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Section B.
2019
PRESIDENT'S FORECAST
MESSAGES

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ABC CREATIVE MOVES TO ARMORY SQUARE

PHOTO CREDIT: ABC CREATIVE GROUP

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SYRACUSE MAYOR WALSH DETAILS "SYRACUSE SURGE" ECONOMIC PLAN

PHOTO CREDIT: ERIC REINHARDT / BINN



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EVERSON MUSEUM OF ART OPENS DANIAL FAMILY EDUCATION CENTER

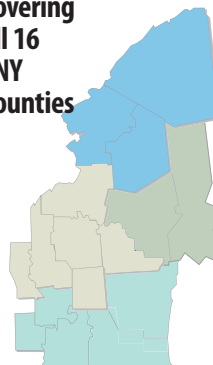
PHOTO CREDIT: EVERSON MUSEUM OF ART

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CNYBJ Data & Details

COMING UP:

February 4 List: Cultural & Performing-Arts Organizations

February 4 Special Report: Banking & Credit Union Report

February 11 List: Commercial Printers

February 11 Special Report: Education/Innovation/Startups

February 18 List: SBA Loans & Lenders

February 18 Special Report: Small Business/Buy Local

February 25 List: Tax Preparers

February 25 Special Report: Anniversary Issue

March 4 List: Conference & Meeting Facilities

March 4 Special Report: CNY Construction Projects

March 11 List: Economic-Development Agencies

March 11 Special Report: North Country Business/Agribusiness

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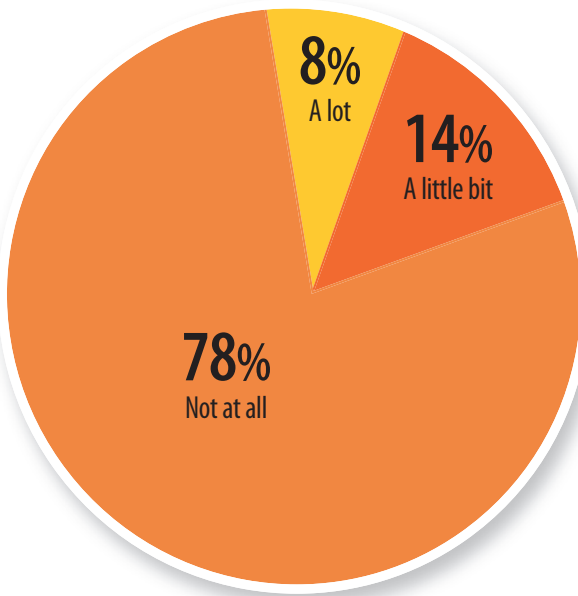


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How much has the federal government shutdown affected you personally?



Total Responses:
122

CNYBJ Briefs

Corporate computer training company leases space at First Republic Office Park in Salina



SALINA — New Horizons at Logical Operations, which offers corporate computer training, has relocated its Syracuse-area office from DeWitt to Salina. New Horizons leased 2,833 square feet of office space at First Republic Office Park at 445 Electronics Parkway. Ed Kiesa and Bill Anninos of CBRE/Syracuse were the exclusive listing agents in the lease, according to a CBRE news release. Andrew Gearhart, of the Pioneer Companies, represented the tenant, New Horizons. Lease terms were not disclosed. New Horizons relocated from DeWitt to improve accessibility for its customers and employees, per the release. CBRE said office space of various suite

sizes remains available at First Republic Office Park. New Horizons says it provides a wide range of technical and business application classes to businesses and individuals across Western and Central New York (Buffalo, Rochester, Syracuse, and Albany). It's part of independent IT training provider, Logical Operations, and has a training portfolio of more than 4,000 courses, according to its LinkedIn profile. Logical Operations acquired the New Horizons Rochester franchise in 2013, the New Horizons Buffalo franchise in 2017, and then the New Horizons Syracuse and Albany franchises in 2018. In business for 30 years, Logical Operations started in Rochester, the company says.

Onondaga County hotel occupancy rate dips 1 percent in December

SYRACUSE — Hotels in Onondaga County welcomes slightly fewer guests in December compared to the year-ago month, according to a new report. The hotel occupancy rate (rooms sold as a percentage of rooms available) in the county fell 1 percent to 39.3 percent in December from 39.7 percent a year earlier, according to STR, a Tennessee-based hotel market data and analytics company. For the full-year 2018, occupancy was up 4.9 percent to 58.9 percent. Revenue per available room (RevPar), a key industry gauge that measures how much money hotels are bringing in per available room, increased 0.5 percent to \$35.09 in December from \$34.92 in December 2017. For all of 2018, Onondaga County's RevPar rose 6.6 percent to \$60.29. Average daily rate (or ADR), which represents the average rental rate for a sold room, went up 1.5 percent to \$89.18 in December, compared to \$87.87 a year ago. For the entire year, Onondaga County's ADR increased 1.6 percent to \$102.33, according to STR.

Jefferson County hotel occupancy rises more than 2 percent in December and 2018 full year

WATERTOWN — Hotels in Jefferson County saw more guests in December compared to a year ago, per a recent report. The hotel occupancy rate (rooms sold as a percentage of rooms available) in the county rose 2.1 percent to 35.4 percent in December from 34.7 percent in the year-prior month, according to STR, a Tennessee-based hotel market data and analytics company. For the full-year 2018, Jefferson County's occupancy rate was up 2.3 percent to 53.6 percent. Revenue per available room (RevPAR), a key industry indicator that measures how much money hotels are bringing in per available room, jumped 6.1 percent to \$31.95 in December from \$30.12 in December 2017. For all of 2018, the county's RevPAR rose 3 percent to \$52.35. Average daily rate (or ADR), which represents the average rental rate for a sold room, increased 3.9 percent in Jefferson County to \$90.28 in December from \$86.86 a year earlier, per STR. The county's ADR was up 0.7 percent for the entire year to \$97.64.



CNY tweets

Some recent tweets that came across the @cnybj Twitter feed, offering various tech, social media, HR, career, and personal tips.

SANS CyberDefense @SANSDefense
Organizations are moving to the cloud at a staggering rate, often with little regard for security controls. Learn how to address this challenge at #SANSCloudSummit | More Information: <http://www.sans.org/u/Kiz>

PwC @PwC
The impact of #AI means we need to change the skillsets of new hires, but also the mindset of senior leaders - @Bob_Moritz on the new #CEOSurvey. Get the full report: <https://pwc.to/22ndCEOSurvey>

SocialKNX @SocialKNX
A Recipe for Social Marketing Success: <http://bit.ly/1GqHSYD> #ContentMarketing #SocialMedia

Bmozd @bmozd
Are you looking to increase your social media engagement? Start with this quick guide. <http://ow.ly/KGLZ30nihKD>

Javier Castillo @javierccastillo
The Best Time to Post on #Instagram in 2019 (and the Worst!) <http://bit.ly/2R1GKAT>

Phoenix Staff @phoenixstaff
If you're wondering how to use LinkedIn to find a job, these concrete tips give you your best chance at finding employment on LinkedIn: <https://read.bi/2HrQepi>

Dave Ulrich @dave_ulrich
LATEST BLOG: #HR professionals often miss the most important contribution they can make to employees: <https://www.linkedin.com/pulse/what-most-important-contribution-hr-delivers-employees-dave-ulrich/>

Mitch Mitchell @Mitch_M
Leaders Should Earn Trust And Vice Versa <http://www.ttmitchellconsulting.com/Mitchblog/leaders-should-earn-trust-and-vice-versa/> ... #leadership

Mark C. Crowley @MarkCCrowley
Orgs that made little effort to improve employee #engagement these last few years will inevitably pay the price. Whether it's a failure to adapt to market disruption or to the coming technological revolution, their low-motivation people will prove to be a drag.

VIP Structures @VIPStructures
Considering a career in #construction? Check out these 6 benefits of working in construction: <https://buff.ly/2Folgnw>

Hannah Morgan @careersherpa
Why Use Pictures, Images and Video? It's all about personal branding and getting people to notice you! <https://buff.ly/2RifSLu> #onlinevisibility

Julie WinkleGiulioni @Julie_WG
Exceptional #career navigators forego the ego & shed the moniker of 'expert' in service of learning and growing. <https://buff.ly/2RDgaCY> @CareersNetwork @TheEconomist

Adjusters Intl. @AdjustersIntl
Winter Weather - What Will Your Property Insurance Cover? What Will It Exclude? <http://ow.ly/9Cu930nmYdU> #WinterStormHarper #Noreaster #Blizzard #Harper

Gabriel @grezonzew
Regardless of how out-of-shape you feel, it is never too late to achieve your #fitness goals. Begin with simple exercise before adding intensity

Syracuse Mayor Walsh details "Syracuse Surge" economic plan

BY ERIC REINHARDT
ereinhardt@cnybj.com

SYRACUSE — Syracuse Mayor Ben Walsh says the "Syracuse Surge" is a "big plan, probably the biggest economic growth initiative ever put forth by the City of Syracuse"

Walsh said his administration has been working with its partners in government, business, and the nonprofit community to make it happen.

He used his second State of the City address on Jan. 17 to provide details about the "Syracuse Surge."

Walsh delivered his speech at the Redhouse Performing Arts Center at 400 S. Salina St. in Syracuse.

Gov. Andrew Cuomo a few days earlier also mentioned the "Syracuse Surge" in his State of the State address, but provided only a few details.

The Syracuse Surge is the plan "to make Syracuse a world leader in the Fourth Industrial Revolution" and "jump-start investment to create economic growth, shared prosperity and neighborhood transformation," Walsh said.

Earlier in his remarks, Walsh described the "Fourth Industrial Revolution" as one that "depends on connectivity — to one another, to jobs, to the internet, devices and data."

The Syracuse Surge "will be fueled by more than \$200 million in public and private funding committed already," Walsh noted.

"Southside Campus for the New Economy"

The Syracuse Surge "will rise on a signature investment: The Southside Campus for the New Economy," said Walsh.

It'll include several properties in the area Southeast of downtown, "leveraging the momentum created by more than \$125 million invested there over the last six years."

"The campus will have best-in-class broadband and the ability to seamlessly pull data from sensors across the City, enabling unparalleled opportunities to teach and learn in innovative new secondary, post-secondary and vocational programs," Walsh said.

The City of Syracuse has formed a new

organization, Blueprint15, to develop a "bold vision for the holistic revitalization of this neighborhood," Walsh noted.

The City in partnership with the Syracuse Housing Authority, Syracuse City School District, the Allyn Foundation, and community leaders and residents, "intends to restore the neighborhood to a place of hope and optimism that was the hallmark of the old 15th ward," he added.

STEAM school

A new regional Science Technology Engineering Arts and Math, or STEAM, will be the "predominant" feature of the campus school. It will be built in a fully restored and modernized former Central High School.

The school — planned in a partnership between the City, Onondaga County, Syracuse City School District and Onondaga-Cortland-Madison Board of Cooperative Educational Services (OCM BOCES) — will "capitalize on the city's successes" in career and technical education, making it available to students from districts throughout the region.

Additionally, the Southside Campus will house an expanded workforce-development center in the "fully renovated and expanded" SUNY Educational Opportunity Center complex adjacent to the STEAM school.

New street lights

The first step in "Syracuse Surge" has already been taken, Walsh said in his remarks.

The City of Syracuse is purchasing more than 17,500 street lights that are located throughout the city. The street lights will provide more than \$3 million in annual savings for the City's operating budget, "based on maintenance and energy efficiencies."

"We will know the moment a light goes out, allowing us to provide a better, proactive service," Walsh said.

As Walsh continued, he announced that, in partnership Gov. Cuomo and the New York Power Authority, the City has selected Bedford, Massachusetts-based CIMCON Lighting, as well as New York City-based Presidio and San Jose, California-based Cisco (NASDAQ: CSCO), to implement the street-light proj-



Syracuse Mayor Ben Walsh on Jan. 17 outlined details of the "Syracuse Surge" as part of his State of the City address at the Redhouse Performing Arts Center at 400 S. Salina St. in Syracuse.

ERIC REINHARDT / BJNN

ect and also "to make Syracuse the flagship smart city in New York State."

CIMCON is a provider of intelligent wireless outdoor lighting, Walsh noted.

As Walsh described it, "being a 'smart city' increasingly means leveraging technology to advance our economy and create opportunity for all of our citizens."

New York Center for Smart Cities

The New York Center for Smart Cities will be a "first of its kind space in the state and in the country." It will be home to a municipal command center, where practitioners from across regional-government departments can learn from the data captured by the street-light network in order to make "better" real-time decisions on the best way to deploy municipal resources.

For example, in the case of a major

building fire, the municipal command center would be able to quickly pull up the history of incidents at that property.

Center City Innovation Hub

The Center City Innovation Hub is an "expansion of the innovation infrastructure" at the southern end of downtown with Warren Street serving as its "spine."

Walsh noted the growth of companies, such as TCG Player and SpinCar, which are operating in that area.

The Center City Innovation Hub will provide the infrastructure necessary for "ongoing growth of our innovation economy." Future plans include expanding the Tech Garden and "executing major improvements" to the streetscape around AXA plaza and the "nearby convention district." ■

Food distributor purchases Geddes manufacturing facility for \$700,000

GEDDES — Deli-Boy Properties, LLC, associated with food distributor Deli-Boy Inc., recently purchased the 32,696-square-foot manufacturing facility on 2.4 acres at 1225 State Fair Blvd. in the town of Geddes for \$700,000.

Mark Rupprecht and Marty Dowd of CBRE/Syracuse, and Lynnelle Noll of CBRE/Baltimore, Maryland, were the exclusive listing agents in this transaction, according to a CBRE news release.

The facility was previously occupied

by Associated Spring, a custom industrial spring manufacturer.

Onondaga County online property records list Associated Spring and Barnes Group Inc. as the previous owners. The property was assessed at \$624,000 and full market value listed at \$701,124, according to county records.

Deli-Boy says it is a \$150 million distributor of many different food products, serving restaurants, grocery chains, convenient stores, and pizza and sub shops. ■



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Everson Museum of Art opens Danial Family Education Center

BY JOURNAL STAFF
news@cnybj.com

SYRACUSE — The Everson Museum of Art recently announced the opening of its newly renovated and newly named Danial Family Education Center.

The 3,000-square-foot Danial Family Education Center features flexible class spaces, a new kiln, parent lounge, and gallery walls to feature student work. “With

innovative educational programs and events that provide individuals with meaningful interactions with art, the newly renovated Education Center’s programs help to make art accessible to people of all ages and abilities,” the museum said in a news release.

The renovations have allowed the museum to increase its number of classes and events, offering year-round opportunities to children, teens, and adults.

“Our museum is committed to providing individuals of all ages with the opportunity to unleash their inner artist through hands-on experiences with art,” Elizabeth Dunbar, director and CEO of the Everson Museum of Art, said in the release. “The newly renovated Danial



PHOTO CREDIT: EVERSON MUSEUM OF ART

Jessica Danial, chair of the board of trustees of the Everson Museum of Art, holds her son as she speaks at the Jan. 6 dedication ceremony for the newly renovated and newly named Danial Family Education Center.



PHOTO CREDIT: EVERSON MUSEUM OF ART



PHOTO CREDIT: EVERSON MUSEUM OF ART

Family Education Center will provide the Syracuse and Central New York communities with new opportunities to learn and be creative.”

Renovation of the education center was made possible by contributions totaling more than \$583,000 through the “The Everson. First and Forever” fundraising campaign. Eleven young families, including lead donors Patrick and Jessica Danial, supported the education-center renovation. Patrick Danial is co-founder and CTO of Terakeet, an enterprise SEO firm based in downtown Syracuse, and Jessica Danial is chair of the board of trustees of the Everson Museum of Art. They donated \$500,000 toward this effort.

“We believe that the Everson is a world-

class art institution that provides our community with incredible opportunities to learn through its educational programming,” Jessica Danial said in the release. “It is inspiring to see young families support the Everson initiatives that emphasize the importance of arts education for individuals of all ages.”

The Everson Museum of Art held a dedication ceremony on Jan. 6 at 12 p.m. to celebrate the education center’s new spaces and new name.

The Danial Family Education Center is located in the Everson’s 60,000-square-foot facility, which opened in 1968. The Everson is I.M. Pei’s first museum design and houses more than 10,000 artworks and hosts over 80,000 visitors each year.

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ABC Creative Group moves to larger space in Armory Square

BY ERIC REINHARDT
ereinhardt@cnybj.com

SYRACUSE — ABC Creative Group, a Syracuse-based marketing and advertising agency, has moved to a 6,400-square-foot space at 235 Walton St. in Syracuse's Armory Square.

The firm previously operated in a 5,200-square-foot office at 430 E. Genesee St. in Syracuse.

ABC Creative is now situated in the same building that is home to radio station operator, Galaxy Media. The ad agency began operations in its new space on Dec. 15. Its landlord is 235 Walton LLC.

"I knew we needed to grow. I knew I needed more space," says Travis Bort, owner of ABC Creative Group who also serves as its creative director. "So I just started looking."

Pursuing new space

Bort started looking last spring, saying he's familiar with a lot of the buildings in the Armory Square area "just because of

the business we're in" and the contacts that result, he explains.

"We really liked the idea of being in Armory

Square," adds Jenn Cline, the firm's COO.

Bort says he also loved the firm's previous location, which overlooked Firefighter's Memorial Park, but says the Armory Square space provides a lot more "options and entertainment" and restaurants for the people who work for ABC Creative Group.

"Employees can get out and walk around, go grab a coffee ... It's more comfortable for them down here," he adds.

The company had operated in its previous building since 2002, says Bort. It started on the structure's second floor and eventually moved to the fourth floor because of growth and the need for additional space. Its lease was up at the end of 2018, having rented the space from Cheney Holmes Management Group, Bort notes.

Bort says he considered buying a building but decided not to pursue that option. The firm's new space had been empty for "several years" and needed "a lot of work," he adds.

Salt Point Services, LLC of Cazenovia handled the renovation work in the space at a cost that Bort declined to disclose. Salt Point started its work in September, which targeted walls, kitchen and cabinetry installation, and electrical work as well.



PHOTO CREDIT: ABC CREATIVE GROUP

Travis Bort, owner of ABC Creative Group, who also serves as its creative director, says his company has moved to a new office at 235 Walton St. in Syracuse's Armory Square. The marketing and advertising agency had previously operated at 430 E. Genesee St. in Syracuse, across from Firefighter's Memorial Park.

Bort says he handled the design on the space. "I think it definitely suits our culture a lot better ... It definitely helps us to have more of a collaborative effort here," he adds.

ABC Creative Group paid for the move using company assets, according to Bort and Cline, who spoke with CNYBJ on Jan. 18.

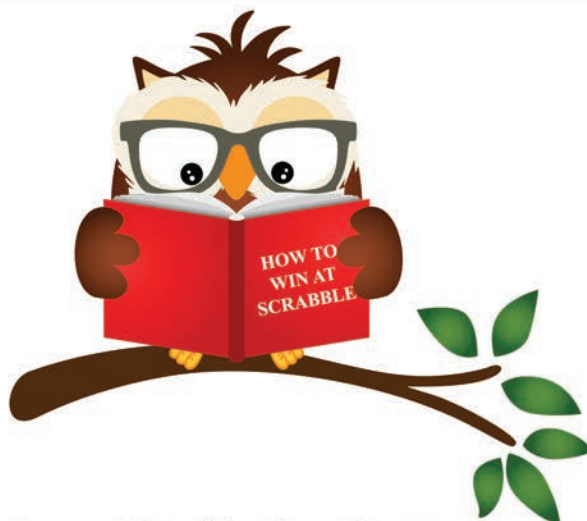
About the company

ABC Creative Group currently employs 15 people, including Bort and Cline. The firm also operates a satellite office at the FIVE South College Drive building on the SUNY Broome campus in the town of Dickinson, which is also home to the

Agency, the lead economic-development organization for Broome County.

ABC Creative Group's services include content marketing, digital marketing, media planning and buying, social media, video production, and web development and design.

The firm services about 15 to 20 regular clients, including Cryomech Inc., Schneider Packaging Equipment Co. Inc., the National Baseball Hall of Fame and Museum, and Visions Federal Credit Union. It also works with what Bort called "project" clients, describing them as organizations that might need a corporate video or a website. ■



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PROPERTY & CASUALTY INSURANCE AGENCIES

Ranked by No. of P&C Producers

Rank	Name Address Phone/Website	P&C Producers Employees	2018: Premium Volume Total Volume	P&C as % of Total Premium Volume	% of Policies Sold: Business Personal	Top Local Executive	Year Estab.
1.	Vanguard Risk Managers OneGroup Center Syracuse, NY 13204 (315) 457-1830/onegroup.com	75 226	\$300M \$395M	85%	80% 20%	Pierre Morrisseau, CEO, OneGroup J. Michael Reagan, President, JP Reagan Agency	1993
2.	NBT Insurance Agency, LLC 66 South Broad St. Norwich, NY 13815 (607) 337-4400/nbtinsurance.com	38 86	\$100M \$150M	70%	70% 30%	Tucker H. Lounsbury, President	1894
3.	Haylor, Freyer & Coon, Inc. 231 Salina Meadows Parkway Syracuse, NY 13221 (315) 451-1500/haylor.com	32 186	\$230M \$322M	75%	77% 23%	James D. Freyer, Jr., Chairman & CEO Robert Rayo, President James Petrie, CFO	1928
4.	Brown & Brown Empire State 500 Plum St., Suite 200 Syracuse, NY 13204 (315) 474-3374/bbempirestate.com	25 100	NA NA	NA	90% 10%	Nicholas J. Dereszynski, President	1905
5.	Grimsley Agency of NY LLC 5320 W. Taft Road North Syracuse, NY 13212 (315) 452-0123/grimsleyagencyofny.com	22 23	NA NA	NA	50% 50%	Donald E. Grimsley, President & CEO	1989
6.	Eastern Shore Associates 101 Cayuga St. Fulton, NY 13069 (315) 598-6000/esainsurance.com	15 65	NA NA	98%	55% 45%	Robert Wallace, CEO & Chairman	1986
7.	CH Insurance 100 S. Salina St., Suite 370 Syracuse, NY 13202 (315) 234-7500/chinsurance.cc	14 30	NA NA	85%	75% 25%	Joe Convertino, Sr., CEO Joe Convertino, Jr., President John Sereno, VP of Sales Michele Porto, VP of Marketing Tony D'Amato, VP of Risk Management Mike Donovan, CFO	1999
8.	Perry & Carroll, Inc. 100 W. Church St. Elmira, NY 14902 (607) 734-4291/perrycarroll.com	9 30	NA NA	NA	80% 20%	James Rogers, Chairman of the Board Daniel (Bo) Manuel, President Scott Proudfoot, TRS/CFO/Producer Chris Petrillose, VP	1860

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9.	Tompkins Insurance Agencies, Inc. 118 East Seneca Street Ithaca, NY 14850 (607) 257-4440/tompkinsins.com	7 23	\$36M \$57.8M	65%	25% 75%	Mark J. Kreydt, EVP	1876
	M&T Insurance Agency, Inc. 101 S. Salina St. Syracuse, NY 13202 (315) 424-5100/mtb.com	7 24	NA NA	83%	95% 5%	Raymond Suatoni, VP, Central New York Territory Manager Elizabeth Meyer, VP & Director of Group Benefits	1955
11.	Crown Risk Management, LLC 432 North Franklin St. Syracuse, NY 13204 (315) 428-3830/crownrisk.com	6 17	NA NA	35%	98% 2%	Michael D. Cronin, President	2005
	Arthur J. Gallagher 202 Walton St., Suite 203 Syracuse, NY 13202 (315) 928-4976/ajg.com	6 6	\$23M \$23M	100%	100% 0%	Timothy D. George, Area EVP Douglas Ross, VP of Marketing Thomas Lynch, VP of Claims Pamela Shaffer, VP, Sr. Client Representative	2001
13.	Moore Insurance Group 1002 Black River Blvd. Rome, NY 13440 (315) 371-4288/mooreinsuranceinc.com	5 5	NA NA	100%	40% 60%	Ryan W. Moore, Principal	2010
	Hunsberger Insurance Agency 47 E. Genesee St. Baldwinsville, NY 13027 (315) 638-7164/StevenHunsberger.com	5 6	\$3.4M NA	85%	25% 700%	Steven Hunsberger, Owner	2000
15.	Sinclair & Andrews, Inc. 306 Hawley Ave. Syracuse, NY 13203 (315) 472-1010/sinclairandandrews.com	3 7	NA NA	85%	45% 55%	William A. Dee, President	1932
16.	Scalzo, Zogby, & Wittig, Inc. 120 Lomond Court Utica, NY 13502 (315) 792-0000/szwinsurance.com	2 14	NA NA	95%	65% 35%	Gary D. Scalzo, President Stephen R. Zogby, EVP	1992
	AmericU Capital Management, LLC 231 Hill Road Rome, NY 13441 (315) 356-3300/americu.org	2 6	NA NA	90%	25% 75%	Mark A. Pfisterer, Chief Executive Manager James T. Lombardo, Chief Operating Manager	2002
	Firm Insurance Agency, LLC 5900 North Burdick St. East Syracuse, NY 13057 (315) 656-4114/firminsuranceagency.com	2 5	NA NA	NA	100% 100%	Patricia C. Oot, Managing Partner, ARM	1998
19.	USI Insurance Services 220 Salina Meadows Drive Syracuse, NY 13212 usi.com	1 14	\$22.3M \$55.3M	40%	35% 65%	Kirk Jensen, Director	1910

THE LISTS

Research by Vance Marriner
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(315) 579-3911
Twitter: @cnybjresearch

BY THE NUMBERS

\$42.7 Billion

Total Property & Casualty Premiums in New York State in 2017

25.5%

Property & Casualty as a percentage of all 2017 NYS insurance premiums

Source: National Association of Insurance Commissioners

Upcoming Lists:

February 4

Cultural & Performing-Arts Organizations

February 11

Commercial Printers

ABOUT THE LIST

Information was provided by representatives of listed organizations and their websites. Other groups may have been eligible but did not respond to our requests for information. Organizations had to complete the survey by the deadline to be included on the list. While *The Business Journal* strives to print accurate information, it is not possible to independently verify all data submitted. We reserve the right to edit entries or delete categories for space considerations.

Central New York includes Broome, Cayuga, Chemung, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, St. Lawrence, Seneca, Tioga, and Tompkins counties.

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How to Get Started with your Idea for a Food Business

The holidays are over, and as we reflect on the weight gain, credit card debt, and family get-togethers, one thing may be sticking out in your head. At least everyone loved my recipe for “fill in the blank.” Maybe you are thinking that you should take your recipe that your family and friends adored so much and do something with it, like turn it into a business or a side hustle right?



KEYONA KELLY
Viewpoint

Well, let’s take a closer look at all that is involved to take your idea for a food business and make it a reality.

1) Certified preparation space — Commercial Kitchen vs. Home Processing. Depending on what you plan to make, the local health department may be able to certify your home kitchen for product preparation and packaging. Item categories that can be made from a home-certified kitchen can be found at this link along with guidelines for what cannot be made from home: https://www.agriculture.ny.gov/FS/consumer/FSL-898D_Home_Processor.pdf.

You can call and discuss your specifics with the Onondaga County Health Department. Here is a link to obtain applications for special permits you may need before you get started: <http://www.ongov.net/health/communitysanitation.html>. If you find that you are not able to process from home, other options would include paying to rent space in an already established and Health Department-certified kitchen. This could include places like the Co-Kitchen (www.cokitchen.com) located on North Salina Street in Syracuse. Alternatively, you can partner with local churches, community centers, fire stations, or already established restaurants that you could work from during their off-hours. Note: you will need to obtain business-liability insurance before you are able to work from any already established certified commercial kitchen and register that as your working space with the Onondaga County Health Department.

2) Funding — Food is risky business and you will face many competitors. Many startups will need to be self-funded. Most lenders will not normally provide business loans in this early startup phase. So, before you sign up for a commercial space or get insurance, take the time to do your research and calculate startup costs. This could include inventory, sup-

plies, equipment, packaging, marketing materials, paid labor, insurance, permits, vendor fees, kitchen fees, and more. Working with a business advisor can help you assess the financial feasibility of your idea to be sure it will be able to sustain itself long term before you invest your hard-earned savings.

3) Where to sell — The most common space to test your product and get consumer feedback are farmers’ markets. Many towns and villages have their own markets at different days and times. The largest in the area is the CNY Regional Market located in Syracuse, near Destiny USA. To find out what it takes to become a vendor with them, you can see a list of the market’s requirements here: <http://cnyrma.com/become-a-vendor/>. Beyond

farmers’ markets, you can establish a wholesale pricelist and approach other businesses to buy from you, or you can open a brick and mortar retail location. Anyway you plan on it, prepare to give out a lot of free samples as an upfront startup cost to get people to try your product and to build your name recognition.

4) Competition — When examining competition, take the time to look at both direct and indirect competitors. Research those that are selling the same products as you versus those that may be in your same genre of food, but offer something that is not similar to your products. Think Burger King vs. McDonald’s as an example of direct competitors. Meanwhile, Burger King vs. Applebee’s is an example of indirect competitors. Learn all that you

can about your competitors — their menu, prices, packaging, advertising strategies, and social-media accounts. This will help you determine what you can do to set your company apart from the competition, what makes you unique, then build your advertising and branding on the unique proposition offer to the consumer.

5) Marketing strategies — Low to no cost is what everyone wants, but you need to budget for this in your startup projections and at the very least factor in business cards, product labels, and packaging to coincide with your company branding to set yourself apart from your competition. Beyond these basics, it’s critical to network and attend events where you can get your product into the mouths of consumers. Tie this in with some social-media marketing strategies on Instagram and Facebook and you are off to a good, low-cost start. However, don’t forget to factor in the cost of all those “free samples” and include that in your marketing budget.

To meet the “foodpreneurial” demand we see here in Central New York, the Onondaga Small Business Development Center (SBDC) has created a unique set of workshops to further educate those thinking of starting a food business or for existing food businesses who may need further assistance in one or all of these crucial areas in food business.

The next workshop in the Food Product Bootcamp workshop series will be held in early February. Here’s the workshop lineup:

- Feb. 5 & 7 — Messaging a Food Brand
- March 12 & 14 — Running a Great Farmers Market Booth
- April 9 & 11 — Selling Direct to Consumers
- May 14 & 16 — Selling Wholesale
- June 11 & 13 — Defining Your Market

To learn more about or sign up for any of these workshops, visit: www.onondagasbdc.org/food-bootcamp.html

Feel confident in knowing that a bounty of resources and mentors are located right here in Central New York. So after considering these key areas, think about what makes your food product unique and ponder whether it is feasible, needed, and properly planned out. If so, take the leap and make your proprietary recipe into something all of us can enjoy in the years to come. ■

Keyona Kelly is a certified business advisor at the Small Business Development Center located at Onondaga Community College. Contact her at k.r.kelly@sunyocc.edu.




SPONSOR the event

A Time to Build is a recognition program designed to honor those construction projects and partners that reflect excellence in craft and quality. The event program is designed to heighten the community’s awareness of the creativity, depth, and professionalism of the local architectural, engineering, real estate, construction, and development industries.

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Rome Memorial Hospital to use \$1.3M donation for new cardiovascular center

BY JOURNAL STAFF
news@cnybj.com

ROME — Rome Hospital Foundation announced it has received a donation for \$1.3 million from the Dorothy G. Griffin Charitable Foundation to support the opening of a new cardiovascular center at Rome Memorial Hospital. The foundation said it’s the largest donation it has received in its 24-year history.

“We are incredibly grateful to the Dorothy G. Griffin Charitable Foundation for their extremely generous and transformational contribution,” Becky D’Aiuto, executive director of the Rome Hospital

Foundation, said in a news release. “Rome Hospital Foundation works every day to support the hospital in their mission to provide quality care close to home. We have been fortunate that Dorothy G. Griffin shared in and supported the importance of that mission.”

The cardiovascular center at Rome Memorial Hospital will be named in honor of Dorothy G. Griffin. The Dorothy G. Griffin Cardiovascular Center will provide the “optimal” space, medical equipment, and technology necessary to provide expanded cardiac services for the residents of the Greater Rome community, the foundation said. Cardiologists from St. Joseph’s

Health and Central New York Cardiology will provide care to their patients at the cardiovascular center.

“The statistics related to the impact of heart disease are staggering and the needs for cardiac care increase every year,” David Lundquist, Rome Memorial Hospital president and CEO, said in the release. “The ability to open a cardiovascular center in Rome will allow us to expand our cardiac care services to meet our patient needs.”

Dorothy G. Griffin, along with her brother Bill, operated a multi-million-dollar business in Rome, Varflex Corporation. Bill Griffin continues to run the business,

which manufactures braided fiberglass electrical insulating sleeving. Dorothy Griffin, who passed away in March 2015, was an active community advocate who recognized the needs of the community and was committed to giving back to the area where she had helped grow a successful business, per the release. Rome Hospital Foundation said it named its leadership-giving program as a tribute to her generosity.

Rome Hospital Foundation is a separate 501 (c)(3) organization that accepts gifts on behalf of Rome Memorial Hospital and works to fund both present and future equipment and program needs. ■

New exhibition at Beaver Lake Nature Center formally opens

BY JOURNAL STAFF
news@cnybj.com

LYSANDER — Onondaga County Executive J. Ryan McMahon, II on Jan. 17 helped formally open a new, permanent exhibition at Beaver Lake Nature Center in the town of Lysander.

The exhibit was designed to connect the nature center's visitors to the outdoors. The theme of the exhibition centers on the five different habitats found at Beaver Lake (wetlands, lake, forest, fields, and edge), as well as the natural and human history of Central New York.

It also features a life-size beaver lodge to crawl through and an exhibit that focuses on how all citizens can be good environmental stewards. A variety of methods

and learning styles are used to reach people from different backgrounds, ages, and with different learning needs.

"This new exhibit is a great addition to our already outstanding park at Beaver Lake. Thank you to the Friends of Beaver Lake and our other community partners who made this possible." McMahon said in a news release.

Beaver Lake Nature Center, an Onondaga County Park, was founded in 1970 and offers the community year-round opportunities to discover, explore, and connect with the natural world with its diverse habitats. It provides educational activities and programs. The nature center is located 3 miles west of the village Baldwinsville off Route 370. Admission is \$5 per vehicle.



Onondaga County Executive J. Ryan McMahon, II (right) on Jan. 17 helped cut the ribbon on a new, permanent exhibition at Beaver Lake Nature Center in the town of Lysander.

PHOTO CREDIT: OFFICE OF ONONDAGA COUNTY EXECUTIVE

Canastota man charged with welfare fraud of more than \$2,500

BY JOURNAL STAFF
news@cnybj.com

LENOX — Madison County Sheriff's Office investigators on Jan. 11 arrested Zachary C. Bazan — age 34, of Canastota — and charged him with several crimes related to fraudulently receiving welfare benefits of more than \$2,500 to which he was not entitled.

Specifically, Bazan was charged with welfare fraud in the 4th degree (Class E felony), offering a false instrument for filing in the 1st degree (Class E felony), perjury in the 3rd degree (Class A misdemeanor), welfare fraud in the 5th degree (Class A misdemeanor), grand larceny in



Bazan

the 4th degree (Class E felony), and petit larceny (Class A misdemeanor).

Bazan was receiving public assistance from the Madison County Department of Social Services. The Sheriff's Office alleges that he filed documentation with the Department of Social Services that failed to report income that he was receiving from employment. As a result of this fraudulent act, Bazan received \$884.50

between Nov. 9, 2017 and March 31, 2018 and \$1,683.00 between March 1, 2018 and Nov. 30, 2018 that he would not have been eligible for if he provided Social Services with accurate information, according to a Madison County Government news release.

Bazan was issued an appearance ticket, ordering him to appear at the Town of Lenox Court on Feb. 26.



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Attack on Municipalities Coming from Multiple Fronts

It didn't take long for the assault on local governments to start in Albany this year — not that it has ever truly ended. Gov. Andrew Cuomo's out-of-touch executive-budget proposal eliminates crucial state funding that will hurt towns and villages. State money that localities have relied upon for years — called Aid to Municipalities (AIM) — will be reduced or taken away from nearly 90 percent of New York's towns and vil-



BRIAN KOLB
Opinion

lages. As a former town supervisor, I know how tough this is going to be on local officials and their budgets. Their annual spending plans are already in place. Programs and services need to be funded. AIM funding has been consistently available without interruption for years with no increase. By cutting this funding stream by \$59 million, the governor has basically pulled the rug out from under towns and villages, which are now left scrambling to find answers — and money.

Local budgets now facing added stress

If enacted, this will have real-world implications in communities across New York. The loss of state resources directly impacts the services a locality can provide. Roads may not get paved. Staff may face layoffs. Planned upgrades to parks, bridges, and equipment may be delayed or eliminated.

This proposal is insulting and represents the second part of a financial 1-2 punch from Albany. Local governments already face tremendous burdens from New York State in the form of unfunded mandates — the true driver of our outrageous property taxes. Albany passes it, localities must pay for it, and our taxes go up.

On the first day of legislative activity for 2019, Albany wasted no time in forcing more costs on municipalities without providing any financial assistance. With the passage of election-reform bills, local governments now have a new program to install — with no financial help from the state. The Assembly Minority Conference offered a measure that would require the state to pay the local costs, but the Assembly Majority Conference rejected the common-sense proposal.

Budget priorities misplaced

There is no shortage of irony associated with the governor's treatment of towns and villages as a result of this proposal. The loss of AIM funding will hurt; even the reduction of a few thousand dollars will be felt. But as localities now scratch and claw to make their budgets whole, roughly \$3 billion in taxpayer-funded incentives will be handed to Amazon, and its CEO Jeff Bezos, the richest man in the world.

In addition, Gov. Cuomo likes to complain about the federal government's "assault" on the state. Yet, he seems to be comfortable taking advantage of the local governments within his jurisdiction, offering no relief for existing mandates and, now, eliminating relied-upon funding streams. It's the definition of hypocrisy. The Assembly Minority Conference will continue to fight against this unnecessary attack on local governments before they crack under this immense downward pressure. ■

Brian M. Kolb (R,I,C-Canandaigua), a former small-business owner, is the New York Assembly Minority Leader and represents the 131st Assembly District, which encompasses all of Ontario County and parts of Seneca County. Contact him at kolbb@nyassembly.gov

Practicing Politics at a High Level

Over a lifetime in politics, I have met a lot of interesting, impressive politicians. But those I truly admired were men and women who were adept at the arts both of politics and legislating — a rarer combination of talents than you'd hope for in our representative democracy. They're a reminder these days of what consummate skill looks like.



LEE HAMILTON
Opinion

For instance, Wilbur Mills, a Democrat from Arkansas who chaired the House Ways and Means Committee, was a master of legislative detail. When he brought changes to the tax law to the floor, members of the House of both parties would simply ask him questions, rather than challenge him, because his grasp of the Internal Revenue Code was so overwhelming. When Mills was on the floor, it was never really an equal debate.

The same held for Jim Wright of Texas and Hale Boggs of Louisiana, also both Democrats. They were great orators with vibrant, unique voices that drew audiences to the House floor and galleries simply to hear them. They seldom referred to notes, but I suspect they practiced — the chuckle in the right place, the extended pause at the perfect moment. They were masters at using humor as an effective weapon to counter an opponent and deflect critics.

Edith Green, a Democrat from Oregon, served 10 terms in the House from the mid-'50s to the mid-'70s. She specialized in

education and was a potent force behind Title IX, the 1972 law that did so much to end sex discrimination in education. Green, too, was a highly effective debater, who did not back down from a fight she chose to wage — but who also had a keen sense of when the time was right to wage it. She paved the way for many talented women who followed her to Congress.

Charlie Halleck of Indiana and H.R. Gross of Iowa, both Republicans, were parliamentary masters. I often saw them block or delay measures I personally supported, and had to admire their skill at stalling, slowing down, or just plain defeating legislation by the adroit use of just the right parliamentary maneuver.

Meanwhile, John Anderson of Illinois served as the principal Republican voice at a time when the GOP was in the minority. He was a powerful debater, took delight in verbal combat, and was often the lone voice against an onslaught of speakers from the majority party. He spoke forcefully, and out of a genuinely deep devotion to the nation that made plain his ideals.

You couldn't call Tip O'Neill, the legendary Speaker of the House from Massachusetts, a great orator. But he was a truly great politician. He had a knack for putting people at ease, calming tensions, and softening debates. He made everyone in the room feel as though they were all in it together — whatever the "it" was that O'Neill was focused on.

Mike Mansfield, the Senate majority leader from Montana, had similar gifts. He was easily the most popular man in Congress during the years he served. He was decent, humble, fair-minded, and he spread credit to everyone around him while

taking none for himself. He had a bedrock integrity about him and knew how to use his consummate personal skills to make the process work — even dealing with the difficult egos you could find in the Senate.

I routinely watched Senators Hubert Humphrey, a Democrat from Minnesota, and Jacob Javits, a Republican from New York, come into a meeting, quickly grasp the issues, speak to them forcefully and right to the point, and then move on to their next meeting — on an entirely different issue — and give the same performance. Their ability to jump from agriculture to nuclear proliferation to health care to education — all in the course of a few hours — was astounding.

Finally, Speaker Carl Albert of Oklahoma somehow managed to unite both northeastern liberals and southern conservatives in his party. They were opposed to one another in ideology and culture, yet Albert often reconciled the irreconcilable with grace and insight. He spent hours listening patiently to people, trying to understand their points of view, patch things up, and find even the tiniest plot of ground for consensus.

Next column: What they all had in common. ■

Lee Hamilton is a senior advisor for the Indiana University (IU) Center on Representative Government, distinguished scholar at the IU School of Global and International Studies, and professor of practice at the IU School of Public and Environmental Affairs. Hamilton, a Democrat, was a member of the U.S. House of Representatives for 34 years, representing a district in south central Indiana.

Business Calendar

JANUARY 29

■ **Marketing Your Business in the Digital Age** from 10 a.m. to 2:30 p.m. at East Side Business Center, 1201 East Fayette St., Syracuse. The cost is \$40 if pre-registered; lunch is included. Veterans are admitted free courtesy of a grant from M&T Bank. For details and registration information, contact SCORE Syracuse at (315) 471-9393 x245.

JANUARY 30

■ **CenterState CEO Business After Hours and Showcase...Meet the Finalists** from 5 to 7 p.m. in the upstairs part of Dinosaur Bar-B-Que, 246 W. Willow St., Syracuse. Meet the five new companies recently selected as GENIUS NY 3.0 finalists. The technology-based startups from around the world are competing for \$3 million in funding to develop their companies related to unmanned systems. Learn more about their exciting new ventures and help welcome them to Syracuse as they make this their new home for growth. The cost to attend is \$15 for CenterState CEO members and \$25 for non-members. For more information, email: lmetot@centerstateceo.com. Register online at: <https://centerstateceococ.wliinc14.com/events/business-after-hours-and-showcasemeet-finalists-2019-2785/register>

■ **Greater Watertown North Country (GWNC) Chamber of Commerce Economic Forecast** from 7:30 to 9:30 a.m. at Savory Downtown, 300 Washington St., Watertown. Cost is \$12 for GWNC Chamber members, or \$20 for two members. It's \$15 for non members or \$15 at the door. For more information, contact Kayla Perry at events@watertownny.com

■ **Cayuga County Chamber Business At Noon** event from 11:30 a.m. to 1 p.m. at the Auburn YMCA at 27 William St. in Auburn. Come see what's new at the Auburn location, tour the facility, and meet the staff. Learn more about the programs and pricing. The cost is \$5 for chamber members and \$7 for nonmembers. Register online at <http://events.r20.constantcontact.com/register/event?oeidk=a07efy4p9ae0669e9a9&llr=trel7bab>

■ **CNY Innovation Challenge Kickoff** meeting at SRC. The challenge, open to students in grades 6-12, aims to spark ideas to develop groundbreaking products or services and to foster entrepreneurship. The challenge seeks to help guide students' ideas and inventions from concept to completion. For more information, rules, and to register a student or register as a mentor, visit: cnyinnovation.com

JANUARY 31

■ **2019 Economic Summit**, presented by the

Tompkins Chamber and Tompkins County Area Development from noon to 2 p.m. at Coltivare, 235 South Cayuga St., Ithaca. The annual economic summit provides a snapshot of the local economy, highlighting the recent projects and accomplishments of the local business community and economic development. The event will present the key local issues and policy affecting the business community as well as forecast, challenges, and opportunities for business and job growth in Tompkins County. The keynote speaker will be Gary Keith, VP and regional economist at M&T Bank. For more information, email: sbailey@tompkinschamber.org

■ **A Conversation with Syracuse Mayor Ben Walsh and Onondaga County Executive J. Ryan McMahon II** at National Grid Auditorium, 300 Erie Blvd. West, Syracuse. Doors open at 5:30 p.m., the program runs from 6:30 to 7:30 p.m., and meet the presenters over hors d'oeuvres from 7:30 to 8 p.m. This event is open to the public, but registration in advance is required. For security purposes, a photo ID is required at the time of the event. No cost to attend, but donations are welcome to support FOCUS and Leadership Greater Syracuse. For more information, call (315) 422-5471 or visit: <https://www.eventbrite.com/e/a-conversation-with-county-executive-j-ryan-mcmahon-and-mayor-ben-walsh-tickets-54528627593>

FEBRUARY 7

■ **How to use LinkedIn to get the results you need** from 8:30 to 10 a.m. at The Tech Garden, 235 Harrison St., Syracuse. Struggling to get results for your business? Not sure how to network your way to a new job? Don't miss this powerful workshop on Michael Sgro, business owner and leadership coach, will share insights on how to develop your business and professional brand in seven steps using LinkedIn. The cost is \$15 for CenterState CEO Chamber members and \$25 for nonmembers. To register, visit www.centerstateceo.com, or email lmetot@centerstateceo.com

■ **FOCUS FORUM with Thursday Morning Roundtable: Meet Syracuse Police Chief Kenton Buckner** at 8 a.m. at the Syracuse University Office of Community Engagement, on the 4th floor of the Nancy Cantor Warehouse at 350 W. Fayette St. in Syracuse. The event is free. For more information, contact Jim Keib, executive director of FOCUS Greater Syracuse/SU Office of Community Engagement at (315) 448-8732 or email: focus@syrgov.net. Or, you can register for the event at: <https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eg0agtnhda2b8787&oseq=&c=&ch=>

FEBRUARY 13

■ **The Science of Learning** from 8 to 10:30 a.m. at Liberty Resources, 1045 James St., Syracuse. Understand how to leverage knowledge about the brain to effectively develop talent, tap into their potential, and create more powerful, long-lasting learning. The presenter is Dr. Scott Vinciguerra, Vinciguerra Consulting Group and SUNY SAIL Institute. The cost for CNYATD members is \$25; nonmembers pay \$40. Register at cnyatd.org. Call (315) 546-2783 or email info@cnyatd.org for details.

■ **GOFCC Annual Meeting**, presented by Exelon Generation from noon to 1:30 p.m. at Lake Ontario Event Center, 26 East First St., Oswego. Join the Greater Oswego-Fulton Chamber of Commerce for this gathering of business and community leaders at its annual meeting. This year's theme is "Inspire. Invest. Achieve." The event's keynote presentation will be given by Arel Moodie, founder of The Art of Likability. Member tickets cost \$39; nonmember tickets are \$49. For more information, email: sfults@centerstateceo.com

FEBRUARY 16

■ **Tioga County Chamber Centennial Gala Celebration** beginning at 6 p.m. at Tioga Downs Casino & Resort. The event features a full-course dinner including a complimentary champagne toast, a historical look into the past, as well as entertainment and dancing. Tickets for the black-tie optional event are \$55 and can be purchased at www.tiogachamber.com or by calling (607) 687-2020. For overnight guests, a special room rate is available. Contact the Tioga Chamber for reservation details at www.tiogachamber.com or email info@tiogachamber.com

FEBRUARY 25

■ **2019 Fab5 Young Professional Celebration & Awards Ceremony** from 5:30 to 8:30 p.m. at Coltivare, 235 South Cayuga St., Ithaca. The Fab5 Young Professional Celebration highlights the achievements and impact of young professionals, under 40, who are excelling and making an impact in Tompkins County. The Fab5 Awards are given out to five local young professionals who are growing and excelling in their respective fields and in the community. The cost is \$25 per person. To register, visit <https://tompkinschamber.chambermaster.com/eventregistration/register/189202>

MARCH 5

■ **Agriculinary Tourism Conference** at the Hotel Ithaca at 222 South Cayuga St. in Ithaca from 8:30 am to 5 p.m. Visit Ithaca and Cornell Cooperative Extension of Tompkins County present this conference, which is organized for agriculture and culinary professionals, in and around Tompkins County, who are looking to expand their business, offerings, and revenue. A series of panel discussions and presentations will help attendees learn about hosting events or overnights on their land,

how to market their business, and how to develop an efficient farm-to-table relationship. Early bird registration by Feb. 15 costs \$45 per person; if you register after Feb. 15, it's \$50. For more information, visit: <https://business.tompkinschamber.org/events/details/agriculinary-tourism-conference-2019-189414>

MARCH 7

■ **CenterState CEO Speed Networking** event from 8 to 10 a.m. Bring your business cards and be prepared to engage in small group dialogue while building relationships with other CenterState CEO members. For details, visit ceo@centerstateceo.com

APRIL 17-18

■ **17th Annual New York State Green Building Conference** at the Marriott Syracuse Downtown. More information coming at: www.esf.edu/greenbuilding

ONGOING EVENTS

■ **Every Tuesday, Cayuga Toastmasters Club** from 6 to 7 p.m., at Cornell University, Ithaca, Rhodes Hall, Hoy Road, 6th Floor Conference Room #655. Free parking is available on first floor of parking garage across from Rhodes Hall. For more information, visit the website at 4998.toastmastersclubs.org and select "Contact Us," or email: Jeff@jefurst52@gmail.com

■ **Every Tuesday, Gung Ho Referrals Group**, the premier networking group in CNY since 1999, from noon to 1:30 p.m. at The Gem Diner, 832 Spencer St., Syracuse. The cost is \$10 and includes lunch. No reservation required. Please bring 30 business cards. For more information contact Paul Ellis at (315) 475-0392 or email Paul.Ellis@ComfortSystemsUSA.com or go to www.GungHoReferrals.com

■ **Every Tuesday, CNY Referral Group** from 8 to 9:30 a.m. at Denny's Restaurant, 201 Lawrence Road, North Syracuse. Looking to expand your network and increase referral business? For more information, call Matthew Hunt at (315) 416-8881, or email: huntrm24@nationwide.com

■ **Every Wednesday, 1 Million Cups** at 9 a.m. at Syracuse CoWorks, 201 E. Jefferson St., 2nd floor, Syracuse. 1 Million Cups is a weekly educational program designed to engage, educate, and accelerate local startups/unique businesses. No cost to attend. For more information, visit www.1millioncups.com/syracuse

■ **First and third Wednesday of each month, Preferred Toastmasters** from noon to 1 p.m. at Golden Artist Colors, 188 Bell Road, New Berlin. Contact Jonie Bassett at (607) 847-6154, x1217.

■ **Fourth Wednesday of each month, Preferred Toastmasters** from 5:30 to 6:30 p.m. at Chenango County Council of the Arts, 27 W. Main St., Norwich. Contact Jonie Bassett at (607) 847-6154, x1217.

■ **Every Thursday, Free Business Counseling with SCORE** from 10 to 11:30 a.m. at the Tioga County Chamber of Commerce, 80 North Ave., Oswego. Contact the Tioga County Chamber of Commerce to make an appointment at (607) 687-2020.

■ **Every Thursday, Empire Statesmen Toastmasters** at 6:30 p.m. at Denny's Restaurant, 201 Lawrence Road, North Syracuse. For the latest information, visit <http://1427.toastmastersclubs.org/>

■ **Every second and fourth Thursday of the month, The North Star Toastmasters** from 11:45 to 1 p.m. at CXtec, 5404 South Bay Road, North Syracuse. The contact is: Sandy Jurkiewicz, member retention manager, (315) 470-1802.

■ **Every second and fourth Thursday each month Business Referral Network (BRN)**, from 7:30 to 8:45 a.m. at St. Michael's Lutheran Church, 5108 W. Genesee St., Camillus. Membership fee is \$150. For more information, contact Bob Brantner at (315) 494-1135

■ **Every Friday, Tip Club of Syracuse**, at the Sheraton Syracuse University Hotel, 801 University Ave., Syracuse, 8 to 9 a.m. Call Bernie Bregman at (315) 430-5249 or email: bbregman@cnybj.com

■ **First Friday of each month, Toolkit Day with SCORE** by appointment at The Tech Garden. Counselors provide free, confidential, individual business mentoring to prospective or current business owners. For more information or to make an appointment, contact Lynn Hughes at (315) 470-1969 or email Lynn@TheTechGarden.com

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People on the Move **NEWS**

ACCOUNTING

Dermody, Burke & Brown, CPAs, LLC recently hired **NIRISSA MILLER** as an associate in its Syracuse office. She works in the auditing and accounting department at the firm. Miller previously worked at Cuddy & Ward CPA in Auburn as a staff auditor, according to her LinkedIn profile. She received an associate degree in business administration from Onondaga Community College and an MBA, with a concentration in accounting, from Le Moyne College. **ALYSSA HANSEN** recently joined Dermody, Burke & Brown as an associate in the Syracuse office. Hansen received a bachelor's degree in accounting and an MBA, with an accounting concentration, from Alfred University. She came to Dermody, Burke & Brown with previous experience at M&T Bank, according to her LinkedIn profile. Hansen is currently working to complete the certification process to earn her CPA.



Miller



Hansen

The Bonadio Group has named **WENDY RICCELLI** partner in its Syracuse office. She started with the firm as a tax manager in 2015 at the Syracuse office and was promoted to principal in 2017. Riccelli's career includes more than 20 years as a tax specialist at Testone, Marshall & Discenza, LLP. She is a 1992 graduate of Le Moyne College, with a bachelor's degree in accounting.



Riccelli

BANKING

Generations Bank has promoted five employees, **AMY FAVATA**, **SHELBY JOURNELL**, **HOLLY MORAN-ARNDT**, **STEPHANIE NORTHUP**, and **JOE SCIBONA**. Favata was promoted to VP - controller. She joined Generations in 2017. Journell was promoted to VP - consumer lending. Journell has been with Generations for two years, and oversees the residential mortgage and consumer lending department. Moran-Arndt was promoted to AVP - agency administrator at Generations Agency, the banking company's insurance business. She has been a member of Generations Agency for more than six years. Northup was promoted to AVP - support services. She has been with Generations Bank for 10 years. Northup started at Generations as a part-time universal banker and throughout her career worked at almost every Generations office. Scibona was promoted to VP - retail banking. He oversees the operations at all Generations retail branches. Scibona joined Generations in May 2018 as AVP - regional retail director.

CONSTRUCTION

The Hayner Hoyt Corporation has promoted **DAN LOSTUMBO** to VP of finance. He joined the construction company this past summer as its new controller and director of finance. Formerly an audit manager at Firley, Moran, Freer & Eassa, CPA, P.C., he is a CPA and completed both his bachelor's and master's degrees in accounting at Syracuse University. **JOYCE DENNING-**

TON has joined Hayner Hoyt as the new director of human resources. She has held senior HR roles at Hematology Oncology Associates, Syracuse Rescue Mission, Medical Management Resources, and most recently as VP of human resources at the Centers at St. Camillus. Dennington has an MBA from Le Moyne College and a bachelor's degree from Hartwick College. **BILL NELSON** has returned to Hayner Hoyt as a project superintendent. He has an associate degree in construction management from Morrisville State University and a bachelor's degree in construction management from SUNY ESF. Nelson is a certified associate constructor and a LEED green associate. **JOSH RINGEN** joins Hayner Hoyt as a project engineer. He interned with the company over the summer and recently graduated with a construction management degree from SUNY ESF. Ringen is a certified associate constructor. **TATIANA SALISBURY** joins Hayner Hoyt as an accounting clerk. She most recently worked as a revenue cycle management associate at National Grid. Prior to that, Salisbury was an accounting clerk at Bank of New York Mellon and computer director at OCASA at Rochester Institute of Technology. She holds a bachelor's degree in applied mathematics from RIT and an associate degree in computer information systems from OCC.



Lostumbo



Dennington



Nelson



Ringen



Salisbury

ENGINEERING

Ryan Biggs/Clark Davis Engineering & Surveying, D.P.C has added **JEREMY SWARTZ** as a design engineer. He holds bachelor's and master's degrees in architectural engineering from Pennsylvania State University. Swartz will be providing engineering support for educational and commercial projects.



Swartz

HEALTH CARE FINANCE

Bankers Healthcare Group has hired **BOB TACKMAN** as a project manager for the company's wholly owned subsidiary, Fund-Ex Solutions Group. He is currently serving his second term as the elected mayor of the Village of East Syracuse. For the past 10 years, Tackman has worked in the credit union industry, managing branches and most recently on a core conversion team.



Tackman

LAW

Barclay Damon has elected **MATT KERWIN** and **NICK SCARFONE** to the law firm's partnership. Kerwin is a member of the firm's

telecommunications, land use and zoning, project development, and energy practice areas, as well as its renewable energy team. He has served as special counsel to several municipalities on zoning compliance matters on numerous development projects. Scarfone is a member of the firm's tax, corporate, and trusts & estates practice areas and its Canada/cross-border and cannabis teams. He is an experienced tax lawyer and a CPA. Scarfone has a broad range of legal and business experience and has successfully negotiated favorable settlements for clients in tax controversies, both civil and criminal.



Kerwin



Scarfone

TECHNOLOGY

INFICON, Inc. has hired **JEFF WIDTFELDT** as a key account manager. He has engineering experience in the HVAC manufacturing industry, working with advanced production processes for DAIKIN/Goodman in Texas. Widtfeldt holds a bachelor's degree in manufacturing engineering technology from Brigham Young University. **BRANDON HOFFMAN** has been hired as a supply chain data analyst. He recently worked at Harris Corporation. Hoffman has completed Lean Leadership Academy and is on track to complete Six Sigma Green Belt. He holds a bachelor's degree from the University of Massachusetts Low-



Widtfeldt



Hoffman

ell. **DAVID FRESON** has been hired as an electrical engineer. Freson recently worked at Lockheed Martin and served as staff product test engineer. He holds a bachelor's degree in electrical engineering from RIT. INFICON, Inc. has hired **MARIO D'ONOFRIO** as a sales engineer - food production/packaging. He recently worked as a sales rep at MillerCoors. D'Onofrio holds a bachelor's degree from DePaul University. **KIM HORNER** has joined as an administrative assistant. She recently graduated from Le Moyne College with a bachelor's degree in marketing.



Freson



D'Onofrio



Horner

TRAINING

Pupil Transportation Safety Institute (PTSI) has hired **ANTOINETTE FOLLETT** as national marketing and sales manager. In this newly created role, she will lead partnership and sales operations and expand awareness of the organization, both nationally and internationally. Follett brings more than 20 years of experience in marketing, publishing, and public relations. She joins from Liberty Resources, Inc. in Syracuse. Follett previously was president of Bentley-Hall, Inc. and editor-in-chief of *International Musician* and *Making Music* magazine.



Follett

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FEB. 4: BANKING & CREDIT UNION REPORT The List: Conference & Meeting Facilities

The latest news on Central New York banks and credit unions, including breaking news and features. The report also delves into banking and credit-union policy issues.

FEB. 11: EDUCATION/INNOVATION/STARTUPS The List: Commercial Printers

Covers news and initiatives at the area's colleges and universities, as well as education and training trends, tips, and resources, innovative ideas, and news about CNY's startup companies.

FEB. 18: SMALL BUSINESS / BUY LOCAL The List: SBA Loans & Lenders

Covers news on small businesses and the key trends, legal, and policy issues facing these firms. Also offers tips and resource information for buying local and related topics.

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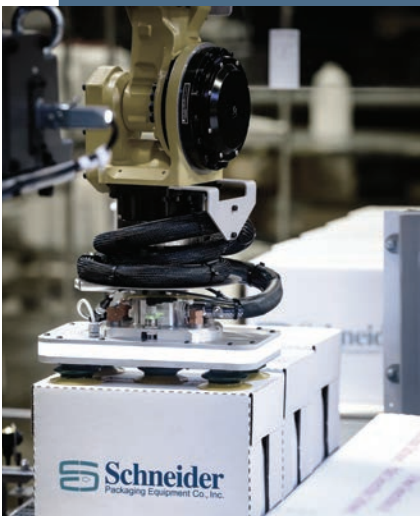
MESSAGES



**Business Journal
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SCHNEIDER PRESIDENT'S MESSAGE 2019



Manufacturing...and Beyond - With almost 50 years of industry problem-solving in end of the line automation and headquartered in Brewerton, New York, Schneider is a leading manufacturer of case packing and robotic palletizing solutions. Schneider employs approximately 130 employees, with the large majority of our employees living in Onondaga and Oswego Counties. To date, we have installed over 3,000 world-class machines in some of the biggest manufacturing operations in the world. Our capabilities extend far beyond manufacturing - our design, engineering, training, machine upgrade and ancillary services are key pieces of our business as well.

Ownership - Since Schneider was last featured in CNYBJ in February of 2018, ownership and the corporate structure of the business have changed significantly. In June of 2018, the Schneider family transitioned ownership of the organization to the executive management team including Bob Brotzki, President, as well as Executive Vice President, Greg Masingill and Senior Vice President, Mike Smith. The leadership team has eyes on continued growth of the business. The tremendous rate at which Schneider is growing sales can be attributed to several things in particular—extraordinarily smart and dedicated people, streamlining operations and automating processes, a focus on our ancillary services and an untarnished reputation for building “world-class” machines.

Moving from Good to Great - Given the company's record growth for the 2016 to 2018 period, the company predicts a 10 percent growth in 2019, which is a modest projection, but it's all about keeping pace, meeting demand and implementing scalable processes. Not only are we building systems and processes for today, but everything we're doing now is scalable, with the future in mind. And, how does a company adapt to explosive growth in the midst of corporate restructuring? It leans on its employees. We have very successful, tenured people who are bought into the changes and the thought process of how we are approaching growth. And, we have extremely smart and passionate new people who are bringing fresh ideas to Schneider and we empower them to implement those ideas. We could not be successful without all of these people.

Differentiators – A key differentiator in the packaging automation industry is the capability to provide ancillary services. This is a renewed focus for 2019. While Schneider has always valued customer service first, we want to make sure the industry fully understands our capabilities as a partner. We offer full support for the lifecycle of our machines. While the manufacturing of the machines is what we are best known for, our ability to offer design and engineering services, to support machines that are 20 to 30 years old with parts and upgrades/conversions and to offer certified training make us a provider of choice. In fact, focusing on services and aftermarket parts are likely our biggest opportunity for potential growth.

Innovation – Over the years, Schneider has broadened its end-of-line product offering to add tools and software solutions that were necessitated by industry and partner challenges—such as the growing need for quick changeovers, more transparency into how equipment is running and pallet pattern formations. Most of the solutions Schneider creates are highly customized, necessitating a creative team with progressive minds who are willing to collaborate with partners across the country. And a lot of Schneider's partners are Fortune 500 companies who are looking for leading-edge technology. Adjacent to our onsite customer training room, we are building out space for our new R&D Lab. We expect our new R&D Lab to drive our innovation even further. As a dedicated proving ground for our talented engineers to test and validate our existing technology and solutions, the R&D Lab will serve as the incubator for what's next from Schneider.

2019...and Beyond – Schneider continues to receive accolades from partners and industry associations, and looks forward to more of the same in the future. Schneider is certainly one CNY manufacturer to watch!

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Each year, Hillside Family of Agencies helps nearly 3,000 Central New York children and families enjoy healthier, happier lives. As Hillside's new President and CEO, I recognize that while many people have heard of us, not everyone realizes the breadth of our services or the people we serve.

For instance, many people know of our foster care services that support youth who are unable to stay in their homes. But we serve even more young people with community-based programs in homes, schools and neighborhood offices. And nearly 1,000 area students participate in Hillside

Work-Scholarship Connection—a partnership with Syracuse City School District and other community supports—to achieve their goals of graduation, college and career. HW-SC achieves extraordinary results: In 2018, 99 percent of Syracuse-area seniors who stayed in the program throughout high school graduated on time.

In 2019, we're excited about new behavioral health services that support children and families and help young people remain in their homes while avoiding lengthy and costly residential treatment. And our Health Home Care Management programs are helping children and families navigate their health and human services, for improved health and well-being.

Finally, while many of our programs receive primary funding from various government agencies, it's less well known that support from private individuals, corporations and foundations help Hillside provide the services that make such a difference in the communities we all call home.

At Hillside, we're proud to be a part



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Berkshire Bank is a wholly owned subsidiary of Berkshire Hills Bancorp, with corporate headquarters in Boston. We have built the franchise through a combination of acquisitions and organic strategies, driven through our unique culture. In the past ten years, the company has acquired ten financial institutions and just announced recently that it has a pending agreement to acquire SI Financial Group, Inc. and its subsidiary, Savings Institute Bank and Trust Company, a \$1.6 billion dollar bank with 18 branches in Eastern CT and 5 branches in Rhode Island. As a result, Berkshire has grown to \$12.0 billion in assets with 115 full service branch locations in Massachusetts, New York, Vermont, Connecticut, New Jersey, Rhode Island, and Pennsylvania, providing personal and business banking, insurance and wealth management services.

The last year also brought with it recognition of our commitment to small businesses throughout each of our communities. Berkshire Bank was recognized as the

#1 SBA Lender in Central New York. In fiscal year 2018, Berkshire Bank approved 45 loans for small businesses in the Central New York Region, totaling \$4.2 million and 92 loans district-wide worth \$10.2 million. Berkshire's Small Business division is dedicated to helping business customers grow their companies and is invested in the surrounding communities to help them strive for success.

Our commitment to the community goes even deeper than its small businesses. Berkshire Bank Foundation donates over \$2 million annually to nonprofits in the Bank's footprint, while our employees devote over 40,000 hours of volunteer service. On June 5, 2018, we delivered our "Xtraordinary Day", a day of service where all branch locations and operations centers closed its doors, allowing 92% of our employees to participate, providing 7,000 hours of service and impacting 70 nonprofit organizations. In addition, our Foundation won the Gold Halo Award for the Top Employee Community Engagement Program in North America in 2018.

Today we live in extraordinary times. Customers need a bank that is dynamic with experts and resources to help achieve their financial goals. Our lending decisions are made locally - from people you know and trust. Berkshire Bank realizes the importance of everyday banking relationships that provide customers with the strength and resources of a big bank combined with the heart and personal attention of a community bank. Our teams are available to help make the most of life's important moments for our customers.

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BJNN: Proudly Serving the CNY Business Community

The Business Journal News Network (BJNN) has been providing news, research, and networking for more than 30 years to the Central New York business community. I am proud that we have sustained our company through these years by maintaining our journalistic integrity and reliability as a trusted source of business news and information. We have spent much time and effort ensuring that we are delivering information and content through all platforms — print, digital, social, and in-person. We continue to improve and develop new platforms as they emerge in our marketplace. This enhances the experience of our readers, subscribers, and advertisers.



Marny Nesher, President of the Business Journal News Network, in the company's new offices located at 211 W. Jefferson St. in Syracuse.

If you haven't visited our new website cnybj.com, please take the time to explore the resources we offer ranging from archives, breaking news, business tools - resource links, tips, Ask the Expert articles, and educational webinars. For our advertisers, we plan to offer more dynamic avenues through which they can promote their businesses, products, and services.

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Lou Vogel, PE
President
Taitem Engineering, PC

With Governor Cuomo's announcement of the NY Green New Deal, there is tremendous activity and high demand for Taitem Engineering's services. As a certified B Corporation,

we are especially enthusiastic that New York State is setting bold goals and investing in transitioning the state to a clean energy economy.

Our Design Engineering team had its best year ever in 2018, working with architects and developers on projects that are revitalizing downtowns and leveraging waterfront locations in Ithaca, Geneva, Auburn and Syracuse. These include Smith Opera House, Schweinfurth Arts Center, the Organic Waterfront projects in Ithaca and more. Taitem's expertise in designing air source and geothermal heat pump systems is assisting the drive towards converting to reduced fossil fuel based heating and cooling. Higher education campuses are also embracing energy efficiency and sustainability in both new construction and major renovation projects, and our company provides substantial engineering services during the integrated design process.

For 2019, Taitem's Energy+Sustainability team is focused on technical consulting and energy modeling for Net Zero Carbon building projects and deep energy retrofits. And with our commissioning services, Taitem ensures that building systems are designed, installed and performing to owners' requirements. We work closely with NYSERDA, the New York State Energy Research and Development Authority, to help businesses large and small benefit from the state support for energy audits and smart building design. For example, the Retrofit NY program, in which Taitem participates, is advancing improved building envelopes for less and less energy usage. Also this year, Taitem expects to assist commercial and industrial clients in securing NYSEG, RG&E and National Grid rebates for energy efficiency upgrades, as utility funding is increasing significantly in 2019.



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