OCTOBER 2021

CEO ESSENTIALS

CENTERSTATE CEO/CENTERSTATE CHAMBER OF COMMERCE

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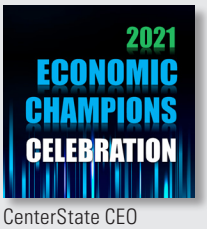

CenterState CEO Events: Economic Champion Celebration, Nov. 4

CenterState CEO presents its **Economic Champions Celebration** virtually next month. This popular annual event will celebrate the region's outstanding businesses and organizations for driving the region's economy forward in the past year. The event recognizes contributions — large and small — to the growth of the Central New York economy, including new jobs, new business, company milestones, business expansions, investments in operations and more.

As part of the event, CenterState CEO will present its Community Visionary Award, sponsored by Wegmans Food & Pharmacy, which is given annually to a person, company or association that embodies the vision of economic opportunity, and which has had a significant impact on community prosperity.

This year, **CenterState CEO recognizes JMA Wireless as its Community Visionary Award recipient** for its leadership in the business community, notably it's significant, targeted investment and commitment to growth in Syracuse's Southside neighborhood. The redevelopment of the former Coyne Textile factory into a 5G tech manufacturing campus will serve to infuse the neighborhood with new vitality and jobs, while supporting the city's efforts to position Syracuse as a high-tech community of the future. JMA will be recognized during the virtual Economic Champions event taking place Nov. 4.

"During such an ongoing challenging time for all, we feel that it is more important than ever to celebrate those that are driving progress in Central New York," said Rob Simpson, president of CenterState CEO. "Whether their accomplishments are big or small, their efforts are critical to our collective recovery."

Last year, the event recognized nearly 300 honorees. Nominations are received from businesses, organizations, CenterState CEO and the Greater Oswego-Fulton Chamber of Commerce, the Upstate Minority Economic Alliance and the Downtown Committee of Syracuse.

Register here to help recognize all those who make the Central New York economy and community stronger.

CenterState CEO Economic Champions Celebration

Thurs., Nov. 4

Noon to 1 p.m.

Virtual Event

Cost: $20 for members; $30 for non-members.

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CENTERSTATE CEO MEMBERS AMONG CNY'S BEST PLACES TO WORK

CenterState CEO members were among the 2021 Central New York's Best Places to Work. This prestigious award was created by BizEventz and sponsored by The Central New York Business Journal to identify, recognize and honor the top companies that offer the best places of employment in Central New York, thereby benefiting the state's economy, workforce and business environment. **Congratulations!**

Click here to view all of this year's winners.

Fewer than 10 Employees

- Nurse Connection Staffing
- Site Seeker, Inc.

10 to 50 Employees

- Appel Osborne Landscape Architecture
- Big I New York
- Capital Collection Management
- ComSource, Inc.
- Digital Hyve
- HOLT Architects, P.C.
- M.A. Polce Consulting
- N.K. BHANDARI Architecture and Engineering PC
- Nave Law Firm
- ProArch
- Rockbridge Investment Management
- Secure Network Technologies, Inc.
- Seneca Savings

51 to 100 Employees

- Bousquet Holstein PLLC
- Bowers & Company CPAs, PLLC
- Dannible & McKee, LLP
- Firley, Moran, Freer & Eassa, CPA, P.C.
- Reagan Companies
- Usherwood Office Technology

100+ Employees

- Assured Information Security AIS
- Bankers Healthcare Group
- The Bonadio Group
- Driver's Village
- NBT Bank
- Terakeet
- Thompson & Johnson Equipment Co., Inc.
- VIP Companies

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CENTERSTATE CEO FOUNDATION SUPPORTS UP START ENTREPRENEUR

CenterState CEO Foundation has made a $5,000 grant to EcoElectrical Solutions, LLC, the first Black, woman-owned and operated electrical contracting startup company in Central New York.

This grant is part of a new CenterState CEO pilot program that aims to fill the capital gap for small business owners from disadvantaged neighborhoods and/or marginalized populations, including Black, Indigenous, people of color (BIPOC); women; New Americans; returning citizens; veterans; people with disabilities; and people with low incomes. The pilot aims to provide access to capital for small business owners engaged with CenterState CEO's Up Start small business development program through non-traditional funding strategies. Up Start empowers neighborhood-based, minority and other underserved entrepreneurs to launch and/or grow their businesses.

Supporters champion Karen Jones, founder, EcoElectrical Solutions, LLC. Pictured from left are Erik Jankowski, CenterState CEO Economic Inclusion small business manager; John Peter, owner Peter's Discount Liquor; Dominic Robinson, CenterState CEO vice president of Economic Inclusion; Karen Jones; and El-Java Abdul-Qadir, director, SSIC.

As an Up Start client, EcoElectrical Solutions Founder Karen Jones is engaged with CenterState CEO's Economic Inclusion staff on a business incubation project to validate the company's business model and access tools and resources to support its growth. The South Side Innovation Center (SSIC), a community-based microenterprise incubator operated by Syracuse University's Whitman School, serves as a partner to CenterState CEO's Up Start program. EcoElectrical has office space at SSIC and is being incubated there while participating in Up Start programing.

This grant was made possible by a donation from John Peter to the CenterState CEO Foundation. Peter is the owner of Peter's Discount Liquor in North Syracuse and trustee for the Peter Family Trust, which invests in real estate in the Syracuse area.

"I feel blessed to have what I have in business and as an entrepreneur. I feel it is a responsibility to give back to others who are trying to grow and need the help," Peter said. "Being an entrepreneur, I know what it takes and how hard it is to build something on our own. There's a lot of sacrifice and pressure without knowing if your business will ever really make it. Being able to offer money, resources and mentorship to a fellow entrepreneur is an amazing feeling and I'm glad I found a way to do just that."

"As a small business entrepreneur, I face many of the common challenges that many small businesses experience. These challenges can include things such as working capital, funds for needed equipment, office space, etc.," Jones said. **"This grant has helped my business overcome some of those challenges and has been invaluable to me. It has enabled me to acquire office space and much needed tools and equipment. John Peter has a vision to help small business entrepreneurs thus helping build his community through his generosity. John Peter and CenterState CEO have made the vision manifest. To all of them, I give you a heartfelt THANK YOU!"**

"EcoElectrical Solutions is poised to grow and create jobs where they're most needed within our community," said Andy Obernesser, director of community investment at CenterState CEO. "We're grateful for the opportunity to support Karen's success, and we look forward to replicating this model in the future."

CenterState CEO is continuing to pilot this program through the Up Start program and the CenterState CEO Foundation. The foundation is a 501c3 organization with a mission to support CenterState CEO's charitable programs and activities. To learn how to support the foundation and its initiatives, contact CenterState CEO Director of Development Kelly Fumarola at **kfumarola@centerstateceo.com**.

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BEYOND ONE IDENTITY: THE IMPORTANCE OF NAME RECOGNITION AND INTERCULTURAL AWARENESS

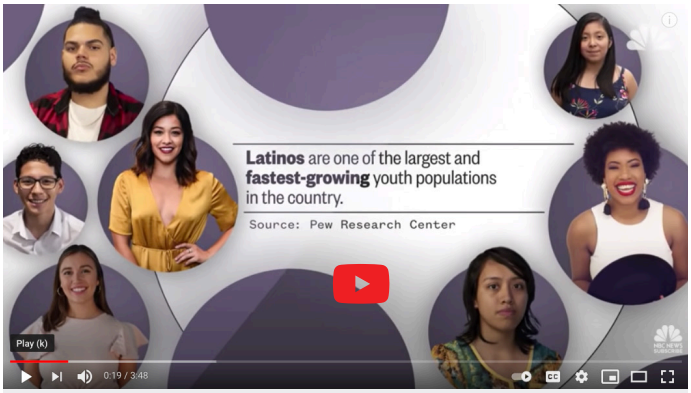
Sept. 15 kicked off Latinx Heritage Month, a dedicated time to celebrate the contributions and heritage of Latinx and Latino-identified communities across the world. It wasn't until 1968 when President Lyndon Johnson's Proclamation 3869[1] declared a week-long recognition of cultures, histories and achievements of citizens of Latinx origin to America's national heritage, which has since evolved into a month-long commemoration tied to the independence anniversaries of several Latin American nations. This celebration leads us to an imperative opportunity to become more conscious, open and knowledgeable about the history of the Latinx community, while dispelling ignorance, prejudice and bias.

As an organization, we are taking active steps to become more aware of language and terms, especially with regards to our RESI work. One of those conscious steps includes adopting the inclusive term "Latinx" rather than Hispanic or Latino to represent the identities of nonbinary, gender-nonconforming and gender-expansive people. As noted by Juliana Martínez, author and assistant professor at American University, oftentimes definitions and labels can be problematic when talking about "diversity and inclusion" for many reasons. For example, the terms "Hispanic" and "Latino" have implicit discriminatory origins, dating back to colonialism and have become institutionalized through the U.S Census. Both terms may not encompass all identities and populations they have been traditionally referred to – including U.S born citizens of all generations like descendants of Latin American migrants and immigrants.[2]

It's more important than ever for past, present and future generations to understand the changing demographics to be culturally competent. According to the 2020 U.S Census, the Latinx population doubled during the past three decades and are believed to account for half of the nation's growth since 2010.[3] Watch this clip from NBC News, **Defining Latino: Young People Talk Identity, Belonging**, which highlights why it is so important. When watching this clip, think about how you view yourself.

We're stepping into the remainder of the year with action-oriented, positive goals designed to continue educating and raising awareness on diversity, equity and inclusion (DEI) topics. We are also furthering our commitment to DEI efforts by leading a series of first ever Race Dialogue Sessions this fall for our clients, specifically exploring the Latinx and Asian/Pacific Islander experience. The sessions are designed to provide a deep dive into historical and social factors that have influenced our perspective on these identities as a nation, with ways to unpack, think critically and drive change.

As we commemorate the contributions, rich heritage, and culture of the Latinx community and continue to advance DEI in the workplace and our lives, take some time to understand the difference between terms, noted below, that are often intertwined with race, politics, religion, history, and social and economic norms. Remember, we're all in this together!



Understanding Terms That Define Identities

"Hispanic" - Colonially rooted term used to refer to the largest and one of the most diverse evolving minorities in the U.S. With origins of Spanish colonialism in America, this term can exclude Indigenous, Brazilian and other non-Spanish-speaking groups. Presently, this term is known to be derogatory or racist, based on its history.

"Latino" - This inclusive term does not relate to language and embraces the whole region. Gender-wise, the use of masculine form as universal, excludes many other groups of identities.

"Latinx" - The newest and most inclusive term that has evolved over the years is gender-expansive and gender-nonconforming. This term provides fluidity by examining the binary nature of the Spanish-language term Latino/a. The "X" in Latinx had provided a platform to varied identities, that is also used in the term "Chicanx (o/a).

Source: ***The Human Rights Campaign***

*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.*

1 https://www.presidency.ucsb.edu/documents/proclamation-3869-national-hispanic-heritage-week-1968

2 https://www.hrc.org/news/latinx-heritage-month-more-than-one-word-more-than-one-heritage

3 https://www.washingtonpost.com/dc-md-va/2021/08/12/census-data-race-ethnicity-neighborhoods/

I-81 COMMENT PERIOD EXTENDED TO OCT. 14

The public comment period on the Draft Environmental Impact Statement (DEIS) for the **I-81 Viaduct Project**, released by the Federal Highway Administration and the New York State Department of Transportation (NYSDOT) in July, has been extended to Oct. 14.

CenterState CEO feels strongly that the NYSDOT has selected the best alternative: the Community Grid.

CenterState CEO urges it members to make their support of the Community Grid heard before the comment period closes through one of the options outlined below, so that this transformational project can advance without further delay toward a final DEIS and record of decision.

WAYS TO ENGAGE

The New York State Department of Transportation (NYSDOT) has released the DEIS for the Interstate 81 Viaduct Project, designating the community grid as the preferred alternative. **The public has until 5 p.m. Oct. 14, 2021, to comment.**

Visit the **Virtual Public Outreach Center**. The new online portal provides easy-to-access information on all aspects of the project and instructs users on how to submit comments as part of the official review process.

Comment on the DEIS via:

- **Online** **Electronic comment form**
- **Email:** **i81opportunities@dot.ny.gov**
- **U.S. Mail:** Mark Frechette, P.E., Project Director, New York State Department of Transportation, Region 3; 333 E. Washington St.; Syracuse, NY 13202; or Rick Marquis, Division Administrator, Federal Highway Administration; Leo W. O'Brien Federal Building; 11A Clinton Ave., Suite 719; Albany, NY 12207
- **Voicemail:** 1-855-I81-TALK (1-855-481-8255)

All substantive comments received will be summarized and responded to in the Final Design Report/Final EIS for the project.

Learn More | **Read the Full DEIS** | **Read the Summary Chapter** | **Project Renderings** | **Video Animation**

WORK TRAIN SUPPORTS OSWEGO COUNTY WORKFORCE

At a time when employers are struggling to fill open positions, the Oswego County Workforce New York Career Center has seen walk-in client numbers double since May 2021. The career center has seen tremendous success in helping individuals access careers in health care, including guiding 50 individuals through health care career exploration resulting in 40 training enrollments for the 2020-2021 school year.

CenterState CEO's Work Train model, which acts as an intermediary to bring together resources and partners to drive innovative strategies and lasting workforce solutions, and its best practices are being replicated and implemented by the team in Oswego.

Courtney Lamb of the Oswego County Workforce New York Career Center at a recent, socially distant, COVID-19 safe, outreach event to recruit and attract new health care industry professionals.

The career center's growth in helping clients access positions is due in large part to the strong relationships Oswego County Workforce New York has developed with local employers, including Morningstar Residential Care Center, Oswego Health, St. Luke Health Services and Oswego Industries Inc. Working with employers, Oswego County Workforce New York developed programming and outreach that improved access for entry level workers into health care careers, resulting in a stronger pipeline of health care talent in Oswego County.

To overcome the challenges brought on by COVID-19, these employers and Oswego County Workforce New York worked together to fill hiring needs and provide residents with safe and affordable training opportunities. This partnership was made possible, in part, by a Better Skills Better Jobs grant from the National Fund for Workforce Solutions to Oswego County Workforce New York through the Work Train initiative, which funded an employment specialist position.

Questions regarding Oswego County Workforce New York's progress may be directed to Meghan Durso at **mdurso@centerstateceo.com**, or Katie Toomey at **ktoomey@oswegofultonchamber.com**.

New York Employers Now Required to Implement HERO Act Workplace Safety Plan

With New York state's formal designation of COVID-19 as a "highly contagious communicable disease," employers are now required to implement their HERO Act airborne infectious disease exposure prevention plans. Announced in September, activation of this law requires extensive workplace health and safety protections.

Under the law, all employers are required to adopt a workplace safety plan. Model plan templates, based on industry, are available on the **New York State Department of Labor website**. Employers are able to craft their own plans or adopt the template that most closely fits their business and customize, as appropriate.

Airborne infectious disease exposure prevention plans require a list of key elements, including:

- Health screenings at the start of each workday and limitation of exposure to employees who may present any symptoms
- Physical distancing requirements
- Appropriate personal protective equipment for each employee
- Plans for disinfecting frequently touched surfaces, shared workspaces, tools and common areas

In addition to implementation under the Health Department's designation, employers are required to review their plans to make sure they are up to date, communicate the plan with employees – verbally and in writing, and post the plan in the workplace.

Going forward, additional employee engagement opportunities on workplace safety may be required.

Questions about the HERO Act may be directed to CenterState CEO Vice President of Public Policy and Government Relations Kevin Schwab at **kschwab@centerstateceo.com**.

Frank Kerbein, of the Business Council of New York State, recently joined CenterState CEO's Government Relations Committee to discuss the requirements of the HERO Act. **View a recording of his presentation.**

Find FAQs, Industry Specific Templates and additional resources at **https://dol.ny.gov/ny-hero-act**

COVID-19 BUSINESS FUNDING RESOURCES

New funding sources and program updates, listed below, are available to support businesses and nonprofit organizations affected by the COVID-19 pandemic. Please follow the links to determine whether your business or nonprofit is eligible to apply or visit **www.centerstateceo.com/covid19resources**. Contact us at **support@centerstateceo.com** if we can help.

FEDERAL

SBA COVID-19 Economic Injury Disaster Loans (EIDL) - UPDATES

Provides economic relief in the form of loans to businesses and nonprofits to recover from the COVID-19 pandemic. Effective Sept. 8, 2021, changes made to the program include:

Increasing the loan cap from $500,000 to $2 million (existing loans can be increased up to this new cap).

Allowing for funds to be applied to payment and prepayment of commercial debt and regularly scheduled payments of federal debt.

Automatic deferment of loan payments to 24 months for new loans (existing loans will be extended to 24 months).

Affiliation requirement simplified (an affiliate is considered a business someone controls or has at least 50% ownership).

Adjusted the program size standards for businesses in industries most affected by the pandemic.

Created a maximum cap of $10 million on corporate groups.

Until Oct. 8, 2021, the above policy changes will be applicable to applications for under $500,000. Beginning Oct. 8, 2021, SBA will process applications for more than $500,000 with the policy changes.

Rates are 3.75% for businesses and 2.75% for nonprofits, both over a 30-year term. Loan funds can be used to cover normal operating expenses (e.g., payroll, rent, inventory, commercial and federal debt) and working capital. **Program details, timeline, eligibility and additional guidelines**. **Program updates**. Program is extended through Dec. 31, 2021.

USDA Pandemic Response and Safety (PRS) Grant Program – NOW OPEN

Provides funding to help small specialty crop producers, food processors, manufacturers, distributors and farmers markets recover costs incurred by responding to the COVID-19 pandemic, including measures to protect workers. Grants are available between $1,500 and $20,000. No cost sharing or matching funds are required. The application period closes Nov. 8, 2021. **For more information, including eligibility criteria**.

STATE

NYS Child Care Stabilization Grants – NOW OPEN

The New York State Office of Children and Family Services (OCFS) is accepting applications for grants to provide financial relief to childcare providers. **Eligible costs** are those that were incurred after Jan. 31, 2020, if those uses were made in response to the COVID-19 public health emergency and were not previously reimbursed by other funding or programs including NYS CARES childcare grants. Providers have until Sept. 30, 2023, to make any payments for allowable stabilization fund uses incurred through this date in accordance with the grant terms and conditions.

The deadline for submitting the online application is Nov. 30, 2021. **For more information and to apply**.

State Pandemic Small Businesses Recovery Grant Program – ELIGIBILITY EXPANDED

New changes to the program enable more small businesses to apply for funding. As of Aug. 25, businesses with revenues of $25,000 up to $2.5 million can apply for grants, up from the previous threshold of $500,000. Additionally, the limitation for businesses that received Federal Paycheck Protection Program loans has been increased from $100,000 to $250,000.

Current applicants are encouraged to finalize their applications as soon as possible. Previously ineligible small businesses may now apply. More information, program guidelines and the grant application, can be found at **https://nysmallbusinessrecovery.com**. Grants will range from $5,000 to a maximum of $50,000 depending on 2019 annual gross receipts and are flexible. Priority will be given to socially and economically disadvantaged business owners including, but not limited to, minority- and women-owned business enterprises, service-disabled veteran-owned businesses and veteran-owned businesses.

As a designated technical assistance partner, CenterState CEO can assist and advise applicants on their applications. Contact **Andy Obernesser** for assistance.

GENIUS NY COMPANIES EXPERIENCE GROWING ENTREPRENEURIAL COMMUNITY

This year's GENIUS NY companies recently toured some of Central New York's most successful startups and spoke with their driven founders. Teams visited Jeff Rubin at SIDEARM Sports, Jeff Knauss at The Digital Hyve, Devin Daly at SpinCar and Raymond Moore at TCGplayer. These companies reflect the startup growth Syracuse has seen during the past few years and demonstrate that founders can build a successful business in Syracuse, rather than popular tech hubs like Silicon Valley. The founders discussed success in recruiting top talent from Syracuse, Cornell and Clarkson universities; investment with two local venture capital firms; as well as community resources and support.

Members of this year's GENIUS NY teams meet with Jeff Rubin (head of table), SIDEARM Sports, to learn about his experience with Central New York's entrepreneurial assets.

GENIUS NY welcomed five new teams in August that will grow their businesses at The Tech Garden during the coming year. Companies represent the unmanned systems and robotics industries with three of the five teams being international.

World Renowned Pitch Coach Returns to The Tech Garden

This month, Nathan Gold is back to offer free virtual workshops to Tech Garden members and entrepreneurs in the local community. Gold met with GENIUS NY teams last year to prep them for Pitch Finals and met with several other Tech Garden members who needed assistance with pitch practice. Gold is from the San Francisco Bay Area and travels the world speaking about and coaching people on how to prepare for high stakes speaking opportunities and how to harness speaking anxiety. **Learn more.**

Clean Tech Center Graduates Ducted Wind Turbines

The Clean Tech Center, a CenterState CEO program at The Tech Garden, graduated Ducted Wind Turbines (DWT) from its incubator program, signifying DWT has reached market traction. Ducted Wind Turbines, located in Potsdam, New York, focuses on providing the lowest cost per kilowatt hour in the small turbine market with a goal to reduce the time for return on investment to half of what it takes for conventional open rotor wind turbines. DWT's wind tunnel prototype and its Gen 1 prototype have helped DWT focus on the performance and quality of its turbine to deliver a product designed to last more than 10 years in the field. **www.ductedwind.com**

Ducted Wind Turbines Gen 1 prototype.

IoT Right Joins Clean Tech Center

IoT Right joins The Clean Tech Center as the newest NYSERDA clean energy startup, in the automated building market. IoT Right provides open, secure and easy to use end-to-end IoT solutions to fit any IoT vertical market. Whether hosted on premise, IoT Right's cloud or the public cloud, solutions are built from the ground up with the ability to interface with any sensor, network or cloud, providing the actionable intelligence customers need to maximize their business. IoT Right® integrates any legacy system into platforms that allow work at the edge, in the cloud or on premise with a consistent and repeatable methodology to be leveraged across all IoT solutions. **https://iotright.com**

THE OSWEGO-FULTON FARMERS MARKETS WRAPS A SUCCESSFUL SEASON

The Oswego-Fulton Farmers Markets, presented by Oswego Health, have concluded for the year. Throughout the growing seasons, the markets featured as many as 25 farmers and vendors each week, selling fresh, seasonal vegetables, fruits, baked goods, flowers, plants and more. Both markets were conducted successfully with the implementation of best practices and public health guidance outlined by New York State Agriculture and Markets. The Greater Oswego-Fulton Chamber of Commerce (GOFCC) would like to thank its presenting sponsor, Oswego Health, the City of Oswego, the City of Fulton, farmers, vendors, local community partners and nonprofits, and loyal community members for supporting the markets and shopping local. See everyone in spring 2022!

GOFCC Executive Director Katie Toomey (second from right) and Bill Ingersoll (far right), owner of Ingersoll Farms, promote the Oswego-Fulton Farmers Markets on Newschannel 9 WSYR Bridge Street with hosts Steve Infanti and Sistina Giordano.

Acropolis Realty Group

With the goal of creating a full-service real estate firm, Steve Case founded Acropolis Development in 2015 and Acropolis Realty Group (ARG) in 2017. Now with an additional new office in Tampa Bay, Florida, Acropolis handles a wide variety of real estate needs including commercial, residential, property management and new development. Acropolis has been key to the resurgence of downtown Syracuse with the completion of multiple, mixed-used developments including Isabella Lofts, Whitney Lofts, Acropolis Center, the former Redhouse and the redevelopment of The Stoop.

CenterState CEO Ambassadors celebrate the Acropolis Realty Group's relocation in 2020.

Acropolis Property Management has more than 500 units under management in the Syracuse area and is the exclusive leasing agent for Washington Place, the newest luxury apartments in downtown Syracuse with more than 200 units. Acropolis Realty Group is the fastest growing and largest independently owned residential brokerage in Central New York. With more than 50 agents, Acropolis supports its employees with company events throughout the year to help agents stay connected and grow relationships.

In January 2020, the real estate firm opened Acropolis Center, which houses the new ARG office space of more than 10,000 square feet, plus additional office and retail spaces. With phase two on the horizon to upgrade the facade of the building, Acropolis is on a mission to enhance downtown Syracuse and help local businesses thrive, one property at a time. Acropolis is a one-of-a-kind real estate firm that can manage all real estate needs.

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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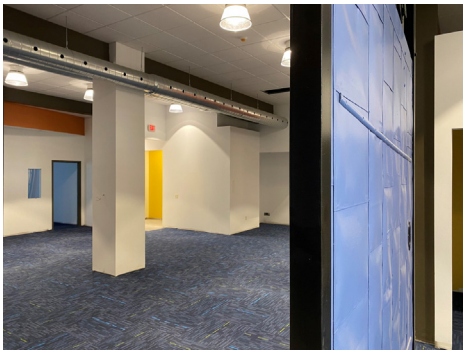
MEMBER ESSENTIALS

The Syracuse Regional Airport Authority announced a new pre-book parking service for travelers at Syracuse Hancock International Airport. Runway reconstruction at **Syracuse Hancock International Airport** completed early, flight patterns return to normal.

ConnextCare receives Jobs Award from **Operation Oswego County.**



Pinckney Hugo Group (PHG) has purchased and renovated the building adjacent to its headquarters in Syracuse. **PHG** has also opened an office in Pittsford, New York.

Cornell University researchers receive $5.4 million for two quantum-science projects.

Upstate Medical University team awarded funding in SUNY startup summer school.

Syracuse University will play Mid-Eastern Athletic Conference (MEAC) schools in sports, as well as hosting joint seminars, conferences, and visiting professorships. MEAC members are historically black colleges and universities.

Helio Health and state officials formally opened Star Park Apartments at 135 State Fair Blvd. in Syracuse.

Beak & Skiff Apple Orchard is named America's best orchard in national USA Today poll.

Cazenovia College has a new lab for finance, accounting students.

AmeriCU has surpassed 150,000 members across Central New York, Northern New York, and beyond.

Illinois-based firm, Baxter International, to acquire Welch Allyn parent, **Hillrom,** in $10.5 billion deal.

Byrne Dairy to build waste treatment plant and expand its Ultra Dairy facility in DeWitt.

Ichor Therapeutics rebrands as **Ichor Life Sciences.**

Thomas Fernandez has been promoted to president of **Woodbine Group**.

Cornell, SUNY ESF rank near top of Sierra Club's 'Cool Schools' list.

Oswego Health Receives $100,000 from **M&T Bank** for Lakeview Center for Mental Health and Wellness.

Quadrant Biosciences Inc. will offer New York businesses with 100 or more employees affordable, weekly COVID testing.

City Center (formerly known as Sibley's Department Store) in Syracuse to get a $37 million makeover by **Hayner Hoyt Corp**.

Share Member News with Us! Submit your member news at www.centerstateceo.com/add-member-news

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 Cory LaDuke, Cushman & Wakefield/Pyramid Brokerage Company, Inc., and Charles Harkola, Nurse Connection Staffing, Inc.

Pact

Pact is a law firm that partners with businesses to provide ongoing, legal guidance. Pact is there for the long haul and builds relationships with trust. Pact is with you every step of the way.

Kathleen Centolella
PO Box 786
Dewitt, NY 13214 315-280-8811
www.pactlegal.com

CNY Urban Renovations LLC

CNY Urban Renovations is an independent trucking company that takes pride in being reliable, professional and productive. The company's dump trucks are dependable with all New York state and Department of Transportation valid permits.

Delvon Coker
202 Twin Oaks Drive #201
Syracuse, NY 13206 315-744-5309

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 315-447-7826 or **ambassadors@centerstateceo.com** to share your recent milestone or learn how you can join the Ambassador committee.

Commonspace, located at 351 S. Warren St., Syracuse, celebrates its grand opening.

Bishop Ludden Jr./Sr. High School, located at 815 Fay Road, Syracuse, celebrates its new principal, Michael McAuliff (third from left).

UPSCO, Inc., located at 93 W. Cayuga St., Moravia, celebrates its Best Companies to Work For distinction.

Adopted Roots, located at 410 S. Warren St., Syracuse, celebrates its grand opening.

Tully Building Supply, located at 24 Onondaga St., Tully, celebrates its 100th anniversary.

Mary Nelson's Youth BBQ / School Supply Giveaway celebrates its 20th anniversary.

MEMBER MILESTONES

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

50 YEARS

Onondaga Flooring, Inc.

45 YEARS

Diamond Roofing Co., Inc.

25 YEARS

PathFinder Bank

Syracuse Design Group, LLC

20 YEARS

Efficient Technologies, Inc.

SWK Technologies, Inc.

Pinckney Hugo Group

Heid's of Liverpool

15 YEARS

Franklin Properties, LLC

Step One Creative

Madison County Industrial Development Agency

10 YEARS

Atlantic Testing Laboratories Limited

CoveyCS

JADAK LLC

Southern Glazer's Wine and Spirits

Adjacent

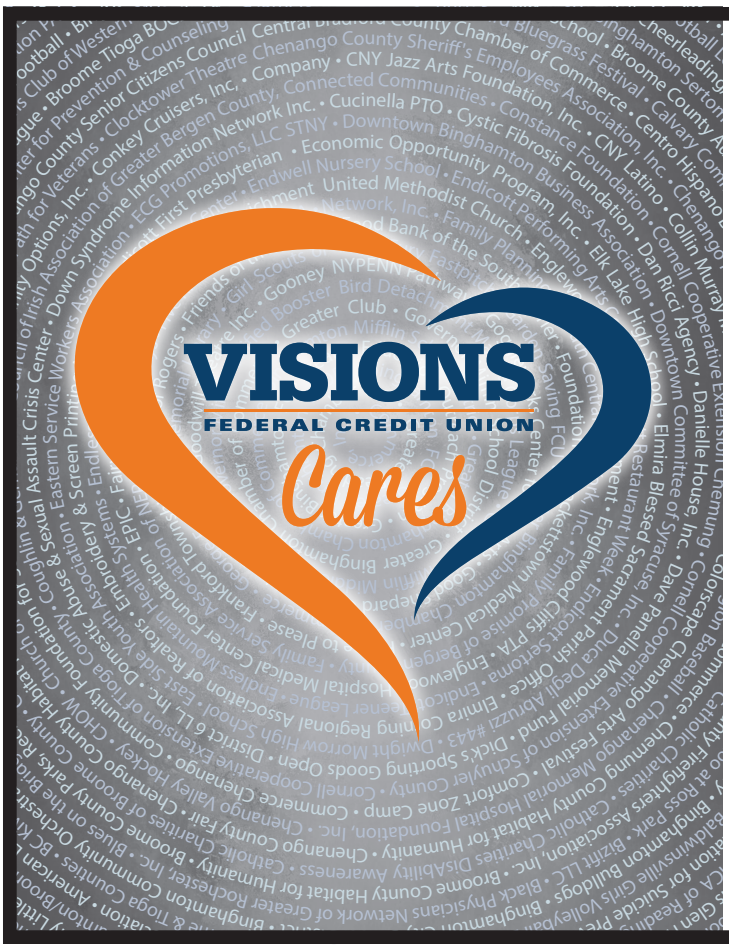
Such Chaos

5 YEARS

del Lago Resort & Casino

The 505 on Walnut

100 Black Men of Syracuse



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!

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Last Chance to Visit the Downtown Farmers Market This Fall

There are still two more Tuesdays to enjoy the Downtown Farmers Market — and a full bounty of fall harvest — in Clinton Square. The market is open 8 a.m. to 3 p.m. Oct. 5 and 12. There will be live music 11:30 a.m. to 1:30 p.m. on Tuesday, Oct. 12 to close out the season. Fall harvest products include apples, pumpkins, sunflowers and even some fall décor items such as corn stalks. The Downtown Farmers Market provides the community with open-air access to fresh produce rain or shine, every year from mid-June through mid-October. The 2022 Downtown Farmers Market season will return to Clinton Square on June 7.

2021 Progress Breakfast Series Continues This Month

Tuesday, Oct. 26

8 to 9 a.m.

Tickets go on sale this week for the second Progress Breakfast event of 2021. Presented by the Downtown Committee of Syracuse, Inc. and Mower, the series highlights the forward-thinking that has fueled recent redevelopment throughout downtown Syracuse. The event is known for providing previews of people, places, projects and insight into items of interest that the community is buzzing about. During this virtual event and panel discussion, the topic will be focused on "Investing in our Community." Speakers will be announced early next week! Tickets are $35 and may be purchased at **DowntownSyracuse.com**. The Progress Breakfast also receives corporate support from SWBR and ProArch.

Downtown is Open for Business

The downtown Syracuse streetscape looks a little more colorful! To provide visual cues that downtown is open for business, dozens of street-level businesses ordered a "Downtown is Open" flag. The first flags were installed in June 2021, and the third round went up last month. Funding for the flags was granted to the Downtown Syracuse Foundation through a COVID-19 relief program provided by Syracuse Economic Development Corporation (SEDCO). Together, they showcase all the businesses that have reopened during the pandemic and contribute to a celebratory streetscape. The SEDCO funding has also allowed for downtown businesses to collaborate with other businesses located in the city to host an event or special promotion designed to bring visitors into downtown Syracuse through a Cooperative Marketing Grant program.

One of the first flags was installed at M. Lemp Jewelers, located at 300 S. Warren St., bringing a pop of color to the streetscape.

NUAIR Assists NASA With Aviation Safety Reporting System for Unmanned Aircraft

As part of a mission focused on safety that meets or exceeds industry and Federal Aviation Administration (FAA) standards, as well as creating a competitive advantage to its operations, NUAIR has helped NASA update its Aviation Safety Reporting System (ASRS) to include the ability to report unmanned aircraft (drones).

ASRS receives, processes, analyzes and responds to voluntarily submitted incident reports from pilots, air traffic controllers, dispatchers, cabin crew, maintenance technicians and others to lessen the likelihood of aviation accidents. Reports may be submitted online via NASA's website and may describe both unsafe occurrences and hazardous situations. A key aspect of the ASRS is that it is confidential and non-punitive.

A particular challenge of the existing ASRS program, however, is that it had been designed solely around manned aviation reporting. A UAS operator wanting to make a voluntary report via ASRS couldn't because the existing categories and fields either didn't apply or didn't have an equivalent field for flying unmanned aircraft.

To address these shortcomings, NUAIR, in collaboration with the Unmanned Aviation Safety Team, took the initiative to lobby NASA, conduct research and provide a proposal for modifications that would allow the UAS community to better participate in such an important safety program. As a result, UAS safety reports can now be submitted online at **https://asrs.arc.nasa.gov/uassafety.html**.

EVENTS

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

CenterState CEO

Economic Champions Celebration

Thurs., Nov. 4
Noon to 1 p.m.
Virtual Event

Register by Nov. 3 at www.centerstateceo.com/events or contact Lisa Metot at 315-470-1870 or lmetot@centerstateceo.com.

Celebrate the region's s outstanding businesses and organizations as Economic Champions for having hired new employees; expanded, relocated or made capital improvements due to growth; received a local, statewide or national award; or celebrated a significant milestone or anniversary.

Community Visionary Award Winner

JMA Wireless

Cost: $20 for members; $30 for non-members.

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The Central New York BUSINESS JOURNAL

Storytelling for Impact, Oct. 5

Captivating Your Audience, Oct. 6

Harness Your Speaking Anxiety, Oct. 7

Oct. 5, 2 to 3 p.m.
Oct. 6 & 7, 1 to 2 p.m.
Virtual

Join The Tech Garden for interactive presentations with world-renowned pitch coach Nathan Gold. Gold is from the San Francisco Bay Area and travels the world speaking about and coaching people on how to prepare for high stakes speaking opportunities and how to harness speaking anxiety. He has previously worked with GENIUS NY teams and Tech Garden members on presenting in front of investors. **Learn more about Gold's visit**.
Cost: Free. **Register**.

Wellness Wednesdays: Addressing Mental Health in the Workplace, Oct. 6

9 to 10 a.m.
Virtual Event

During October this series will discuss how mental health affects us at home, at work and in the community, in addition to exploring the real costs of its challenges. During the first session a panel of local experts, including Nichole Hotchkiss, CONTACT; Thomas Schwartz, M.D., SUNY Upstate Medical University; and Angel Gonzalez and Chia Wee, St. Joseph's Health, will discuss ways to identify and support colleagues and loved ones, offer tips to create environments that help people thrive, and share local resources.
Cost: Free. **Register**.

Grow with Google Webinar Series: Get Your Local Business on Google Search & Maps, Oct. 26

11 a.m. to 12 p.m.
Virtual Event

UMEA and the Downtown Committee join partners to host the Grow with Google webinar series. The session will explore Business Profiles on Google, a free tool for local businesses who want to connect with customers on Google Search and Maps. Learn how to: create and/or update your profile on Google; ensure your business profile is verified; and use your Business Profile to connect with potential customers. The session also includes tips and tricks to updating your profile and a hands-on demo of the product in action. Hosted by: SBDC New York: Onondaga Small Business Development Center; Downtown Committee of Syracuse; TheHub; South Side Innovation Center; Upstate Minority Economic Alliance (UMEA); SCORE Syracuse; and WISE Women's Business Center.
Cost: Free. **Register**. *Please indicate that you learned about this webinar through UMEA or the Downtown Committee in the drop-down registration menu.*

GENIUS NY Pitch Finals, Oct. 26

Noon to 1 p.m.
Virtual Event

Cheer on the 2021 GENIUS NY accelerator finalists, as $3 million is awarded to the five teams, including a $1 million grand prize and $500,000 awarded to each of the four remaining startups. Each team gets five minutes to tell their story, how they plan to scale and why they want to do it in Central New York. Following the pitch there will be Q/A with the judges. The virtual program includes a chance for the audience to get involved and win prizes! Meet the teams at **www.geniusny.com**. Sponsored by Hancock Estabrook LLP; OneGroup; Dermody, Burke & Brown CPAs, LLC; and Thales.
Cost: Free. **Register**.

DB&B Dermody, Burke & Brown, CPAs, LLC

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Eyes on the Future: Skills to Further Your Career – Diversity, Equity and Inclusion: Being an Ally in the Workplace, Thurs., Oct. 28

9 to 10 a.m.
Virtual

While diversity and inclusion (D&I) isn't new, 2020 was a wake-up call for companies to re-examine their D&I initiatives. Consumers are taking their business to companies with proven commitments to D&I, and new laws and requirements are being enacted to support greater diversity in the workplace. Organizations must evolve or risk a shrinking candidate pool, reduced market share and ultimately, lost profitability. Dr. Juhanna Rogers, VP of Racial Equity and Social Impact at CenterState CEO, will help attendees understand their role as leadership strives to make a difference. In partnership with Generation Next and presented by CPS Recruitment, this six-week series provides young professionals with strategies and knowledge to further their career.

Future topics include:

- **From Boomers to Gen Z: Working with Colleagues Across Demographics,** Nov. 2
- **Honing Your Networking Skills, In Person and Virtually,** Nov. 9
- **Being Engaged in Positive Change,** Nov. 16
- **Navigating the Return to "Normal,"** Dec. 2
- **"If only I had known..." Pearls of Wisdom,** Dec. 9

Cost: $49 for 6 sessions, or $20 per session if purchased per session. **Register**.

Grow with Google Webinar Series: Use YouTube to Grow Your Business, Nov. 11

1 to 2 p.m.
Virtual Event

UMEA and the Downtown Committee join partners to host the Grow with Google webinar series. Let's talk about YouTube! Are you thinking of creating a YouTube Channel? Are you currently using YouTube for your business? Not sure how to get started or how to build your channel? This is the webinar for you. We will review why you should get started on YouTube if you don't already have a channel; how to create and promote videos that can help you achieve your business goals; and how to measure the effectiveness of your activities on YouTube. Hosted by: SBDC New York: Onondaga Small Business Development Center; Downtown Committee of Syracuse; TheHub; South Side Innovation Center; Upstate Minority Economic Alliance; SCORE Syracuse; and WISE Women's Business Center. Cost: Free. **Register**. *Please indicate that you learned about this webinar through UMEA or the Downtown Committee in the drop-down registration menu.*

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 | Speaker Series - Tech & Culture Speaker Series Featuring Joy Huggins

Joy Huggins is a foster kid born into a life of service. From Girl Scout to veteran, to community volunteer, she has dedicated her talents to her local community. In the spirit of sharing her knowledge, she founded Defender Academy, a training institution for middle and high school students teaching them the fundamentals of cybersecurity, and Hack Joyously, a coaching program. Hosted by Generation Next; sponsored by JPMorgan Chase & Co.

CEO | Business Tactics - Exclusive Sales Training Series: Achieve Your 2021 Sales Goals

Presented by Sandler Training, session three of this series focused on how "Product Knowledge CAN Hurt You." Nearly 20 attendees learned the skills and fundamentals to help achieve their 2021 sales goals, in addition to questioning and qualifying techniques to help uncover what a prospect or customer is seeking and to help control the communication and sales process.

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