rogers to its leadership team as its new vice president for racial equity and social impact. In this new role she will lead the organization’s newly formed Racial Equity and Social Impact portfolio.

Specifically, Rogers will lead the development and implementation of CenterState CEO’s diversity, equity and inclusion (DEI) services, including enhanced partner/vendor engagement and the development and deployment of new DEI training and consulting services offered by CEO to the business community.

To learn more about CenterState CEO’s DEI training and consulting services, see below. She will also deliver DEI training for CenterState CEO staff, and develop organizational metrics and processes to ensure its DEI goals are being met.

Previously, Rogers served as CenterState CEO’s director of community engagement and empowerment within its Economic Inclusion portfolio, developing communication and engagement activities and strategies that drive change in Syracuse. She will continue to lead CenterState CEO’s community engagement and empowerment work associated with the JPMC AdvancingCities grant, its participation in The Syracuse Surge program, and CEO’s Generation Next and Tech and Culture initiatives.

“At a time when so many communities are facing the systemic issues behind racial injustice and inequality head-on, we recognize the important leadership role we can play to drive social and economic equity as part of our mission-driven work to create greater opportunity for all,” said Robert Simpson, president of CenterState CEO. “We are fortunate to have someone with Dr. Juhanna Roger’s experience, talent and leadership on our team to further guide us as we take our internal efforts to the next level, while supporting our members and community partners to drive positive change in our community.”



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CENTERSTATE LAUNCHES NEW DIVERSITY, EQUITY & INCLUSION TRAINING & CONSULTING SERVICES

As part of the programmatic offerings within its new Racial Equity and Social Impact portfolio, CenterState CEO is developing a suite of fee-based diversity, equity and inclusion (DEI) corporate training options available to the business community.

Led by Dr. Juhanna Rogers, CenterState CEO’s VP of racial equity and social impact and a critical race theory scholar, these trainings offer opportunities to engage and empower staff at all levels around issues of race and equity, helping companies and their teams understand, contextualize and lead on issues in the workplace. Available options include:

Keynote Speaker Session – provides an overview of current events about racial injustices and inequality, and an introduction to high-level themes about race and equity.

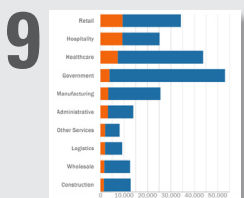
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COVID-19 Business Funding Resources



GENIUS NY Hosts First Virtual Pitch Competition Sept. 17



Higher Wages, Fewer Vulnerable Jobs In Syracuse, According to Brookings



CenterState CEO Events: Leadership Lessons from 7 Inspirational Influencers

ROGERS JOINS MANAGEMENT TEAM continued from front page

Rogers earned her undergraduate degree from Penn State in integrative arts; a master’s of education from Indiana University in higher education student affairs; and a doctor of philosophy – PhD from Indiana University in education leadership and policy studies in 2016. To learn more about Rogers, click [here](#).

“My experience and passion to lead this work and shift culture is about the future,” said Rogers. “I have studied race, the intersections of race, business, economy and education. It’s all connected. My educational and professional experiences are uniquely aligned to create the programs, policies and metrics needed to address these issues.”

To learn more about the work of CenterState CEO’s Racial Equity and Social Impact portfolio, contact Rogers at jrogers@centerstateceo.com.

NEW DEI TRAINING & CONSULTING SERVICES continued from front page

C-Suite Experience – equips leadership at the C-Suite/ management level for institutional change about racial equity, including: an examination of issues of race and equity and the impact it has on the corporate environment and an exploration of methods for implementing change.

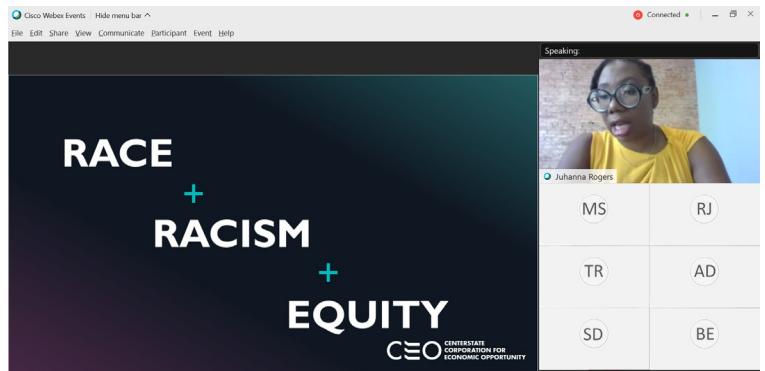
Lead for Change Experience – equips hiring managers and corporate leaders for institutional change around racial equity. This is a good option for smaller companies with only one or two C-Suite level employees, and larger companies that have already invested in the C-Suite Experience and are looking to educate employees that report to the C-Suite level.

Race Dialogues – helps staff identify the concerns and barriers associated with the legacy of race/racism in our systems, and the impact of remaining silent in the workplace. Employees will be introduced to concepts of race, systematic racism, and ways that the current unrest is connected to racial legacies.

Leadership and Professional Development Courses – allow employees to take a deeper dive into issues of race and equity in the workplace. Led by trained facilitators, employees can choose from a variety of topics such as personal racial biographies, unpacking white privilege, microaggressions and racial battle fatigue, systemic injustice and race in America.

Post engagement evaluations are also available to help companies assess their progress and implement and improve racial equity strategies. The DEI programming also offers opportunities for longer term engagements that provide cultural climate assessments and strategic guidance for creating meaningful change.

To learn more and inquire about customized curriculum packages, please contact Rogers at jrogers@centerstateceo.com.



Dr. Juhanna Rogers, CenterState CEO vice president of racial equity and social impact, delivers a live virtual keynote address to a corporate client as part of CenterState CEO’s new fee-based diversity, equity and inclusion corporate training.

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CENTERSTATE CEO DIRECTORS HELP DEVELOP ORGANIZATION'S STRATEGIC PRIORITIES

The CenterState CEO board of directors engaged in a unique virtual board retreat planning exercise this summer. Designed to set priorities and strategic direction for the next two years, the 2020 retreat, held in person in the past, focused on responding to the dual themes of the economic impacts of COVID-19 and the national conversation around race inequity. Through a three-month process, the board selected four high-level strategic focus areas, including:

- **Social Responsibilities:** Why businesses need to respond to America’s racial injustices.
- **Displaced Workers and Talent:** Tens of thousands of displaced workers in Central New York need assistance in finding their way back to work. CNY is also well positioned to capture the growing trend of talent leaving denser populated areas on the East Coast.
- **Heavily Impacted Industries:** Enhanced support is needed for heavily impacted industries (restaurants, retailers, hotels), and companies, particularly minority- and women-owned enterprises (MWBES). This could come in the form of additional relief capital and preparation to benefit from the anticipated investment in infrastructure.
- **Anchor Institutions:** Major disruptions to key regional employers in the medical and educational sectors will require new approaches to drive their recovery and ensure their continued critical economic impact on communities.

As part of this process, the board formed strategy work groups to better understand the root issues associated with these focus areas and where CenterState CEO can play a role in driving solutions and capturing new opportunities. Ultimately, the board recommended a set of core strategies and tactics to respond to the priority areas outlined above. Recommendations include new approaches to bring growth capital to heavily impacted industries and businesses (including MWBEs), doubling down on regional talent attraction, and better equipping businesses to launch and execute their own strategies around existing workplace culture as it relates to issues of race, diversity, equity and inclusion. The recommended strategies and tactics will be made available at www.centerstateceo.com.

CEO: NO. 22 AMONG BEST COMPANIES TO WORK FOR IN NY

CenterState CEO is pleased to announce that it is No. 22 among the top 27 small employers in the state, according to the New York State Society for Human Resource Management’s annual Best Companies to Work for in New York State awards program.

The program evaluates and ranks the best places of employment in the state based on employee satisfaction and engagement, as well as workplace practices and policies. Employees’ survey responses count for 75 percent of the ranking formula.

“We are proud to once again receive this statewide award,” said Robert Simpson, president of CenterState CEO. “This recognition of our welcoming and rewarding place to work is a testament to our strong employee culture and commitment to our mission-driven work, which in turn directly impacts our members and the community we serve.”



The recognition was bestowed during the virtual Best Companies to Work for in New York State awards event in August.

CenterState CEO wishes to congratulate several of its members that also received recognition:

Small Companies

- 14 BME Associates
- 22 CenterState CEO
- 26 Northwestern Mutual Rochester

Medium Companies

- 5 Terakeet
- 7 The Hayner Hoyt Corporation
- 20 Doyle Security Systems

Large Companies

- 20 Nascentia Health
- 24 St. Joseph’s Addiction Treatment and Recovery Centers
- 26 Strategic Financial Services
- 27 AmeriCU Credit Union



COVID-19 BUSINESS FUNDING RESOURCES

Several funding sources are still available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Please refer to the list below to determine whether your business or nonprofit might be eligible to apply.

Federal

SBA COVID-19 Economic Injury Disaster Loans (EIDL)

Provides economic relief to businesses experiencing a temporary loss of revenue due to the COVID-19 pandemic. Loan funds can be used to cover a wide array of working capital and normal operating expenses, such as continuation of health care benefits, rent, utilities and fixed debt payments. Program eligibility and guidelines can be found [here](#). (Note: EIDL Advance grants are no longer available.)

USDA Farm Service Agency Coronavirus Food Assistance Program (CFAP)

Supports farmers and producers that have suffered a 5% or greater price loss over a specified time resulting from the COVID-19 pandemic or face additional significant marketing costs for inventories — whether caused by lower prices given significant declines in certain types of demand, surplus production, or by disruptions to shipping patterns and the orderly marketing of commodities. For guidelines and how to apply, click [here](#). The program deadline is September 11.

Federal Reserve Board: Main Street Lending Program

Supports the flow of credit to small- and medium-size businesses and nonprofit organizations that were in sound financial condition before COVID-19. Businesses and nonprofit organizations with up to 15,000 employees or up to \$5 billion in annual revenue are eligible; minimum loan size is \$500,000. Eligible nonprofits include educational institutions, hospitals and social service organizations with a minimum of 10 employees. Learn more [here](#).

State

New York Forward Loan Fund (NYFLF)

Targets small businesses, nonprofits and small landlords that have seen a loss of rental income as a result of the COVID-19 pandemic. The NYFLF is specifically timed to support businesses and organizations as they reopen and have upfront expenses to comply with guidelines (e.g., inventory, marketing, refitting for new social distancing guidelines) under the New York Forward Plan. The program is not first-come, first-served; applications will be reviewed on a rolling basis as regions and industries reopen with priority given to industries that have reopened. [Click here](#) for eligibility guidelines and application information. Learn more [here](#).

NY Department of Labor Shared Work Program

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

Suspension of NY State Debt Collection Activity

Designed to provide relief for businesses and individuals from collection activity, interest accrual and the assessment of collection fees. Eligible applicants include businesses or individuals that owe (non-medical and non-student) debt to the state of New York that have been referred to the Office of the Attorney General for collection/litigation. Learn more [here](#).



Stay up to date on relevant COVID-19-related business resources and CenterState CEO's response efforts at www.centerstateceo.com/covid19resources, and contact us at support@centerstateceo.com if we can help.

Regional/Local

Onondaga County Community Economic Development Agency (CEDA) Emergency Microloan

OCIDA will award a total of \$500,000 to small businesses and nonprofit organizations to assist with COVID-19 health and safety requirements. Funds can be used for personal protective equipment, the purchase and installation of sanitizing fixtures, or other necessary COVID-19 related costs incurred as part of reopening. Grants may not exceed \$10,000 and are awarded as a reimbursement. Business or nonprofits located in Onondaga County with fewer than 50 employees can apply online or by mail. View the guidelines, apply and learn more at www.ongoved.com.

Oswego County COVID-19 Emergency Relief Program

Eligible applicants are commercial, for-profit entities that own or manage a business with fewer than 50 employees and are located within Oswego County. Interest-free emergency loans of up to \$10,000 with 180-day terms are available to support operations and employment directly impacted by COVID-19. Learn more and apply [here](#).

Cortland County Business Development Corporation COVID-19 Business Assistance Loan

Cortland County is still offering business assistance loans from \$10,000 to \$25,000 for those engaged in business for profit and conducting, or proposing to conduct, business in Cortland County. Learn more [here](#).

Cayuga Economic Development Agency (CEDA) COVID-19 Emergency Microloan Program

The purpose is not intended to fully replace lost revenue or cover all operating costs for the duration of the situation, but provide some breathing room and/or help small businesses invest in measures to adjust operations. Learn more [here](#).

Berkshire Bank ReevxLabs

A new online resource hub, ReevxLabs.com, provides resources for emerging entrepreneurs, artists and small nonprofit organizations. The Labs target support to the underbanked and feature free co-working sites and financial resources.

COVID-19 Community Support Fund

The Central New York Community Foundation, in partnership with United Way of Central New York, Allyn Foundation, the City of Syracuse and Onondaga County, established a COVID-19 Community Support Fund to support nonprofit organizations working with communities who are disproportionately impacted by economic consequences of the coronavirus pandemic. Learn more [here](#).

Oswego County COVID-19 Fund / Cayuga County COVID-19 Fund / Madison County Rural Poverty Fund / Greater Pulaski Community Endowment Fund / Womens Fund of CNY

The CNY Community Foundation's affiliate funds joined forces with local partners to provide assistance to organizations working with residents who are disproportionately impacted by the coronavirus. To learn more and apply, click [here](#).

Foundations & Organizations

Kiva

Kiva provides up to \$15,000 in 0% interest loans for small businesses through its crowdsourcing platform. Learn more [here](#).

Opportunity Fund: Small Business Relief Fund

Provides struggling businesses with quick capital and technical assistance for financial, tax, marketing and legal support. For more information or to fill out an application, click [here](#).

Restaurant Workers Community Foundation's Restaurant Workers COVID-19 Crisis Relief Fund

Provides up to \$15,000 in zero-interest loans to restaurants to help them get back up and running. Learn more [here](#). To apply, click [here](#).

CERF+ COVID-19 Relief Grant Program for Professional Artists

The program's second round opens Sept. 9 and provides financial assistance in the form of one-time \$1,000 grants to professional artists working in craft disciplines who are facing dire circumstances from the COVID-19 crisis, including urgent food, housing and/or health insecurities. Eligible applicants include artists who create work using historically recognized craft materials, with priority given to those who have traditionally been underserved by the grant-making community, including people of color and folk and traditional artists. Learn more [here](#).

Open Road Alliance

Provides one-time grants and loans to nonprofits and social enterprises experiencing unexpected external roadblocks, helping to keep their impact on track. For COVID-19 related funding, Open Road has put in place specific criteria and guidelines separate from their regular guidelines. Click [here](#) for more information.

TECH GARDEN AWARDS NEARLY \$100K TO FIVE STARTUP MEMBERS

CenterState CEO's Tech Garden recently awarded funding to five startups through its new Fund of Funds program, a streamlined program sourced from multiple pools of funding managed by CenterState CEO. This incremental support provides initial funding on the path to commercialization and offers an opportunity for follow-on investment with less risk. Past commercialization funding programs included Grants for Growth, Startup Labs and the Germinator accelerator.

"This funding has been instrumental in establishing Blurpop Inc," said Josh Jensen, CEO, Blurpop, Inc. "The Tech Garden staff have been invaluable in their knowledge base and willingness to help."

The startups recently awarded funding are at different stages in the development of their businesses. Ideation stage companies can apply for up to \$10,000 Ignition Grants. Acceleration stage companies can apply for funding through programs like GENIUS NY or The Clean Tech Center, or for up to \$25,000 in pre-seed funding. Incubation stage companies can apply for seed funding, which is typically a convertible debt note between \$25,000 and \$100,000. Expansion stage companies are provided matching funding opportunities to help incentivize investors by offering a match on their investment in return for equity or convertible debt up to \$100,000.

The Fund of Funds awardees include:

Blurpop – \$10,000 Ignition Grant – A mobile app for influencers who want to monetize their videos. It allows users to watch videos and tap to expose additional content. Blurpop is using the funds to continue working on customer discovery, patents and market strategy.

Cocoon Construct – \$10,000 Ignition Grant – Offers a rapid deployment high-efficiency retrofit platform to significantly transform the long-term energy performance of low-rise buildings. The startup is currently enrolled in The Clean Tech Center, funded by NYSERDA, and is using the funds for market research, product development and market strategy.

Liberation Lactation – \$10,000 Ignition Grant – Working to design a discrete and silent breast pump that women can wear while in public to enable women to fully participate in work, school and life while pumping. The funds are being used for prototype design, customer discovery and company entity formation.

Ducted Wind Turbines – \$25,000 Pre-Seed Fund – Designs, sells and produces small wind turbines for both commercial and industrial markets. They built a first-generation working prototype, which is operating at Clarkson University. The funds are being used for a prototype design of its second-generation product.

Promptous – \$40,000 Seed Fund – Creating a disruptive software solution using blockchain technology to address major issues found in the health care insurance industry with an initial focus in the dental industry. The funds will be used to launch a pilot program along with OneGroup and support surveying research.

GENIUS NY HOSTS FIRST VIRTUAL PITCH COMPETITION SEPTEMBER 17

Join The Tech Garden and GENIUS NY as they award \$3 million to the five startups in the 2020 GENIUS NY accelerator cohort, including the \$1 million grand prize and four \$500,000 awards. The live virtual event takes place at 4 p.m. September 17 on YouTube. Attendees can learn more and register for the event [here](#).

Each team gets five minutes to tell their story – who they are, what problem they're solving, how they plan to scale, and why they want to do it in Central New York. Following the pitch, there will be Q&A from the judges.

Throughout the event there will be chances for the audience to get involved and win prizes such as a DJI Tello Quadcopter.

GENIUS NY Pitch Finals is sponsored by Thales, Hancock Estabrook, ONEGROUP, Dermody, Burke & Brown, AIS and Newman & Lickstein.



TECH ROUNDTABLE ADDRESSES SKILLS AND DIVERSITY

CenterState CEO recently gathered a core group of employers for the first virtual Tech Roundtable – a critical conversation on skills and diversity in the Central New York tech industry.

The Tech Roundtable, sponsored by Syracuse Surge and JPMC AdvancingCities grant, consisted of an energetic, 90-minute conversation with two dozen representatives from local companies, community partners and CenterState CEO. The group discussed training, attracting, retaining and advancing diverse talent in the local tech industry.

Participating companies were: AIS, BNY Melon, Lockheed Martin, National Grid, Oneida Nation Enterprises, SpinCar, TCGplayer, Thales, The Digital Hyve and Tuzag. The companies represent multiple industries with one thing in common: an interest and need to attract diverse, untapped talent for entry/mid-level tech jobs.

Syracuse Surge Workforce Manager Laiza Semidey led participants through conversations and activities about local hiring, employer needs and ways to better collaborate. Jennifer Tifft, deputy commissioner of neighborhood and business development for the city of Syracuse and Dominic Robinson, vice president of economic inclusion for CenterState CEO also presented.

Surge staff also addressed how they are developing strategies with community partners such as Hack Upstate, Syracuse City School District, Le Moyne College's ERIE21 and the GoodLifeCNY.com, as well as challenges and strategies involving diversity, equity and inclusion in the local tech workplace.

Leaders from each company, which included CEOs, HR managers and executive vice presidents, shared areas to improve and show how their company might contribute to the larger conversation about what challenges remain. A common theme was many tech companies have a hard time hiring in Central New York, Semidey said.

"Our main goal from this meeting was to share what we're working on, hear more about what their needs are and get buy-in from employers about this initiative," she said. "We also recognize that if we tackle some of these issues together, we can collaborate on stronger, more equitable strategies."

The group agreed to continue meeting quarterly and confront the industry's challenges together. CenterState CEO is working on a follow-up survey and scheduling individual meetings with each participating company.



Semidey Accepted into Nourishing Tomorrow's Leaders Program

CenterState CEO's Laiza Semidey, Syracuse Surge workforce manager, has been accepted into the Gifford Foundation's Nourishing Tomorrow's Leaders program. NTL focuses on leadership development through board service to increase inclusiveness and diversity on nonprofit boards; increase and enhance the pool of effective board members and new leaders; educate and inspire those who participate and provide quality training to individuals in the community.

EYES ON THE FUTURE: NEW SERIES LAUNCHES FOR YOUNG PROFESSIONALS

CenterState CEO and Generation Next have created a new six-week program for young professionals in the business community. The series, "Eyes on the Future – Skills to Help you Further Your Career," begins October 8.

Attendees will gain strategies and knowledge to be a better employee, whether they have been employed with the same company for a number of years, are looking to make a change or just interested in a fresh perspective on their role in their company or the business community as a whole. During the series, industry leaders from different business sectors will share their experiences, successes, failures and lessons they've learned – and how they've used these experiences to grow themselves and their companies. Participants will collaborate with peers and work together on small group projects, and learn how to position themselves for greater success in their professional career.

Topics include: engaging in nonprofit board service; engaging in difficult conversations; how to tell your story; the power to let your voice be heard; and how social media can help and hurt a young professional.

The program runs October 8 through November 12. Each virtual session is two hours, with hopes of an in-person gathering at the end, if circumstances allow. Cost is \$99. To register, visit www.centerstateceo.com/events.

Questions? Contact Beth Savicki at bsavicki@ceterstatecero.com or 315-657-0423.



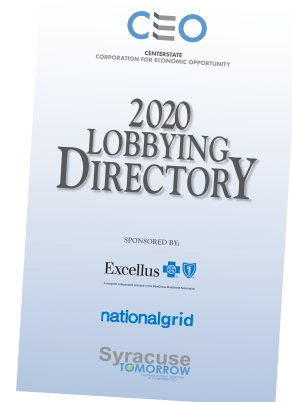
GOVERNMENT RELATIONS

Lobbying Directory: A Resource to Connect with Local, State, Federal Leaders

The 2020 CenterState CEO Lobbying Directory, sponsored by Excellus BCBS and National Grid, provides a comprehensive listing of federal, state and local elected officials in the region, providing a great resource to navigate how to connect with representatives and their staffs. The directory includes names, addresses, phone and email information for elected representatives as well as key staff members. It can be accessed [here](#).

Hard copies of the Lobbying Directory feature an easy-to-use, fold-out design, and are available for \$5 for CenterState CEO members. To order directories, contact Kristine Sherlock, 315-470-1952 or ksherlock@centerstateceo.com.

The Lobbying Directory is produced by CenterState CEO's Research and Policy Planning portfolio. For questions about CenterState CEO's government relations work or to share information about regulatory or legislative issues that are important to your business, contact Kevin Schwab, vice president, public policy and government relations at 315-470-1944 or kschwab@centerstateceo.com.



I-81 PROPOSAL TAKES NEXT STEP FORWARD

In July, the New York State Department of Transportation (NYSDOT) submitted the Draft Environmental Impact Statement (DEIS) for the I-81 replacement project to the Federal Highway Administration (FHWA) for review. The DEIS identifies the Community Grid as NYSDOT's preferred alternative to replace the aging I-81 viaduct. This is an important next step before the public hearing and public comment period, the next public-facing steps in this process. Due to COVID-19, however, a timeframe for the public hearing has not been determined given restrictions on large gatherings. This also means the final decision and construction timeline is unknown.

CenterState CEO remains committed to its vision of achieving transformative outcomes for the region through this project. Building the Community Grid represents a nearly \$2 billion investment in Central New York, a major opportunity to jump-start the economy during these trying economic times by bringing jobs and other business opportunity to the region. CenterState CEO has advocated for a solution that creates a transportation system that will serve the community for decades to come, drives a significant increase in Central New York's economic growth and greatly enhances the quality of life for all who live here. CenterState CEO will continue to work with its partners, affiliates, other stakeholders and NYSDOT to achieve this vision and advance key priorities of its **Community Grid Plus** recommendations, many of which were incorporated in the Preliminary DEIS released in April 2019.

CenterState CEO extends its appreciation to the NYSDOT for its work to date, not only to find engineering and design solutions, but to engage the community and its stakeholders in the decision-making process. CEO acknowledges NYSDOT and its consultants for addressing one of the most complex transportation projects in this community's history, and looks forward to continuing its dialogue with NYSDOT and supporting efforts to refine the Community Grid alternative.



IT'S NOT TOO LATE TO RESPOND TO THE 2020 CENSUS

You can still complete the 2020 Census questionnaire online at 2020census.gov, by calling 844-330-2020, or by returning the paper form you received in the mail. Respond using the address where you were living on April 1, 2020 and include anyone who was living with you at the time.

Census results determine number of seats states get in the U.S. House of Representatives and inform how hundreds of billions of dollars in federal funding are allocated annually to communities like Central New York. State, city or county response rates can be viewed online via an online interactive map.

The once-a-decade population count is mandated by the U.S. Constitution. Responses to the census inform planning and funding decisions for emergency and disaster response, health care and hospitals, schools and education, roads and bridges, and other vital community resources. It impacts children, college students and adults of all ages.



HIGHER WAGES, FEWER VULNERABLE JOBS IN SYRACUSE, ACCORDING TO NEW BROOKINGS STUDY

Recent analysis from the Brookings Institution’s Workforce of the Future initiative compares the Syracuse Metropolitan Statistical Area (MSA - Madison, Onondaga, Oswego counties) favorably against other metro areas on measures of job vulnerability. Out of 380 MSAs, Syracuse is in a relatively strong position, ranked as the 319th most vulnerable. Vulnerable jobs in the region represent 16.4% of all jobs, which is 3.1% below the national average of 19%. The median hourly wage in Syracuse of \$19.48 is 2% above the national average of \$19.14 for MSAs in the study, another factor that helped with the ranking.

Brookings’ Workforce of the Future initiative defines vulnerable jobs as those jobs paying low wages (less than the median wage, adjusted for the region) and where employer-provided health care benefits are unavailable. In addition to the benefit of reducing health care cost burdens for employees, employers who provide health care benefits are also **more likely** to provide other benefits as well.

Many of the vulnerable jobs in Syracuse are the same jobs that have been most impacted by the COVID-19 pandemic. In addition, Black and Latinx workers are overrepresented in vulnerable jobs. And even while some jobs return as businesses reopen and virus transmission rates slow, employment for low-income workers is down by more than 40% in Onondaga County since January 2020.

Though there are still thousands of workers in vulnerable jobs in the region, this report from Brookings identifies success at growing an economy that has a high percentage of quality jobs compared to other regions in the nation. Investments in job quality (e.g., family sustaining wages and employer-paid benefits) supports the well-being of workers, contributes to the resiliency of the economy and helps soften the impacts from the COVID-19 pandemic. Understanding vulnerability of jobs in the region helps in identifying how exposed workers are to the COVID-19 crisis and provides a resource for creating long-term recovery strategies.

Weak Spots

It is important to understand the overall number of vulnerable jobs in the community, as well as the percentages of jobs within industries that are vulnerable. Within Syracuse, the highest concentration of vulnerable jobs are in the hospitality (37.2%), retail (27.5%) and health care (16.9%) industries. However, the percentage of jobs that are vulnerable in these industries is lower in Syracuse than in the United States as a whole. Within the health care industry, percentages of vulnerable jobs are highest within nursing facilities and residential care (24.6%) and individual and family services (28%), compared to hospitals, where only 8.2% of the jobs are defined as vulnerable.

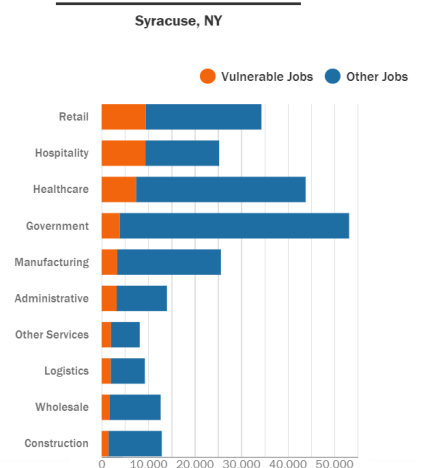
Compared to Other MSAs

In addition to ranking in the lowest quintile for vulnerable jobs among U.S. metros, Syracuse ranks favorably when looking at cities of comparable size. Across almost every sector, Syracuse has a lower percentage of vulnerable jobs when compared to MSAs in Durham-Chapel Hill, North Carolina and North Port-Sarasota, Florida, particularly when looking at hospitality, health care and construction.

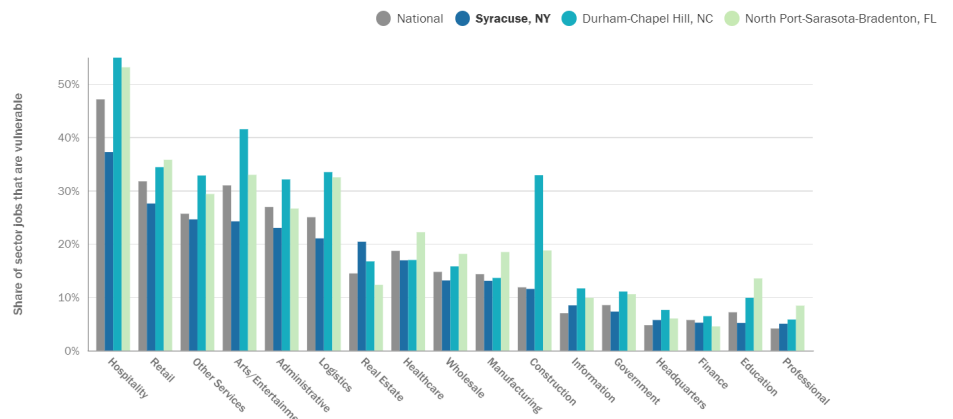
Improvements

Research from Zeynep Ton at MIT Sloan School of Management has shown that investments in workers creates benefits for employers and doesn’t impact profitability. She found that when looking at companies like Toyota, “investing in people and processes actually drove quality up and costs down.” From retail to service industries to manufacturers, investing in good jobs is a good business decision and strengthens regional economies. Lower levels of job vulnerability in Syracuse have made the region more resilient in the COVID-19 crisis. CenterState CEO’s workforce innovation team supports Syracuse area companies to identify opportunities to improve worker skills, wages/benefits, productivity, job retention and career advancement. For more information, please contact Aimee Durfee, director of Workforce Innovation at adurfee@centerstateceo.com.

VULNERABLE JOBS BY SECTOR



HOW DOES YOUR LOCAL LABOR MARKET COMPARE TO OTHERS?



THE GRASS IS GREENER IN CNY

Indicators show that young people are leaving densely populated areas in the wake of the COVID-19 pandemic. The New York Times, The Wall Street Journal, Bloomberg News, Business Insider all cite an exodus of young people from bigger cities like New York, San Francisco, Houston and others to midsize cities. A 2019 US Census Bureau report found that roughly 27,000 people between the ages of 25 and 38 left bigger cities for less populated areas.

Better housing options and lower cost of living, shorter commutes, better schools, less stress, better access to nature and a lower population density are among the factors often cited, and all of which can be found in Central New York. Recently, Business Insider listed several Central New York cities as best places to live in the Northeast after COVID – Ithaca, Syracuse and Utica were cited for their low housing costs and good job markets.

CenterState CEO has partnered with Advance Media New York to create an all-in-one resource for local companies to sell the area to job candidates and to promote and brand the community as a great place to live, work and raise a family.

The project, The Good Life, Central New York, includes a multimedia marketing effort and a website – www.goodlifeCNY.com – that provides potential Central New Yorkers everything they need to know about the region. The site is an excellent resource to share with friends or family who are considering relocating, and employers looking for their next new hire. Nearly 100,000 people have visited the site since it went live in late November.

The site also features is a job board for hiring managers and job seekers that can be accessed from Good Life CNY or by linking directly at <https://careers.goodlifecny.com>. To learn how to take advantage of this talent connection tool, contact Ben Sio at bsio@centerstateceo.com.

Companies supporting Good Life CNY:

CPS Recruitment
INFICON, Inc.
M&T Bank
National Grid
Pathfinder Bank
Rapid Response Monitoring Services, Inc.
Saab
Syracuse University
Turning Stone Resort & Casino

Second level sponsors:

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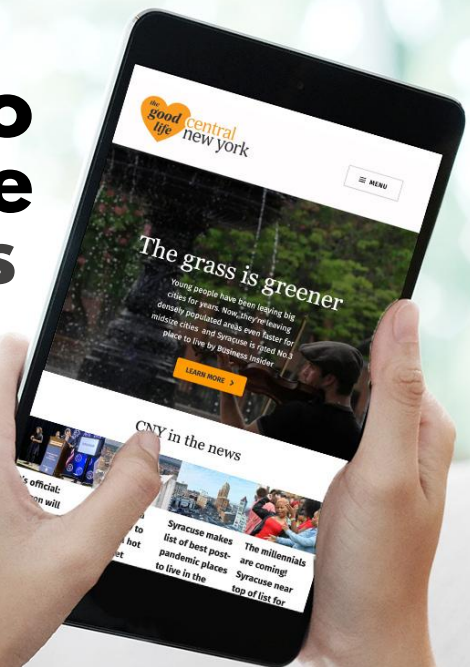
Consider joining this list of supporters in 2021. Contact Ben Sio at bsio@centerstateceo.com to learn more.

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



CEO PARTNERS WITH EXCELLUS TO PROVIDE PPE

CenterState CEO provided free personal protective equipment (PPE) toolkits to small businesses in Central New York through a grant provided by Excellus BlueCross BlueShield. The toolkit included hand sanitizer, protective masks, best practice and guideline posters.

The posters are available to download on CenterState CEO's Back To Business Re-opening Toolkit webpage.

"As businesses continue to reopen and develop the necessary protocols and procedures to ensure the safety of staff, customer and clients, access to personal protective equipment, especially masks and hand sanitizer, is critical," said Robert Simpson, president of CenterState CEO. "We are fortunate to have an incredible partner in Excellus BCBS, who understands that access to these resources are essential to small businesses and our community's ability to drive its economic recovery."

Toolkits were available for pick up at Driver's Village, Cicero; Destiny USA, Syracuse; South Side Innovation Center/Dunk & Bright, Syracuse; Hilton Garden Inn, Auburn; and across from the Lake Ontario Event & Conference Center in Oswego.



CenterState CEO provides free PPE to small businesses at Destiny USA courtesy of a grant from Excellus BlueCross BlueShield.

MEMBER MILESTONES

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

40 YEARS

Cowley Associates

30 YEARS

Town & Country Hospital for Pets, PC

25 YEARS

International Center of Syracuse
Super 8 Hotel Syracuse Rt. 57 Liverpool

20 YEARS

CF Investors, Ltd.
University College of Syracuse University

15 YEARS

AHR Mechanical, Inc.
Kitchen Express, Inc.
M.A. Polce Consulting, Inc.

10 YEARS

ADESA Syracuse
Cocard Anderson/B2GX
Matrix Communications
STAT Communications

5 YEARS

AceTrust Solutions
Cayuga Centers
The Craftsman Inn
Cumulus Media
Digital Hyve
Ed & Ed Business Technology
Fuccillo KIA of Clay
Hampton Inn & Suites Cazenovia
Remedy Intelligent Staffing
Site-Seeker, Inc.
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Ansun Is Here for You

With local, state and federal guidelines in place to reopen our economy, your Team at Ansun is ready to assist you. We can provide you with literature, apparel, PPE products and signage that you need to get back to business.



The Tech Garden Welcomes Three New Members

The Tech Garden welcomed three new members this summer. These members now have access to business resources, free events, mentors and funding opportunities.

FSC is building a simple, affordable and flexible solution to finance higher education, without sacrificing the financial industry's required return, using Income Share Agreements (ISA's). FSC will be the first company to issue ISA's at scale by partnering with a large financial institution to be the funding source for the program.

RF Interconnect – serves the modern engineer by streamlining the search process for RF Interconnect technologies. RF Interconnect's fully interactive web-tool directly connects customers to products that meet their design requirements and project goals.

Salt City Woods, Mill & Kiln, LLC offers a variety of products and services and have a large selection of locally sourced kiln dried slabs and dimensional wood.

Density Products Monitor Tech Garden

The Tech Garden is using Density sensors to monitor entrances, conference rooms and bathrooms, helping the facility manage occupancy during the ongoing pandemic. Use of this technology, coupled with building protocols that include a sign-in sheet, management of indoor air quality via the HVAC system and temperature checks, can assist with more efficient contact tracing in the event of any COVID-19 exposures within the building.



Tech Garden Member Spotlight

Density Raises \$51M in Series C round – Manufactures at TTG

Forbes.com highlighted Tech Garden company Density on July 28:

People-counting company Density, recently announced that it has raised \$51 million in a

Series C round. The new funding round was led by Kleiner Perkins and includes 01 Advisors, Upfront Ventures, Founders Fund, Ludlow Ventures, Launch, DTA in participation with Alex Rodriguez, LPC Ventures, Greenoaks Capital, Julia and Kevin Hartz, Cyan and Scott Banister among others.

Density designs and manufactures entry sensors at The Tech Garden that can be placed across various entrances of buildings, floors and rooms, to show how many people are in any space inside a building at any time. The company's technology helps organizations eliminate unused space, reduce energy costs, make buildings more secure by eliminating unauthorized access, and identifying spaces that are available.

"When we wandered into the present pandemic it narrowed down to two components," Andrew Farah, cofounder and CEO of Density told Forbes.com. "Companies trying to keep people safe, and trying to reduce their overall cost to preserve cash in the event of a recession."

To learn more about Density, visit www.density.io.



CENTERSTATE CEO GOLF TOURNAMENT A SUCCESS

More than 100 golfers participated in CenterState CEO's annual 18-hole captain and crew golf tournament at the Links at Erie Village. Winners were announced live on Facebook the following day.

Congratulations to:

- Foursome winner – Eastern Shore Associates with a score of 58
- Closest to the Pin Men – Brian Gerling, Thales
- Longest Drive Men – Mike Ferlenda, Equitable
- Longest Drive Women – Stephanie Forbes, Emerald Hospitality

Each member of the winning foursome received a Visa gift card. Closest to the Pin and Longest Drive winners each received a Syracuse Prize Pack.

Thank you sponsors: ACC, AmeriCU, CH Insurance, Haylor, Freyer & Coon, ONEGROUP, Partnership Properties, Inc., Thompson & Johnson Equipment Co., Inc., Visions FCU and Wireless Business Group. Media sponsors: The Central New York Business Journal and News Radio 570 WSYR Now on 106.9 FM.



Team C.R. Fletcher enjoys 18 holes on the Links at Erie Village.



Kelly McClain, CenterState CEO, joined the Acropolis Realty Group for a fun day of golf and networking.

CENTERSTATE CEO OFFERS DISNEY'S APPROACH TO BUSINESS EXCELLENCE

CenterState CEO is thrilled to announce a new round of professional development programming from the Disney Institute. Disney's Approach to Business Excellence will be offered in the fourth quarter of 2020. This private-group experience is available through select organizations in the country and is delivered in a live, online format facilitated by a Disney leader. Participants will receive all the benefits of the training virtually from the comfort of a home or work office.

During the last three years, CenterState CEO has brought the Disney Institute's professional development programming to Syracuse. The business community strongly supported the event, which sold out every year. CenterState CEO has been working with Disney during the last four months to develop quality programming that can be delivered virtually. Many participants are eager to participate in the fourth program, which would complete all four of the programs offered by Disney. This is a resume-builder that offers tremendous value to employers.

Walt Disney parks and resorts are a recognized leader in delivering world-class experiences while upholding a culture of excellence. By participating in the Disney's Approach to Business Excellence program, groups can discover the method behind the magic in a two- or five-hour presentation that explores the time-tested business insights. Learn how leadership, employee engagement and quality service work together and act as foundational pillars to create a culture characterized by desired behaviors, which delivers consistently excellent service with the customer at the center.

The times and dates of this program will be announced soon. Check [CenterState CEO's events calendar](#) for more information. Questions? Please contact Lisa Metot at lmotot@centerstateceo.com.



MEMBER ESSENTIALS

D'Arcangelo & Co., LLP plans to merge with a Utica-based accounting firm.

Fust Charles Chambers, LLP has formed a new health care consulting company, Microscope.



Excellus BlueCross BlueShield responds to COVID-19 pandemic with \$162 million for the community's health care. **Excellus BlueCross BlueShield** makes major donations to food banks and pantries as part of COVID-19 response. **Excellus BlueCross BlueShield** appoints Mark Muthumbi regional president for Central New York Region.



Beardsley Architects + Engineers announces the Environmental Education Center at Green Lakes State Park in Fayetteville, NY, has been selected by AIA New York State to receive a 2020 Excelsior Award.



Onondaga Community College is planning a combination of in-person and online classes for the fall semester.

Bank of America announces \$1 billion/four-year commitment to support economic opportunity initiatives.

SRCTec of Cicero wins \$18 million contract to repair Army radar systems. **SRCTec** announces Anthony Stewart is new general manager.



Ansun Graphics completes expansion.

Syracuse Mets help with drive-thru food giveaway at NBT Stadium hosted by **Food Bank of Central New York**.

Berkshire Bank launches ReevxLabs.com to provide resources for emerging entrepreneurs, artists and small nonprofits.

Advance Media NY pledges \$1.25 million in matching marketing grants for local businesses.

Salvation Army helps distribute 9,000 gallons of donated milk.

Carrier launches higher-capacity air scrubber for healthy indoor air quality in K-12 schools.

Lisa Smith is named executive director of the **American Red Cross**.



Upstate Medical University seeks participants for clinical trial of COVID-19 vaccine. New York state approves program to detect COVID-19 spread through pooled surveillance testing developed by **Upstate Medical University**. **Upstate Medical University** Public Health and Preventive Medicine team publishes study revealing social distancing helped slow the spread of coronavirus in CNY.

Abundant Life Christian Center in East Syracuse host a milk and food giveaway.

Byrne Dairy plans \$28 million expansion to dairy plant in DeWitt, to create 64 jobs.

SRC lands \$426 million Army contract to beef up defenses against small drones.

Tech Garden anchor, **Density**, receives \$51 million investment.

ICM Controls names Joseph Bonacci as the company's new president and CEO.

Oneida Nation formally opens Lake House at Sylvan Beach.



AmeriCU wins national award for Salute to the Troops concert at Fort Drum's Mountainfest.

St. Joseph's Health earns "Best Regional Hospital" honor for sixth consecutive year. **St. Joseph's Health** offering cord blood donation program to expectant mothers.

Barton & Loguidice awarded "Best Firm to Work For" — third year in a row by the Zweig Group. **Barton & Loguidice** recognized as a "Hot Firm" in 2020 — one of the 100 fastest-growing architect/engineering/construction firms in the U.S. and Canada — by the Zweig Group.

CNY SHRM Awarded For Elevating Human Resources, Improving Workplaces.

Terakeet named one of the 2020 best workplaces in New York by Great Place to Work and Fortune.

The Redhouse Arts Center and the Oncenter are now qualified film production facilities.

The **Syracuse Cooperative Market** is expanding to a second location in downtown Syracuse, as part of the new Salt City Market on Salina Street.

Syracuse University College of Law and RIT sign 3+3 admissions agreement.

Jim McCarthy, president of **Northland Communications**, named chair of NYS Telecom Association.

Watkins Glen International announces partnership with Sony Electronics.



Bankers Healthcare Group gives employees \$1,000 allowance to work from home.

SEFCU collaborates with Google to offer customers digital bank accounts.

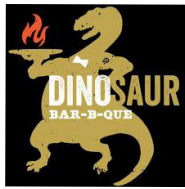
Helio Health to use more than \$400,000 in federal funding to expand behavioral-health training.



Share Member News with Us!

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

Dinosaur Bar-B-Que evolves its logo and brandmarks.



Hummel's Office Plus expands to Capital Region with acquisition.

Dermody, Burke & Brown, CPAs launches new Custom Accounting Solutions service.

CenterState CEO members, **The Digital Hyve and Bankers Healthcare Group**, made the Inc. 5000 list of the nation's fastest growing companies for 2020.

Tops Friendly Markets partners with Instacart to deliver alcohol.

Oswego Health to use Exelon-donated iPads for virtual meetings with Medicaid patients.

CNY's **Anheuser-Busch** brewery cranks out sanitizer for national election effort.

Mower has been named to PRNEWS' **Top Places to Work in PR for 2020**.

Cucharale Consulting Group receives NYS Woman-Owned Business Enterprise (WBE) certification.

Georgia tech firm acquires **iV4**.

NEW PARTNERS

Please join us in welcoming new CenterState CEO Partners. During the next 12 months, each new member will be contacted by a volunteer from CenterState CEO's Ambassador Committee, co-chaired by Rita Marble, Pinnacle Employee Services, and Charles Harkola, Nurse Connection Staffing, Inc.

Microscope



Microscope is a unique healthcare consultancy company that focuses on the financial, operational and clinical areas of healthcare organizations by discovering, customizing and implementing solutions to optimize margins and cash flow. Microscope's team brings a wide variety of expertise that has collectively served more than 250 healthcare providers in 33 states with a combined impact of more than \$250 million in new savings. Microscope's headquarters is located in Syracuse with a satellite office in Columbus, Ohio.

Bill Wildridge
5784 Widewaters Parkway
Syracuse, NY 13214
www.microscopeHC.com

315-928-7450

Robineau Media



Robineau Media is a boutique digital marketing agency that helps brands tell their unique story to their target audience. Robineau Media works as an extension of your team to attract, convert and build strong relationships with your customers through omni-channel strategies.

Catherine Alton
Syracuse, NY
www.robineaumedia.com

315-415-1436

WellNow Urgent Care



WellNow Urgent Care provides quick and convenient urgent care to the community. From sprains, strains, cuts and minor burns to treating respiratory issues and infections, WellNow's caring, patient-focused team proudly treats non-life-threatening injuries and illnesses, without the need for an appointment. WellNow's walk-in centers are fully furnished with TVs and complimentary beverages to help make your brief wait feel even shorter. WellNow Urgent Care is open seven days a week with evening hours and accepts most insurance. WellNow offers on-site X-rays and lab testing so the caring, patient-focused staff can help you get back to life faster. Walk in to a WellNow urgent care clinic today for the quick, convenient and exceptional care you need.

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www.wellnow.com

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315-275-3046

Lacey Clute
103 W. Dominick St., Suite 10
Rome, NY 13440
www.wellnow.com

315-271-2394

CENTERSTATE CEO ECONOMIC CHAMPION

in-ARCHITECTS, PLLC

Since its inception, in-ARCHITECTS has focused on building a deep connection with the Central New York Community. Building meaningful relationships with organizations that are integral to the successes and advancement of Central New York, such as CenterState CEO, the Downtown Committee, Everson Museum of Art, and Hanover Square Association, has been inspiring. As visionaries, creatives, collaborators and innovators, in-ARCHITECTS have a passion for generating solutions to disparities that have affected this community. The firm has focused on underserved communities and assisting in correcting historical inequities within the built environment.



With extensive experience in core markets – adaptive re-use (including New York state historic tax-credit projects), mixed-use developments (including multi-unit residential, office, hotel, restaurant and retail), and health care (including senior living and medical office), in-ARCHITECTS is well-positioned to envision the cornerstone project to transform any neighborhood.

in-ARCHITECTS continues to expand services in the hope of affecting communities throughout New York state and the country. The firm is servicing regions outside of Syracuse, from Rochester to Utica, Watertown and Binghamton. The firm is also licensed in California and Georgia, and is currently acquiring licenses in Florida and Wisconsin.

Connect with in-ARCHITECTS on LinkedIn, Facebook, Instagram and www.in-ARCHITECTS.com. Located at 239 E. Water St., Syracuse, (above Water Street Bagel).



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

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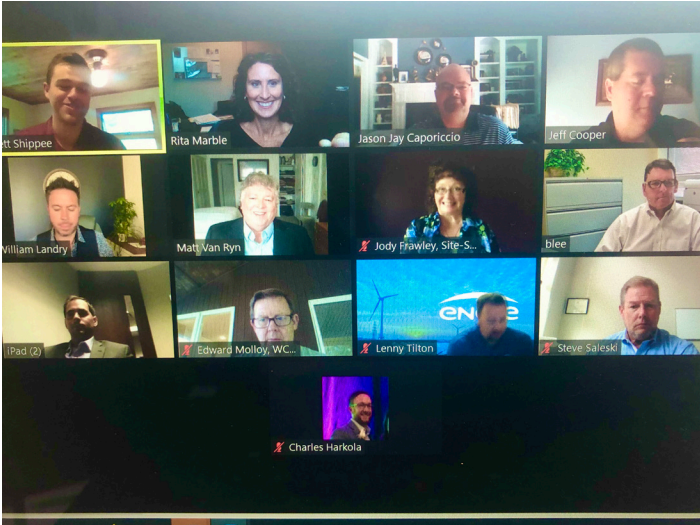


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CENTERSTATE CEO AMBASSADORS

CenterState CEO Ambassadors welcome new CEO members and provide recognition to businesses celebrating grand openings, company anniversaries, and other important milestones. While the Ambassadors are practicing social distancing during the COVID-19 pandemic, we still want to recognize and celebrate your special event. Please contact Sharon Abert at 315-470-1810 or sabert@centerstateceo.com to share your recent milestone, or find out how you can join the Ambassador committee.



Matthew Van Ryn opened a private law practice and Ambassadors congratulated him with a virtual presentation. Van Ryn can be reached at <https://mattvanrynlaw.com>.



Octane Social House, an entertainment café located at 41 W. Genesee St. in Auburn, celebrates its grand opening.



A Dog's Day Out Grooming Salon, located in Liverpool at 7269 Hollywood Circle, recently celebrated its 20th anniversary. The company's Solvay location also recently celebrated its first anniversary.



Welcome new business **Gypsy Freedom**, now open at 312 S. Salina St. in Syracuse.

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for Economic Opportunity



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Like us at
CenterState CEO



Subscribe to our
CenterState CEO channel

Put the “U” Back in Syracuse Campaign Launches September 2

The Downtown Committee of Syracuse, Inc. – in partnership with Onondaga County, the City of Syracuse, and Visit Syracuse – worked with Mower to design a consumer-confidence campaign called “Put the ‘U’ Back in Syrac_se.” The promotion supports local businesses through a community-wide scavenger hunt, and is supported with an advertising campaign to bring people back into the businesses and destinations in the community that they’ve missed.

Visit UBackinSyracuse.com to learn how to participate in the Scavenger Hunt and support local businesses!



Downtown Living Tour

11 a.m. to 3 p.m. Saturday, September 26

Tickets on sale now!

The Downtown Living Tour markets the uniqueness and diversity of residential units throughout downtown Syracuse. The tour offers something for everyone, from young professionals and empty nesters looking to experience urban living, to those interested in historic preservation, interior design, architecture, urban living and more!

The Downtown Living Tour is presented by the Downtown Committee of Syracuse, Inc., a private, nonprofit, professional downtown management organization, representing all property owners and tenants within the central business district. The Downtown Living Tour builds awareness of the importance of residential development as a key element in a vibrant and successful downtown, as well as increases awareness of the revitalization taking place downtown.

The Downtown Committee is excited to present eight tour stops and a rest stop, Epicuse.

- Washington Place
- Willow 123 Lofts
- The Addis Building
- Salt City Market
- 415 South Clinton Street
- Commonsplace Warren
- Hudson Lofts
- Renaud Wicks/Falker Buildings

New this year, tickets will only be sold online and in advance of the event. Tickets will not be available for purchase on the day of the event. With the health of the community as a top priority, and to ensure the Downtown Living Tour provides a safe experience for all tour-goers and staff, the Downtown Committee will implement precautions to promote safe, social distancing including:

- Limiting building occupancy to 50% capacity in all cases. The amount of people allowed in each apartment unit at one time will be displayed via signage.
- To allow for social distancing protocols – established by each property – elevator capacity will also be limited (unless tourists are riding with members of the same household).
- Providing hand sanitizer in the entry of each building
- Implementing a policy that masks – covering the nose and mouth – must be worn at all times when inside buildings, and in public situations when social distancing is not possible.

All precautions are outlined on the [Downtown Living Tour website](#).



The views from the 10th floor of Washington Place, located at 300 E. Washington St., offer a stunning view of some of Syracuse’s most iconic buildings.

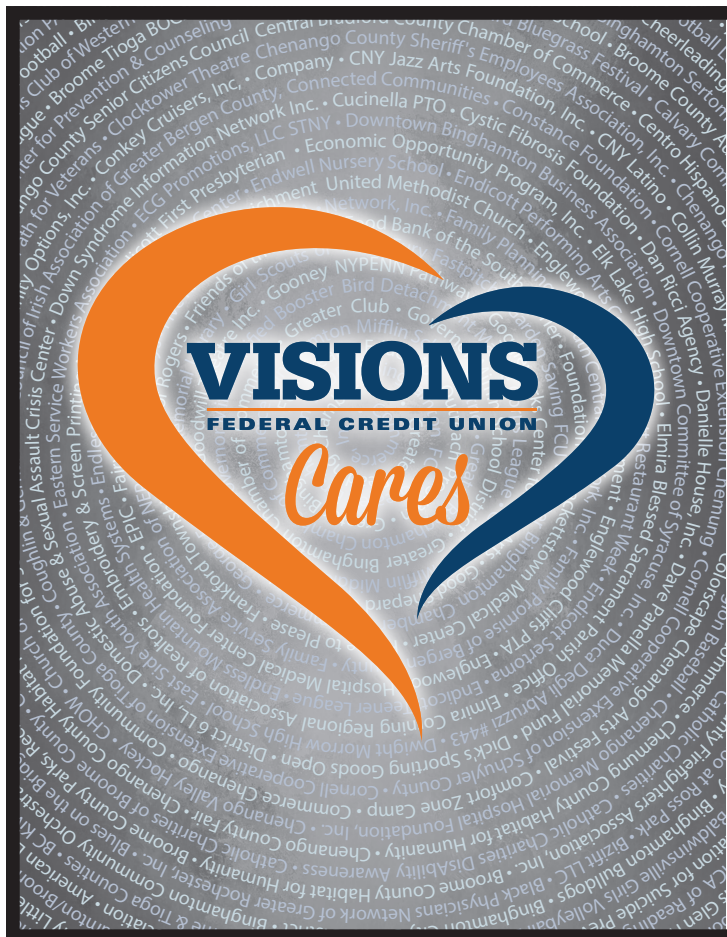
Downtown Farmers Market Continues 9 a.m. to 3 p.m. Tuesdays in Clinton Square

The Downtown Farmers Market 2020 Season is underway in Clinton Square. Each Tuesday through October 13, rain or shine, dozens of the region’s best farmers and produce dealers set up shop. New York state recognizes farmers markets as an essential service that provides the community with open-air access to fresh produce. To support the health of shoppers, farmers and staff, the Downtown Committee is following new public health guidance for farmers markets outlined by New York State Agriculture and Markets.

A full list of all of the guidelines is provided at the [Downtown Committee’s website](#).

Keep up with all market happenings by subscribing to the electronic Downtown Farmers Market newsletter, distributed every Monday during the market season. Mail mail@downtownsyracuse.com to subscribe.

*All events are subject to change. Please check <https://downtownsyracuse.com> for the most up-to-date details.



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Visit Syracuse Invites Travelers to “Step Out”

The team at Visit Syracuse has partnered with LP&M Agency to invite visitors from New York state targeted markets to “Step Out” and take in a much-needed change of scenery. Designed to be flexible and evolve with the current, ever-changing environment of tourism marketing, the recently launched “Step Out” campaign begins with an emphasis on the richness of outdoor recreation and family fun in the Greater Syracuse area, understanding that concerns about health and safety continue to be a top priority.

“We’re excited! With over 30 years of travel and tourism experience, we’re honored to be selected to partner with Visit Syracuse to attract visitors to our community, invite them to explore our valuable assets and encourage neighboring cities to enjoy all this area has to offer. Everyone at LP&M, along with our AMPL Digital Division, is up to the challenge,” said Mike Ancillotti, president, LP&M and AMPL.

“We’re easy to get to, we’re easy to get around in, and we’re able to combine beautiful outdoor natural settings with safe and welcoming experiences at local restaurants, breweries, wineries and attractions, all while staying current with today’s guidelines and protocols,” added Carol Eaton, Visit

Syracuse senior vice president.

At this stage of the campaign, digital ads direct travelers to www.VisitSyracuse.com/step-out and encourage them to download an e-version of the Syracuse Area Visitors Guide.

In addition to the digital ads positioned throughout New York state, the “Step Out” message will also appear in the fall issue of New York by Rail, magazine thanks to a long-standing partnership with the publication. The message targets NYS rail travelers who can travel with confidence given Amtrak’s enhanced cleaning and added space for physical distancing.





At a time when we all could use a change of scenery, Syracuse has exactly what you’ve been missing. Best of all, it’s right here – just steps away – with wide open spaces and outdoor adventures you can safely step into *right now*.

And because we’re so close in the heart of New York State, your planning is easy, your travel is quick and your enjoyment is immediate.





STEP OUT. BREATHE IN.

Syracuse’s nearby outdoor adventures are exactly what you need.

You *need* to step out, and the natural wonders of Syracuse are ready and waiting for you, now and every season of the year. Learn more at VisitSyracuse.com where you can download your digital copy of the Syracuse Visitors Guide.

NUAIR VALIDATIONS ADVANCE DRONE PACKAGE DELIVERY INDUSTRY

Recently, NUAIR validated the parachute recovery system for Aerial Vehicle Safety Solutions (AVSS), a Canadian aerospace company commercializing safety technologies for urban air mobility. AVSS's first commercially available products are parachute recovery systems for commercial drones. NUAIR put the drone attached to AVSS's parachute system through 45 different failure scenarios to confirm the parachute deployed as intended. This is the third parachute validation performed by NUAIR, advancing the potential for commercial drone package delivery and safe, routine flights over people.

Currently, the FAA prohibits most drones from being flown directly over people. Professional drone operators can apply for a waiver from that restriction if they can demonstrate they have the proper safety mitigations in place – including a validated parachute system.

The drone safety system developed by AVSS combines hardware, software and the parachute, which automatically deploys if the drone malfunctions in the air. Their product was developed with a “plug and play” mentality so that anyone with a DJI Matrice 200 series drone can purchase the

AVSS product, “plug” it into their drone and start flying. In the event of a drone malfunctions in the air, the system will automatically cut power to the drone, deploy its parachute, and allow the aircraft to descend slowly from the sky. This safety system significantly decreases the potential of harm to people or property on the ground and reduces the risk of damage to the drone itself.

“We believe the New York UAS Test Site has set the gold standard for test sites and would highly recommend any company looking to complete their third-party testing to contact the NUAIR team,” said Josh Boudreau, chief technology officer at AVSS.



NUAIR recently validated the parachute system by Aerial Vehicle Safety Solutions (AVSS) by putting the drone it was attached to through 45 different failure scenarios.

UPSTATE MINORITY ECONOMIC ALLIANCE PROGRAMMING AND EVENTS

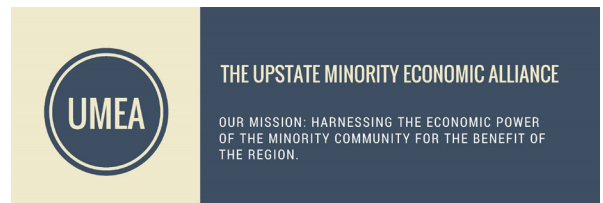
The Upstate Minority Economic Alliance (UMEA) has hosted a series of webinars designed to elevate value to its audience during the ongoing coronavirus pandemic. In April, it hosted a technical assistance webinar focusing on the Paycheck Protection Program (PPP) and Economic Injury Disaster Loan (EIDL) in an effort to increase the participation rate among minority businesses. In June, UMEA spotlighted its Business Resource

Partners to increase awareness of the resources in Syracuse and Central New York's robust entrepreneurial ecosystem. In August, UMEA highlighted minority business owners who have pivoted their product and service models during the pandemic.

Save-the-date for these upcoming webinars to top off the series:

- **MWBE Certification: The Process and Procurement Opportunities, September 30**
- **Virtual Strategic Networking Event, October 28**

Both events are 3:30 to 5 p.m. For additional information, contact Me'Shae Brooks-Rolling, interim UMEA executive director, at execdirector@upstatemea.com or 315-908-2665. Visit www.upstatemea.com to learn more about UMEA.



EVENTS

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

CenterState CEO

Leadership Lessons from 7 Inspirational Influencers

Wednesday, September 23
9 to 10:30 a.m.

Register by September 22
www.centerstateceo.com/events
or contact Lisa Metot at 315-470-1870 or lmotot@centerstateceo.com.

A new interactive take on our popular 7 Habits event! Hear seven influential executives and community leaders share a leadership lesson that has shaped how they manage, motivate themselves and others, and build success in their lives and careers. Attendees will have an opportunity to interact with the speakers through breakout sessions, and take away inspiring new approaches to be more effective and impactful in their personal and professional life.

Cost: \$17 for members; \$27 for non-members.



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



Calvin L. Corridors
Regional President, Syracuse Market Pathfinder Bank



Stephanie Crockett
Executive Vice President - Managing Director, Mower



Andreas Frank
SVP, President, Front Line Care, Hillrom



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



Sheena Solomon
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BUSINESS JOURNAL

2020 Concept to Commercialization Virtual Program Sessions, September 9 through December 9

The 4th Annual CNYBAC Concept to Commercialization Boot Camp builds networks for biotech-related innovation generation, product development and commercialization. The virtual hour-long sessions feature expert presenters across the industry. Topics include: protection of intellectual property, how to value your innovation, understanding your customer, how to conduct customer-based research, regulatory requirements, investment and startup financial considerations, and selling and exporting your product once cleared or approved for market. Sponsored by: CenterState CEO; Innovation Law Center - Syracuse University College of Law; MedTech; TDO; SUNY Research Foundation; and CNY Biotech Accelerator.

Cost: Free. All are welcome. [Register here.](#)



Personal Financial Preparedness Series with Vicki Brackens, Part 1, September 15

4 to 5 p.m.

CenterState CEO's Generation Next presents a three-part financial preparedness series by Vicki Brackens, president and financial planner, Brackens Financial Solutions Network, LLC. Brackens will share how the next generation of leaders can think about finances and financial management differently in order to be prepared for the things that happen in life, particularly in times of crisis. Each week, participants will take away tools, information and strategies to get themselves and their families through the next part of their lives, including managing earnings in a manner that prepares for rainy days. This first session will focus on What If? Attendees will learn scenarios and role play to strengthen financial preparedness.

Cost: Free. Attendees [must register](#) to receive information on how to participate in the webinar.



GENIUS NY Million Dollar Finals, September 17

4 p.m.

Watch live five startup pitches and see which finalist walks away with the \$1 million grand prize! GENIUS NY is the world's largest business accelerator for unmanned systems. Sponsorship opportunities are available, contact Beth Savicki at 315-657-0423 or bsavicki@centerstateceo.com for more information. Special thanks to the sponsors for their continued support! Event Sponsors: Thales; Visual Technologies; Hancock & Estabrook; and ONEGROUP. Supporting Sponsors: Dermody Burke & Brown; Newman & Lickstein; and AIS.

Cost: Free. To attend virtually click [here](#). For more information, contact Kara Jones at kjones@centerstateceo.com.



14th Annual Downtown Living Tour, September 26

11 a.m. to 3:30 p.m.

Downtown Syracuse

The Downtown Living Tour markets the uniqueness and diversity of residential units throughout downtown Syracuse. The tour includes eight stops, plus a rest stop at Epicuse. Tickets will only be sold [online](#) and in advance of the event, and will not be available for purchase on the day of the event. The health of the community is a top priority; read about tour safety precautions [here](#).



Personal Financial Preparedness Series with Vicki Brackens, Part 2, September 29

4 to 5 p.m.

What's available? Learn effective tools and strategies for building a preparedness plan from Vicki Brackens, president and financial planner, Brackens Financial Solutions Network, LLC. Presented by CenterState CEO's Generation Next.

Cost: Free. Attendees [must register](#) to receive information on how to participate in the webinar.



MWBE Certification: The Process and Procurement Opportunities, September 30

3:30 to 5 p.m.

Hosted by the Upstate Minority Economic Alliance. Details forthcoming. Visit www.upstatemea.com for more information.



Personal Financial Preparedness Series with Vicki Brackens, Part 3, October 13

4 to 5 p.m.

What about me? Join an open forum for discovery and questions specific to the attendees. Now is the time to be brave and always be prepared for the next crisis. Presented by CenterState CEO's Generation Next.

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



CNYIBA Seminar: FBI Special Agents – Identifying Scams and Fraudulent Inquiries, October 22

Noon to 1:30 p.m.

Century Club, 480 James St., Syracuse

The Central New York International Business Alliance (CNYIBA) presents a luncheon workshop featuring special agents from the FBI who will focus on how businesses can identify red flags consistent with fraudulent activity and how to shore up communications systems against outside intrusion. The event will also be broadcast via web conferencing, and will default to web conferencing only if CDC and state guidelines warrant.

Costs: The Century Club luncheon guests: \$25 for CNYIBA members; \$35 for non-members.

Virtual guests: \$10 for CNYIBA members; \$25 for non-members. Attendees **must register** to receive information on how to participate in the webinar.



Virtual Strategic Networking Event, October 28

3:30 to 5 p.m.

Hosted by the Upstate Minority Economic Alliance. Details to forthcoming. Visit www.upstatemea.com for more information.



GOFCC Golf Social, presented by Novelis, September 21

10 a.m.

Oswego Country Club, 610 W. First St., Oswego

The Greater Oswego-Fulton Chamber of Commerce (GOFCC) continues its long-standing annual Golf Social tradition. The four-person captain and crew tournament brings together business and community members for a relaxing day of golf. Registration begins at 9:15 a.m. with grab-and-go breakfast available. A shotgun start at 10 a.m. follows with lunch at the turn. After the 18-hole round, there will be a grab-and-go dinner with prizes and awards. The GOFCC and the Oswego Country Club will follow appropriate New York state social distancing guidelines, including individually prepared food and golf cart dividers.

Cost: Team of Four (member), \$550; Team of Four (non-member), \$600; Individual Golfer (member), \$150; Individual Golfer (non-member), \$175. To learn more, contact Shannon Fults at sfults@centerstateceo.com. Sponsorship opportunities are available.



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VIRTUAL EVENTS EDUCATE & CONNECT MEMBERS

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



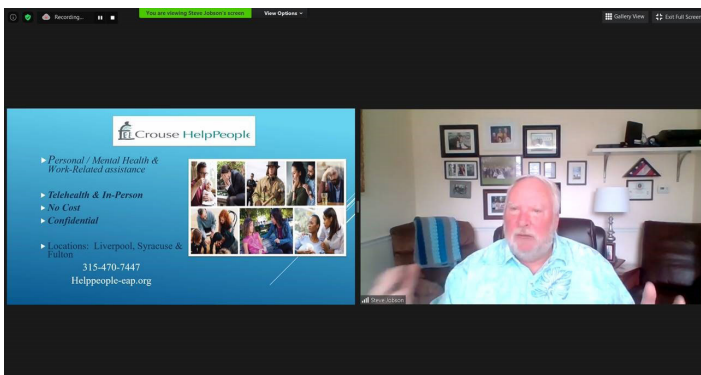
Virtual Business Before Hours

Members enjoyed early morning networking and special guest, Paul Valenti, owner of Glazed & Confused, who gave attendees a sneak peek at what makes their donuts unique. Congrats to the four lucky winners of a \$20 gift certificate!



Develop Meaningful Core Values for Your Brand

Susie Ippolito of Susie Ippolito Brands discussed why core values are important to brands, and explored examples of local to large national brands to see core values in action. View the [slides](#), [webinar recording](#) and [workbook](#) here.



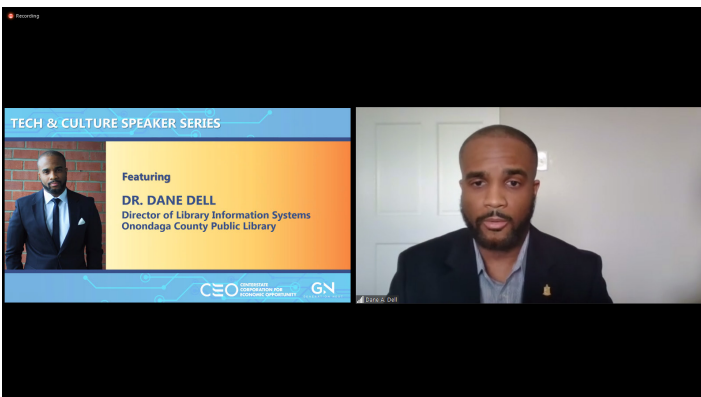
Managing Change & Creating a Healthy Work-Life Balance

HelpPeople (a division of Crouse Health) looked at workplace dynamics when significant change takes place, and the useful attitudes, skills and strategies for responding to the many demands change creates. Attendees also obtained tips for maintaining boundaries that promote wellness. View the [slides](#) and [webinar recording](#) here.



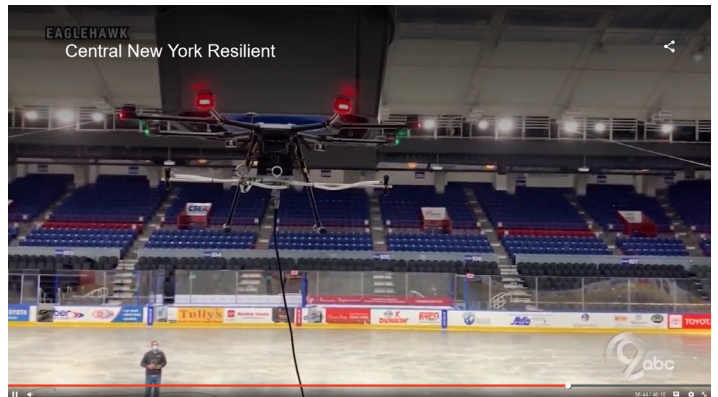
Diversity & Women in Tech

This Generation Next series creates awareness and advocacy for women in tech-related fields. Dr. Erica Mitchell, critical infrastructure/key resources research group leader, West Point Army Cyber Institute, and Latisia Hall-Cannon, quality program manager, Lockheed Martin, engaged attendees in inspirational conversation. Sponsored by JPMorgan Chase & Co. View the [webinar recording](#) here.



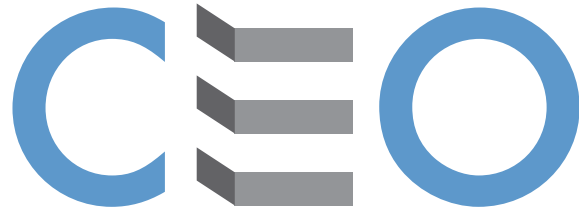
Tech & Culture Speaker Series

This Generation Next series promotes diversity, inclusion, and belonging in tech related fields. Dr. Dane Dell, director of Library Information Systems at Onondaga County Public Library, shares his experiences, and how technology can better the lives of others. Sponsored by JPMorgan Chase & Co.



Central New York Resilient

CEO partnered with NewsChannel 9 WSYR to produce a program celebrating the region's reopening after its pause due to COVID-19. Businesses, frontline workers, government leaders, and the community were highlighted as they moved the economy forward. [Watch the program](#); [view its sponsors](#). Pictured: Featured in the program, GENIUS NY finalist EagleHawk pivoted during the pandemic to develop a drone that sprays disinfectant in indoor or outdoor facilities.



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